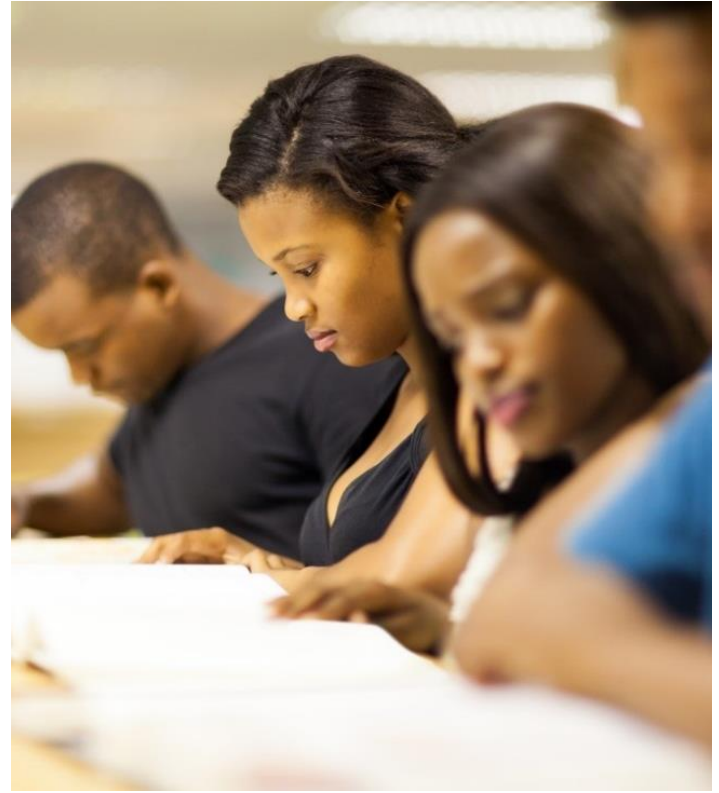


CAMPAIGN OVERVIEW

Research shows that young girls like STEM subjects – science, technology, engineering and math – but, as they get older, they start to feel that STEM isn't for them based on outdated stereotypes. As girls look around for female role models, they don't see anyone who looks like they do. If we want girls to succeed in STEM, we have to show them it's possible.

The Ad Council has partnered with Microsoft, Google, GE, Verizon and IBM to create a campaign focused on empowering girls in STEM. Nonprofit campaign partners include the Society of Women Engineers, National Center for Women & Information Technology (NCWIT), Girl Scouts, Girls Who Code, Black Girls Code, ChickTech, the New York Academy of Sciences, and Girls Inc.

Our campaign, launching in September 2018, will target tween girls (ages 11-15) and showcase the achievements of role models in STEM to reinforce the idea that STEM is cool, creative, and inspiring. To give girls the inspiration they need, we show them that if "She can STEM. So can you."



TARGET AUDIENCE

- Tween girls (ages 11-15)

CAMPAIGN OBJECTIVES

- Catch the attention of girls everywhere and inspire them by showcasing the achievements of STEM role models.
- Increase exposure to and engagement with our content to encourage and celebrate girls in STEM.

CAMPAIGN FULFILLMENT

- Primary: @shecanSTEM on Instagram
- Secondary: shecanSTEM.com



NONPROFIT PARTNERS