



EVALUATION OF THE GIRL RISING 'WE DREAM, WE RISE' MEDIA CAMPAIGN 2016 – 2017



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INTRODUCTION

It is not easy to grow up as a girl in India— a country that ranks 125 out of 159 countries on the gender inequality index.¹ Many obstacles hinder the well-being of girls and women from pre-birth through adulthood. Persistent gender discrimination, including deeply held gender beliefs, lack of safety, and lack of equal access to secondary education leads to inadequate resource investment for girls on the part of parents, families, and community members. The prevalence of child marriage (47%)², violence (35.4%)³, and malnutrition (37.4%)⁴, are particularly high in India and 40% of girls do not make it past class eight.

Countless education-focused organizations in India are working to provide schools, books, scholarships, and other resources for girls, but few are working towards changing beliefs and mindsets to ensure that girls are able to access these resources. The perception that a girl's primary role is as a wife, caretaker, or mother-in-waiting contributes to disproportionate and inadequate investment of resources in the girl child's life— thereby seldom allowing them to reach their full potential. Girl Rising challenges these persistent barriers by *changing how girls are valued*.

Girl Rising challenges these barriers by using the power of storytelling to change the way the world values girls. Girl Rising creates multilayered campaigns, disseminating high quality, compelling content and accompanying tools via mass media, corporate, community screenings, and NGO partners and schools in order to engage individuals across society to do their part in dismantling the barriers holding girls back. In November 2014, Girl Rising officially launched in India with a vision for a national campaign to inspire people across India to *dream as big for their girls as they do for their boys*. A new production of the film 'Girl Rising India' harnessed the talents of India's biggest Bollywood stars including: Freida Pinto, Priyanka Chopra, Alia Bhatt, Farhan Akhtar, and Amitabh Bachchan in a Hindi version of the original film, entitled *Woh Padhegi, Woh Udegi* (She will learn, She will rise).

¹ United Nations Development Programme. *Human Development Reports*; 2015. Available at: <http://hdr.undp.org/en/composite/GII>. Accessed September 20, 2017.

² Ministry of Health and Family Welfare Government of India. *National Family Health Survey (NFHS-3)*. Deonar, Mumbai: International Institute for Population Sciences; 2016.

³ Child Marriage Facts and Figures | ICRW. *International Center for Research on Women*. 2016. Available at: <http://www.icrw.org/child-marriage-facts-and-figures>. Accessed March 10, 2016.

⁴ The World Bank. *Undernourished Children: A Call for Reform and Action*.; 2016. Available at: <http://go.worldbank.org/TUTLNHSPH0>. Accessed February 9, 2016.

Girl Rising India: *We Dream, We Rise* Campaign

How different would life be for girls and their families if they were given opportunities in equal measure? How big would they dream? To what heights would they scale? How would equal opportunities impact society as a whole?



By challenging audiences to think about these questions, Girl Rising India's national campaign aims to inspire India's fathers, brothers, mothers, and community leaders to dream as big for India's girls as they do for their boys. Told through a positive and uplifting lens, Girl Rising developed creative assets for television, radio, and digital (e.g. Facebook, Twitter, etc.) outlets.

Girl Rising, ahead of its launch in India, had partnered with the Ministry of Women and Child Development owing to the similarities in our mandates. This synergistic partnership paved the way for the production of a short video spot starring GR's celebrity ambassadors. This video spot highlighted the importance of sending girls to school and inspired audience members to encourage girls to realize their dreams. This video spot was widely disseminated across television networks and cinema halls. Based on its success, GR and the Ministry of Women and Child Development collaborated on the production and dissemination of a new video spot, that brought attention to stereotypes and prompted viewers to dream big for their sons and daughters in equal measure.

In collaboration with one of the world’s premier advertising agencies, Ogilvy India, Girl Rising India created this powerful new video campaign, *We Dream, We Rise*, to inspire audiences to reflect on India’s daughters, and call attention to age-old gender stereotypes that have gone unquestioned for generations. By highlighting the potential of girls’ lives, the campaign brought visibility to gender biases that are often internalized by girls and families. The campaign consisted of a 90-second video prompting viewers to ask themselves critical questions about the opportunities girls and boys have. “Do they have the same opportunities? How far would girls go, if they dreamt big for themselves?” Told emotively, this compelling campaign aimed to challenge viewers, particularly, parents to critically think about these questions.

Before the official launch of the campaign on October 13, 2016, pre-launch activities and ‘teaser posts’ were initiated (October 7th – October 12th) to create buzz around the campaign. This pre-launch strategy disseminated campaign stills via celebrities and partner organizations. The messaging of this pre-launch strategy was centered around aspirations through promotional social media posts. Girl Rising India shared promotional photos and “teasers” through their Facebook, Twitter, and Instagram accounts (see Figure 1). In addition, partners such as Magic Bus, Save the Children and Project KHEL also shared the pre-launch teasers with their social media networks. The pre-launch activities, both done by Girl Rising India and its partners, reached nearly 60,000 social media users.



