

ALLBRIGHT.



Media *Kit* 2023

ALLBRIGHTCOLLECTIVE.COM

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Who We
Are

PURPOSE

A global
collective of
change makers
powered by
ambitious women
committed to
creating an
equitable world
for all

VISION

To create a world
of unlimited
possibilities for
career driven
women

ALL BUSINESSES. ALL WOMEN. ALL TOGETHER

MARKET ADVANTAGE

Physical
and Digital
community



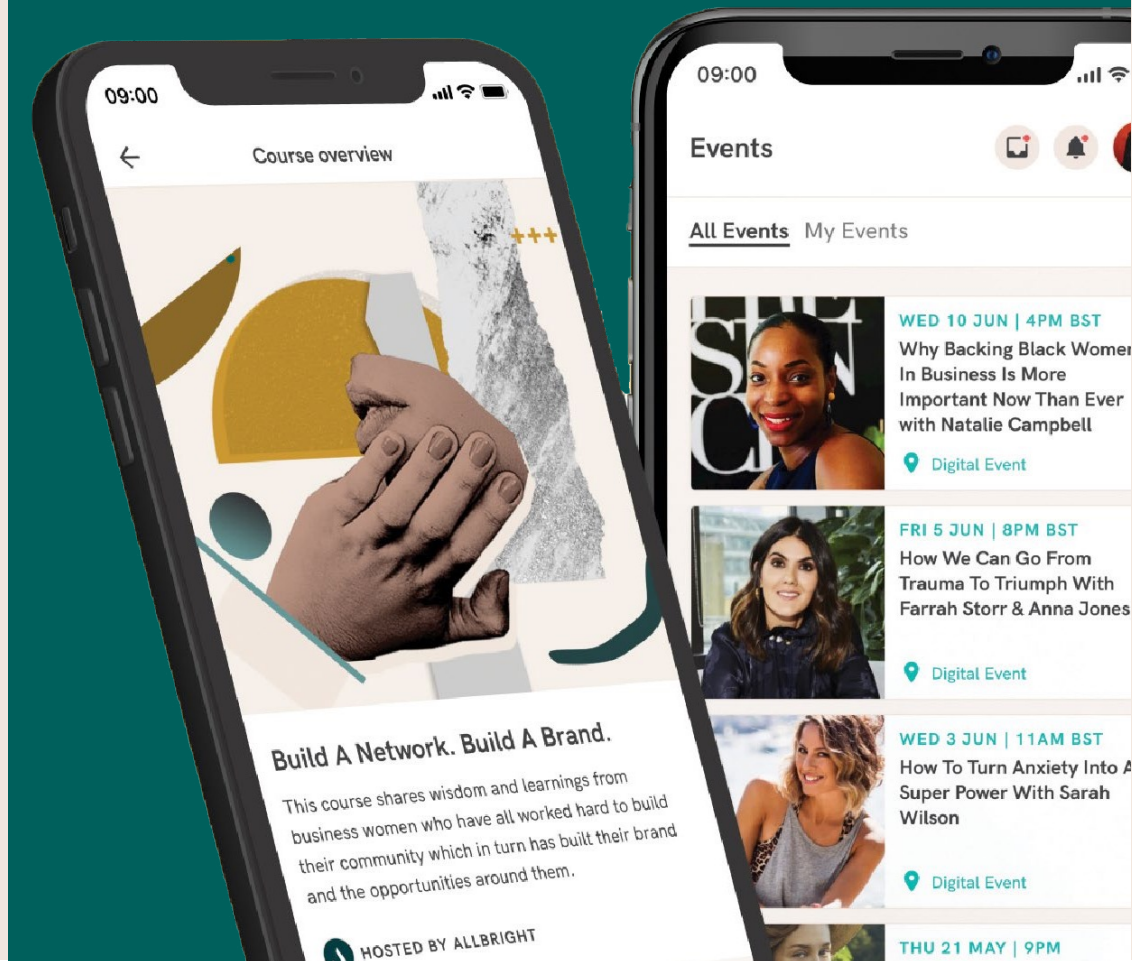
250 hours
of learning
content
on demand



Supporting
women
across all
ages *and*
stages



2.8m reach
5 regions
24 countries



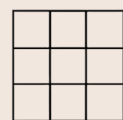
ALLBRIGHT AT A GLANCE

ALLBRIGHT.

