

SMIRNOFF®

**DISCWOMAN
OWNED CONTENT & AMPLIFICATION TOOLKIT**

03.2.16

RECAP: DISCWOMAN LAUNCH PLAN

1. PREMIERE

WHAT

Discwoman Documentary
Premiere Events + Media
Exclusives

WHERE

Mixmag LABs:
NYC, LA, London, Australia

WHEN

Monday, March 7th

2. LAUNCH

Discwoman Documentary LIVE

SSC YouTube Channel

Tuesday, March 8th
(International Women's Day)

RECAP: INTERNATIONAL WOMEN'S DAY

IWD is dedicated day to celebrate women at a global level.

This year the theme is “Pledge For Parity.”

Gender Parity = socioeconomic term for equal access to education and economic opportunities among men and women.

Everyone - men and women - can pledge to take a concrete step to help achieve gender parity more quickly - whether to help women and girls achieve their ambitions, call for gender-balanced leadership, respect and value difference, develop more inclusive and flexible cultures or root out workplace bias. Each of us can be a leader within our own spheres of influence and commit to take pragmatic action to accelerate gender parity.

#InternationalWomensDay = the primary hashtag associated with IWD.

This hashtag should be used across *all* social posts.

#IWD2016 = the secondary hashtag associated with this year's IWD.

This hashtag should only be used on Facebook and Instagram.



#PledgeForParity

OUR COLLECTIVE GOAL

Our goal on March 8th, is to be the most talked-about brand in association with International Women's Day and drive views of the Discwoman documentary.

We'll achieve this by contributing to the social conversation surrounding IWD through Sound Collective and local market channels, while also driving traffic to the documentary.



Discwoman

A DJ with long, wavy hair is performing at a Pioneer DJ booth. The DJ is wearing a dark blue jacket with a patch on the left chest and a blue t-shirt underneath. Their hands are positioned on the central mixer controls. The DJ booth features two turntables with blue vinyl records and various knobs, sliders, and buttons. The Pioneer logo is visible on the front of the equipment. A red rectangular box with white text is overlaid in the center of the image.

OWNED MEDIA

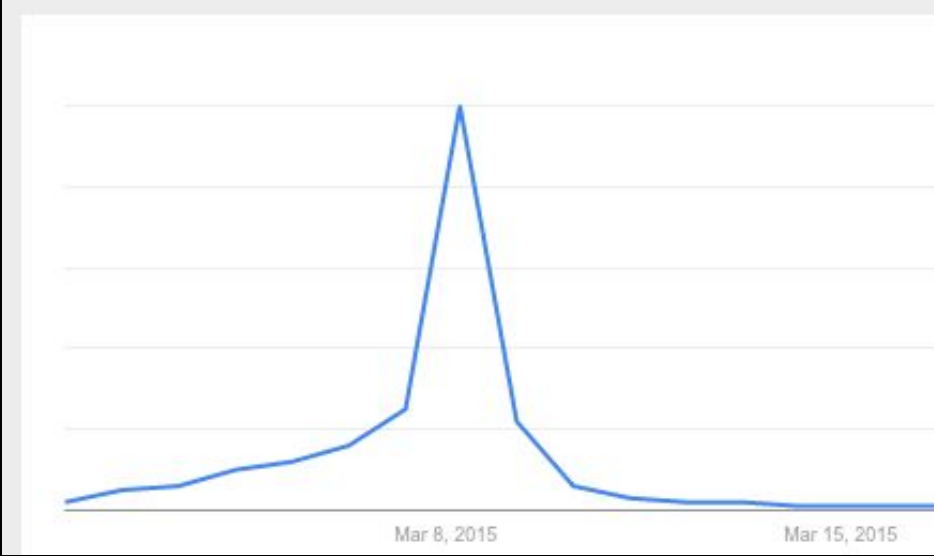
INTERNATIONAL WOMEN'S DAY CONVERSATION

To align ourselves with the conversation around International Women's Day, we need to understand when the conversations starts, spikes and drops off.