Figure 1. Pre-launch Girl Rising India post (10/10/16)

On October 13, 2016, in celebration of International Day of the Girl, Girl Rising India launched *We Dream, We Rise* in partnership with the Indian Government’s Ministry of Women and Child Development. The video

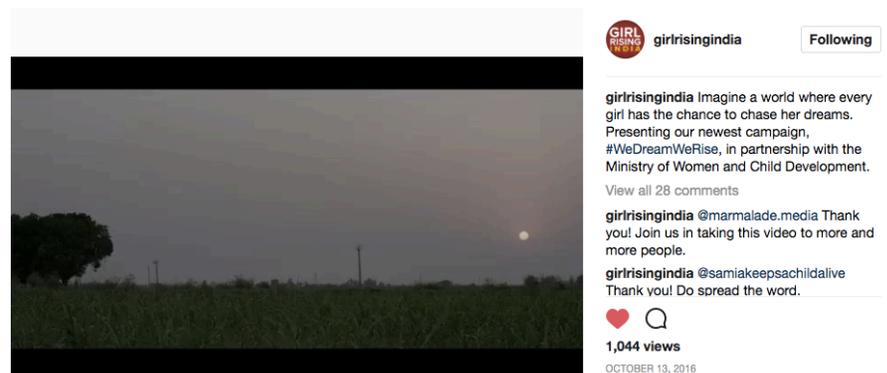


Figure 2. Girl Rising India's Instagram post of *We Dream, We Rise* campaign (10/13/16)

campaign was disseminated via television, in cinema halls, and on social media. In total, four formats (varying by time) of the campaign were distributed based on the type of medium utilized (i.e., TV, cinema halls, Instagram, Facebook, Twitter, and YouTube). Figure 2 represents the post that was shared on Girl Rising India’s Instagram page.

CAMPAIGN VIDEO FORMATS & DISSEMINATION

The campaign launched on social media channels, including Instagram, Facebook, Twitter, and YouTube, also incorporated a call to action (CTA). The campaign developed for social media was developed in Hindi with English subtitles. For the purposes of digital dissemination, the campaign was formatted in **2 video versions**:

- 60-second video (with CTA for Instagram), and
- 90-second video (with CTA for Facebook, Twitter, & YouTube)

A 45-second format of the campaign was developed specifically for television, and a 60-second format of the campaign was developed for cinema. Both versions of the video formatted for television and the cinema halls were broadcasted in 5 regional languages (Marathi, Tamil, Telugu, Bengali, and Kannada). The videos developed for television and cinema halls did not include a CTA, and were disseminated by the Ministry of Women and Child Development. The video campaign first launched in cinema halls on October 1, 2016 across all of India, running for approximately four months. A second round was launched across cinema halls in June 2017.

The digital spot launched on October 13, 2016 through Girl Rising Global and Girl Rising India’s Facebook, Twitter, and Instagram social media pages. Further, the campaign was ‘boosted’ via Facebook and Twitter paid posts. The CTA urged viewers to write *We Dream, We Rise* on their hands and share their dreams and



Figure 3. Twitter Post from Priyanka Chopra after the Twitter Chat held on November 9, 2016

aspirations with @GirlRisingIndia on social media, using the custom hashtag #WeDreamWeRise. Organizations that partnered with Girl Rising on the dissemination, by posting the video and CTA, included Dasra, Magic Bus, Save the Children, Youth Ki Awaaz, Bollyshake and Global India Fund. GR celebrity supporters and influencers posted the ad on their social media accounts as well, and included Priyanka Chopra, Preity Zinta, Mahesh Bhatt, Freida Pinto, Shoojit Sircar, Taapsee Pannu and Pooja Bhatt. Finally, the ad debuted across multiple television networks, including Sony, Star, Zee, DD, NDTV, CNN, Times Now, B4U, AajTak, UTV, 9XM, and ETV, in December 2016 and continued to run through for four months.

As part of the social media campaign, Girl Rising India hosted a Twitter chat on November 9, 2016 to continue amplifying #WeDreamWeRise. The Twitter chat asked participants a series of questions prompting a discussion about gender norms. The one-hour chat was flagged off by Girl Rising Ambassador, Priyanka Chopra, who also participated in the chat to amplify the reach and breadth of the discussion. The Twitter chat made **16 million** social media impressions during and

