
FEMELA.

#METOO AND YOU?

How #METOO affected the marketing arena?



In October 2017, the famous actress Alyssa Milano tweeted on her Twitter account. She didn't imagine that this tweet will change the world...Milano urged the victims of sexual harassment to come forth about it, in order to make people understand the magnitude of the problem, while her first step was confessing her story with a "me too" of her own. 67k comments to this historical tweet were a hint for what was about to come, as #metoo became a global mega trend with major effects on all the marketing and media channels, especially on social media.

What can we learn about this? So many ideas and practices that are taking shape for many companies and services - I will mention some of

them in this article.

The power of the HASHTAGS

The [Me too movement](#) has been active in the USA since 2006, yet nobody ever heard about it. How come? Of course, as an NGO, they were lacking the power to make any visible change, but struggled to continue the good work and support victims of sexual abuse. Milano's actions have proven to be so effective due to two major elements: her being an influential figure (via her Twitter page) who brings a topic to the eyes of the public and a small tool that she used, which simplified the process – a catchy short hashtag.

[CBS NEWS](#) reported that the hashtag was tweeted nearly one million times within 48 hours, according to Twitter. On Facebook, there were more than 12 million posts, comments, and reactions in less than 24 hours, by 4.7 million users from all around the world, according to the company. In the US, Facebook said that 45 percent of the users have had friends who posted "me too."

The outcomes are clear and studied all around social media – the combination between a great influencer and a catchy hashtag may bring some unpredictable results...

It's so, so trendy!

#metoo was created to raise awareness and encourage discussions, these were its main targets, however, in the following months, and actually years after until today, it is still trendy to talk, share and associate different elements to the #metoo topic. Besides public figures around the world (men and women) sharing their experience as a #metoo victim, it seems that many companies have actually joined the trend and it seems that everybody is now promoting women more, talking about equality, keeping a politically correct approach...well, at least it seems like that. I am not sure how many of them have actually acted upon their words, however, it's keeping the view that "mindsets create actions" and it seems that the sky is the limit. An interesting example is Victoria's Secret's last report, according to inc.com, which stated that the number of women aged 18-49 buying from the brand is at its lowest since 2013 and that the ratings for VC's televised fashion dropped by 30 percent. The reasons are various but mainly due to the stereotypical messages used by VC, their major focus on being sexy and the choice of perfect models to present their brand. All of these are no longer acceptable by their target audience and VC leadership (along with other companies) needs to rethink its marketing strategies following the #metoo era.

It's our time – dedicated products for empowered women

Another major trend that occurred, following the #metoo revolution, is the fact that many companies have chosen now to "join the party" and enjoy the global trend – "empowering women".



Among them can be found Calvin Klein with "I am Women" [new perfume campaign](#), choosing Lupita Nyong'o and Saoirse Ronan to lead their campaign.

#IAMWOMEN

CALVIN KLEIN
WOMEN
THE NEW FRAGRANCE FOR US



Bobby Brown launched their "pretty beautiful" blush kit, all proceeds (minus VAT) will be going to [SmartWorks](#), a UK charity that provides interview training and styling advice to women without work. Bobby Brown's goal, using this type of action, is "to help women feel confident and succeed at their job interview", says Kate Stephens, chief executive of SmartWorks (source [Glamour](#) magazine).





Among them, we've also encountered several products that contributed to the debate, such as this baby bodysuit with "me too" printed (produced by Shilav). This controversial outfit raised such a negative sentiment around the social media, that the company decided to take it out of all their stores.

Want to learn more about how #metoo has affected the marketing & media? How can you apply it within your company strategy? Join us at My Path - MUZA SEMINAR, together with FEMEIA!

Learn more here: WWW.BWFR.ORG



Osnat Peled, BWFR President & Managing Partner at MCBA (Mentor Capital & Business Advisory)

Having over 20 years of entrepreneurial experience and advising to top companies in Romania and abroad.