

# **The Affect of the Always' "Like a Girl" Campaign Tactics on the Target Consumers' Self Esteem and its Acceptance in the Advertising Industry**

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*Brands like Always are shifting their advertising tactics away from emphasizing on contemporary culture's exaggerated ideals of femininity to emphasizing on female empowerment and realistic portrayals of women. By evaluating trade publications and psychological literature, this study examined the effectiveness of this trend of new advertising tactics found in feminine brands on the target consumers' self-esteem. Trade publications were also reviewed to evaluate the advertising industry's response to these tactics of female empowerment and realistic portrayals of women in advertisements.*

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## **1. Introduction**

The Always "Like a Girl" campaign generated discussion on various platforms of social media during the summer of 2014. The first video of the campaign appeared on the Always' YouTube channel in June 2014 and quickly went viral, reaching 64.2 million views, 150, 800 Facebook 'likes,' 4.4 million Facebook 'shares,' and 153,480 'Tweets' on Twitter by July 31, 2014 (Owandenko). Always aired a shortened version of the video in an advertisement during the 2015 Super Bowl, marking the first time a feminine care brand was advertised during a Super Bowl (Berman). Instead of following a traditional advertising approach for feminine products which is to feature an exaggerated, idealized image of femininity and unrealistic portrayals of women, Always used a new tactic of female empowerment to resonate with its target consumer (Berman).

The Always "Like a Girl" YouTube video was created in response to consumer data that was analyzed by Always staff that showed a significant drop in girls' self-esteem when they reach puberty (Berman). In an effort to counteract this decline in self-esteem, Fama Francisco, vice president of Global Always, and her staff decided to launch this "social experiment" (Berman, "7 Things You Didn't Know About Those 'Gir Power' Ads for Pantene and Always"). Always hired documentary filmmaker Lauren Greenfield to direct this unscripted video showing how the phrase "like a girl" contributes to the decline in girls' self-confidence when they experience puberty ("7 Things You Didn't Know About Those 'Girl Power' Ads for Pantene and Always").

After the video's YouTube premiere, Always conducted a follow-up study to analyze the video's resonance with the target audience (Griner, Ciabriello). The study involved men and women ages 16 to 24. The results were that 76 percent of those women no longer viewed the phrase "like a girl" as an insult and two out of three of those men said that they would reconsider using the phrase "like a girl" as an insult (Griner, Ciabriello).

Because of the overwhelmingly positive response to the Always "Like a Girl" Youtube video on social media, Procter and Gamble, Always' parent company, decided to renew the video's message in a shortened version that aired as an advertisement in the 2015 Super Bowl (Castillo). In a study designed to evaluate the impact of female empowerment advertisements conducted by SheKnows, a focus group of teenage girls responded positively to the Always "Like a Girl" Super Bowl ad.

Due to the attention and positive responses to the Always "Like a Girl" campaign on social media, the use of these new advertising tactic that incorporate female empowerment and realistic portrayals of women is worthy of study. This study aims to understand the potential impact of the shifting advertising tactics found in the Always "Like a Girl" campaign on girls' and women's self-esteem and the advertising industry's response to this shift in tactics to advertise feminine products.

## **2. Method**

### Research Questions:

1. What elements of the Always "Like a Girl" video has the potential to positively impact the target consumers' self-esteem?
2. How has the advertising industry responded to the shift in advertising tactics found in campaigns like the Always "Like a Girl" campaign?

This study uses a combination of psychological literature and trade publications to evaluate the effectiveness of the tactics found in the Always "Like a Girl" campaign have on the target consumers' self-esteem and the advertising industry's response to this shift in tactics.

## **3. Literature Review**

A literature review was comprised to analyze the psychological effects of the media's influence of idealized femininity and unrealistic portrayals of women has on girls' and women's self-esteem. The results of this literature review were compared to the advertising industry's responses to the Always "Like a Girl" campaign found in trade publications.

Much of the psychological literature on the media's influence on self-esteem focuses on the concepts of media-internalization, social comparison and social acceptance and their effects on body-dissatisfaction. Although the Always "Like a Girl" campaign focuses on men, women and boys' perceptions of women's physical abilities and compare them to that of pre adolescent girls' perceptions of girls' physical abilities, the components that affect body-dissatisfaction can be applied in this context.

