



Gender Equality as a Brand Value in the Post-digital Media Scenario

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Abstract

In the post-digital era—characterized by the dominance of digital media and transmedia communication strategies without refusing the analog ones—brands increasingly adopt immersive, multi-channel campaigns to engage diverse audiences. Within this context, leading brands often position gender equality as a core value to reinforce brand identity and foster deeper audience connection. This study investigates the role of gender equality in purpose-driven branding through a qualitative approach, focusing on two case studies of the beauty sector: Dove and L'Oréal. The research examines each campaign's context, narrative structure, media format, communicative intention, and audience interaction by combining document and discourse analysis. The aim is to assess how each brand contributes to promoting gender equality through its messaging. Findings reveal that, despite criticism concerning the authenticity of their commitments, both brands have consistently employed gender equality as a guiding theme, creating campaigns to shift societal attitudes. The study concludes that purpose-driven brands can effectively advance gender equality within post-digital storytelling frameworks, which enable the development of high-engagement messages capable of fostering value-based education and raising awareness. Recommendations are offered to enhance the effectiveness of such campaigns. While the boundary between genuine commitment and strategic branding remains ambiguous, integrating gender equality narratives—regardless of motivation—can positively shape public discourse and contribute to broader cultural change.

Keywords: advertising, digital media, engagement, storytelling, transmedia strategies

1. Introduction

In the post-digital era, digital media no longer represents a distinct or novel domain—it is the dominant framework through which communication, culture, and commerce operate. This landscape is defined by the seamless integration of digital and analog experiences, where transmedia strategies enable narratives to unfold across multiple platforms without privileging one over another. Rather than replacing traditional media, digital technologies coexist with them, creating a fluid ecosystem where audiences engage with content in diverse, non-linear ways. This convergence has redefined how messages are constructed, distributed, and received, emphasizing continuity, adaptability, and user participation (Jandrić et al., 2018; Llamas Ubieta et al., 2022).

Within this hybrid media environment, brands increasingly adopt multifaceted communication strategies that blend physical and digital experiences. Campaigns are no longer confined to advertisements or social media posts; they now encompass various content types, including educational materials, gamified interactions, mobile applications, user-generated content, and service-based platforms (Mele et al., 2024). This hybridization enhances engagement and allows brands to build more immersive and meaningful relationships with their audiences. By leveraging the strengths of each medium and content form, brands can craft cohesive narratives, usually based on the storytelling technique; they resonate across touchpoints, fostering deeper emotional connections and reinforcing their values—such as gender equality—within everyday consumer experiences (Fritz et al., 2017).

In this evolving media context, some brands foreground gender equality as a core brand value, recognizing its potential to foster deeper connections with increasingly diverse and socially conscious audiences. By aligning with progressive social causes, these brands not only reflect contemporary cultural shifts but also enhance their relevance and emotional resonance. As Aaker (1991) defines, brand value—or brand equity—comprises “a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers” (p. 15). When gender equality becomes one of these assets, it contributes positively to brand equity by reinforcing trust, authenticity, and alignment with consumer values.

Integrating gender equality into brand identity is part of a broader strategic approach known as purpose-driven branding. This model involves embedding social causes into the core of a brand’s mission, not as a marketing tactic but as a genuine commitment to societal progress (Gray et al., 2024). While the term has gained prominence in recent years, the concept is not new—it is rooted in the principles of societal marketing, which emphasize the alignment of business goals with the broader needs of society. Purpose-driven branding also draws from the foundational triangle of mission, vision, and values, ensuring that a brand’s social commitments are not peripheral but central to its identity (Kotler, 1972).

Recent developments in purpose-driven branding emphasize the strategic role of brands in addressing societal challenges, including gender equality. Aaker (2023) argues that branding remains underutilized in social purpose initiatives, despite its potential to drive disruptive innovation and have a significant cultural impact. This perspective aligns with growing consumer expectations for brands to act ethically and transparently, particularly in areas related

to inclusion and equity. These insights highlight the significance of evaluating how branding strategies not only convey values but also yield tangible social benefits. This approach is increasingly relevant in post-digital, socially conscious markets.

