

# UN Women – Unstereotype Alliance 3Ps Masterclass (Pro Bono)

A global eLearning experience designed to help marketers and creatives identify and address harmful stereotypes in advertising, created in partnership with UN Women.



## Business Challenge

Organizations needed to better understand the complexity of stereotypes in advertising and develop more inclusive, impactful creative work that drives both societal and business outcomes.

## Learning Solution

Designed and developed a pro bono eLearning experience to support the UN Women Unstereotype Alliance.

- Interactive module presented at the Unstereotype Alliance Summit
- Scalable solution for global deployment across organizations
- Integrated into Publicis Groupe's Marcel Classes platform

## **Key Features**

- Scenario-based learning exploring real-world advertising examples
- Focus on awareness, reflection, and behavior change
- Practical guidance to create inclusive and effective content

## **Impact**

- Featured at the Unstereotype Alliance Summit
- Adopted by global organizations via learning platforms
- Recognized as a key asset supporting DEI strategy
- Positioned learning as a driver of both social and business impact

## **Visibility & Recognition**

- Shared with Publicis Groupe leadership, including CEO-level visibility
- Featured in internal Marcel article highlighting Isabel Moreno as lead developer
- Recognized as a strong asset supporting DEI strategy across the business
- Considered for multilingual expansion (Spanish, French, Chinese)

## **What This Demonstrates**

- Designing for global audiences and sensitive topics
- Aligning learning with DEI and organizational strategy
- Creating engaging, scenario-based learning experiences
- Delivering high-impact work in a pro bono context