Always launches #LikeAGirl campaign

Always has launched the #LikeAGirl campaign to change the negative perception of the phrase and make #LikeAGirl a declaration that means downright amazing.



In the spirit of celebrating Women's Month, the campaign aims to help girls, especially as they enter puberty, feel proud and confident when they do things #LikeAGirl. While most people associate the term #LikeAGirl with weakness and negativity, this Women's Month, Always is kicking-off an epic battle to make sure that girls everywhere keep their confidence throughout puberty and beyond.

Always is therefore inviting girls and women everywhere to join the movement and share what they proudly do #LikeAGirl. Tweet, take a picture, shoot a video or send a message to take a stand and show young girls everywhere that doing things #LikeAGirl should never be used as an insult, but that it means to be strong, talented and downright amazing.

Survey findings

A new Always sponsored survey by Research Now revealed that the start of puberty and their first period mark the lowest moments in confidence for girls. Harmful words can add to that drop in confidence. As part of the new #LikeAGirl campaign, Always partnered with award-winning documentary filmmaker, Lauren Greenfield, to conduct a social experiment to see how people of all ages interpret the phrase #LikeAGirl.

"In the research done by Lauren Greenfield she witnessed the confidence crisis among girls and the negative impact of stereotypes first-hand," said Jeanne du Plessis, communication manager for Procter and Gamble South Africa. "When the words #LikeAGirl are used to mean something bad, it is profoundly disempowering."

Raising awareness

With this new campaign, Always continues to champion girls' confidence by taking a stand to turn #LikeAGirl into a phrase that represents the strength, talent, character and downright amazingness of every girl. Moreover, Always is raising awareness about the confidence plummet that happens to girls at puberty, spurring conversation to help rethink and redefine the common words and phrases used in society that imply girls are weak or inferior.

"We are proud of the Always commitment to help girls build their confidence at puberty and beyond. I'm touched by our new #LikeAGirl campaign, because every girl is capable of greatness and we must continue to empower them to grow into strong, proficient and amazing women tomorrow," concludes Du Plessis.

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