However, not every brand that references social issues qualifies as purpose-driven. To be purpose-driven, a brand must demonstrate a transparent and authentic purpose, maintain consistency across all touchpoints, and commit to a long-term vision beyond short-term gains. This includes actively engaging with communities, fostering dialogue, and striving to create measurable social impact. Without these elements, brands risk being perceived as opportunistic or engaging in “woke-washing”—a superficial alignment with social causes that lacks substance. Authenticity and sustained engagement are thus essential for building trust and credibility in the post-digital media landscape (Fernández et al., 2024; Gray et al., 2024).

Despite recent shifts toward more inclusive messaging, advertising plays a significant role in reinforcing gender inequality. Jean Kilbourne’s groundbreaking documentary *Killing Us Softly* (1979) remains strikingly relevant today, as many of the issues she identified persist across contemporary media. Kilbourne (1979) argued that advertising’s superficial, objectifying, and unrealistic portrayals of women damage self-esteem and normalize a culture of sexism and abuse. These patterns are still evident in much of today’s advertising, where sexualized and stereotypical images remain widespread. Beauty brands, in particular, have historically contributed to this harm by promoting a singular, idealized standard of beauty—often digitally altered and exclusionary—that marginalizes diverse identities and perpetuates unattainable expectations (Mady et al., 2023).

This study aims to explore purpose-driven brand cases within the beauty industry that are actively committed to promoting gender equality. By focusing on brands that integrate this value into their core identity and communication strategies, the research seeks to understand how such commitments are articulated and perceived in the post-digital media landscape. Specifically, the study pursues four key objectives: (1) to confirm whether the selected brands represent solid examples of purpose-driven branding devoted to gender equality; (2) to discover and describe the narrative and media strategies they employ; (3) to examine whether these strategies reflect the defining characteristics of post-digital communication; and (4) to propose recommendations for enhancing the communication strategies of purpose-driven brands focused on gender equality.

2. Methodology

The research adopts a qualitative methodology, employing a case study approach to explore branding strategies within their real-world context. Yin (2011) explains that the case study method is particularly effective for examining complex phenomena within their specific environments, using multiple data sources to uncover rich, multidimensional insights. This approach is especially suitable for analyzing brand strategies, as it allows for an in-depth exploration of the emotional, symbolic, and psychological dimensions that quantitative methods may overlook. Furthermore, qualitative case studies are ideal for investigating emerging or underexplored topics, such as purpose-driven branding in the post-digital era, where context and nuance are critical to understanding impact and authenticity.

A set of inclusion criteria guided the selection of case studies in this research: (1) belonging to the beauty industry; (2) being a globally recognized brand; (3) targeting distinct core audiences; (4) having launched multiple initiatives explicitly addressing gender-related issues; (5) operating primarily in English-language markets; and (6) incorporating digital components into their communication strategies. Based on these criteria, Dove and L’Oréal were selected as the two case studies. For each brand, data collection was conducted through document analysis, drawing from various sources, including peer-reviewed scientific articles, journalistic reports, official corporate websites, social media profiles, and interviews with key organizational figures. This multi-source approach allows for a comprehensive understanding of each brand’s purpose-driven communication strategies and their alignment with gender equality values.

To analyze the selected cases, this study employs discourse analysis, an interpretive method that examines texts’ formal and meaningful aspects—whether oral, written, or multimedia—to understand how they construct meaning within specific social and cultural contexts. Rooted in the idea that language shapes social reality and exercises power (Gee, 2014), discourse analysis is particularly suited to exploring how brands communicate values like gender equality. Its methodological flexibility—lacking a single standardized procedure—allows for the creation of tailored analytical tools (Sayago, 2014).

The study employs a critical discourse analysis (CDA) approach (Fairclough & Wodak, 1997), which focuses on the relationship between language, power, and ideology. This method was operationalized through iterative coding cycles, beginning with open coding to identify emergent themes, followed by axial coding aligned with the ‘SusTelling’ framework developed by Fischer et al. (2020) – ‘SusTelling’ conceptualizes storytelling for sustainability as a means to foster awareness, challenge assumptions, clarify values, and empower individuals to act in a self-determined and competent manner. While initially applied to environmental and social sustainability, its principles can be adapted to suit the specific focus on gender equality outlined in the fifth Sustainable Development Goal (SDG 5) defined by the United Nations (United Nations, n.d.). In addition to the core elements of ‘SusTelling,’ the analytical model was customized to include the interaction between brands and audiences, recognizing the participatory nature of post-digital communication. Table 1 outlines the analytical categories and subcategories used to code and interpret the data. These categories guided the thematic organization of findings and ensured consistency across both case studies.

