

2024-2025

#Mardon Wali Baat
A Digital Campaign with Micro Influencers
IMPACT ASSESSMENT REPORT



Centre For Media Studies
May 13, 2025

Content

Page No

Foreword

1	Background	02
2	Research Framework	02
3	Sample	02
4	Monthly themes of campaign	02
5	Level of involvement	03
6	Relevance	03
7	Themes liked	04
8	Themes that resonated with followers	05
9	Impact of campaign	06
10	New learnings from the campaign	08
11	Challenges faced during the campaign	09
12	Role of Social Campaigns in changing attitude	10
13	Content Creators Role in shaping attitudes	10
14	Uniqueness of CEQUIN Campaign	11
15	Challenges they may face in future	11
16	Suggestions for better reach	12
17	Summary	12

FOREWORD

It gives me great pleasure to present the Impact Assessment Report of the *Mardon Wali Baat* Micro Influencers Campaign, a bold and timely initiative by CEQUIN to engage young men as allies in the journey towards gender equity. Launched in August 2024, this campaign stands out as a significant step in transforming narratives by mobilizing the power of digital storytelling through the voices of young male content creators.

The campaign brought together 48 content creators, aged 18 to 30, who were oriented and trained to create gender-sensitive and socially responsible digital content. Rooted in the idea that young people can become powerful role models for their peers, the program aimed to harness their leadership and creativity to spread the message of gender equality across digital platforms.

What makes this intervention especially valuable is its dual purpose — not only to empower and educate but also to learn and evolve. CMS's partnership in developing a research-based understanding of this intervention has helped ensure that the campaign is both impactful and scalable. Through a rigorous research design conducted by CMS between August 2024 and April 2025, encompassing baseline and end line impact assessment studies, coupled with ongoing data monitoring, this initiative was able to capture the depth and nuance of its outcomes.

This Impact Assessment Report submitted on May 13, 2025 is a culmination of those efforts. It offers qualitative insights from content creators who stayed committed throughout the campaign. Their stories, experiences, and reflections form the backbone of this report, helping us understand not just what was achieved, but how transformation unfolds when young men are invited to be part of the solution.

We hope that the learnings from *Mardon Wali Baat* will inform future advocacy efforts and inspire more such interventions across the country and beyond. The path to gender equity requires shared ownership, and this campaign is a testament to what becomes possible when men and boys are brought into the conversation not as bystanders, but as active participants and champions of change.

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1. Background

'*Mardon Wali Baat* Micro Influencers Campaign' of CEQUIN, the latest intervention of engaging men and boys to become agents of change and allies for gender equity was launched in August 2024. In a retreat, 48 male content creators (18-30 years) were oriented and trained to create socially responsible and gender sensitive digital content for digital media platforms. The program design was based on unleashing young people's leadership to influence their peers as role models and to amplify the message of gender equality by harnessing the power of storytelling and digital narratives. CEQUIN wanted to learn from the intervention and build evidence base for effective advocacy and scaling up. CMS provided the research support and guidance to CEQUIN through developing tools, developing software for data collection, analysis and training.

2. Research Framework

The overall research framework that was developed considering the program intervention and implementation consisted of 2 studies: a baseline (BL) and an end line (EL). Both studies utilized the same sampling framework and methodologies. The baseline (BL) was conducted before the intervention (workshop) began and comprised of two components. One component was the survey among the content creators and the other being the analysis of content created by the content creators. The end line enquired about their experience with *Mardon Wali Baat* Campaign, their journey, impact, challenges and recommendations for better campaign reach in the future. The third component was ongoing concurrent monitoring of the data provided by The Good Creator and reviewed how the reach, engagement, impression changed with the change in campaign content.

This is the end line or impact assessment report and has been collated from the data gathered from an online survey among the content creators who stayed with the campaign till the last day and from one to one interviews with select creators. Since the areas of enquiry are absolutely different this report could not compare the responses of Baseline and End Line. This report is primarily qualitative in nature, capturing the essence of the responses shared by the content creators.

3. Sample

A total of 48 male content creators/influencers attended the workshop and started the journey. There were a few drop outs in the subsequent months and in April, 2025 there was a consistent group of 22 creators. The idea was to have a larger group, so that a substantial number of creators remain even after attrition due to reasons beyond the control of the intervention.

