

Girl Effect

Campaign Analytics

Girl Effect is a not-for-profit organisation, dedicated to improving the lives of marginalised girls in developing countries¹. Their expertise in media, mobile, brand and international development has allowed them to promote their message in creative and accessible ways across 66 countries, namely Rwanda, Ethiopia and Malawi. Girl Effect have decided they want their next project to identify and assist teenage girls living in poverty within Britain. This report identifies a theme for this project, along with three sub-topics to maximise audience engagement. In addition, it will also suggest platforms to optimise the promotion of these sub-topics, as well as Key Performance Indicators (KPIs) to measure impact.

As a predominantly online brand, Girl Effect's work is predicated on being accessible via technology, whether that be information provided over the phone to inspirational television and radio shows. Even IRL methods such as music, storytelling and creative workshops are shared online to give girls another way of engaging with the cause, as well as encouraging them to get involved. Girl Effect currently possess the following online touchpoints:

- Facebook (326, 854 likes and 306, 400 followers)
- Twitter (197,000 followers)
- Instagram (6497 followers)
- LinkedIn (9753 followers)
- YouTube (11,055 subscribers)
- Website (featuring a News & Stories section, as well as Newsletter subscription)

Due to the strong existing presence of Girl Effect on these networks, alongside data on social media usage in the UK (Figure 1), improving recognition via YouTube and Facebook will be at the core of this project. A secondary objective will be to improve the reach of Instagram and Twitter accounts, with the intention of developing their recognition once the brand is more established.

Thanks to Girl Effect's 10 Step Brand Creation Process, Zathu ('ours' in Chichewa), Yegna ('ours' in Ethiopian) and Ni Nyampinga ('beautiful girl, inside and out, who makes wise decisions' in Rwandan) have achieved considerable reach and recognition in their respective countries. Their objective, "to create a new normal for

¹ Girl Effect", *Girl Effect*, 2018 <<https://www.girleffect.org/>> [Accessed 11 December 2018].

girls by increasing their value, voice and connection", has been at the core of each project, measured via consumption, impact and behaviour. These will be utilised to form KPIs for the over-arching theme. Girl Effect's previous topics, alongside seasonal issues, trends, events and the work of competitors were utilised as inspiration for the new theme, in order to ensure relevant and popular trends were being harnessed, whilst still identifying ways to give it an edge unique to the organisation. Once several ideas for a theme were discovered, the next step was to identify their potential reach, using Google Trends to determine their prevalence in the UK.

Variations of the theme, 'Intersectionality', emerged during research, with its peak popularity in March this year and its current popularity at around 85% (Figure 2.1). Intersectionality is an ideology that describes how the interplay of certain power systems in a society can impact those who are marginalised within it². The topic has been adopted under the Fourth Wave Feminism movement and now relates to issues such as sexism, the LGBT community, gender and identity, and even ideas of what it is to be masculine. The theme not only acquiesces with Girl Effect's desire to include and address boys' attitudes to girls in their work - as demonstrated by the title, 'Ours', for two of their campaigns – but reflects the diversity of girls they have helped before, whilst giving it room to develop in a British context. Adopting this theme also allows us to utilise the popularity of other trends; as a feminist topic, its peak in March could be attributed to International Women's Day on March 18th, providing a potential event during which to market the Girl Effect cause. Its relation to the broader context of feminism allows it to take advantage of large audiences, whereas its connections to marginalised societies and the more recent Fourth Wave distinguish it as a new, emerging trend (Figure 2.2).

As well as revealing over-arching themes that were popular among similar charities and brands with similar audiences, initial research also featured more specific pieces. Interviews and articles on the England Woman's Cricket Team and female boxer, Nicola Adams, suggested an interest in sportswomen. Alternatively, there also seemed to be several exhibitions such as 'Ladies of Quality & Distinction' and 'A Women's Place', which showcased the works of women in STEM subjects. Whilst a comparison of these two demonstrated 'Women in Sport' was generally more

² Brittney Cooper, "Intersectionality", *Oxford Handbooks Online*, 2015, 2-6 <<https://doi.org/10.1093/oxfordhb/9780199328581.013.20>>.

popular than 'Women in STEM fields', it reflected a growing need to represent women in male-dominated industries (Figure 3). The topics' peaks during the month of March suggest a useful and engaging first topic could be 'This isn't a man's world'. The theme not only tackles the underrepresentation of women in fields such as sport and science, but also diffuses the idea that there is such thing as a man's world and that boys cannot also go into careers stereotyped as women's work. A similar campaign, 'This Girl Can', was launched in 2015 by Sports England in the form of an advert and propelled the hashtag to Number 3 in the UK, as well as achieved over 400,000 views on YouTube. Furthermore, the brand not only received high levels of engagement from sports women and teams but is also credited with narrowing the gender gap between the number of men and women who participate in sport³. An online video featuring clips, depictions and quotes of women who have prospered in these industries could not only develop into a similar trend, but also be a major influence in the choices girls make for their education and wellbeing.