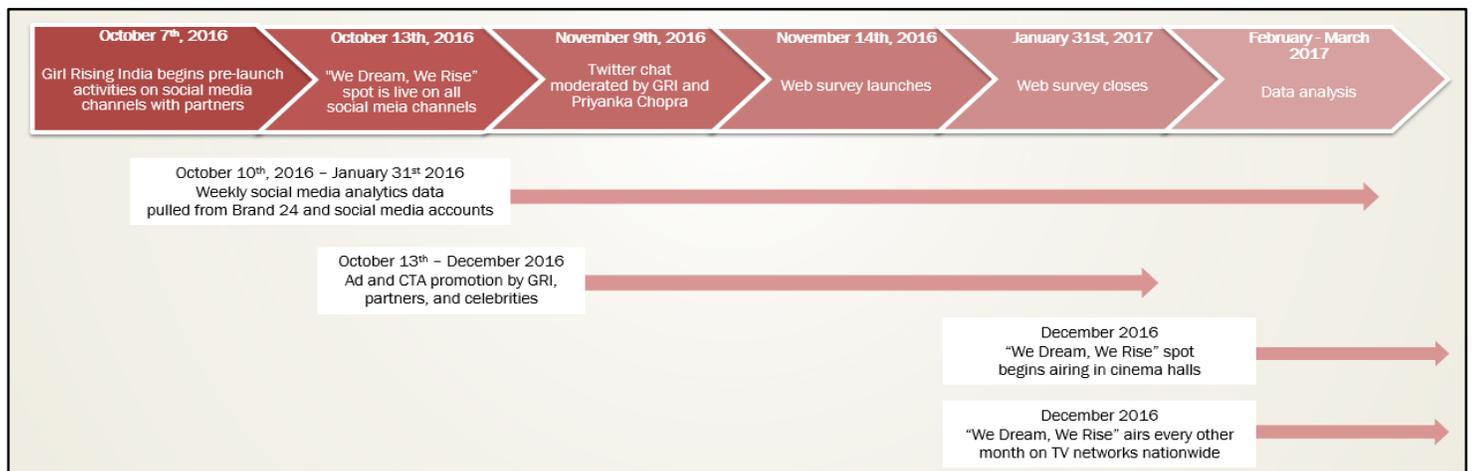


Figure 4. Timeline of *We Dream, We Rise* campaign activities

following the chat. (see Figure 3). Figure 4 depicts the timeline for the *We Dream, We Rise* campaign across all platforms.

MONITORING & EVALUATION METHODS

Girl Rising partnered with The George Washington University Milken Institute School of Public Health (GW) to conduct a descriptive evaluation of the social media campaign.

Two main sources of data were analyzed: 1) an online survey, and 2) social media analytics. The evaluation aimed to answer the research questions outlined in Table 1.

Table 1. Research Questions for the *We Dream, We Rise* Media Campaign

Domain	Questions
Campaign Reach and Engagement	What is the reach and engagement of the campaign across all social media (Facebook, Twitter, Instagram and YouTube) platforms and partners (by gender, age, and geographic location)? Which influencers (individuals and organizations) amplified the reach of the campaign?
Campaign Recall & Perceptions	What is the recall and awareness of the <i>We Dream, We Rise</i> campaign? Does recall and awareness significantly differ by socio-demographics?
Campaign Perceptions	What are perceptions of the <i>We Dream, We Rise</i> campaign (e.g. agreement with messaging, likeability, sentiment, personality, comprehension)? Do perceptions significantly differ by socio-demographics?
Brand Recognition	Did the campaign increase recognition of the Girl Rising brand? Does brand recognition statistically differ by socio-demographics?
Social Actions, Intentions, and Behaviors	What is the engagement with the campaign's CTA and website? Did the social media campaign increase social communication, and social action intentions/behaviors? Does social communication about the communication differ by socio-demographics? Does social action intentions/behaviors differ by socio-demographics?

TARGET AUDIENCE

People across the social media universe were exposed to the social media campaign. However, given the campaign's messaging to youth and parents, special efforts were made to reach this primary audience for the *We Dream, We Rise* campaign:

- Youth and young parents
- Ages 18-45
- Residing in either a Tier 1 city⁵ or a Tier 2 city⁶ in India

⁵ The Reserve Bank of India classifies tiers based on population (based on 2001 census). Tier 1 cities have a population of 100,000 or more and include Mumbai, Delhi, Bangalore, Chennai, Kolkata, Hyderabad, Pune, and Ahmedabad.

⁶ Tier 2 cities Tier 2 cities have a population between 50,000 and 99,999 and include Amravati, Lucknow, Chandigarh, Jaipur, Patna, Madurai, Pondicherry, Indore, Vadodara, Bhopal, Coimbatore, and Vellore.

- Regular use of social media (logged into their social media accounts such as: Facebook, Twitter, or Instagram, in the past 7 days)

DATA COLLECTION

A self-administered, anonymous, web-based survey was created in SurveyMonkey, an online survey administration platform. Participants were asked to complete the survey one month after the launch of the digital campaign (November 14, 2016) and it remained open through the end of January (January 31, 2017). The survey took no longer than 15-20 minutes to complete. The study was approved by The George Washington University Office for Human Subjects (IRB #101624). Eligibility criteria for the survey included English proficient adults between the ages of 18 and 45 who utilized Facebook, Instagram, Twitter, or YouTube in the last seven days. An iPad raffle was utilized as an incentive for survey completion.

