

THIS
GIRL
CAN

#ThisGirlCan:

Social Insights Challenge Women to Rethink Traditional Attitudes to Sport

A woman in athletic wear is walking away from the camera down a locker room aisle. She has her hands on her head, and the room is dimly lit with lockers on both sides.

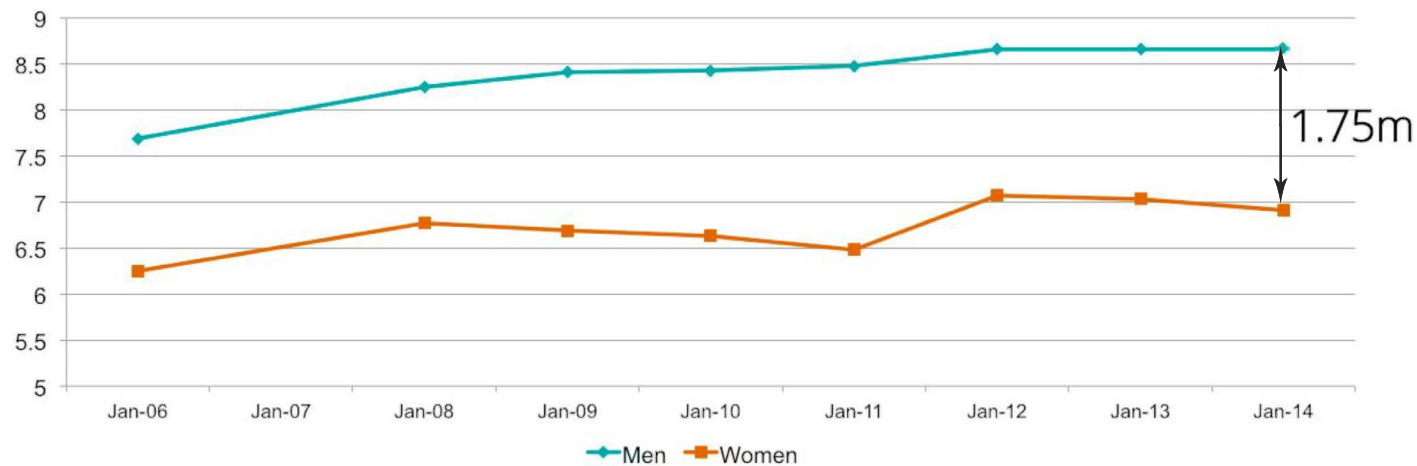
The Challenge:
Tackling the Gender Gap in Sport

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Earlier this year Sport England ran a national campaign to challenge the way women think and feel about doing sport. Their aim was to engage women and girls aged 14-40 in the UK.

Sport England form part of a Government-funded initiative, committed to creating sporting habits for life. They do this by investing in numerous projects and organisations, dedicating themselves to creating more opportunities within sport, both nationally and locally.

Described as their “sassiest” project yet, the purpose of #ThisGirlCan was to tackle the gender gap in sport, by finding ways to make sport more appealing to women and girls. Noting that this gender gap persists despite even the combined strength of the health and fitness industry and London 2012, it became clear that something had to be done.



Source: Active People Survey

The campaign itself, which launched in January 2015, comprised of several forms of advertisement, including a primetime TV ad slot in between Coronation Street.



#ThisGirlCan Campaign Manifesto

Women come in all shapes and sizes and all levels of ability. It doesn't matter if you're rubbish or an expert. The point is you're a woman and you're doing something.

Above the line advertising played a huge role in the success of the campaign. But it was social that really enabled them to get ahead of the game, and make some real changes to traditional attitudes surrounding sport.



Using Social Prior to the Campaign



Understanding the Target Audience - 3 Key Pillars

Understanding The Target Audience - 3 Key Pillars



Once this was established, the next step was to analyse social data to really understand what was happening in between speaking about exercise, and actually taking part in exercise.

