

Olay #STEMTheGap

AWARD NAME: ET BRAND EQUITY SHARK AWARDS 2024

BRAND – Olay India

CATEGORY – Use of Storytelling

CAMPAIGN – Olay #STEMTheGap

CAMPAIGN BRIEF:

Olay, a science-focused brand, launched the STEM the Gap campaign to address the low participation of women in India's STEM workforce (14% despite having the world's highest female STEM graduation rate at 43%). Their research found lack of female role models as a key reason and, hence, leveraged digital and AI to connect women in STEM with mentors, aiming for a scalable solution to this challenge.

BRAND CHALLENGE



01

Olay is a skincare brand that has decades of science in its very DNA. With 'scientifically advanced' equity as the #1 growth driver for Olay, we made it our mission to ensure women have a place in science

02

It has been projected that in less than 10 years, more than 80% of the world's jobs would touch STEM (Science, Technology, Engineering, Mathematics). But are women truly future-ready?

03

In India, Olay's second biggest market in AMA (Asia Pacific, Middle East and Africa), we saw that only 14% of women are in the STEM workforce despite having the highest percentage of female STEM graduates in the world at 43%. This birthed the first leg of Olay STEM the Gap in 2022.

04

As we dug deeper into this unique insight, we talked to hundreds of female STEM dropouts to find out why this happens. We knew we were committed to the STEM cause, but was Olay really making an impact?

There Are So **Many Challenges** For Women To Pursue Her Career In STEM.

And Beyond That She Has **No Role Models Or Mentors To Learn / Be Inspired From...**



In March 2023, Olay India commissioned a survey to understand the reason behind why the number of women leaders in STEM careers is askew....

We found out that **81% of these STEM dropouts** quit STEM because of **lack of female mentors and role models to look up to...**

THE INSIGHT

Hence, we came up with a new leg to our campaign initiative.....

Olay #STEMTheGap “Virtual Mentor AI-SHU”

EXECUTION

The team created a mentorship ecosystem and maximized it with partners, customers, and media to provide the best experience for India's young women in STEM.

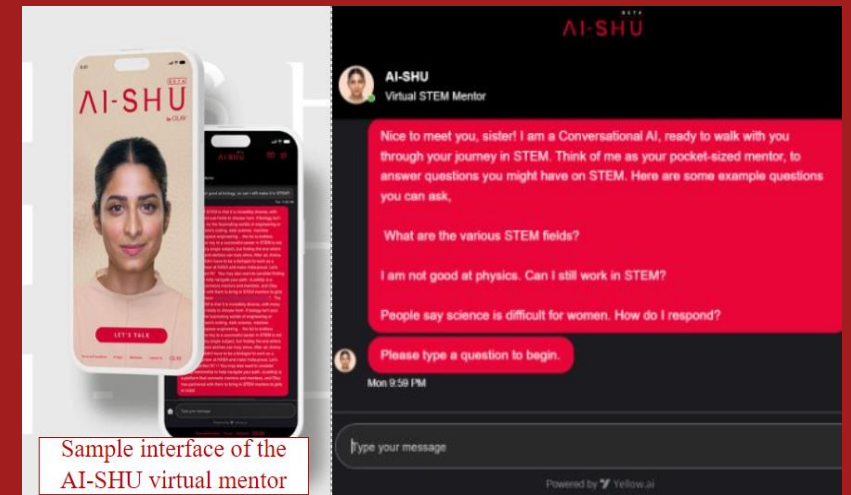
Digital Film [Link](#)

- The brand unveiled a hard-hitting digital film in **collaboration with acclaimed filmmaker Anand Gandhi**
- The film delved into **India's rich history of remarkable women in STEM**, paying homage to the legacies of Dr. Anandibai Joshi, Kamala Sohonie, Dr. Janaki Ammal, Kalpana Chawla, among others



AI-SHU

- The brand also launched a **web-based virtual chat mentor AI-SHU** that offers guidance and information to aspiring young girls seeking to enter the world of STEM. This virtual chat mentor has been **created with the help of successful women in different STEM fields in India** to provide the user with knowledge, resources, and encouragement on their journeys.

