



**THE
REPRESENTATION
PROJECT**

Annual Super Bowl Tweetup Encourages Women to Monitor Brand Ads During the Big Game

The 3% Conference and The Representation Project Partner To Mobilize Viewers Around Sexist Ads

SAN FRANCISCO – Jan. 26, 2015 – During Super Bowl XLIX, people across the world will be watching more than just the football game or half-time show; they'll have a careful eye on the brands that advertise during the broadcast. To mobilize Super Bowl viewers and tell advertisers that sexism doesn't sell, **The 3% Conference** and **The Representation Project** will host the 2nd annual **Super Bowl Tweetup**, held in parallel with the football game on Sunday, Feb. 1, 2015.

The 3% Conference is a movement changing the narrative around marketing to women and building a business case for more women creatives within the advertising industry. To drive conversation around the Super Bowl, deemed the biggest advertising event of the year, The 3% Conference is joining forces once again to host the Tweetup with The Representation Project (TRP), a social action organization that inspires individuals and communities to challenge and overcome limiting gender stereotypes. The Representation Project's films, *Miss Representation* and *The Mask You Live In* have premiered at the Sundance Film Festival.

According to Ad Age, advertisers spend up to \$8 million on a 60-second commercial during the Super Bowl. With 85% of all purchase decisions made by women and the NFL reporting that women make up approximately 45% of their fan base, connecting with female consumers should be a high-priority for brands on Super Bowl Sunday.

To provide an avenue for Super Bowl viewers to determine whether ads shown during the game are creative, effective, and appealing to women, the Super Bowl Tweetup will use the hashtags **#3PercentSB**, **#NotBuyingit**, and **#MediaWeLike** to drive conversation on Twitter. Participants will include creative directors from agencies across the U.S. as well as Super Bowl viewers who chime in on the chatter. Last year's campaign reached 2.5 million consumers on a single day in more than 10 different countries. As a result, several major brands responded, including Amazon, Barbie, Volkswagen, and GoDaddy.

Live In-Person TweetUps at Agency Partners Across the U.S.

In addition to the active tweeting from viewers worldwide, there will be live in-person events at various advertising agencies: DDB in Chicago, The Hive Advertising in San Francisco, R/GA in New York, TRG in Dallas, and Clear Labs in St. Petersburg, FL.

Viewers can also download The Super Bowl Tweetup Scorecard, which allows participants in the Tweetup to call advertising touchdowns for brands scoring well with #MediaWeLike, and fumbles for those in need of improvement, with #NotBuyingIt. The 3% Conference and The Representation Project will also release an infographic online of the best and worst, based on a next-day survey of participants.

To download the Super Bowl Tweetup Scorecard, visit:

3percentconf.com/downloads

Supporting Quotes

"The Super Bowl is one of the few broadcasts that Americans tune into in real time," said Kat Gordon, Founder of The 3% Conference. "More than one in three citizens watch the game, typically in social situations and often while sharing via social networks, making it a unique microcosm of American life. Layer in the ads and you have a fascinating opportunity to see cultural trends and conversations unfold before your very eyes. Thanks to Twitter, we now have a way to talk back to brands in real time, ensuring ads are reflective and respectful of all citizens."

"I am thrilled to continue The Representation Project's partnership with The 3% Conference," said Jennifer Siebel Newsom, Founder and Chief Executive Officer of The Representation Project. "Together, we are calling out sexist advertisements, carrying forward the powerful ideas in #NotBuyingIt, and reinforcing positive messages with #MediaWeLike. It takes everyone's voices to move the dial on sexism. Together we can create a healthier culture where everyone is equally represented and inspired to fulfill their human potential."

"We're honored to host the 3% Super Bowl Tweet Up 2015," said Jean Batthany, Group Creative Director of DDB Chicago. "Along with 3% Founder Kat Gordon, we've invited Chicago's top female creative leaders to come together and let advertisers and the ad community know that women are watching the big game. Ads that appeal to women as opposed to alienating them are likely to be a damn good return on a \$4.5 million price-tag. And that's just good for business."

About The 3% Conference

Started as a passion project to spotlight a huge business opportunity in advertising -- the lack of female creative leadership and its impact on connecting with an overwhelmingly female marketplace -- The 3% Conference has grown exponentially since its 2012 launch. Today it is a full-fledged movement: encompassing a 600-person, two-day annual conference in San Francisco and one-day MiniCons throughout the world, along with a vibrant online community, agency consulting, and a student scholarship fund. Learn more at 3percentconf.com.

About The Representation Project

Using film and media as a catalyst for cultural transformation, The Representation Project inspires individuals and communities to challenge and overcome limiting stereotypes so that everyone, regardless of gender, race, class, age, sexual orientation or circumstance can fulfill their human potential. The Representation Project regularly engages millions through film, communications, education, partnerships, and

campaigns. Their #AskHerMore at awards ceremonies and #NotBuyingIt around sexist media and advertisement have led to changes everywhere from the red carpet to the Super Bowl. For more information and ongoing inspiration, please visit: therepresentationproject.org.

###