

Connecting Brands to Communities

CASE STUDY: GO HARD GIRLS

**GO
HARD
GIRLS**

**puma
podcast**





Janine

NGO communications officer

Mariana

UAAP Deputy Commissioner

Danielle

Law student & national hockey player

Ches

Med student

Jaji

MPBL referee

Chase

NCAA junior anchor

Pat

Vogue Philippines writer

Allana

First Filipina to play pro basketball professionally

Mix

Co-founder of a women's 3X3 tournament

Kyra

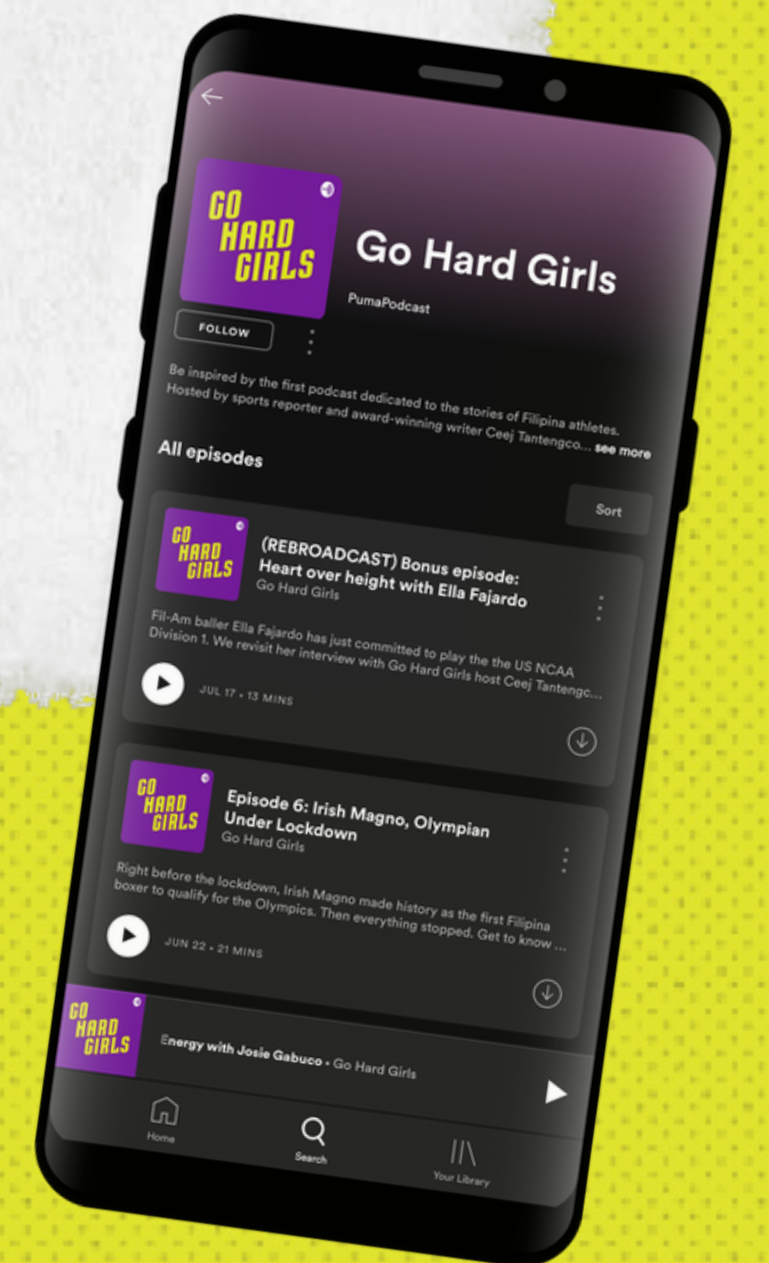
Pro footballer for Kaya FC

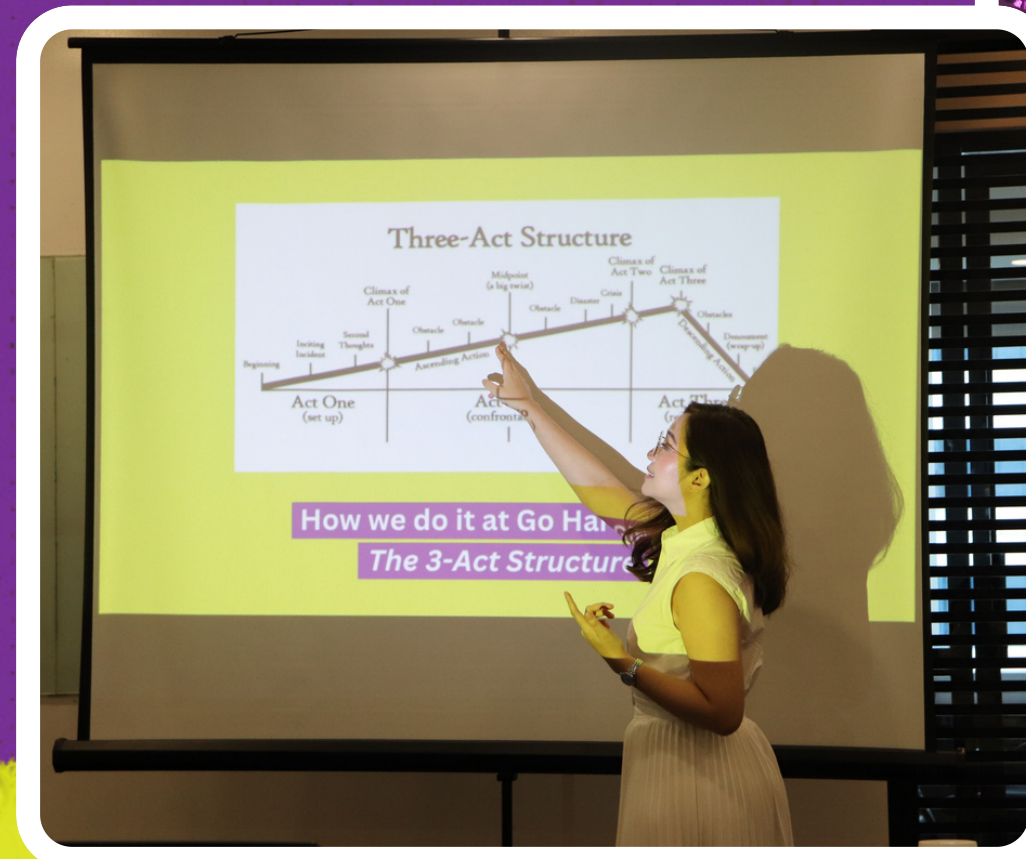
**GO
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Why did all these brands connect with GHG?

Because the podcast connects with its audience meaningfully and helps the brands advance their missions and strategic goals in supporting women in sports





