

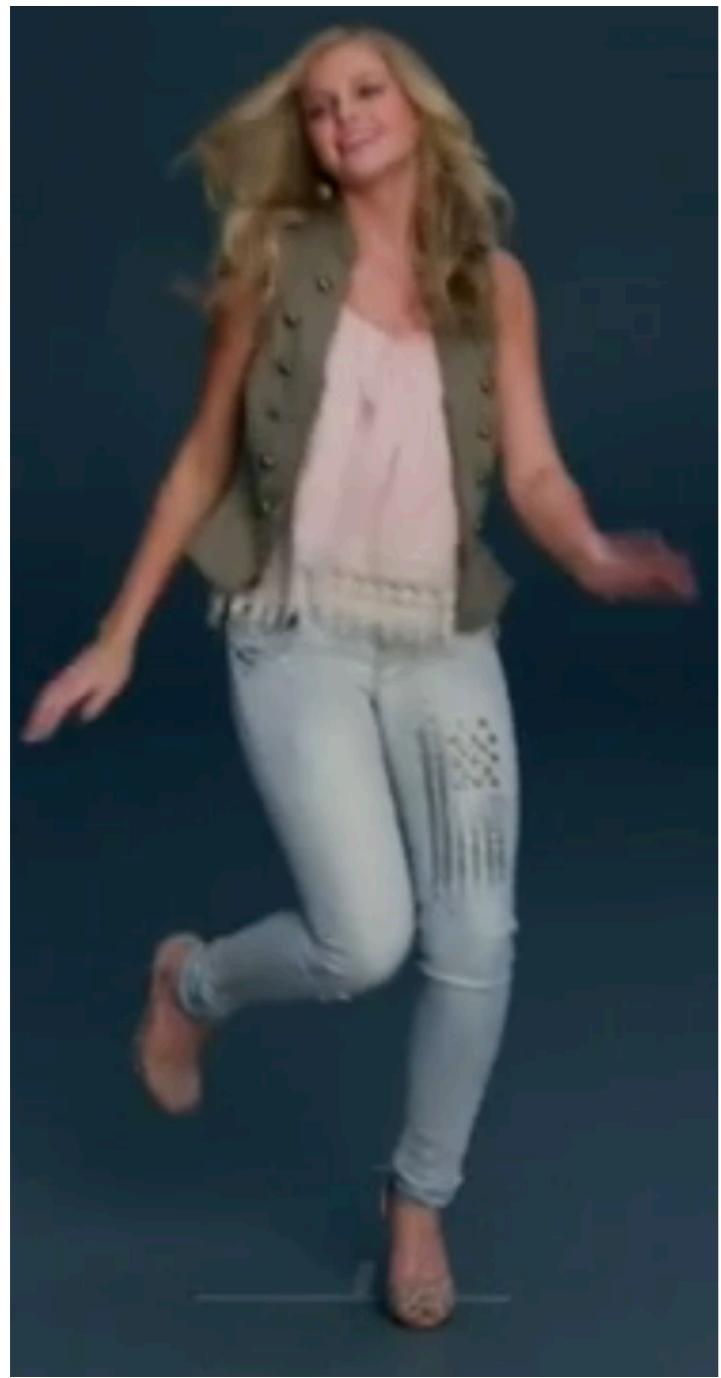
ALWAYS #LIKEAGIRL

---

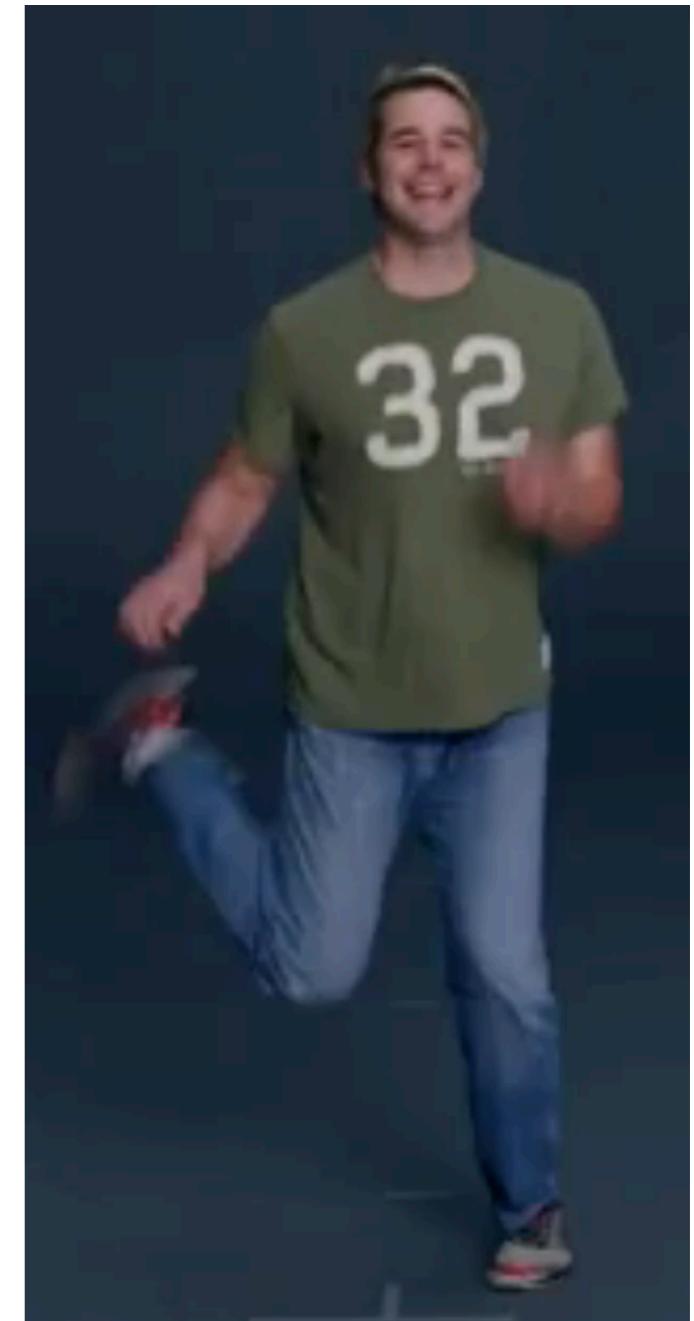