### *3.1 Media-internalization*

Media internalization (*thin-ideal internalization*) is defined by Rogers, McLean and Paxton (2015) as "the extent to which individuals subscribe to social standards for physical appearance and aspire to attain the standards" (2). As girls and women internalize the media's ideals of femininity, they often modify their behaviors to reflect these ideals (Rogers, McLean and Paxton, 2). Rogers, McLean and Paxton (2015) posit that media influence leads to the development of media-internalization in girls and women (2). This internalization leads girls and women to endorse the media's ideals of femininity and they often continue to look to the media for standards of what is considered to be beautiful (2,6).

The media often communicates that these ideals of femininity are synonymous with being valued (Mitchell et al. 431). Because many of these ideals are unattainable for most, girls and women are likely to experience low levels of self-esteem and body-dissatisfaction as a result (Mitchell et al. 431).

Always analyzed consumer research and found that girls' self-esteem and confidence tends to decline during puberty (Berman). To counteract this effect, Always began the "Like a Girl" campaign as a way of advertising their products using concepts that are more relatable to their consumers while also sending a positive message about the phrase "like a girl," directly contributes to the decline of girls' self-esteem (Berman). The mass media places a heavy emphasis on societal standards of beauty; specifically, the desire for a level of thinness that is unattainable by healthy means (Berman). Because the mass media is the most persuasive sociocultural transmitter, there is a high correlation between media exposure and body-dissatisfaction among pubertal girls and young women (Tiggemann et al. 45).

Historically, advertisements have reflected societal standards of femininity; an exaggerated and idealized versions of feminine beauty and unrealistic portrayals of women (Berman). When exposed to these exaggerated thin-ideal models of femininity, girls and women who engage in media-internalization have reported lower levels of self-esteem and higher levels of body dissatisfaction (Hawkins et al. 41). This results aligns with the sociocultural etiological model. (Hawkins et al. 41). According to Hawkins, Richards, Granley and Stein, this model assumes that societal factors communicate messages to girls and women that certain physical attributes are unacceptable (35-36). Hawkins, Richards, Granley and Stein predict that this over-

internalization of the thin-ideal produces negative feelings of body image in pubertal girls and young women (36).

The research conducted by Always found that the struggles that negatively affect girls' self-esteem during puberty continues to affect them into adulthood ("7 Things You Didn't Know About Those 'Girl Power' Ads for Pantene and Always"). In an effort to counteract these negative effects of media exposure, Always hired documentary filmmaker Lauren Greenfield to direct the unscripted "Like a Girl" video ("7 Things You Didn't Know About Those 'Girl Power' Ads for Pantene and Always"). The reactions from the participants in the video align perfectly with the research conducted by Always, thus proving that the phrase "like a girl" directly affects girls' self-esteem during puberty ("7 Things You Didn't Know About Those 'Girl Power' Ads for Pantene and Always").

Research by Diedrichs and Lee (2010) found that if women in the media were depicted as more similar to the women of the general population, media exposure may not lead to body-dissatisfaction and low levels of self-esteem (1275). These researchers also found that women who were exposed to average-sized models in advertisements experience higher levels of self-esteem than those who were exposed to thin-ideal models in advertisements (1276). This research suggests that thin-ideal comparison targets evoke feelings of inadequacy in women and girls (Diedrichs and Lee, 1275). These researchers also found that men and women reacted as positively to advertisements featuring average-sized models in advertisements as they did to advertisements featuring thin-ideal models or no models (Diedrichs and Lee, 1286).

One of the reasons the Always "Like a Girl" campaign has resonated with women is because it uses concepts that are relatable to women of the general population (Berman). Always developed this video with the intention of redefining the phrase "like a girl" from an insult to something that means "strong" and "powerful" (Goldberg).

Rogers, McLean and Paxton (2015) argue that media-internalization and social comparison influence each other and contribute to overall feelings of inadequacy and body-dissatisfaction and girls and women (5).

Body image concerns among women have been linked to exposure to thin-idealized women in the media and these women have become targets for appearance comparison among girls and women of the general population (Diedrichs and Lee, 1273-1274). When women and girls of the general population make appearance comparisons between themselves and media imagery, they often feel dissatisfied with their own bodies (Diedrichs and Lee, 1274).

### *3.2 Social comparison and social acceptance*

Social comparison is defined by Rogers, McLean and Paxton (2015) as "the tendency to compare one's physical appearance (or abilities) with that of one's peer group"(2). Mitchell, Petrie,

Greenleaf and Martin suggest that family members and peers communicate messages of how girls should perceive themselves (431). In addition to social comparison, girls will seek acceptance by their peer groups through the process of socialization (Williams et al. 399). Williams, Schimel, Hayes and Usta suggest that people will seek a strong connection to social groups that they perceive as important and successful as a means of gaining self-esteem (399). In other words, acceptance by one's peer group evokes feelings of self-worth. This theory is called the *social identity theory* (Williams et al. 399).

