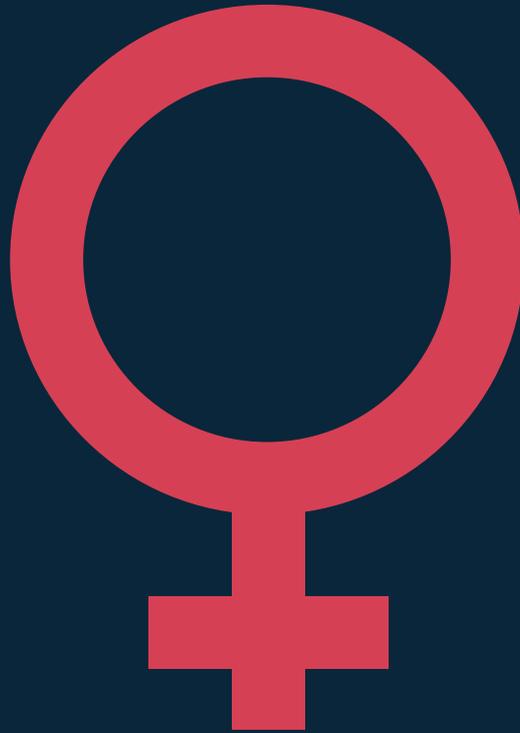


IDEAS LLYC

EXPLORE. INSPIRE.



STUDY

**DO BRANDS TALK
TO THEIR CUSTOMERS
ABOUT WOMEN
AND EQUALITY ON
SOCIAL MEDIA?**

**An analysis of influential communities in
nine countries in Latin America and Spain**

Madrid, April 17, 2019

Digital

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For more information, please contact:

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A SENSE OF OPPORTUNITY



Luisa García
Partner and
General Regional
Director of LLYC

In recent years, International Women’s Day (March 8) has become a global social and political milestone; around the world, public declarations of feminism rise, citizenship initiatives take place and advertising campaigns focus on gender equality. But why? Is there a true sense of opportunity being created, or is this phenomenon merely opportunistic? In this paper, we examine this question through the lens of brand performance and from a marketing and communications perspective.

If public-facing actions are opportunistic, they will represent a legitimate initiative that tries to leverage the “flavor of the month” to quickly connect with a certain market segment, seeking to gain visibility in the short-term. If, however, there is a true “sense of opportunity,” we find brands that consider International Women’s Day a relevant opportunity to connect with those who already share their same values and purposes, both before and after the milestone. It goes beyond any one campaign or visibility activity, becoming instead an effort to improve both relationships with and corporate commitment to customers and other key groups.

The truth is, digitalization has made the path of opportunism more volatile and sterile than the alternative. Never before has news been so short-lived, nor distrust in advertising so widespread. Brands that truly seek to appeal to more and better customers through social communications on networks (which is not the same as communications on social media) know they must make an impression in their audiences’ minds and hearts to turn them into brand promoters. They also know they cannot achieve this through mere declarations or short-lived campaigns, but only by taking persistent, coherent and consistent action in line with their brand purpose.

With this in mind, we sought to answer the question, “Do brands talk to their customers about Women and Equality on social media?” We analyzed digital data across nine countries in Latin America and Spain by:

1. Looking at conversations from before and on March 8 to discern elements of a sincere brand commitment to their causes and values.
2. Examining data from a six-month period to determine how persistent communications were.
3. Evaluating whether the brands generated interactions with other spokespeople, or if they merely advertised their content without leaving a lasting impression.

In short, we tried to determine the degree of each brand’s “sense of opportunity” relating to Women and Equality.

Our results and conclusions were very interesting. We found cautious brands working in a context of social, political and cultural effervescence, but we also identified opportunities to manage risks and create valuable connections with current and potential customers. This data should be analyzed with advanced methodologies and, if possible, leveraged to help sincere companies carry out effective marketing and communication strategies.

TERRITORIES AND COMMUNITIES

Who, what and why: these are the three key questions any marketing or communication strategy should answer. Even ostensibly simple actions can quickly become much more difficult in the digital world we live in today.

Our digital world is so saturated with noise and information—good and bad—that it is much more difficult to properly answer the question of “what.” Our world is so overwhelmed with data from an endless number of sources that decoding “why” becomes a real challenge. Even resolving the question of “who” can be a challenge when any person can, in the age of social media, influence a brand’s position or reputation at any time.



Iván Pino
Member and Senior Director
in the Digital Area in LLYC

In this digital world, it is necessary to have more sophisticated methods for strategic marketing and communication. We need methods that integrate modern technologies such as artificial intelligence, big data, automation and social graph analysis, all without ever losing sight of the North Star that is our territories and communities. These new elements must guide our decisions.

Tackling this challenge was the inspiration behind this job, through which we have approached the challenge of clarifying brand participation in Women and Equality, a conversational territory of great social interest. Using semantic analysis tools in search engines, we limited the territory by combining the most-searched informational topics. By applying that formula to social media big data platforms, we obtained the necessary information to analyze the main interaction and conversation nodes. LLYC analysts and consultants from ten different teams then examined these nodes to identify the most relevant spokespeople and communities in each country surveyed.

The data speaks for itself. In effect, it shows us brands that joined the conversation on Women and Equality from the safety of self-promotion to raise their own visibility. But the data also shows us other brands that dared to venture further, contacting communities directly and even expressing mutual values and interests when interacting with spokespeople. The results reveal key points of great interest relating to brand positioning in their relevant markets, points which are predicated on the values and interests of their customers and other groups of interest. Furthermore, they are increasingly essential in the process of developing marketing and communication strategies.

“We have approached the challenge of clarifying brand participation in Women and Equality, a conversational territory of great social interest”

CAUTIOUS BRANDS AND FEMINIST ACTIVISM

Based on an analysis of over 2.2 million social media conversations, in which some 430,000 actors participated and among which we have identified up to 32,000 influential spokespeople in nine countries in Latin America and Spain, we have come to the following conclusions:

1. We found that brands present their own content in the “Women and Equality” territory in countries where more conversational participants are women. This was observed in the Dominican Republic, Panama, Peru and Spain, with Colombia being the only exception to this trend.

“Brands present their own content in the ‘Women and Equality’ territory in countries where more conversational participants are women”

2. When the majority of the national conversation is led by women, the communities that interact in the territory are consistently politically positioned in favor of feminist government policies, declarations of women’s human rights and/or empowerment of women in labor and the sciences.

3. However, when women are a minority in the national conversation, brands do not participate in the “Women and Equality” territory with their own content. This was observed in Argentina, Brazil, Chile, Ecuador and Mexico.

