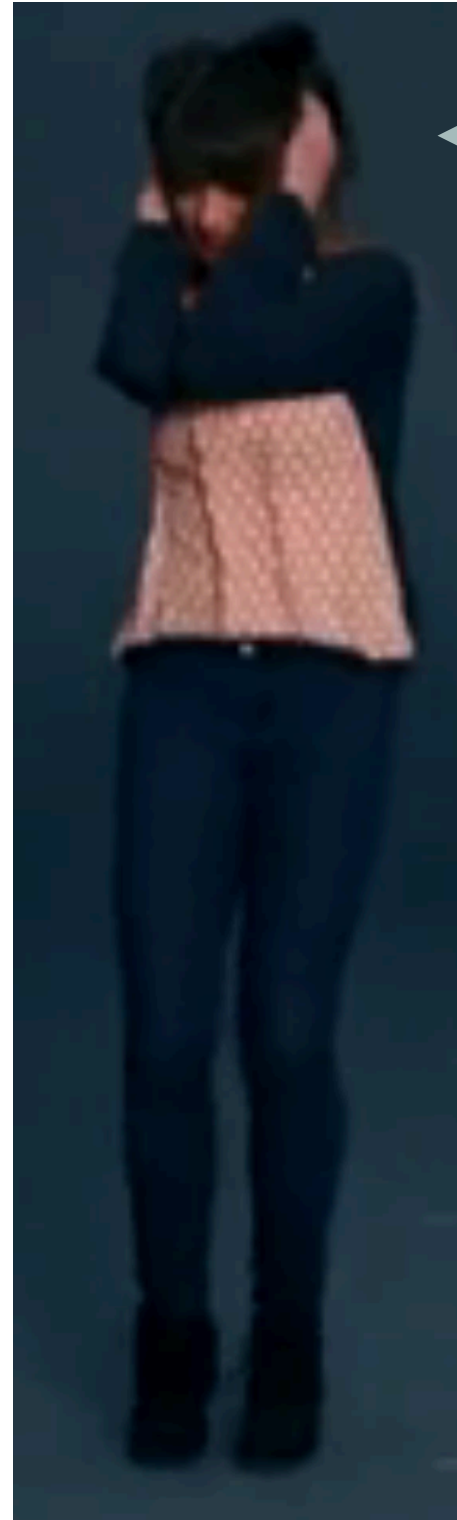
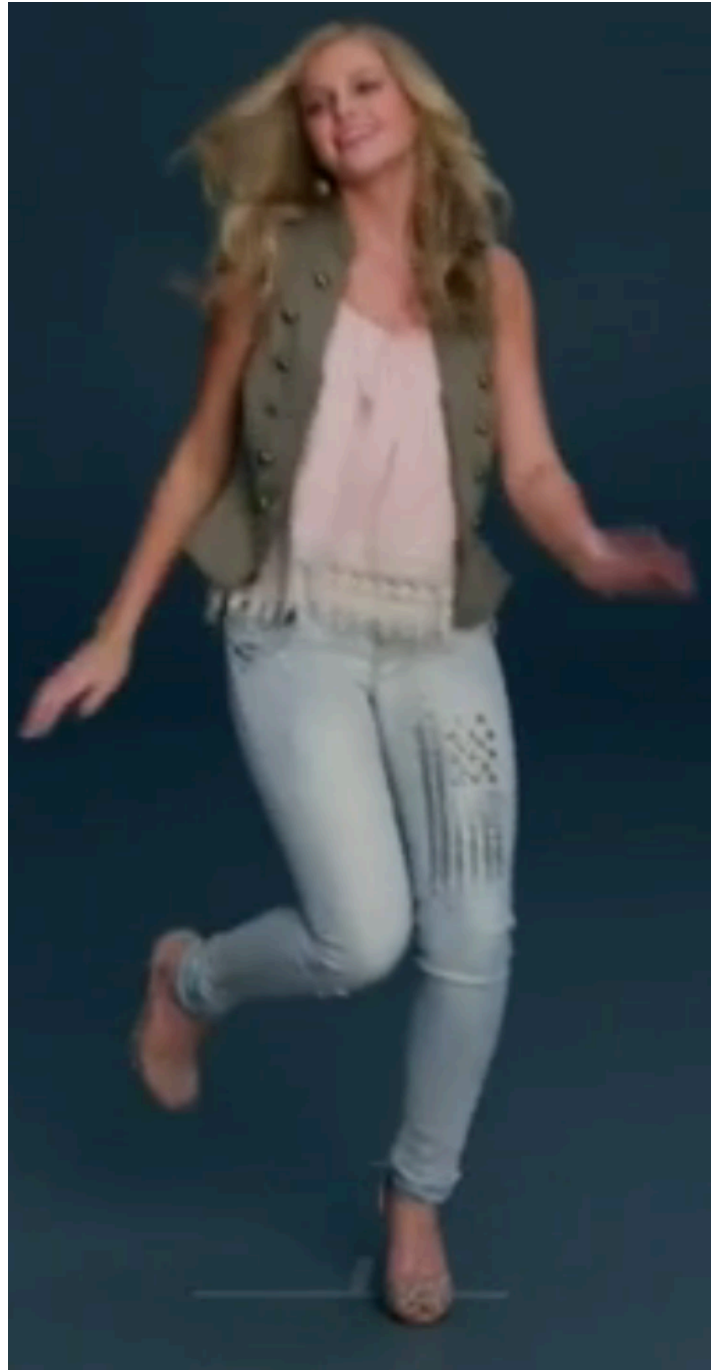