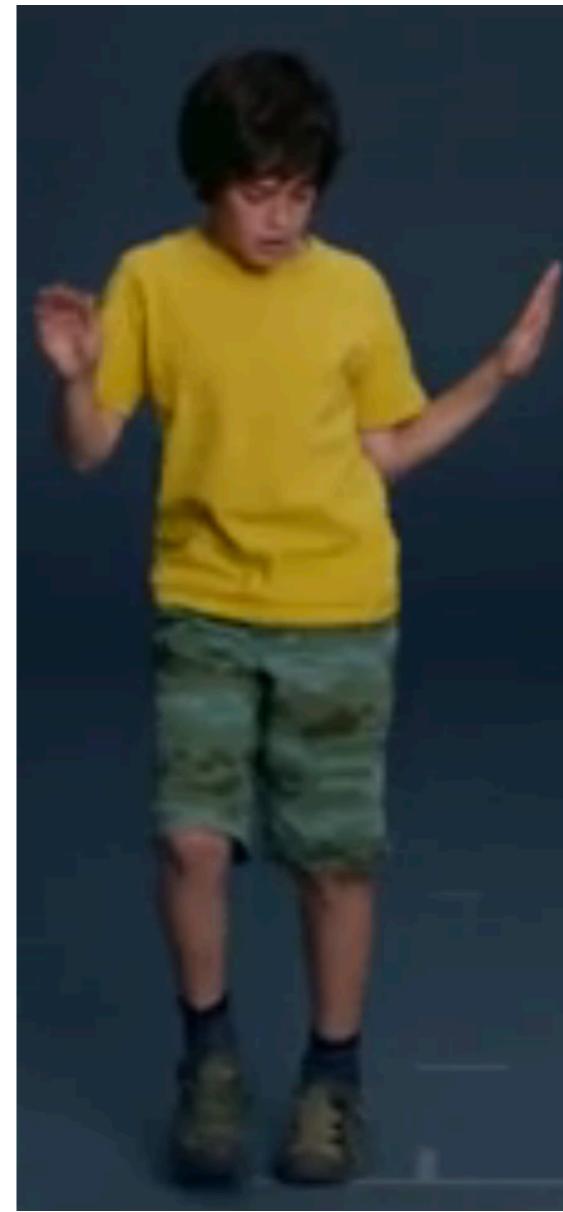
ICC 602 *Samantha Lewis*