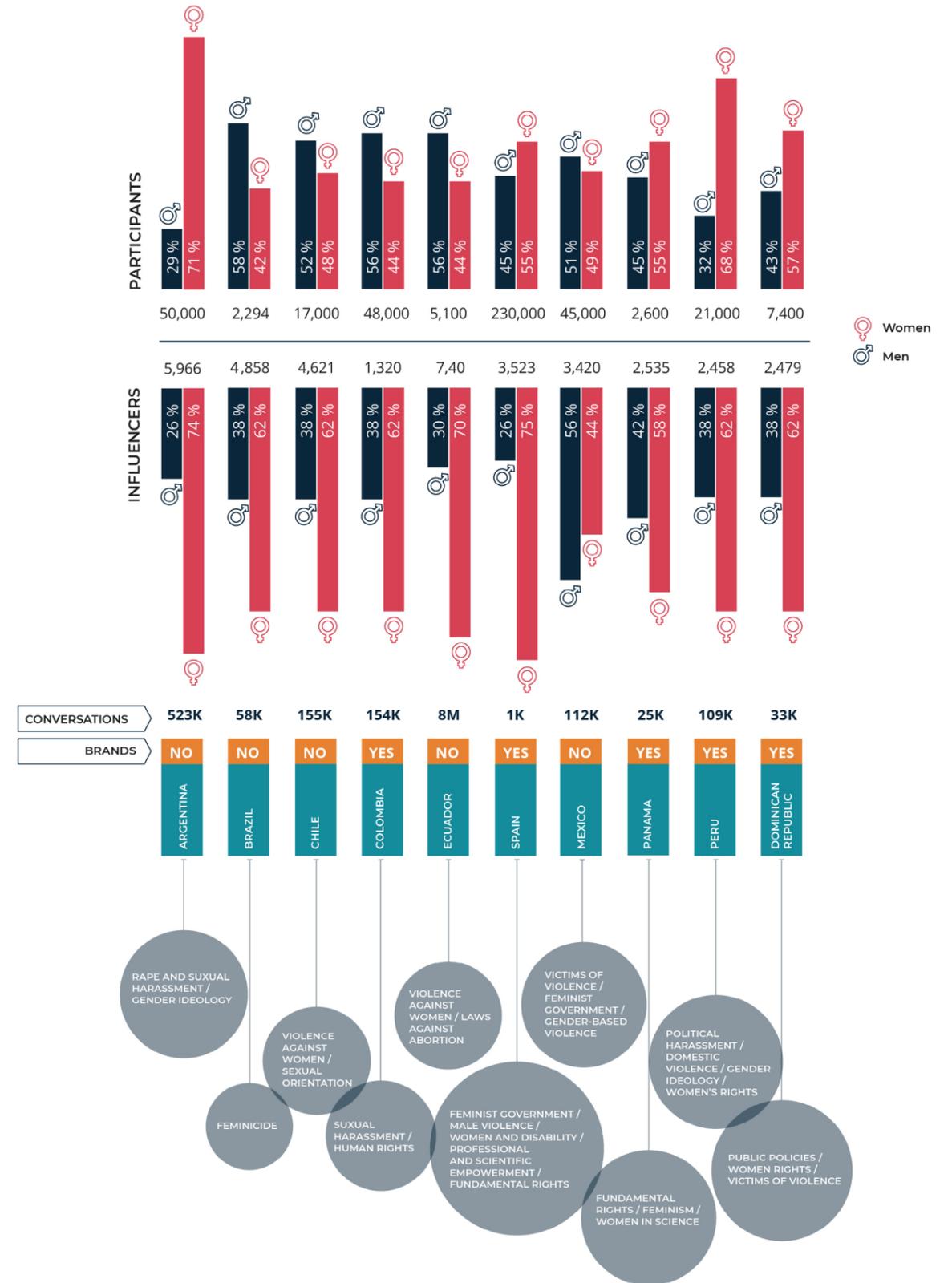
4. In countries where brands do not participate in the “Women and Equality” territory, communities are consistently aligned against various forms of violence against women (femicide, rape, abuse, etc.). These conversations often take on a more emotional tone which, in some cases, can polarize participants’ positions.

5. In all countries surveyed, with the exception of Mexico, we found the opinion leaders in the territory are mainly women (an average of 63 percent) even when they are not the majority of participants in the conversation.

6. Among the top 500 most influential people in the “Women and Equality” territory, we found women in the institutional and political fields (42 percent), business and professional fields (22 percent), mass media (26 percent), social organizations (5 percent) and teaching and research (5 percent).

7. We identified the brands that participate in the “Women and Equality” territory in an influential way in the Dominican Republic (Microsoft, Banco de León and the Professional Baseball League) and Spain (Iberdrola, ONCE or Fundación Repsol).

8. We found companies that publish isolated content on “Women and Equality” in Colombia (Ecopetrol, Avon, EPM, Alpina and Cafam), the Dominican Republic (PepsiCo, Claro, YouTube, BBVA and the World Bank), Panama (YouTube), Peru (Movistar, Avon, Telefónica, EY, Scotiabank, FNAC, Hootsuite, L’Oréal, Oracle, Banco Santander, AXA Seguros and the Red Cross).



1 Datos extraídos de Brandwatch y Graphext entre septiembre de 2018 y febrero de 2019.
 2 Data taken from Graphext between September 2018 and February 2019.

ARGENTINA: A CONSOLIDATED PUSH FORWARD



In the last few years, the “Women and Equality” territory has taken a front-and-center role in Argentina. Partially due to the rise of social media, the systemic mistreatment of women has become more visible. Widespread stereotypes and social trends that acted to the detriment of women have been coming to light.

Thanks to those women who shared their stories and made the problems facing women in today’s society known, a national conversation began among influencers from many different fields. Currently, the topic of feminism is highly present in the media and on political agendas. In recent years, feminism has taken on an important role in the country’s zeitgeist, leading to increased awareness of the patriarchal society’s many problems, as well as benchmarks for what a true egalitarian society would look like.

As an important milestone, a campaign started in 2015 called “Ni Una Menos” (“Not One Less”) became very powerful in Argentina. This campaign aims to put an end to femicides (extreme violence against women due to their gender) and create a safer society for women. At the same time, several cases of sexual harassment and violence came to light in the media, giving more attention to the topic and ensuring the feminist movement would grow stronger. Additionally, there was a debate in the Argentine Congress in 2018 on the Voluntary Interruption of Pregnancy (IVE, for its Spanish acronym), which generated widespread social mobilization and increased awareness on the role of women throughout society. Each protest puts us one step closer to achieving an egalitarian society.

The reason the term “feminism” or the idea of “Women and Equality” are so often discussed is because of the fact that we are living in a patriarchal society in which it is believed that men are superior to women. The purpose of feminism is to fight for equality; it is a constant fight to push back against the image of helplessness and incompetence society thrusts upon women and instead create a society where women can enjoy the same social, political and economic benefits as men. More generally, feminism fights to make sure everybody has equal rights regardless of gender.

Currently, there are many influencers on the subject of feminism who are steadily gaining popularity and visibility through various forms of expression. These include Rita Segato, Luciana Peker, Marcela Lagarde, Ofelia Fernandez, Malena Pichot and Calu Rivero, among others.

As feminism is increasingly apparent in all areas, brands must take it into account when communicating. Social norms are constantly changing and being challenged. At present, 80 percent of a company’s communication is done through social media. Consequently, it is a fact that each thing that a brand says is extremely visible, and even the smallest error can go viral and affect the company for life.

“Social media has been instrumental in making the country’s gender inequality problem more visible”

Few brands have a truly equality-oriented message. However, we see more and more brands making efforts in this direction.

Social media has been instrumental in making the country’s gender inequality problem more visible. It remains the most widespread and visible form of communication in the world today. These days, a hashtag or a trend may turn into a movement, such as #QueSealey (“let it be law”), #AbortoLegal (“legal abortion”), #NiUnaMenos (“not one less”) and #MeToo.

Traditional media has not yet adapted to this cultural change, and most of them still have a glaring gap between the representation of men versus women.



Alejandro Martínez
Director of Consumer Engagement and Digital Area of LLYC in Argentina

SOCIOPOLITICAL MACRO-COMMUNITIES:²

RAPE

Size: 4% (213 members).

Description: Community focused on violence against women, specifically rape and sexual harassment.

Keywords: Rape, victims, violence, sexual harassment.

Influencers:

- Diana Maffia
Doctor of philosophy and head of the Gender Justice Observatory, reporting to the Buenos Aires Council of Magistrates Justice Department
- Cristina Lobalza
Psychologist and writer
- Luciana Peker
Journalist and author of *Puñtas Golosas*
- Flavia Freidenberg
Researcher and professor at the National University of Misiones
- Celeste Mac Dougall
Teacher and feminist
- Rafael Elizondo
Political electoral consultant and general manager of Electorum
- Roberto Sukerman
Lawyer, constitutional law professor at the National University of Rosario and Rosario councilman
- Agustina Larrea
Journalist
- Norma López
Journalist and Rosario councilwoman
- Bruno Baschetti
San Miguel councilman

GENDER IDEOLOGY

Size: 2% (146 members).

Description: Community involved in the struggle for women’s rights, equality and feminism.

Keywords: Gender, rights, feminism.

Influencers:

- Agustin Laje
Writer and political sciences graduate
- Mariano Obarrio
Journalist
- Amalia Granata
Journalist and member of Partido Popular
- María Eugenia Vidal
Governor of Buenos Aires
- Miss Bolivia
Singer
- Victoria Donda
Representative
- Mercedes D’Alessandro
Writer and economist
- Lucia De Ponti
Representative
- Ofelia Fernández
Political activist
- Alicia Argumero
Sociologist, politician and teacher

MICRO-COMMUNITIES OF BRAND INTEREST²

No brands were involved in the “Women and Equality” conversation territory in Argentina.