4. Monthly themes of campaign

In August, the creators announced the beginning of their journey with CEQUIN and encouraged their audience to stay tuned. The actual content rollout began in September 2024, marking the start of a new chapter. The *Mardon Wali Baat* campaign covered a wide range of gender-related issues over these eight months. It began by redefining masculinity, encouraging men to express emotions and care. It covered men's mental health, gender stereotype, gender rights, laws and equity. The campaign further tried to explore leadership in transforming gender norms, emphasized on creating safe spaces for diverse masculinities, and culminated in engaging men as active allies for gender equality. Each of the theme formed a progressive narrative that reshapes traditional gender roles and fosters a more inclusive, empathetic understanding of masculinity and social responsibility.

5. Level of involvement

All the creators reportedly were involved in this campaign and 68 percent of them were **extremely involved**. Their responses reveal a deep sense of personal investment and enthusiasm among participants in the ‘Mardon Wali Baat’ campaign. Many respondents aligned with the campaign's message, expressing that it was not only relevant to their content creation but also meaningful on a personal level highlighting the campaign’s relevance and uniqueness.

Many participants spoke about their **involvement through their growth and social awareness reflecting an increased empathy and understanding**. Their involvement is reflected in their expression when they said that they felt empowered to address societal issues both online and offline, and when they proactively were getting engaged in conversations. The most rewarding aspect was the ability to convey a meaningful message to the society shifting their focus from showcasing acting skills.

The campaign **opened up dialogue on emotional vulnerability and redefined masculinity** in ways that participants found valuable. They shared videos, created content, and encouraged discussions. These underlines how participants **personalized the campaign and integrated it into their platforms**. A few reported deep involvements, from attending sessions to sharing content and starting conversations within their circles. They emphasized that individuals who got involved with the campaign did so because they believed in its value, beyond financial incentives.

Overall, the **feedback illustrates high involvement and emotional connection, with individuals not just consuming but actively contributing to the conversation and social change**.

6. Relevance

Around 95 percent of the creators found the *Mardon Wali Baat* Campaign relevant to them.

The campaign was found extremely relevant by 41 percent of the participants, particularly **because it resonated with their personal background and encouraged content creation on social issues**. They appreciated that it focused on men and addressed important topics like gender roles, emotional expression, and equality in relationships. ‘*The campaign encouraged men to express emotions and support equality,*’ showing how it challenged traditional gender norms. The campaign

I create the same content and it is my interest area also.

Was interested to bring a change with my content stereotypes and embracing emotional expression.

I loved it because this was a very important issue that no one was speaking about.

I was extremely involved in this campaign because I genuinely wanted to challenge and change the way society perceives gender roles—using my voice and platform to promote equality and spark meaningful conversations through fashion.

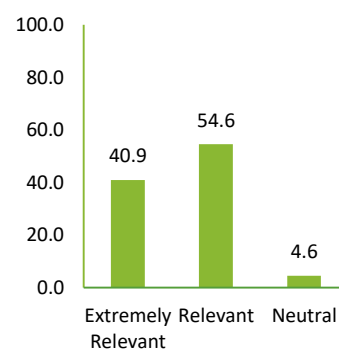
I actively participated in discussions, shared the message on social media, and even motivated my friends to reflect

I was making people realise about Mardo Wali Baat by mixing my personal things.

Initially, my focus was on showcasing my acting skills, but the campaign gave me a sense of purpose, shifting the goal from self-promotion to delivering social messages.

The most important thing for me was that I was conveying a good message to society

Fig 1: Relevance (%)



provided valuable knowledge, helped them grow personally, and inspired them to share its message with others.

More than half of the participants found the *Mardon Wali Baat* campaign ‘relevant’, as it addressed everyday gender-based issues, challenged toxic norms, and resonated with lived experiences. Many related personally to the campaign, found it aligned with their content or values, and appreciated its focus on male experiences which is often overlooked in society. The campaign promoted self-expression, broke gender stereotypes, and offered opportunities to learn, connect, and reflect—making it both impactful and enjoyable. ‘I was able to find many things which were happening with me’.

Proactively I started taking a stand if I see anything wrong

Even in real life... I used to make everyone understand or give the example of this campaign

By becoming a part of this campaign, I came to know how people are and what all they have to face, especially girls.

