



Press release

UN Femmes x Dusens Group (ex tequilarapido) campaign

With just days to go before the opening of the Summer Paralympic Games, UN Women France continues to roll out its awareness campaign “Étincelles” (“Sparks”), designed pro bono by Dusens Group.

Paris, August 21, 2024 – An engaging campaign created by Dusens Group to promote sport as a powerful driver of women’s empowerment, championed by top-level French athletes. An initiative to make women’s sports shine through commitment and engagement.



At puberty, nearly **one in two girls drops out of sports** (source: UN Women).

Based on this observation, Dusens Group designed and produced the “*Étincelles*” campaign for UN Women France. **The goal is to ignite a “spark” through a positive movement that encourages women to empower themselves and rebuild their confidence through sport.**

Through this **360° campaign**, combining outdoor advertising, social media, and in-person events, UN Women France and Dusens Group aim to make women’s sport shine and promote a more equal society.

“We want to take the opposite approach by highlighting all the sparks — all the encouraging words that can reignite the flame between women and sport.”

Elisa Cazin, Account Director

Launched during a historic year for sports, the “*Étincelles*” campaign is also making waves internationally, shared under the hashtag **#SheShines**.

A pro bono project by Dusens Group

This pro bono campaign stands out thanks to the agency's **skills sponsorship** and its desire to involve employees who are eager to commit to this cause. Women's empowerment and inclusion is a natural priority for **Dusens Group, whose workforce is over 60% female**.

This campaign also highlights the strong synergy between Dusens Group — an independent communication consulting firm — and an organization like UN Women France, which works for **gender equality and the empowerment of women**.



Through this project, the association aims to raise funds to support the field programs run by UN Women in over 100 countries. The objective is to continue promoting education and public awareness, using sport as a lever for empowerment for women and girls.

Top athletes at the forefront: inspiring sparks for all women

We would like to thank all the athletes who took part in this campaign, including:

Estelle Mossely, Manon Lanza, Sarah Abitbol, David Smétanine, Sarah Daninthe, Caroline Jouisse, Fabien Lamirault, Zakia Khudadadi, Germain Louvet, Manon Lanza, Alex Caizergues, Laura Di Muzio, Alexandra Pertus, Diandra Tchatchouang, Lenaïg Corson, Jessica Houara-d'Hommeaux, Laurence Fischer, Aurélie Bresson, Rana Gorgani, Cléopatre Darleux and Marie Bochet.



Dusens Group, creators of engagement

100% Independent – The right size and mindset to stay agile, efficient, and humble

35 years of experience – Still passionate about our clients' challenges and our work since 1989

45 brands supported – On their strategies, platforms, and content to deliver the right message, at the right time, in the right place

4,200 digital corporate, business, or internal engagement platforms – Helping CAC 40 groups and their global operations engage their audiences

To learn more about the UN Women France campaign:

<https://www.onufemmes.fr/etincelles>