

FEMALE EMPOWERMENT

In Advertising

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The Definition of Women's Empowerment in 3 Parts:

- 1** Equal treatment of women
- 2** Solidarity among women
- 3** Confidence in themselves

Generational Differences in the Source of Empowerment:



Examples of Empowerment and Non-Empowerment:

-  Emma Watson, Serena Williams, athletic and beauty brands
- VS.**
-  Reality TV, certain music genres, lingerie/alcohol ads, and romance novels

“Lingerie ads, although sexy, don't make all women feel good about themselves. It also teaches young girls that they have to be skinny and tall in order to be beautified.”

- Female, 26, Lubbock, TX



Advertising should include **women of all shapes and sizes**, and messaging that highlights women who take care of themselves and **control their own bodies and health.**

To be relevant, empowerment messaging should come from someone who looks and thinks like they do, including things like:



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