INFLUENTIAL WOMAN LEADERS AND PROFESSIONALS:

POLITICAL AND INSTITUTIONAL AREA	BUSINESS AND PROFESSIONAL ENVIRONMENT	MEDIA	SOCIAL ORGANIZATIONS
1 Carmela Moreau	1 Verónica W.	1 Mariana Romero	1 Malena Pichón
2 Gabriela Estévez	2 Ana Belen Marmora	2 Macarena Bercovich	2 Nicole Quinteros
3 Marcela Cortiellas	3 Génesis D.	3 Luciana Sabina	
4 Roberto Baradel	4 Celeste Pibitane	4 Sandra Chaer	
5 Lucila Masin	5 Lucía Gutierrez	5 Florencia Alcaraz	
6 Lucila de Ponti	6 Flor Barraza		
7 Malena Galmarini	7 Mayra Mendoza		
	8 Camila Barba		
	9 Naiara Castano		
	10 Camila Navarro		
	11 Julia González		
	12 Liliana Sánchez		
	13 Laura F. Belli		
	14 Natsu Sh.		
	15 Victoria Villarruel		

¹ Data taken from Brandwatch and Graphext between September 2018 and February 2019
² Data taken from Graphext between September 2018 and February 2019.
³ Related brands: Those that form a community, alongside other influencers in the conversation territory.
⁴ Unrelated brands: Those that publish content without creating a community with other influencers.

BRAZIL: CONTINUOUS POLARIZATION



58% Men¹



58K Conversations¹



42% Women¹



2.29M Participants¹



4,858 Influencers¹

The last several months in Brazil have been marked by the radicalization of political messaging, and social media has become a strategic battlefield for many different groups. One example of a women-focused movement, the #Elenão movement, which is mainly organized via Facebook groups, has taken to the streets in demonstrations throughout the country. The movement began as a denouncement of several of then-presidential candidate Jair Bolsonaro's statements, which many considered to be sexist.

After the conclusion of the presidential election, the already heated atmosphere on social media only became fiercer. Additional conversations have begun in response to multiple controversial government appointments relating to women's and human rights.

“The most references to ‘Women and Equality’ focus on political movements, feminism and journalist activism”

In this regard, the most references to “Women and Equality” focus on political movements, feminism and journalist activism. In addition, there are NGOs working to promote both entrepreneurship and women's rights.

The election's timing, combined with the heightened importance of political positioning, is exacerbated by another topic, one that has become a point of contention among feminist activists. The term “femicide,” referring to acts of extreme violence against women merely for being women, often committed by intimate partners or ex-partners, has become a ubiquitous topic in the media. In light of the intense focus on this contentious topic, positive conversations on women's empowerment, equal rights and leadership in the workplace have been put on hold.

The brands that tend to be invested in topics related to women's equality have been able to get involved in important conversations on this topic precisely because these conversations are so critical.

Related to this, a large portion of female Brazilian executives do not have Twitter accounts or only use theirs infrequently. This leaves them out of relevant conversations on women's equality. They may appear in interviews in newspapers and magazines, but they are unable to secure positions as influencers due to a lack of direct interaction through online channels.

Looking at the country's general landscape, we see few companies that have clarified their stance on these critical topics. One notable example is executive Luiza Trajano, founder of Magazine Luiza, who has been talking publicly about gender, entrepreneurship and women's empowerment for many years. Her company has launched a campaign called #eumetoacolhersim in March 2018, fighting back against the saying “*Em briga de marido e mulher, ninguém mete a colher*” (“Nobody should get involved in a marital dispute”). The company renewed the campaign at the same time this year, launching a portal through which one can report domestic violence.

Speaking on the topic of Women and Equality is important on its own, but, above all, brands must be consistently involved in conversations and focus their attention on what is being said so they can avoid misunderstanding the political context. Female Brazilian executives vary widely in terms of their social media presence, and this may present an opportunity—similar to the case of Luiza Trajano—to raise their visibility and involvement in conversations while also supporting business development.



Diego Olavarría
Manager of the Digital Area of LLYC in Brazil

SOCIOPOLITICAL MACRO-COMMUNITIES²



FEMINICIDE

Size: 3% (174 members).
Description: Community concerned with gender-based violence and the defense of women's rights.
Keywords: Confrontation, violence, gender.



RIGHTS

Size: 5% (112 members).
Description: Community involved in the fight for human rights.
Keywords: Human rights, equality.



VICTIMS

Size: 2% (112 members).
Description: Community involved with victims of violence.
Keywords: Victims, murder, violence, justice, rape, human rights.

MICRO-COMMUNITIES OF BRAND INTEREST²

No brands were involved in the “Women's Equality” conversation territory in Brazil.

¹ Data taken from Brandwatch and Graphext between September 2018 and February 2019.
² Data taken from Graphext between September 2018 and February 2019.
³ Related brands: Those that form a community, alongside other influencers in the conversation territory.
⁴ Unrelated brands: Those that publish content without creating a community with other influencers.

CHILE: NEED FOR RECOGNITION



52% Men¹



155K Conversations¹



48% Women¹



17K Participants¹



4,621 Influencers¹

Beginning in April 2018 and continuing throughout the year, female students placed padlocks on chairs at different universities across the country, a phenomenon that would be referred to by the mass media as “feminist takeovers.” Unbeknownst to many at the time, this would become a cornerstone in the long road to feminist vindication, embarked upon during the last year. This has included reports against several celebrities and television personalities, such as Chilean filmmaker Nicolas Lopez, for alleged sexual harassment. Although at the time they may have seemed like isolated cases, those illusions were shattered by the massive march in which women from across the country raised the flag of feminism.

The two main social-political macro communities identified in the country are those positioned against violence against women and sexual orientation-based discrimination, both intrinsically related to the recent lesbophobic attacks. This has highlighted the sexism that exists even among minority groups such as the country’s “Homosexual Integration and Liberation Movement” (MOVILH, for its Spanish acronym). Despite this, there are no outspoken leaders online associated with any cause. The one exception is our current Minister of Women, Isabel Pla, who has made efforts in the last year to spearhead government involvement during this paradigm shift.

At present, although there has been some progress among brands in the form of rewards and recognitions for female executives, their presence the digital sphere is sparse. The brands we do see communicating include Codelco, L’Oréal and Natura. Additionally, we found there are no executive women who are well-positioned in research fields.

“There are no outspoken leaders online associated with any cause. The one exception is our current Minister of Women, Isabel Pla”



Néstor Leal
Director of the Digital Area of LLYC in Chile

SOCIOPOLITICAL MACRO-COMMUNITIES²



VIOLENCE AGAINST WOMEN

Size: 6% (264 members).
Description: Community focused on supporting of victims of gender-based violence or discrimination.
Keywords: Violence, tolerance, disability, sexual harassment.

Influencers:

1	Isabel Pla Minister of Women and Gender Equity
2	Sebastián Piñera President of Chile
3	Gabriela Riveros Agurto Social worker
4	Nicolás Monckeberg Minister of Labor and Social Security
5	Esteban Arevalo Lawyer
6	Andrónico Luksic Chilean businessman
7	Viviana Paredes National head of the Ministry of Women and Gender Equality
8	Waleska Fehrmann Regional ministerial secretariat for Women and Gender Equity in the Los Rios region
9	Carolina Cuevas Deputy secretary for the Ministry of Women and Gender Equity
10	Lucía López Journalist and radio and TV host



SEXUAL ORIENTATION

Size: 5% (239 members).
Description: Community focused on gender-equity and rights for the gay community.
Keywords: Sexual orientation, lesbians, women.

Influencers:

1	Isabel Pla Minister of Women and Gender Equity
2	Constanza Valdés Law graduate and congressional advisor
3	Erika Montecinos Journalist and activist
4	Mauro Mura Writer
5	Natalia Valdebenito Journalist
6	Camila Rojas Feminist representative and spokeswoman
7	Leslie Ayala Journalist
8	Daniela Pardo Player for La Roja, Chile's national soccer team
9	Magdalena Provis Feminist journalist
10	Eloisa González Activist in Unión Rebelde and former spokeswoman of ACES 2012

MICRO-COMMUNITIES OF BRAND INTEREST²

No brands were involved in the “Women’s Equality” conversation territory in Chile.

INFLUENTIAL WOMAN LEADERS AND PROFESSIONALS:

POLITICAL AND INSTITUTIONAL AREA	BUSINESS AND PROFESSIONAL ENVIRONMENT	MEDIA	SOCIAL ORGANIZATIONS	ACADEMIA AND RESEARCH
1 Cecilia Pérez	1 Claudia Vallés	1 Natalia Valdebenito	1 Michelle Bachelet	1 Maya Fernández
2 Gloria Naveillan	2 Daniela Pardo	2 Erika Montecinos	2 Valeria Riveros	
3 Camila Vallejo	3 Erica Henríquez	3 Camila Gallardo	3 Viviana Paredes	
4 Cecilia Morel	4 Eloisa González	4 Leslie Ayala	4 Tere Marinovic	
5 Karla Rubilar	5 Carmen Muller	5 Adriana Gómez	5 Waleska Fehrmann	
6 Adriana Muñoz		6 Lucía López	6 Aracely Leuquen	
7 Pamela Jiles			7 Patricia Muñoz	
8 Maya Fernández				
9 Isabel Pla				
10 Constanza Valdés				
11 Camila Rojas				
12 Carol Cariola				

¹ Data taken from Brandwatch and Graphext between September 2018 and February 2019.
² Data taken from Graphext between September 2018 and February 2019.
³ Related brands: Those that form a community, alongside other influencers in the conversation territory.
⁴ Unrelated brands: Those that publish content without creating a community with other influencers.

