



PRESS RELEASE

Ipsos is first research member to join SeeHer movement

After using SeeHer's groundbreaking Gender Equality Measure® to assess thousands of ads, Ipsos joins leading global movement to eliminate gender bias in advertising and media

New York, NY, April 20, 2022 — Ipsos, the world-leading research and insights organization, has become the first research member of SeeHer, a growing group of media, marketing and entertainment leaders and influencers united to eliminate gender bias across the industry.

The [SeeHer](#) movement aims to accurately portray all women and girls so they see themselves as they truly are and in all their potential regardless of age, race, body type and other aspects of women's identity. SeeHer was launched in 2016 by the Association of National Advertisers ([ANA](#)) in partnership with [The Female Quotient](#). Ipsos joins a roster of thousands of other major global brands, including Coca-Cola, Ford, Meta, PepsiCo, Procter & Gamble and Unilever.

Ipsos is a leader in measuring how women are perceived in ads. As part of its market-leading creative assessment solution Creative Spark, for all ads that include women and girls Ipsos uses the Gender Equality Measure® (GEM) framework developed by SeeHer – the first data-driven methodology to identify gender bias in media. Ipsos has now collected GEM data on roughly 2,200 ads across the globe.

For [ANA's Global Day of Learning April 19](#), Ipsos North America CEO Lorenzo Larini joined SeeHer Co-Chair Fiona Carter, The Female Quotient CEO & Founder Shelley Zalis, and ANA's Chief Research Officer Latha Sarathy to discuss forthcoming Ipsos research sponsored by SeeHer. The report explores in detail the intersection between creativity in ads, effectiveness of advertising and the positive depiction of women.

"Ipsos' research shows that 80% of men and women feel our industry can strongly influence gender perception, and I agree with them," said Larini. "As Ipsos, we are going to do everything we can to address the persistence of unconscious bias in our industry. A tool like GEM can help all key players to build a more rigorous practice of communicating in a more inclusive way. Thanks to the analysis of GEM data, we know as a fact that ads with higher GEM scores are simply more likely to perform well in market against the most critical commercial measures. The right thing to do from every perspective and yet less than 5% of ads today feature women perceived to be defying stereotypes. Time to change that, together."

Ipsos and SeeHer's forthcoming report will delve deeper into these issues using GEM data from Ipsos' research, providing a clear path for how brands can do better in the future.



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“SeeHer is delighted to have Ipsos join our growing movement,” said Jeannine Shao Collins, president, SeeHer. “We complement each other in so many ways. SeeHer’s core belief is grounded in data and Ipsos is a world leader in data & insights in ads. Together, Ipsos’ expertise and our GEM® framework will be a powerful, tangible asset for our member community.”

To watch the full panel discussion with Ipsos North America CEO Lorenzo Larini, SeeHer Co-Chair Fiona Carter, The Female Quotient CEO & Founder Shelley Zalis, and ANA’s Chief Research Officer Latha Sarathy, please visit SeeHer.com.

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About Ipsos

Ipsos is the world’s third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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About SeeHer

SeeHer is the leading global movement of media, marketing and entertainment leaders and influencers committed to the accurate depiction of women and girls in advertising and media. While strides have been made in recent years to authentically portray women and girls, unconscious bias persists throughout advertising and entertainment. The average age, race, and body type, among other characteristics, of women shown in media still represent only a small fraction of the female population. The SeeHer movement was launched by the Association of National Advertisers (ANA) in partnership with The Female Quotient (The FQ) in 2016 at the United State of Women. To help marketers benchmark success, SeeHer spearheaded the development of the Gender Equality Measure® (GEM®), the first research methodology that quantifies gender bias in ads and programming. GEM® shows that content accurately portraying females dramatically increases both purchase intent and brand reputation. Once complete, the GEM® methodology quickly became the industry standard, winning the prestigious ESOMAR Research Effectiveness Award in 2017 and leading to its global rollout in 2018. Since 2019, the movement has expanded its verticals to include sports (SeeHer In Sports) and music (SeeHer Hear Her). To learn more, visit SeeHer.com and follow SeeHer on social media @SeeHer (Instagram, Facebook, and LinkedIn) and @SeeHerOfficial (TikTok and Twitter).