

WOMEN IN LEADERSHIP CASE STUDY



OVERVIEW

Despite representing half the workforce, **only 29% of women in NZ** were found to be in roles defined as leadership positions.

FCB and NZME were tasked with finding a way to highlight its findings and encourage NZ businesses to take action. We took a design-led approach, harnessing The Business magazine as a whole, creating the first-ever, limited edition print run of the magazine — **showing only 29% of its content.**

The special edition revealed business articles, reports, tables and advertisements that were only partially complete. Business leaders were confronted with empty picture boxes, stories without headlines, breakout boxes without text, and large chunks of copy entirely missing.

The realisation that the gaps were intentional only came once the campaign message (which stood clear in bright red on the opening pages) had been digested.

PROMOTION SUCCESS

Over one million people were directly reached by the campaign — and over 3,500 social conversations were started on the day of publication.

As social media fired up, with everyone from top business leaders to Anika Moa showing their support for the issue, and to Westpac for raising it.

In what was surely a first, even Westpac's competitors at ASB bank got on board, endorsing their rival's brand activity.

Our campaign even punctured the most important conversation; in NZ's parliament our activity was directly referenced by the Minister for Women Julie Anne Genter during question time – a remarkable achievement, not least considering the campaign's modest budget.

The activity was a triumph of purpose-driven communication, with record-setting results:

- December saw Westpac's highest Net Promoter Score in over 3 years, with women customers **increasing 64% YOY.**
- Non-customer consideration **grew 15%.**
- Internal engagement was marked.
- Job applications for Westpac positions **surged 60% YOY.**



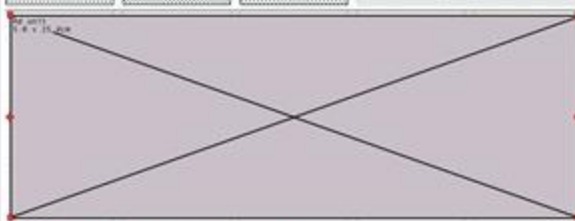
Women hold just 29% of management roles in NZ businesses

To highlight this stark inequality, today's Business section features only 29 per cent of its content.

In 29% good enough? Share your view today via #NZwomeninleadership

COMMERCIAL BUSINESS

Company	2017	2016
Bank of New Zealand	\$200m	\$180m
Westpac	\$150m	\$140m
ASB	\$120m	\$110m
Meridian Energy	\$100m	\$90m
Spark	\$80m	\$75m
Manulife	\$70m	\$65m
ANZ	\$60m	\$55m
QBE	\$50m	\$45m
Meridian	\$40m	\$35m
ANZ	\$30m	\$25m
QBE	\$20m	\$15m
ANZ	\$10m	\$8m
QBE	\$5m	\$4m



Only 29% of business leaders in New Zealand are women.

We can do better. To highlight this stark inequality, today's special edition features only 29% of its content.

Join the conversation today via #NZwomeninleadership



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We can do better. Join the conversation with #NZwomeninleadership

It's time.



"We can do better! Stand tall ladies."

Laura Platts @theworkher

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CASE STUDY: WOMEN IN LEADERSHIP
CAMPAIGN DATE: DECEMBER 2017

BE SEEN. BE HEARD. EVERYONE'S HERE.