

Design Note

Representation of Women in Marketing and Financial Capability Campaigns

Summary of existing guidance on gender-inclusive communication in marketing and financial capability campaigns.

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To increase women’s confidence that digital payments enabled by an Inclusive IPS will serve their needs, women need to see themselves in awareness campaigns.

A number of existing resources provide guidance on gender-inclusive communication	ILO The International Labor Organization’s report, Gender-Inclusive Service Provision: A Quick Guide for Financial and Business Development Services Providers provides excellent guidance and checklists for both written and audiovisual communications. Women’s World Banking Eight Tips for Successfully Marketing to Women provides practical advice for targeting both women as staff and customers in marketing and advertising. UN Women and UNICEF The Dismantling Gender Stereotypes In Media, Marketing And Advertising: Creating An Equitable Future In Asia-Pacific report details the types of gender stereotypes that can be found across different kinds of advertisement (Online Media, TV and Film, Gaming, etc), features areas to address and recommendations. GSMA GSMA has collected evidence from 10 countries and developed recommendations in the Understanding Women Micro-Entrepreneurs’ Use of Mobile Phones for Business report on how to best market mobile-based products to women micro-entrepreneurs (e.g., showcasing women entrepreneurs as role models in marketing campaigns, illustrating how women can use DFS for their business)
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Works Cited

- “Gender-Inclusive Service Provision: A Quick Guide for Financial and Business Development Services Providers,” International Labour Organization, Feb 14, 2022, https://www.ilo.org/sites/default/files/wcmsp5/groups/public/%40asia/%40ro-bangkok/documents/publication/wcms_837254.pdf.
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- “Dismantling Gender Stereotypes in Media, Marketing and Advertising: Creating an Equitable Future in Asia-Pacific,” Unicef, September 5, 2023, <https://www.unicef.org/eap/media/13536/file/UNICEF-UN%20Women%20brief.pdf>.
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