

P&G

## USING OUR VOICE IN MEDIA TO SPARK CONVERSATIONS AND CHANGE GENDER NORMS

- ✓ Big brands and big advertisers like P&G have a critical role to play in **advancing inclusion and equality in society**. Advertising influences how we see the world and has the power to change mindsets.
- ✓ We portray **men as champions for their families** e.g. sharing child care and sharing the load when it comes to household chores.
- ✓ We put the spotlight on **great men holding other men** accountable to the highest standards of behavior –and is sparking the kind of dialogue that leads to new mindsets.

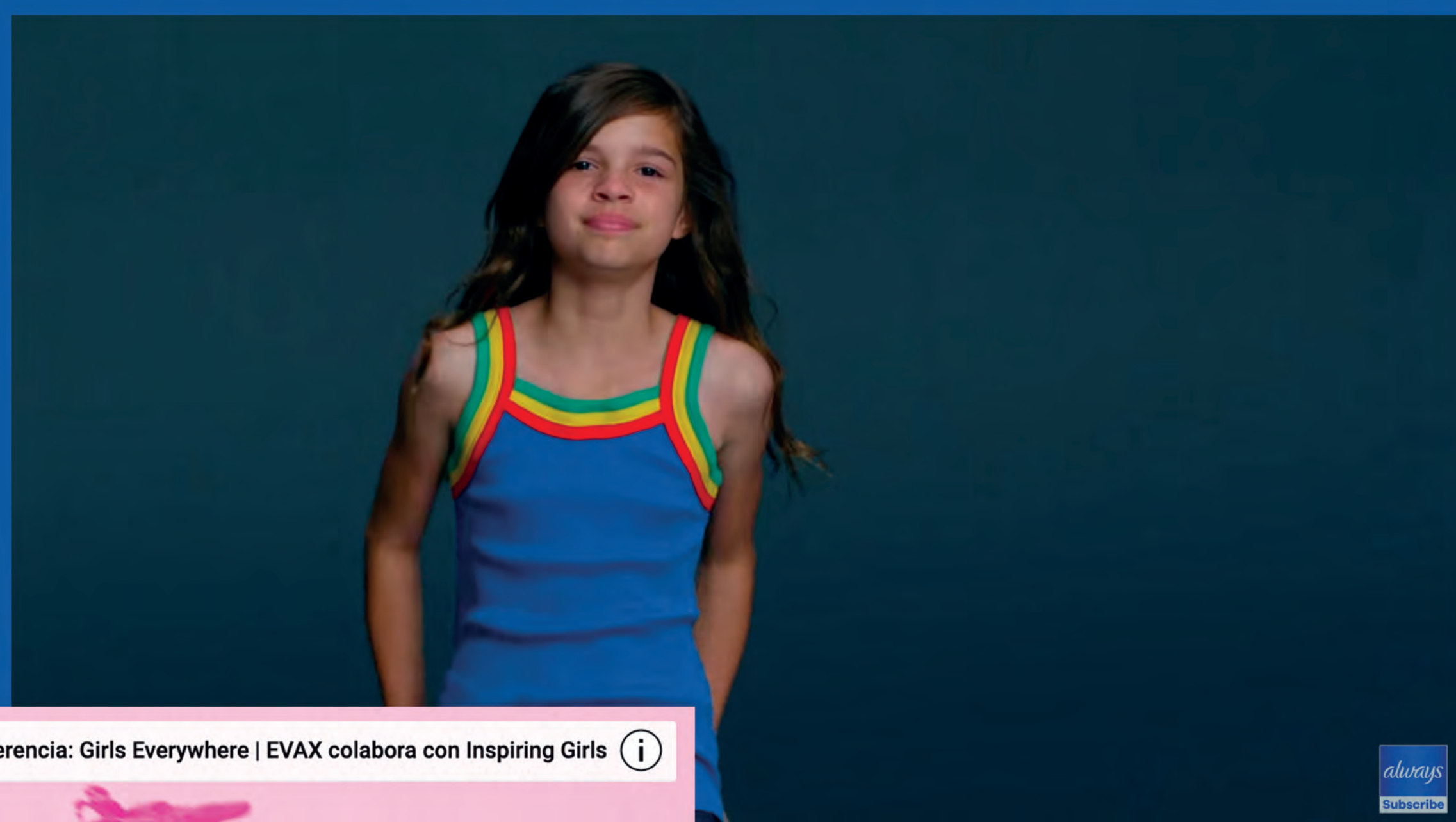
DODOT Pampers



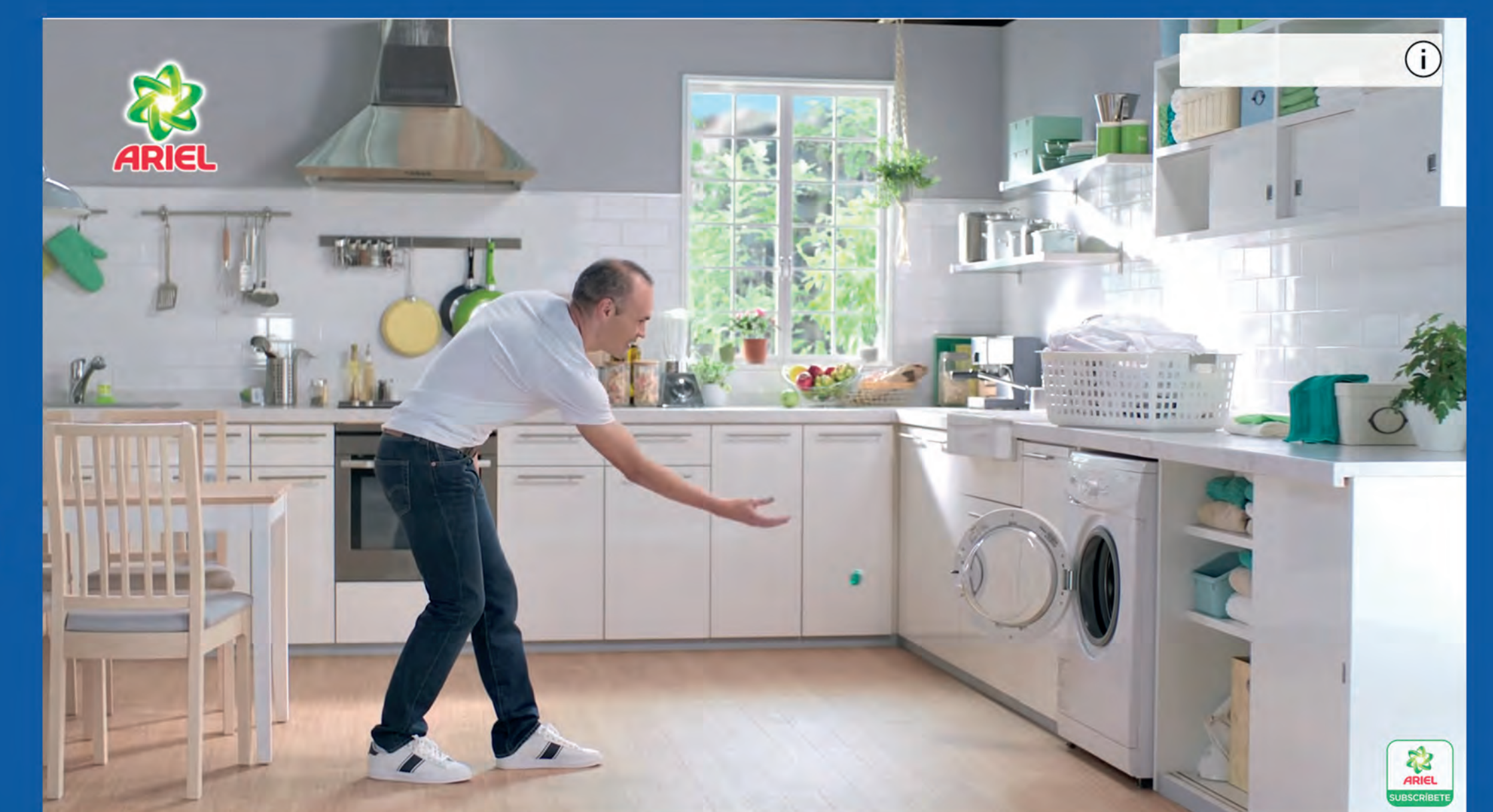
Gillette



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