

EVENTS | PROGRAMMES | CEO BLOG

Dear Lisa

This is a slightly belated communiqué from me from the Cannes Lions International Festival of Creativity - the annual gathering for the global creative, advertising and media industries to connect, share and celebrate the winners of the Cannes Lions's 24 awards (drawn from over 400,000 submissions) which are judged and presented at the Festival.

I served as a judge for this year's Glass Lions which recognise advertising campaigns which set out to positively impact ingrained gender inequality, imbalance or injustice. This year's Glass Lion went to tea brand Brooke Bond, owned by Unilever, who launched India's first transgender pop band.

During the Festival, Unilever announced a new global strategy to "[#unstereotype](#)" and eradicate outdated portrayals in its advertising going forward. Unilever's chief marketing officer Keith Weed, shared internal Unilever research which analysed 1,000 ads from different countries and found 50% contained stereotypical portrayals of women. Just 1% conveyed women as funny, 2% showed them as intelligent and 3% showed them as leaders.

The research also examined Unilever's own advertising output, split into "progressive" and "normative", and found that the more progressive ads had 12% greater impact, in terms of consumers actively enjoying and feeling involved with the ads. 90% of women surveyed felt women are presented as sex symbols and almost a third said ads depict women as perceived by a man.

Unilever's three-pronged strategy will include giving women an "authentic and three-dimensional" personality in ads. It will also include showing roles that represent the "aspirations and broader achievements" of women, and depicting beauty in more female terms as "enjoyable, non-critical and in perspective".

This is a massive deal because Unilever which owns hundreds of household brands like Lux, Dove, Flora and Knorr, spends £6bn a year on ads which makes it the second-biggest advertiser globally.

Some commentators are carping at Unilever's announcement which comes on the heels of London Mayor Sadiq Khan's ban on body-shaming ads on the London Underground for being overly puritanical. Stephen Bayley writing in this weekend's [Daily Telegraph](#) expressed nostalgia for adverts showing women unable to resist the lure of chocolate or going weak at the knees at the sight of a man.

At the end of the day though, whatever your point of view, as Madeline Di Nonno, chief executive of the Geena Davis Institute on Gender in Media and Judge of this year's Glass Lions jury put it, "Media is the only business industry when we can literally paint a picture of the world the way we want it to be, and advertising as a storytelling medium is as important as the programming it is attached to. One 30-second spot can make a lifetime impression."

It will be fascinating to see how other brands and the rest of the advertising industry respond. And whether other cities besides London move to ban sexist billboards in certain public areas.

Warm regards

Su-Mei Thompson
 CEO, The Women's Foundation

UPCOMING EVENTS

**TWF is proud to support
 #SheMeansBusiness**

TWF is proud to be partnering with Facebook and the Faculty of Business and Economics of HKU to launch [#SheMeansBusiness](#), a global initiative providing training for local female entrepreneurs. The launch event will include remarks by Florence Hui/Under Secretary for Home Affairs, Jayne Leung/Facebook and Susan Hutchison/TWF Board Chair, TWF and a panel discussion moderated by Haidi Lun/Bloomberg News.

DATE: Monday, July 18, 2016

TIME: 10.00 a.m. - 12.00 p.m. (launch ceremony);

12.00 - 2.00 p.m. (buffet lunch)

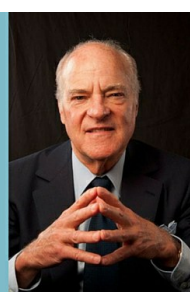
VENUE: Rayson Huang Theatre, The University of Hong Kong, Pokfulam

[Click here to RSVP](#)

LUNCH WITH SPECIAL GUEST HENRY KRAVIS

30% CLUB HONG KONG

NEARLY SOLD-OUT!



Lunch with Henry Kravis, Co-Chairman and Co-Chief Executive Officer, KKR

TWF and the 30% Club HK are delighted to announce that Henry Kravis, Co-Chairman and Co-CEO at KKR, will be the special guest speaker at our next 30% Club lunch. Mr Kravis will speak about the current global investing environment and D&I considerations for business.

DATE: Wednesday, July 20, 2016

TIME: 12.00 - 2.00 p.m.

