

## "Sexist piglet" Campaign

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

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### Weblinks

[Zenskaprava](#)



### Aims and objectives

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

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### 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.

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### Creator/owner/responsible institution

Nesenhuti

**Stakeholder, Firstname:** Kristina

**Stakeholder, Family name:** Pesakova

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## Additional information

**Subtype:** Other awareness raising tools

**Nuts code:** CZ

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## Metadata

**ONGOING:** No

**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