

**Company:** Mastercard, Nairobi, Kenya

**Nomination Submitted by:** Weber Shandwick

**Company Description:** Mastercard is a global payments technology company dedicated to creating an inclusive, digital economy. We make transactions safe, simple, and accessible using secure data, networks, and innovative solutions. Our work supports individuals, institutions, and businesses worldwide. With a presence in over 210 countries, we aim to build a sustainable world and unlock valuable opportunities for all.

**Nomination Category:** Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

**Nomination Sub Category:** Achievement in Diversity, Equity & Inclusion

**Nomination Title:** Mastercard 'She Is Priceless Campaign'



1. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 78 words used.**

This submission is supported by the following materials:

- o 2025 Feature in Forbes Africa
- o Social Media Performance Metrics
- o Visual Assets: Samples of quote cards, content toolkits, and localized creatives.
- o Testimonial Highlights:

**Kanyi L. Mwangi, Director of Communications, Mastercard Africa:** “The response was overwhelming. I heard from women who felt encouraged to break barriers.”

**Rita Njeri, Director, Product and Solutions (Consumer, Digital and Loyalty Solutions) at Mastercard:** “This campaign empowered us and showed young African women what’s possible.”

2. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 225 words used.**

The 2025 edition of *She is Priceless* was aimed at:

- o Highlight Mastercard’s DEI commitment through real, relatable storytelling
- o Increase visibility and encourage greater for women in tech and leadership roles
- o Drive engagement among internal and external audiences across four African markets—Kenya, Nigeria, South Africa and, for the first time, Morocco

The campaign was spearheaded and executed by an all-women team of marketers, storytellers and strategists. The creative process prioritized authenticity. Real voices. No scripts. No AI. Instead, each featured woman - six in total - shared her journey in her own words, exploring themes like single motherhood, self-doubt, ESG values, mentorship and career resilience.

Content formats included long-form editorial features, social posts and reflections designed for LinkedIn, Instagram, and X. Forbes Africa was chosen as a strategic media partner for its regional credibility and broad audience.

The scheduling centered around International Women’s Day in March 2025, with a three-week content calendar spotlighting each leader’s story. Content was localized per market while maintaining a unified brand identity. Leaders were equipped with toolkits to amplify their stories through their own channels, creating peer-to-peer organic reach.

This deliberate, inclusive approach turned each woman into a brand ambassador and the campaign into a grassroots movement—rooted in truth, connection, and visibility. The result was a campaign that felt both relatable and aspirational. Global in message and local in voice.

3. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

Written responses provided.

5. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 248 words used.**

Despite strides toward gender parity, women in Africa continue to face systemic challenges. The proportion of women in senior roles has declined significantly, dropping from [41.3% in 2024 to 36.6% in 2025](#), marking the lowest representation in 5 years. This representation declines even further in c-suite positions in the technology and sustainability sectors, at just 10%, with most leadership positions held in Human Resources at 48%.

This stark reality highlighted the critical need to close the gender representation gaps by driving visibility and opportunity for women—within the organization as well as across the wider ecosystem, tapping into a potential [\\$316 billion in GDP by 2025](#). *She is Priceless* was launched to directly address these disparities.

Designed by women, for women, the campaign aimed to elevate Mastercard’s female leaders across Africa and share their stories as relatable, powerful role models. It was also a strategic DEI effort to move beyond metrics—making inclusion visible, emotional, and actionable.

The 2025 edition expanded to include Morocco, building on the momentum of the 2024 *She is Priceless* campaign. The challenge was to drive deep resonance and measurable impact across diverse cultures and geographies, using storytelling as the core vehicle. The campaign also aimed to expand on Mastercard’s broader goal to connect 25 million women entrepreneurs to the digital economy by 2025—a target it achieved and surpassed by reaching 37 million women entrepreneurs. The initiative reinforces Mastercard’s position as a gender-equal employer where women already hold 49% of leadership roles in Africa.

6. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

**Total 236 words used.**

The *She is Priceless* campaign was conceptualized in 2023, with the first edition launched in March 2024. Following the success of the first edition, the team worked on evolving the campaign’s creative direction and geographic footprint and building a new bank of stories from Mastercard women leaders for the second edition in March 2025.

Key activities for the 2025 edition included:

- o Selection and interviews of six women leaders across four markets (the women were voted by their colleagues)
- o Creation of personalized content (videos, quote cards, interviews)
- o Media partnership secured with Forbes Africa for IWD coverage
- o Rollout of content across Mastercard’s owned platforms (LinkedIn, Instagram, X)
- o Advocacy-driven amplification through each leader’s personal network
- o Localized content development to reflect market-specific insights
- o Internal engagement through employee DEI forums and mentorship outreach

The results:

- o Total Reach: 12 million
- o Total Impressions: 15.7 million
- o Total Engagements: 32,711
- o Clicks: 15,880
- o Viewability Rate: 40%

By impact:

- o Mastercard maintained 49% women in leadership across Africa—well above industry average
- o Young women across Africa reached out to featured leaders for mentorship and guidance via LinkedIn
- o The campaign was cited in International Women’s Day panels, employee feedback forums, and DEI workshops internally
- o Comment sentiment was overwhelmingly positive (90%), with frequent themes of “inspiring,” “authentic,” and “empowering.”

With no influencers or high-budget production, the campaign’s strength lay in its integrity. It gave African women leaders visibility—and gave other women permission to dream bigger.

7. Specify the date on which this campaign or program was launched:

The 2025 edition of *She is Priceless* was initiated in March 2025. A comprehensive media calendar with content was scheduled from 11<sup>th</sup> to 31<sup>st</sup> March 2025, aligning with International Women’s Day.

### Attachments/Videos/Links:

[Mastercard 'She Is Priceless Campaign'](#)



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