



# Empowering Narratives: Exploring the Impact of Kotak General Insurance's 'Drive Like a Lady' Campaign on Shifting Perceptions of Female Empowerment

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## **Authors' contributions**

*This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.*

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## **ABSTRACT**

Amid India's evolving societal landscape, this study delves into the profound influence of Kotak General Insurance's 'Drive Like A Lady' campaign on reshaping perceptions of female empowerment and aspirations. Central to the campaign is the portrayal of Surekha Yadav, India's first female loco pilot, whose journey embodies resilience and determination. By spotlighting Yadav's story and celebrating women who drive change, the campaign aims to instill empowerment and possibility among its audience.

The literature review section provides a thorough examination of relevant literature surrounding gender stereotypes, biases, and the role of advocacy campaigns in driving social change.

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The methodology section outlines the research approach adopted to analyze the 'Drive Like A Lady' campaign. This section discusses the theoretical underpinnings guiding the analysis and the conceptual framework employed. Drawing on theories such as the Hypodermic Theory and the Habermas Public Sphere Theory, it offers a conceptual framework for understanding the transformative potential of initiatives like the 'Drive Like A Lady' campaign in challenging ingrained societal norms and fostering inclusivity.

It emphasizes the use of qualitative analysis, and content analysis, to examine the campaign's effectiveness in reshaping cultural narratives surrounding female achievement and ambition.

In the results section, the findings of the study are presented, highlighting the campaign's effectiveness in challenging biased stereotypes and inspiring young girls to pursue ambitious goals. Through content analysis and exploration of existing literature, the research uncovers how the campaign's storytelling strategies and celebration of female role models foster a more inclusive and aspirational societal narrative. Additionally, the study examines the campaign's resonance across diverse demographic groups, probing its ability to surpass cultural boundaries and resonate with individuals from varied socio-economic backgrounds.

Finally, the conclusion synthesizes the key insights from the study, emphasizing the significant impact of the 'Drive Like A Lady' campaign as a catalyst for reshaping cultural norms and empowering the next generation of women to dream big and defy societal limitations. It underscores the transformative power of advocacy campaigns in driving social change and recommends further research to explore the long-term implications of such initiatives on gender equality in India.

*Keywords: Achievement; ambition; aspirations; bias; campaign; change; cultural; determination.*

## 1. INTRODUCTION

Significant changes in cultural views and beliefs around gender roles and female empowerment have occurred in India in recent decades. Even with progress, ingrained prejudices and social norms persist, especially in fields that have historically been dominated by males, like driving. Kotak General Insurance launched the 'Drive Like A Lady' campaign after realizing these difficulties. Based on an awareness of the obstacles preventing women from advancing, the campaign seeks to dispel long-held myths and give women the confidence to fearlessly follow their dreams. By doing this, it aims to undermine ingrained cultural conventions that restrict women to certain positions and prevent them from entering areas that have historically been controlled by males.

The 'Drive Like A Lady' advertisement stands out as a ray of light in a world where gender inequalities are pervasive. Kotak General Insurance is using advocacy and storytelling to help change the way people think about female empowerment, especially in areas that have previously been seen negatively. The goal of this campaign is to redefine what it means to drive like a woman and to encourage Indian women to break stereotypes and choose their routes to success.

Amid India's ongoing attempt at gender equality, the initiative is a tribute to the fortitude and resolve of women to surpass social constraints. Examining this innovative project in further detail reveals that it serves as a catalyst for significant societal change as well as a call to action. We examine how campaigns that challenge ingrained standards might promote inclusion and uncover the complexity of gender relations in modern-day India via the prism of the 'Drive Like A Lady' campaign.