Table 1. Categories and Subcategories for Discourse Analysis

Categories	Subcategories
<i>Setting</i> The environment or social sphere where storytelling practices are employed.	<i>Advertising & Public Relations; Journalism; Corporate Social Responsibility; Formal or Informal Education</i>
<i>Media</i>	<i>Mass media; television; online video platforms; social media; owned media</i>

The various communication channels used to convey the narrative and facilitate interaction with the audience.	<i>platforms; influencer blogs; live events; educational toolkits</i>
<i>Theme</i> The different subject areas or core ideas around which the narrative is structured.	<i>Related to Gender Equality: Self-Esteem; Body Confidence; Empowerment; Against gender violence and harassment.</i> <i>Related to Media Literacy: Social Media and Mental Health; Critical Thinking</i>
<i>Storytelling's key features</i> Those that compose the internal structure of the story.	<i>Plot; Modality; Tonality; Stylistics; Context; Chronology; Dramaturgy; Personalization</i>
<i>Audience interaction</i> Multiple forms of audience interaction, contributing to different levels of engagement and immersion.	<i>Passive; Reactive; Participatory; Dialogic; Educational; Experiential</i>

Created by the authors, inspired in Fisher et al., 2020.

3. Findings

3.1 Dove: Case Presentation

Dove was launched in 1957 in the United States, based on a patented cleansing formula developed by chemist Vincent Lamberti, and is currently owned by the multinational corporation Unilever. Today, Dove operates in over 80 countries and is one of Unilever's largest and most globally recognized brands in the beauty and personal care sector. Since 2004, Dove has positioned itself as a purpose-driven brand through its Campaign for Real Beauty, launched after a global survey revealed that only 2% of women considered themselves beautiful (Unilever, 2023).

Its commitment to real beauty and gender equality is reflected in a series of impactful campaigns launched over the past two decades. The above-mentioned Campaign for Real Beauty (2004), which challenged beauty stereotypes; Evolution (2006), which exposed digital manipulation in advertising; Reverse Selfie (2021), which addressed the impact of social media on self-esteem; Toxic Influence (2022), which denounced harmful beauty advice online; Cost of Beauty (2023), which highlighted the mental health toll of unrealistic beauty standards; The Code (2024), which denounces that AI only presents one beauty model that corresponds to a white, blonde, young, thin woman, while DOVE beauty model includes women of all races, ages, body sizes, and with different functional abilities. As Alessandro Manfredi, Dove's Chief Marketing Officer, stated: "We remain committed to protect, celebrate, and champion Real Beauty" (Unilever, 2024, para. 18).

Numerous academic studies have analyzed Dove's communication strategy, situating it within 'femvertising' and feminist consumerism frameworks (Hermilawanda & Martisa, 2023; Koç et al., 2024). Other highlighted that body-positive messaging, authenticity, and user-generated content effectively counteract gender stereotypes and empower women (Cowles et al., 2023). Prominent celebrities have lent their support to Dove's Real Beauty and related initiatives, including actress Drew Barrymore and country singer Reba McEntire, who endorsed the brand's "Keep Beauty Real" campaign during its 20th anniversary (People, 2024). These partnerships have amplified Dove's message of self-acceptance and gender equality across global audiences.

Although Dove promotes body positivity and self-acceptance, critics have questioned the authenticity of its feminist messaging. The brand is owned by Unilever, which also markets Axe—long criticized for objectifying women through hyper-sexualized advertising (Gill, 2008). This contradiction has led scholars to accuse Unilever of gender washing, where empowering campaigns serve branding purposes more than genuine advocacy (Banet-Weiser, 2018). Furthermore, Dove's portrayal of 'real beauty,' especially in the first 21st Century decade, often remains within conventional boundaries—featuring able-bodied, cisgender, and mostly light-skinned women—thereby reinforcing narrow beauty ideals (Heiss, 2011). Such tensions undermine the brand's credibility despite its trailblazing efforts in feminist advertising.