# “SHOW ME WHAT IT MEANS TO RUN LIKE A GIRL.”

---

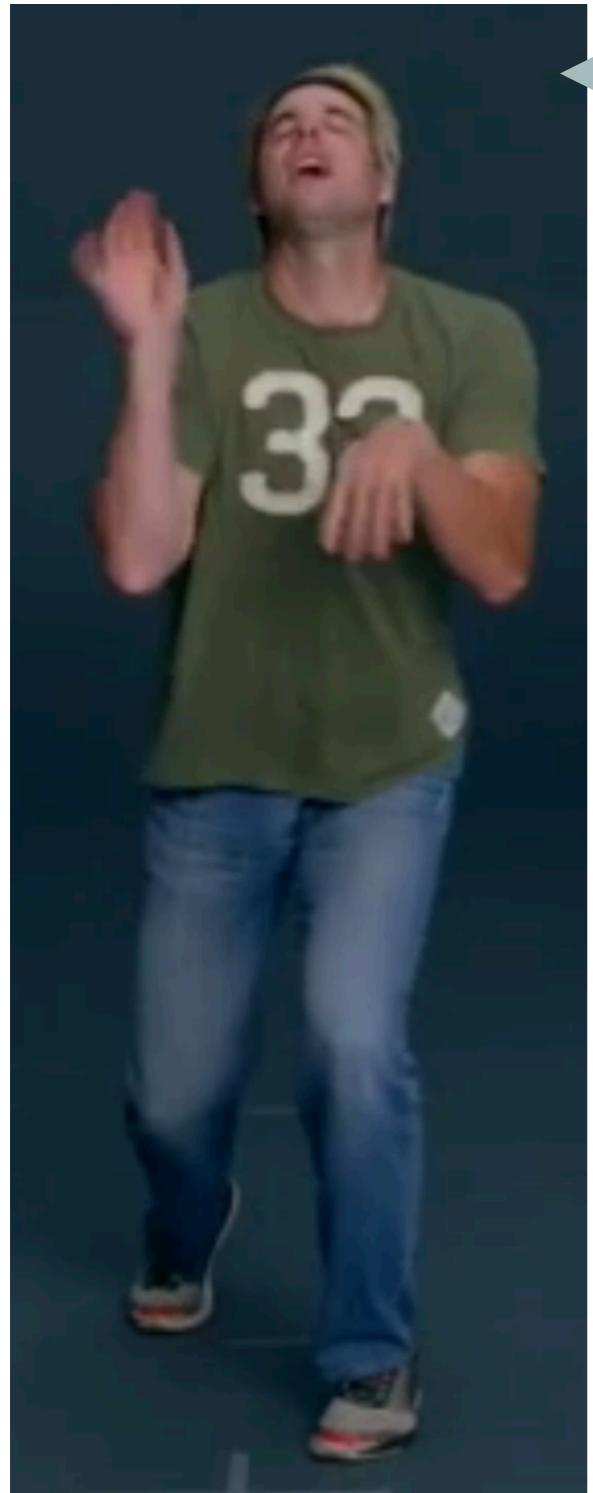


“Oh, my hair!”