In this research study, we conduct a detailed analysis of the 'Drive Like A Lady' campaign by Kotak General Insurance, looking at its goals, history, and effect on changing the way society views gender roles and female empowerment. We want to shed light on the relevance of this creative undertaking in the context of India's changing social environment by carefully examining its details. We hope to gain insights into the campaign's efficacy as a catalyst for societal change and its role in enabling women to reach their full potential by examining its narrative methods, reception, and resonance among various demographic groups. We hope to demonstrate the transforming potential of advocacy campaigns in dispelling myths, encouraging diversity, and opening doors for a more just and empowered future through this investigative trip.

## 2. LITERATURE REVIEW

Chidinma Favour Chikwe et al., [1] their study "Navigating the double bind: Strategies for women leaders in overcoming stereotypes and leadership biases" explains women leaders often face a "double bind" where they're expected to embody both stereotypically feminine and masculine traits to be seen as effective. This challenge arises from pervasive gender stereotypes in leadership, hindering women's progress. Research shows that conforming too closely to feminine stereotypes may undermine perceptions of leadership while adopting masculine traits can compromise likability. To overcome this, women can embrace an "androgynous" leadership style, blending both traits. They can also emphasize their unique strengths like empathy and collaboration to build trust with their teams. Mentorship and networking are vital for navigating these challenges. Ultimately, challenging stereotypes, balancing traits, and leveraging strengths can help women overcome barriers to leadership success and foster inclusive environments.

Koch et al., [2] their study "A Meta-Analysis of Gender Stereotypes and Bias in Experimental Simulations of Employment Decision Making" examines factors influencing gender bias within male-dominated, female-dominated, and integrated job settings. Findings reveal a clear gender-role congruity bias favoring men in male-dominated roles, with male raters demonstrating greater bias than female raters. While additional information inconsistently reduced bias, clarity on high competence mitigated gender bias. Decision-makers motivated to make careful judgments exhibited reduced bias in male-dominated roles, and experienced professionals showed less bias compared to undergraduates or working adults. Understanding these factors is crucial for addressing gender bias and promoting fairness in organizational decisions.

Barnett, [3] explains in their study "Preface: Women and Work: Where Are We, Where Did We Come From, and Where Are We Going?" that Persistent barriers faced by women in the workplace mirror historical gender biases, reminiscent of the traditional notion that women belong primarily in the home rather than in professional spheres. These biases persist in contemporary workplaces through stereotypes like the maternal wall and the ideal worker, contributing to ongoing gender disparities. Gendered beliefs influence behavior, as women

may feel conflicted about prioritizing their careers over family responsibilities, while men may hesitate to take family leave due to concerns about being perceived as less committed to work. Despite evolving attitudes, gender inequalities endure, often attributing women's career challenges to their perceived limitations rather than addressing systemic barriers. However, recent trends suggest a gradual shift away from these entrenched beliefs, offering hope for a more equitable workplace environment.

Heilman, [4] the study "Gender Stereotypes and Workplace Bias" examines the impact of descriptive and prescriptive gender stereotypes on women's career advancement. It argues that these stereotypes lead to biased judgments and decisions, hindering women's progress in the workplace. Descriptive stereotypes create negative performance expectations due to perceived mismatches between women's traits and the attributes deemed necessary for success in male-dominated roles. Prescriptive stereotypes establish normative standards for behavior, resulting in social penalties for women who deviate from these norms by being successful. Research explores specific career consequences of stereotype-based bias, and identifies factors that can amplify or mitigate their effects.

Morgenroth et al., [5] their study "The Motivational Theory of Role Modeling: How Role Models Influence Role Aspirants' Goals" examines the Motivational Theory of Role Modeling, which synthesizes expectancy-value theories of motivation with the concept of role modeling to elucidate the mechanisms through which role models influence goal attainment. By integrating various definitions of role models into three distinct functions behavioral modeling, representation of possibility, and inspiration the theoretical framework highlights the multifaceted ways in which role models impact motivation and goals. It underscores the significance of leveraging role models to reinforce existing aspirations and foster the adoption of new goals, particularly among individuals from stigmatized groups. Moreover, the study emphasizes the need for further research to explore the nuanced dynamics of role modeling across diverse contexts and to develop targeted interventions aimed at empowering individuals to pursue and achieve their ambitions.