3.2 Dove: Campaign Analysis

The discourse analysis focuses on Dove's #NoLikesNeeded campaign, launched in October 2015 as part of the Dove Self-Esteem Project. Introduced at the Generation Girl Summit in London, the campaign invited girls and young women to post unfiltered, makeup-free selfies on platforms like Instagram, Twitter (no X), and Facebook, using the hashtag #NoLikesNeeded (Dove UK, 2015). By challenging the pursuit of social media "likes," the campaign aimed to foster body confidence and reduce reliance on external validation. Alongside digital engagement, Dove provided school workshops and media literacy tools, reinforcing a feminist discourse of authenticity and self-worth (Chapin, 2015). The campaign remains active as part of the Dove Self-Esteem Project, which aims to reach 250 million people by 2030; according to audience metrics, the number of people reached in 2025 is 133 million (Dove UK, 2025).

Setting. The #NoLikesNeeded campaign operates across different settings: *advertising*, *content creation*, *public relations*, and *informal education*. It integrates commercial media placements, influencer-generated content, strategic PR events, and educational outreach.

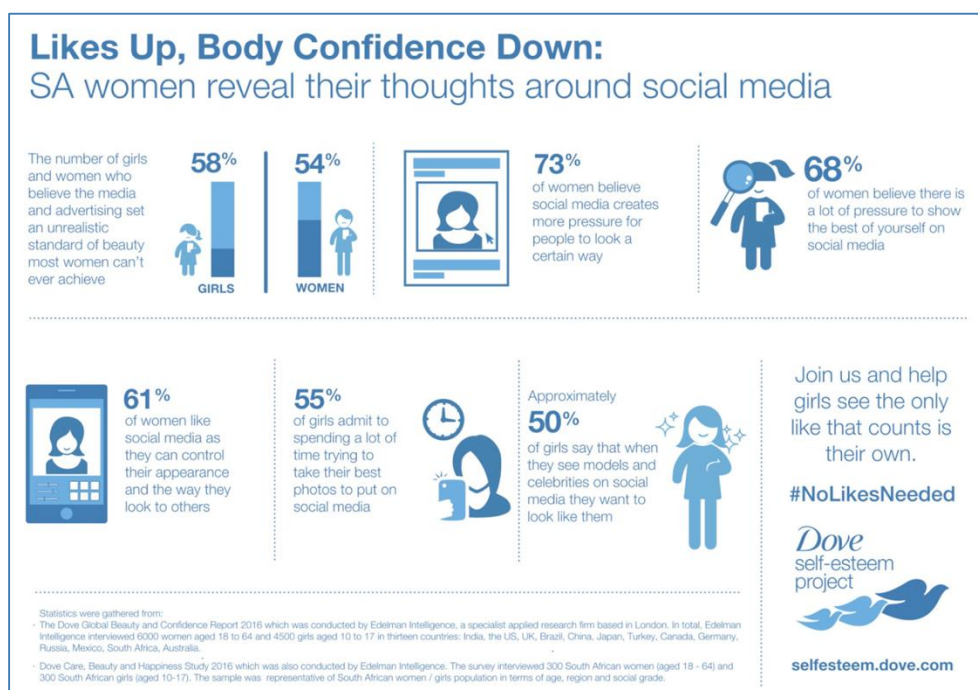
Media. The campaign presents a mix of online and offline media, traditional and contemporary ones: *television* and *online video platforms* like YouTube; *social media* platforms such as Instagram, Facebook, and Twitter (now X) played a central role, leveraging the hashtag #NoLikesNeeded to foster user engagement; *influencer* and *blogger* collaborations amplified the campaign's reach through authentic, peer-driven storytelling; event-based media and public relations included a high-profile launch *event* in London, supported by press coverage and interviews in *mass media*; and *educational materials* and toolkits extended the campaign's presence into informal learning spaces, offering resources for schools, parents, and youth organizations through the Dove Self-Esteem Project (see Figure 1).

Theme. The campaign is grounded in a double thematic framework: *gender equality* and *media literacy*, addressing how societal norms shape young people's self-perception. Within the first theme above mentioned, the campaign focuses on self-esteem and body confidence, particularly among girls, as a part of the SGD 5 defined by United Nations, specifically the outcomes 5#1 and 5#5, related to end all kind of discriminations and empower girls and women. However, this concern is intrinsically linked to the mental health implications of social media engagement, more related to media literacy and critical thinking.

