



Social Media Talent Recruitment Campaign

International Women's Day 2022, March 8th 2022

**“The reaction to
Sister Motion has
blown me away. I
have been virtually
high-fived all over
the internet!”**

Nicky Woodhouse, Creative Director | March 14th 2022



CAMPAIGN STATS

Measured Tuesday 05 April

LIKES:

507

(not including likes of shared post)

SHARES:

16

COMMENTS:

150

(not including comments of shared post)

TALENT APPLICATIONS:

86

Post shared on Nicky Woodhouse's social networks only. No paid spend or promotion.
Channels not listed in this document — Twitter — The Dots — Promo Peeps Facebook Group



POST COPY IN FULL

One of the biggest gripes I have about our industry is that as a female director working in commercial production, I am a minority. A rare commodity that gets hired primarily to deal with content that features boobs, bums, or lady bits. On my most recent TVC, the only other woman in the crew besides myself was the HMU! The crew was all men, the producer a man, the agency CD a man! And this was late 2021 on a shoot for a woman's product!

With women driving up to 80% of all consumer purchasing decisions (source: Bloomberg), there is an apparent disconnect between the creation and execution of the advertising we consume and the primary audience.

So I have decided to do something about it. Today on International Women's Day 2022, I am proud to announce Sister Motion. A full-service

production agency that connects brands with brilliant women and under-represented groups to bring passion, courage, and a spirit of collaboration to commercial video production. I believe that diverse creative teams will produce content that's uniquely empowered to resonate with the diverse makeup of today's consumer population.

I am already having positive meetings with brands who have expressed an interest in working with us, and I am looking for brilliant women and talent from underrepresented groups to join the Sister Motion movement. If you are a director, editor, colorist, CD, DOP, or crew that would like to join our roster, please email us — hello@sistermotion.com.



Let's set competition aside and come together to create a community that can help brands challenge stereotypes and build a more tolerant society.

Nicky Woodhouse, Creative Director | March 14th 2022





FACEBOOK
WOMEN IN FILM AND TV




106

comments

32

shares

7




Nicky Woodhouse Women in Film and Television International


8 March at 12:18 · 🌐

One of the biggest gripes I have about our industry is that as a female director working in commercial production, I am a minority. A rare commodity that gets hired primarily to deal with content that features boobs, bums, or lady bits. On my most recent TVC, the only other woman in the crew besides myself was the HMU. The crew was all men, the producer a man, the agency CD a man. And this was late 2021 on a shoot for a woman's product!

With women driving up to 80% of all cons... [See more](#)



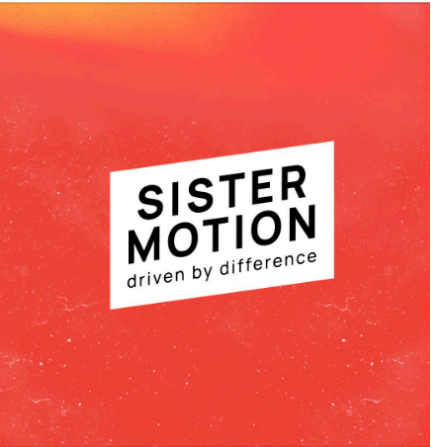
Sister Motion is a full-service production agency creating courageous visual content that tells your brand stories from a fresh point of view.





Nicky Woodhouse
Founder

We are looking for brilliant women and talent from underrepresented groups to join our creative collective.


hello@sistermotion.com







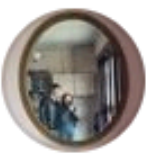
Stacy Alistair and 105 others

32 comments 7 shares

 Like

 Comment

 Share



Ara Nuri
Yes please more female lead production houses!!! I want equality onset and offset! Thank you for being motivated and passionate to build a community for change. Thank you for all your hard work.

Like Reply Share 5 d



Genevieve Sulway
Well done!

