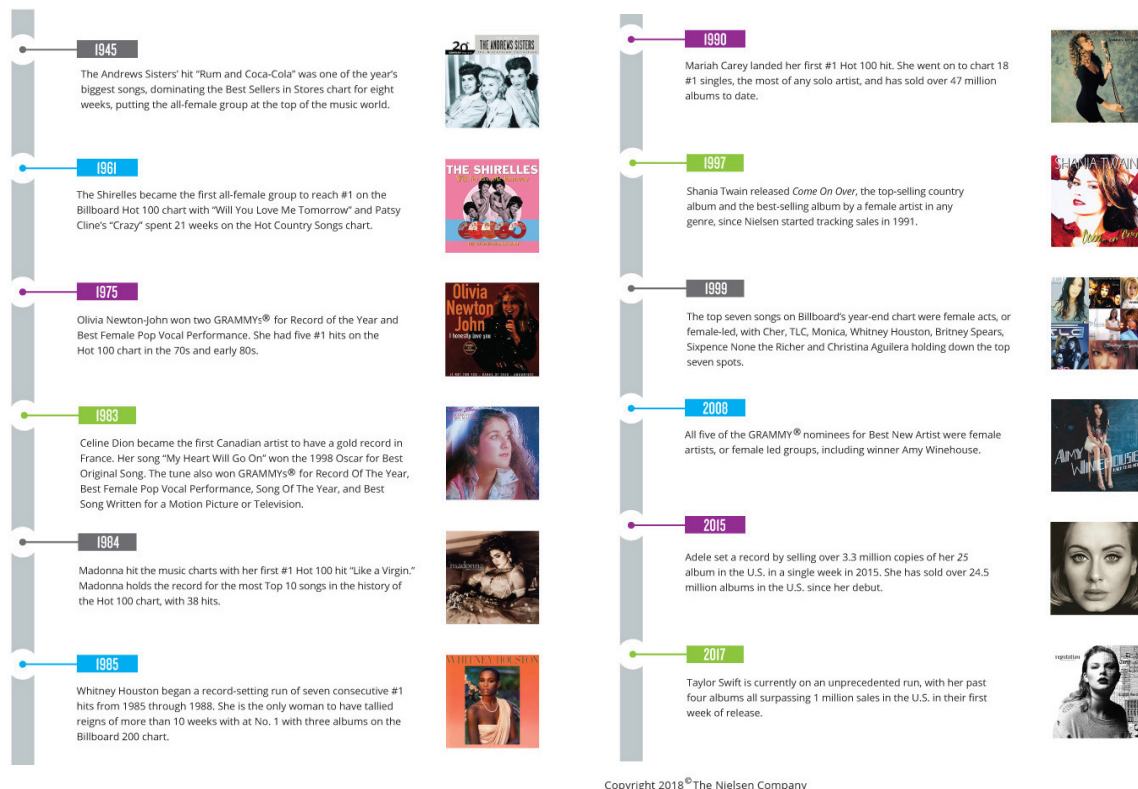


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Copyright 2018® The Nielsen Company

Source: Nielsen, [International Women's Day: Celebrating Women in Music 2018](#)

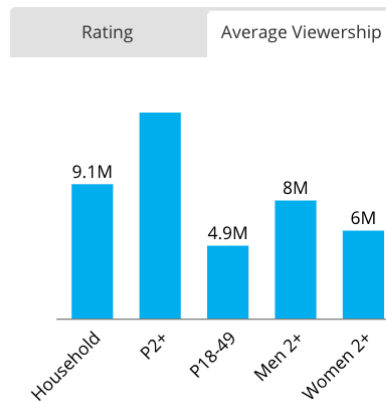
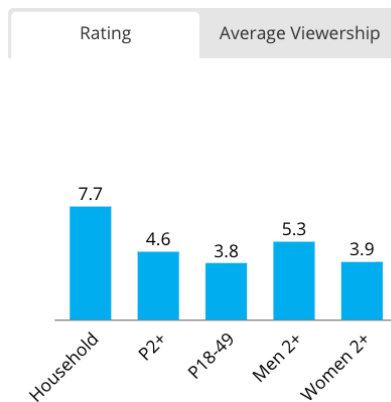
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MEDIA SNAPSHOT: 2019 FIFA WOMEN'S WORLD CUP



U.S. TV Viewing During the 2019 FIFA Women's World Cup Final

Ratings and Viewership during U.S. vs. Netherlands Match on July 7, 2019



14M

Viewership Among P2+

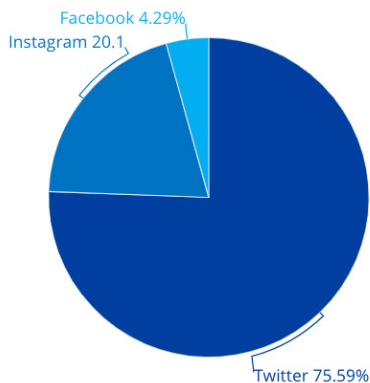
7.7

Household Rating



Social Media Interactions During the 2019 FIFA Women's World Cup Final

4.6 million interactions across Facebook, Twitter and Instagram during U.S. vs. Netherlands Match on July 7, 2019



12:58 PM EST

The time of the most social moment of the match when fans celebrated the U.S. team's victory