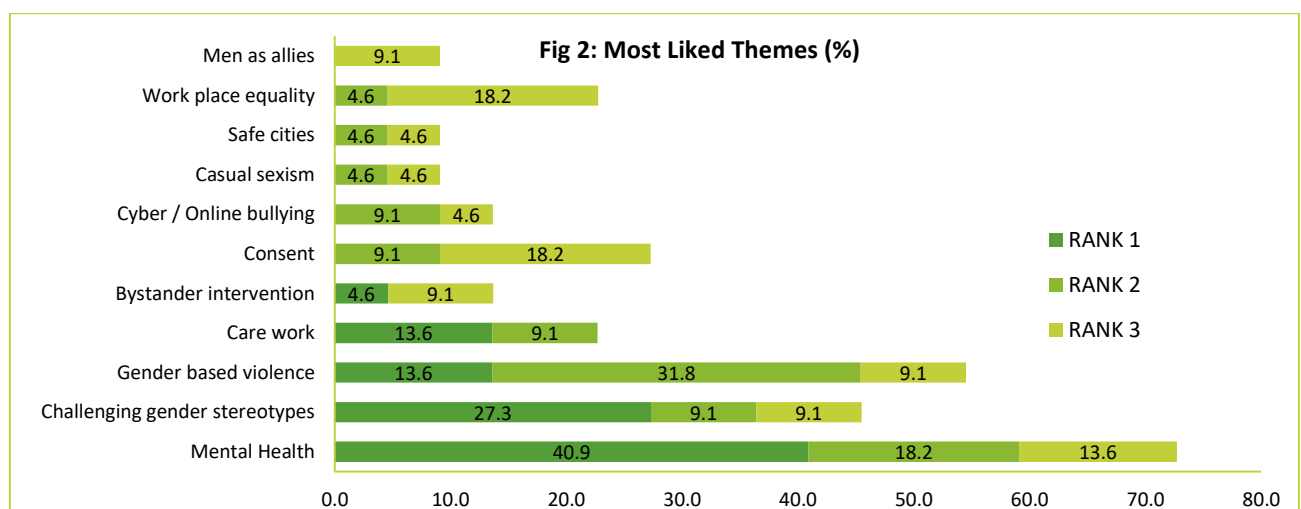
It talked about men being emotionally open, and it started a great conversation’

I uploaded reels and stories... learned new things and new perspectives.’



7. Themes liked

The most liked theme was **Mental Health** with 40.9 percent respondents placing it in Rank 1. **Gender-based violence** also stood out, with 31.82 percent placing it as Rank 2. **Challenging gender stereotypes** held strong appeal across all ranks. Themes like **Care work, Consent, Workplace equality, and Men as allies** were less prioritized but still featured. Overall, emotional wellbeing and respect for boundaries emerged as key concerns.



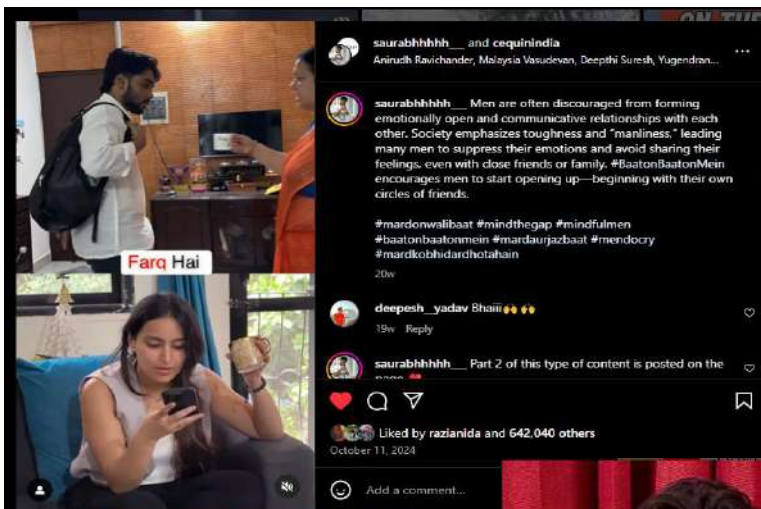
8. Themes that resonated with followers

As per the creators, the most well-received posts and reels were those that addressed **emotional vulnerability, mental health, and relatable life experiences**. Notably, content like ‘*talking to my younger self*’ and the ‘*men should express more vulnerability*’ post resonated deeply with followers, as they challenged traditional gender norms and encouraged open emotional expression. These posts struck a chord because they touched upon some topics that many avoid discussing publicly. Campaign content related to **care work, online trolling, and gender roles in relationships also gained traction** due to their relevance and relatability. Overall, emotional expression and personal storytelling proved most effective in connecting with audiences.

On a separate enquiry the creators shared that the **campaign was well received**, generating positive engagement and meaningful dialogue among the followers. Many appreciated the fresh and relevant content, often sharing personal stories in response. For example, a post about ‘*fashion has no gender*’ prompted supportive comments and sparked conversations on inclusivity.

While a few disagreed or opposed the messages, most followers related to the content, encouraging **emotional expression and gender equality**. Storytelling through reels like helping a spouse with household work resonated well with the followers, making the campaign relatable and impactful. Feedback **from events and personal interactions further confirmed that the campaign successfully raised awareness and influenced perspectives on gender roles**.

