



**THIS
GIRL
CAN**

CAMPAIGN SUMMARY

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Our vision is to transform people's lives through sport and physical activity. To achieve this we need everyone in England regardless of their age, background or level of ability to feel able to take part, and a sector delivering experiences built from an understanding of what is both preventing and motivating different audiences to be active.

This Girl Can was born from a desire to tackle the fact that despite increases in the overall number of people being active in England, women persistently remained less active than men.

We knew that we had to address the gender gap and the reasons behind it; and we knew we had to do something different.

This publication seeks to tell the story of This Girl Can, and the insights which sit at its heart. Its success is down to the fact that it has been truly insight-driven, and that in following the insight we were prepared to create a campaign which was (at times) challenging to us and challenged the status quo.

I hope you find this both interesting and thought provoking.



Lisa O'Keefe
Director of Insight, Sport England

PHASE ONE

JAN - JUL 2015

PHASE TWO

FEB - JUL 2017

PHASE THREE

OCT 2018 - JUN 2019

PHASE FOUR

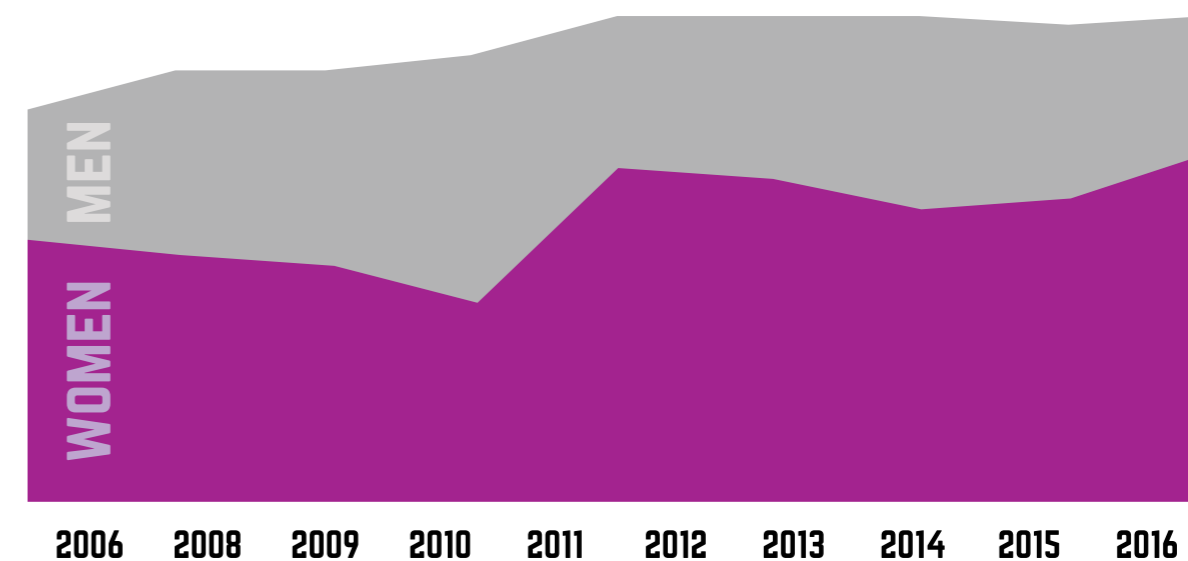
JAN 2020 - JUN 2021

INTRODUCTION

AT SPORT ENGLAND WE ARE WORKING TOWARDS AN ACTIVE NATION, TRANSFORMING PEOPLE'S LIVES THROUGH SPORT AND PHYSICAL ACTIVITY.

We invest National Lottery and Exchequer funding in a wide range of projects so that everyone can experience the benefits of sport and physical activity. The impact of this investment has helped increase the overall numbers of people being active in England, however our research revealed that despite this, women were

persistently less active than men. We knew that we had to address the gender gap and the reasons behind it, so we created This Girl Can, to celebrate active women who are doing their thing no matter how they do it, how they look or even how sweaty they get.



Once a week sport participation by gender



**1.75 MILLION
FEWER WOMEN WERE
EXERCISING REGULARLY
THAN MEN IN 2014**

SPORT ENGLAND'S ACTIVE PEOPLE SURVEY, OCTOBER 2013/14

INSIGHT

WE NEEDED TO INCREASE THE NUMBER OF WOMEN PARTICIPATING IN EXERCISE AND SPORT, TO REDUCE THIS GENDER GAP AND KEEP THEM ENGAGED.

OBJECTIVES

1. Increase the number of girls and women taking part in sport and exercise
2. Change how they feel and think about exercising and playing sport
3. Change the opportunities available to women to become active

We knew that women recognised the benefits of exercise, with 75% saying that they wanted to do more. But something was stopping them.

