

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 content themes.
- **Public 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 influences, and paid media:** Amplifying through social media influencer engagement, website blog posts, and banner ads on related websites to connect visitors fitting idea audience segments and user behavior across digital channel. Connection with QR codes on physical installations to bring visitors to website.
- **Tools Used:** Campaigns ran and optimized through Google Analytics and Google Marketing Platforms online. Social Campaigns hosted through Hootsuite, Later for IG, and LinkedIn Paid Ads. Paid Media through third-party digital agency and Google Ads. Attribution modeling through GA4 Tools and Funnel.io.
- **Strategic Partnerships & Non-Profit Spotlights:** Partnerships with organization such as Kiva, the Ms. Foundation for Women, and Closing the Women's Wealth Gap. Inspired participation in micro lending programs.

Omnichannel Imagery & QR Codes



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 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.
- Won multiple agency and rewards recognition, Forbes business award as one of America’s most “just” companies for its social impact.



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