

always

#52 ALWAYS LIKE A GIRL

Developed by: Always
Year and country: 2016, International
Type of project: Campaign

<http://www.always.com/en-us/about-us/our-epic-battle-like-a-girl>

Synthesis of the case study

Facing growing competition from rivals that were gaining tractions with millennial girls. Always needed a way to appeal to the next generation of consumers via social media. The award-winning response was the Always #LikeAGirl campaign, turning the phrase from that an insult to an empowering message.

Context and approach

Always' commitment to empowering girls through puberty education dates back decades. Yet in 2013, P&G realised that the brand's purpose wasn't apparent to the new generation of consumers. Always' brand communications had remained focused on product performance, while its main rivals had moved on. The challenge was to build a fresh and more meaningful understanding of confidence which would resonate with the next generation of consumers. "We set out to champion the girls who were the future of the brand," says Judy John, Chief Executive Officer/Chief Creative Officer of Leo Burnett Canada. "Girls first come in contact with Always at puberty, a time when they are feeling awkward and unconfident-a pivotal time to show girls the brand's purpose and champion their confidence." Always briefed its agencies to create a campaign that leveraged the brand's legacy of supporting girls as they make the transition from puberty to young women, while reinforcing why the brand is "relevant to me" and also one that understands the social issues girls today face at puberty.

Objectives / Challenges

- How to strengthen a girl's self-esteem in girls;
- how to change the stereotypes.

Target

Young girls.

The deliverable (What did they do specifically?)

The creative team set out to redefine confidence in a way that was more relevant but would remain true to the brand, turning the phrase 'like a girl' from an insult into a term of empowerment. The campaign was built around a social experiment to show the impact that the phrase 'like a girl' had on society, especially girls' in pre and post-puberty age. The centerpiece was a video that captured how people of all ages interpret the phrase 'like a girl'. "We thought the best way to start a movement and spark a conversation was to create a video that would encourage people to share and participate." Once the film was shot, a campaign was then constructed around it to spread the message and empower women by showing that 'like a girl' should be a meaningful and powerful statement all women should embrace. Social hashtag #LikeAGirl was introduced as a rallying cry.

Key learnings

Always' #LikeAGirl generated considerable global awareness and changed the way people think about the phrase 'like a girl', achieving more than 85m global views on YouTube from 150+ countries. Prior to watching the film, just 19% of 16–24s had a positive association toward 'like a girl'. After watching, however, 76% said they no longer saw the phrase negatively. Furthermore, two out of three men who watched it said they'd now think twice before using the 'like a girl' as an insult. #LikeAGirl is so important because it shines a much-needed light to this kind of sexism and reminds everyone that being "like a girl" means "being badass and fierce."

Contact information

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