Go Hard Girls brings together

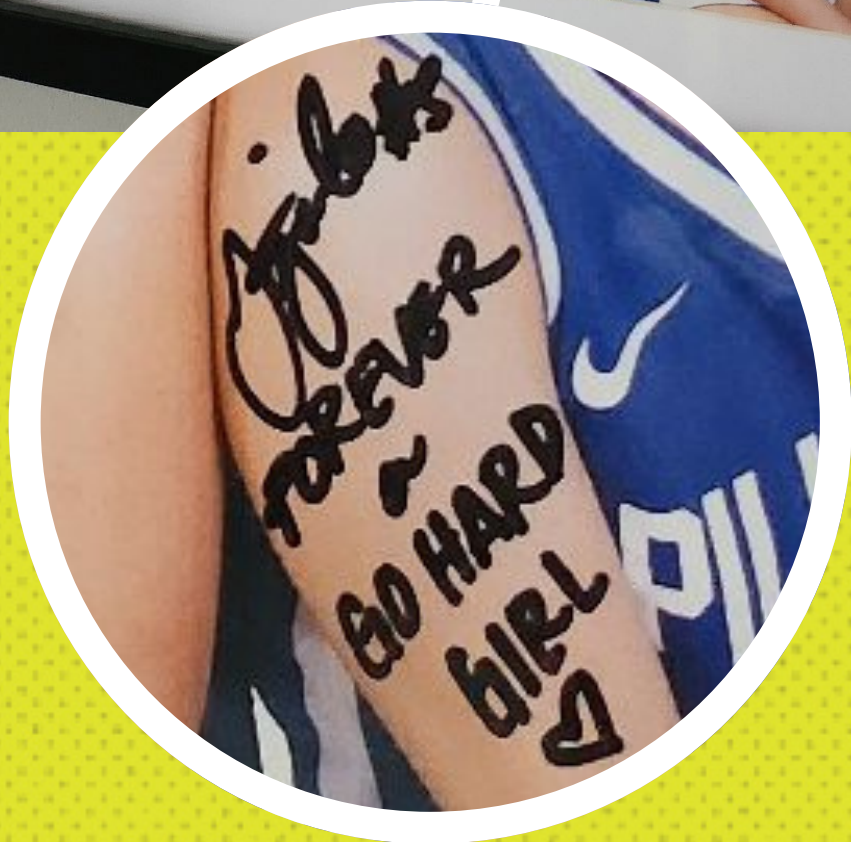
community

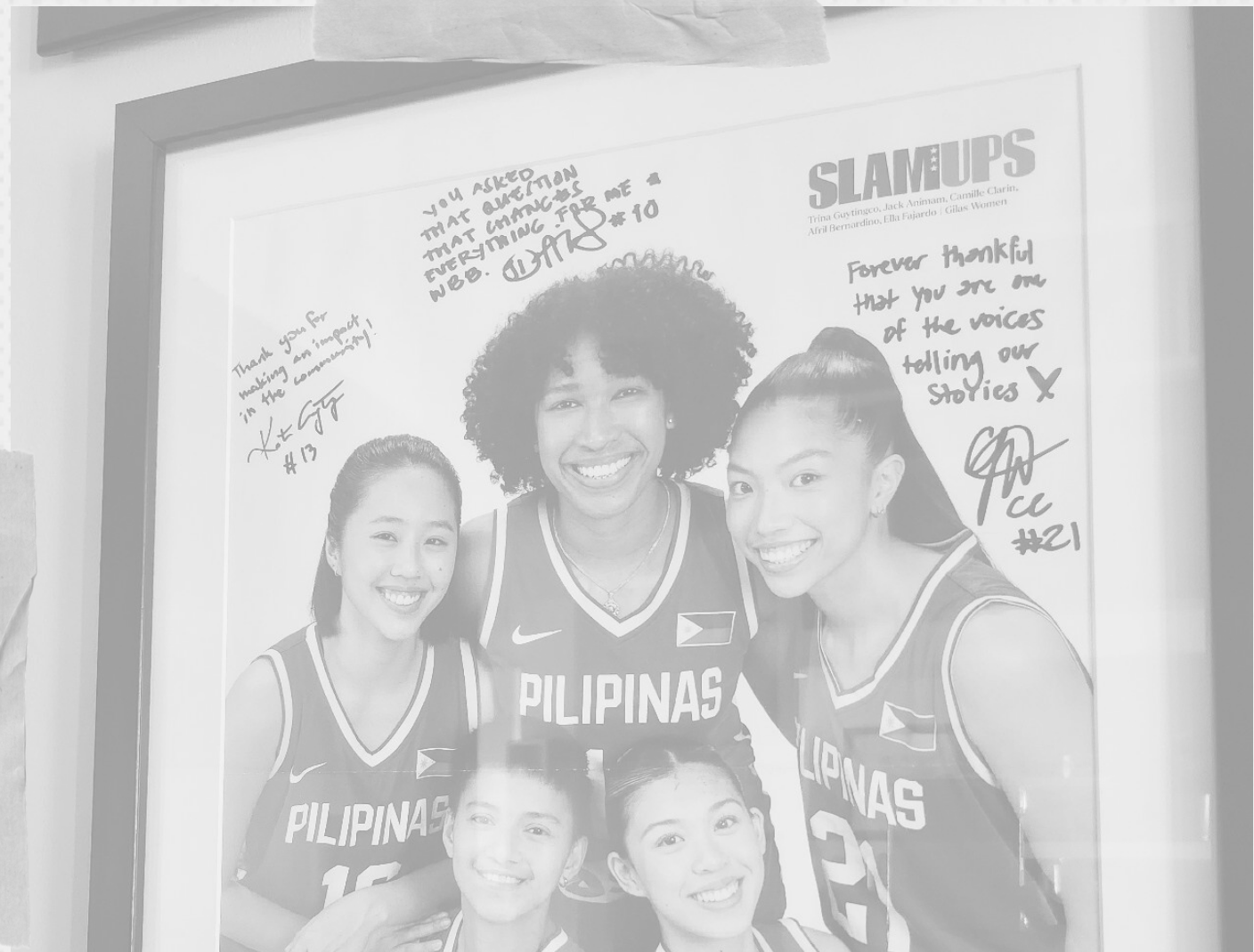


brands



advocacy





It's all about impact.