At any point, a woman might have one barrier or multiple, all constantly shifting with the world around her.

By removing practical barriers, a pattern started to emerge.

KEY INSIGHT

Every remaining barrier could be traced back to something truly universal, fresh and emotionally powerful: The fear of judgement.

Fear was stopping women from exercising.

Women were worried about being judged on their appearance during and after exercise; on their ability, whether they were a beginner or 'too good'; or for spending time exercising instead of prioritising their children, family or work.

A woman with dark skin and long braids stands by the edge of a swimming pool. She is wearing a red and black one-piece swimsuit. She has a serious expression and is looking slightly to the side. In her left hand, she holds a blue and white towel. The background shows a poolside area with some equipment and a building with large windows.

FEAR WAS STOPPING WOMEN FROM EXERCISING

APPEARANCE

- Being sweaty
- Having a red face
- Not looking like I usually do (made up)
- Changing in front of others
- Wearing tight clothing
- Wearing sports clothing
- Wearing the wrong clothing/kit
- Showing my body
- How my body looks during exercise (jiggling)
- Not appearing feminine
- Developing too many muscles

ABILITY

- Not being fit enough
- Not being good enough
- Not being competitive/serious enough
- Not knowing the rules
- Not knowing what equipment to bring
- Bringing the wrong equipment
- Holding back the group
- Being too good
- Being seen as too competitive

PRIORITIES

- Family should be more important
- Time with friends should be more important
- Studying/working should be more important
- Other things I should be doing are more important

JAN - JUL
2015

PHASE ONE

OUR INSIGHT TOLD US THAT WOMEN FELT DISTANCED FROM EXERCISE DUE TO THE USUAL PORTRAYAL OF WOMEN AND EXERCISE IN SOCIETY.

By celebrating a realistic vision of women and exercise in England, we created a campaign to provide women with inspiration and support to liberate them from the judgements that hold them back. We developed a manifesto based on a real understanding of our audience and designed a 3-phase behaviour change approach.

OUR 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 brilliant thing is you're a woman and you're doing something'

**LIBERATING WOMEN
FROM THE JUDGEMENTS
THAT HOLD THEM BACK**



HELPING WOMEN REALISE THEY WERE NOT ALONE

1. REALISATION

The first step was to talk about the fear of judgement and help women realise they were not alone in feeling this way.

We soft-launched the campaign in October 2014. The PR agency worked with select media titles to create a series of articles discussing the fear of judgement. We created a series of online films that we shared through chosen publications, each telling the story of one woman (Kelly, Julie, Victoria or Grace) overcoming their individual barrier to exercise.

We identified women tweeting their exercise anxieties and we started conversations to support and encourage them.

2. INSPIRATION

To encourage as many women as possible and create a new societal norm, we needed to ensure our campaign had a very broad and public reach. To achieve this, we launched with broadcast creative on primetime TV. The TV campaign was supported by a cinema ad, YouTube takeover, digital and social ads and a national poster campaign.

3. SELF-IDENTIFICATION

Behavioural economics suggests that making a public statement improves the likelihood of cementing new attitudes and habits. The third stage focused on encouraging women to 'self-identify' with exercise publicly. If we had managed to empower women with the confidence to exercise, we wanted them to shout about it; whether that be talking about their activity, sharing their exercise photos or simply by using #ThisGirlCan.



WE DELIVERED OUR MESSAGE IN NEW PLACES

OUR INSIGHT TOLD US TO GO WHERE WOMEN ARE. SO WE GOT CREATIVE, AND DELIVERED OUR MESSAGE IN NEW PLACES:

- Premiering our This Girl Can advert during a Monday night Coronation Street advert break (January 2015)
- Using a full-time social media presence on Facebook, YouTube, Twitter, Pinterest and Instagram to curate conversation and engage with women online
- Targeting consumer media like Mail Online, Grazia and Stylist
- Utilising billboard, cinema and further TV advertising to reach women during the course of their everyday lives (January – March 2015, and May – June 2015)

Recognising the role that self-identification plays in affecting behaviour change and our growing This Girl Can community, who felt part of a movement, we also created a This Girl Can app. The app allows women to create their own This Girl Can poster, using the campaign's mantras, such as 'I kick balls. Deal with it' and 'Hot and not bothered'.

In addition, the This Girl Can website provides helpful advice and signposting to women who want to become more active.



Girl. Power.



