

MEDIACOM

WORK

Wings to Fly

AWARD WINNING

18 MAY 2018

Whisper created 'India's largest Menstruation Camp' to break all barriers which hold a woman back from using a sanitary pad for herself or for her daughter.

Challenge

100+ million adolescent girls feel embarrassed to go to school during their periods, ill equipped with rags instead of pads, they often drop out of school entirely.

Plus, with minimal dialogue about menstrual hygiene at school or at home due to the taboo nature of subject, this is a reality they quietly endure. All these factors perpetuate the cycle of poverty and stunt a girl's dream for a prolific future.

Idea

To help women break all barriers that hold them back from using a sanitary pad for herself or for her daughter and educate them on menstrual hygiene we set up 'India's largest Menstruation Camp' in the country's worst example of menstrual hygiene – Maharashtra.

Results

Brand sales went up by an incredible 20% YoY

We engaged with 3 million+ women through the initiative

Awards and Recognition

- M&M Global | Gold: Best Communication Strategy

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