ALWAYS #LIKEAGIRL

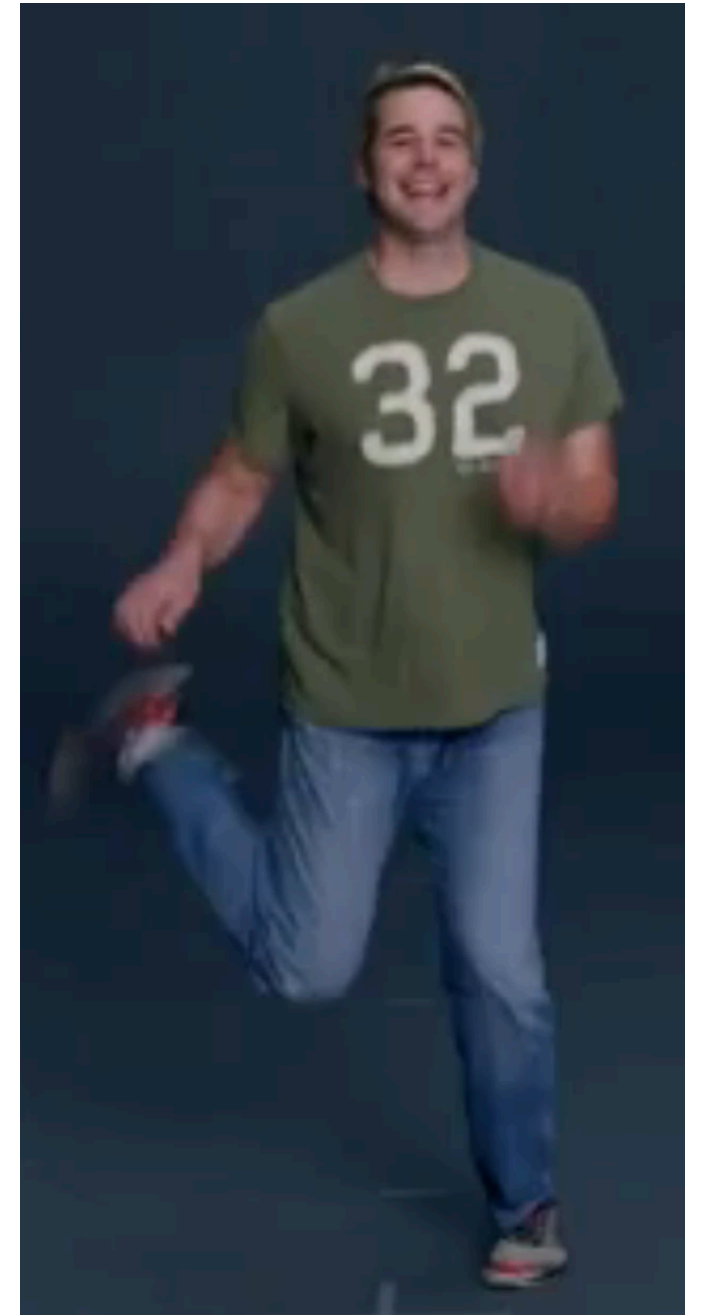
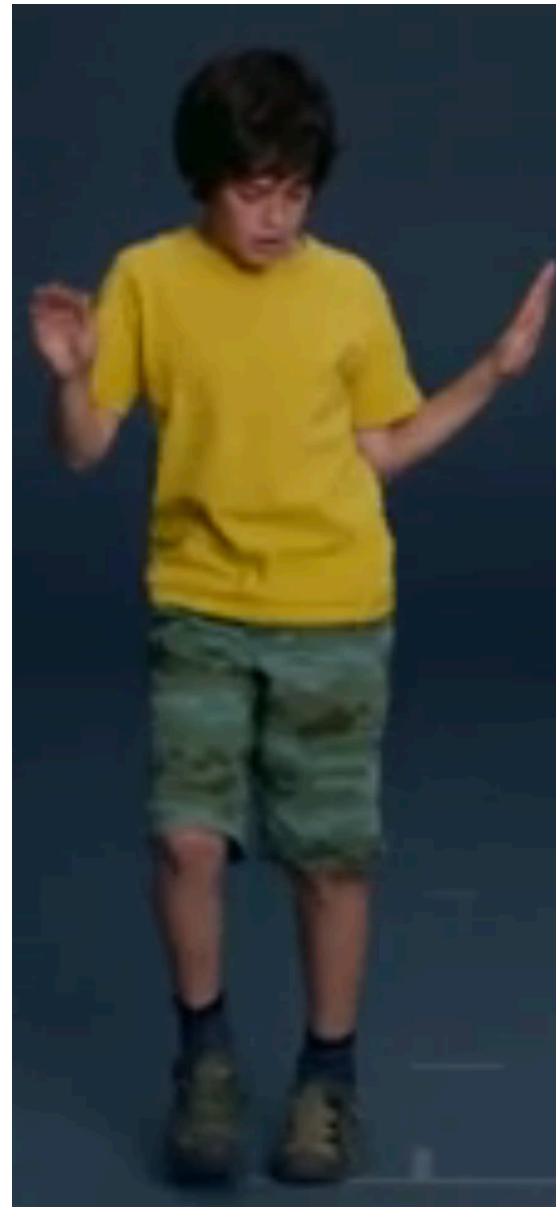
ICC 602 Samantha Lewis