According to Google Trends data, conversation starts to pick up on March 7th. Knowing this, let's be sure be present starting on March 7th, but not any sooner due to the lack of relevance or conversation on the topic.

INTEREST OVER TIME

INTERNATIONAL WOMEN'S DAY



SSC VS. LOCAL ROLE



SMIRNOFF SOUND COLLECTIVE

Contribute to the global conversation by premiering the Discwoman documentary celebrating female DJs with a clear action to help them gain a bigger platform.



LOCAL MARKETS

Support the Discwoman content launch and join in local conversations around International Women's Day.

A photograph of three young women walking in a city street at dusk. The woman on the left is smiling and holding a large orange shopping bag. The woman in the middle has her hands behind her head. The woman on the right is looking to the side. A red banner with white text is overlaid across the middle of the image.

SOUND COLLECTIVE POSTS

FOR REFERENCE ONLY

SSC PRE LAUNCH: MARCH 7TH



#InternationalWomensDay isn't the only time to push for equality, but it's the perfect time to start. Tomorrow, let's #PledgeForParity in music and everywhere else.
@discwomannyc #IWD2016



Tomorrow we're honoring #InternationalWomensDay w/ a new film featuring female DJ platform @discwomannyc
Stay tuned [upload 15s video]

Film clip (Native upload): 15 Manifesto



SSC LAUNCH: MARCH 8TH



Last year, only 10% of electronic music festival headliners were women. Tag your friends and make a #PledgeForParity to get more voices in the scene. @discwomannyc #InternationalWomensDay #IWD2016

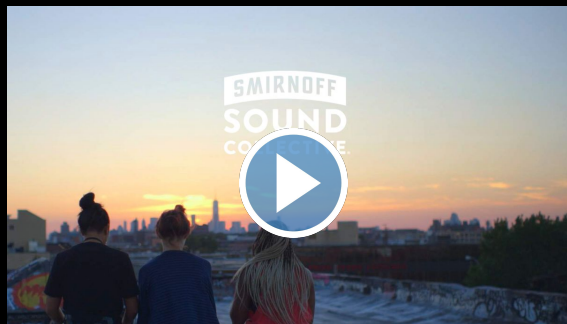


Let's change that. Make a #PledgeForParity to support equal opportunities for women everywhere. #InternationalWomensDay



Equality is more than a one-day choice. Let's all #PledgeForParity like @DISCWOMANNYC. #InternationalWomensDay [link to long form]

Film (Link to YouTube): *Long Form Documentary*



SSC SUSTAIN: MARCH 9TH



Last year, only 9.6% of club residencies included women. #PledgeForParity lasts longer than #InternationalWomensDay – tag a friend to help make electronic music better for everyone. #IWD 2016



.@DISCWOMANNYC is out there promoting diversity in music. Make a #PledgeForParity worldwide. #InternationalWomensDay

Film (Native Upload): *Being Open to Different People*



SSC SUSTAIN: MARCH 11TH



@DISCWOMAN is helping women get greater opportunities in electronic music. Support equality with a #PledgeForParity. #InternationalWomensDay #IWD2016



.@DISCWOMANNYC is doing big things for gender equality in music. Let's all #PledgeForParity. #InternationalWomensDay

