

# A Global Campaign Spreading Awareness Far Exceeds Performance



## Background & Goals

- **What it is:** [#ChangePays](#) is part of S&P Global's "Vital Statistics" corporate responsibility initiative. It focuses on gender diversity, especially showing how women in leadership (boards, C-suite roles) deliver measurable value (both social and economic).
- **Key themes:**
  1. Women & gender representation (boards, senior leadership) across sectors like energy.
  2. Financial performance: (ex) firms with female CFOs and CEOs tend to outperform peers in certain metrics.
  3. Raising public awareness through research, media, art/installation work, and public engagement.

## Execution & Tactics

- **Research reports:** e.g. "When Women Lead, Firms Win," "#ChangePays in Energy" reports, "Women and the Markets: #ChangePays in Tech." These provide data and insights into the topic while highlighting relevant content themes.
- **Public art-installation:** A notable installation at the Oculus (One World Trade Center transit hub, NYC) comprised of banknotes with women's faces, suspended so from different viewpoints one reads "CHANGE" or "PAYS".
- **Website, social influencers, and paid media:** Amplifying through social media influencer engagement, website blog posts, and banner ads on related websites to connect visitors fitting ideal segments. (*sample segments*)

### Company Industry

Industry	Video Completions
1. Capital Markets	97,553
2. Credit Intermediation	61,462
3. Insurance	17,909
4. Holding Companies	14,746
5. Technology, Information and Int...	14,673
6. Oil and Gas	13,073
7. Financial Services	12,486
8. Funds and Trusts	8,150
9. Business Consulting and Servic...	7,533
10. Leasing Real Estate	7,511

### Job Title

Job Title	Video Completions
1. Risk Manager	13,477
2. Vice President of Credit	11,034
3. Private Investor	10,114
4. Vice President of Risk	9,829
5. Director of Risk Management	7,698
6. Portfolio Manager	7,386
7. Broker	5,612
8. Investment Specialist	5,417
9. Trader	5,118
10. Risk Director	4,823

- **Tools:** Campaigns ran and optimized through Google Analytics and Google Marketing Platforms online. Social Campaigns hosted through Hootsuite and Later for IG. Paid Media through third-party agency and Google Ads.

## Measurable Outcomes & Results

Metric	Value / Result
Earned media impressions	+ 470 million impressions through earned media
Influencer / Social	+ 4.2 million from social influencer engagement
National TV audience (US)	589,000 domestic viewers
Website Visitors	Over +80,000 new visitors for landing page
Engagement (%)	33% engaged with content on average
Growth in Total Visitors	+ 68% growth in digital audience
Social media performance vs benchmarks	+ 2,105% increase in impressions over monthly benchmark +310.5% increase in social widget engagements
Sentiment	97% positive sentiment for shares of installation content

## Insights / Impact

- The research adds empirical weight to the argument that gender diversity is not just “nice to have” but correlates with (> associates with) improved financial outcomes (profitability, stock performance).
- The combination of data + art + public engagement seems to have boosted visibility in a way that pure research might not. The installation is visually striking and helps shift perception.
- Mobilized earned media and influence networks effectively. Many more people saw and talked about the campaign than just those directly interested in ESG research.
- It helps S&P Global position itself as not just a data provider but a thought leader in ESG and gender equity narratives.



Image: Campaign installation, GIF Image, Oculus, NYC, United States.

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