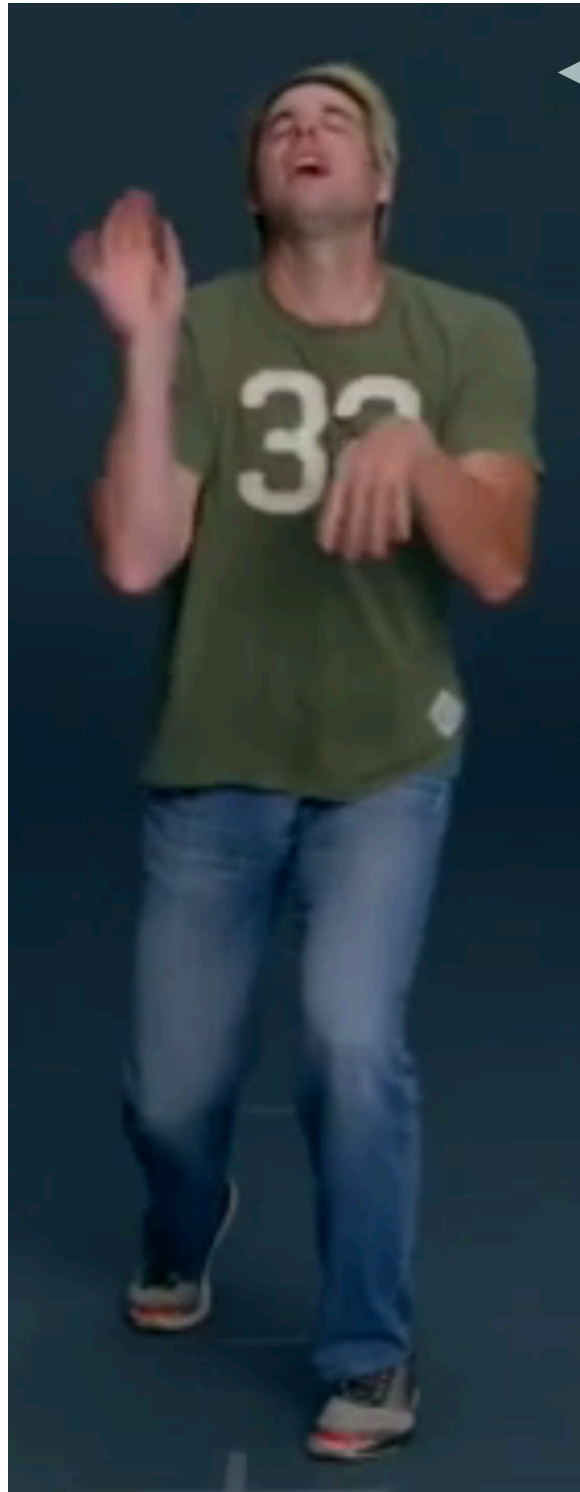
“SHOW ME WHAT IT MEANS TO RUN LIKE A GIRL.”