Film (Native Upload): *Feminism*



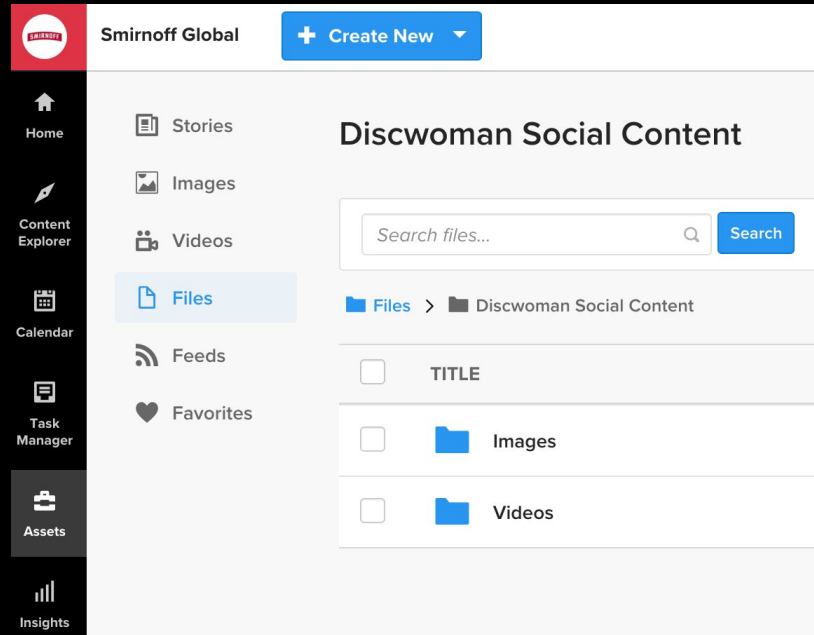
A photograph of three people sitting on a rooftop at sunset, looking out over a city skyline. The scene is dimly lit, with the sky transitioning from orange to blue. The people are silhouetted against the light. A red banner with white text is overlaid on the image.

LOCAL MARKET POSTS

CONTENT ON NEWSCREED

All social assets outlined in this deck are now available on Newscred, at the following [LINK](#).

FILE PATH: ASSETS → FILES → DISCWOMAN SOCIAL CONTENT → IMAGES; VIDEOS



LOCAL MARKET ROLE BY CHANNEL



Priority Channel



Secondary Channels

ROLE:

- Join and build on existing conversations surrounding IWD, through the lens of our Discwoman documentary
- **[FOR MARKETS WITH LABS]:** Share content from local Mixmag LAB events and show brand support for local female DJ talent.

MENTIONS & HASHTAGS

All posts should include the following @mentions and hashtags:

- #InternationalWomensDay (primary IWD hashtag)
- #IWD 2016 (secondary IWD hashtag)
- #PledgeForParity
- @discwomannyc
- @SmirnoffSC (Twitter Only)
- @SmirnoffSoundCollective (Instagram Only)
- #SmirnoffSoundCollective (Facebook Only)

LOCAL MARKET LAUNCH: MARCH 8TH



This #InternationalWomensDay, we're showcasing Discwoman, an amazing platform for female DJs. Check out the film, and #PledgeForParity in your own community

Film Reco (Native Upload): *Need for Diversity*



Let's change that. Make a #PledgeForParity to support equal opportunities for women everywhere. #InternationalWomensDay

OR



Let's change that. Make a #PledgeForParity to support equal opportunities for women everywhere. #InternationalWomensDay #IWD2016

NOTE: Raw image file available on Newscred (see "Images" folder) - please translate overlay copy to your local language, accordingly



.@DISCWOMANNYC are helping promote equality in music. Catch them in the new @SmirnoffSC film #InternationalWomensDay

Film Reco (Native Upload): *15 Manifesto*



LOCAL MARKET SUSTAIN: MARCH 9TH



@DISCWOMANNYC is out there promoting diversity in electronic music. Make a **#PledgeForParity** worldwide. **#InternationalWomensDay #IWD2016** [link to film]

Film Reco (Link to YouTube): Long Form Documentary - LINK TO FOLLOW



LOCAL MARKET SUSTAIN: MARCH 11TH



New @SmirnoffSC film on women in electronic music for #InternationalWomensDay.
@DISCWOMANNYC

Film Reco (Link to YouTube): *Long Form Documentary* -
LINK TO FOLLOW



ADDITIONAL ASSETS

SOCIAL VIDEO

15s Social Film (for native upload):

[Exclusion](#)



All markets are welcome to natively upload this piece of social video content in place of one of our other 15s social video assets recommended in this deck. Please tailor corresponding copy accordingly.

PAID SOCIAL CONTENT

OUR RECOMMENDATION

It is our strong recommendation that all content posted on Launch Day (March 8) be promoted across all social channels. Putting paid support behind these assets will ensure reach on the day when conversation around International Women's Day is highest and will help Smirnoff to achieve its goal of being the most talked about brand on IWD.