Through the socialization process, girls are conditioned to compare themselves to others and those comparisons are often reinforced by contemporary culture's ideals of femininity (Hawkins et al. 36). Social comparison is the system in which exposure to media images elicits negative effects (Tiggemann and McGill, 26). Rogers, McLean and Paxton suggest that media-internalization and social comparison influence each other and social comparison strengthens the relationship between media-internalization and body-dissatisfaction(2).

Self-esteem and body images are important factors in coping with the developmental changes that occur during puberty (Morin et al. 159). Girls who mature before their peers are likely to experience lower levels of social acceptance and support from their peers and family (Stojkovic, 361). This may result in body-dissatisfaction and low levels of self-esteem (Stojkovic, 361).

BMI is significantly related to body-dissatisfaction(Mitchell et al. 432). Because BMI often increases during puberty, girls often feel that their bodies are in adequate compared to society's physical ideals of feminine beauty. Thus, leading to negative feelings about their bodies (Mitchell et al. 432,437). In addition, girls who engage in high levels of social comparison often look to external sources for information regarding appearance (Mitchell et al.433). This includes seeking out media content, such as fashion magazines, that reinforce the sociocultural theory (Tiggemann and McGill, 24). According to Tiggemann and McGill, "the sociocultural theory maintains the current societal standards for beauty inordinately emphasizes the desirability of thinness. . . At a level that is impossible for many women to achieve by healthy means (23). In many girls and women, the sociocultural theory often activates the social comparison process in which they perceive themselves to be in adequate when presented with social comparison targets found in the media or in their peer groups (Tiggemann and McGill, 26).

Surprisingly, advertising images of solely a part of the body (body-isms) lead to higher levels of body-dissatisfaction than full-body images (Tiggemann and McGill, 27,33). Tiggemann and McGill suggest that because these body-isms are specific representations of the body, they become clear comparison targets (27).

Through their research, Always found that the phrase "like a girl" was synonymous with feelings of low self-esteem in pubertal girls and women ("7 things you didn't know about those girl power ads for Pantene and Always"). Always is seeking to redefine this phrase from meaning "weak" to meaning "strong" with its "Like a Girl" campaign (Goldberg). After the release of the first

“Like a Girl” video on YouTube, Always conducted a follow-up study involving focus groups comprised of young men and women ages 16 to 24 (Griner and Ciambriello). The findings of this follow-up study were that 76 percent of those young women no longer saw the phrase “like a girl” as insulting and two out of three of those young men said they would reconsider using the phrase as an insult (Griner and Ciambriello).

#### **4. Review of Trade Publications**

A review of trade publications consisting of responses to the Always “Like a Girl” campaign and campaigns that use similar tactics was conducted. A total of 20 articles were included in this review. The trade publications that were included in this study were chosen based on their credibility; the authors’ influence and importance in the advertising industry, the publication’s relevance to this study, and the credibility of the publication’s source. Most of the trade publications that were reviewed for this study were obtained from AdWeek and Advertising Age; two very credible sources. These publications were qualitatively analyzed to gain understanding of the advertising industry’s response to advertisements that use tactics of female empowerment and realistic portrayals of women to resonate with the brands’ target consumers.

A total of 20 trade publications were reviewed for this study to evaluate the advertising industry’s response to the shifting tactics founding campaigns like the Always “Like a Girl” campaign using a coding scheme of -3, -2, -1, 0, 1, 2, 3; -3 being the most negative, 0 being neutral, and 3 being the most positive. Each trade publication was reviewed and scored based on the categories of headline, overall tone and word choice. This chart is located in the appendix of this study.

#### **5. Results**

##### *5.1 Headlines*

Of the 20 trade publications that were reviewed for this study, 12 received a positive headline score, seven received a neutral headline score and only one received a negative headline score. These headlines are evidence that the advertising industry has responded positively to the shift in advertising tactics away from contemporary culture’s exaggerated ideals of femininity to emphasizing on female empowerment and realistic portrayals of women.