COLOMBIA: A DEBT TO BE SETTLED



56% Men¹



154K Conversations¹



44% Women¹



48K Participants¹



1,320 Influencers¹

#EnColombiaSerMujerEs (In Colombia To Be A Woman Is) represents more than a pointed hashtag; it is the forefront of March 8 activism in the country. And the movement goes beyond equal opportunities for women. It is a conversation led by men, who represent 56 percent of the participants, revolving around the protection of both sexual assault victims and human rights, with activists and political leaders acting as the main influencers. At the same time, there are important ongoing debates on issues such as equal budget allocation for women's sports teams, as well as the Gender Quota Law in the Colombian Congress, which would require 50 percent (as opposed to 30 percent) of congressional representatives be women.

Despite the heated sociopolitical atmosphere, there are some outstanding brands already generating conversation on women's empowerment and shrinking the gender gap. Organizations such as Ecopetrol, Avon, EPM, Alpina and Cafam highlight their initiatives to empower women leaders and ensure equal business opportunities. Also of note is that government entities, such as the National Navy and police force, are working closely with intellectual groups, including Universidad Nacional, Universidad del Rosario and Universidad Javeriana.

The onus still lies with those women in leadership positions who have the opportunity to generate more active digital conversation. Currently, the conversations they are able to generate lack breadth, and thus influence.

“There are important ongoing debates on issues such as equal budget allocation for women's sports teams, as well as the Gender Quota Law in the Colombian Congress”

Taking into account that, according to the Ministry of Information and Communication Technologies, 81 percent of Colombian women have access to the internet, and that in our recently published “Power map of the most successful digital CEO profiles in Colombia” there were already 11 women successfully managing their digital identities, there are plenty of opportunities. The conversation on the role of women is widespread, ongoing and directly affects female leaders, so it is imperative for those women to lead the conversation with purpose.



Diana Isabel Carreazo
Director of the Digital Area of LLYC in Colombia

SOCIOPOLITICAL MACRO-COMMUNITIES²



SEXUAL HARASSMENT

Size: 8% (108 members).

Description: Community involved in the defense and protection of victims of sexual harassment.

Keywords: Rights, law, sexual orientation, gender identity.

Influencers:

- Hollman Morris
Councilor of Bogota, journalist and researcher on armed conflicts and violence
- Gustavo Petro
Colombian Progressive political leader
- Ángela María Robledo
Psychologist, Social Politics postgraduate and House representative for *Colombia Humana*
- María A. De La Torre
Journalist and professor
- Victoria Dávila
Journalist
- María José Pizarro
House representative and co-chair of the Peace Committee
- Gustavo Bolívar
Journalist, writer and scriptwriter
- Marta Lucía Ramírez
Vice president of Colombia
- Julio Sánchez Cristo
Director of Colombian radio station *W Radio*
- Laura Benavides
Feminist activist



HUMAN RIGHTS

Size: 5% (66 members).

Description: Community involved in the fight to ensure Human Rights are upheld.

Keywords: Rights, equality, opportunities.

Influencers:

- Iván Duque
President of Colombia
- Gustavo Petro
Leader in the Colombian Progressive party
- Hollman Morris
Councilor of Bogota, journalist and researcher on armed conflicts and violence
- Miguel Polo
Liberal politician
- Claudia Bustamante
Former senatorial candidate
- Antonio Navarro
Awarded “Best Mayor in Colombia” in 1997
- Arlette Contreras
Activist and lawyer
- Ángela María Robledo
Psychologist, Social Politics postgraduate and House representative for *Colombia Humana*
- Julio Sánchez Cristo
Director of Colombian radio station *W Radio*
- Paloma Valencia
Senator of Colombia

MICRO-COMMUNITIES OF BRAND INTEREST²

Unrelated brands: CAFAM, Ecopetrol, Alpina, AVON, EPM.

INFLUENTIAL WOMAN LEADERS AND PROFESSIONALS:

POLITICAL AND INSTITUTIONAL AREA	BUSINESS AND PROFESSIONAL ENVIRONMENT	MEDIA	SOCIAL ORGANIZATIONS	ACADEMIA AND RESEARCH
1 Ángela María Robledo	1 Carolina Mosvera	1 Gloria de J.	1 Ana María Manzanares	1 Natalia Moreno
2 Lezzli Kallí	2 Cindy Borrero	2 Vicky Dávila	2 Arelis Uriana	2 Irene Lucía
3 Patricia Llombart		3 Mónica Rodríguez		
4 Marta Lucía Ramírez		4 Rebeca González		
5 Margarita Restrepo		5 Sandra Martínez		
6 Paloma Valencia		6 Isabella Ardilla		
7 Paola Holguin		7 Vanessa Milena		
8 Catalina Ortiz		8 Fernanda Rico		
9 Victoria Sandino		9 Katy Chavarriaga		
10 Xinia Navarro		10 Martha Peralta		
11 Aydeé Lizarazo		11 Isabel Salazar		
12 Olga Lucía Velasquez				
13 Karen Abudinen				

¹ Data taken from Brandwatch and Graphext between September 2018 and February 2019.

² Data taken from Graphext between September 2018 and February 2019.

³ Related brands: Those that form a community, alongside other influencers in the conversation territory.

⁴ Unrelated brands: Those that publish content without creating a community with other influencers.

ECUADOR: ENCAPSULATED VINDICATION



In Ecuador, as with other countries in the region, the topics of gender violence, gender equality and women's empowerment have come to the forefront. The digital conversation has gained ground, resulting in marches, sit-ins and legislative debates. However, our results show we are still far from an active and relevant macro-community. This is due to the relatively narrow reach of conversations on these topics, as they include only 5,000 people in just over 8,000 conversations.

“This is due to the relatively narrow reach of conversations on these topics, as they include only 5,000 people in just over 8,000 conversations”

This territory is trending upward, however, and given the lack of clear leadership and subsequent mirroring of the conversation, there is an important opportunity for companies and brands. In this vacuum, companies with campaigns or messages related to women's empowerment can get involved and attempt to bond with micro-communities over feminist topics.

Our results show political participation is centered on political figures and social activists. This can be attributed to micro-communities that mainly discuss issues such as gender violence or legal abortion, more political topics that can lead to confrontational conversations, thus reducing the chances the wider population will want to participate in them. In this regard, the “Women and Equality” territory is severely lacking, and there is next to no participation among brands or companies. If this territory could become more hospitable and less volatile, it would be an excellent opportunity for brands to get involved and bond with a more relevant community.

In conclusion, territories related to women's empowerment are still entwined with heated politics. The biggest improvement would be the transition of these discussions to the social and public spheres. These spaces are much more open to involvement, not just from companies, but from women leaders as well.



Carmen Gardier
Senior Director of the Digital Area of LLYC in the Andean Region

SOCIOPOLITICAL MACRO-COMMUNITIES²

VIOLENCE AGAINST WOMEN

Size: 9% (474 members).
Description: Community focused on government policies concerning violence against women and empowerment of female victims.
Keywords: Violence, government, policies.

Influencers:

- Paola Pabón: Prefect candidate for Pichincha, former legislator and former minister of Politics
- Rafael Correa: Former president of Ecuador
- Luisa Maldonado: Quito mayoral candidate for the Compromiso Social political party
- Marcela Aguiñada: Guayas assemblywoman
- Marco Navas: Engineer with master's in Quality and Productivity
- Pabel Muñoz: Pichincha assemblyman
- Victoria Desintonio: Young candidate for Citizen Participation and Social Control Council
- Michelle Bachelet: UN high commissioner for Human Rights
- Fabrizio Vela: Journalist
- Gabriela Rivadeneira: National assemblywoman for the Bancada de la Revolución Ciudadana political party

ABORTION LAW

Size: 6% (286 members).
Description: Community focused on the political and social debate surrounding abortion.
Keywords: Abortion, law, right, rape.