Like Reply Share 5 d



Catherine Kalemeyaru Tyson-Viville Robertson-Fingal


Like Reply Share 5 d



Kristin Duffy


FACEBOOK
WOMEN IN FILM AND TV



Jeanne Johann
Excellent concept, that is greatly needed. Wishing you much success ! ❤️


Like Reply Share 5 d



Farkhunda Eiswald
Wow that is the best thing I have seen in a long time. Thankyou. I think it is too late for me- I pushed to become a director until recently- but I am glad to see you start this. Carpe diem!

Like Reply Share 6 d



Nicky Woodhouse **Author** 
Farkhunda Eiswald it's never too late. Your not done until your dead.

Like Reply Share 6 d




Farkhunda Eiswald
Nicky Woodhouse I thank you for your encouragement. Break a leg



FACEBOOK
WOMEN IN ADVERTISING PRODUCTION

105
comments 20




Nicky Woodhouse


8 March at 12:09 · 🌐

One of the biggest gripes I have about our industry is that as a female director working in commercial production, I am a minority. A rare commodity that gets hired primarily to deal with content that features boobs, bums, or lady bits. On my most recent TVC, the only other woman in the crew besides myself was the HMU. The crew was all men, the producer a man, the agency CD a man. And this was late 2021 on a shoot for a woman's product!

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Founder

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hello@sistermotion.com




SISTER MOTION

driven by difference

Olivia Muir and 104 others

20 comments




Annelie Powell Stephenson


I LOVE THIS

Like

Reply

6 d






Sandra Martin


I LOVE THIS TOO 🙌🙌🙌🙌

Like

Reply

6 d






Becky Allin


God I have so much dam respect and love for this! I'm a shoot producer/art director for stills and have been for years on high end jobs but and trying my hand as a director.. currently writing a short film.. I've been a little nervous about stepping into this direction BUT you've just given me hope! ❤️🙏

Like

Reply

6 d






Elin Tiberg

Bloody LOVE this. If I can help in any way I'm here. Thank you Nicky Woodhouse ❤️

Like

Reply

6 d




Lucy Price


This is so great! 💪

Like

Reply

6 d






Gully Belle


Yeah me too! Great notion! Women shown by women tis the ideal!

Like

Reply

6 d





FACEBOOK
WOMEN IN ADVERTISING PRODUCTION



Amanda Jones



I am 1/2 a directing duo (the other half is my husband...) I also happen to have the skills that most seem like a producer. I have been named as the producer of course in almost every job, the "director protector", been asked to wait until "someone who is creative" shows up to have a conversation - you name it! Everything but "the director!" Way to go and thank you, Nicky Woodhouse!



Care Reply 6 d



Pippa Bhatt

Congratulations and wishing you all the success that this deserves 🙌❤️



Like Reply 5 d



Alice Windeler

This is amazing! 🙌



Like Reply 5 d



Ilenka Jelowicki

Amazing - well done!!



Like Reply 5 d



Antoinette De Lisser

Congratulations 🙌🙌🙌🙌🙌



Like Reply 5 d



Natalie Piacun

Love this too! Well done! 🙌🙌🙌



Like Reply 5 d



Natalie Piacun

Love this too! Well done! 🙌🙌🙌



Like Reply 5 d



Naomi Waring

Brilliant! I have sent you an email.



Like Reply 5 d



Claire Toeman

How brilliant!

Like Reply 4 d



Claire Toeman

Have emailed you x



Lucy Vince

So great, thanks for sharing Nicky!

Like Reply 6 d



Rikki Hanson

🔒 Jenni Suitiala

Like Reply 6 d



Nicola Leddy

Love the branding x

Like Reply 6 d



Susan Williams

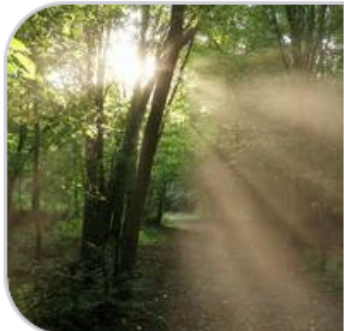
So great - Here for this!!