JAN - JUL
2015

PHASE ONE - RESULTS



OVER 95M ONLINE VIEWS OF
THE CAMPAIGN



733,000 MENTIONS ON SOCIAL MEDIA



581,000 FANS/FOLLOWERS ACROSS
ALL PLATFORMS



OVER 1.2M VISITS TO THE WEBSITE



TALKED ABOUT OVER A THOUSAND TIMES
EVERY DAY ON SOCIAL MEDIA



IN OVER 110 COUNTRIES

**70% OF WOMEN AGED
14-40 REPORTED BEING
MOTIVATED BY THE
CAMPAIGN**

KANTAR'S STANDARD ADEVAL METRIC -
KANTAR PUBLIC, MARCH 2015

**2.8 MILLION WOMEN
WERE MORE ACTIVE
AS A RESULT OF SEEING
THE CAMPAIGN**

**SPORT ENGLAND'S THIS GIRL CAN SURVEY -
KANTAR PUBLIC, NOVEMBER 2015**

IMPACT

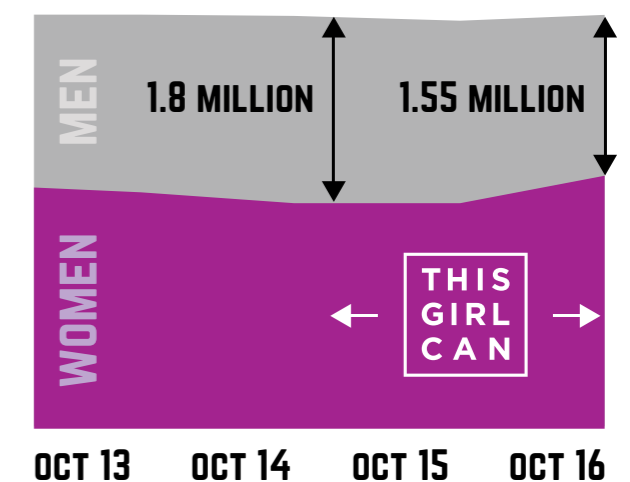
OUR TRACKING STUDY ASKED WOMEN WHAT INFLUENCE THE CAMPAIGN HAD ON THEIR ACTIVITY LEVELS.

The following figures have been adjusted up to national population levels, telling us:

- 2.8 million women aged 14-40 were more active (e.g. tried a new type of exercise, or increased the amount of time spent exercising) as a result of seeing the campaign.
- Of those, 1.6 million started or re-started exercise (e.g. got back into exercise after a break) as a result of seeing the campaign. (Sport England's This Girl Can Survey – Kantar Public, November 2015)

Looking at overall physical activity levels in England:

- The number of women playing sport and getting active **once a week, every week** increased by 250,000. (Sport England Active People survey results, October 2016)
- The increase in women's participation occurred while men's activity levels remained the same.





**TOTAL GROSS VALUE TO
THE ECONOMY = £66M**

**SPORT ENGLAND'S ECONOMIC VALUE OF SPORT MODEL,
NOVEMBER 2016**

RETURN

WE CALCULATED THAT THE INCREASE IN WOMEN'S PARTICIPATION HAS A DIRECT ECONOMIC VALUE TO SOCIETY, THROUGH A COMBINATION OF THE MONEY GENERATED BY PARTICIPATION ITSELF, COMBINED WITH THE VALUE OF THE HEALTH BENEFITS.

TOTAL GROSS VALUE TO THE ECONOMY = £66M

This includes economic activity associated with the provision of and participation in sports facilities requiring subscription fees and activity associated with the manufacture and retail of sports clothing and equipment.

TOTAL ESTIMATED VALUE = £387M.

These figures have been estimated using Sport England's 'Economic Value of Sport Model'. The model was developed and verified independently and reviewed by a number of government departments before being put into use.

TOTAL ECONOMIC VALUE OF HEALTH BENEFITS = £320M


The reduction in treatment costs that can be attributed to participation in sport, and the value of increased health-related quality of life.

Health cost savings = £49m

Other health benefits = £271m
(quality-adjusted life years, etc)

SPORT AND THE ECONOMY

Click here to discover how sport benefits the economy using our Economic Value of Sport Model.



**IT'S NORMAL TO
HAVE 'WOBBLES'**

LEARNING

THE FIRST PHASE OF THE CAMPAIGN TAUGHT US A LOT ABOUT HOW WOMEN NAVIGATE IN AND OUT OF ACTIVITY.

WE LEARNT

That the fear of judgement doesn't just go away. It's about managing fears and gathering the confidence to get active in spite of them.

Other strategies women told us they used to build confidence included looking the part (e.g. getting new gear), giving themselves pep talks and re-framing exercise (e.g. so it was about raising money for charity rather than competing against other people).