Alliance

AllBright Alliance is our enterprise solution, providing a data-driven framework to help companies achieve gender equality and support women.

We also offer 250 hours of learning and development programmes, career accelerator schemes, elevator programmes and mentor matching to individuals.



SOHO HOUSE



CLUB & *EVENTS*

Our Mayfair townhouse serves as a physical space for our community to meet, eat, work and network.

We host 30 events a month both in the Club and elsewhere, as well as two annual summits. We know how to engage with women of all ages and all stages.



ALLBRIGHT.



ALLBRIGHT.



ALLBRIGHT.

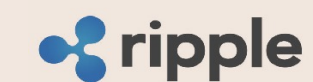
PARTNERSHIPS

We partner with the world's leading brands to create purpose-driven campaigns and activations to target our loyal and engaged audience.

PANDORA

LVMH

BODEN



Theory



Goldman Sachs

TIFFANY & Co.



Eonline®

In the Press



Bloomberg



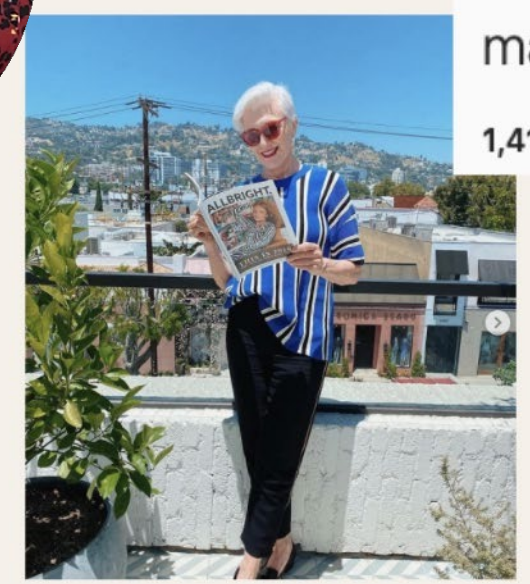
kellyrowland 1,165 posts 10.8m followers 1,043 following



Forbes

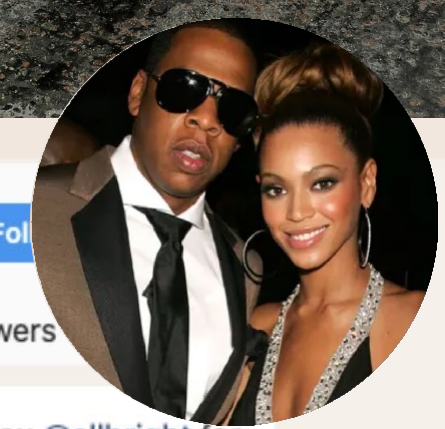


WORKPLACE EQUALITY AllBright Alliance "provides company members with frameworks to support, upskill, and advance the women in their workforce" sky news .com £1 = \$1.20 sky says "2023 will be the year of our victory" BREAKING NEWS



mayemusk 1,419 posts 404k followers

mayemusk Thank you @allbright for inviting us to our first meal out after four months of isolation. Congrats on the launch of your fabulous rooftop.



gwynethpaltrow 976 posts 7.4m followers 1,332 followers



gwynethpaltrow Last night celebrating the beautiful work of interior designer (of #thead100 no less) and bestie @brigetteromanek at @allbright the super cool women's club. (by her mama Paulette)



yahoo!news the AllBright Alliance to Empower Women in the Workplace

WWD

VARIETY



Our *Community*

Say hello to our *global* sisterhood

AllBright's global sisterhood of incredible women come from all walks of life. We're proud to reach over 2.8m women every month from diverse backgrounds, industries and experiences.

Members include **Olivia Wilde, Rebel Wilson, Laura Whitmore, Michelle Collins, Gwyneth Paltrow, Emeli Sande, Dame Kelly Holmes, Mika Simmons, Nimco Ali, Kelly Rowland, Caroline Rush, Emily Maitlis** and **Dr. Yvonne Thompson** to many more extraordinary women who power workforces around the world, there's a seat at the AllBright table for every woman on a mission.