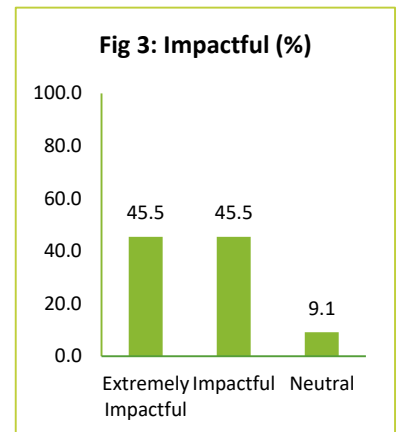
‘The campaign was well-received... it sparked meaningful discussions about breaking gender stereotypes and embracing emotional expression.’



9. Impact of Campaign

To understand the impact of the campaign, besides asking on how impactful they found the campaign and the reasons for saying so, the creators were asked to specifically talk about the impact of ‘Mardon Wali Baat’ campaign on them and their followers.

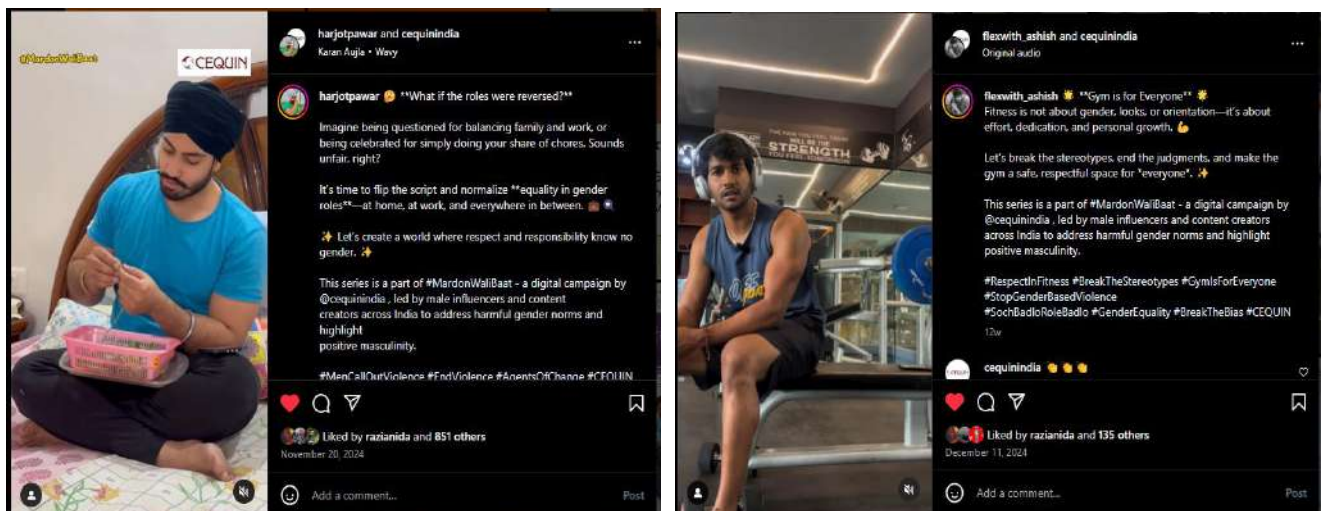
When responding on how impactful the campaign was, the group was evenly split. Half described it as extremely impactful, while the other half considered it simply impactful. About one-tenth of the participants remained neutral.



Those who found the campaign extremely impactful said that there was personal growth and learning, better understanding of masculinity and a shift in perspective about social issues and life. Participants reported ‘significant personal development’, ‘becoming more conscious about of gender roles’ and ‘emotional well-being’ as a result of participating in this campaign. Not only did the campaign helped them open up emotionally, it also was fulfilling and they were driven by the campaign. It resonated personally as they could relate it with things happening in their lives and addressed issues rarely discussed. The campaign also allowed to upgrade one’s profile and transition from being just a creator to an influencer. A few also got opportunities for collaboration, including a significant one with the municipal corporation. The campaign impacted the creators as they felt the need to challenge norms and encouraged them to take action.

There were mentions that few themes did not have any link with ‘Mardon Wali Baat’ and emphasized on ‘women’ and ‘equality’ and that they were not aligned to the campaign theme.

Impact on Creators: An analysis of the responses indicate that the campaign had significant impact on the content creators and their followers. Participating in the campaign had a transformative impact on them, fostering both personal growth and broader social awareness. Several respondents shared that it led to deep self-reflection, with sentiments like ‘I became a better husband and human being’ and ‘My way of looking at myself changed.’