We also learnt that small changes by providers can make big differences to how women feel, for example: changing a session leader, or the location of an activity can affect women's confidence. Providers should consider this when making changes to staffing or timetables. Women told us they managed their fears by carefully selecting activities. The things they considered included:

- The atmosphere around the activity e.g. will the other people taking part be friendly?
- Who to take part with e.g. can you take along a friend or family member for moral support?
- The specific sport or activity e.g. swimming makes some women feel more self-conscious than running.

We learnt that developing confidence leads to action and this helps build resilience but it's a constant battle. It's okay to have breaks or 'wobbles'. As much as most women have a fear of judgement in common, they're also not alone in having setbacks and having to pluck up the confidence to go back.



FEB - JUL
2017

PHASE TWO

PHASE TWO OF THE CAMPAIGN BUILT DIRECTLY ON THE LEARNING FROM THE FIRST PHASE.

This phase prioritised long term, sustainable growth – creating regular habits and increasing the resilience of women who drop in and out of activity.

We also extended the campaign to include women aged 40-60 for the first time, as our insight into this age group showed that the fear of judgement resonated just as strongly with them as it did with younger women.

However, there were slight differences in some of the barriers for this audience e.g. women told us they worried about not being as good as they used to be, about hurting themselves, feeling compelled/pressured to exercise because of poor health, or being too old to start something new.

We adapted the campaign to respond to some of these concerns. For example, the Phase Two creative featured some older women and slower-paced activities, responding to the concern that the activities shown in the first phase were all very fast-paced and intense and so might feel unachievable for some women.

INCREASING THE
RESILIENCE OF
WOMEN WHO DROP
IN AND OUT



FEB - JUL
2017

PHASE TWO - RESULTS



29M ONLINE VIEWS OF THE CAMPAIGN



272 PIECES OF EDITORIAL COVERAGE



BRAND AWARENESS GREW TO 46%
FROM 35% AT THE END OF PHASE ONE



SOCIAL MEDIA COMMUNITY GREW
TO OVER 700K



45K POSTERS CREATED BY WOMEN
USING OUR TGC MANTRA APP

**RECOGNITION PEAKED
AT 61% IN JULY 2017,
WITH THE BIGGEST
INCREASE IN WOMEN
AGED 41-60**

SPORT ENGLAND'S THIS GIRL CAN SURVEY -
KANTAR PUBLIC, NOVEMBER 2017



**2.9 MILLION WOMEN AGED
14-60 WERE MORE
ACTIVE AS A RESULT OF
SEEING THE CAMPAIGN**

**SPORT ENGLAND'S THIS GIRL CAN SURVEY -
KANTAR PUBLIC, NOVEMBER 2017**

IMPACT

OUR TRACKING STUDY ASKED WOMEN WHAT INFLUENCE THE CAMPAIGN HAD ON THEIR ACTIVITY LEVELS, IT TOLD US THAT:

- 2.9 million women aged 14-60 have been more active (e.g. tried a new type of exercise, or increased the amount of time spent exercising) as a result of seeing the campaign.
- Of those, 1.5 million have started or re-started exercise (e.g. got back into exercise after a break) as a result of seeing the campaign. (Sport England's This Girl Can Survey – Kantar Public, November 2017)

We have seen some evidence of changing attitudes and norms among women. The proportion of women aged 14-60 agreeing that 'people like me are doing sport and exercise' grew from 43% before we launched the campaign (Nov 2014) to 49% after Phase One (Nov 2015) and 48% after Phase Two (Nov 2017). (Sport England's This Girl Can Survey – Kantar Public)

Active Lives, Sport England's national population survey, showed that the overall number of women who were active for at least 150 minutes per week was maintained, consolidating the gains we saw following the first phase of the campaign. (Sport England Active Lives survey results, May 17/18)

A woman with dark curly hair, wearing a light blue tank top and patterned leggings, is hula hooping in a kitchen. She is barefoot and looking down at the hoop. The kitchen has white cabinets, a microwave, and a window with blinds in the background.

WOMEN WITH LOWER INCOMES AND FROM SOME ETHNIC GROUPS WERE LESS ENGAGED WITH THE CAMPAIGN

LEARNING

PHASE TWO BUILT ON PHASE ONE, CONTINUING TO ENCOURAGE AND SUPPORT MILLIONS OF WOMEN TO BE MORE ACTIVE.

The campaign didn't feel as new and noisy to women as it did in Phase One however, when it was very striking and fresh. Some women told us that without constant reminders the message begins to recede, so they need to keep coming across the campaign for it to make a powerful impact on their journey into activity.

We successfully increased engagement with the campaign by women aged 41-60 and we saw a positive shift in attitudes and activity levels among these women.

However, we also saw the continuation of some existing inequalities. Although overall engagement had increased, women with lower incomes and from some specific ethnic groups remained less engaged with the campaign. These same groups are also less likely to be active. We were keen to understand why and make appropriate changes to the campaign message.