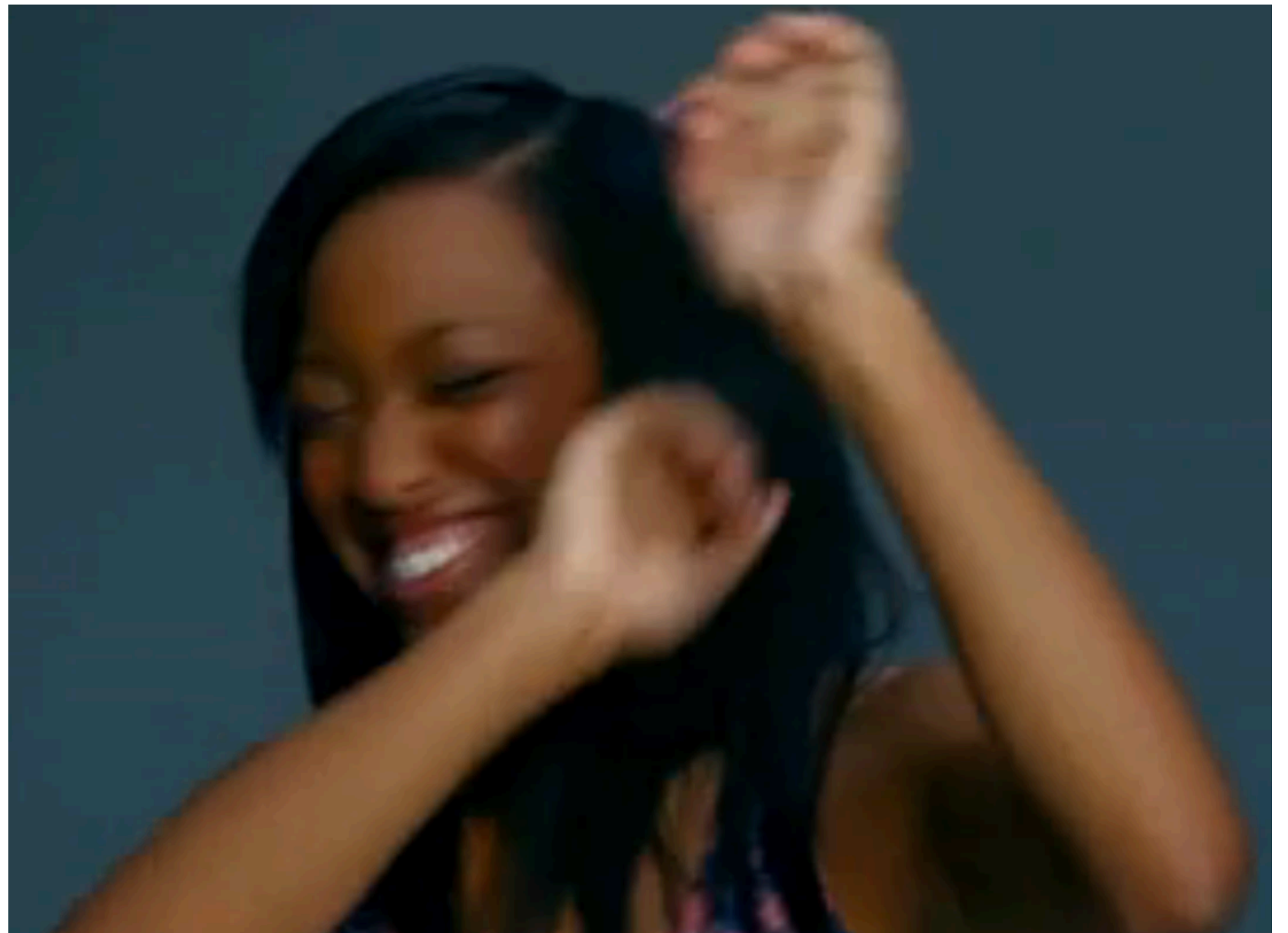
“Oh, my hair!”