The inspiration for the second topic comes from the magazines read by teenage girls, in particular an advert launched by Hey Girls UK in the form of a cut-out sanitary pad; as stated in the advert, Period Poverty affects one in ten girls in the UK, who are forced to use materials like the paper the ad was printed on when they cannot afford sanitary pads. The interplay between being a young woman and being in poverty has an impact of social life, education and health, with nearly half of girls reporting to have missed school as a result and half still considering the subject taboo⁴. By addressing the topic of Period Poverty, Girl Effect can not only provide much needed assistance, but also increase their reach. Similarly to the cut-out pad advert, Girl Effect could develop a printable or downloadable version featuring their Instagram nametag. Upon scanning this nametag with a phone, the user would be redirected to a page providing advice and information and even a cheaper means with which to buy the product. With 54,600 signatures in support of a #periodemoji, the de-stigmatisation of menstruation is high in demand.

³ Ben Rumsby, "Watch The New This Girl Can Advert Released By Sport England", *The Telegraph*, 2018 <<https://www.telegraph.co.uk/sport/2017/02/24/watch-new-girl-can-advert-released-sport-england/>> [Accessed 12 December 2018].

⁴ Plan International UK's Research On Period Poverty And Stigma", *Plan International UK*, 2018 <<https://plan-uk.org/media-centre/plan-international-uks-research-on-period-poverty-and-stigma>> [Accessed 13 December 2018].

The final topic comes as a result of research via Soovle, in particular, variations of searches for Intersectionality on YouTube (Figure 4). One of the more unique searches was for 'Intersectionality Pizza', an analogy used by vlogger, 'Akilah, Obviously', to describe the lack of representation of women who are marginalised in other ways. The video equates men to burgers, white women to cheese pizzas and women of different races, sexualities and binary identities to Deluxe pizzas, concluding with "life needs a little more flavour"⁵. Whilst this does provoke some debate among the 298, 989 viewers and 1,401 commenters, the majority agree food is not only an intriguing way to explain the concept of Intersectionality, but also a means of bringing people together. Subsequently, the final topic would be 'A Slice of Feminism', an online talk-show featuring a variety of notable and inspirational women – including vloggers and influencers such as Akilah - coming together over a meal to discuss their perspectives on feminism. Alternatively, this could also be turned into an event organised online, either as part of a food-festival style celebration or several, localised get-togethers.

As aforementioned, Girl Effect measures success through data obtained in surveys on consumption, impact and behaviour. Subsequently, all three topics aim to engage a certain area of this, which, whilst they overlap, uses a specific metric to measure impact. 'This isn't a man's world' aims to achieve impact and recognition, utilising active engagements such as YouTube channel subscribers, Facebook Shares and comments on either site. To improve reach on Girl Effect's Twitter and Instagram, the scanning of the nametag would be a KPI, as would mentions (@GirlEffect) and hashtags (#girleffect, referring more to the impact on Period Poverty by Girl Effect as opposed to addressing the brand itself), retweets and Instagram reposts to stories and timelines. Whilst behaviour can be trickier to translate into a KPI, involving quizzes or competitions in an online talk-show and measuring audience participation could provide an insight into how people are reacting in response. Monitoring attendance for events organised online could also be used to indicate behaviour, as it demonstrates those who are now celebrating the presence of the women and girls in their lives.

⁵ Akilha Hughes, *On Intersectionality In Feminism And Pizza - Akhila, Obviously*, 2015 <<https://www.youtube.com/watch?v=FgK3NFvGp58>> [Accessed 13 December 2018].