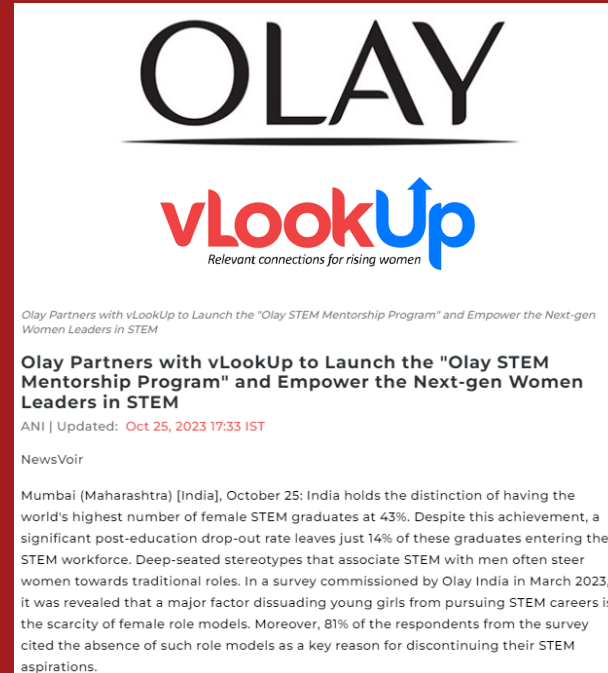


EXECUTION

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vLookUp

- Olay partnered with vLookUp to **create a platform connecting female students in higher education with STEM mentors online**. Over the past year, **more than 300 sign-ups** have been recorded for this platform



Partnered with Amazon

- Olay partnered with Amazon to **offer exclusive STEM packs to customers**, with a portion of the proceeds dedicated to supporting girls in STEM through a scholarship program with LEAD Schools.
- Additionally, **three senior leaders from Amazon have signed up as mentors** on Olay's vLookUp platform, contributing to the mentorship efforts in the STEM community



EXECUTION

The team created a mentorship ecosystem and maximized it with partners, customers, and media to provide the best experience for India's young women in STEM.

Press Release

- To maximize the messaging, we disseminated the press release highlighting key details of the initiative, the film and the partnerships across media platforms and different markets

Interviews

- Explored an interview with WION's MELT and P&G's Priyali Kamath delving in the making of the film, shedding light on the societal biases that deter young girls from pursuing STEM careers

STORYBOARD 18

ET BRANDEQUITY.com

Olay's new campaign spotlights the need for female STEM role models in India

In March 2023, P&G's Olay India commissioned a survey and the findings attested to the fact that due to a lack of female role models, young girls are found to not pursue a career in STEM. Eighty-one percent of the respondents dropped out due to the lack of female role models.

Dr. Anandibai Joshi

Olay's new campaign spotlights the need for female STEM role models

The brand has unveiled a digital film in collaboration with filmmaker Anand Gandhi which delves into India's rich history of remarkable women in STEM and pays homage to the enduring legacies of luminaries. The film also sheds light on the societal biases that deter young girls from pursuing STEM careers, emphasising the crucial role of female mentors.

BE Staff • ETBrandEquity
Updated On Oct 10, 2023 at 12:00 PM IST

Melt | Episode 245 | P&G's Priyali Kamath On Olay's #STEMTheGap Campaign, AI, Chatbots & More!

दैनिक भास्कर

ओले ने जेंडर गैप दूर करने को विचारोत्तेजक पहलों को लॉन्च किया

भास्कर समाचार सेवा

नई दिल्ली। भारत में एस्टीमैटम स्टाफकों में 43 प्रतिशत अनुपात के साथ महिलाओं की संख्या दुनिया में सबसे ज्यादा है? लेकिन कड़वा सच यह है कि अनुमानतः इनमें से केवल 14 प्रतिशत ही एस्टीमैटम विज्ञान, टेक्नोलॉजी, महिला-पुरुष ब्रंचन विभाजन के साथ

नवराष्ट्र

युवती स्टेम क्षेत्रात करिअर करण्यास उदासीन

अभिमान ८ कोटी लोकार्पण पोहोचने

Melt TV | Episode 245 | P&G's Priyali Kamath On Olay's #STEMTheGap Campaign, AI, Chatbots & More!

melt, November 24, 2023

"We look for brand growth and equity growth from Initiatives like #STEMTheGap. Social change is also a good metric to look at."

This week, we're putting P&G's skincare brand, Olay, in the spotlight. Last month, the brand rolled out a new instalment of its STEM The Gap initiative. The campaign includes a digital film, a virtual mentor chatbot, mentorship and scholarship programs. To know more, we are in conversation with Priyali Kamath, Senior Vice President, Skin and Personal Care for Procter and Gamble Asia Pacific, Middle East and Africa. Why did Olay choose to highlight the STEM cause? How does it continue to build this association, and what have the benefits been? Let's find out as we get ready to melt with Priyali Kamath, who joins in via web-link from Singapore.