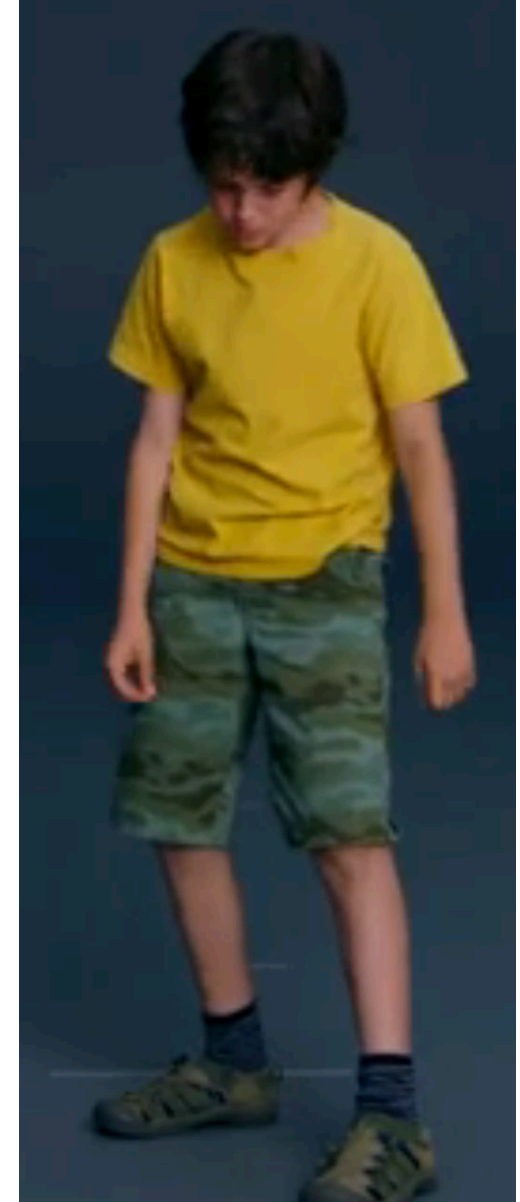
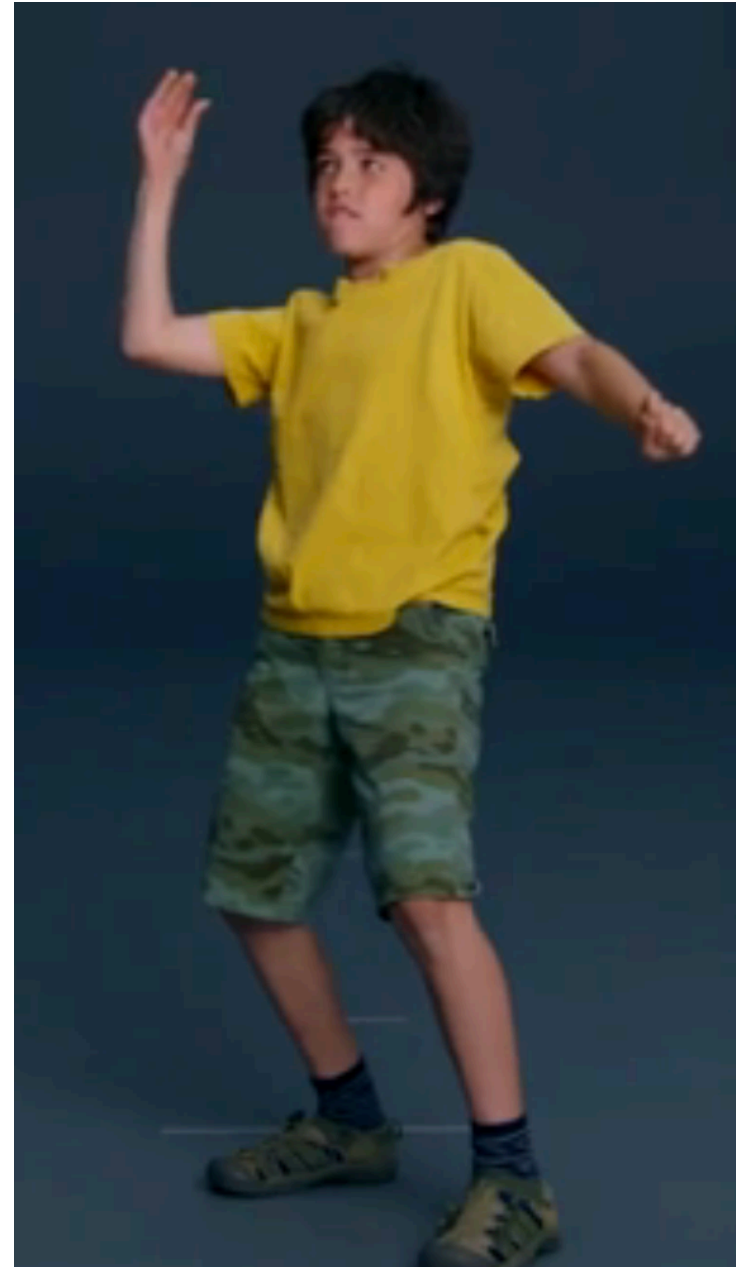
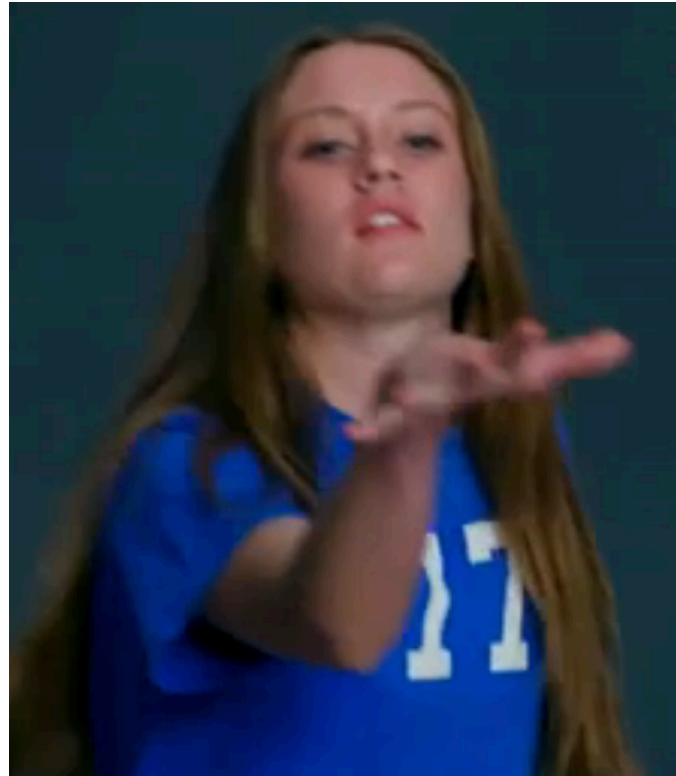
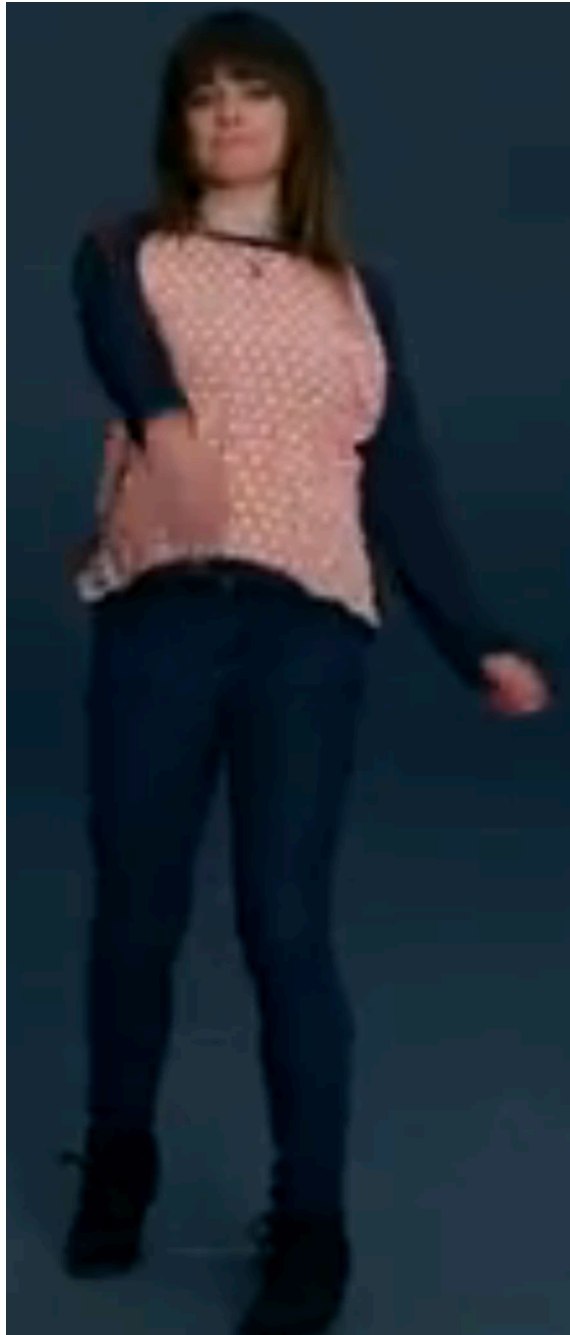
“SHOW ME WHAT IT MEANS TO FIGHT LIKE A GIRL.”



