

WHAT

Understanding Gender through a Cultural lens

Being Woman

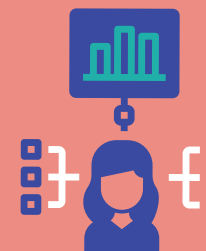
For more details, contact:
Being.Woman@ipsos.com



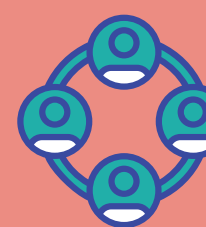
WHO | HOW



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



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

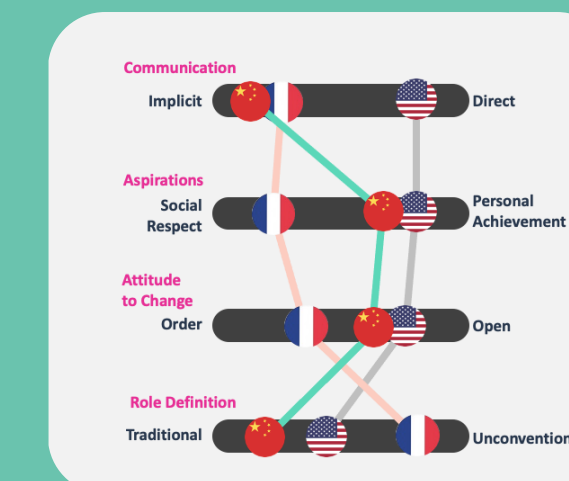
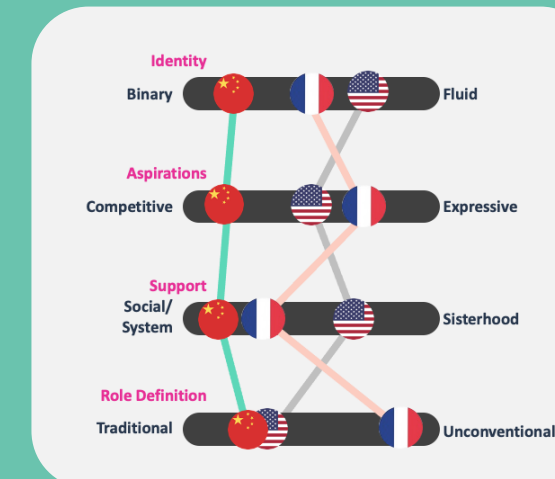


Combined with inputs from cultural, market and domain experts across the world

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

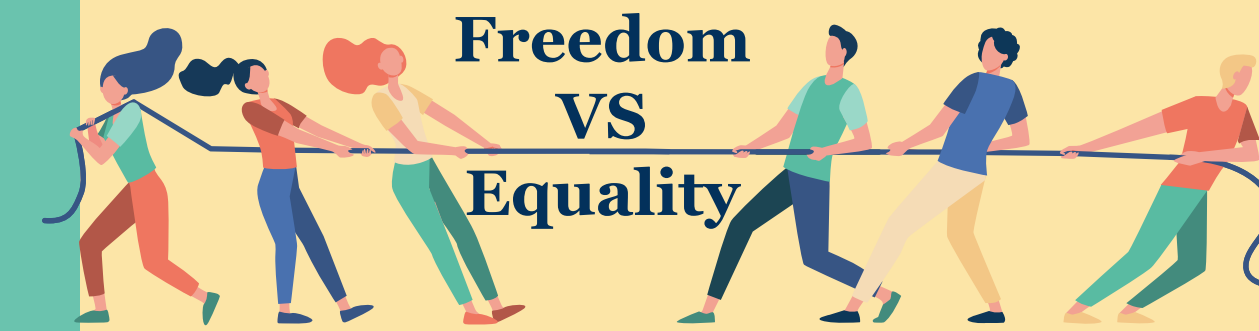
Gender Culture – the “WHAT”



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**