References

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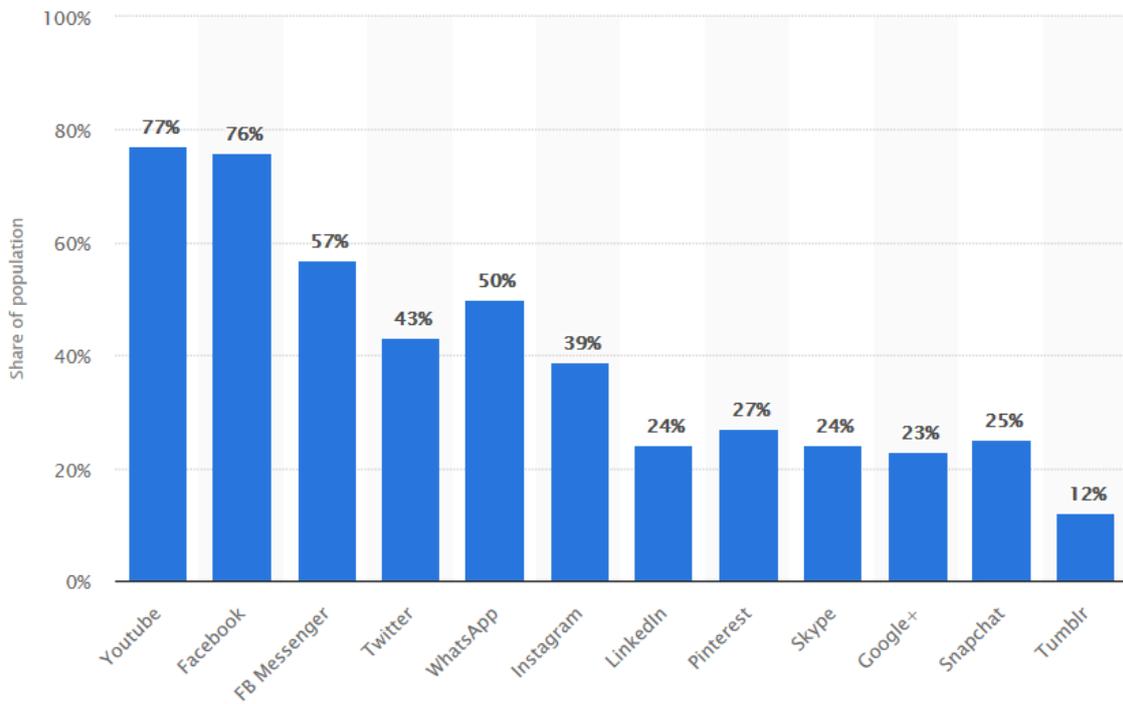
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Appendix

Figure 1: Graph to show the penetration of leading social networks in the United Kingdom



Data visualized by  **tableau**

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Figure 2.1: Graph to show the popularity of 'Intersectionality'

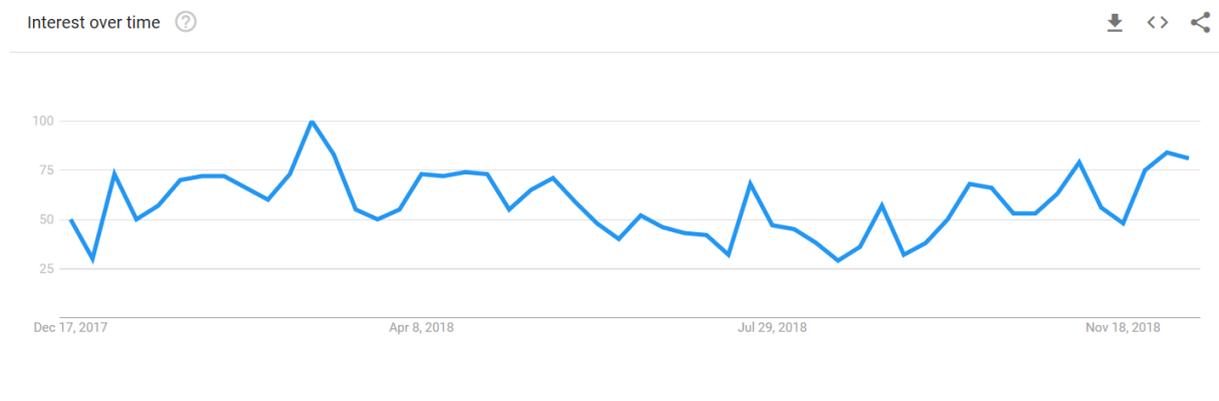


Figure 2.2: Graph to show the popularity of 'Intersectionality', apropos 'Fourth Wave Feminism' and 'Feminism'

