

WOMEN Who

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WHO LAUNCHES 'WOMEN WHO' IN PARTNERSHIP WITH HOLDEN



Thursday 1 February, 2018: *WHO*, Australia's leading celebrity news and entertainment brand, today launched a new campaign in partnership with Holden - '*WOMEN WHO*' - which recognises Australian women who have challenged the status quo and influenced society through their achievements.

Emma Nolan, Editor, *WHO*, says: "The *WOMEN WHO* initiative shines a light on visionaries who have inspired and empowered us to think, speak and act differently.

"Rather than commending women for their authority and fame, the purpose of this campaign is to recognise women who continually lead, inspire, fight and care.

"We are proud to launch this campaign together with Holden who as a brand, have supported gender equality and promoted the empowerment of women."

The four-week campaign will celebrate women across varying fields, including: *WOMEN WHO* Lead, *WOMEN WHO* Inspire, *WOMEN WHO* Fight and *WOMEN WHO* Care. The campaign commences today with *WOMEN WHO* Lead with a stunning portfolio including Michelle Bridges, Samantha Harris, Moira Kelly, Samantha Wills, and Natalie Bassingthwaighe.

Natalie Davey, General Manager Marketing and Digital Communications for GM Holden comments:

"*Women WHO* celebrates women who have challenged the status quo and influenced the world via their achievements.

“From science to politics, fashion, media and entertainment these are the women who lead the way and make us think differently about tired female stereotypes – the women who both challenge and care as pioneers in their field.”

The *WOMEN WHO* campaign will be profiled across all *WHO* touch points, including print online, social and Channel Seven’s The Morning Show.

Ann-Maree Mulders, Head of Youth and Entertainment Sales, comments: “Women *WHO* is a celebration of female empowerment and women making a real difference. The Holden partnership is anchored in authentic and engaging content and we envisage the campaign will become a signature *WHO* campaign for years to come.”

The launch coincides with the all new premium digital experience for *WHO*. The new site utilises a cleaner, elegant layout with minimal visual clutter, closer alignment to the magazine in terms of colour fonts and typography and an optimised, premium experience throughout.

Every month, *WHO* delivers a total audience footprint of over 1.7 million touch points, with the site growing 78% in UAs since May 2016.

Ends.

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