OCT 18 -
JUNE 19

PHASE THREE

WE LAUNCHED PHASE THREE TO TACKLE INEQUALITIES IN ACTIVITY LEVELS.

We wanted to help more women meet the Chief Medical Officer's guidance to do at least 150 minutes of physical activity per week for good health.

To close the physical activity gender gap, Phase Three addressed the stark inequalities in exercise levels between different groups of women.

In order to help address these inequalities, Phase Three of the campaign acknowledged and encouraged women to overcome the social, cultural and economic barriers preventing them from having the confidence and motivation to exercise regularly.



OVERCOMING THE
SOCIAL, CULTURAL
AND ECONOMIC
BARRIERS

Almost half of lower income women (for example, those working in 'routine' and 'semi-routine' jobs, like shop assistants, hairdressers and cleaners) are not meeting the recommended physical activity guidelines, compared to a third of higher income women. Significantly more black and South Asian women are not meeting weekly guidelines compared to white women.

(Sport England Active Lives survey, November 16/17)



REAL WOMEN OF DIFFERENT AGES AND ETHNICITIES DOING EXERCISE THEIR OWN WAY

OUR LATEST RESEARCH FOUND THAT MANY WOMEN DID NOT EXERCISE AS MUCH AS THEY WOULD LIKE, DUE TO THE PRACTICAL CHALLENGES THEY FACED, IN ADDITION TO FEAR AND JUDGEMENT.

Many of the women we were trying to reach faced additional practical challenges – such as not having enough time, feeling too tired, being too busy or the high costs of sports and gym memberships.

Women were motivated by the first two phases of the campaign, and admired the women that were featured, but thought those women didn't face the same challenges as them. There was a perception that 'real women' like them are rarely shown exercising in marketing, the media or on TV, and if they are, the women are often shown in a negative light or even ridiculed.

Phase Three of the campaign tackles this perception with a new Fit Got Real message showing real women of different ages and ethnicities doing exercise their own way, no matter how unconventional, including; running around a park pushing their child in a pram, hula hooping at home, jumping into the sea, trampolining with friends and teaching themselves how to swim using YouTube.

The This Girl Can website also showcases women talking about how they fit exercise into their lives, why they like it and the negative perceptions and barriers they overcome to be more active.

It's a celebration of the women who have defied convention and found ways to exercise that fit with their lives.

A woman with blonde hair is smiling broadly, showing her teeth. She is wearing a black t-shirt. Overlaid on the t-shirt is a white rectangular box containing the text 'THIS GIRL CAN' in bold, white, sans-serif capital letters. The background is a solid green color.

**THIS
GIRL
CAN**

OCT 18 -
JUNE 19

PHASE THREE - RESULTS



**BRAND AWARENESS REMAINED
STABLE AT 42%**



774.8K SOCIAL MEDIA MEMBERS

(Facebook, Twitter, Instagram and Pinterest).



**1 IN 4 (25%) WOMEN BELIEVE THAT TGC IS
AIMED AT THEM WHICH IS LEVEL WITH OTHER
NOVEMBER BENCHMARKS**



**7 OUT OF 10 WOMEN (69%) FEEL THE ADS
ACCURATELY REFLECT WOMEN WHO DO
SPORT AND EXERCISE**



**AROUND TWO-THIRDS OF WOMEN (67%)
AGREE THE ADS MADE THEM THINK THAT ANY
EXERCISE THEY CAN FIT INTO THEIR SCHED-
ULE IS WORTH DOING**

**RUN IN
BURSTS USING
SOCIAL MEDIA**



**53% OF WOMEN AGREE
THAT 'PEOPLE LIKE ME
ARE DOING SPORT AND
EXERCISE'**

**SPORT ENGLAND'S THIS GIRL CAN SURVEY -
KANTAR PUBLIC, NOVEMBER 2018**

IMPACT

OUR TRACKING STUDY ASKED WOMEN WHAT INFLUENCE THE CAMPAIGN HAD ON THEIR ACTIVITY LEVELS.

While recognition of the campaign remained highest amongst younger groups, recognition of materials (39%) was lower than Phase 1 (60%) and Phase 2 (53%) after the removal of TV support.

The proportion of women taking part in more physical activity was reported at 32%, a joint high with the end of Phase 2.

Agreement that sport and activity is part of women's routine was higher than in previous waves.

There were promising signs that engagement with the brand was level among different socio-economic groups.