Influencers:

- Silvia Buendía: Feminist, lawyer and defender of LGBT rights
- Cristina Burneos: Writer
- Chechi Alvarado: Missionary, councilwoman and vice prefect
- Pamela Troya: Vocera Spokeswoman, opponent of authoritarian governments, feminist and LGBT rights activist
- Jefferson Pérez: Cuenca mayoral candidate, athlete and Olympic medalist
- Andrea Malquin: Espresso EC founder and CEO
- Carlos Roja: Journalist and director of TV program *Politicamente Correcto*
- Martha Roldós: Journalist
- Lolo Miño: Equal rights activist
- Carlos Vera: Journalist

MICRO-COMMUNITIES OF BRAND INTEREST²

No brands were involved in the “Women and Equality” conversation territory in Ecuador.

INFLUENTIAL WOMAN LEADERS AND PROFESSIONALS:

POLITICAL AND INSTITUTIONAL AREA	BUSINESS AND PROFESSIONAL ENVIRONMENT	MEDIA	SOCIAL ORGANIZATIONS	ACADEMIA AND RESEARCH
1 María Paula Romo	1 Verónica Artola	1 Alexa Obando Campos	1 Sara Prieto	1 Marcela Benavides G.
2 Elizabeth Cabezas G.	2 Lolo Miño	2 María José Machado	2 Arellis Uriana	2 Eliana Cabrera
3 Victoria Desintonio	3 Andrea Malquin M.	3 Diana Amores Moreno		
4 Marcela Aguiñaga	4 María Cecilia Herrera			
5 Paola Pabón	5 Amanda Páez García			
6 Daniela Salazar	6 Cristina Valverde			
7 Paola Flores	7 María Cristina Almeida			
8 Pame Aguirre	8 Consuelo Lanche			
9 Gabriela Brito	9 Andrea Torres D.			
10 María Sol Corral Zambrano	10 Roxana Silva			
11 Silvana Haro Ruiz	11 Jessica Jaramillo			
12 Andrea Rivera V.	12 Soledad Angus Freré			
13 Estefanía Carofillis	13 Fernanda			
	14 Gabriela Larreátegui			
	15 Karla Morales R.			

¹ Data taken from Brandwatch and Graphext between September 2018 and February 2019.
² Data taken from Graphext between September 2018 and February 2019.
³ Related brands: Those that form a community, alongside other influencers in the conversation territory.
⁴ Unrelated brands: Those that publish content without creating a community with other influencers.

SPAIN: HEADING THE FIGHT



“A revolution that is not feminist is no revolution at all,” we shouted in Madrid on March 8, and those shouts reverberated on social media for months. In Spain, this conversation is not only the most nationally important one among the analyzed countries, but also the most widespread. More people are talking more. Most of them are women, especially among influencers. Many of these are women who represent specific causes that are discussed hotly in the political sphere, as well as by media.

“In Spain, this conversation is not only the most nationally important one among the analyzed countries, but also the most widespread”

The two types of relevant communities are the sociopolitical ones and those based around social interests. Brands are generally not present in the sociopolitical arena, in which influencers tend to be female politicians, journalists and public officials.

Nonetheless, some brands have tentatively begun approaching these communities. The companies that have attempted to generate discussions around women’s empowerment include L’Oréal, Iberdrola, Ikea, Banco Santander, Oracle and FNAC. Those whose discussions have centered on the rights of young girls and disabled women include Fundación Repsol and ONCE. However, these social communities lack clear influencers. In our analysis, we were not able to identify women leaders able to influence through their own content and opinions. They may participate in the conversation, but they do not lead it.

Hence, today is rife with opportunities for companies that wish to enhance the visibility of their women leaders. There is sufficient room in the conversation and cause for mobilization, but there is a lack of defined role models. There is a need for women who will carry their company flags and provide credibility to their interest and cause.



María Obispo
Director of the Digital Area of LLYC in Spain

SOCIOPOLITICAL MACRO-COMMUNITIES²

FEMINIST GOVERNMENT	MALE VIOLENCE	WOMEN AND DISABILITY
<p>Size: 7% (262 members). Description: Community focusing government policies regarding female empowerment. Keywords: Equality law, gender-based violence, rights, feminist government. Influencers:</p> <ol style="list-style-type: none"> Pedro Sánchez, President of Spain Carmen Calvo, Vice president and minister of the Presidency Pablo Iglesias, Podemos party secretary general Pilar Cancela, Representative for the Socialist Party of Galicia Adriana Lastra, PSOE deputy secretary general Iratxe García Pérez, Socialist European parliament member Gabriel Rufián, Esquerra congressional representative Reyes Maroto, Minister of Industry, Trade and Tourism Santiago Posteguillo, Recipient of the 2018 Planeta Award Ayanta Barilli, Finalist for the 2018 Planeta Award 	<p>Size: 4% (139 members). Description: Community focused on protecting women from male abuse. Keywords: Male violence, woman society, prostitution, equality. Influencers:</p> <ol style="list-style-type: none"> Nuria Coronado, Journalist and feminist Marisa Kohan, Journalist Anais Bernal, Journalist and Open University of Catalonia professor Ada Colau, Mayor of Barcelona Miguel Lorente, Professor of Legal and Forensic Medicine Nuria González, Lawyer and writer Ana Pastor, Journalist and NewTral founder Anna Prats, Journalist José Antonio Pérez, Politician Joaquim Bosch, Magistrate and territorial spokesman of judges 	<p>Size: 3% (104 members). Description: Community concerned with the inclusion of women and girls with disabilities. Keywords: Disabilities, equality, inclusion, violence. Influencers:</p> <ol style="list-style-type: none"> Soledad Murillo, Secretary of state Ana Pelaez, Member of the UN CEDAW committee Lola Moreno, Social policy and family counselor Paula Gómez-Angulo, Madrid's general director of Women Teresa Palahi, General secretary of Fundación ONCE Reyes Maroto, Minister of Industry, Trade and Tourism Jaime Cedrun, General secretary of the Workers' Committees of Madrid Patricia Sanz, Vice president of ONCE Vera Jourová, Commissioner for European Union Justice Committee Ana Carrasco, World motocross champion

MICRO-COMMUNITIES OF BRAND INTEREST²

PROFESSIONAL EMPOWERMENT	SCIENTIFIC EMPOWERMENT	WOMEN AND DISABILITY	HUMAN RIGHTS
<p>Size: 4% (156 members). Description: Community focused on female empowerment in professional and working environments. Keywords: Professional women, CEO, leader women, business. Related brands³: Iberdrola. Unrelated brands⁴: Ikea Spain, Caixabank, FNAC, Hootsuite España, L'Oréal España, Ferrovial, Google España, Banco Santander, Axa Seguros.</p>	<p>Size: 3% (117 members). Description: Community focused on female empowerment in scientific and technological professions. Keywords: Women and science, science and technology, scientific women. Related brands³: Iberdrola. Unrelated brands⁴: Ikea Spain, Caixabank, FNAC, Hootsuite España, L'Oréal España, Ferrovial, Google España, Banco Santander, Axa Seguros.</p>	<p>Size: 3% (113 members). Description: Community focused on empowerment of women with specific disabilities. Keywords: Inclusion, deaf women, disability. Related brands³: ONCE, Fundación ONCE</p>	<p>Size: 2% (83 members). Description: Community focused on protection of human rights and equality of wom. Keywords: Equality, rights, violence. Related brands³: Fundación Repsol. Unrelated brands⁴: Cruz Roja, Casa América, ESADE.</p>

INFLUENTIAL WOMAN LEADERS AND PROFESSIONALS:

POLITICAL AND INSTITUTIONAL AREA	BUSINESS AND PROFESSIONAL ENVIRONMENT	MEDIA	SOCIAL ORGANIZATIONS	ACADEMIA AND RESEARCH
1 Susana Díaz	1 Ana Carrasco	1 Mabel Iozano	1 Ana Peláez	1 María Eugenia Gay
2 Carmen Calvo	2 Julia Pérez	2 Nuria Coronado		
3 Ada Colau	3 Núria González	3 Ana Bernal-Triviño		
4 Patricia Reyes	4 Almudena Alberca	4 María José Pintor		
5 Inés Arrimadas		5 Aitana		
6 Irene Montero		6 Beatriz Talegón		
7 Soledad Murillo		7 Nuria Alabado		
8 Ana Pastor Julian		8 Ana Pastor		
9 Pilar Cancela		9 Elisa Beni		
10 Begoña Vallacís		10 Ayanta Barilli		
11 Adriana Lastra		11 Paula Gómez-Angulo		
12 Manuela Carmena				
13 Reyes Maroto				
14 Mónica Oltra				
15 Cristina Antoñanzas				
16 Reyes Maroto				
17 Mónica Oltra				
18 Cristina Antoñanzas				

¹ Data taken from Brandwatch and Graphext between September 2018 and February 2019.
² Data taken from Graphext between September 2018 and February 2019.
³ Related brands: Those that form a community, alongside other influencers in the conversation territory.
⁴ Unrelated brands: Those that publish content without creating a community with other influencers.

