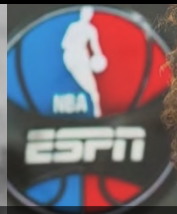


# WOMEN OF IMPACT

LAUNCHING OCTOBER 2019



Disney Advertising Sales

A photograph of Michelle Obama smiling and interacting with a group of women. Some women are wearing maroon headscarves and holding small American flags. The scene is set against a dark background with a semi-transparent text overlay.

# WOMEN OF IMPACT

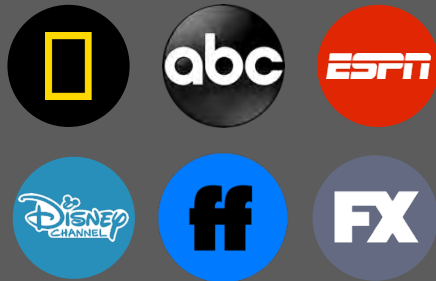
A multiyear storytelling, experiential, and community platform that leverages the real stories and real actions of women around the world to empower **MILLIONS** of others to become **CATALYSTS OF CHANGE**.

Together, we will **INSPIRE** through best-in-class storytelling, **ENGAGE** women to tell and share their stories, **IGNITE** through community activations and 1:1 experiences, and **QUANTIFY** impact and insights.

# EMPOWERMENT PLATFORM

## WOMEN OF IMPACT

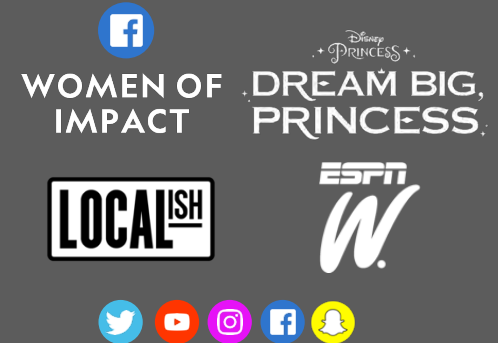
STORYTELLING



EXPERIENTIAL



COMMUNITY



All concepts subject to editorial/programming approval, final investment and objectives; and subject to change.



# HOW IT CAN WORK FOR YOUR BRAND

## INSPIRE

Millions through impactful editorial and custom storytelling across the Disney media portfolio showcasing Women of Impact changing their communities, society and the world

## LEAD

The conversation through exclusive ownership of a custom content track telling your brand's story with editorial and experiential alignment

## EMPOWER

Women to tell and share their stories of actions big and small through community activations, 1:1 experiences, and live events

## IGNITE

Engagement and impact with **actions-driven research and insights** that ladder up to the UN Sustainable Development Goals and your company's business values

Mocks & images for illustrative purposes only.

All concepts subject to editorial/programming approval, final investment and objectives; and subject to change.