

Ruffles

Rompamos el ciclo



PEPSICO
Latin America



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NACIONAL
DE REFUGIOS



GENDES
género y desarrollo a.c.

70%

Women suffered
some type of
violence in their
life time.

2022

highest record -
murder of 89,000
girls and women
worldwide.

STOP gender violence



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OLD RUFFLES AD



NEW RUFFLES AD







ROMPAMOS EL CICLO

CALL OUT MEN

to break the
cycle of
violence against
women



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I arrived due to family violence, of all kinds:

A middle-aged man with a shaved head and black-rimmed glasses is seated in an office. He is wearing a grey polo shirt over a black long-sleeved shirt. He is looking slightly to his right with a neutral expression. The background features a wooden door on the left and a white desk with a bookshelf on the right. The lighting is bright and even.

I arrived to Gendes for committing



ROMPAMOS EL CICLO



Violence against women is higher in their **early 20s**.

It cuts across **all socioeconomic** levels.

Violence has **many forms**, not just physical.

We need to **call out men** for their bad behaviours but also **call them in as part of the solution**.



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+45M

views on YouTube.



73

news coverage in Mexico



45M

organic impressions.

Campaign launch

simultaneously in **Mexico City** and **UN HQ in NYC**.



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Ruffles

ROMPAMOS EL CICLO

RNR +25%
Gendes +112%



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Ruffles



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Global Compact:

2021,
Practical Guidelines
to combat gender
violence in corporate
environments.

2023,
aid **22 companies**
in designing
protocols.



THE BOSTON CENTER
alianzas para mover al mundo.

75%
reduced their setup
time by personalized
mentoring.



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ROMPAMOS EL CICLO

- **Amplify the message**
- **United, we eliminate gender violence**
- **Join this cause**
- **Stop violence against girls or women**



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