The social media analytics software, Brand24, was licensed to capture reach and engagement data for the social media campaign. Brand24 was configured to track online posts on Facebook, Twitter, Instagram, and YouTube. In addition, through key terms including: *We Dream, We Rise*; Girl Rising; I am Girl Rising; Girl Rising India; We are dreamers; #GirlRising; #IAmGirlRising; #WeDreamWeRise. Brand24 also provided effective monitoring of the Girl Rising brand across the Internet, and allowed access to both current and archival mentions which provided contrast to pre-campaign mentions to post-campaign mentions. Finally, Brand24 also offered a feature called “Voice Share” that indicated what percentage of the entire discussion occurring on the web is due to a specific influencer.

INSTRUMENTS & MEASURES

Survey questions focused on the following domains: demographics, media use/utilization, campaign message, brand recall and perceptions, social action/intentions, and gender perceptions/attitudes. Items in the survey were drawn and adapted from validated instruments used in prior surveys.

STUDY SAMPLE AND RECRUITMENT

The campaign evaluation focused primarily on reach, engagement, and sentiment, and recruited a convenience sample to elicit feedback on the campaign. Recruitment for the survey occurred via several methods: (1) Posting the survey on GR India’s social media accounts and website; (2) Prompting viewers and partners to share the survey with their personal and professional networks via social media and other web outlets (e.g. email); and, (3) Utilizing paid posts featured on Facebook, Twitter, and Instagram. Using strategic targeting of custom audiences allowed us to reach people who had previously interacted with GR’s content (i.e., the ad campaign) on Facebook.

Results

SOCIO-DEMOGRAPHICS

Table 2 presents characteristics of the study sample that completed the online web survey (N=252). As shown, 44.5% of the sample is between 18 and 24 years of age; 63.2% is male; 42% live in a Tier 1 city; and slightly over thirty percent (32.3%) of the sample have children. Of those who had children, 41.3% only had one child, and 40% had two. The sample was highly educated with nearly 60% of participants holding a graduate degree or higher, and 38.4% having had completed class 12. Despite efforts to reach Tier 2 residents and parents, the study sample reflects young, urban, and highly educated adults in India.

Table 2. Study Sample Characteristics, *We Dream, We Rise* Campaign, N=252

	N (%)
Age	
18-24	157 (44.5)
25 - 34	93 (26.3)
35 - 44	46 (13.0)
45 and older	57 (16.1)
Gender	
Male	223 (63.2)
Female	130 (36.8)
Location	
Tier 1 city	110 (42.0)
Tier 2 city	72 (20.4)
Other city in India	80 (22.7)
Outside of India	31 (10.6)
Children	
Yes	84 (32.3)
No	176 (67.7)
How many children?	
One	33 (41.3)
Two	32 (40.0)
Three or more	15 (18.7)
Level of education	
Completed Class 8	6 (2.3)
Completed Class 12	99 (38.4)
Graduate or higher	153 (59.3)

MEDIA USE/UTILIZATION

Table 3 outlines social media use among study participants. Nearly 90% of participants use social media daily, and 89.3% of participants use social media on their mobile phones. Approximately two-thirds of the participants reported watching television daily, and 43.2% of participants go to the cinema hall a few times a year. With respect to specific social media platforms, Facebook is used most among participants (68%) followed by WhatsApp (59.2%), Facebook Messenger (41.4%), and Instagram (33.7%). Given the recruitment focused on “regular” users of social media, the sample has high media utilization, and was therefore likely to have been exposed to the *We Dream, We Rise* campaign.

SOCIAL MEDIA ANALYTICS: CAMPAIGN REACH, ENGAGEMENT, AND MESSAGE

The *We Dream, We Rise* campaign was amplified on social media via celebrity ambassadors and supporters. The video was uploaded on multiple social media platforms and by multiple influencers. Table 4 presents the celebrity influencers involved in the campaign, and the reach received through their social media channels. As seen in Table 4, Priyanka Chopra reached 82.5% of the total reach, and actress Preity Zinta reached 2.6% and producer Mahesh Bhatt reach 1.2%. **In total, the *We Dream, We Rise* campaign reached 25 million people globally on social media.** Media reach data was collected via numerous platforms and aggregated in the analysis.

Social media analytics software allowed us to identify key influencers throughout the duration of the campaign. Two major classes of influencers contributed to the campaign’s reach: celebrity influencers and Girl Rising partnerships.

