

Inspiring the Next Generation of Girls Through Global Campaigning

The Challenge

Inspiring Girls International is a global movement working to raise the aspirations of girls by connecting them with visible, relatable role models and challenging the stereotypes that can shape their futures.

As the organisation approached its 10-year anniversary, it wanted to build greater visibility around a decade of impact while continuing to grow its flagship This Little Girl Is Me campaign.

The challenge was to create campaign moments that felt emotionally resonant, creatively distinctive and built for social engagement, while using earned media to extend the conversation and reach new audiences.

The Solution

We have supported Inspiring Girls International with integrated campaign strategy, creative ideation, social communications and earned PR across two major moments in its calendar.

For This Little Girl Is Me, we helped shape the creative campaign approach and social storytelling, developing content designed to encourage women to reflect on their own journeys and inspire the next generation of girls.

Alongside this, we supported the organisation's 10-year anniversary, using the milestone as an opportunity to celebrate its global impact, strengthen its external narrative and create a compelling social-first campaign.

Across both programmes, earned media has worked alongside creative and social activity to amplify key stories, increase visibility and help Inspiring Girls International engage audiences around its mission in meaningful, human ways.

