

5 anchors

What really matters in teenage girls' lives?

1




Support network
A sense of place in the world

2



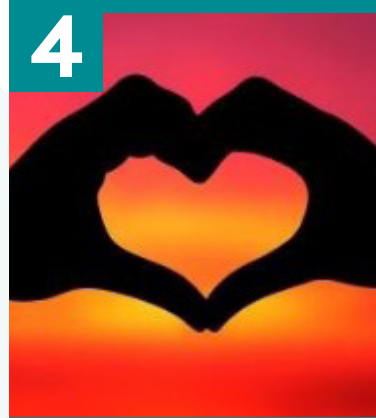
Independence & opportunity
Desire to grow up and find themselves

3



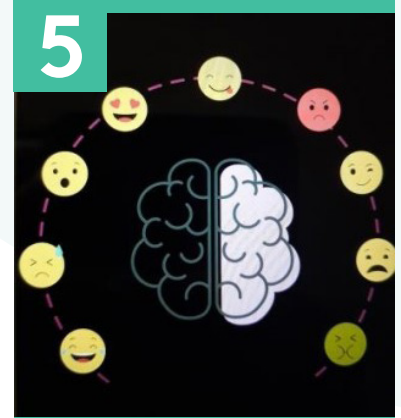
Socially connected
Connection, validation and inspiration

4



Moments of pride
Fuelling confidence and self-worth

5



Keeping on top of it all
Managing teenage pressures