

# Envisioning a #GenderEqualWorld

## About the campaign

A digital campaign championing gender equality as a shared responsibility—engaging men, spotlighting women’s journeys, and normalizing equality in everyday life – spanning from National Girl Child Day to International Women’s Day.

**20.3 million**  
views

**14.2 million**  
reach

**70,000**  
likes

## Our approach



Stories of  
Change



Pop Culture  
and Memes

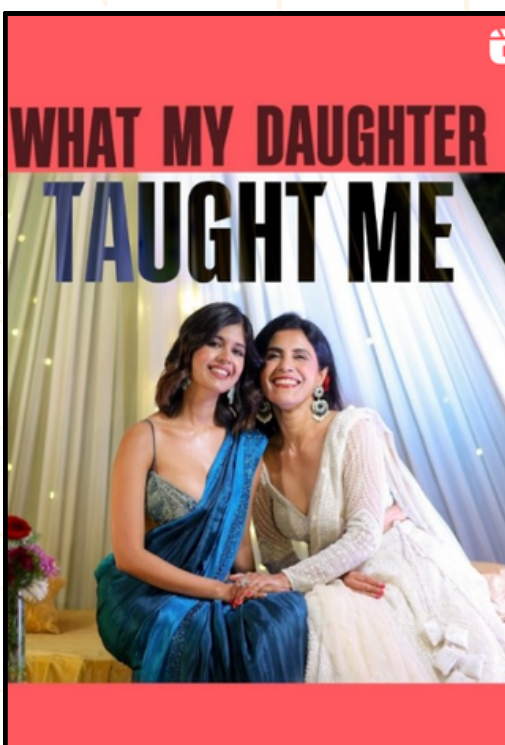


Celebrity  
Messaging

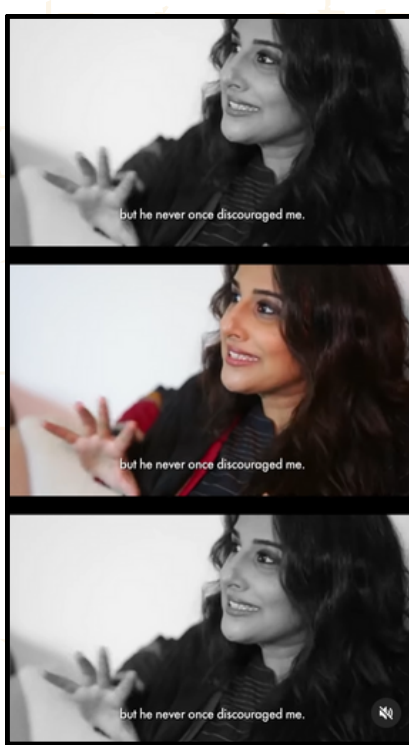


Short-form  
videos

## What did we do?



Influencer Collaboration



Celebrity Messaging



Challenging Gender Norms



Stories of Change



Memes