MEXICO: OPPORTUNISTIC COMMITMENT



51% Men¹



112K Conversations¹



49% Women¹



45K Participants¹



3,420 Influencers¹

The women's rights and equality movement has grown in this country, mainly in the political sphere, due to the ongoing crises of violence against women. Even more attention has been given to this topic as a result of the #MeToo movement, begun in our northern neighbor in 2017, and the intense opinions on social media surrounding this movement.

When analyzing this conversation on digital channels, we found that the strongest community is social-political, with an emphasis on political actors. This means the topic should be considered a sensitive one with great relevance to the country's current mood, and one which can easily affect other spheres. At present, the community around these topics is bolstered by the clear political and media push towards equality, rights and security for women, as well as the denouncements of gender-based violence—all subjects these actors have addressed through targeted campaigns.

However, this comes hand-in-hand with an increase in social awareness, resulting in the movement of this discussion to other spheres. Media culture is changing, and the use of social media as a discussion forum is growing fast. Although security and violence remain the main points of discussion due to the seriousness of the subject matter, they lead into many other related conversations in which women take the lead each day, lending credence to the cause and focusing the justice and equality movement. We have recently observed the effects of this expansion, with one notable example being the recent adoption of the #MeToo movement, resulting in reports of sexual harassment and gender-based violence in various Mexican industries.

When analyzing corporate participation, we find few conversations spearheaded by brands. Those that exist generally come from a mild and opportunistic position rather than a show of real commitment. We are living in a time when this is no longer acceptable.

“There are several female leaders with relevant presences in this area who must urgently use social media to reinforce their messages”

To appeal to and convert audiences, we must adhere to their ideals and, as brands, we must become true promoters and activists for their causes.

In conclusion, there are several female leaders with relevant presences in this area who must urgently use social media to reinforce their messages. Brands need to join in this growth in a more concrete and emphatic way, using consistent campaigns and serious corporate messaging to commit to the cause. This must be communicated not only through corporate channels, but also through their women executives and employees.

Creating a strong social environment for promoting these topics will lead our country toward the necessary strength and health in its national discussion.



Luis Fer Martínez
Director of the Digital Area of LLYC in Mexico

SOCIOPOLITICAL MACRO-COMMUNITIES²



VICTIMS OF VIOLENCE

Size: 9% (321 members).

Description: Community involved in addressing gender-based violence and providing support to victims of male violence.

Keywords: Violence, femicide, victims.

Influencers:

- 1 López Obrador
President of Mexico
- 2 Olga Sánchez Cordero
Secretary of the Mexican Department of the Interior
- 3 Nadine Gasman
Chair of INMUJERES Mexico
- 4 Lilly Téllez
Sonora State Senator and Journalist
- 5 Patricia Olamendi
Lawyer and human rights promoter focused on advocating for equality between women and men
- 6 Beatriz Gutiérrez Muller
First lady, Mexican writer, journalist and researcher
- 7 Martha Tagle
Congressional representative and feminist
- 8 Martha Lucía Micher
Guanajuato State Senator
- 9 Yaidkol Polevsky
Chairman of the National Regeneration Movement's National Executive Committee
- 10 Lorena Merino Martínez
Indigenous activist for the displaced Triqui people in Copala



FEMINIST POLICIES

Size: 5% (184 members).

Description: Community involved in creating governmental policies to empower women.

Keywords: Women in Mexico, rights, equality, politics.

Influencers:

- 1 Patricia Mercado
Journalist
- 2 Hilda Flores
Chair of the National Organization of Women and Institutional Revolutionary Party member
- 3 Claudia Ruiz Massieu
Chair of the International Business Corporations and Institutional Revolutionary Party
- 4 Claudia Trujillo
Lawyer, external consultant and feminist
- 5 Marta Lucía Micher
Guanajuato State Senator
- 6 Verónica Delgadillo
Jalisco State Senator
- 7 Enma Obrador
Feminist and activist
- 8 Enrique Alfaro
Jalisco State Governor
- 9 Jessica Ortega
Operative Committee coordinator in Morelos and national coordinator of the *Mujeres de México* movement
- 10 Olga Sánchez Cordero
Secretary of the Mexican Department of the Interior



WOMEN'S INVOLVEMENT IN POLITICS

Size: 4% (137 members).

Description: Community focused on pursuing equal rights for women and aiding their participation in politics.

Keywords: The cause brings us together, politics, participation, women, equality, rights.

Influencers:

- 1 Dania Ravel
Electoral counselor and chair of the Committee for Strengthening Gender Equality
- 2 Hilda Flores
Chair of the National Organization of Women and Institutional Revolutionary Party member
- 3 Claudia Ruiz
Chair of the International Business Corporations and Institutional Revolutionary Party
- 4 Margarita Zabala
First woman to become an independent presidential candidate in Mexico
- 5 Ali Gamboa
Representative of the LXVIII Congress Legislature of Durango
- 6 Enrique Benitez
President of the Institutional Revolutionary Party in Durango and Dr. of Law
- 7 Lopez Obrador
President of Mexico
- 8 Dulce Sauri
Federal representative and vice president of the House of Representatives
- 9 Mariana Benitez
Lawyer at ITAM and professor of Law
- 10 Dra Huizar
General Secretary of the ONMPRI Durango party

MICRO-COMMUNITIES OF BRAND INTEREST²

No brands were involved in the “Women's Equality” conversation territory in Mexico.

INFLUENTIAL WOMAN LEADERS AND PROFESSIONALS:

POLITICAL AND INSTITUTIONAL AREA	BUSINESS AND PROFESSIONAL ENVIRONMENT	MEDIA	SOCIAL ORGANIZATIONS
1 Martha Tagle	1 Claudia Ramírez	1 Mariana Limón	1 Beatriz Gutiérrez
2 Margarita Zabala	2 Sofía Lameiro	2 Ingrid Brans	
3 Laura Rojas	3 Nina Ramones	3 Juana Martínez	
4 Xóchitl Gálvez	4 Verónica A. Islas	4 Martha Zamarripa	
5 Paula Soto		5 Karina Velasco	
		6 Ana G. González	
		7 Arlene Díaz	
		8 Angie García	
		9 Estefanía Veloz	

¹ Data taken from Brandwatch and Graphext between September 2018 and February 2019.
² Data taken from Graphext between September 2018 and February 2019.
³ Related brands: Those that form a community, alongside other influencers in the conversation territory.
⁴ Unrelated brands: Those that publish content without creating a community with other influencers.

PANAMA: WINNING BATTLES



44.76% Men¹



25K Conversations¹



55.25% Women¹



2,599K Participants¹



2,535 Influencers¹

In Panama, the conversation on “Women and Equality” has become more relevant than ever in recent years. This is due in part to current governmental efforts to reduce gender inequality, including the development of the Labor Equality Project in partnership with the United Nations Development Programme (UNPD), Department of Trade and Industry, Ministry of Foreign Affairs and National Institute of Women; the implementation of Gender Equality Stamp among public and private companies, carried out with the Department of Labor; and the enactment of Law 56 on July 11, 2017, which ensures the right of women to access and actively participate in public entities’ decision-making processes across the country.

However, outcry in the streets and on social media clearly shows there is a long way to go to achieve equality.

From a sociopolitical perspective, the main discussion topics regard women’s rights and feminism and are led by women influencers who use social media to raise awareness, organize and mobilize their communities in the fight for equality.

But activists are not the only ones participating. There are also companies and institutions that have started joining the debate, adopting policies to reduce inequality in the workforce.

The companies we have observed doing so include L’Oréal and Banesco, in which gender equality is a CSR priority, and Banistmo and Tecnasa, which have women CEOs in their banking and technology sectors (respectively)—areas traditionally led by men. Even in the Panama Canal, a woman led the project

to expand the interoceanic gateway, and the 90 percent-male Board of Directors just appointed its first female deputy administrator—the first female executive in the history of the institution.

