



# #NhàNhiềuCột

## The Pillars Campaign

### Overview

Nha Nhieo Cot campaign is aimed at shifting gender norms limiting women's economic participation in Vietnam through facilitating well-informed conversations among urban millennials in media and social media.

The campaign focuses on challenging three gender norms:

- Women should be primary caregivers;
- Men should be primary breadwinners;
- Men should be leaders and women should be supporters.

**50K+**

Followers on social media

**8.5M+**

Reach on social media

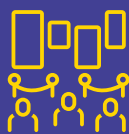
### Key campaign activities:



Social media content



Talk shows



Art exhibition



Sub-campaign: Goodvertisings

For further info:



### Goodvertisings VIETNAM

Goodvertisings Campaign seeks to influence young marketers and advertisers at brands, agencies and beyond to address gender stereotypes in advertising content, and encourage progressive and empowering portrayals of people of all genders.

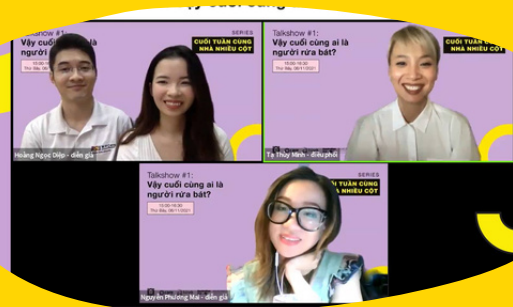
### Key campaign activities:

- Commentaries and case studies of advertising trends;
- Podcast series WhatTheAds in collaboration with AdvertisingVietnam, Vietnam's leading media publisher on advertising and marketing, on gender portrayals in advertising;
- Gender audit of advertisements using Artificial Intelligence technology
- Co-organise Vietnam Young Lions - In Action competition with AIM Academy, Vietnam's official representative for Cannes Lions - the leading festival and award in the creative industry.

For further info:



**“You can't be what you can't see”**



## What is innovative about #NhaNhiuCot?

### #1

Using social listening data as evidence base:

- Audience research
- Campaign strategy
- Monitoring, Evaluation and Learning

### #2

Partnership with a social marketing agency - TUVA Communication

### #3

Combining CARE's social norm change framework (SNAP) & communication model (AIDA)



The campaign is co-implemented by CARE in Vietnam and TUVA Communication since 2020 and funded by Investing in Women, an initiative of the Australian government.

Donor

**Australian Aid**

**INVESTING IN WOMEN**  
SMART ECONOMICS  
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT

Partnership

 **care**

 **tüvä**

- ✦ Unpack how the targeted gender norms operate among urban millennials through existing experiences and social media data analysis;
- ✦ Integrate gender norm change expertise into campaign strategy and continuous iteration;
- ✦ Campaign's monitoring and evaluation.

- ✦ Leverage social listening for audience research and campaign monitoring;
- ✦ Lead digital campaign execution, including branding, content production, and audience engagement.