The AllBright network is unparalleled when it comes to accessing inspirational wavemakers who frequently speak at events, share insights via the AllBright Academy and represent us as AllBright Ambassadors throughout the world.



A *Global* Community

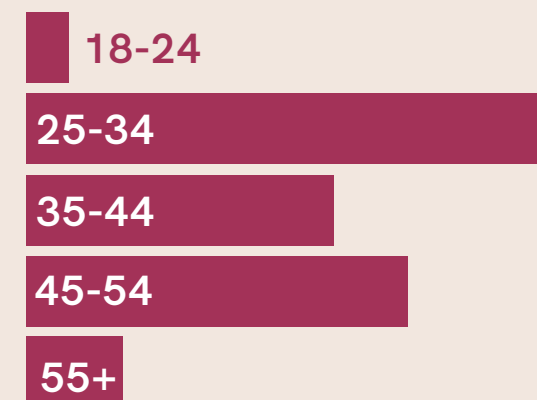
Did you know?
Gender inequality
costs the
global community
\$160 trillion
every year?



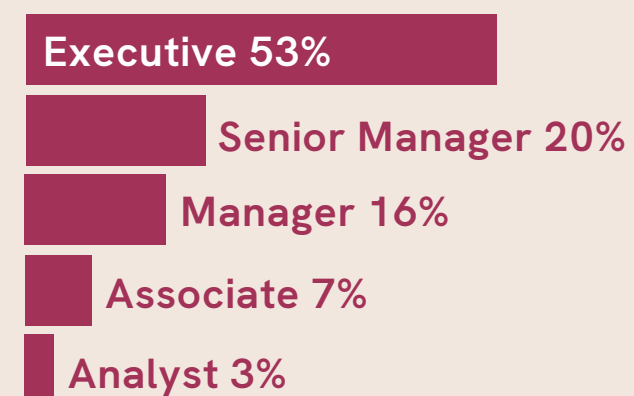
BUILDING A SUCCESSFUL, RESILIENT AND
EQUITABLE FUTURE *FOR ALL*

The *AllBright* Woman

Age profile



Career stage

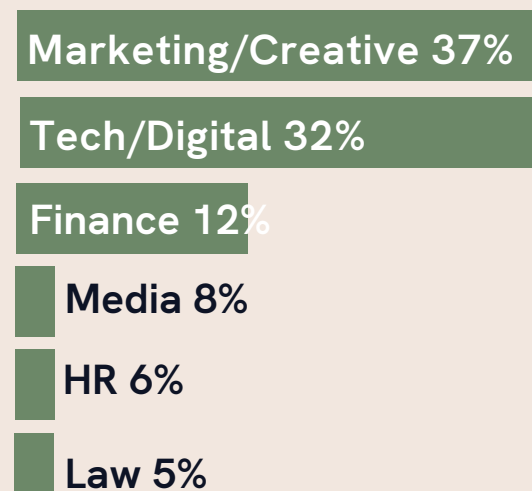


ALLBRIGHT.

Location



Industry



The Ambitious Move-Maker

Making her way up the career ladder with positivity and confidence. She wants to be recognised and noticed for her contribution to her work and is happy to challenge the hierarchical status quo to make progress.



The Emerging Explorer

Starting out on her career, she may be setting up her own business/es or keeping her options open, holding multiple jobs and benefitting from various revenue streams. No stranger to a side hustle, she likes to work in a hybrid way.



The Masterful Mentor

At the pinnacle of her career and has mastered her craft, having accrued a huge amount of experience, she is now looking for ways to give back and inspire the next generation.