VENUE: The Asia Society Hong Kong Center, 9 Justice Drive, Admiralty

[Register Now](#)



Save the Date! TWF Gala Dinner 2016

Mark your calendars for TWF's signature Gala Dinner featuring inspirational speakers, luxury prizes and live entertainment - stay tuned for more details!

DATE: Tuesday, November 15, 2016

TIME: From 7.00 p.m.

VENUE: JW Marriott Hotel, One Pacific Place, 88 Queensway

TWF PROGRAMME UPDATES



Leading Women Investors Panel

Last Thursday, TWF presented a panel of Leading Women Investors featuring Ahn Lu/T Rowe Price, Linda Csellak/ Manulife Asset Mgt, Stephanie Hui/ Goldman Sachs and Susan Chan/ BlackRock Asset Mgt, with Dorothy Chan/ Bloomberg moderating. Many thanks to Bloomberg for hosting.



She Objects Media Literacy Workshops

Over the past two weeks, TWF has conducted Media Literacy workshops drawing on She Objects at these schools: Buddhist Mau Fung Memorial College, Law Ting Pong Secondary School, PLK Celine Ho Yam Tong College, Pui Kiu Middle School, Queen Elizabeth School, Sacred Heart Canossian College and STFA Cheng Yu Tung Secondary School. If you are interested in organising a similar workshop, please contact Joyce Cheung at joyce.cheung@twfhk.org.



T.E.E.N. Glass Making Workshops

Last week, our TEEN alumni participated in a series of glass-making workshops. Many thanks to the Hong Kong Glass Arts Development Society for generously providing our alumni with opportunities to learn about and craft glass pieces.

IN THE COMMUNITY



Recruiting Focus Group Members for a Study on Support for Caregivers

HKU is launching a study on support for family caregivers and is looking for focus group participants. If you are 40-64, caring for an adult family member (not necessarily living with you) aged 65 or older to whom you have provided not less than four hours of care per week for the past six months, Cantonese



speaking and currently or previously employed, please contact Doris Chan at doristmc@hku.hk or 3917 5020 to join a focus group.

EXTERNAL EVENTS

TWF is delighted to be supporting the following events:

AUGUST 22-23: Catch TWF She Objects' theme song composer and talented young singer, Anna Lo, at [Beyond Good Music @ The Fringe](#)

TWF FUNDRAISING INITIATIVES - We Would Love Your Support!

FLAG DAY

CALL FOR SUPPORT



Support TWF's First Ever Flag Day!

TWF is hosting our first-ever Flag Day and we are calling for volunteers to help in one of two ways: 1) Help with street sales of flags on Wednesday, July 20 from 7 a.m. - 12 p.m. in the New Territories or 2) Be a corporate ambassador and sell Gold flags at your office any time from now to end of August. Please click [here](#) for more information or email flagday@twfhk.org to reserve an allocation of Gold flags.



TWF Mischa Pins

To raise funds for our programmes, TWF is selling pins, specially designed for TWF by Michelle Lai - MISCHA founder. The beautiful black and gold enamelled pins featuring MISCHA's signature design can be purchased at TWF and partner events for HK\$50. We are looking for volunteers to help us with selling pins within their organisations and networks. Please contact Stephanie Ko at stephanie.ko@twfhk.org to find out more.

WHAT WE'RE READING

Our top picks for recommended reading and listening on the key trends and breaking stories about women and gender:

- [Disney Princesses Contribute To 'Body Esteem' Issues Among Young Girls](#) (The Guardian)
- [Gender Discrimination Present Among Students As Young As 16](#) (The Independent)
- [Hong Kong Losing The Fight Against Human Trafficking, US Report Finds](#) (SCMP)
- [Chinese Women Use Social Media To Challenge Sexual Assault Taboo](#) (BBC)
- [Underage Girls, Rape ... And Handbags: Inside The Murky World Of Hong Kong's Compensated Dating Scene](#) (SCMP)

9A Chun Wo Commercial Centre, 23-29 Wing Wo Street, Sheung Wan
E: info@twfhk.org | W: twfhk.org | T: +852-2592-8265 | F: +852-2592-8264

You received this e-mail because you subscribed to The Women's Foundation database.
To unsubscribe, please click [here](#).