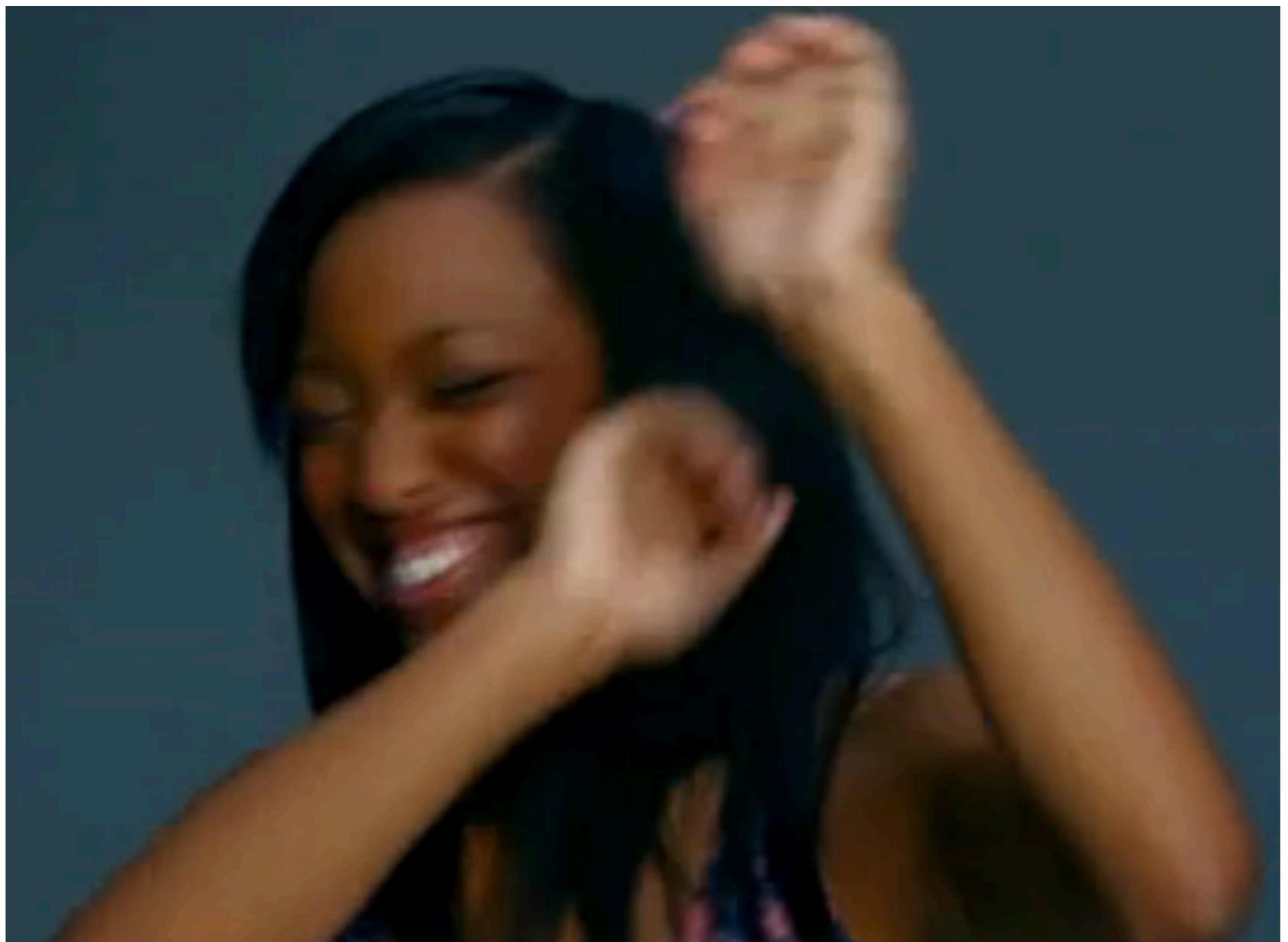


# “SHOW ME WHAT IT MEANS TO FIGHT LIKE