

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: Innovation in Social Media Channels Categories

Nomination Sub Category: Most Innovative Instagram Feed by or for Women

Nomination Title: Mastercard 'She Is Priceless Campaign'



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, describing the nominated Instagram feed, OR an essay of up to 625 words? (Choose one):

An essay of up to 625 words

2. 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.

3. If you are providing an essay, enter here up to 625 words describing the innovations expressed through the nominated Instagram feed since July 1 2023:

Total 556 words used.

Despite progress toward gender parity, women in Africa continue to face deeply entrenched systemic challenges. The proportion of women in senior roles has declined sharply - from [41.3% in 2024 to just 36.6% in 2025](#) - marking the lowest representation in five years. This figure drops even further in C-suite positions in the technology and sustainability sectors, where women hold just 10% of leadership roles. Notably, most female leadership in Africa remains concentrated in Human Resources at 48%, underscoring the lack of visibility across key growth and innovation sectors.

This stark reality highlighted the urgent need to close gender representation gaps-within organizations and across industries. Mastercard saw an opportunity to respond with purpose. With gender equality forecasted to unlock [\\$316 billion in additional GDP for Africa by 2025](#), *She is Priceless* was launched to help accelerate this shift by driving visibility, voice and opportunity for African women leaders.

In a digital world saturated with curated perfection and paid influence, Mastercard's *She is Priceless* campaign stood apart for one reason: authenticity. Its Instagram feed became a powerful platform for elevating the real, raw and inspiring voices of African women in leadership-particularly those breaking barriers in tech, finance and innovation.

Since July 2023, Mastercard reimagined the *She is Priceless* Instagram experience as a dynamic storytelling channel-led entirely by women and tailored for African women audiences across Nigeria, Kenya, South Africa, and Morocco. At its core, this was a campaign that didn't just talk about women. It handed them the mic.

Innovations across the feed included:

- o **Story-first content structure:** Six women leaders were selected from Mastercard's Africa operations ([the women were voted by their colleagues](#)), each introduced through a multi-post series that unfolded her personal and professional journey via quote cards, reflections and portrait posts-encouraging audiences to follow the full narrative arc across a three-week timeline.
- o **Candid, unfiltered storytelling:** Instead of relying on scripts or AI-generated captions, the content featured real voices-honest, vulnerable and powerful. Leaders spoke openly about navigating single motherhood, confronting imposter syndrome, building ESG-led teams, and often being the only woman in the room. This openness cultivated a deep emotional connection with followers.
- o **Leader-led amplification:** Each featured woman received a personalized content kit, enabling her to share her posts from the Mastercard feed on her own social channels with tailored messaging. This strategy blurred the lines between brand and individual, amplifying authenticity and expanding reach organically through their personal networks.
- o **Visual storytelling with purpose:** The feed maintained a cohesive identity using Mastercard's brand colors and design elements, but infused with the distinct personality of each leader.
- o **Timing and contextual relevance:** Content launched during the three weeks surrounding International Women's Day (11th – 31st March 2025), maximizing visibility during a period of heightened global engagement on gender equity and reinforcing Mastercard's long-standing DEI commitments.

Why it matters:

In a world where representation still lags-particularly in STEM and executive leadership in Africa-this Instagram feed became both a mirror and a window. It allowed women to see themselves in roles they never thought possible and gave others the courage to imagine more.

She is Priceless is proof that when real women lead the story, others follow. Not because they are told to, but because they see themselves in it. That is the power of innovation - not in the technology itself, but in the truth it tells.

Attachments/Videos/Links:

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



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