Storytelling's key features. The *plot* centers on rejecting social media validation, with the leitmotif "the only like which counts is yours" guiding the campaign's progression. *Personalization* is evident through real stories and images of girls, making the narrative relatable and emotionally resonant. *Dramaturgy* unfolds in the tension between societal beauty standards and individual self-worth, resolved through empowerment and self-acceptance. *Chronology* aligns real-time social media interactions with the campaign's unfolding message, creating immediacy. The *context* addresses gender norms, digital culture, and youth identity in a Western media landscape. Stylistic elements include minimalist visuals, authentic imagery, and emotionally charged language, enhancing message clarity. *Tonality* is supportive and empowering, aiming to inspire reflection and change. Finally, *modality* spans video, social media, live events, and educational materials, offering both passive consumption and active participation, thus fostering immersion and interaction.

Audience interaction. The campaign enables various forms of audience interaction, including *passive* viewing, *reactive* engagement (likes, shares), *participatory* content creation, *dialogic* exchange, *educational* use, and *experiential* involvement. While all are possible, the campaign distinctly emphasizes participatory and educational interactions. It actively encourages users to share personal stories and selfies using the hashtag, fostering co-creation and community. These forms of interaction align with the campaign's core themes and differentiate it by transforming the audience into active agents of change and reflection within a broader social discourse.

Figure 1. Educational piece from the #NoLikeNeeded Dove's Campaign



Source: www.beingplum.co.za

3.3 L'Oréal: Case Presentation

Founded in 1909 by Eugène Schueller in France, L'Oréal has grown into a global beauty leader committed to promoting self-worth and inclusivity. Since 1971, its iconic slogan “Because you're worth it” has reflected a purpose-driven branding strategy to empower individuals to embrace their beauty and value (L'Oréal, 2025). As an EDGE-certified company—a global certification standard for gender equality in the workplace—L'Oréal demonstrates institutional commitment to fostering equitable career development and representation (EDGE Certified Foundation, 2024).

L'Oréal has demonstrated a consistent commitment to gender equity through multiple strategic initiatives. Since 1998, the L'Oréal-UNESCO For Women in Science Awards has recognized and supported female scientists in their careers early and advanced stages (UNESCO, n.d.). Internally, L'Oréal has earned top rankings from Equileap and Bloomberg's Gender-Equality Index, achieving 54% female representation in leadership roles and implementing tools to ensure pay equity (L'Oréal Groupe, 2024). CEO Nicolas Hieronimus reflected on the relevance of their DE&I (Diversity, Equality, and Inclusion) commitment: “I am not only personally convinced, but I know from employee engagement surveys that DE&I is a strength that makes us a better company and is a major contributor to employee satisfaction and engagement” (Hieronimus, 2024, para. 2).

Academic research on L'Oréal's gender equality initiatives highlights a complex balance between empowerment narratives and commercial strategy. Lovas (2017) found that the company's corporate discourse promotes women's empowerment through a neoliberal lens, emphasizing individual success while avoiding more profound systemic critique. Sánchez-Labela Martín et al. (2024) observed that although L'Oréal's advertising offers more inclusive

representations of mature women, it still reinforces conventional beauty norms. Similarly, Branea and Stoica (2024) identified persistent gender stereotypes in L'Oréal's digital advertising. These findings suggest that L'Oréal's equality messaging, while progressive in tone, remains constrained by traditional branding and marketing priorities.

In contrast, a favorable discourse from celebrities who defend the authenticity and value of L'Oréal's commitment to gender equality seems to predominate. Oscar-winner Kate Winslet, known for rejecting retouched images and advocating authenticity, described joining L'Oréal's sisterhood as “a place to say: it takes courage and strength to believe that you are worth it” (Winslet, 2021, para. 3). Other notable endorsers include Viola Davis, Helen Mirren, and Camila Cabello, who have publicly championed the brand's equity messaging (Ad Age, 2022).

Despite its public advocacy, L'Oréal has faced accusations of selective advocacy and performative feminism. In 2017, the company dismissed Munroe Bergdorf—its first openly trans model—after she spoke against white supremacy, prompting backlash over its reflexive tolerance of diversity only when convenient. Critics labeled this a case of gaslighting when L'Oréal later posted pro-Black Lives Matter messages without acknowledging past harms, even when L'Oréal rehired Bergdorf (CNN, 2020; Dazed, 2020; PRWeek, 2020). Scholars' and commentators' claims raise serious questions about the sincerity of the brand's gender-equity commitments, which still resonate in the audience's memory (The Independent, 2017).