We also saw signs that women's attitudes towards sport and physical activity were changing since we first launched TGC:

- 53% of women agree that 'people like me are doing sport and exercise' (up from 43% in Nov 2014)
- 51% of women agreed that 'I don't worry what others think of me when exercising' (up from 44% in Nov 2014)



**WE NEED LARGE SCALE
ACTIVATION, PROVIDING
MORE LOCALISED,
ON THE GROUND
SUPPORT**

LEARNING

PHASE THREE CONTINUED TO ENCOURAGE AND SUPPORT MILLIONS OF WOMEN TO BE MORE ACTIVE, HOWEVER IT CAN'T TACKLE EXISTING INEQUALITIES ALONE.

While affluent women and those under 40 remain more likely to report action as a result of the campaign – we have not seen a shift among women from less affluent and black, asian and minority ethnic communities

We learnt that while lower media spend worked well at keeping our community engaged, it didn't necessarily lead to developing new audiences.

This Girl Can is performing well as a brand, but has proven that marketing alone doesn't work for lower socio-economic and other underrepresented groups.

The answer needs large scale activation, providing more localised, on the ground support and opportunities to encourage women to move more and get active.

JAN 20 -
JUN 21

PHASE FOUR

THIS GIRL CAN RETURNED TO TV SCREENS - FIVE YEARS AFTER THE CAMPAIGN FIRST LAUNCHED.

This brand new ad mixes footage of five new cast members with some of the iconic images we've seen before to celebrate the progress we've made, while reaching out to women and girls who are still not getting sufficiently active.

It is part of an integrated campaign that mixes campaigning, partnership and opportunities to encourage more women to feel able to get active in the ways that work for them.

As always, we show the unfiltered reality of women getting active - no filters, no airbrushing; but this time we also sought to show the unfiltered reality of women's lives.

So the trailblazing, taboo-busting creative features breastfeeding, the menopause and periods.

While Fit Got Real targeted women on lower incomes and tackled the practical barriers as well as the emotional ones; Me Again is aimed at all of us, bringing out the often unspoken, shared experiences we all have.

AIMED AT ALL WOMEN,
BRINGING OUT THE
OFTEN UNSPOKEN,
SHARED EXPERIENCES



SHARING EXPERIENCES AND THE STRUGGLES OF BEING ACTIVE DURING THE PANDEMIC

WE BROADENED THE FOCUS OF THE CAMPAIGN TO ALL WOMEN.

We wanted to play to the campaigns strengths, reaching and motivating as many women as possible, giving us the best possible chance of achieving our target - to increase the number of regularly active women by 250,000.

However, in March 2020 England went into lockdown due to the COVID-19 pandemic. Everything changed. People's routines were ripped up overnight.

Women were disproportionately impacted by the pandemic financially, with a greater burden of care and increased levels of worry & anxiety.

This Girl Can responded quickly to COVID-19, with it's social community becoming a place for women to share their experiences and struggles of being active during the pandemic and offer support to each other.

In September an updated version of the 'Me Again' film from January was promoted as part of a two month paid media burst, highlighting the stories of four new women to TGC who had found ways to be active despite the restrictions.

As part of a renewed PR push, 'Sistagram' was launched, partnering the women in the ad with leading female influencers on Instagram to encourage conversations around exercising during lockdown.

1 IN 4 WOMEN REPORT THAT COVID 19 IS A BARRIER TO THEM DOING PHYSICAL ACTIVITY

SPORT ENGLAND'S THIS GIRL CAN SURVEY -
KANTAR PUBLIC, NOVEMBER 2020

IMPACT (SO FAR)

WE KNOW THAT THE CAMPAIGN CAUGHT THE ATTENTION OF AND REACHED OUR AUDIENCE.

Brand recognition during the TV campaign stood at 44% - higher than in Phase 3 (39%), but lower than Phase 1 (60%) and Phase 2 (53%), potentially due to a lower media spend.

Recognition of the campaign remained higher amongst those who are younger (14-25: 52% and 26-40: 53%). We saw a reduction in 14-25 age group who recognize the campaign, but an increase in 26-40 year olds – this was not a surprise given how we targeted our paid media.

This Phase saw a steady increase in recognition of social media assets (the accounts, pages and followers across different social media platforms) for all ages and lower socio-economic groups.

All of this was achieved despite the campaign landing in a challenging environment. The long-term impacts of the pandemic - increased financial insecurity, a greater burden of care and reduction in opportunity have combined to make it feel even harder for many women to get active.

Anxiety levels increased significantly during the third national lockdown and contributed to a vicious cycle (for some) of fatigue, low motivation and negative self-criticism which can be hard to escape.

With COVID-19 disrupting routines we saw a change in physical activity levels, with more women reporting that they are doing less physical activity than this time last year and fewer women reporting they are doing the same amount of physical activity.

