

# [CHILE] 2024 FOR WOMEN IN SCIENCE

## KEY MOMENTS HIGHLIGHTS



Tecnología y educación: Los superpoderes que Katherine Vergara entrega a niñas en contextos de vulnerabilidad



Desliza que había tenido mucha suerte. Que el hecho que su padre hubiera estudiado una carrera en STEM (ciencia, tecnología, ingeniería y matemáticas) marcó un antes



First Semester\*



Call for applicants



Winners 2024 - Awards Ceremony



\* Opinion: International day of Women and girls in science; signing of the agreement with ANID; 8M; press release about previous winners FWiS and others.

C1 - Internal use

# [CHILE] 2024 1°Semester - FOR WOMEN IN SCIENCE

## PRESS CLIPPINGS – RESULTS

19 clipping (vs. 11 in 2023)

1 interview

+2,2 million potential reach (vs. +0,99 in 2023)



# [CHILE] 2024 APPLICATIONS- FOR WOMEN IN SCIENCE

## PRESS CLIPPINGS – RESULTS

**57 clipping** (vs. 42 in 2023)

**5 interviews**

**+1,5 million potential reach** (vs. +2,8 in 2023)



### Se abren las postulaciones para el premio "For Women In Science 2024"





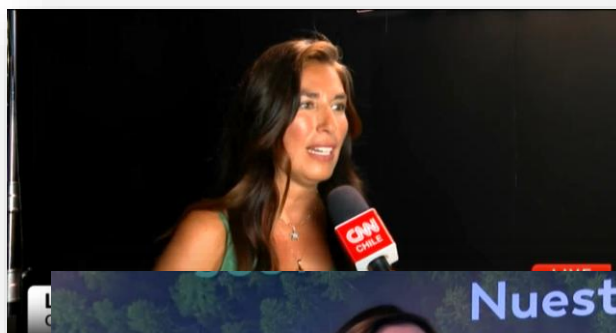
# [CHILE] 2024 WINNERS- FOR WOMEN IN SCIENCE

## PRESS CLIPPINGS – RESULTS

**76 clipping** (vs. 69 in 2023)

**9 interviews**

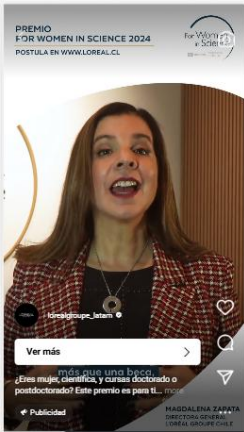
**+5,9 millions potential reach** (vs. +4,6 in 2023)



# [CHILE] 2024 FOR WOMEN IN SCIENCE

## SOCIAL MEDIA RESULTS

ESTIMATED IMPRESSIONS 5.000.000	IMPRESSIONS OBTAINED 7.752.310	+55%
ESTIMATED CPM \$800	CPM OBTAINED \$516	-36%
PROPOSED INVESTMENT \$4.000.000	INVESTMENT CONSUMED \$4.000.000	100%
REACH 2.535.702 uu		



Alcance: 646.619 uu



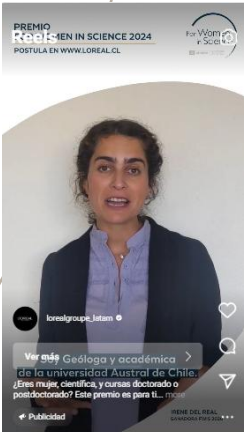
Alcance: 286.673 uu



Alcance: 218.303 uu



Alcance: 2.253.837 uu



Alcance: 1.163.243 uu

The FWIS Chile 2024 social media campaign delivered strong performance, exceeding estimated impressions by 55% while reducing CPM by 36%, highlighting efficient budget execution. The campaign reached 2,535,702 people, with several creatives generating over one million views individually—proving the effectiveness of localized, emotionally driven content featuring relatable brand ambassadors.



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## DV360 – VIDEO AD - RESULTS

ESTIMATED IMPRESSIONS 457.143	IMPRESSIONS OBTAINED 471.904	+3%
ESTIMATED CPM \$5.000	CPM OBTAINED \$4.845	-3%
PROPOSED INVESTMENT \$2.285.714	INVESTMENT CONSUMED \$2.286.244	100%
VTR 61%		
Bench: VTR 40%		
REACH 194.350 uu		



