

TransPerfect helps Procter & Gamble's *A/ways* empower the world to play #LikeAGirl



Procter & Gamble's *A/ways* #LikeAGirl campaign aims to empower girls worldwide by educating millions about the drop in confidence girls experience during puberty, and ways to overcome it. The latest initiative encouraged girls to stay in sports, which help keep them confident.

P&G chose TransPerfect to adapt its campaign into 15 languages. By keeping the message consistent across artwork, digital, and video assets, TransPerfect helped to facilitate a unified message.

always

Three weeks after its launch, #LikeAGirl has generated more than
100 MILLION VIEWS
and **1.5 BILLION IMPRESSIONS**
around the world.