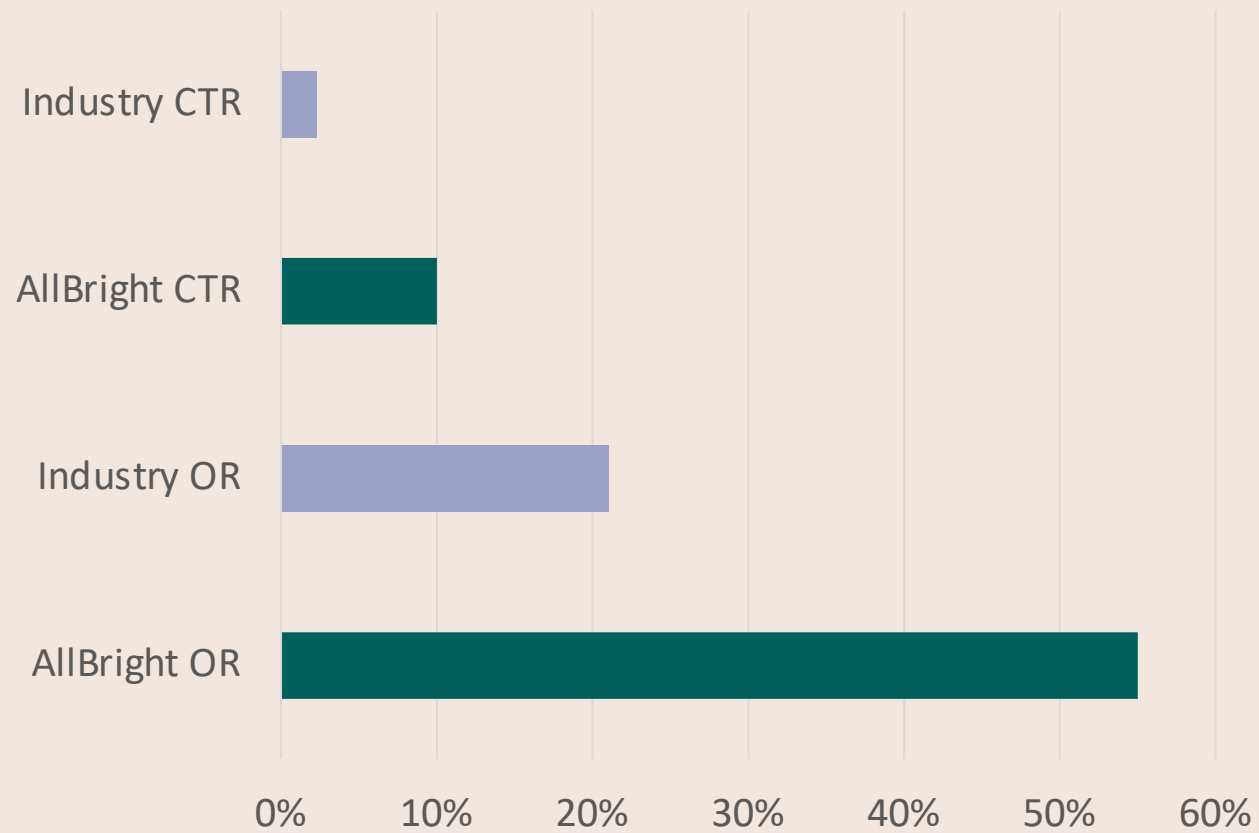


The Skilled Soul-Searcher

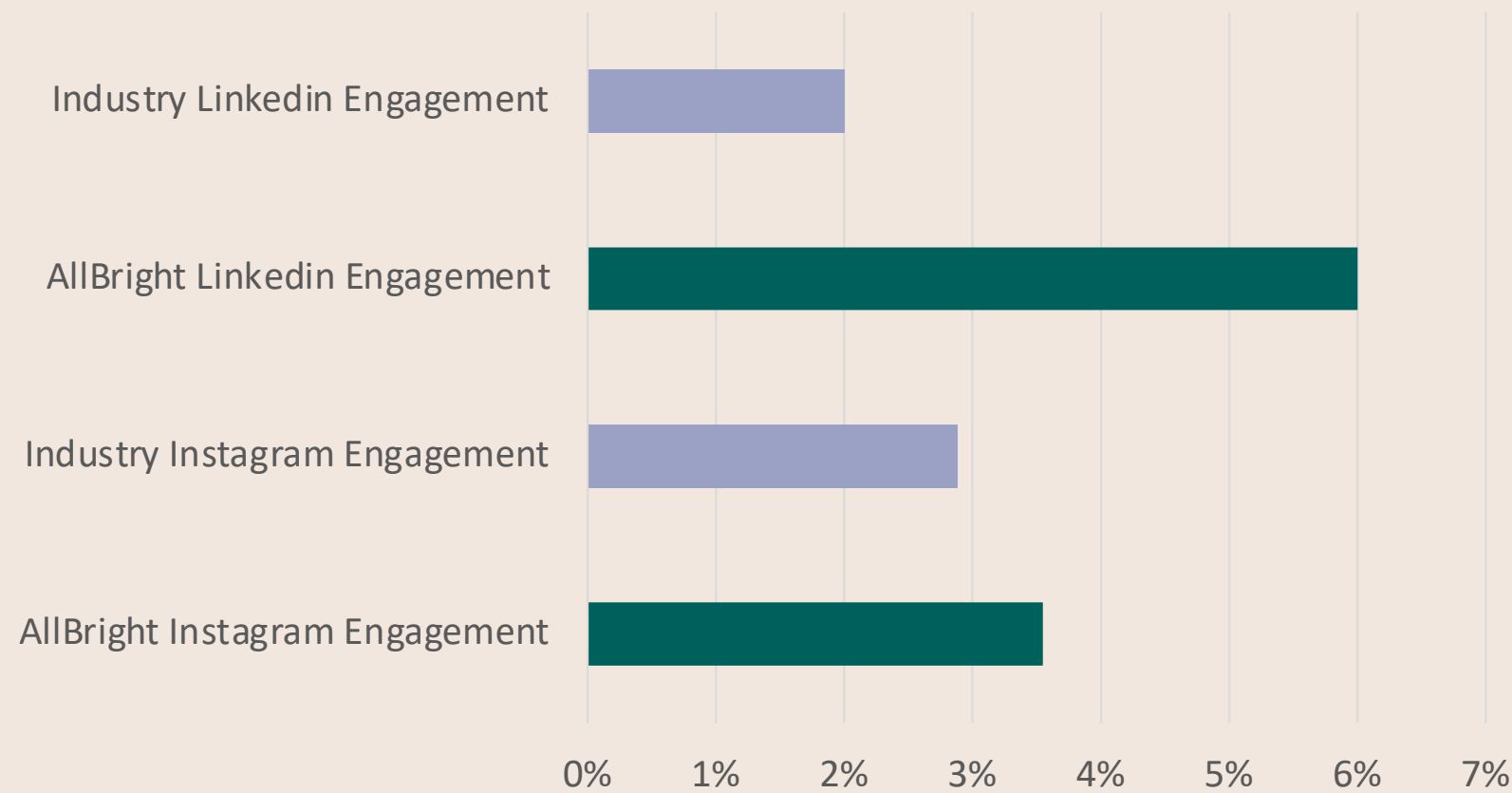
Seeking to be challenged and stimulated by the people and world around her, while finding a flexible approach to work. At a complex stage in her career, unsure of her next move and pulled in many directions, by family, friends and outside interests – seeking that ultimate balance.

Women *engage* with us

NEWSLETTER ENGAGEMENT



SOCIAL ENGAGEMENT



Our social engagement is
DOUBLE the industry
average



AllBright
In Action

Our *Services*



CONSULTATIVE STRATEGY

Shaping informed narratives that speak to and resonate with women

Product messaging and positioning

Creative campaign ideation to execution

CONTENT & MEDIA

Dedicated editorial

Brand-owned content

Activation & optimization, events, social, video

COMMUNITY

Building dedicated groups

Referral programmes

Focus groups

Product sampling/studies

LEARNING CONTENT

Bespoke Learning and Development courses courses

Expert coaches, mentors and trainers

Internal and external corporate initiatives

INSIGHTS

Brand perception and sentiment analysis

Pre and post campaign brand uplift studies

Social listening

Branded surveys and studies

Branded thought leadership research whitepapers

EXPERIENTIAL

Event Programming, organisation and facilitation

Talent acquisition

Brand ambassadors

Endorsement and sponsorship brokerage

ALLBRIGHT. MEETS

Our monthly
flagship global
networking
event

This monthly **FLAGSHIP NETWORKING EVENT** has popped up all over the world. Well-established and hugely popular with our members, it is our moment to bring together **WOMEN OF ALL AGES AND STAGES** to gather, to mingle, to share, to inspire and to connect.