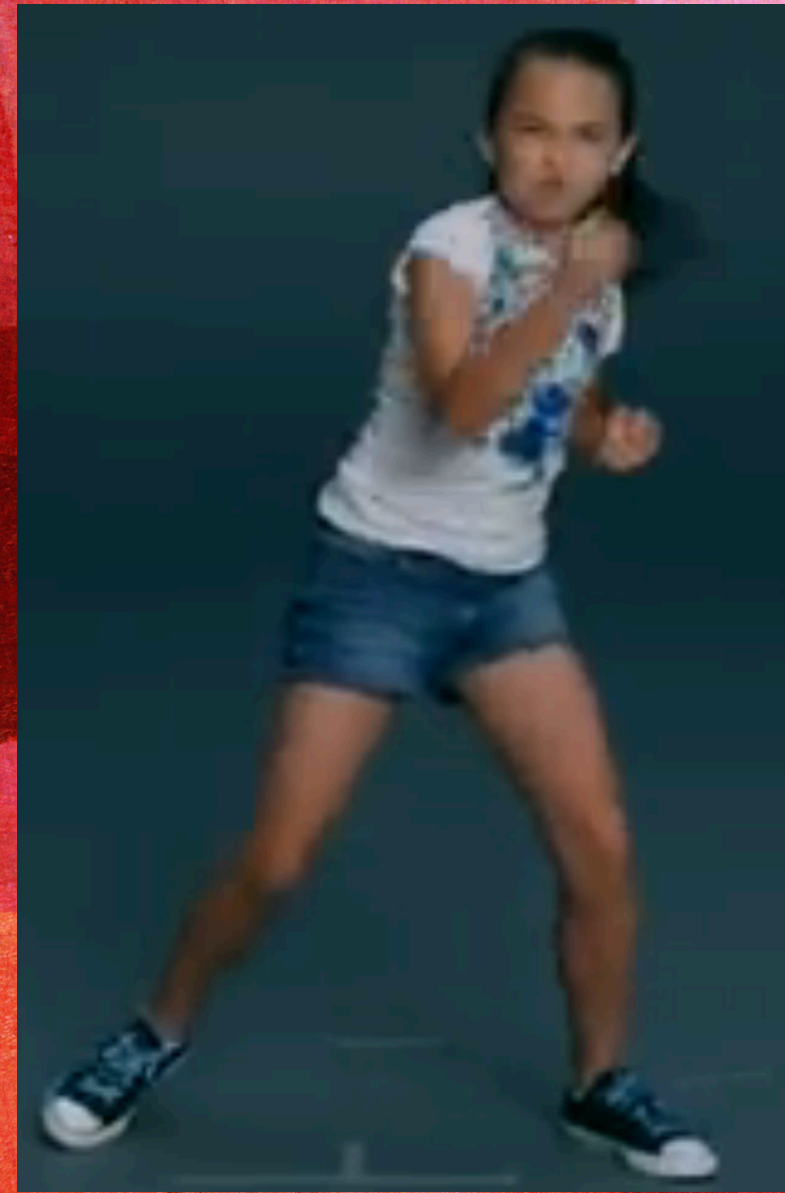
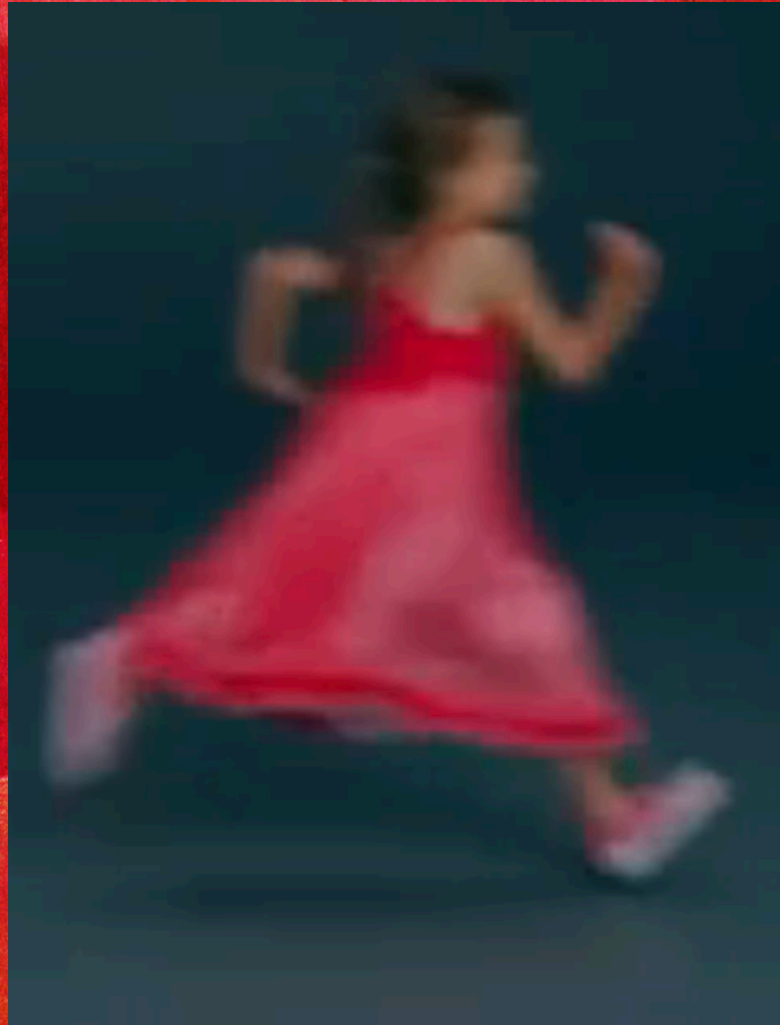
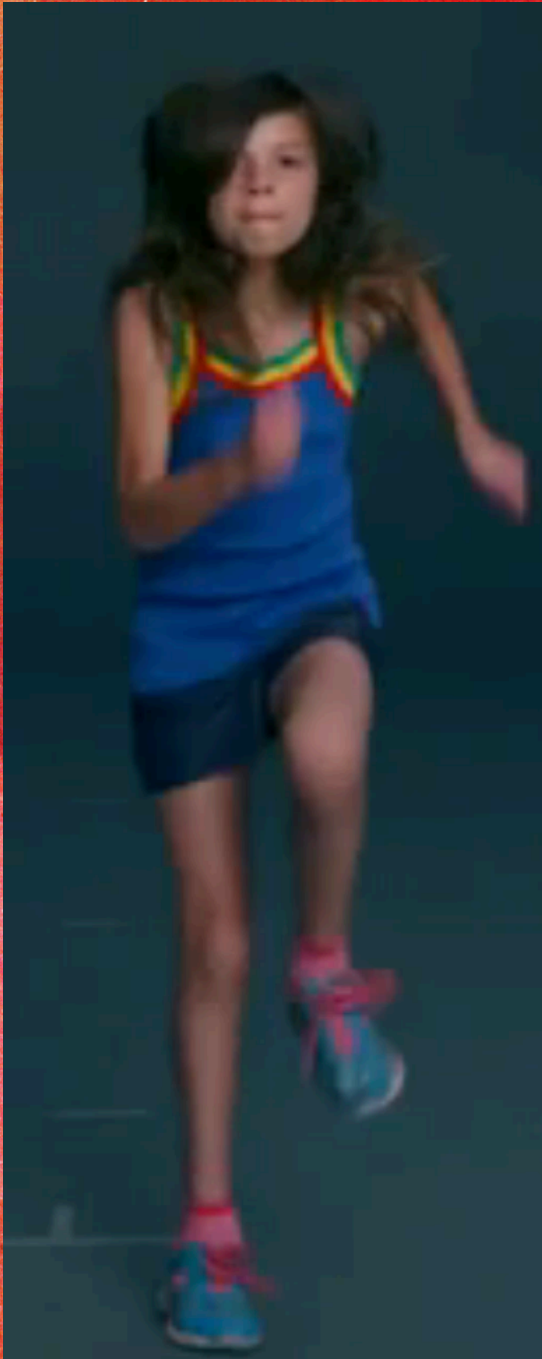
“Stop..stop.”