##### *5.2 Overall Tone*

15 of the 20 trade publications that were reviewed for this study presented a positive overall tone reflecting on the shifting advertising tactics found in ad campaigns like the Always “Like a Girl” campaign. This response provides evidence that the advertising industry has responded positively to the new tactics of female empowerment and realistic portrayals of women in advertising.

### *5.3 Word Choice*

The word choice scores for each trade publication were based on the average score for each trade publication. Each chart shows in more detail the authors' view of the women empowerment advertising tactic used in campaigns like the Always "Like a Girl" campaign. Each of the charts use the same coding scheme as the trade publication review chart; -3, -2, -1, 0, 1, 2, 3, with -3 being the most negative, 0 being neutral, and 3 being the most positive. All 20 of the trade publications that were reviewed for this study received positive scores for the category of word choice. This provides strong evidence that the advertising industry has responded positively to the shifting advertising tactics found in ad campaigns like the Always "Like a Girl" campaign. The scoring charts for each of the 20 articles are located in the appendix.

### *5.4 Overall Average Score*

The overall average score for all 20 of the trade publications that were reviewed for this study was 1.5 out of 3. Each trade publication was scored based on its headline, overall tone and word choice. Each trade publication was then given an average score based on these categories. The average score for each trade publication was added together and divided by 20 to find the overall average score. This positive overall average score suggests the advertising industry's support for the advertising tactics that are found in campaigns like the Always "Like a Girl" campaign.

## **6. Analysis**

The purpose of this study was to determine what elements of the Always "Like a Girl" campaign have the potential to positively impact the target consumers' self-esteem and to evaluate the advertising industry's response to the shift in advertising tactics found in campaigns like the Always "Like a Girl" campaign.

To answer the first research question, a literature review was conducted. This review was comprised of psychological literature pertaining to the media's influence on girls' and women's self-esteem and what leads to girls' decline in self-esteem when they reach puberty. These findings were compared to elements of the Always "Like a Girl" campaign. This comparison shows that the Always "Like a Girl" campaign has the potential to positively impact the target consumers' self-esteem by presenting how and why the perception of the phrase "like a girl" changes from childhood to adulthood.

The second research question was answered by reviewing 20 trade publications and scoring them based on the categories of headline, overall tone, and word choice. The overall average score for the trade publications review is a 1.5 out of a possible 3. This score exhibits the advertising industry's positive response to the shift in advertising tactics found in campaigns like the Always "Like a Girl" campaign from idealized standards of femininity to realistic portrayals of women.

## **7. Implications**

The findings of this study can provide researchers with a better understanding of how and why the new advertising tactics found in campaigns like the Always “Like a Girl” campaign resonates with women. This understanding can lead to the better development of campaigns designed to women by relating to this audience.

## **8. Conclusion**

The aim of this study was to examine the potential impact of the new advertising tactics found in the Always “Like a Girl” campaign on girls’ and women's self-esteem. The other goal of this study was to evaluate the advertising industry's response to the shift in advertising tactics away from contemporary culture’s exaggerated ideals of femininity to female empowerment and realistic portrayals of women. By evaluating the reactions from the advertising industry in trade publications, as well as psychological literature of media influence on body image and self-esteem in pubertal girls and women, this study concludes that the new advertising tactic found in campaigns like the Always “Like a Girl” campaign is positively received by the advertising industry and has the potential to positively impact the self-esteem of the target consumer.



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## Appendix

### *i. Review of Trade Publications Score Chart*

	Headline	Overall Tone	Word Choice	Sum	Average
Why That “Like a Girl” Super Bowl Ad Was So Groundbreaking (Jillian Berman)	3	2	1.8	6.8	2.3
Hugely Popular “Like a Girl” Campaign From Always Will Return as Super Bowl Ad (David Griner and Roo Ciambriello)	1	1	2	4	1.3
7 Things You Didn't Know About Those ‘Girl Power’ Ads from Pantene and Always	0	0	1	1	0.3
This Ad Completely Redefines the Phrase “Like a Girl” (Hannah Goldberg)	3	2	2	7	2.3
Dove’s ‘Real Beauty’ Hits a Rough Patch: New Execution of Lauded Campaign Gets Blowback	-3	-1	1.3	-2.7	-0.9
How a Room Full of Teen Girls Reacted to This Year's Super Bowl Ads (Michelle Castillo)	0	1	1.5	2.5	0.8