EXECUTION

The team created a mentorship ecosystem and maximized it with partners, customers, and media to provide the best experience for India's young women in STEM.

Authored Articles

- Created opinion pieces by one of Olay's partners – vLookUp where its founder, **Kanchana Gupta** spoke about the underlying message of the gender gap and lack of female STEM Role Models that has been covered across top CSR platforms like the CSR Journal and CSR Universe

The Importance of Female STEM Role Models in Retaining Women in STEM Fields
By Kanchana Gupta, Founder, vLookUp | November 11, 2023

The professional landscape is rapidly changing, driven by the digital revolution. This shift is unveiling exciting and ever-evolving career opportunities. The fields of Science, Technology, Engineering, and Mathematics (STEM) are experiencing a growing demand for highly skilled individuals. Professionals with STEM expertise are in high demand across a wide range of industries, including healthcare, finance, and manufacturing. Moreover, they are well-positioned to seize the expanding prospects in emerging fields such as artificial intelligence and robotics.

However, the issue of gender disparity continues to persist within STEM sectors, resulting in certain segments of society being deprived of fair and balanced opportunities. Unfortunately, women currently make up a mere 28% of the worldwide STEM workforce, highlighting the significant endeavour needed to achieve genuine parity. This lack of representation extends beyond mere statistics, as it carries broader consequences for innovation, creativity, and effective problem-solving within these domains.

Both in educational programs and professional positions, the absence of women within STEM sectors remains a conspicuous concern. The recent statistics highlighted in a survey conducted by the renowned global brand Olay P&G regarding women in STEM bring to light the existing imbalance, largely attributed to the lack of female role models. The survey findings present a compelling narrative: a striking 81% of young women abandoned their aspirations due to the lack of female mentors or role models. Furthermore, the survey indicated that an overwhelming 88% believed that the presence of accomplished female role models in the workplace would serve as a great motivation for them to reengage with STEM fields. An overwhelming 91% emphasized the vital role of female role models in sustaining engagement within STEM careers.

The Power of Role Models

Role models play a significant role in shaping aspirations and self-perception. Encountering success stories fosters confidence. For young women, the presence of accomplished female scientists and engineers dispels the notion that STEM is inherently male-dominated, showcasing that competence isn't tied to gender. Female role models within STEM demonstrate that gender isn't a barrier to success. Their narratives inspire girls to set ambitious goals. Introducing girls to stories of women who've triumphed over STEM obstacles can help them envision themselves in such roles. This sense of identification nurtures aspirations and fosters resilience.

Exploring the Gender Gap: How the Lack of Female STEM Role Models Impacts Dropout Rates
By Team TheCSRUniverse

Kanchana Gupta is the Founder of vLookUp and the Global Revenue Management Lead at ACS Group Singapore, where she provides leadership, coaching and guidance across Singapore, India and Australia. She is an ardent believer of promoting gender diversity in the corporate world, especially in the tech industry.

Over the years, Kanchana saw how women have limited access to leaders, hampering their ability to make the right connections, learn vital skills, and gain better opportunities. Her issues to democratize access related issues led to the creation of vLookUp (www.vlookup.ai), a digital mentoring platform that helps women find suitable mentors across countries, experience, and domains. Backed by robust technology, vLookUp is a platform built from scratch that has rapidly grown into a community of 171 mentors and 600+ mentees, spanning 11 countries, 120+ organizations.

In this article, Kanchana delves into the critical issue of the underrepresentation of women in STEM. She makes a case for embracing diversity and providing role models as it would not only help women thrive in STEM fields but enrich the overall technological landscape.

Read the full article here.

The underrepresentation of women in the fields of Science, Technology, Engineering, and Mathematics (STEM) and gender imbalance in STEM education and careers continues to be a critical issue, even in today's era of technological advancement and digital transformation. Many studies have shown that one of the key reasons for this gap is the lack of female role models. Having role models and successful role models in these fields can strongly inspire and encourage young women to pursue STEM education and careers.