3.4 L'Oréal: Campaign Analysis

The L'Oréal campaign examined through the discourse analysis is Stand Up Against Street Harassment. It is a global initiative aimed at combating gender-based harassment in public spaces. Developed in partnership with the NGO Right to Be and supported by local institutions such as the NYC Commission on Gender Equity and the District of Columbia Office of Human Rights, the campaign combines awareness-raising with practical training modules. It includes digital storytelling, public service announcements, and collaborations with public agencies to deliver free bystander intervention training worldwide. The campaign is grounded in a broader commitment to gender equality and social responsibility, positioning L'Oréal as a beauty brand and a civic actor (Right To Be, 2022; L'Oréal Paris, 2024).

Setting. The campaign unfolds across *education*, *public relations*, and *corporate social responsibility* settings. It combines online training, advocacy efforts, and social media engagement.

Media. The campaign is anchored by an *owned* digital platform, standup-international.com, which serves as the central hub for training, resources, and campaign information. From this base, L'Oréal deployed a diverse media mix, including *television* and *online video* advertising, and active engagement across Instagram, Facebook, Twitter (now X), and LinkedIn *social media*. Collaborations with influencers and NGOs expanded its reach, while live events and press coverage generated public visibility in *mass media*. *Educational materials*, including multilingual toolkits and structured training modules, reinforced the campaign's educational mission (see Figure 2).

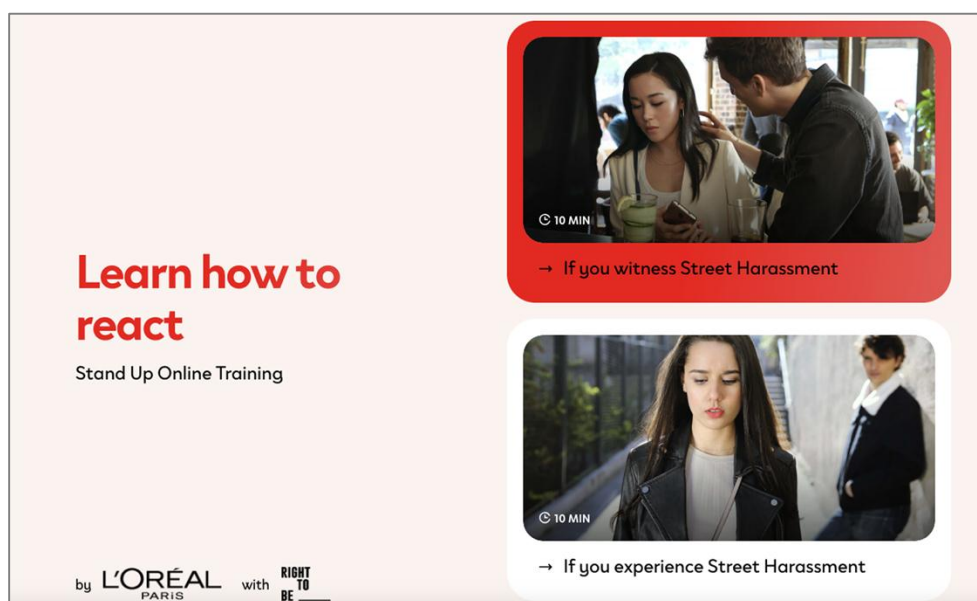
Theme. The campaign focuses on *gender equality*, specifically the outcomes 5#2 and 5#3 outlined by the United Nations within SDG 5, which relate to eliminating all forms of violence

and harmful behaviors. It also seeks to empower everyone by giving them the keys to defend someone suffering from these circumstances or themselves if they are the victim.