“Like a Girl” is No Longer an Insult in Inspiring Ad from P&G’s Always: Experiment Makes it an Expression of Strength (Roo Ciambriello)	3	3	3	9	3
Always Unveiled “Like a Girl” Sequel Showing Girls Redefining the Phrase for Real: Scenes of Strength, Skill and Confidence by Tim Nudd	3	2	1.6	6.6	2.2
The Reaction to #LikeaGirl is Exactly Why it’s so Important (Alanna Vagianos)	2	2	1.75	5.75	1.9
In a Sea of ‘Go Girl’ Advertising, P&G’s Always “Like a Girl” Hits Hardest (Ken Wheaton)	2	-1	0.85	1.85	0.6
Fem-Powerment’ Campaigns Highlight a New Reality for Women (Laurel Rossi)	1	1	1.6	3.6	1.2
In Sequel to Viral Smash, Pantene Urges Women to Stop Apologizing: Brand Continues to Challenge Gender Norms by Kristina Monllos	2	3	3	8	2.6

Dove 'Real Beauty Sketches' Wins Grand Effie at North American Effie Awards (Shareen Pathak)	0	1	1.3	2.3	0.8
How Ads that Empower Women are Boosting Sales and Bettering the Industry: Advertising Week Panel Spotlights 'Fem-Advertising' by Roo Ciambriello	3	3	3	9	3
Dove Shows Moms Just What They're Teaching Their Girls About Beauty: Good and Not so Good by Roo Ciambriello	0	1	2	3	1
Unilever's Dove 'Real Beauty Sketches' is the Viral Campaign of the Year (Malika Toure)	0	2	2.5	4.5	1.5
Dove: the Evolution from 'Evolution' (Jack Neff)	0	3	3	6	2
Always and MSL Group Win Top Campaign Award at PRWeek Awards	0	0	1	1	0.3
10 Years in, Dove's 'Real Beauty' Seems to be Aging Well (Jack Neff)	2	1	1.6	4.6	1.5

Amazing Pantene Ad Definitely Tackles How Women in the Workplace are Labeled: It's a Mad World by Roo Ciambriello	2	2	2.6	6.6	2.2
<b>Conclusion</b>	<b>1.5</b>				

## ii. Word Choice Score Charts

### Why That “Like a Girl” Super Bowl Ad Was So Groundbreaking (Jillian Berman)

Word Choice	Score
“sold the show”	3
“is a prominent example of how companies trying to woo women customers are shifting advertising tactics”	3
“empowering messages and realistic portrayals”	3
“touchy-feely ad campaign”	1
“resonated with women”	2
“some say always Super Bowl ad didn't go far enough”	-1
<b>Sum</b>	<b>11</b>
<b>Average</b>	<b>1.8</b>

### Hugely Popular “Like a Girl” Campaign From Always Will Return as Super Bowl Ad (David Griner and Roo Ciambriello)

Word Choice	Score
“anthem for the empowerment of women”	3
“renewed burst of visibility”	1
<b>Sum</b>	<b>4</b>
<b>Average</b>	<b>2</b>

## 7 Things You Didn't Know About Those 'Girl Power' Ads from Pantene and Always

Word Choice	Score
"Sure we love them, but do girl power ads make good business sense?"	1
<b>Sum</b>	1
<b>Average</b>	1

## This Ad Completely Redefines the Phrase "Like a Girl" (Hannah Goldberg)

Word Choice	Score
"Acting like a girl should not be an insult"	1
"The young girls act out athletic and deliberate motions"	2
"It's worth taking a minute to watch the video to see what these young girls have to say"	3
<b>Sum</b>	6
<b>Average</b>	2

## Dove's 'Real Beauty' Hits a Rough Patch: New Execution of Lauded Campaign Gets Blowback

Word Choice	Score
"women are tricked into believing"	-2
"'Patches' appears to have drawn more flak than usual"	-1
"critiques may have left an unsightly mark"	-1
<b>Sum</b>	-4
<b>Average</b>	-1.3

## How a Room Full of Teen Girls Reacted to This Year's Super Bowl Ads (Michelle Castillo)

Word Choice	Score
"The resulting highlight video shows a range of well-articulated responses"	2

Word Choice	Score
“the girls were very receptive to the always and dove commercials”	1
<b>Sum</b>	3
<b>Average</b>	1.5

“Like a Girl” is No Longer an Insult in Inspiring Ad from P&G's Always: Experiment Makes it an Expression of Strength (Roo Ciambriello)

Word Choice	Score
“I felt a swell of pride... As I watch them dart across the screen with purpose and power”	3
“I like this shift from social experiment about beauty to one about empowerment”	3
<b>Sum</b>	6
<b>Average</b>	3

