

WHAT

Understanding Gender through a Cultural lens

Being Woman

For more details, contact:
Being.Woman@ipsos.com



WHO | HOW



Assets, Trends & Surveys over 40-year span on culture, gender



Synthesized with secondary research across demographics, statistics, trends, case studies

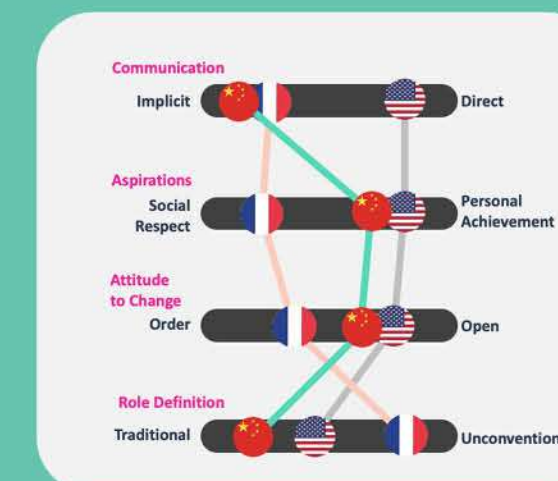
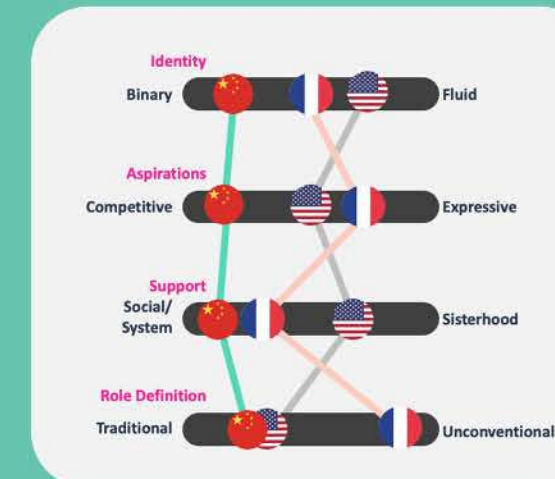


Combined with inputs from cultural, market and domain experts across the world

WHY

- 01** Being Woman Today: **Advances & Retreats**
- 02** Tug of (Gender) War: **Freedom vs Equality**
- 03** Connecting with Women: the **WHAT (content) & HOW (activation)** of Gender Strategies
- 04** Accelerating gender empowerment: **Emerging Gender Assets**
- 05** Viewing **Beauty, Technology, Finance** through the Gender Lens

Gender Culture – the “WHAT”



Social Culture – the “HOW”



SO WHAT



Freedom VS Equality

What they **FEEL**
(CONFIDENCE)

What they **HAVE**
(EQUAL ACCESS)

Why they **DO**
(FREEDOM)



Emerging Gender Assets



Category Deep-Dive