Turning to social allowed Sport England to uncover a number of things that led to the success of the campaign. First off, they were able to identify three key pillars of conversation between women in the UK:

- 1. 14-24 year olds were most put off by their appearance or how they look when exercising.*
- 2. Mothers felt guilty that they were spending time exercising instead of with their families, but on the other hand felt guilty at not being a good enough role model by showing that exercise is not important.*
- 3. The rest of women were battling between worrying that they were either not good enough to take part, or that they were too good and would show others up.*

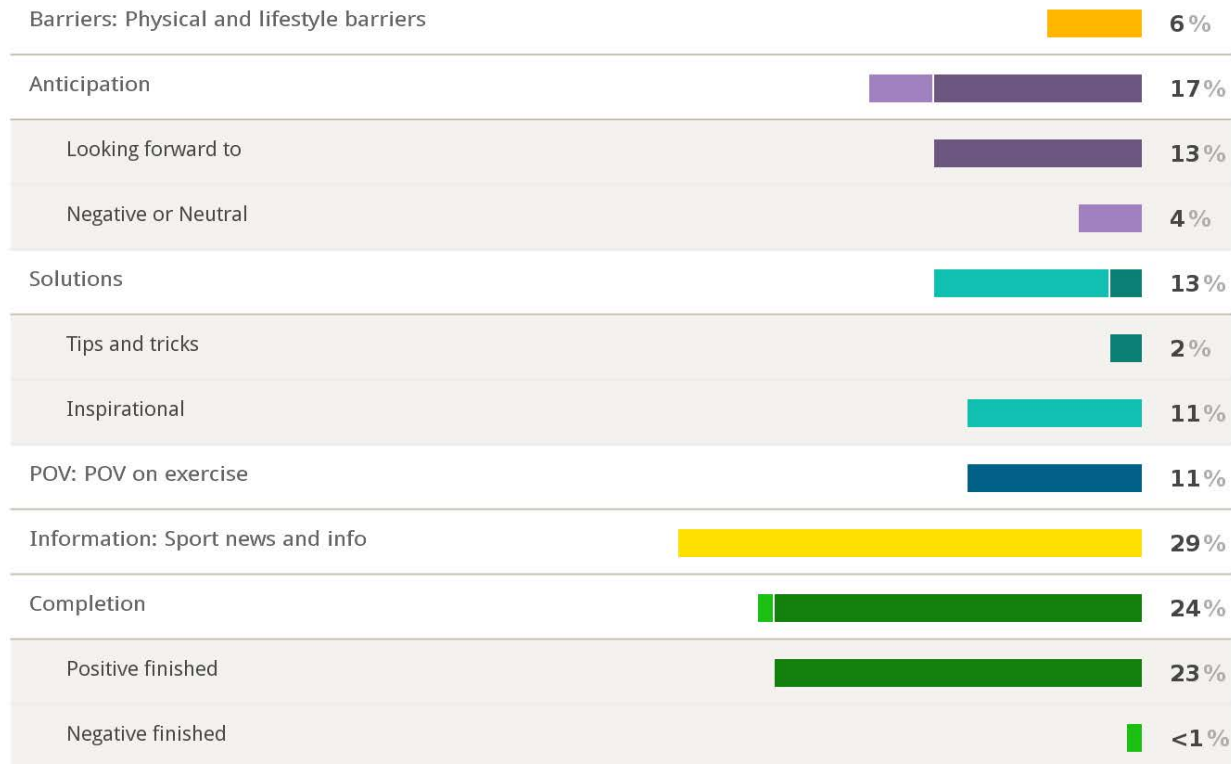




Key Themes Emerge

Key Themes Emerge

Sport England were also able to identify key themes emerging from social conversation:



Copy of TGC — Opinion Analysis from 2/26/15 to 3/28/15

As the data shows, whilst women talk about barriers that get in the way of exercising, they also really look forward to it, as well as feeling overwhelmingly positive afterwards.

Key Themes Emerge

With further analysis, they reached the bottom of the issue:

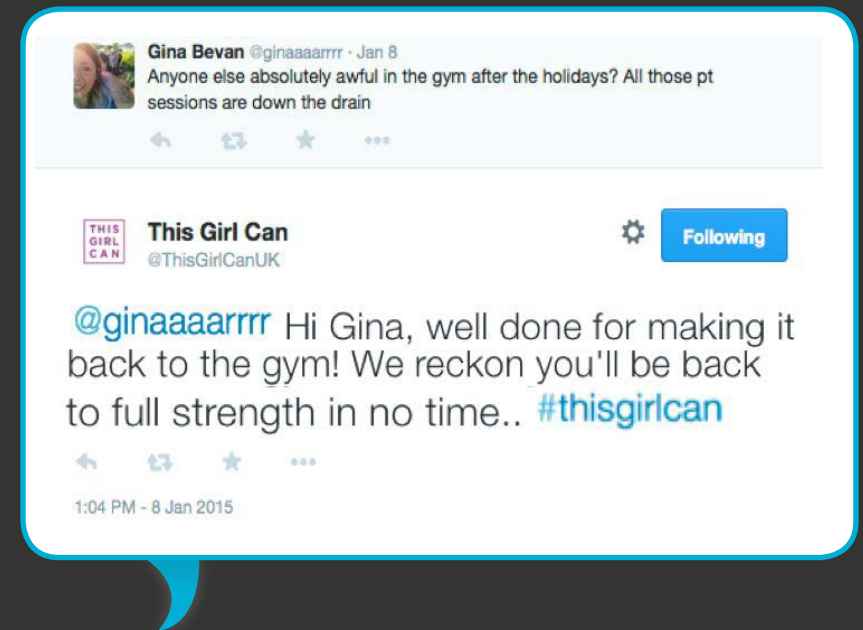
Holding back the group *Being seen as too competitive*
Time with friends should be more important
Not appearing feminine *Family should be more important*
Exercise isn't cool **Developing too many muscles**
Body parts wobbling when exercising **Having a red face**
Not being fit enough Wearing the wrong clothing/kit
Being the only new person **Wearing sports clothing**
FEAR Not being good enough Wearing tight clothing
Not knowing the rules *Changing in front of others*
OF Showing their body **Not looking 'made up'**
JUDGEMENT *Not being competitive enough*
Bringing the wrong equipment

The main obstacle getting in the way of women and girls, across all ages in the UK from exercising was *fear of judgement*. This then constituted the basis for the the [#ThisGirlCan](#) campaign.

Key Themes Emerge

Not only did social analytics play a vital role in establishing what kinds of conversations were happening, they proved worthy in terms of developing the tone and language that was used throughout the #ThisGirlCan campaign. Sport England's approach was that being patronising towards women doesn't work and that empathy was the key to success.

Remembering this both in their advertisements and when conversing directly with women over social media sites, Sport England's friendly, encouraging tone of voice remained consistent, and was proven successful.



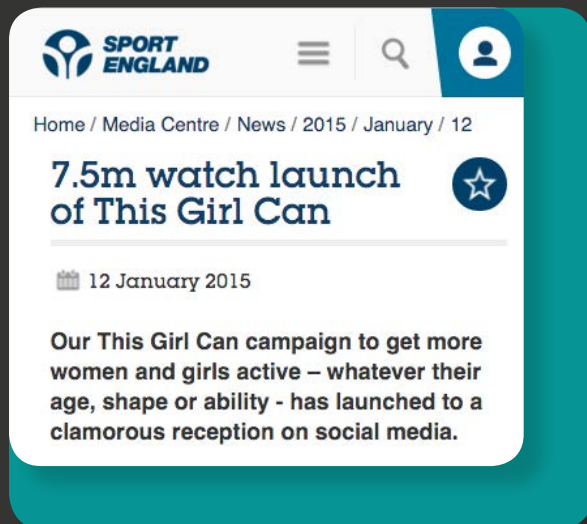
A woman with short dark hair, wearing a pink t-shirt and dark pants, is seated in a wheelchair on a tennis court. She is holding a tennis racket in her left hand, raised above her head, and a yellow tennis ball in her right hand. The background is dark, suggesting an indoor or nighttime setting. A teal horizontal line is positioned below the text.

The Results

The Results

#ThisGirlCan was extremely successful with both a “clamorous reception on social media” and a huge viewing of their TV ad.

Through our insights, Sport England highlighted that empathy was the key to success.



“Almost all who have viewed the campaign talk of a shift in feeling – an increase in motivation to participate in sport and exercise.”

SPA Future Thinking Qualitative Tracking

“Over 1 in 3 women who had seen the campaign claimed to increase their activity levels as a result.”