A GIRL.”

---

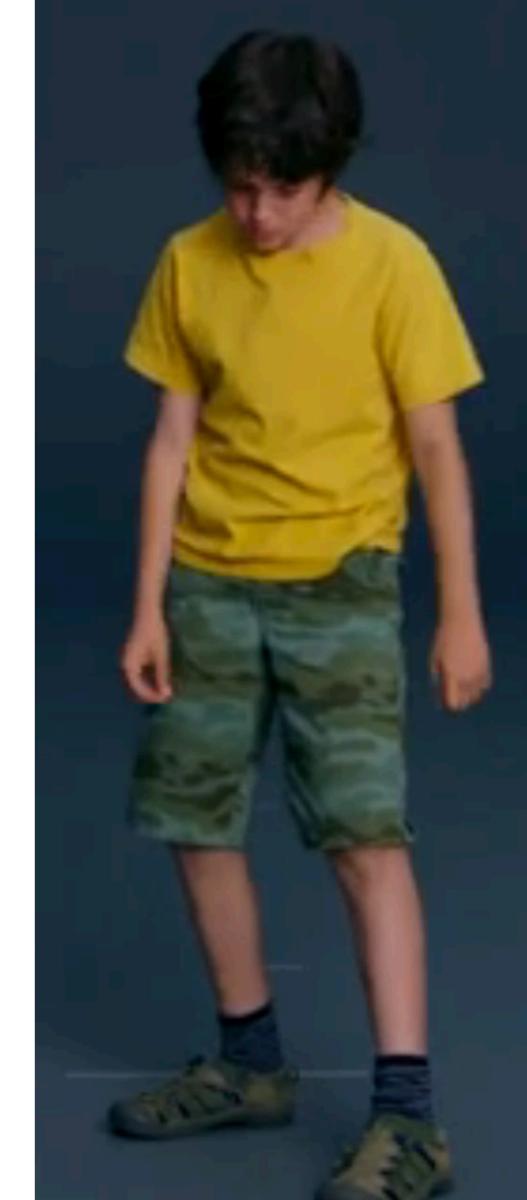
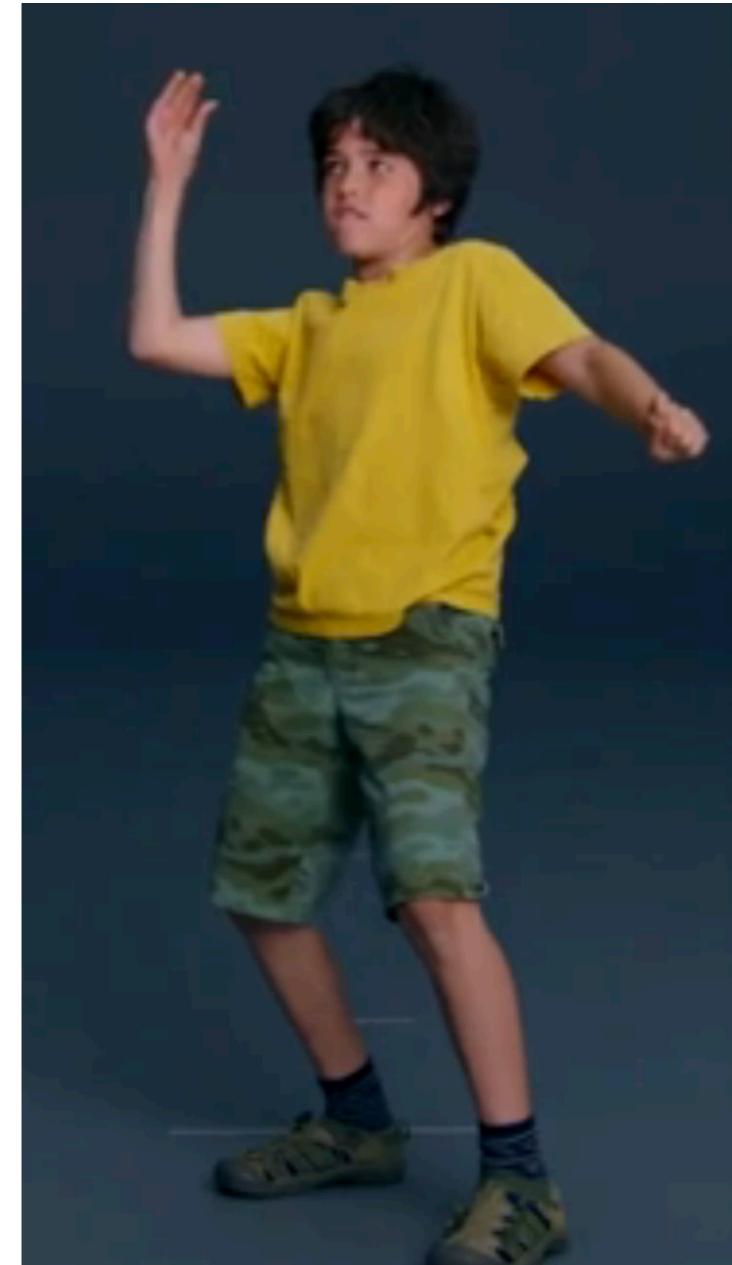