For individuals, it led to a more **inclusive understanding of masculinity and gender equality**. The participants reported increase in self-awareness, empathy, and emotional openness, as evident from responses like *'Self introspection'* and *'Now I can think from both sides.'*

Many learned to **express emotions more openly, challenge internalized gender roles**, and become more empathetic, marking a shift toward healthier masculinity. For some, it was a turning point: *'I'm much more sensitised now'* and *'It changed my mind set.'*

On followers, though varied the impact was also **meaningful**. Several creators noted that although their followers took time, there was increased engagement and appreciation. Some reported that their followers *'loved the concept'*. The campaign helped **raise awareness** about men's mental health, consent, and gender stereotypes, encouraging followers to rethink traditional roles and embrace more open conversations. The ripple effect of the campaign is evident from statements like *'they also got to know the importance of men's mental health'* and *'they also love this concept and build changes in themselves'*. The campaign helped normalize vital dialogues and inspired many to reflect on societal norms.

A few responses also reflect challenges, such as resistance or indifference from followers accustomed to different content. Despite this, most creators observed at least some positive shift indicating that the campaign **sparked important conversations** and inspired a more **empathetic, inclusive mind-set** among both creators and their communities.

Shift in perspective: An analysis of the responses from the participants of the campaign reveal that the **campaign effectively shifted many creators' views on masculinity and gender equality**. One stated, *'Every theme changed my perspective and it's a great campaign,'* emphasizing the overall impact.

Key themes that influenced change included **care work and emotional expression**. They justified by saying: *'Care Work is a good theme... most men don't give women that respect.'* Challenging stereotypes and bystander intervention also stood out. A few expressed prior awareness but acknowledged a *'deeper understanding'* after engaging. While a few said *'none'* or *'nothing,'* the majority acknowledged meaningful personal shifts, especially around empathy, shared roles, and emotional openness.

I opened up to my father for the first time.

True masculinity is about showing emotions and respecting others.

I learned so many new things...which I did not know about at all..... Now I am applying in my life and in my family.

I was able to find many things which were happening with me.

Nobody talks about the things people go through, specially males.

Proactively I started taking a stand. It allowed me to use my influence for a greater cause.

Making my content more purpose-driven and personally fulfilling.

I attempted changing the toxicity going on in our daily lives.

Every job is categorized for a specific gender... I like to answer them and make them understand.

All this while we were just content creators, but now we can call ourselves as real influencers

Campaign helped me to overcome fear and enabled me to speak up against wrongdoings, am more confident to stand up for what's right

It's okay for men to cry... showing emotions doesn't make a man less masculine'

'It's okay for men to cry' completely shifted how I viewed masculinity... it makes me human'

10. New Learnings from the Campaign

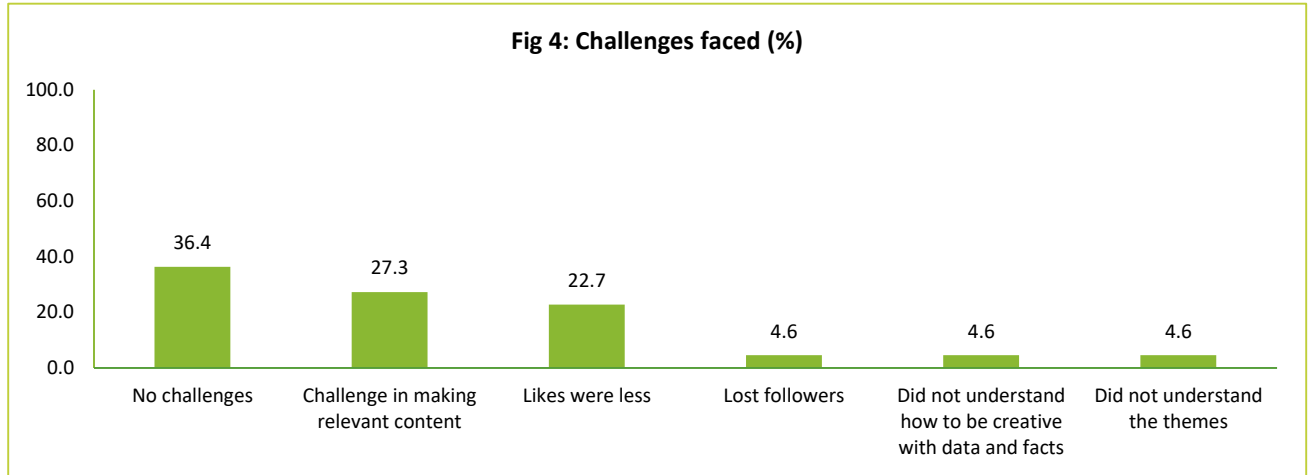
As can be gauged from the findings above, the *Mardon Wali Baat* campaign proved to be a deeply educational and transformative experience for the content creators, particularly around themes of gender roles, emotional expression, and equality. Many reported a significant shift in their understanding of emotional and societal expectations placed on men, especially the notion that vulnerability and emotional openness are strengths rather than weaknesses. This reframing of masculinity encouraged participants to embrace empathy, emotional responsibility, and kindness as core aspects of being a ‘real man.’