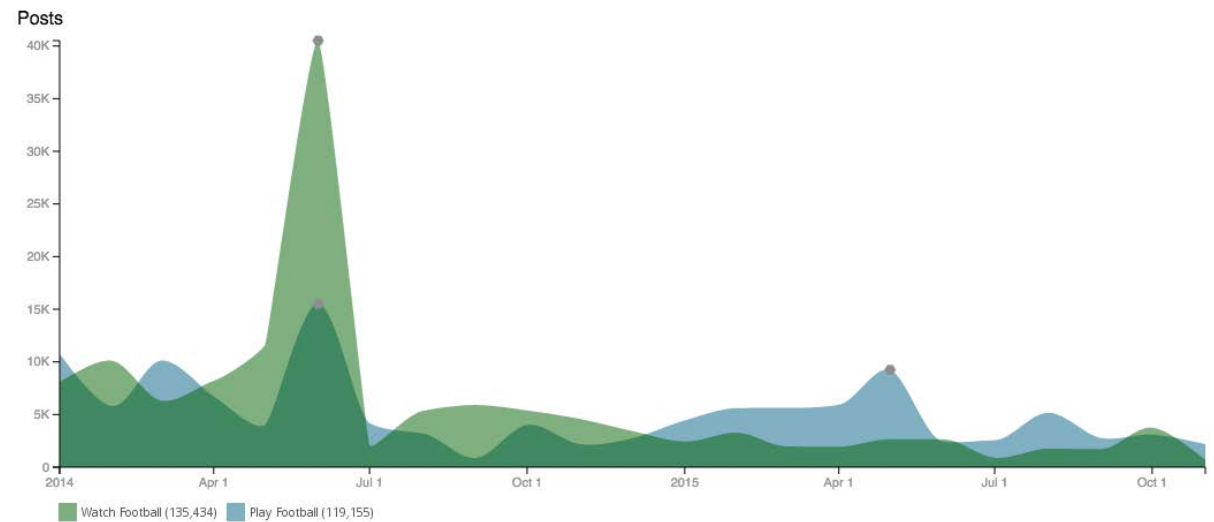
TNS Wave 6 Quantitative Tracking

“Women 14-40 are outperforming women in general”

Active People Survey

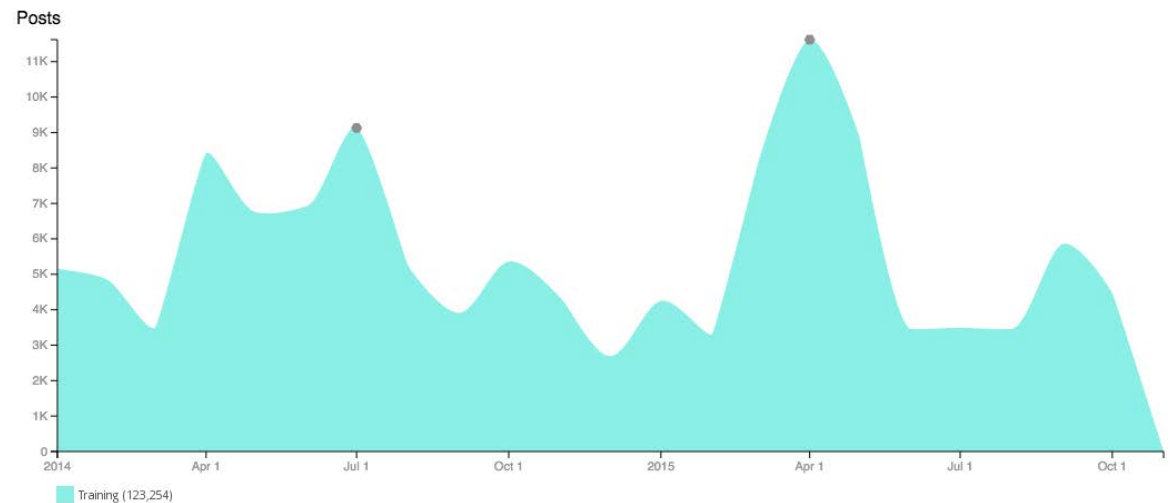
Football: From Watching to Playing & Conversation Volumes about Training

In addition, we can see the attitude and behaviour change across social conversations. The volume graph illustrates the difference between women talking about [watching](#) football in comparison to women talking about [playing](#) football. The 2014 spike coincides with the World Cup, but in 2015 we see that conversation about playing football is greater than conversation about watching it.