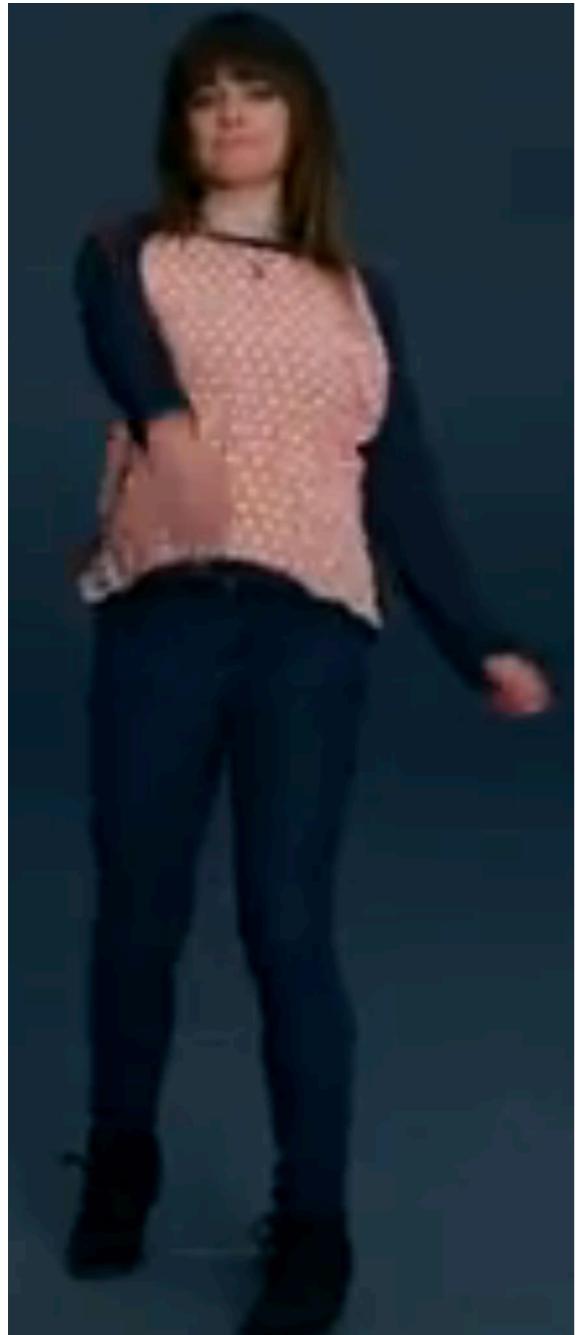


“Stop..stop.”



