



WOMEN IN ADVERTISING CAREER
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Historical Perspective

- ▶ Initially, advertising was a male-dominated field.
- ▶ Over time, women entered roles in copywriting, account management, and later, leadership.

Women's Contributions to Advertising

- ▶ **Creativity & Innovation:** Women bring fresh perspectives to storytelling and branding.
- ▶ **Consumer-Centric Approach:** With women being major decision-makers in purchases, female professionals add value to targeted campaigns.
- ▶ **Social Impact:** Women have played a key role in reshaping advertising narratives to be more inclusive.

Challenges Faced by Women in Advertising

- ▶ **Gender Bias:** in Leadership few women hold executive roles in top advertising agencies.
- ▶ Women face biases in decision-making and creative leadership roles.
- ▶ Remuneration of Indian men is higher as compared to the women.
- ▶ **Example:** In India, women in advertising leadership roles remain a minority, though this is changing.

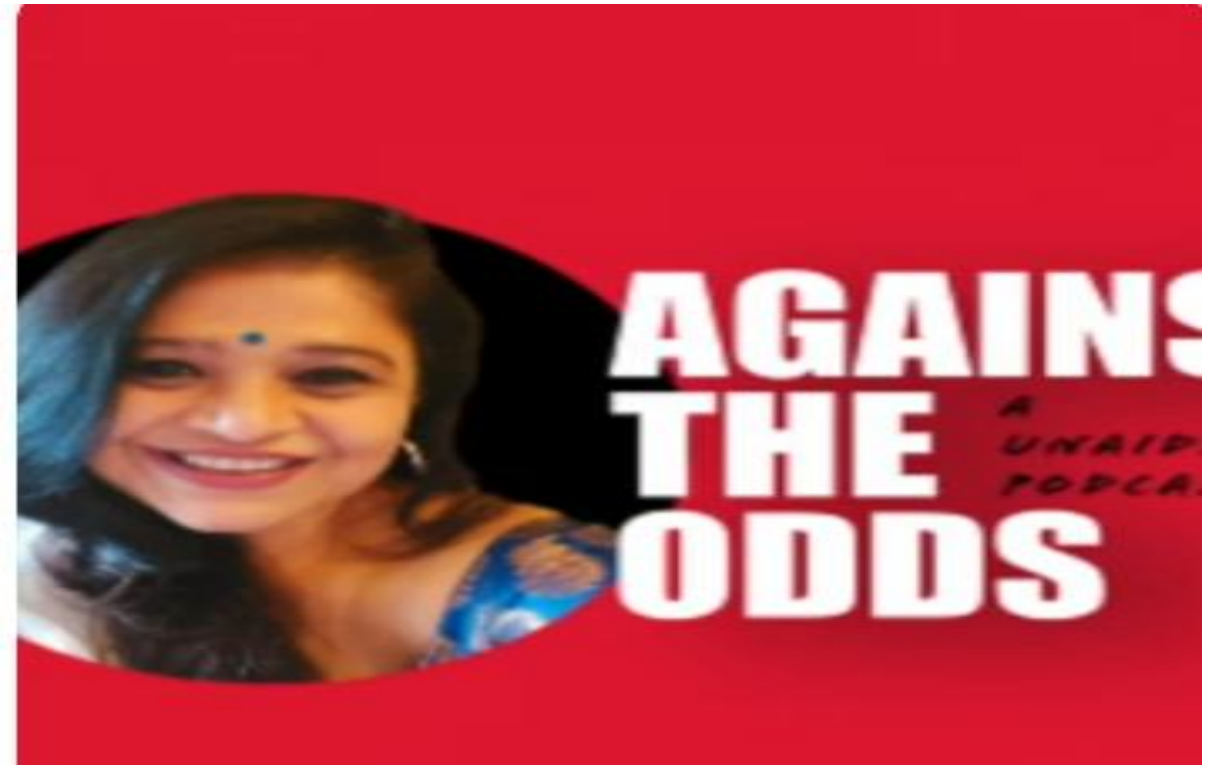
Challenges Faced by Women in Advertising

- ▶ **Work-Life Balance:** Long working hours and deadlines can impact career growth for women, especially those managing families.
- ▶ **Representation in Advertisements:** Women in advertising often work to challenge stereotypes in media, yet gender bias in ad portrayals persists.

Success Stories of Indian Women in Advertising

Swati Bhattacharya

- ▶ **Role:** Chief Creative Officer at FCB India.
- ▶ **Impact:** Advocated for gender-sensitive storytelling in ads.
- ▶ **Notable Work:** "Sindoor Khela" campaign for The Times of India, promoting inclusivity.



Success Stories of Men Led Advertising for Promotion of feminism



Josy Paul & the Women-Led Teams at BBDO India

- ▶ Whisper's "Touch the Pickle" challenged menstrual taboos.
- ▶ Impact: Led to a shift in how menstruation is discussed in Indian advertising.

Success Stories of Indian Women in Advertising

Pallavi Chakravarti

- **Role:** Creative leader at DDB Mudra.
- **Notable Campaigns:** Known for socially relevant and thought-provoking advertising.
- **Stayfree Daughter's Day Campaign**



Future Opportunities for Women in Advertising

1. Rise of Digital Advertising

- Social media marketing and content creation have opened new opportunities for women.
- Women entrepreneurs are starting independent advertising firms.

2. Changing Corporate Policies

- Many agencies now have diversity and inclusion programs.
- Flexible work arrangements are supporting women's careers.

Future Opportunities for Women in Advertising

3. Creative Roles

- **Copywriting & Content Creation** – Crafting engaging ad copies, slogans, and brand narratives.
- **Graphic Designing & Art Direction** – Designing visuals, layouts, and brand aesthetics.
- **Creative Directing** – Leading ad campaigns and storytelling strategies.

Future Opportunities for Women in Advertising

4. Strategic & Managerial Roles

- **Brand Management – Developing and maintaining brand identity.**
- **Marketing Strategy & Research – Analyzing consumer behavior to shape campaigns.**
- **Account Management – Managing client relationships and projects.**

Future Opportunities for Women in Advertising

5. Digital & Social Media Marketing

- **Social Media Management** – Creating content and handling brand presence online.
- **Influencer Marketing** – Collaborating with brands and influencers.
- **SEO & Performance Marketing** – Optimizing digital ads for engagement and sales.

Future Opportunities for Women in Advertising

6. Entrepreneurship & Leadership

- **Starting Own Advertising Agencies – Many women are launching independent ad firms.**
- **Executive Roles (CMOs, CEOs) – Leading global advertising firms and departments.**

Future Opportunities for Women in Advertising

7. Media & Public Relations (PR)

- **Public Relations & Communication Strategy – Managing brand image and press relations.**
- **Event & Campaign Management – Organizing promotional campaigns and brand events.**

Future Opportunities for Women in Advertising

8. Film & Commercial Production

- **Advertising Film Direction – Creating brand films and TV commercials.**
- **Talent Management & Casting – Selecting actors and models for ad campaigns**

Examples of Famous Indian Women

- ▶ Smriti Irani - Whisper
- ▶ Preity Zinta - Liril
- ▶ Deepika – Liril and Colgate
- ▶ Yami Gautam – Fair and Lovely
- ▶ Anushka Sharma – Sunsilk Shampoo
- ▶ Priyanka Chopra - Dabur Vatika, Ponds
- ▶ Vidya Balan – Surf Excel and Clinic Plus
- ▶ Sarah Ali Khan – Veet and Puma