- Several responses indicated that the campaign helped individuals understand the **importance of gender equality, especially in personal and domestic spheres**. They learned that responsibilities such as household work, financial management, and emotional labour should be shared equally between partners, challenging traditional gender norms.
- Creators reported internalizing the idea that **‘real masculinity is not about showing strength, but about respecting others, expressing emotions, and taking responsibility’**. *‘Men should express more – I realized that vulnerability isn’t a weakness, but a powerful form of strength and authenticity.’* These sentiments marked a powerful departure from the common narrative that equates masculinity with emotional suppression.
- They emphasized that they recognized the **importance of respecting women’s rights, creating safe spaces at workplaces, and that both men and women face unique challenges**. This broadened perspective enabled participants to become more thoughtful and inclusive in their everyday interactions. The campaign themes **emphasized empathy, equality, and shared responsibility**, both at work and in domestic settings as the learning for one was- *‘We can share all the responsibilities equally and can manage our finances and other needs.’* This demonstrates a clear shift toward gender balance, challenging the stereotype that household duties are solely a woman’s domain.
- Another key learning was about **setting boundary and standing up against toxicity and cultural expectations**, promoting self-respect and ethical clarity with participants noting: *‘It is important to say ‘no’ in life... we should openly say no to toxic things.’*
- They also learnt **how to process emotions and express themselves freely**.
- Some mentioned **fashion as a medium for social change**, understanding **how appearance and presentation can be powerful tools to break gender stereotypes and spark conversation**.
- They also reportedly **learned both technical and creative skills**. They observed the use of designer text in stories by other influencers, which helped them enhance their own content. They recognized that while storytelling was key, **improving the quality of editing could make short videos more impactful**.

Overall, participants not only gained new knowledge and became aware but also began to apply these lessons in real life, from standing up for what’s right to building healthier, more equitable relationships. The campaign has thus acted as **a catalyst for personal development and societal contribution**. The collective impact is a broader understanding that ‘everyone is equal,’ and both men and women face struggles that deserve recognition and empathy.

11. Challenges faced during the campaign

The content creators listed down a few challenges that they faced during campaign implementation. The analysis reveals that while several content creators faced challenges, a significant portion reported no difficulties.



Around one-third explicitly mentioned a **challenge in making relevant content**, as they were struggling understanding the themes or being creative with data and facts, highlighting a need for clearer communication or support materials.

Another common concern was that **likes were less**, reflecting issues with audience engagement or reach. *'Reach was impacted by Instagram's constantly changing algorithms. The content was different from what we usually posted, making it harder for the audience to engage initially'*. Occasional delays due to overlapping projects was also mentioned as challenges. However, more than one third of the participants reported no challenges.

A wide range of **efforts toward overcoming challenges** in the campaign was reported. While some participants admitted to initial resistance, fear, or uncertainty, others actively adapted by staying creative, consistent, and audience-focused.

Emotional resilience, self-reflection, and community engagement played key roles. Some downplayed challenges, while others sought support or relied on passion for content creation.

Several highlighted the importance of making the campaign relevant to their niche, especially fashion-focused audiences by blending messaging thoughtfully. *'I focused on creating content that was relatable and easy to understand, addressing misconceptions about masculinity and encouraging emotional openness.'*

'Actually my audience consumes content on fashion but when I started creating this content I wondered what am I doing... but when I continued I started getting responses from people.'

'One of the main challenges I faced was the fear of losing followers, as my audience wasn't initially ready for the shift in theme.'

12. Role of Social Campaigns in changing attitude

In a separate discourse, the content creator's opinion was sought on role of social campaigns in changing people's attitude. An analysis of their responses reveals a strong consensus among content creators on the potential of such campaigns to influence public attitudes and drive social change. They noted that social media will always change people's 'mind set', and emphasized that because of its reach and accessibility it is the best platform. Although they said that the change might not be immediate, it is certainly possible.