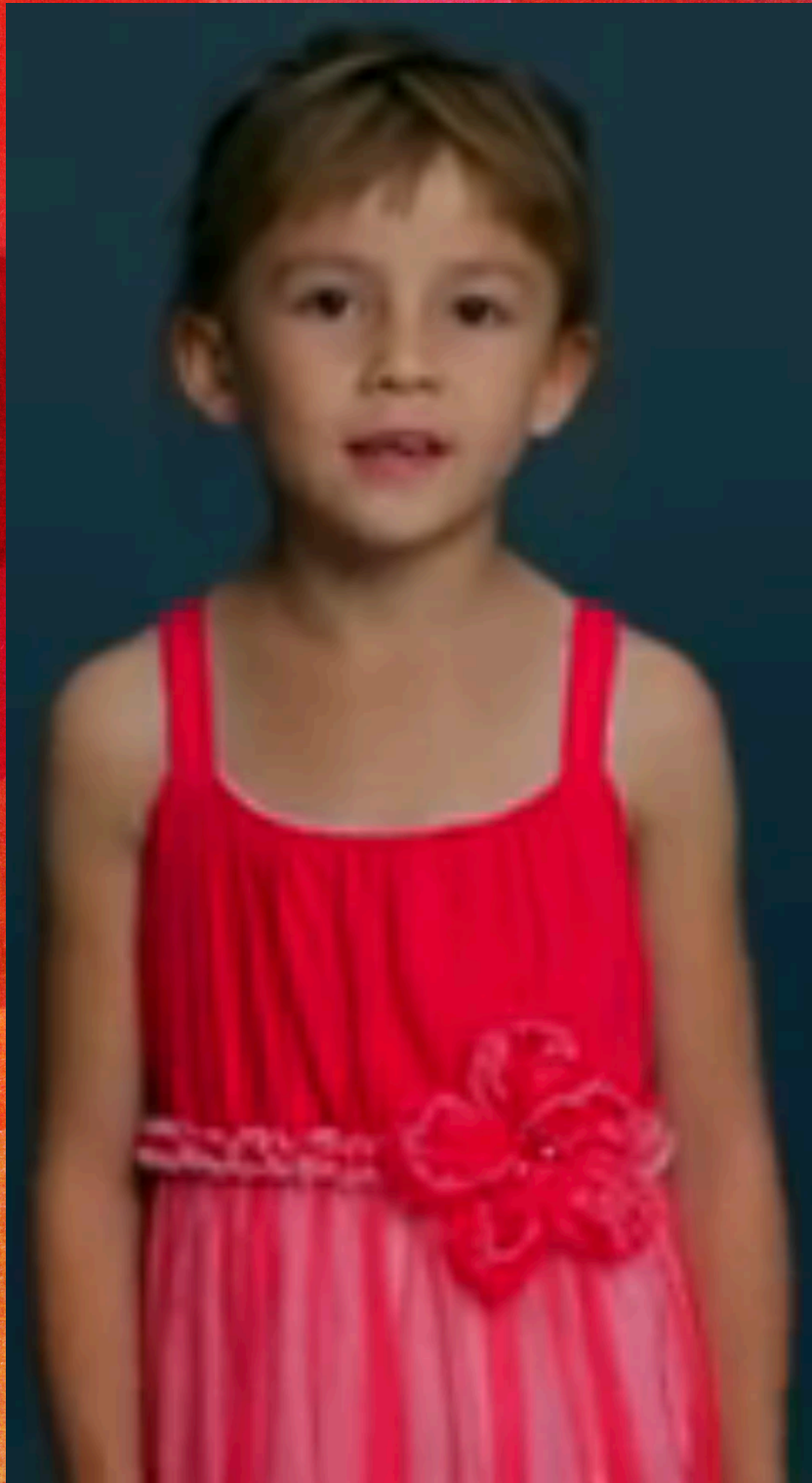
“SHOW ME WHAT IT MEANS TO THROW LIKE A GIRL.”