Copy of TGC — Topic Waves from 1/1/14 to 11/8/15

Similarly, conversation surrounding [training](#) spiked after the campaign, when compared to 2014.

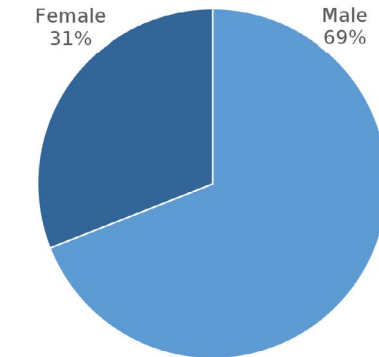
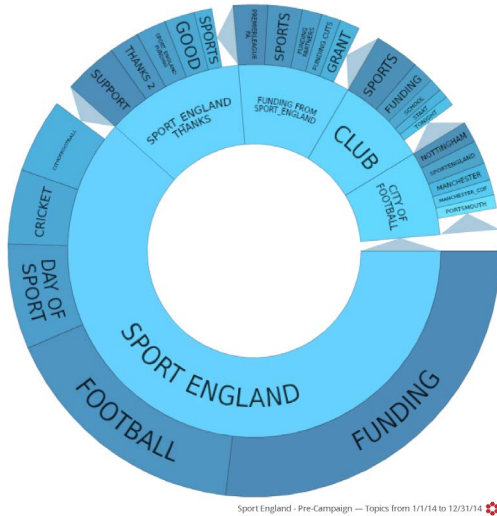


Copy of TGC — Topic Waves from 1/1/14 to 11/8/15

Impact for Sport England

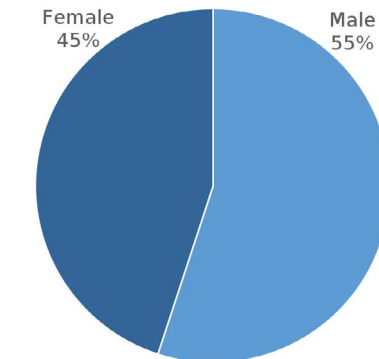
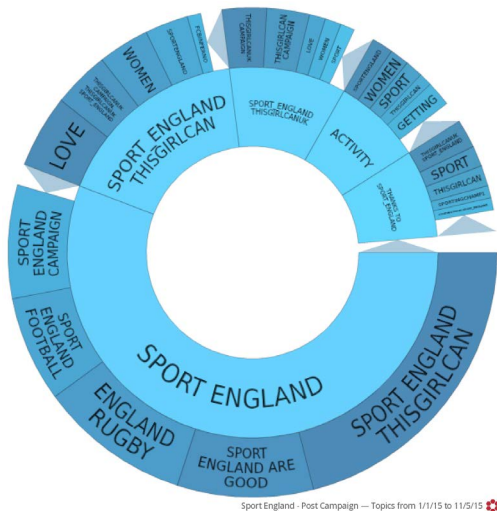
In addition, we also analysed the impact of the campaign for the Sport England brand.

Before #ThisGirlCan:



Sport England - Pre-Campaign — Gender Breakdown from 1/1/14 to 12/31/14

After #ThisGirlCan:



Sport England - Post Campaign — Gender Breakdown from 1/1/15 to 11/5/15

As we can see, prior to [#ThisGirlCan](#) the main topics surrounding Sport England were quite generic: Funding, Football, Day of Sport. After the campaign there's a clear alignment with [#ThisGirlCan](#) and a lot of positivity associated with the brand.

In addition, we can see an increase in the number of female social media users talking about Sport England.

Impact for Sport England



The campaign went far and wide, as we can see in the map. The ad was only played on British television but social knows no barriers and enabled the conversation to carry the empowerment message to many other countries and languages.

Crimson Hexagon

is a leading provider of social media analysis software. Powered by patented technology and an in-house data library of more than 600 billion posts, Crimson Hexagon's platform helps hundreds of brands and agencies answer critical business questions through the insights derived from social data. Clients include leading global organizations such as General Mills, Starbucks, Paramount Pictures, Microsoft, and Twitter, and leading agencies such as Translation, Edelman and We Are Social.

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