

# WTF

WHAT THE FUTURE

**Gender representation in advertising**

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2/18/2020

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# The New Advertiser's Dilemma

## Advertising drives Culture

Media and advertising still box people into traditional gender roles, but can play a role in changing them.

■ Total (Agree net) ■ Male (Agree net) ■ Female (Agree net)

TV and movie plots often keep men and women in their traditional gender roles.



TV and movie plots can change how we perceive traditional gender roles.



Advertisements and commercials often keep men and women in traditional gender roles.



Advertisements and commercials can change how we perceive traditional gender roles.



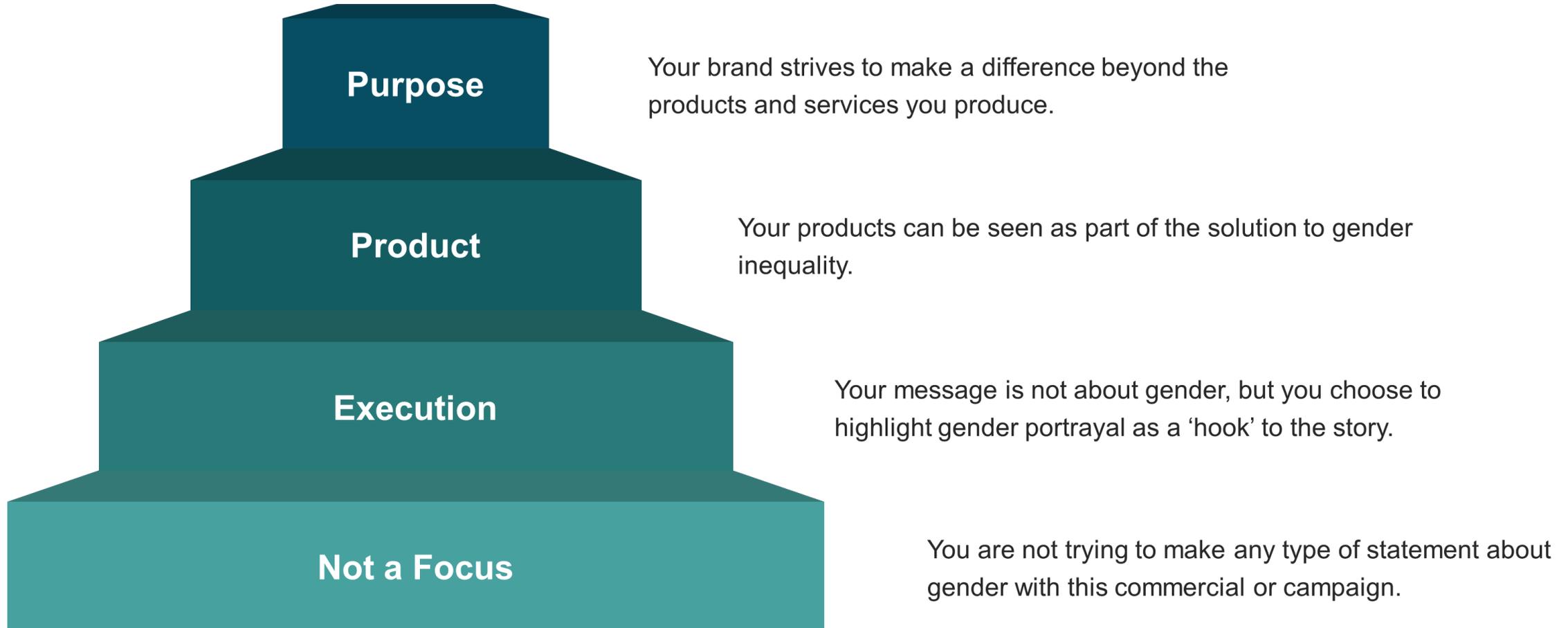
**“When you look at what you see on television, that’s what boys and girls, men and women believe they could be.”**

– Shelley Zalis  
CEO *The Female Quotient*

## Targeting increases efficiency

- Volume of creative is growing exponentially.
- Possible to tailor each execution to be more relevant to the targeted audience.
- ‘What the Future’ => trend towards individual targeting.
- The most relevant to me = reflecting my world view?

# A framework for Gender Representation in Advertising



# Purpose

Brands making a difference

1

OLAY®

[https://www.youtube.com/watch?v=Q-0LI60FkLg&feature=emb\\_logo](https://www.youtube.com/watch?v=Q-0LI60FkLg&feature=emb_logo)



