

IMPACTFUL WOMEN'S DAY CAMPAIGN IDEAS 2023 WITH EXAMPLES



International Women's Day is commemorated and celebrated on March 8 every year. The theme for Women's Day 2023 is "Embrace Equality". As a day to celebrate and reward all women for their resilience, strength and love through the act of giving. A few weeks before this event, you can already see brand campaigns and advertisements that empower and support women on social media around the world.

Let's look at some general themes from different genres that can be inspiring examples for your campaign ideas



VALIDATE THE WOMEN IN YOUR ORGANIZATION

Change always starts with people; why not start by supporting women in your organization? For example, one can create a video campaign against workplace discrimination on your brand's social media

Example

Discrimination in the workplace has been going on for years now. Women are not treated well or judged based on their gender rather than their job performance. Campaigns like this help reach audiences and educate them about workplace inequality through the #BreakTheBias campaign.

SHARE THEIR STORIES AND STRUGGLES

Connecting through stories and hearing the experiences of others always has a deep impact on the minds of the audience. Create strong hashtags based on strong messages, encourage women to create their own style of videos using the hashtag, and highlight the top five stories on your social media. This will help women speak up and set an example for young people.

Example

Campaigns covering real stories and situations girls face has a positive impact on bringing about change and showing the reality of society.

EDUCATE AND RAISE AWARENESS

Educate society on the inequality against women that has persisted for years. However, the problem remains that women themselves are oppressed and judged in society. Campaigns can educate the public and make them aware of safety, health, equality and employment for women

Example

#MakeYourCitySafe is another great example of women's safety campaigns

BREAK THE TABOOOS AND SOCIAL NORMS

Many campaigns may touch your heart, especially those that break gender restrictions and encourage a change in gender roles. Brands can carefully combine and subtly promote their products through such advertising, but make sure it fits your brand message.

Example

The Sons #Sharetheload campaign is a good example. Such campaigns have effectively undermined gender discrimination, undermined social norms and encouraged gender equality that has lasted for generations.

CERTAIN THINGS MUST BE KEPT IN MIND WHILE PREPARING FOR SUCH TYPES OF CAMPAIGNS

- Focus on the theme
- Clear & precise initiative
- Use catchy & creative hashtags
- Offers & deals dedicated to women
- Encouraging women to share their stories
- Understanding the audience and make campaigns accordingly.

Remember, "Good advertising continues to plant positive memories in the minds of the public." Some advertisements live well in the minds of the audience

At Impulse digital, a digital marketing agency in Navi Mumbai we ensure that our clients are well-prepared about latest marketing trends. We help brands increase their sales and engage with the target audience.



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Contact Us: 91-9769285224

Email: collabs@theimpulsedigital.com

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