Always Unveiled “Like a Girl” Sequel Showing Girls Redefining the Phrase for Real: Scenes of Strength, Skill and Confidence by Tim Nudd

Word Choice	Score
“The meaning of the phrase is already changing”	2
“Magical insight”	2
“good way to keep the campaign going”	1
<b>Sum</b>	5
<b>Average</b>	1.6

The Reaction to #LikeaGirl is Exactly Why it's so Important (Alanna Vagianos)

Word Choice	Score
“The campaign received a lot of positive attention when it originally aired”	1



Word Choice	Score
“It doesn't seem too much to ask that one minute out of a four-hour event-an event that primarily focuses on men-be solely devoted to addressing women”	2
“There are commercials that focus on female empowerment because females need to be empowered”	2
“shines a much-needed light on this sexism”	2
<b>Sum</b>	7
<b>Average</b>	1.75

In a Sea of ‘Go Girl’ Advertising, P&G’s Always “Like a Girl” Hits Hardest (Ken Wheaton)

Word Choice	Score
“It's a good thing that women are stronger than marketers would have us believe”	1
“We are here to sell soap, folks”	0
“The question is do these efforts work? Yes.”	3
“I like the early work of dove... But the company completely lost me.”	-1
“manipulative”	-3
“it's pretty brilliant (marketing)”	3
“It's an eye-opener”	3
<b>Sum</b>	6
<b>Average</b>	0.85

Fem-Powerment’ Campaigns Highlight a New Reality for Women (Laurel Rossi)

Word Choice	Score
“We have seen the female empowerment movement spring up in all the right places”	2

Word Choice	Score
These ads aren't pushing us forward; they're simply catching up to what's happening in culture, reflecting ideals and attitudes that many women-and men-already hold true"	1
"Powerful campaigns"	2
<b>Sum</b>	5
<b>Average</b>	1.6

In Sequel to Viral Smash, Pantene Urges Women to Stop Apologizing: Brand Continues to Challenge Gender Norms by Kristina Monllos

Word Choice	Score
"and that's the beauty of it"	3
"powerful message"	3
"relevant and insightful"	3
<b>Sum</b>	9
<b>Average</b>	3

Dove 'Real Beauty Sketches' Wins Grand Effie at North American Effie Awards (Shareen Pathak)

Word Choice	Score
"effective"	3
"reinforcing the message"	3
"drawn ire and criticism"	-2
<b>Sum</b>	4
<b>Average</b>	1.3

How Ads that Empower Women are Boosting Sales and Bettering the Industry: Advertising Week Panel Spotlights 'Fem-Advertising' by Roo Ciambriello

Word Choice	Score
“highly effective at generating sales”	3
“brands are achieving amazing results”	3
<b>Sum</b>	6
<b>Average</b>	3

Dove Shows Moms Just What They're Teaching Their Girls About Beauty: Good and Not so Good by Roo Ciambriello

Word Choice	Score
“drives the point home”	2
<b>Sum</b>	2
<b>Average</b>	2

Unilever's Dove ‘Real Beauty Sketches’ is the Viral Campaign of the Year (Malika Toure)

Word Choice	Score
“impressed”	2
“tugged at heartstrings”	3
<b>Sum</b>	5
<b>Average</b>	2.5

Dove: the Evolution from ‘Evolution’ (Jack Neff)

Word Choice	Score
“creating a viral mega hit twice”	3
“eclipse the reach and impact of its predecessor”	3
“big winner”	3
<b>Sum</b>	9
<b>Average</b>	3

## Always and MSL Group Win Top Campaign Award at PRWeek Awards

Word Choice	Score
“making ‘like a girl’ a rallying cry”	1
<b>Sum</b>	1
<b>Average</b>	1

## 10 Years in, Dove’s ‘Real Beauty’ Seems to be Aging Well (Jack Neff)

Word Choice	Score
“groundbreaking”	3
“the values being espoused are more of an aspiration for Dove than brand bedrock”	3
“If Dove wants folks to change behaviors, it is going to have to work a little harder and provide valuable experiences”	-1
<b>Sum</b>	5
<b>Average</b>	1.6

## Amazing Pantene Ad Definitely Tackles How Women in the Workplace are Labeled: It's a Mad World by Roo Ciambriello

Word Choice	Score
“powerful”	3
“campaign has inspired discussion”	2
“important message”	3
<b>Sum</b>	8
<b>Average</b>	2.6