

"Sexist piglet" Campaign

Every year “prizes” for the most sexist advertisement in several categories are awarded.

Weblinks

[Zenskaprava](#)



Aims and objectives

to raise general awareness on the prevalence of sexism in advertisement and its negative effects

Results and impact

The „Sexist piglet“ award has been running for several years and has managed to gain more broad coverage by some of important media in the Czech Republic.

Creator/owner/responsible institution

Nesenhuti

Stakeholder, Firstname: Kristina

Stakeholder, Family name: Pesakova

Additional information

Subtype: Other awareness raising tools

Nuts code: CZ

Metadata

ONGOING: Ne

TYPE: Awareness-raising campaigns/events

COVERAGE: National

TARGET GROUP: General population

KEYWORDS: awareness-raising initiatives, images of women, media organisations, stereotyped roles for men and women