Storytelling's key features. The campaign employs a compelling narrative structure to promote social change. *Plot* centers on transforming bystanders into allies, guided by the leitmotif “You can make a difference,” reinforcing the campaign’s empowering message. *Personalization* is achieved through real-life testimonials and relatable scenarios that emotionally resonate with the issue. *Dramaturgy* unfolds in the conflict between public vulnerability and the empowering act of intervention, with resolution found in restored dignity and collective action. The *chronology* follows a linear path—awareness, education, and action—mirroring the audience’s journey from inaction to empowerment. *Context* is rooted in a global movement against gender-based violence, aligning with broader socio-political conversations like #MeToo while adapting to local cultures. *Stylistics* include inclusive visuals, explicit language, and the structured 5D method, which enhances clarity and memorability of the five recommended actions when witnessing harassment cases: Distract (interrupt the situation by causing a distraction); Delegate (find help from an authority); Document (shoot or record the situation); Delay (offer empathy and support to the victim once the situation is over); and Direct (speak directly to the harasser to stop their action). The *tonality* is assertive yet hopeful, acknowledging the seriousness of harassment while emphasizing the potential for change. Finally, the campaign’s *modality* spans videos, social media, live workshops, and online training, offering both passive and active engagement. These elements create a cohesive and transformative narrative that mobilizes individuals to act.

Audience interaction. The campaign enables a range of audience interactions. *Passive* engagement includes watching training videos and reading testimonials, while *reactive* engagement involves liking, sharing, and commenting on campaign content across social media platforms. More significantly, the campaign emphasizes *educational* and *experiential* interaction. Audiences are invited to take part in free bystander intervention training, both online and in-person, fostering deep learning and behavioral change. *Dialogic* exchange is encouraged through community discussions and feedback loops, often facilitated by local partners and NGOs. While the campaign does not rely heavily on user-generated content or hashtags for visibility, it promotes *participatory* engagement by empowering individuals to share their stories and apply the 5D method in real-life situations. These forms of interaction align with the campaign’s core mission of empowerment and collective action by transforming viewers into trained allies.

Figure 2. Educational fictional videos in the Stand Up Online L'Oréal's Campaign



Source: www.standup-international.com

4. Conclusion

The research presents two case studies—Dove and L'Oréal—of leading global beauty brands adopting purpose-driven communication. Both have integrated gender equality into long-term campaigns and initiatives, addressing issues like body image, gender-based violence, and inclusive representation. Although their genuine commitment has been questioned, these brands offer relevant examples of how commercial messaging can support social values. Aligned in part with SDG 5 (Gender Equality), their efforts illustrate the potential of brand narratives to contribute to societal awareness and cultural change.

Both brands construct purpose-driven narratives that aim to foster gender equality through emotionally resonant and socially engaged storytelling. Dove's campaign promotes self-esteem and media literacy among girls, encouraging critical thinking and self-authenticity in a digital culture shaped by external validation. In contrast, L'Oréal's narrative centers on collective action against gender-based violence, guiding audiences from awareness to empowerment through the structured 5D method. Both campaigns combine real-life stories, inclusive visuals, and multi-modal strategies to engage audiences actively and inspire meaningful reflection and change.

These campaigns exemplify post-digital storytelling by integrating multiplatform strategies, emotional authenticity, and participatory engagement. Their narratives remain coherent across diverse media while fostering active community involvement through partnerships and feedback loops. Engagement ranges from passive consumption—such as viewing videos or reading testimonials—to reactive participation via social media interactions. More significantly, they promote experiential and educational engagement, encouraging individuals to share stories, apply learning, and participate in local initiatives. By leveraging data to track impact and tailor messaging, both brands establish a dynamic, values-driven communication

model that resonates with socially conscious audiences and supports collective action in digital culture.

The practical implications of these findings suggest that purpose-driven branding can serve as a strategic tool for advancing gender equality when supported by coherent narratives and meaningful engagement. Both Dove and L'Oréal demonstrate how campaigns that blend emotional storytelling with educational and participatory elements can influence public discourse and individual behavior. For practitioners, this underscores the importance of aligning brand values with social action, while also maintaining internal consistency to preserve credibility. These cases offer actionable insights for designing communication strategies that not only resonate with audiences but also contribute to broader cultural and societal transformation.

Based on the findings, the recommendations for brands aiming to align with social impact goals—particularly gender equality—include adopting a post-digital storytelling approach that blends multiplatform coherence, emotional authenticity, and interactivity. Ensuring consistent narratives across channels, supported by community engagement and strategic partnerships, enhances both credibility and audience reach. Moreover, using data and metrics to evaluate and refine messaging helps create a participatory, values-driven communication model. These recommendations not only resonate with socially conscious audiences but also build long-term trust, positioning brands as authentic agents of change within a media environment increasingly shaped by social expectations and collective engagement.

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