This is the ideal opportunity to get your brand into both the hands and hearts of our community.



Over 10,000
women have
attended
globally



50%
of companies pitching
have follow-up
investor meetings

Over 75
Pitch Days in
3 continents
to date

ALLBRIGHT. PITCH DAY

The capital deployed to female founders on a global scale reflects neither the scale of ambition or return of investment provided.

AllBright exists to change these grave statistics. Through workshops and training we get women pitch-ready and rally our investor network, HNWs, corporates, and angels to meet them personally and hear their pitches.

PITCH DAY is our opportunity for supporting ambitious businesswomen globally looking to raise capital.

Partner with this to show your brand supports female investors, and even co-host a workshop to support their learning journey.

INTRODUCING
**LEAD
ON**

EVERY
QUARTER
LAUNCHING
NOVEMBER
2023

25%
OF OUR
COMMUNITY
ARE C-SUITE
WOMEN

Born from real feedback and demand from our audiences, this **PRIVATE THOUGHT-LEADERSHIP** initiative brings together senior executives C-suite and senior leaders to discuss the future of business, to support one another in their challenges, and to connect at the most senior level.

Private dinners, and quarterly summits, and a newly launched content series, Lead On is deepening the engagement and support we can offer to our senior executive community.

Partner with a Leaders Lounge event and content to drive the conversation and to connect with one of the most exclusive audience bases.



FORWARD STEP

The AllBright Step Forward Summit IS our one-day thought leadership summit that brings together a diverse selection of big thinkers and business leaders to 'step forward' and be part of powerful collective voice that will spark real change in the workplace and beyond.

From British Vogue contributors to small business leaders and climate experts, the 2023 summit saw 27 speakers across 7 panels step up to drive forward the equality conversation and at global scale.

In 2024 this will be even bigger and even more engaging.



20m
REACH

IN PARTNERSHIP WITH
PANDORA RITUALS... BODEN



AllBright's annual BrightList Awards celebrate the visionaries who have demonstrated outstanding influence and impact in economy, society and planet.

Over the course of the 3-month campaign, the BrightList Awards champions and celebrations celebrates women and male allies of all ages and stages of their careers, culminating in a star-studded awards ceremony and dinner held at the AllBright townhouse.

Award winners included writer and performer, **Jordan Stephens**, neurodiverse champion and creator, **Ellie Middleton**, human rights activist, **Sara Mardini**, and Founder of The Ordinary, **Nicola Kilner**.



2023
awards
23m
TOTAL CAMPAIGN REACH



*We Create
Partnerships
with Purpose*



CASE STUDIES

FEMALE Entrepreneur Series



THE CHALLENGE: Access to funding remains one of the biggest hurdles for entrepreneurs. HSBC had an initiative to support the development of female founders across the globe, and be seen as favourite bank in a competitive marketplace.

THE RESPONSE: AllBright and HSBC presented the ROAR programme delivered across the UK, US and APAC regions with the aim to equip founders with enhanced financial knowledge.

9x virtual masterclasses were delivered across the 3x regions with leading female entrepreneurs, sessions were closed to **120x female founders** selected for the programme from across the globe.

The second instalment was opened up to over **500x female founders** that had applied to the programme across 2022, titled the **Female Entrepreneur Series**. The series allowed founders to engage with leading international female founders and gain real practical insights.

The series was amplified across AllBright channels via **social promotion** and **editorial content**.



9m
CAMPAIGN
REACH

+500
APPLICATIONS

ALLBRIGHT.



THE CHALLENGE: to close the investment gap for women and to educate and empower women to take control of their financial futures.

THE RESPONSE: Following a successful 2-day virtual summit, Investing In You in 2022, AllBright further educated the BNY Mellon staff and AllBright members on the power of investing through **four** more virtual events, hosted in a workshop format.

By polling our audience we confirmed what our community wanted and needed to know, informing the content required for our series of partnership events.