Hoyt & Murphy, [6] their study "Managing to clear the air: Stereotype threat, women, and Managing

to clear the Air: Stereotype Threat, women, and Leadership” delves into the phenomenon of stereotype threat for women in leadership roles. Beginning with an overview of stereotype threat, the article explores its implications for women in leadership positions. It reviews a model encompassing cues to stereotype threat, its consequences, and factors moderating individuals' appraisals and responses to stereotype threat. In addition to focusing on leadership-specific research, the review incorporates broader studies on stereotype threat in workplace contexts and tasks relevant to leadership. Finally, it discusses implications for future research and proposes practices to mitigate the adverse effects of stereotype threat.

Brown & El-Ansary, [7] in their study "The Portrayal of Women in Advertising: An Overlooked Area of Societal Marketing," discovered that women are frequently depicted as housewives or in low-level occupations. Advertisements often featured young housewives in domestic settings or portrayed women as sex objects, dressed as stewardesses, secretaries, or military personnel. Conversely, high-ranking professions such as doctors, attorneys, CEOs, and athletes were predominantly represented by men. Employing qualitative methods, particularly content analysis, the study revealed a disparity in the portrayal of male and female roles in advertising. The researchers concluded that existing literature and feminist critiques underscore the need for further exploration of gender roles in advertising. This prompted the development of future studies aimed at assessing the social acceptability of gender portrayals in advertisements across various dimensions such as sexuality, aesthetics, and relationship dynamics.

Bartos, [8] in their study "Women and Advertising," discovered that consumers' negative perceptions of advertising can diminish the quality and credibility of brand images. Conversely, advertising that resonates positively with consumers can enhance brand perception. The study highlights issues stemming from conventional methods of advertising research and a narrow definition of "advertising effectiveness," advocating for an expanded understanding that incorporates emotional responses. The researcher suggests that measuring the level of consumer liking may be a crucial aspect of advertising efficacy, especially in today's evolving media landscape. Through a cross-sectional study, the researchers gathered

insights into women's perceptions of how they are portrayed in various advertising executions. The study concluded that both housewives and working women reacted more favorably to modern advertising and images compared to traditional ones. Interestingly, even women with traditional viewpoints showed strong support for these newer advertising principles, indicating a positive response to signs of change irrespective of their lifestyles aligning with "new values."

Moorthi et al., [9] in their study titled "The Changing Roles Portrayed by Women in Indian Advertisements: A Longitudinal Content Analysis," the researchers examined the evolution of female roles in Indian television advertisements over time. Utilizing content analysis as the methodology, they analyzed how gender roles have shifted in advertising portrayals. The study found that women's roles have indeed transformed over the years, with Indian advertisers typically depicting them in stereotypical ways across various product categories. Notably, there has been a trend towards portraying women in traditionally male-dominated advertisements over time.

Das & Sharma, [10] in their study titled "Fetishizing Women: Advertising in Indian Television and its Effects on Target Audiences," the researchers underscore the significant influence of advertising on shaping diverse notions of beauty, particularly in India. Rather than featuring "size-zero" models, advertisements often portray women with fair skin, tight clothing, and exposed midriffs as the epitome of beauty, reflecting a Westernized perspective. The study investigates how young girls interpret media pressures by examining the portrayal of thin, attractive models in Indian TV commercials. Conducted by students from BITS Pilani, the study utilized quantitative research methods, surveying female students over four years to analyze their perceptions. Findings reveal that advertisements frequently present women with unattainable and unrealistic beauty standards, encouraging them to prioritize physical appearance over well-being. This pressure contributes to feelings of disappointment and frustration among women, leading to unhealthy eating habits. Despite these challenges, the study highlights a preference among respondents for contemporary depictions of women as role models.