“From a sociopolitical perspective, the main discussion topics regard women’s rights and feminism and are led by women influencers who use social media to raise awareness, organize and mobilize their communities in the fight for equality”

Although it is true that much has been achieved already, it is important to recognize that this is only half the battle. Although multiple women are leaders in their sectors, both online and off, they are failing to wield that same leadership in the conversation about gender equality, missing an important opportunity to use their platforms and digital identities to steer the narrative.



Giuliana Venutolo
Director of the Digital and Consumer Engagement Areas of LLYC in Panama

SOCIOPOLITICAL MACRO-COMMUNITIES²



LAW

Size: 5% (129 members).

Description: Community involved in the protection of fundamental rights and women’s equality.
Keywords: Rights, law, sexual orientation, gender identity.

Influencers:

- 1 Gaby Gnazzo
Actress, singer, TV producer, creator of DANCEATON and radio and TV presenter
- 2 Celia Moreno
Psychologist and professor of Political Science
- 3 Iván Ch
Lawyer, Human Rights defender and president of Figuales Panamá
- 4 Gabrielle Britton
Neuroscience researcher
- 5 Flor Mizrahi
Journalist
- 6 Marlin González
Lawyer and feminist
- 7 Freddy Pitti
Member of the National Concentration and National Committee of Electoral Reforms
- 8 Jorge Chanis
Journalist
- 9 Sandra Sandoval
Singer and lawyer
- 10 Dr. Pichel
Cardiologist, columnist and professor of Cardiology



FEMINISM

Size: 4% (150 members).

Description: Community focused on feminism and gender ideology.
Keywords: Politics, rights.

Influencers:

- 1 Gaby Gnazzo
Actress, singer, TV producer, creator of DANCEATON and radio and TV presenter
- 2 Iván Ch
Lawyer, Human Rights defender and president of Figuales Panamá
- 3 Celia Moreno
Psychologist and professor of Political Sciences
- 4 Alejandra Arauz
Public figure and activist
- 5 Harry Brown
Political expert and Dr. of Political Science and Sociology
- 6 Alvaro Alvarado
Journalist
- 7 Lara Blanco Rothe
Regional deputy director of UN Women ACRO
- 8 Juan Carlos Navarro
Panamanian politician, businessman and environmentalist
- 9 Duna Salamin
Prospective candidate for representative of the Panameñista political party
- 10 Gloria G. Rodríguez
Architect and member of Fundación Vida y Familia

MICRO-COMMUNITIES OF BRAND INTEREST²



WOMEN IN SCIENCE AND TECHNOLOGY

Size: 2% (58 members).

Description: Community involved in empowering women in scientific and technological fields.

Keywords: Progress, sciences, girls, women, development.
Unrelated brands: YouTube.

INFLUENTIAL WOMAN LEADERS AND PROFESSIONALS:

POLITICAL AND INSTITUTIONAL AREA

- 1 Nilda Quijano
- 2 Isabel de Saint Malo
- 3 Carmen de Broce
- 4 Yamy De Blandón
- 5 Thays Noriega

BUSINESS AND PROFESSIONAL ENVIRONMENT

- 1 Monique Saint Malo

MEDIA

- 1 Kelybeth Rodríguez V
- 2 Gisela Tuñón
- 3 Alexandra Perez
- 4 Bárbara Bloise
- 5 Nicole Ferguson

SOCIAL ORGANIZATIONS

- 1 Veronica Zavala
- 2 Tere Yániz de Arias
- 3 Gilma Gloria Camargo

ACADEMIA AND RESEARCH

- 1 Galia Pérez Mayta

¹ Data taken from Brandwatch and Graphext between September 2018 and February 2019.
² Data taken from Graphext between September 2018 and February 2019.
³ Related brands: Those that form a community, alongside other influencers in the conversation territory.
⁴ Unrelated brands: Those that publish content without creating a community with other influencers.

PERU: A LONG WAY TO GO



32% Men¹



109K Conversations¹



68% Women¹



21K Participants¹



2,458 Influencers¹

Since 2016, feminist movements such as “Ni Una Menos” (“Not one less”) have marched in the streets of Peru, largely due to the amplification of the conversation on social media. This became a milestone in the conversation around gender violence and gender-based equality. Since then, the number of social media posts on gender-related topics has grown constantly. This is a result of the larger audience social media offers to those who express their opinions, allowing the conversation to grow ever faster.

In this regard, we observed a total of 109,000 conversations between September 2018 and February 2019, among which we found instances of varying sociopolitical macro-communities, including those combatting harassment from the Congress of the Republic, Executive Power and independent government bodies. We also observed that gender-based violence and gender politics are two topics with large macro-communities, including politicians, professionals, journalists and activists who all constantly publish on these topics.

Additionally, it is worth noting that gender equality is a micro-community of interest for brands. However, we found no companies that regularly publish content on this subject, thus losing out on the opportunity to connect with these communities. These companies belong to the telecommunications, business consulting, beauty, technology, banking and beverage sectors.

In general, this is an area where very few companies are holding conversations, which conversely becomes an opportunity for those companies with programs related to female empowerment. They not only have a message to contribute, but have also already taken clear action.

“We found no companies that regularly publish content on this subject, thus losing out on the opportunity to connect with these communities”

The sheer lack of brand spokeswomen on these topics also presents an opportunity. Opinion leaders are comprised almost entirely of women politicians and journalists.

The challenge facing women representing top management from Peruvian companies lies in using their own stories to promote their organizations’ commitments to leading the charge for gender equality, and thus becoming a catalyst for social growth.



Carmen Gardier
Senior Director of the Digital Area of LLYC in the Andean Region

SOCIOPOLITICAL MACRO-COMMUNITIES²



POLITICAL HARASSMENT

Size: 7% (163 members).

Description: Community involved in harassment in national politics and national public policy.

Keywords: Violence, harassment, equality.

Influencers:

- 1 Indira Huilca
Federal representative, sociologist and Nuevo Perú movement member
- 2 Tania Pariona
Federal representative, Nuevo Perú movement member and Continental Liaison of Indigenous Women member
- 3 Diana Miloslavich
Feminist and Flora Tristan Center of Peruvian Women spokesperson
- 4 Ana María Mendieta
Minister of Women and Vulnerable Populations
- 5 Martín Vizcarra
President of Peru
- 6 Hugo Ñopo
Economist
- 7 Moisés Mamani
Congressman
- 8 Juan Sheput
Politician and engineer
- 9 Paloma Noceda
Congressman, industrial engineer and world motorboating champion
- 10 Dr. Pichel
Ombudsman



VIOLENCE

Size: 5% (130 members).

Description: Community concerned with gender-based violence.

Keywords: Equality, gender-based violence, gender, identity, rights.

Influencers:

- 1 Walter Gutiérrez
Ombudsman
- 2 Paloma Noceda
Federal representative, industrial engineer and world motorboating champion
- 3 Keiko Fujimori
Fuerza Popular party founder and president
- 4 Ana Jara Velásquez
Lawyer, former Council of Ministers president, former minister of Women and former minister of Labor
- 5 Jonhy Lescano
Consumer lawyer
- 6 Ana María Mendieta
Minister of Women and Vulnerable Populations
- 7 Arlette Contreras
Activist and lawyer
- 8 César Villanueva
Council of Ministers president
- 9 Tania Pariona
Congresswoman, Nuevo Perú movement member and Continental Liaison of Indigenous Women member
- 10 Liliana Del Carmen
National dean of Colegio de Enfermeros del Perú and Pontifical Catholic University of Peru professor



GENDER IDEOLOGY

Size: 5% (128 members).

Description: Community focused on government policy and political harassment, as well as violence against women.

Keywords: Harassment, violence, political rights, violence.

Influencers:

- 1 Daniel Alfaro
Minister of Education
- 2 Giuliana Caccia
Author of Educación en Serio, co-author of La ideología de género y sus efectos, FAM director, master's in marriage and family (University of Navarra)
- 3 Milagros Salazar
Federal representative concerned with Peruvian development
- 4 Erika Valdivieso
Lawyer, master's in Private Business Law from the University of Piura (UDEP) and university professor at Santo Toribio de Mogrovejo Catholic University (USAT)
- 5 Nelly Cuadros
Federal representative for Cusco with the Fuerza Popular party
- 6 Marisa Glave
Nuevo Perú movement member and Continental Liaison of Indigenous Women member
- 7 Julio Caballero
Political figure
- 8 Tania Pariona
Federal representative, Movimiento Nuevo Perú member and Continental Liaison of Indigenous Women member

MICRO-COMMUNITIES OF BRAND INTEREST²



EQUALITY

Size: 4% (98 members).