VIRTUAL EVENTS SERIES:

So You Want to Invest? But What's Next? featuring Bola Sol – financial expert and founder of Refined Currency, and Frankie Smith, Strategic Financial Planner and founder of Frankie's.

How to tackle the stock market: featuring Simran Kaur, Founder and Director of Girls That Invest, and Andreea & Jamie, Co-founders of the Stocks & Savings podcast.

To Come:

Financial Futures: Demystifying Pensions

Sustainable Investing or AI/Tech impact investing



**Partnership ongoing*

386
RSVPS

7m
CAMPAIGN
REACH
TO DATE

CASE STUDIES

Reignite

IN PARTNERSHIP WITH **Google**

THE CHALLENGE: The stats show career breaks tend to disproportionately impact women. Google sought to revitalize their certificate programmes and re-engage learners to complete the courses to upskill women returning to the workplace.

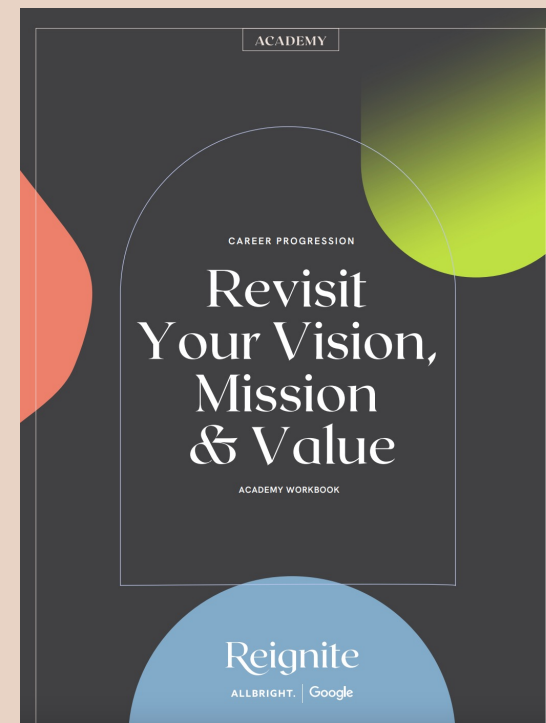
THE RESPONSE: Google provided 50 places across their Digital Marketing & E-commerce certificate course for women in need within the wider AllBright ecosystem. To complement the course, AllBright produced a **coaching programme** and delivered **ongoing learner management**, creating the *Reignite* partnership programme.

246 women from diverse backgrounds applied, currently completing the **Reignite pilot programme** with **coaching sessions, learner management and incentivisation, producing bespoke workbooks and virtual learner graduations.**

The programme to date is performing well above average with learning hours **1019% above** similar sized accounts*

"I started my new job in a new division after 1.5 years out of corporate employment. The Reignite Community has been so helpful connecting with other females who have faced obstacles and shared their perspectives, and finding a mentor in my industry!"

- LEARNER TESTIMONIAL



*Partnership ongoing

6
MONTHS OF
COACHING

COHORT OF
50
WOMEN

WAVE

ALLBRIGHT. | **ripple**

THE CHALLENGE: With women representing only 27% in the Web3 space, Ripple wanted to upskill and aid the transition of women from Web2 into Web3 whilst promoting diversity and inclusion in the innovative space.

THE RESPONSE: The WAVE partnership was brought to life through a multi-channel campaign complete with **bespoke academy content** and series of **mini-podcasts**, guiding audiences through preparing for Web3 success to understanding the XRP Ledger.

To further engage the Web3 audience, AllBright curated and produced a **launch party** and **three virtual events** featuring powerful panel discussions exploring the Web3 landscape.

WAVE content was delivered via editorial content to further educate and inspire the AllBright audience to take advantage of Web3 and the opportunities for women to innovate and grow businesses in this new space.

AllBright grew the number of women actively interested in Web3 by **17,450% to 36K women** throughout the course of the partnership.



8.3m
TOTAL REACH
TO DATE

36k
WOMEN NOW
INTERESTED IN
WEB3 FROM THIS
PARTNERSHIP
ALONE

*source: Coursera platform learning insights, July 2023

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CASE STUDIES



THE CHALLENGE, BMWi wanted to position themselves as the leading sustainable and innovative automotive choice. To reposition the renowned brand, BMWi wanted to target women, as they hold 80%* [\(Source\)](#) of purchasing power and are more likely to make eco-conscious decisions.