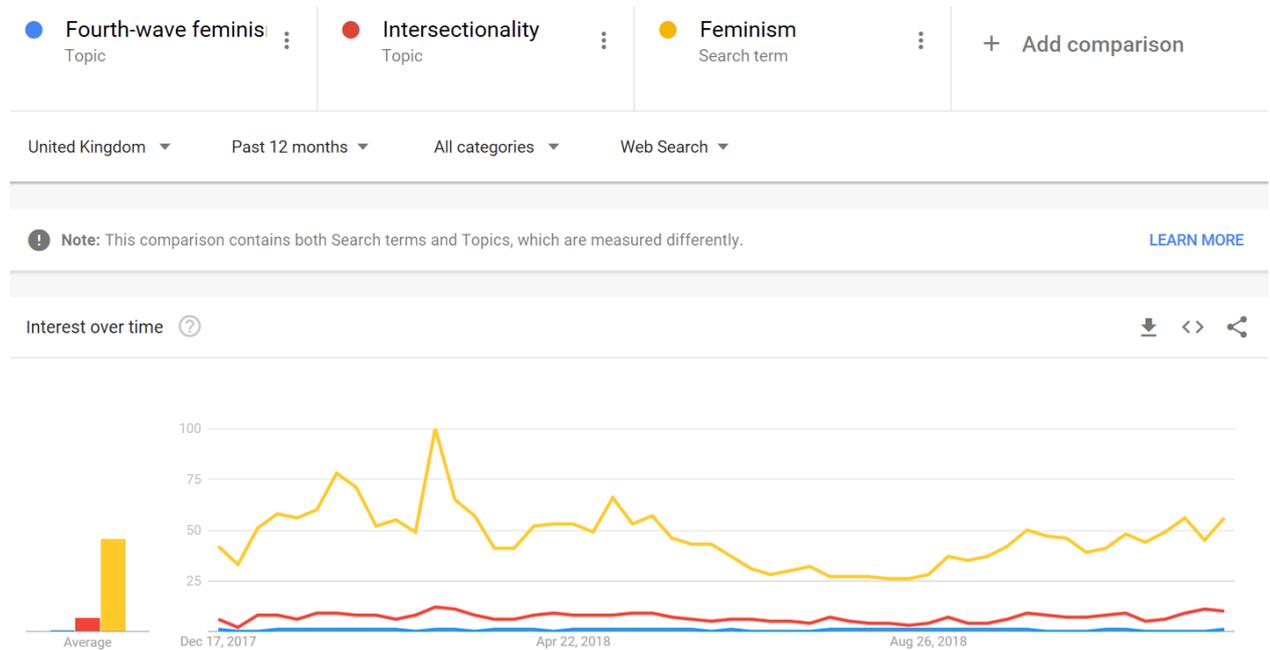


Figure 3: Graph to show the popularity of 'Women in sport' apropos 'Women in STEM fields'

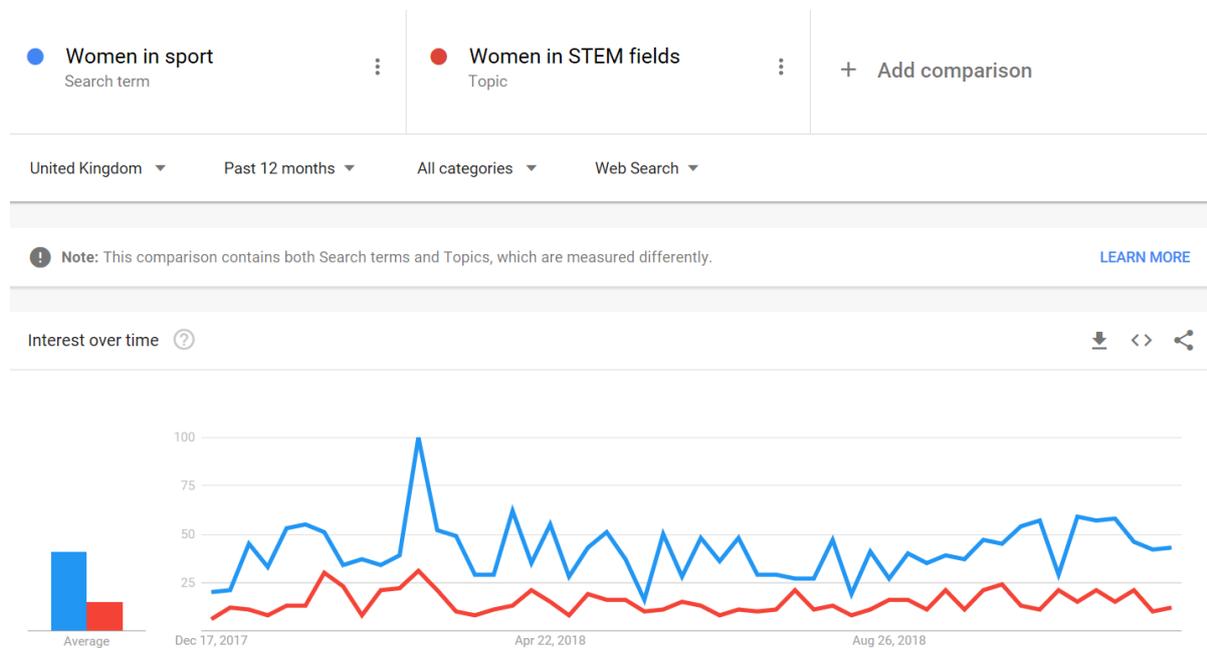


Figure 4: Diagram to show top related searches to 'Intersectionality' on YouTube and other search engines

