

# Direct Mail

Partnering with postal services across Europe, we launch the campaign stamps. Parcels delivered through these carriers serve as direct communications. This batch of stamps celebrates the achievements of key women of the past across various fields.



# Print

Our print campaign highlights inspirational women of today. Women like Yana Kudryatseva, the youngest three times world champion gymnast to motivate young women to achieve their dreams.



# Outdoor

Using a mirror allows the audience to reflect on their own role in the campaign and highlights the importance of participation to further the cause. This ties directly with the social media aspect, but engages the audience first hand to feel involved.



# Digital

Virtual stamps are embedded into emails. Clicking on the stamp directs people to the EWL website where they may read more about the celebrated woman as well as the campaign. By joining the campaign people can show solidarity with stamps of their choice.



In support of the  
European Women's Lobby

# Website

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# Social

On social networks the campaign focuses women expressing their personal stories and achievements. Inspirational stories are turned into campaign posts, extending their voices to the larger community who supports each other. Temporary profile filters are available during the campaign.