THE RESPONSE: Together AllBright and BMWi produced a purpose-led partnership across a 12-month period with innovation and sustainability as core themes throughout.

The partnership manifested through strategic campaign pillars including **AllBright MEETS**, London and regional networking events, a two-part video series, **Electrifying Conversations**, and two pitch day events, **iPitch With Purpose**, showcasing purpose-led businesses. Each campaign pillar enabled BMWi to engage with the AllBright audience in different ways, building brand salience.



1200
WOMEN
CONNECTED
WITH

45K
VIDEO VIEWS



14.9m
TOTAL REACH

FORWARD.
STEP

RITUALS...

THE CHALLENGE: With their recent B-corp status achieved, Rituals is now eager to amplify the significance of business sustainability and showcase their developed product range, demonstrating their authenticity as a sustainable brand.

THE RESPONSE: AllBright and Rituals collaborated on a number of activations. As a **key category sponsor** of **AllBright's Step Forward Summit** for IWD, Rituals owned an experiential pop-up space, a speaker slot on a panel discussion and a dedicated EDIT feature exploring the brand's journey to B-corp.

Following the summit, AllBright hosted an intimate and high profile **'Dinner With a CEO'**, with special guest, Penny Grivea, Managing Director of Rituals. For the final activation in the partnership, Rituals came on board the **BrightList Awards**, to sponsor the Wellness Pioneer Award.

By partnering with AllBright across various campaigns and activations, Rituals was a prominent brand across AllBright channels and developed brand salience among the AllBright audience.



25m
TOTAL REACH
TO DATE

CLIENT TESTIMONIALS



SOPHIE CHIAPPE

Marketing Manager, BMW

"BMW are **delighted** to partner with AllBright. Each and every one of their strong team are superbly efficient and effective, always approaching each project with a determination to deliver and work together in true partnership.

Their understanding of our brand and our goals has ensured we can make a gear change step up each year to ensure the partnership keeps offering new opportunities."



ECE PARLAR

Senior Brand Manager, L'Oreal

"We were **incredibly impressed** with your strength of planning, selection and onboarding of experts who resonate perfectly with the brand values, execution of the event very professionally and smoothly, being very on top of timelines, designing creative elements, creating content.

You have made life so easy for us and handled all the heavy lifting both strategically and operationally. It was a true pleasure to work with your team."



ALEXANDER BUTT

Brand Marketing & Content Director, Boden

"We **loved working** with AllBright on the Step Forward Summit. The AllBright team were enthusiastic and positive throughout the entire planning process and the summit itself **surpassed our expectations** in terms of the diverse and engaged audiences we were able to introduce to the brand."













HELEN MORGAN

Brand Communications Manager, Rituals

"Thank you for such an **inspiring and uplifting evening** at the Brightlist Awards; we were proud to attend the event on behalf of Rituals as the **sponsor the Wellness Pioneer Award**. It was wonderful to meet the inspirational nominees and to celebrate the achievements of so many deserving winners."



MOMENTS THAT MATTER

	January	February	March	April	May	June	July	August	September	October	November	December
Packaged Opportunities												
												
												
												
Cultural Moments		Valentine's Day	Neurodiversity Week	Earth Day	Mental Health Awareness Week	Pride Month			London Fashion Week	Black History Month	International Men's Day	Small Business Saturday
		London Fashion Week	Mother's Day	Stress Awareness Month		Father's Day			Self Care Day	Menopause Month		
			Women's History Month						Equal Pay Day	Fertility Awareness Month		
										Breast Cancer Awareness Month		

Want to make *meaningful*
change?

You're in good *company.*



AUDEMARS PIGUET



BROWN THOMAS

TIFFANY & Co.

Goldman
Sachs



L'OCCITANE
EN PROVENCE

N°7



ELEMIS
LONDON

CLINIQUE



VICHY
LABORATOIRES



chupi

Veuve Clicquot



CAMPARI



ALLBRIGHT.

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