Table 3. Media Use Among Study Sample, *We Dream, We Rise* Campaign, N=252

	N (%)
Social media on cell phone (N=252)	225 (89.3)
Social media use frequency (N=246)	
Daily	221 (89.8)
Weekly	19 (7.7)
Less than weekly	6 (2.4)
Social media use by platform	
Facebook	240 (68)
WhatsApp	209 (59.2)
Facebook Messenger	146 (41.4)
YouTube	146 (41.1)
Instagram	119 (33.7)
Twitter	103 (29.2)
Google+	99 (28.0)
LinkedIn	66 (18.7)
Other	21 (5.9)
WeChat	18 (5.1)
Television Frequency (N=255)	
Daily	170 (66.7)
Weekly	35 (13.7)
Less than weekly	50 (19.6)
Cinema hall frequency (N=257)	
Weekly	29 (11.3)
Few times a month	61 (23.7)
Few times a year	111 (43.2)
Never	56 (21.8)

Celebrity Influencers

Celebrity influence played a critical role in the campaign's success. Table 4 shows the social media reach for the campaign's top nine celebrity influencers.

These influencers include Bollywood actresses: Priyanka Chopra, Preity Zinta, Freida Pinto, Mini Mathur, Shoojit Sircar, Taapsee Pannu and Pooja Bhatt, Nigerian actress Rahama Sadau, Bollyshake dancer Elif Khan, Bollywood film director Mahesh Bhatt, and notable media and campaign manager Pragya Vats.

Girl Rising Partnerships

Girl Rising partnerships with various organizations contributed to further amplification of the campaign. Girl Rising Global social media accounts were among the top five influencers each week of the campaign. Other key organizations that contributed to the reach were: Bollyshake, Magic Bus, Save the Children India, Global Citizen India, Malala Fund, Youth Ki Awaaz, and The Better India.

Reach by Social Media Platform

Facebook – Since the *We Dream, We Rise* campaign video was disseminated predominately on Facebook, the majority of the Girl Rising-driven reach (i.e. reach from Girl Rising's posts) was on Facebook. **Most of the viewing occurred in Maharashtra (10%) and Delhi (7%). After a week of campaign dissemination, a large portion of viewers emerged in Punjab.**

The campaign video's primary audience was women age 25 to 34. However, when the surge in viewership occurred in Punjab five days into the campaign, the primary audience of Facebook viewers were men age 25 to 34. As of January 31, 2017 Girl Rising's Facebook video post of the *We Dream, We Rise* campaign has been viewed 64,000 times—with 61,215 unique viewers. Further, the Girl Rising India post alone reached 300,000 people.

Twitter – Girl Rising India also disseminated the *We Dream, We Rise* campaign video via Twitter. In the duration of the evaluation period of the campaign (October 10th – February 1st), Girl Rising India's Tweets garnered over one million impressions. Tweets that generated the most social media traffic

Table 4. Celebrity Reach, *We Dream, We Rise* Campaign

Celebrity	Social Media Reach	% of total Reach
Priyanka Chopra	20,617,657	82.5%
Preity Zinta	655,406	2.6%
Mahesh Bhatt	309,146	1.2%
Freida Pinto	145,219	0.6%
Pragya Vats	42,820	0.2%
Mini Mathur	34,898	0.1%
Rahama Sadau	35,115	0.1%
Elif Khan	17,441	<0.1%
Pooja Bhatt	14,009	<0.1%
Total Reach	25,000,000	

and reach were associated with Priyanka Chopra’s November 9th Twitter chat. The campaign was viewed predominately among 18 to 24 year olds living in Maharashtra (see Table 5).

Instagram – The *We Dream, We Rise* campaign was posted to Girl Rising India’s Instagram account and was well-received among its viewers. The majority of Instagram traffic with respect to the campaign came from Bollyshake’s *We Dream, We Rise* dance posts in November 2016 (see Table 5).

Table 5. Weekly top influencers in the *We Dream, We Rise* campaign.

Pre-launch 10/10 - 10/12	10/13 - 10/19	10/20 - 10/26	10/27 - 11/2	11/3-11/9	11/10-11/16	11/17-11/23	11/24-11/30
Girl Rising Global	Priyanka Chopra	Mahesh Bhatt	Elif Khan	Priyanka Chopra	Girl Rising Global	Bollyshake	Girl Rising Global
Pragya Vats	Preity Zinta	Girl Rising Global	Bollyshake	Bollyshake	Toor Manpreet	Zoe Scandalis	Bollyshake
Project KHEL	Save the Children India	Pooja Bhatt	GR India	Girl Rising Global	Anahita Dhondy	Wanene Grace	Tasveer Seattle

SURVEY RESULTS: CAMPAIGN & BRAND EXPOSURE

Table 6 provides results from the survey on the media outlets where *We Dream, We Rise* was seen. The campaign was most frequently recalled when prompted with asking participants if they had seen a video asking them to dream big for India’s girls—where nearly 53% of participants reported seeing the ad. ***The least aided recall was a description of the main visual tenants of the film: girls wearing “masks”—where only 36.4% of participants reported seeing the ad, indicating that the “masks” were likely not the most memorable visual for viewers. However, when respondents were shown a specific image from the campaign video, 45.1% reported that they had seen the image. Over fifty percent (52.9%) of participants said that they had seen a video online asking them to dream big for girls.*** It is important to note that much of the recruitment for the survey occurred via social media ads and specifically targeted people who had been exposed to the video on social media.