Gulati, [11] in their study titled "Analysis of Projection of Women in Advertisements on

Society,” the researchers found that, with a focus on how women are portrayed in particular, advertising has a major impact on social values and behaviors. Research indicates that commercials frequently reinforce gender stereotypes by portraying women as reliant, devoid of self-expression, and largely appreciated for their outward looks or household responsibilities. Furthermore, negative stereotypes of femininity are reinforced when women are presented as the helpless objects of male desire. These representations reinforce unfavorable ideas about gender roles and relationships as well as poor body image concerns in women and girls. Nonetheless, the demand for more varied and strong female portrayals in advertising is becoming increasingly apparent. With the backing of laws, initiatives to dispel prejudices and advance gender equality in advertising have gained traction.

In conclusion, it is the responsibility of advertising to embrace inclusive representations of women that honor their variety of skills and contributions to society. They may promote a more just and inclusive society and positively impact social change by doing this.

Raina, n.d. [12] in their study “Representation of Indian Women in Advertisements” examines the possible effects on youth and society at large, the way Indian women are portrayed in modern ads has drawn more and more attention. Studies show that stereotypes and unattainable beauty standards are frequently promoted in commercials, which can negatively impact viewers' perceptions of their bodies and self-worth, especially in the case of young women.

According to research, the way Indian women are portrayed in ads perpetuates prejudices and conventional gender norms by putting them exclusively in domestic or subordinate positions. These representations might prevent women from pursuing a wide range of passions and goals, which would increase gender disparity and social expectations.

To conclude, the way Indian women are portrayed in modern ads affects how young people and society see gender roles and beauty standards, which has a big impact. To advance gender equality and constructive social ideals, efforts must be made to dispel preconceptions and advance more inclusive depictions. Regulations that guarantee the promotion of

equality and dignity in commercials can support these initiatives.

Dr. Pranita Laxmanrao Chitnis, [13] in their study “Changing Trends of Advertisements” Advertising-driven consumerism emphasizes how crucial ethical issues are in the message. Nonetheless, advertising in the present day frequently puts money above morality. The way women are portrayed, the maintenance of unattainable beauty standards, and the deceptive targeting of vulnerable groups like children are among the issues. These kinds of actions damage customer confidence and encourage unhealthy usage. Respecting moral principles is essential to defending consumer rights and encouraging ethical advertising.

Alam et al., n.d. [14] their study “The Portrayal Of Women In Advertisements: A Critical Analysis Of The Role, Participation, And Empowerment” looks at how women are portrayed in ads from a qualitative perspective, highlighting how their roles are changing and how gender stereotypes are still being reinforced. It investigates the idea of "emphasized femininity" and how viewpoints dominated by males serve to maintain it. The study looks at how commercials either support women's emancipation or contribute to their objectification and inequity. The study looks at several ads to question society's expectations and promote gender equality. To solve these difficulties in a democratic society, it emphasizes the necessity of doing multidisciplinary research on laws, policies, and sociopolitical activities.

Kariya, n.d. [15] in their study “Empowering Women Consumers: Breaking the Social Norms Using Stereotypes Advertising” India's economy, which has been driven by consumption, has been aided by favorable demographics, evolving consumer behaviors, and altered spending patterns. The acceleration of the consumption of goods and services is being driven by a big and youthful population, together with increased affordability. A new elite consumer class has emerged as a result of this generational shift, with notable shifts in the attitudes of female consumers and the education of young people, particularly girls. Innovative advertising methods are being used by marketers and advertisers to empower women customers and challenge social conventions. To help both consumers and marketers, the research investigates the effects of stereotype advertising on consumer opportunities and lifestyles.

### 3. METHODOLOGY

The present study employs a qualitative research methodology to investigate the intricacies of Kotak General Insurance's 'Drive Like A Lady' campaign and its influence on the transformation of society's attitudes towards female empowerment. The research endeavors to thoroughly analyze the narrative components incorporated into the campaign's many communication materials using a content analysis lens. This methodological decision enables a thorough examination of the campaign's underlying ideas, messaging techniques, and visual representations to communicate its main message, which challenges preconceived notions about female empowerment.

