



## #1 THIS GIRL CAN

Developed by: Sport England

2016 – England

Type of project: Communication Campaign

<http://www.thisgirlcan.co.uk/>

### Synthesis of the case study

"This Girl Can" is a national campaign developed by Sport England and a wide range of partnership organisations. It's a celebration of active women up and down the country who are doing their thing no matter how well they do it, how they look or even how red their face gets.

This campaign has been the most viral campaign about women participation in sport and it is an exemplary case of a marketing campaign that didn't sell anything, but wanted to introduce behavioral change.

### Context and approach

Sports participation in the UK is suffering from a significant gender gap. Research carried out by Sport England reveals that by every measure, fewer women than men play sport regularly.

The "This girl can" campaign is based on a powerful insight: that the fear of judgement by others is the primary barrier holding women back from participating in sports. This fear covers concerns over their appearance, ability, or the simple fact they are choosing to spend time on themselves, rather than on their families. Tackling this fear was seen as the key in tackling the gender gap.

It is the first campaign of its kind to feature women who sweat and jiggle as they exercise. It seeks to tell the real story of women who play sports by using images that are the complete opposite of the idealized and stylized images of women we are now used to seeing.

### Objectives/Challenges

- > to create a lifelong sporting habit;
- > to get more women from the age of 14-40 regularly active and into sport and to keep them playing;
- > to help women overcome body confidence images.

### Target

Everyone

### The deliverable (What did they do specifically?)

The national campaign started with TV-ads in national TV as well as in social media. It was followed by outdoor advertising and active social media push. At the follow-up, an app was created so women could upload their own home-made version of the original video or poster. Some of them were chosen as the new faces of the posters for the second round. A year later Sport England also partnered with Marc Jacobs to produce a limited edition line of "This Girl Can" sportswear where a certain percentage would go to support Sport England. In addition, an online toolkit was created for the stakeholders and partners who could use the branding and logos for their own marketing campaigns.

### Key learnings/Questions to think about

If you want to do a campaign for women, make sure that:

- > your language is engaging, friendly and clearly;
- > your communication is encouraging and positive;
- > you relate to women and your target group and ask them what they need.

### Why is it useful?

Key to the success of the "This Girl Can" campaign was the way Sport England represented its target audience. Every image they used showed women we could associate with.

This campaign will help you to understand:

- > the basics of how women are likely to feel and behave in relation to sport and exercise;
- > will encourage them to become more active and maintain it;
- > how to use cleverly media channels, especially social media to engage a community.

### Contact information

Sport England

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