- 1 in 4 women report that COVID 19 is a barrier to them doing physical activity
- Fewer women are reporting (44%) that sport and physical activity is part of their routine compared with Phase 3 (52%)

With the disruption to physical activity behaviour as a result of COVID 19, TGC is needed more than ever – and having a campaign that shows the reality of the world today is key.



USING BRANDS THAT WOMEN TRUST TO AMPLIFY THE MESSAGES OF THE CAMPAIGN

LEARNING

SINCE PHASE THREE WE HAVE BEEN BUILDING OUR KNOWLEDGE AND EXPERTISE OF WORKING IN PARTNERSHIPS WITH OTHER BRANDS.

Partnerships, both commercial and non-commercial - enable This Girl Can to reach new women through other brands they love and trust and amplify the messages of the campaign. They allow us to target new and specific audiences, significantly increase our reach and drive credibility and visibility for TGC.

Moving forward TGC will elevate its partnership work by working more closely with organisations that target audiences from under-represented groups. We will test and learn how TGC can better meet these groups needs through working in partnership.

Other benefits include leveraging media spend from our partners, influencing the way they market to women through our insight and creating content, all of which will ultimately drive activity levels.

In this way, we can generate maximum value from the public investment made into creating the campaign, making it more sustainable in the long-term.

TGC responded quickly to the disruption caused by COVID 19. This enabled TGC to remain fresh and relevant by showing the reality of physical activity during lockdowns and restrictions while maintaining that unfiltered reality of women being active.

For TGC to remain relevant we've learnt that we need to respond quickly to the reality of women's lives.

We wanted to challenge norms, start conversations, and change behaviour - and by every measure we've succeeded, but there's more to do.



**FUN & ENGAGING
FOR FAMILIES TO GET
ACTIVE TOGETHER, AT
ANY TIME**

**SPORT ENGLAND'S THIS GIRL CAN SURVEY -
KANTAR PUBLIC, NOVEMBER 2019**

PARTNERSHIPS

**WE PARTNERED WITH DISNEY TO CREATE 5
DANCE-A-LONG VIDEOS DESIGNED TO INSPIRE
MUMS TO GET ACTIVE WITH THEIR KIDS.**

The films featured real families cast from our TGC community and featured popular Disney songs from the movies.

The content was released in October 2019 during half term and hosted on the Disney & TGC YouTube channels.

The films were promoted through each partners social channels and included social spend of £65k from TGC.

The main objective was to develop content that would be fun & engaging for families to get active together and could be enjoyed at any time.

- 323,000 views (Oct 2019-June 2020),
- 20% of parents were aware of the TGC Disney content.
- Three-quarters (77%) of parents aware of the videos agreed that being associated with Disney encouraged me to look at the videos while four out of five parents (80%) aware of the videos, reported that the videos would motivate and inspire them to dance with their child(ren).



**BEING ACTIVE NOW,
IS MORE IMPORTANT
THAN EVER**

ANTI-PERSPIRANT
PURE FRESH

THIS
GIRL
CAN

**SPORT ENGLAND'S THIS GIRL CAN SURVEY -
KANTAR PUBLIC, NOVEMBER 2020**

WE PARTNERED WITH SURE TO LAUNCH 'YOUR WORLD YOUR WORKOUT' AD CAMPAIGN ON 1ST JULY 2020 ON SKY, CHANNEL 4 & ITV.

The advert was edited to reflect COVID-19 with a clear message - being active now is more important than ever, and targeted Sure's core audience of women aged 18 – 34.

Moving forward TGC will become a partnership led campaign providing local support and opportunities for women to be active in a way that works for them.

- Around 1 in 5 (22%) women were aware of the Sure partnership or had seen the advert.
- The highest recognition was amongst women aged 14-40.
- Overall the ads performed strongly with almost nine out of ten women (87%) who recognized the Sure ads feeling they showed a positive and realistic view of women exercising.
- Around eight in ten recognisers felt they were aimed at people like them (80%), and/or that they were enjoyable to watch (77%)



RIDES FOR WOMEN, LED BY WOMEN

THIS GIRL CAN PARTNERED WITH BRITISH CYCLING IN 2019 TO SUPPORT PROMOTION OF THE HSBC UK BREEZE PROGRAMME, A FRIENDLY GROUP RIDES FOR WOMEN, LED BY WOMEN.

A social media campaign was developed with photography and videos which were designed to engage a less active and less confident female audience.

There continued to be an uplift in attendance at rides 3-4 weeks post the campaign ending implying that it took a while to convert contemplation into action.

The campaign achieved:

- highest monthly attendance in July 2019 with 6,694 women attending rides
- 123% rise in women viewing the available rides online versus the equivalent period the previous year
- 9% uplift in attendance during the six week campaign period
- 37% increase in the number of rides offered by the volunteer ride leaders.