#### 3.1 Conceptual Framework

The conceptual framework for this research paper draws upon two key theories: the Hypodermic Theory and the Habermas Public Sphere Theory, to provide a lens through which to analyze the impact of Kotak General Insurance's 'Drive Like A Lady' campaign on reshaping perceptions of female empowerment in India.

#### 3.2 Hypodermic Theory

The Hypodermic Theory, also known as the "magic bullet" or "direct effects" model, posits that mass media, such as advertising campaigns, have a powerful and direct influence on shaping audience perceptions and behaviors. According to this theory, media messages are injected into the minds of individuals, who passively receive and accept them without critical evaluation. In the context of the 'Drive Like A Lady' campaign, the Hypodermic Theory suggests that the campaign's narrative and messaging have the potential to directly influence audience attitudes towards female empowerment and aspirations. By portraying Surekha Yadav's journey as India's first female loco pilot and celebrating women who defy societal norms, the campaign aims to inject empowering messages into the minds of its audience, challenging biased stereotypes and inspiring young girls to pursue ambitious goals.

#### 3.3 Habermas Public Sphere Theory

In contrast to the passive reception model proposed by the Hypodermic Theory, the Habermas Public Sphere Theory emphasizes the

role of public discourse and deliberation in shaping societal norms and values. Developed by philosopher Jürgen Habermas, this theory posits that a healthy public sphere, characterized by open and inclusive dialogue among citizens, is essential for the functioning of democracy and the formation of collective identities. In the context of the 'Drive Like A Lady' campaign, the Habermasian Public Sphere Theory suggests that the campaign catalyzes engaging public discourse on issues of gender equality and female empowerment. By showcasing diverse narratives of female achievement and resilience, the campaign fosters a more inclusive and aspirational societal narrative, encouraging critical reflection and dialogue among its audience. Through its celebration of female role models and promotion of inclusive values, the campaign contributes to the cultivation of a more vibrant and participatory public sphere, where diverse voices and perspectives are heard and valued.

#### 3.4 Integration

By integrating the Hypodermic Theory and the Habermas Public Sphere Theory, this conceptual framework provides a comprehensive understanding of the mechanisms through which the 'Drive Like A Lady' campaign influences societal perceptions of female empowerment in India. While the Hypodermic Theory highlights the campaign's potential to directly shape audience attitudes and behaviors, the Habermas Public Sphere Theory emphasizes the campaign's broader impact on fostering public discourse and collective action toward gender equality. Together, these theories offer valuable insights into the transformative power of advocacy campaigns like 'Drive Like A Lady' in challenging biased stereotypes, empowering marginalized communities, and driving social change.

#### 3.5 Research Design

This study uses a qualitative research approach to investigate how the 'Drive Like A Lady' campaign by Kotak General Insurance has changed the way that people in India see female empowerment and goals. The selection of qualitative research is aimed at enabling a comprehensive comprehension of the intricate social phenomena related to gender stereotypes and advocacy activities. Analysis of campaign-related textual and visual information, such as media coverage, social media posts, promotional

materials, and ads, is part of the study design. The study attempts to identify the underlying narratives, communications tactics, and symbolic representations used in the campaign through qualitative analysis.

In general, the qualitative study approach enables a comprehensive investigation of the efficacy of the 'Drive Like A Lady' campaign in confronting prejudiced perceptions and motivating women to strive for high objectives, therefore augmenting our comprehension of gender empowerment narratives in India.

### 3.6 Research Gap

One potential research gap in this study is the lack of exploration into the long-term effects and sustainability of the 'Drive Like A Lady' campaign's impact on reshaping perceptions of female empowerment in India. While the study focuses on analyzing the immediate effects and reception of the campaign, there is limited understanding of how these perceptions may evolve over time and whether the campaign's messaging has a lasting influence on societal attitudes towards gender equality.

