

WATCH: #MarketingMasterminds: Vodacom and Wunderman Thompson shine light on GBV - SA's second pandemic

Issued by [Meta](#)

5 Apr 2022

The 2020 lockdown brought about a gigantic social catastrophe in South Africa, or so-called second pandemic; namely the rise in Gender Based Violence (GBV). The numbers were alarming with a women being murdered every three hours in and one in four women who will experience GBV. We felt an important urge to leverage the voices of men within our business to speak up and shine the light on GBV.

Part of our content strategy was to ensure mass reach on social media channels. We combined the messages from our men of influence with helpful content around how to report, self-defence, important numbers etc.

We had an overwhelmingly great response from the men we approached to be a part of the campaign and take a stance. I recall every person we approached was very keen to use their voice to raise awareness, drive action against GBV.

Listen to the podcast to hear first-hand from the team on how they strategised and executed this important yet brilliant campaign called "Be The Light".