Nearly two-thirds of the sample reported previously seeing the Girl Rising logo. Male participants were less likely to have seen the Girl Rising logo compared to female participants. Females (72.3%) were significantly more likely than males (57.9%) to report having seen the Girl Rising logo; and participants living in Tier 2 cities (65.9%) were significantly more likely to report seeing a video online asking them to dream big for India’s girls compared to participants living in Tier 1 cities (54.1%) and compared to participants living in other cities (38.5%) in India.

Table 6. Exposure Location, *We Dream, We Rise* Campaign, N= 155

Location	% (N)
Television	32.0 (39)
News	14.8 (18)
Social Media	57.4 (70)
Internet	53.3 (65)

SURVEY RESULTS: PERCEPTIONS OF THE CAMPAIGN

Social Intentions, Actions, and Behavior

Table 7 shows data regarding the attitudes and perceptions of the survey participants with respect to the *We Dream, We Rise* campaign video. Among the questions that assessed perceptions and attitudes toward the campaign, there were numerous differences in responses by participant gender and level of education. When asked if “they know girls that feel the same way as the girls in the video,” 88% of participants who had completed a graduate education or more agreed, compared to only 75% of those who had completed class 12, and 50% of those who had completed class 8 ($X^2=6.893$, $df=2$, $p=.032$).

When asked if participants thought the “video was boring,” 16% of men agreed that the video was boring compared to 6.3% of female participants ($X^2=5.851$, $df=1$, $p=.018$). Similarly, 16.5% of male participants thought the video was “insulting to men” compared to 4.3% of women ($X^2=5.699$, $df=1$, $p=.017$). These results also varied by a participant’s level of education: 66.7% of participants whose highest level of education was class 8 agreed that the video was insulting to men, compared to 17.2% of those who had completed class 12, and a mere 5.4% of those who had a graduate level education or higher ($X^2=14.762$, $df=2$, $p=.007$). Conversely, a greater proportion of male participants (14.5%) also agreed that the video was “insulting to women” compared to 4.3% of female participants ($X^2=4.330$, $df=1$, $p=.037$).

The video was generally perceived as “convincing” (92.9%). However, females were more likely to agree that it was convincing (98.6%) compared to males (88.4%) ($X^2=6.016$, $df=1$, $p=.014$). Additionally, **importance of messaging in the video also varied by gender; 17% of males agreed that the messages in the video were not important to them compared to only 3.9% of females** ($X^2=11.609$, $df=1$, $p=.001$).

Table 7. Attitudes, Perceptions, and Behavioral Intention, *We Dream, We Rise* Campaign, Web Survey, N=151

		% of respondents that agree	χ^2	Sig
Girls in India feel the same way as girls do in this video	Total Sample	82.2		
	Gender		3.537	.060
	Men	77.0		
	Women	88.6		
	Level of Education		6.893	.032*
	Completed Class 8	50.0		
	Completed Class 12	75.4		
	Graduate or higher	88.0		
	Location		.274	.872
Tier One city ^a	83.8			

	Tier Two city ^b	81.3		
	Other city in India	80.0		
The video was boring	Total Sample	11.0		
	Gender		5.581	.018*
	Men	16.3		
	Women	4.3		
	Level of Education		.934	.627
	Completed Class 8	0.0		
	Completed Class 12	13.6		
	Graduate or higher	9.7		
	Location		1.232	.540
	Tier One city	4.4		
Tier Two city	3.6			
Other city in India	3.6			
The video was convincing	Total Sample	92.9		
	Gender		6.016	.014*
	Men	88.4		
	Women	98.6		
	Level of Education		.414	.813
	Completed Class 8	100.0		
	Completed Class 12	91.7		
	Graduate or higher	93.5		
	Location		.713	.700
	Tier One city	94.0		
Tier Two city	90.3			
Other city in India	90.0			
The video was insulting to boys and men	Total Sample	11.0		
	Gender		5.699	.017*
	Men	16.5		
	Women	4.3		
	Level of Education		14.762	.007**
	Completed Class 8	66.7		
	Completed Class 12	17.2		
	Graduate or higher	5.4		
	Location		.160	.923
	Tier One city	10.6		
Tier Two city	12.1			
Other city in India	13.2			
The messages in this video are not important to me	Total Sample	21.1		
	Gender		11.609	.001**
	Men	17.1		
	Women	3.9		
	Level of Education		4.228	.121
	Completed Class 8	66.7		
	Completed Class 12	22.8		
	Graduate or higher	18.5		
	Location		1.790	.409
	Tier One city	25.8		