Content Aggregators

- Explored collaborations with key content aggregators like ad platform - Mad Over Marketing, consumer platform - TOI Spotlight, youth-driven – Yuva and women-centric platform - SheThePeople to amplify the campaign message across different touchpoints

madovermarketing_mom @olayindia set out to #STEMTheGap and inspire young girls to join the STEM workforce. With a stirring film celebrating remarkable women in the field, and empowering initiatives, this was a truly meaningful campaign.



Equal space for women in STEM - Olay India

In the coming decade, a majority of all jobs will have a component of STEM in them. But in India, only 14% of women are part of the STEM workforce.



weareyuva • Follow Original audio

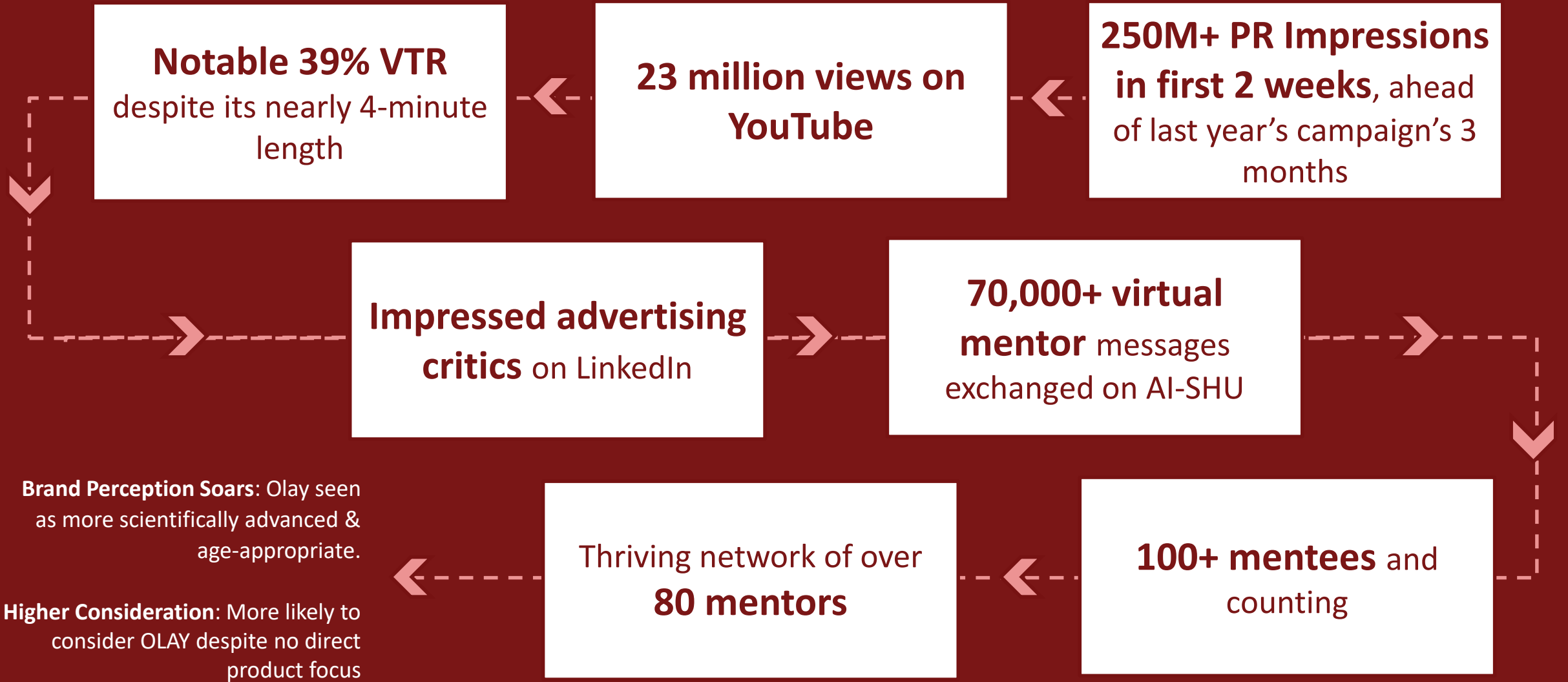
weareyuva • Did you know that only 14% of our STEM workforce is women? The reason is a lack of mentorship. @olayindia introduces @stemgirlshu - a virtual STEM mentor powered by the collective wisdom of Indian Women in STEM to #STEMTheGap. Now advice and mentorship is just a few clicks away for all the amazing women who are on their way to greatness!

#WomenInSTEM #OlayIndia #STEMTheGap #weareyuva

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RESULTS



Thank you