They emphasized that such social campaigns are particularly impactful because as they bring 'taboo' and normally 'overlooked' topics into public discourse. They added that content creators also play a critical role as people follow and trust things that they share. Ultimately, these campaigns work by planting ideas, challenging norms, and providing new perspectives.

'Today, everybody is on social media, so it is the best platform to convey this message to a mass audience.'

'It might take time, but it will make its space in people's perspective slowly and gradually'.

Social campaigns, when done effectively, can spark discussions, raise awareness, and shift perspectives



13. Content Creators Role in shaping attitudes

The creators furthermore opined that content creators play a pivotal role in shaping attitudes and driving societal change, particularly in the realm of gender equality. They argued that with their wide reach, they have the power to challenge stereotypes, normalize important discussions, and foster self-reflection among their audiences. Their content can initiate conversations around topics that are often neglected, such as mental health and gender equality, making these issues more relatable and accessible.

They also felt that influencers also have a responsibility to model positive behaviours and promote values. By sharing their personal journeys and reflections, they

'Influencers can play major roles as they reach a lot of people directly and people also engage with them in one-to-one talks'

It is the responsibility of us influencers to teach something good to the new generation

They can create self-introspection and tell people what's right and wrong

They can reach a large audience and create a significant impact

can inspire self-introspection. Furthermore, influencers help normalize sensitive topics and encourage their followers to engage in discussions that challenge outdated norms. This can lead to a gradual shift in perceptions, as individuals often follow influencers for inspiration and guidance.

14. Uniqueness of CEQUIN Campaign

A set of questions were asked to understand the uniqueness of the campaign and willingness of the content creators to take it ahead independently. Notably, over 95 percent of the creators reported that this was their first time participating in a campaign addressing these themes, indicating a significant gap in online advocacy around such issues. Only one creator had previously created content of similar nature.

I am eager to continue participating in similar campaigns and want to take a more structured approach with a team for better storytelling and video production.

Encouragingly, more than 80 percent expressed a willingness to independently create content related to themes explored in 'Mardon Wali Baat', suggesting the campaign has sparked long-term interest and commitment among influencers to address similar narratives through their platforms.

Furthermore, all but two influencers expressed a desire to collaborate with CEQUIN on similar social initiatives in the future indicating high level of enthusiasm.

15. Challenges they may face in future

The creators listed down challenges that they foresee in taking the campaign forward independently. While a few see no major obstacles due to their already aligned content strategy, most recognize that personal resilience, creativity, and strategic communication will be essential in sustaining the campaign's momentum and impact over time.

- **Overcoming deep-rooted societal norms:** They felt that many are still uncomfortable with topics like emotional vulnerability, gender equality, and mental health, especially when they challenge traditional views on masculinity. This can lead to negative reactions, disengagement, or even personal criticism from peers, followers, or relatives.
- **Online trolling for progressive content:** Creators noted being teased or questioned for sharing progressive content, which can be discouraging.
- **Holding audience interest:** Low or inconsistent engagement can be a major challenge especially when the content diverges from their established niche, making it harder to maintain audience interest.
- **Time, content, creativity:** Some also identified challenges like time constraints, lack of planning, or difficulty developing fresh and relevant ideas consistently. Additionally, there's concern about alienating certain groups while trying to promote inclusive messages.

However, many creators remain committed to the cause, believing that gradual change and continued effort can shift perceptions.

16. Suggestions for better reach

In order to make the campaign reach out to more intended audience in future the creators suggested a more targeted, consistent, and inclusive approach. Their suggestions are as below:

- The theme needs to be **relatable and has to be posted regularly**
- **Consistency** would help embed the message more deeply and normalize the conversation over time.
- Audience relate most with **real-life stories and emotional authenticity is valued**. Podcasts, webinars, and public interactions were suggested as platforms to amplify these voices.
- Hosting **live shows or public events** in high-traffic areas like malls was also proposed to increase visibility and spark engagement. It is believed that live sessions or offline interactions would be more impactful, as they allow for a direct connection where people's views can be challenged, prompting reflection. *'It will touch someone and people will really understand what we were thinking till now,'* they add, suggesting that face-to-face engagement would enhance the message's effectiveness.
- More **structured approach** with a team for better **storytelling and video production**.
- Importantly, several contributors highlighted the need to use **platforms men already engage with**, such as sports and fitness media, and to **collaborate with male influencers** who represent positive masculinity.
- Inclusivity was also suggested—**bringing female influencers into the conversation** and promoting men's issues through women's voices too. Ultimately, *'we have to work 360 degrees... through social media, ads, and TV commercials'* to truly change mind sets and reach a broader male audience.

Short reels and stories should be posted on a regular basis, not only 3 days in a month.