	Tier Two city	26.7		
	Other city in India	15.4		
I felt sad after watching this video	Total Sample	65.1		
	Gender		.343	.558
	Men	63.1		
	Women	67.6		
	Level of Education		1.688	.430
	Completed Class 8	100.0		
	Completed Class 12	65.5		
	Graduate or higher	63.7		
	Location		5.047	.080
	Tier One city	66.7		
Tier Two city	76.7			
Other city in India	51.3			
The video was insulting to girls and women	Total Sample	2.0		
	Gender		4.330	.037*
	Men	14.5		
	Women	4.3		
	Level of Education		2.027	.363
	Completed Class 8	33.3		
	Completed Class 12	10.5		
	Graduate or higher	8.7		
	Location		.400	.819
	Tier One city	4.4		
Tier Two city	3.0			
Other city in India	3.0			
I know girls who feel like girls in this video	Total Sample	80.0		
	Gender		1.949	.163
	Men	75.9		
	Women	85.1		
	Level of Education		1.027	.598
	Completed Class 8	66.7		
	Completed Class 12	76.8		
	Graduate or higher	82.4		
	Location		.080	.961
	Tier One city	80.0		
Tier Two city	82.1			
Other city in India	79.5			
I understood what the video was asking me to do	Total Sample	88.7		
	Gender		.639	.424
	Men	86.9		
	Women	91.0		
	Level of Education		2.400	.301
	Completed Class 8	100.0		
	Completed Class 12	93.1		
Graduate or higher	85.6			

	Location		1.968	.374
	Tier One city	86.2		
	Tier Two city	89.7		
	Other city in India	94.9		
The video was confusing	Total Sample	9.9		
	Gender		4.119	.042*
	Men	14.3		
	Women	4.4		
	Level of Education		16.026	.000***
	Completed Class 8	66.7		
	Completed Class 12	15.5		
	Graduate or higher	4.4		
	Location		.245	.885
	Tier One city	10.6		
Tier Two city	10.0			
Other city in India	7.7			
I felt inspired after watching this video	Total Sample	88.2		
	Gender		4.423	.035*
	Men	83.1		
	Women	94.2		
	Level of Education		.625	.732
	Completed Class 8	100.0		
	Completed Class 12	89.5		
	Graduate or higher	87.0		
	Location		.520	.771
	Tier One city	87.7		
Tier Two city	90.3			
Other city in India	84.6			

Notes:

1. The statements above were measured on a four-point Likert scale: Strongly Disagree, Disagree, Agree, and Strongly Agree. The data in the table shows that if a participant chose “strongly agree” or “agree” for a statement, they were said to have agreed with the statement. Conversely, if a participant chose “strongly disagree” or “disagree”, that participant was included as “disagreeing” with the statement.
2. Some variables had missing data and therefore percentages do not always add up to 100.

^a Tier one city: have a population of 100,000 or more⁷

^b Tier two cities have a population between 50,000 and 99,999

*p<0.05

**p<0.01

***p<0.001

Table 8 shows the results considering behavioral intentions to take action after seeing the campaign. **Nearly 80% of participants indicated they were likely to post a #WeDreamWeRise photo after seeing the campaign.** The likelihood of participants posting a #WeDreamWeRise photo varied by level of education: 91.5% of those who had completed class 12 agreed that they would engage in the call to action (e.g., posting their dream on their hand with #WeDreamWeRise), compared to 75% and 71.7% of those who had completed class 8, and those with a graduate education or more, respectively ($X^2=8.638$, $df=2$, $p=.013$). There were no other significant differences in regard to a participant's intention to take action. However, **approximately 85% of the sample indicated that they were likely to engage in any of the following: talk about the importance of girls' education with a family member or friend; tell someone about the We Dream, We Rise campaign; become an advocate for girls' education; learn more about girls' education programs; or volunteer for organizations that support girls' education.**

Table 8. Behavioral Intentions among participants, *We Dream, We Rise* Campaign, Web Survey, N=151

		% of respondents that agree	X^2	Sig
Post a #WeDreamWeRise photo	Total Sample	79.4		
	Gender		.032	.857
	Men	78.8		
	Women	80.0		
	Level of Education		8.638	.013*
	Completed Class 8	75.0		
	Completed Class 12	91.5		
	Graduate or higher	71.7		
	Location		5.845	.054
	Tier One city ^a	73.8		
Tier Two city ^b	84.8			
Other city in India	92.3			
Talk about the importance of girls' education with a friend	Total Sample	88.3		
	Gender		.288	.591
	Men	87.1		
	Women	89.9		
	Level of Education		3.422	.181
	Completed Class 8	66.7		
	Completed Class 12	93.3		
	Graduate or higher	85.7		
	Location		3.098	.212
	Tier One city	87.5		
Tier Two city	87.9			
Other city in India	97.4			
Talk about the importance of girls' education with family	Total Sample	86.8		

