

# 'Women Who Made Me'



NatWest wanted to help tackle gender inequality within business and become the go-to bank for women who want to start or grow their own business.

## Diverse data

Research showed HuffPost's high proportion of existing and aspiring entrepreneurs amongst it's readership were:

**+21%** more likely to have invested in their own business

**+10%** more likely than average to agree to the statement "I would like to set up my own business one day"



## Premium content

Verizon Media worked with NatWest and their media agency Zenith to create the campaign 'Women Who Made Me'. Through impactful storytelling and compelling content, we created an empowering destination of resources designed to inspire and support women starting and growing their own businesses.

We created a 'Women Who Made Me' HuffPost brand channel, with six commercial and sixteen commissioned features sitting alongside top curated content.

Broadcaster June Sarpong hosted two videos as part of the campaign, interviewing NatWest customers Asma Khan (owner of Darjeeling Express, an all-female kitchen) and Hayley Hanson (owner of the world's only homebred luxury leather goods brand) to discuss their successes, adversities and the women who inspired them.

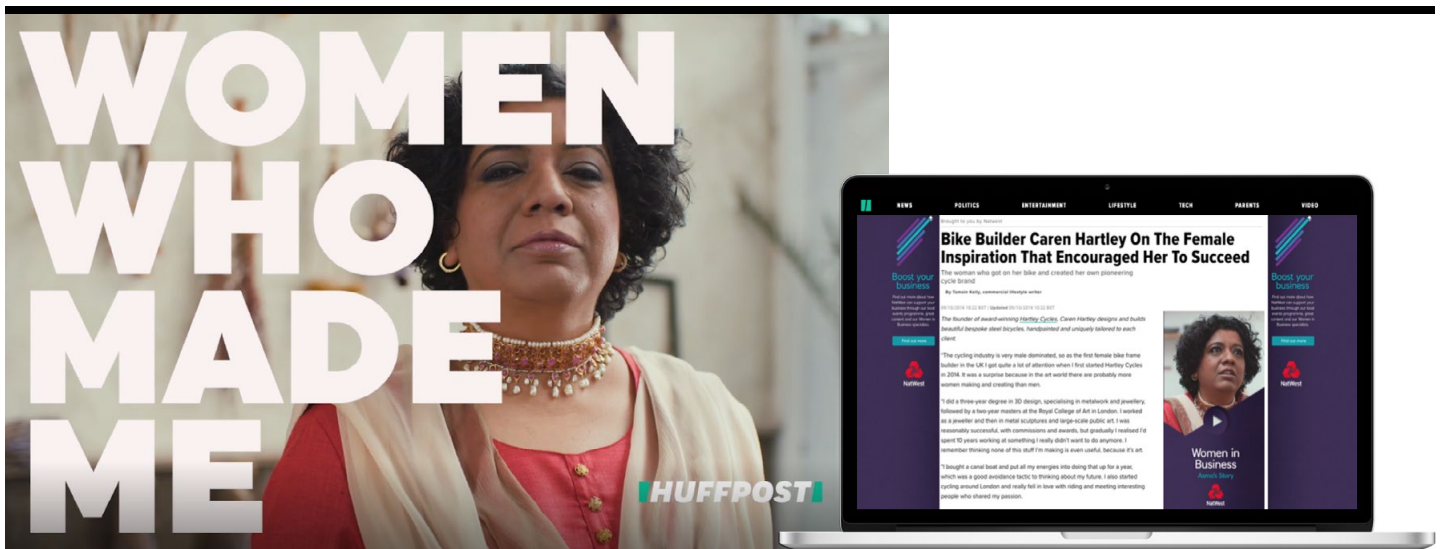
## Unified ad solutions

To help get the message out there, we distributed the video series through Verizon Media's video network, and distributed the short-form videos as pre-roll across the Verizon Media network.



Reaching audiences through





## Better business outcomes

The 'Women Who Made Me' channel received exceptionally high-engagement with the most popular article generating a dwell time of 2:47 minutes.

**200k**  
content views

**45%**  
view-through rates

This continued across to the performance of in-article videos, with view-through rates well exceeding the benchmark rate of 20-40%. Even more impressive when the videos were longer-form content at 3:45 minutes duration.

Pre-roll videos boasted an impressive view-through rate, far exceeding the benchmark of 70%.

**81%**  
pre-roll  
view-through rates

**1.2M**  
pre-roll  
video starts

Most impressively, the campaign saw major shifts in brand metrics for the banking brand. Top of mind awareness amongst the target audience exposed to the campaign grew by a truly significant amount.

**+35% pts** top of mind awareness

NatWest's bespoke brand statements saw a significant uplift too amongst those exposed to the campaign.

**+15% pts** "NatWest is a bank of choice for women in business"

**+15% pts** "NatWest supports women to invest in their business"

**+20% pts** "NatWest inspired and celebrates successful women in business"

Finally, there was a high appreciation of NatWest's affinity with HuffPost, with 80% saying the content was a perfect match for the brand.

**Trust + Innovation =  
Better business outcomes**

Speak to your Verizon Media representative, email us at [info-uk@verizonmedia.com](mailto:info-uk@verizonmedia.com) or visit [verizonmedia.com](http://verizonmedia.com).

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