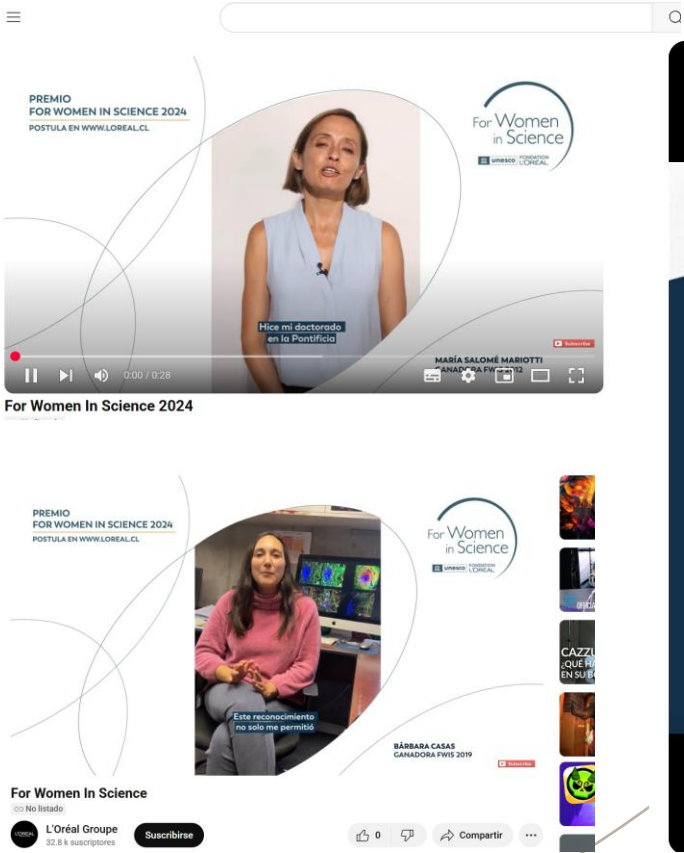
The DV360 video campaign exceeded expectations across all key metrics. Impressions came in 3% above forecast, with a slightly lower-than-estimated CPM (-3%), indicating efficient budget use. Most notably, the campaign achieved a 61% VTR—well above the 40% benchmark—highlighting strong viewer engagement and message retention. With a total reach of 194,350 people, this format proved highly effective in driving deep awareness among the target audience.



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## DV360 – VIDEO REACH CAMPAIGN 2.0- RESULTS

ESTIMATED IMPRESSIONS 1.111.111	IMPRESSIONS OBTAINED 3.567.099	+221%
ESTIMATED CPM \$.1800	CPM OBTAINED \$562	-69%
PROPOSED INVESTMENT \$2.000.000	INVESTMENT CONSUMED \$2.006.268	100%
VTR 50%		
Bench: VTR 45%		
REACH 2.386.762 uu		



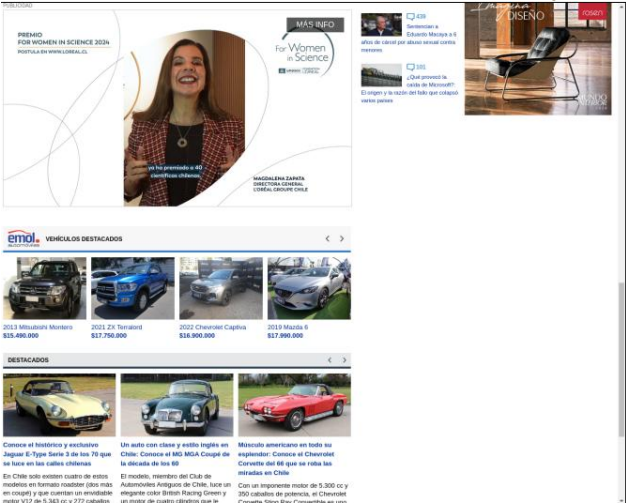
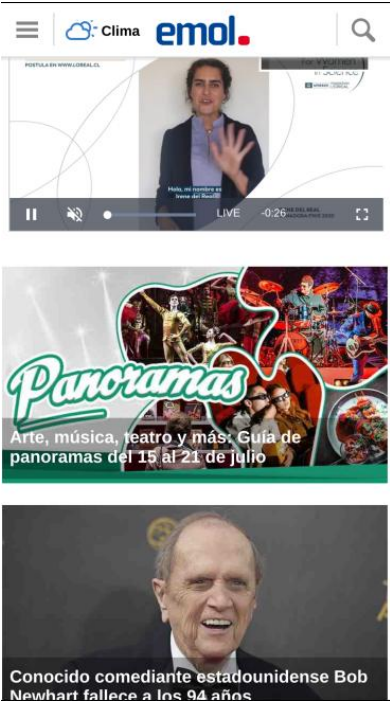
The YouTube campaign (DV360 – Video Reach Campaign 2.0) performed exceptionally well. Impressions exceeded expectations by 221%, and the VTR reached a strong 50%, outperforming the 45% benchmark. The CPM came in 69% below projection, highlighting excellent cost-efficiency. With over 2.3 million users reached and full budget execution, YouTube proved to be a key platform for maximizing reach and visibility at scale and low cost.



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## EMOL – VIDEO BANNER - RESULTS

ESTIMATED IMPRESSIONS 600.000	IMPRESSIONS OBTAINED 613.031	+2%
ESTIMATED CPM \$2.500	CPM OBTAINED \$2.447	-2%
PROPOSED INVESTMENT \$1.500.000	INVESTMENT CONSUMED \$1.500.000	100%
REACH 480.000 uu		



The EMOL video banner campaign delivered as planned. It achieved over 613,000 impressions (+2% vs. estimate) with full budget execution. The final CPM was slightly below projections, reflecting controlled efficiency. The campaign reached 480,000 unique users, ensuring strong visibility within a trusted editorial environment.