43,588

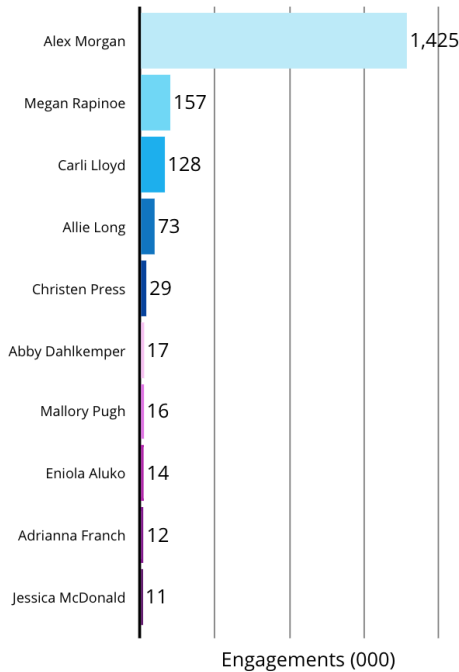
Interactions on Twitter

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Top Social Accounts During the 2019 FIFA Women's World Cup

Veteran footballer and "tea sipper" Alex Morgan was the social media star of the tournament



1,425,000

Social Engagements



Alex Morgan

Instagram Posts



Top 5 Social Posts During the 2019 FIFA Women's World Cup

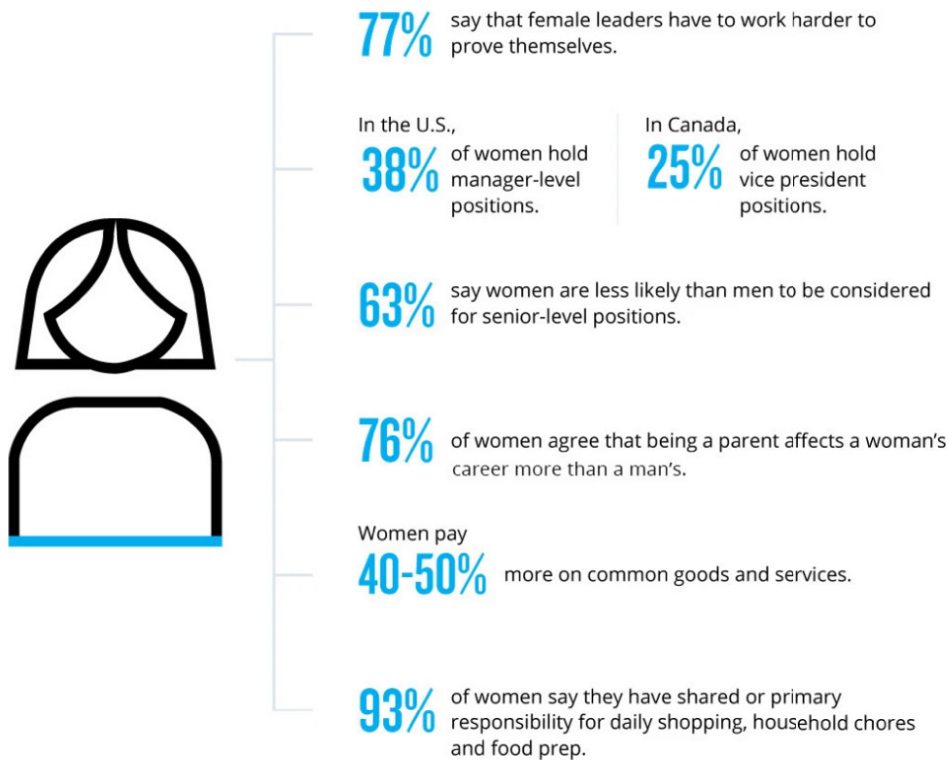
#LFG

Rank	Account Name	Social Source	Original Content	Date	Url	Owned Engagement (000)
1	Alex Morgan	Instagram	A World Cup final with my 22 best friends. Living out the ultimate dream. LFG!!! #AM13	7/7/19	https://www.instagram.com/p/BznT-57F8sE/	736
2	Alex Morgan	Instagram	Closing out group stage TODAY #USAvSWE #AM13	6/20/19	https://www.instagram.com/p/By8Jh3vF36p/	207
3	Alex Morgan	Instagram	#USAvCHI...LFG!! #AM13	6/16/19	https://www.instagram.com/p/Byxepw8FM8W/	167
4	Carli Lloyd	Instagram	★★★★★ WORLD CUP CHAMPIONS 🇺🇸	7/7/19	https://www.instagram.com/p/BzoPlwIjQvL/	127
5	Megan Rapinoe	Instagram	❤️ alikrieger ashlynharris24	7/7/19	https://www.instagram.com/p/BzoJllvHjh0/	104

Source: Nielsen, [2019 FIFA Women's World Cup: Media Snapshot](#), 2019

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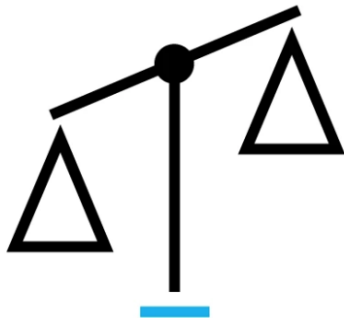
WHAT'S WEIGHING NORTH AMERICAN WOMEN DOWN



Source: Axe the pink tax, LeanIn.org, The Canadian Women's Institute, Nielsen Global Diversity and Emerging Q3 2016

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MARKETERS ARE FIGHTING INEQUALITY



- ☒ CREATING GENDER-NEUTRAL INNOVATIONS
- ☒ LAUNCHING PINK TAX AND EDUCATION CAMPAIGNS
- ☒ WORKING WITH LEGISLATORS TO BAN THE PINK TAXES
- ☒ ADJUSTING PRICES ON UNNECESSARILY LUXURY TAXED AND PINK TAXED ITEMS
- ☒ GIVING WOMEN REBATES ON PINK TAXED ITEMS

Source: Nielsen, [The Million Dollar Fine](#), 2019