**“SHOW ME WHAT IT MEANS TO THROW LIKE A GIRL.”**

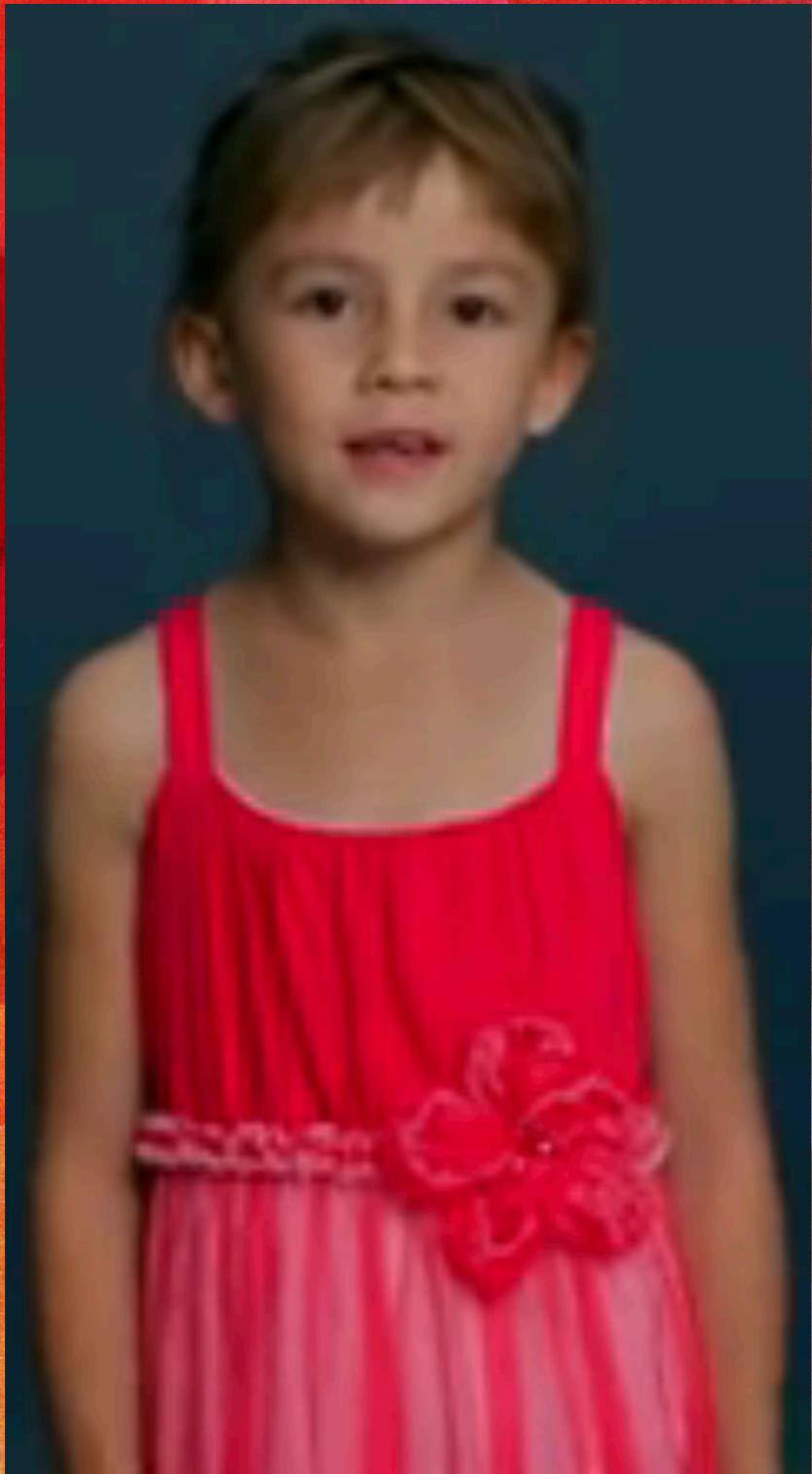
---



THEN THEY ASKED YOUNG GIRLS TO DO THE SAME.