SUSTAINED CHANGE IN WOMEN'S ATTITUDES AND BEHAVIOURS

ENGAGEMENT

THE CAMPAIGN HAS EMOTIONALLY ENGAGED WITH THE TARGET AUDIENCE, CHANGING BEHAVIOUR AND ATTITUDES TOWARDS PHYSICAL ACTIVITY. IT HAS CAPTURED ATTENTION AND WON AWARDS IN ENGLAND AND INTERNATIONALLY.

It is not just discussed in sport and exercise circles, it regularly features in national media and has influenced how women are talked about and represented in advertising and the media.

- We have built a vibrant online community of over 722,500 women who follow TGC on social media (Facebook, Instagram and Twitter) and encourage and support each other to be more active
- The campaign has captured the attention of partners interested in providing more appealing opportunities for women to be active – over 17,000 individuals and organisations have signed up to be supporters of the campaign, with many using the TGC branding and assets to help spread its message

There is strong evidence that this has led to a sustained change in women's attitudes and behaviours:

- The proportion of women aged 14-60 agreeing that exercise is for them is higher in November 2020 than it was in November 2014 (Sport England's This Girl Can Survey – Kantar Public)

Large numbers of women report taking action as a result of the campaign (Sport England's This Girl Can Survey – Kantar Public, November 2020).

This has remained fairly consistent amongst women who are aware of the campaign, with a third of women reporting they were more active as a result of the campaign (Sport England's This Girl Can Survey – Kantar Public, November 2020).

The number of women playing sport and getting active once a week, every week, increased by 250,000 after we launched the first phase of the campaign. The gender gap reduced from 1.79m to 1.55m (Sport England's Active People Survey, Nov 15/16).

Active Lives* data showed a smaller gender gap due to the broader definition of physical activity. Up until November 2020 we saw the gender gap stabilise and narrow slightly - although this was driven by older women (aged 65+ being active).

Our latest data shows the impact of COVID with women's activity levels reducing to similar levels seen at the start of the This Girl Can campaign. We know that this reduction of activity for women has been driven by a more vulnerable group who had previously just done enough activity to be classed as active. Therefore, This Girl Can remains very relevant, helping and supporting those women back into regularly activity.

Two key factors help explain why the campaign was so well-received by women:

1. THE INSIGHT-DRIVEN CREATIVE:

Research and insight heavily informed every stage of the creative work. This enabled the campaign to strike a chord with our target audience and become close to their hearts.

2. THE UNCONVENTIONAL APPROACH:

Allowing the creative to challenge advertising conventions meant that the campaign was standout, fresh and newsworthy. Increasing the diversity of women and barriers featured in the campaign intensified its relevance and likeability.

We ran an online panel study, alongside our quantitative tracking, to understand in depth the impact of the campaign, and any related change in behaviour and activity.

The respondents were not aware that the panel was being run by This Girl Can so we were able to see the campaign's natural effect on them: 'Almost all who have viewed the campaign talk of a shift in feeling – an increase in motivation to participate in sport and exercise'. (Future Thinking Cohort Study, 2016).

Our insight suggests that the campaign worked by increasing the percentage of women who felt confident enough to get active. Barriers don't just go away. It's about managing them and about gathering the confidence to get active in spite of them.

The impact of barriers on behaviour is reduced with activity, but it is an ongoing battle. Life stage changes nudge women in and out of activity. Even when a routine is established, small things (as well as big events like a global pandemic) can derail progress and create a setback.

Anything from a change in schedule or 'falling off the diet wagon', to family issues or illness can impact motivation to exercise, and judgement barriers start to take over. But they can also be moments of positive change.

Crucially, we understand that developing confidence leads to action and then helps build resilience – but it's a constant battle. Recognising this cycle as something everyone goes through leads to a sense of belonging. It's ok to have breaks or 'wobbles'.

We know changing how sport is presented to women isn't the whole story. The provision of sport and exercise needs to be right too.

That's why we have published a practical guide for deliverers of sport that are keen to engage more women and offer them more appealing ways of becoming active.

For more information

Please visit: thisgirlcan.co.uk

or email: thisgirlcan@sportengland.org

*The Active Lives Adult Survey replaced the Active People Survey. Active People was a landline telephone survey and, as patterns of telephone and technology use changed, so our data collection methodology needed to too. Added to this, our 2017-21 Towards an Active Nation strategy provided an opportune moment to refresh the wider range of metrics collected through the survey. Data collected through Active Lives is not comparable with Active People due to both methodological differences and a different scope of activities covered in the definition of sport and physical activity.



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