	Gender		.270	.603
	Men	85.5		
	Women	88.4		
	Level of Education		2.380	.304
	Completed Class 8	100.0		
	Completed Class 12	91.4		
	Graduate or higher	83.5		
	Location		3.233	.199
	Tier One city	82.8		
	Tier Two city	93.5		
	Other city in India	92.3		
Tell someone about the <i>We Dream, We Rise</i> campaign	Total Sample	84.8		
	Gender		.471	.492
	Men	82.9		
	Women	87.0		
	Level of Education		3.442	.179
	Completed Class 8	66.7		
	Completed Class 12	91.2		
	Graduate or higher	81.3		
	Location		4.090	.129
	Tier One city	81.3		
Tier Two city	93.5			
Other city in India	92.3			
Global				
Become an advocate for girls' education	Total Sample	87.4		
	Gender		.113	.737
	Men	86.6		
	Women	88.4		
	Level of Education		5.276	.071
	Completed Class 8	100.0		
	Completed Class 12	94.7		
	Graduate or higher	82.4		
	Location		3.278	.194
	Tier One city	84.4		
Tier Two city	96.8			
Other city in India	89.7			
Learn more about girls' education programs	Total Sample	86.7		
	Gender		.334	.563
	Men	85.2		
	Women	88.4		
	Level of Education		2.183	.336
	Completed Class 8	100.0		
	Completed Class 12	91.1		
	Graduate or higher	83.5		
	Location		4.329	.115
	Tier One city	82.8		
Tier Two city	93.5			
Other city in India	94.7			
Volunteer for organizations that support girls' education	Total Sample	84.9		
	Gender		.040	.841
	Men	84.3		

Women	85.5		
Level of Education		3.981	.137
Completed Class 8	100.0		
Completed Class 12	91.4		
Graduate or higher	80.2		
Location		4.844	.089
Tier One city	80.0		
Tier Two city	93.5		
Other city in India	92.3		

Notes:

1. The statements above were measured on a four-point Likert scale: Strongly Disagree, Disagree, Agree, and Strongly Agree. The data in the table shows that if a participant chose “strongly agree” or “agree” for a statement, they were said to have agreed with the statement. Conversely, if a participant chose “strongly disagree” or “disagree”, that participant was included as “disagreeing” with the statement.

2. Some variables had missing data and therefore percentages do not always add up to 100.

^a Tier one city: have a population of 100,000 or more⁸

^b Tier two cities have a population between 50,000 and 99,999

* p<0.05

** p<0.01

*** p<0.001

Conclusion

Prioritizing girls’ education and empowerment has recently gained the attention of the media. Celebrities, NGOs, and corporations are becoming increasingly involved in the dissemination of information highlighting the value of education for adolescent girls.

In March 2017, Ministry of Women and Child Development screened the “We Dream, We Rise” campaign at a national event organized in commemoration of International Women’s Day. This event saw participation from state and central governments, NGOs, and schools. Additionally, since the launch of the campaign, organizations have screened the campaign in their local communities to drive conversations around access to opportunities; equality; and gender-based discrimination.

“Daddy, if I changed my name from Varsha to Vikram, would you let me see the moon not just from the window, but by letting me go to the moon?”

The *We Dream, We Rise* Campaign was a nationwide video campaign in India that aimed to inspire fathers, brothers, mothers, community leaders, and others to dream as big for India’s girls as they do for their boys. **The campaign reached**

25 million people, received more than 600,000 views, and engaged with more than 200,000 people, which yielded a more than 2% engagement rate compared to the industry average of 1%. Further, the results from the survey confirmed that most viewers found the video both compelling and inspiring.

LIMITATIONS

The campaign and its evaluation had several limitations which must be taken into account including:

1. Girl Rising India partners (many of which were NGOs working with girls, women, and families) played a key role in the dissemination of the social media campaign and the survey. Therefore, a sampling bias may exist whereby their social networks include people who are already “sensitized” to gender issues.
2. Media and storytelling can change brain chemistry, attitudes and perceptions but that requires saturation of media messages to the target audience, and it is likely that 1 video ad over a short period-of-time may not yield those outcomes.
3. The video spots were not produced specifically for social media. Therefore, it lacked some of the nuances necessary for social media campaigns (e.g. the text on video was small and the first part of the video has music versus voice/text).

KEY TAKEAWAYS

The Girl Rising brand is powerful – people recognize it.

Girl Rising has powerful celebrity influencers, government partnerships and NGO collaborations that are able to amplify the reach of its content.

Social media reach is not isolated to one region or country. It is global. Thus, content can resonate with global audiences.

Engagement with the content allows CTAs to be powerful.

Target audience is an important determinant of success. The messaging was focused on parents, however it is unclear if parents were the ones most exposed to the campaign.