Additionally, there is a gap in understanding the specific mechanisms through which the campaign's narrative strategies and celebration of female role models translate into tangible changes in societal perceptions and behaviors. While the study acknowledges the effectiveness of storytelling techniques and symbolic representation in challenging biased stereotypes, there is a need for more nuanced analysis to uncover the underlying processes driving these changes and identify potential barriers to sustained progress.

Furthermore, the research gap extends to the intersectionality of gender and other social identities, such as class, caste, and region, in shaping perceptions of female empowerment in India. While the study acknowledges the campaign's resonance across diverse demographic groups, further exploration is needed to understand how intersecting factors influence individuals' interpretations of the campaign's messaging and their attitudes toward gender equality.

Addressing these research gaps would contribute to a more comprehensive understanding of the 'Drive Like A Lady' campaign's impact on reshaping cultural

narratives surrounding female achievement and ambition in India, and provide valuable insights for future advocacy efforts in promoting gender equality.

### 3.7 Content Analysis

The foundation of this study technique is content analysis, which provides an approach for dissecting the complex elements of the 'Drive Like A Lady' campaign. Through a thorough examination of a wide variety of campaign materials, such as advertising, promotional videos, social media posts, and related media coverage, the research aims to identify the underlying story threads that underpin the campaign's efficacy and resonance. The research aims to clarify how the campaign creates and communicates its vision of female empowerment by closely examining the language, imagery, symbolism, and narrative approaches used in these materials.

The research tries to find repeating patterns, persuasive methods, and representations of female agency and autonomy within the campaign's narrative framework by use of a thematic coding and interpretation procedure. The research aims to explore the nuances of how the 'Drive Like A Lady' campaign navigates and challenges current stereotypes and social expectations around women's roles and skills by analyzing the campaign's messaging at both surface and sub-textual levels.

#### 3.7.1 Features

**Advertiser:** Kotak General Insurance  
**Title of Campaign / Hashtag:** #Drive Like A Lady  
**Title of Ad:** Drive Like A Lady 2024  
**Product:** Insurance services offered by Kotak General Insurance  
**Appeal/s:** Emotional appeal, aspirational appeal  
**Length:** 2 Min

#### 3.7.2 Narratives of Ad

**Beginning:** The ad opens with a little girl sitting with her grandfather, sharing her dreams of becoming a loco pilot for the train. Her grandfather listens attentively and questions her about how she can drive a train being a girl.

**Body / Development of Ad:** As the ad progresses, it transitions to showcasing Surekha

Yadav, India's first female loco pilot. It depicts her journey, and challenges in a male-dominated profession. The ad highlights her determination and resilience, inspiring the little girl and viewers to dream big and break stereotypes.

**Conclusion:** The ad concludes with a powerful message celebrating women who drive change and urging young girls to dream big, irrespective of societal barriers.

### 3.7.3 Outline for analysis

**Appeal:** The ad primarily appeals to viewers' emotions and aspirations, aiming to inspire and empower them.

**Location:** The ad is set in a railway station and scene depicting Surekha Yadav's workplace as a loco pilot.

### 3.7.4 Meaning of Ad

**The central message of the Ad:** The central message of the ad is to challenge biased perceptions and inspire young girls to dream big by showcasing the story of Surekha Yadav, India's first female loco pilot.

**Characters in advertisement:** The main characters include the little girl, her grandfather, and Surekha Yadav.

**Scene selected for Analysis:** The scene depicting Surekha Yadav's triumphant moment as she operates a locomotive.

**Time Code:** 1:13 to 1:43.

**Brief description of the selected scene:** The scene shows Surekha Yadav confidently operating a locomotive, symbolizing her groundbreaking achievement as India's first female loco pilot.

**Ad plot discussion:** The ad highlights Surekha Yadav's ultimate triumph, and contrasts with the aspirations of a young girl. It underscores the importance of breaking stereotypes and pursuing one's dreams.