Like Reply 5 d



Sharron Ward

I couldn't agree with you more Nicky! I have noticed this very much on BC but especially on documentaries - even when the films are about domestic violence, rape & coercive control!! Go figure. I am very tired of never seeing female drone ops, female underwater cam ops - so slowly putting together a database & making a pledge to hire more female crew! I'm usually based in London but currently in NZ - do check us out at: <https://www.katalystproductions.co.uk/about-us>



KATALYSTPRODUCTIONS.CO.UK

About Us - Katalyst Productions



Like Reply 5 d



Sian Duke

Brilliant, love what your doing xx



FACEBOOK

WOMEN IN ADVERTISING PRODUCTION





Rebecca Gower

This speaks to me on so many levels. It's is such a wonder to see I am not alone in this. Doing something and making a difference is so admirable. I am truly inspired!


[Like](#) [Reply](#) 7 h



FACEBOOK
BRANDED CONTENT PRODUCTION



65



18




Nicky Woodhouse


8 March at 12:15 · 🌐

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Nicky Woodhouse
Founder

We are looking for brilliant women and talent from underrepresented groups to join our creative collective.

hello@sistermotion.com



SISTER MOTION
driven by difference

 65

18 comments








Kimberly Allan

Lovely intro, beautifully written and inspiring business! We work with a lot of digital clients at Talented People and feel just as strongly about diverse representation and know great female talent, so **Jess Gardner** and/or I will be in touch to say hi 😊 All the very best with it Nicky x

Like Reply 5 d





Stuart White

Gabi Norland,  Jessica Gowing,  Helen Lawson,  Little Sonia, Arabella Arabia Burfitt-Dons,  Victoria Short James,  Jane Gull,

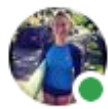
Like Reply 5 d



Lea Gratch

Abso-bloody-lutely Nicky! here are some peeps doing similar things so perhaps good to linkup? GiF and Edit Collective **Nikola Vasakova**  Agathe Barbier  Katherine Eve Janes

Like Reply 5 d



Nicky Woodhouse Author

Lea Gratch thank you. Yes would love to speak ladies and see if we can collaborate 😊

Like Reply 5 d



FACEBOOK
NICKY WOODHOUSE

61

25

3

Nicky Woodhouse

8 March at 11:28 · 🌐

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SISTER MOTION

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SISTER MOTION

driven by difference

61

25 comments 3 shares

Steve Folland

👏 Brilliant Nicky - love this - can I share in my Being Freelance Community if you're looking for freelancers?

Like Reply 6 d

Jonathan Owen

Amazing. Just shared 🙌 x

Like Reply 6 d

Tim May

Excellent! 🙌

Like Reply 6 d

Caroline Adkin

Awesome!!

Like Reply 5 d

Fiona Sinnott

Fabulous plan 🙌

Anna Linstrum Catherine Linstrum

Like Reply 5 d

Sophie Regnier

Bang on and congratulations Nicky Woodhouse 🎯❤️

Like Reply 5 d

Emma Shaw

This is brilliant Nicky - this idea is spot on xxxx

Like Reply 6 d

Verity Curran

This is amazing Nicky! ❤️

Like Reply 6 d

Sophie Regnier

Alexie Sommer

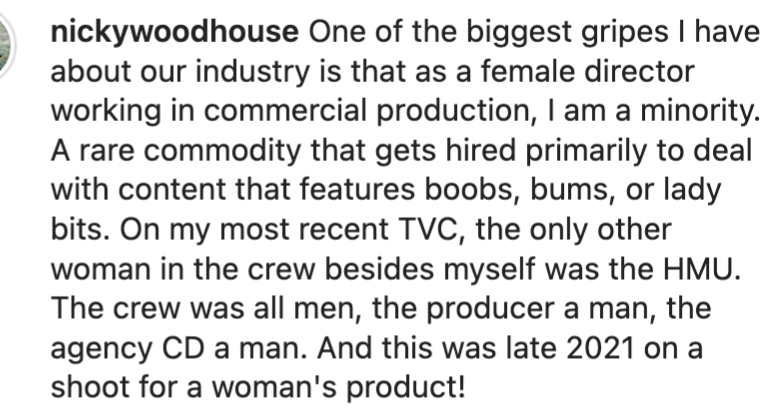
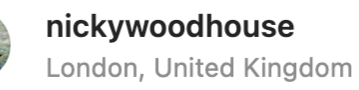
Like Reply 5 d



@nickywoodhouse

99

18



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MARCH 8



Post





maddenflowsync 🙌🙌🙌

4d 1 like Reply





wanderlustlifegeorgie Nice one Nicky! 🙌

6d 1 like Reply





lucycwebb This is utterly fabulous 🙌😍

5d 1 like Reply





nossi BRAVA!