THEN THEY ASKED YOUNG GIRLS TO DO THE SAME.



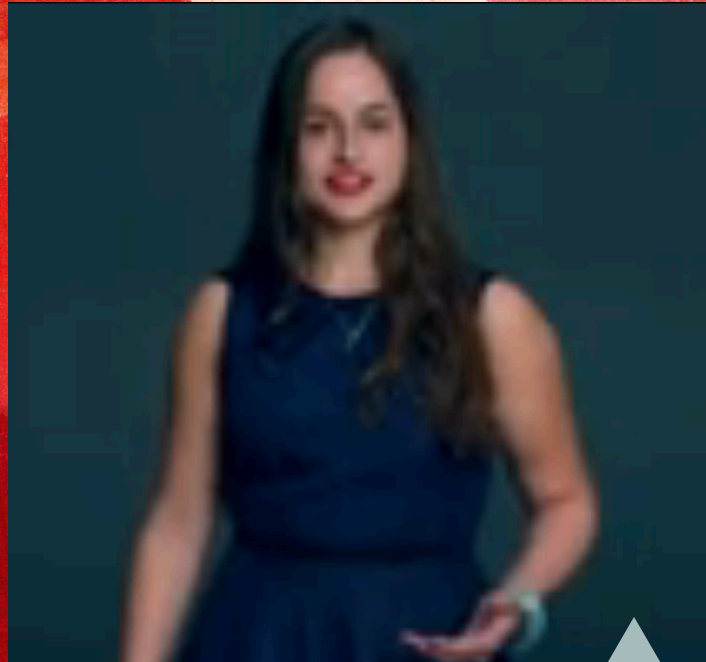
Run like a girl. Throw like a girl. Fight like a girl.



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.”

Rewrite the Rules
always






Always
@Always
· Mar 17

Encourage her to Keep Playing #LikeAGirl
🏈⚽⚾🏀🏐 Watch & join us to help build her confidence .



1
4
10






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




UNIQUE
LIKEAGIRL
always

BOLD
LIKEAGIRL
always






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



Whisper - Keep Supporting #LikeAGirl



Always

Subscribe
106,418

3,328 views


Add to
Share
More

104
5


Always

March 9 at 5:30pm · *

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



““ References

- https://www.instagram.com/always_brand/
- 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/>