Description: Community involved in the fight for women's rights and gender equality.

Keywords: Equality, rights, violence, parity, gender.

Unrelated brands: These publish content without building an influencer community Movistar Perú, Telefónica Perú, PwC, Avon Perú, YouTube, EY, ScotiaBank, BBVA, Backus.

INFLUENTIAL WOMAN LEADERS AND PROFESSIONALS:

POLITICAL AND INSTITUTIONAL AREA	BUSINESS AND PROFESSIONAL ENVIRONMENT	MEDIA	SOCIAL ORGANIZATIONS	ACADEMIA AND RESEARCH
1 Mercedes Araújo	1 Jeannette Llaja	1 Juliana Oxenford	1 Diana Chávez	1 Martha Chávez
2 Paloma Noceda	2 Alexandra Hernández	2 Suiry Sobrino	2 Sigrid Bazán	2 Eliana Carlin
3 Marisa Glave	3 Arlette Contreras	3 Patricia Montero	3 Giuliana Caccia	
4 Alejandra Aramayo	4 Patricia Gamarra	4 Lorena Alvarez	4 Fátima Valdivia	
6 Ana Jara Velásquez	5 Josefina M.	5 Mayra Albán		
7 Carmen Lozada	6 Antu Jiménez	6 Rosa María Palacios		
8 Nelly Cuadros	7 Ursula Silva	7 Diana Seminario		
9 Rosa María Bartra	8 Angelina Blondi	8 Margarita Mendonza		

¹ Data taken from Brandwatch and Graphext between September 2018 and February 2019.
² Data taken from Graphext between September 2018 and February 2019.
³ Related brands: Those that form a community, alongside other influencers in the conversation territory.
⁴ Unrelated brands: Those that publish content without creating a community with other influencers.

THE DOMINICAN REPUBLIC: WIDELY COMMITTED



43% Men¹



33K Conversations¹



57% Women¹



7,390K Participants¹



2,479 Influencers¹

In recent years, the conversation on gender in the Dominican Republic has only increased in volume, especially in the sociopolitical sphere. The conversation is led by female communicators fighting against gender inequality and gender-based violence.

There have been multiple cases of public officials or business executives making inappropriate comments reinforcing sexist discrimination or stereotypes, and these individuals have been hotly attacked by society, indicating a heightened sensitivity in this area. This generates a higher level of exposure due to the visibility of these women—often mass media influencers—who are publicly seen raising their voices in defense of women, providing citizens with an avenue for active participation.

As might be expected, female public officials directly involved in the fight for women's rights are held in very high regard by feminist movements. These women include Minister of Women Janet Camilo, President of Patronato de Mujeres Maltratadas (Organization for Battered Women) Soraya Lara and Minister of Youth Robiammy Balcacer.

There are multiple civil organizations that actively manage their social media communications to position themselves favorably among members of gender equality movements, focusing on topics as legal abortion (CoaliciónXMujer), women's rights (Núcleo_mujer) or rejecting stereotyping (ReseteateRD). However, it is worth noting that despite these organizations' active participation in content generation, this does not necessarily result in support from the general public.

In the Dominican Republic, the brand activity we see in online conversations tends toward opportunistic behavior, with companies taking advantage of the social and political climate to further their own development and increase the reach of conversations surrounding their content. In the past year, we observed this type of behavior in brands such as Barceló, which used a kind of reverse psychology. First, it publicly reinforced a stereotype, then made a statement on the importance of doing the opposite. It is notable that some companies, such as Banco BHD-León, do have a strategy aligned with feminist interests integrated into their business model, allowing them to hold active conversations through many channels, all with content related to gender equality. Subsequently, on dates such as Marth 8, their conversation is only reinforced.

Another insight from this study was that only official brand accounts acted as spokespeople for Dominican companies (as opposed to company executives), even among companies with feminist interests integrated into their business models. The major actors in the conversation are normal citizens who do not have an explicit relationship with any brand or company, journalists, influencers or public officials working in related fields.



Pameley Hernández
Senior Digital Consultant for LLYC Santo Domingo

SOCIOPOLITICAL MACRO-COMMUNITIES²



PUBLIC POLICIES

Size: 4% (111 miembros).

Description: Community focused on government policies regarding the gender gap and female empowerment.

Keywords: Measures, gap, gender, equality.

Influencers:

- 1 Danilo Medina
President of the Dominican Republic
- 2 Rodríguez-Marchena
Spokesman and general director of Communications for the government of the Dominican Republic
- 3 José Ramón Peralta
Administrative minister of the presidency
- 4 Janet Camilo
Minister of Women, vice president of the Dominican Revolutionary Party (PRD)
- 5 Aura Toribio
General director of Tourism
- 6 Margarita Cedeño
Vice president of the Dominican Republic and foreign ambassador of the Food and Agriculture Organization (FAO)
- 7 Roberto Cavada
Journalist, producer and star presenter of *Telenoticias*
- 8 Robiammy Balcácer
Minister of Youth
- 9 Carlos Almarante
Partido de la Liberación Dominicana political committee member
- 10 Luis Abinader
Founding member of the Partido Revolucionario Moderno (PRM) political party

Related brands³: Microsoft.



RIGHTS

Size: 4% (107 members).

Description: Community focused on the fight for women's rights and gender equality.

Keywords: Equality, gender, gender equality.

Influencers:

- 1 Patricia Solano
Journalist
- 2 Edith Febles
Dominican journalist with experience in radio, print and TV media
- 3 Diana Lora
Journalist, TV producer and presenter
- 4 Anibelca Rosario
Communications manager
- 5 Katia Jiménez
Constitutional court judge and university professor
- 6 Huchi Lora
Journalist
- 7 Susana Gautreau
Lawyer, feminist and communicator
- 8 Gloria Reyes
Santo Domingo province representative
- 9 Julissa Céspedes
Political analyst
- 10 Faride Raful:
Lawyer, communicator, DN representative and person committed to the common good: "Dominican by birth, universal by heart"

Related brands³: Banco de León, Professional Baseball League of the Dominican Republic.



VICTIMS

Size: 4% (86 members).

Description: Community focused on empowerment of victims of gender-based violence.

Keywords: Sexism, gender, violence, femicides, inequity.

Influencers:

- 1 Susana Gautreau
Lawyer, feminist and communicator
- 2 Brinela Collado
Centro Cuesta Nacional human management analyst
- 3 Patricia Solano
Dominican journalist, feminist and free thinker
- 4 Marian Aristy
Journalist
- 5 Luisín Jiménez
Former Santo Domingo province representative
- 6 Margarita Cordero
Journalist
- 7 Julio César Valentín
Santiago senator
- 8 Nikko Medici
Chemical engineer
- 9 Diana Lora
Journalist and TV producer
- 10 Edith Febles
Radio, print and TV journalist

MICRO-COMMUNITIES OF BRAND INTEREST²

Unrelated brands⁴: PepsiCo, Claro RD, YouTube, Microfinanzas BBVA and Banco Mundial.

INFLUENTIAL WOMAN LEADERS AND PROFESSIONALS:

POLITICAL AND INSTITUTIONAL AREA	BUSINESS AND PROFESSIONAL ENVIRONMENT	MEDIA	SOCIAL ORGANIZATIONS
1 Janet Camilo	1 Rosa Beltre	1 Susana Gautreau de W	1 Myrna Flores y Chang
2 Gloria Reyes	2 Soraya Lara Caba	2 Patricia Solano	2 María Jesús Pola
3 Faride Raful	3 Evelin Placido-Almon	3 Diana Lora	3 Madame Sagá
4 Natalia Mármol	4 Evelyn Estrella	4 Edith Febles	
5 Brinela Collado	5 Heidi Camilo	5 Margarita Cordero	
6 Carolina Mejía	6 ¿María Lisu?	6 Julissa Céspedes A.	
7 Margarita Cedeño	7 Carolina Santana S.	7 Nuria Piera	
8 Gustavo Sanchez	8 Dilia Leticia Jorge Mera	8 Alicia Ortega Hasbun	
9 Lucía Medina		9 Mariasela Alvarez	
10 Reinaldo Pared		10 Marian Aristy C.	
		11 Miralba Ruiz	
		12 María Elena Núñez B.	
		13 Mariasela Alvarez	

¹ Data taken from Brandwatch and Graphext between September 2018 and February 2019.
² Data taken from Graphext between September 2018 and February 2019.
³ Related brands: Those that form a community, alongside other influencers in the conversation territory.
⁴ Unrelated brands: Those that publish content without creating a community with other influencers.

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