**The overall theme of the Ad:** The overall theme of the ad revolves around empowerment, breaking stereotypes, and inspiring women to pursue their ambitions.

**Mise-en-scene / Props:** The mise-en-scene includes a train station and the interior of a locomotive. Props include a toy train symbolizing the little girl's dream and the locomotive representing Surekha Yadav's profession.

**Editing / Mixing:** The ad features smooth editing transitions between scenes, effectively contrasting the narratives of the little girl and Surekha Yadav.

**Sound Effects:** The ad incorporates uplifting background music and sound effects to enhance emotional resonance.



Image 1. The first female loco pilot in India, Surekha Yadav, continues to serve as an inspiration to future generations.

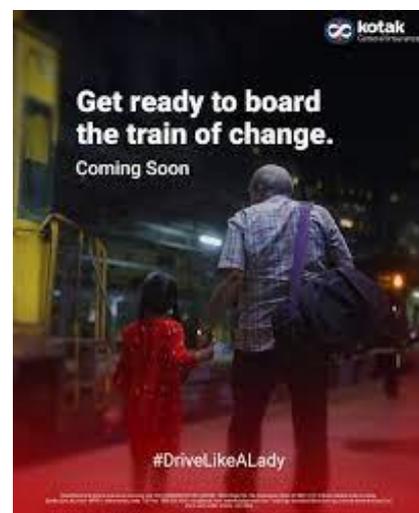


Image 2. Prepare to lead change and shatter barriers.

## 4. RESULTS

The content analysis of Kotak General Insurance's '*Drive Like A Lady*' campaign revealed several key findings regarding its narrative elements and impact on reshaping societal perceptions of female empowerment:

- **Emotional Appeal and Aspirational Messaging:** The campaign primarily appeals to viewers' emotions and aspirations, leveraging storytelling techniques to inspire and empower audiences. By portraying Surekha Yadav's journey as India's first female loco pilot alongside the aspirations of a young girl, the campaign effectively communicates its central message of challenging biased perceptions and encouraging women to dream big.
- **Symbolism and Representation:** Through careful selection of settings, characters, and props, the campaign constructs a narrative that symbolizes empowerment and resilience. Scenes depicting Surekha Yadav's triumphant moment as she operates a locomotive serve as powerful symbols of female achievement and breaking stereotypes, resonating with viewers on both a symbolic and emotional level.
- **Narrative Themes:** The overarching theme of the campaign revolves around empowerment, breaking stereotypes, and inspiring women to pursue their ambitions fearlessly. By juxtaposing the aspirations of a young girl with Surekha Yadav's real-life achievements, the campaign underscores the importance of challenging societal norms and pursuing one's dreams irrespective of gender barriers.
- **Effectiveness of Storytelling Techniques:** The use of smooth editing transitions, uplifting background music, and sound effects enhances the emotional resonance of the campaign, effectively engaging audiences and reinforcing its message of empowerment and possibility.

## 5. DISCUSSION AND CONCLUSION

In conclusion, the content analysis of Kotak General Insurance's '*Drive Like A Lady*' campaign highlights its significant impact on reshaping societal perceptions of female empowerment in India. Through a compelling narrative that celebrates the achievements of

Surekha Yadav and inspires young girls to dream big, the campaign challenges biased stereotypes and fosters a culture of inclusivity and aspiration.

By leveraging emotional appeal, aspirational messaging, and powerful symbolism, the campaign effectively communicates its central message of empowerment and resilience. Through its portrayal of female agency and determination, the campaign inspires women of all ages to defy societal expectations and pursue their aspirations with confidence.

Overall, the '*Drive Like A Lady*' campaign serves as a poignant reminder of the transformative power of storytelling in driving social change and empowering marginalized communities. As India continues its journey towards gender equality, initiatives like this play a crucial role in challenging entrenched biases and fostering a more equitable and inclusive society.

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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