6d 1 like Reply





sarisheehan Yes!!! Incredible Nicky! ✨

6d 1 like Reply





sauntonsurfsisters Amazing ❤️

5d 1 like Reply





dotandpeg ❤️ this is awesome 🙌

6d 1 like Reply




View replies (1)



yasminjasminlondon ❤️🔥🙌


6d 1 like Reply






mpmickhall Brilliant. 🙌


6d 1 like Reply






cliffhouseemerimbula Well done!


4d Reply






skan_drone Great idea! ❤️


5d 1 like Reply






voiceoversuperhero Incredible story! 🙌


5d 1 like Reply ...






alaniz02 Congratulations!!❤️🙌🙌🙌


6d 1 like Reply






moonkranevideo That's amazing! so needed in this industry 🙌

4d 1 like Reply



View replies (1)



muthacollective Love this so much. Amazing effort 🙌


6d 1 like Reply







LINKED IN
<https://www.linkedin.com/in/femaledirector/>

52
27
5




Nicky Woodhouse (She/Her)
Director - Branded Content & Commercials
1mo • 

One of the biggest gripes I have about our industry is that as a female director working in commercial production, I am a minority. A rare commodity that gets hired primarily to deal with content that features boobs, bums, or le ...see more



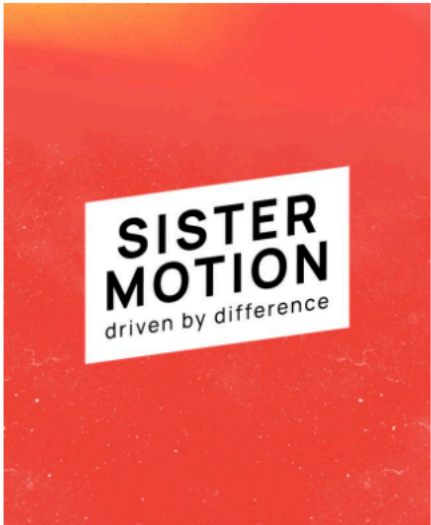
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Nicky Woodhouse
Found


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 Sara Starling and 51 others

27 comments • 5 shares

 Like

 Comment

 Share

 Send



LINKED IN

https://www.linkedin.com/in/femaledirector/



- Pippa Scopes • 1st

Director at Blue Zebra

6d ...

Good luck sounds like an amazing venture. I will certainly be in touch if we need anything x

Like · 1 | Reply · 1 Reply | Message
- Vikki Stephenson (she/her) (She/Her) • 1st

#standwithukraine

6d ...

Wonderful to see Nicky! Sharing with my network x

Like · 2 | Reply | Message
- Sarah Stone • 1st

Helping organisations identify what Social Value is and how to crea...

4d ...

Rahel Jones Berry Jordan Carol MacInnes Kane

 might be good for telling the environment story?

Like | Reply | Message

- Jarred Mcknight (He/Him) • 1st

Creative Director

5d ...

LOVE IT! Let's talk!

Like · 1 | Reply · 2 Replies | Message
- Sara Butler • 1st

Managing Director at Shoot the Company

6d ...

This is brilliant Nicky well done. Anything I can do to help please reach out.

Like · 2 | Reply · 2 Replies | Message
- Sarah Robertson (She/Her) • 1st

Senior content producer | Visual communications specialist | Storyt...

6d ...

Amazing news [Nicky Woodhouse](#). What a fantastic, and much needed initiative. Wishing you all the best with this new venture!!

Like · 1 | Reply | Message





CONTACT

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sistermotion.com

#bethechangeyouwanttosee