Share true stories of people, their achievements, with their interviews

Collaborating with popular male influencers or celebrities... would have helped in creating a stronger connection

17. Summary

The *'Mardon Wali Baat'* Micro Influencers Campaign by CEQUIN, launched in August 2024, aimed to redefine masculinity and promote gender equity by engaging male digital content creators aged 18–30. It was a strategic and innovative intervention that leveraged storytelling, personal experiences, and digital media platforms to foster attitudinal change among men and boys. This was anchored in the belief that men and boys must be active allies in gender equality, the campaign used training, storytelling, and digital platforms to dismantle harmful gender stereotypes. The campaign began with a retreat for 48 creators, offering training in gender sensitivity, followed by eight months of structured engagement on themes such as emotional vulnerability, mental health, gender stereotypes, and men as allies etc.

The evaluation, carried out with research support from CMS, included a baseline and end line study using surveys, interviews, and content analysis. Despite a natural attrition that reduced the cohort to 22 creators by April 2025, the remaining participants demonstrated high involvement, strong alignment with the campaign's values, and emotional investment in its outcomes.

The findings reveal that 68 percent of creators were extremely involved and internalized the campaign themes, indicating a deep personal and creative transformation. Many shifted from performative content

to socially responsible messaging, illustrating the campaign's success in fostering conscious content creation.

Mental health and *emotional vulnerability* emerged as the most resonant themes, reflecting a hunger for narratives that challenge toxic masculinity and normalize emotional expression among men.

The campaign was found to be highly relevant and 95 percent of the creators believed it brought forward their personal and social realities. Emotional storytelling formats, such as 'talking to my younger self,' received the most engagement, suggesting that authentic and relatable content are key to audience connection. Posts promoting self-awareness, consent, and respect for boundaries sparked meaningful dialogue and community reflection, although some creators faced challenges such as lower engagement due to deviation from their usual content and platform algorithm constraints.

The impact of the campaign was twofold, on the creators themselves and their audiences. Creators reported increased empathy, self-awareness, and a reframed understanding of masculinity, with many noting personal changes like becoming more emotionally expressive or more equitable partners. While follower reactions varied, most creators observed a gradual yet positive shift in audience attitudes and increased receptivity to challenging conversations around gender roles.

Challenges included societal resistance, reduced reach, creative fatigue and fear of backlash. Despite these, the creators showed remarkable adaptability and resilience, often blending campaign messaging with their niche content to maintain relevance and engagement.

Notably, this was the **first ever campaign on such themes** for over 95 percent of the creators, highlighting a significant gap in advocacy on masculinity in social media. While over 80 percent **expressed a strong intent to continue this genre of content**, and almost all are **willing to partner with CEQUIN**. Challenges foreseen included **difficulty aligning niche content, inconsistent social media algorithms**, and societal resistance to progressive messaging. To sustain and scale the momentum the **collective suggestions** are:

1. Broaden engagement models: Host in-person activations, community sessions, or mall-based campaigns to complement digital narratives and engage diverse audiences offline
2. Provide continued support: Regular thematic inputs, content templates, and technical assistance (editing, analytics) will empower creators to produce compelling content with minimal problems
3. Strengthen peer learning networks: Facilitate a community of practice where creators can share experiences, challenges, and strategies. Peer mentoring can improve content relevance and consistency
4. Increase visibility through partnerships: Collaborate with educational institutions, civic bodies, and digital platforms to widen reach and enhance legitimacy
5. Build resilience through training: Future programs should include sessions on handling trolling, creative burnout, and resistance, equipping creators with tools for sustainable advocacy
6. Measure long-term impact: Introduce longitudinal tracking of content and audience sentiment to document evolving narratives and influence over time.

In **conclusion**, *Mardon Wali Baat* effectively catalysed personal growth among content creators and initiated important public discourse around masculinity and gender equality. The campaign marked a significant step in positioning young men as advocates for gender justice. The campaign's strength lay in

its participatory, emotionally resonant approach, and the commitment it inspired in its participants. The creators' willingness to continue advocating for gender equity, despite challenges, signals strong potential for scale-up and sustainability.

The creators' transformation from passive observers to change agents demonstrates the power of well-designed, value-aligned social campaigns. With strengthened support systems and strategic outreach, *Mardon Wali Baat* holds potential for deeper societal impact and scalable replication. Its success reaffirms that inclusive, empathetic masculinities are not only possible but necessary for a just and equitable future.

Future campaigns could enhance impact by incorporating more structured support for content ideation, public engagement through live events, and continuous dialogue to counter resistance—ultimately reinforcing that gender equality is a shared, inclusive journey.

