

## Pledge your support for SheSays gender diversity survey

SheSays, a network for women in creative industries, has initiated a survey on gender representation in South Africa's advertising and marketing industries in partnership with Kantar and is calling for agencies to pledge their support. M&C Saatchi Abel has shown its support for the survey and SheSays director Anelde Greeff hopes that more agencies will also throw their support behind the survey.

The survey, initiated by the Cape Town chapter of SheSays, aims to engage the local industry on the improvement of gender representation and diversity in the creative industry. Survey participants will remain anonymous and results will be presented in an aggregated format.

Agencies who wish to take part in the survey can do so here before 28 February 2020: <http://bit.ly/SheSaysCTSurvey2019>

For more, visit: <https://www.bizcommunity.com>