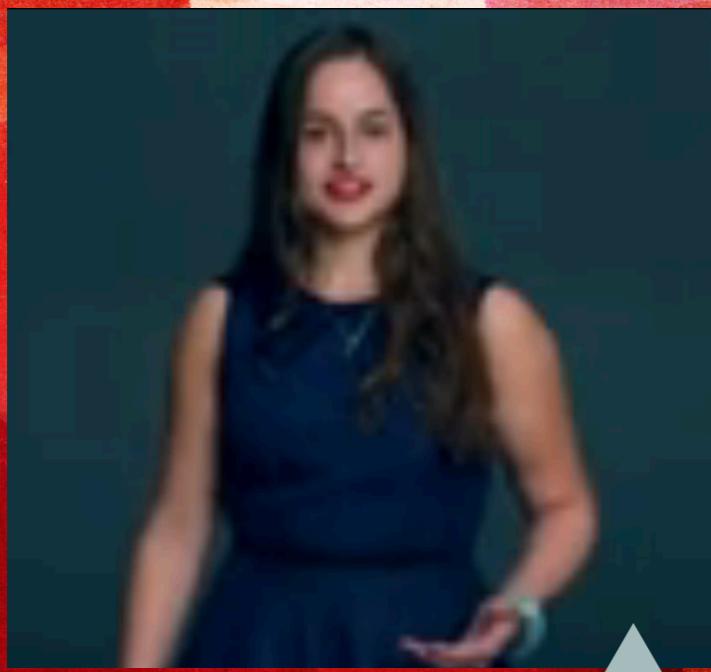
*Run like a girl. Throw like a girl. Fight like a girl.*



WHAT DOES IT MEAN TO YOU  
WHEN I SAY “RUN LIKE A GIRL?”

.....

“It means run as  
fast as you can.”



I am a girl and that is not something that I should be ashamed of.

## THE CAMPAIGN

.....

- “When did doing something like a girl become an insult?”
- Clear call to action: “Let’s make #LikeAGirl mean amazing things.”



Always  @Always · Mar 17  
Encourage her to Keep Playing #LikeAGirl  
Watch & join us to help build her confidence .



1 4 10

always





always\_brand

Following

131 posts 5,804 followers 266 following

Always Help stop the drop in confidence girls experience at puberty. Let's drive change & rally to help make girls unstoppable #LikeAGirl [always.com/en-us/help-keep-girls-in-sports](http://always.com/en-us/help-keep-girls-in-sports)





I only came out after all my classmates went back to the classroom

always  
Subscribe

Whisper - Keep Supporting #LikeAGirl

Always   
Subscribe 106,418

Add to Share More

3,328 views

104 5

Always

March 9 at 5:30pm · \*

Help encourage girls to Keep Playing #LikeAGirl with these downloadable tools: <http://spr.ly/61818XQwW>



KEEP PLAYING #LIKEAGIRL

# 66 References

- [https://www.instagram.com/always\\_brand/](https://www.instagram.com/always_brand/)
- [https://www.facebook.com/always/?hc\\_ref=SEARCH&fref=nf](https://www.facebook.com/always/?hc_ref=SEARCH&fref=nf)
- <https://twitter.com/Always>
- <http://adage.com/article/advertising/always-like-a-girl-wins-2015-emmy-outstanding-commercial/300343/>