**Tend to buy brands that reflect personal values**

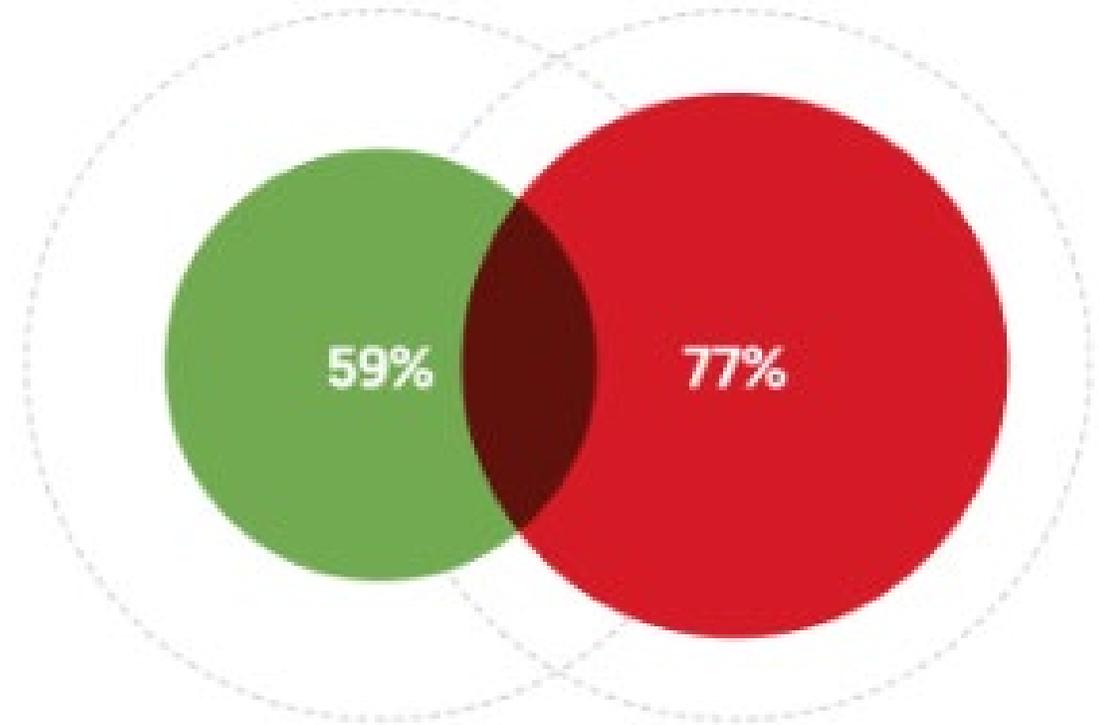


**Of millennials switch brands based on social issues**



**Increasingly important to me that the brands I choose make a positive contribution to society**

...and yet,  
Marketers  
remain wary



- % who think the benefits are greater than ever
  - % who think the risks are greater than ever
- .....

**Benefits & Risks of Taking a Stand  
on Socio-Political Issues**



# Don't panic if Negative Sentiment spikes:

 **Ary**  
@ary31574363

I've been shaving since I was 12, since the beginning I used Gillette because that's what my father used, now I will never use it again, and neither will my father, collectively been your customers for 50+ years never again  
[#BoycottGillette](#) [#Gillette](#)

♡ 59 3:11 AM - Jan 15, 2019

27 people are talking about this

 **Ethan Matisa**  
@ematisa

The [#Gillette](#) ad clearly calls out sexual harassment and bullying, and says "Some men are already doing fine."

Yet tons of men are still going to take it as an attack on "normal male behaviour," and will interpret it as "painting ALL men with a wide brush." Priceless.

♡ 174 8:27 PM - Jan 14, 2019

67 people are talking about this

 **Keith Barrett** ✓  
@KeithBarrett

[Follow](#)

So @Gillette, what feminist marketing genius told you to denigrate 90% of your customer base? 🤔

[#BoycottGilette](#)

9:47 PM - 14 Jan 2019

 **Adam Best** ✓  
@adamcbest

[Follow](#)

That Gillette ad doesn't wage war on men, it simply challenges men not to bully, catcall, grope or assault anybody. How is that controversial? Interesting to see conservatives, who weaponized Al Franken and Harvey Weinstein for political purposes, feign outrage over this message.

10:35 AM - 15 Jan 2019

581 Retweets 2,522 Likes

## **If this is your strategic choice, stick with it**

*“The heat we’ve faced and are continuing to face is a moment of truth. And we’re choosing to keep going... Because the voice of brands like Gillette matter. Brands are arguably the most pervasive forces in the world for business growth — and they can also be used as a force for good...brands have a responsibility to step up, take the heat, and keep going — and those good intentions will eventually prevail.”*

*Marc Pritchard*

# Product

# 2

Promoting equality through usage



<https://www.youtube.com/watch?v=dD6r53DWxwk>

# Do we need gendered products at all?



*That just comes down to how everyone identifies a certain way. For some people, it is very important that the deodorant brand that they use does have a strong point of view attached to it. Like, maybe masculinity is very important to their identity. There are ways to represent in ways that do feel more conventional, that are still valid.*

– Azsa West  
Creative Director  
Wieden & Kennedy

## But be careful:



Tim   
@TheBrutalyzer

Follow



So ironic that @Gillette who has been charging 20% more for women's razors (same as men's razors except pink) for decades would criticize men as a whole for supposedly not being our best. They're probably not worried about #BoycottGillette because they can just raise the #pinktax.

3:32 PM - 15 Jan 2019

...especially if your brand might be seen as hypocritical.

# Of course, one brand's challenge is another's opportunity:

European Wax Center **grew sales by 33% vs. year ago** against the backdrop of a flat category typically driven by cost and convenience.

They did this by **connecting a core attribute of many beauty brands, confidence, to a cause they believe in: The Pink Tax**, a premium charged by companies for the “female” versions of products. According to a study done by the City Of New York, this premium can be as high as 48% for some basic beauty products.

**IT'S TIME TO #AxThePinkTax**

It costs more to be a woman — seriously. Because of The Pink Tax, women pay an extra \$1,351 per year on everyday products and services. This is why European Wax Center is standing up to this discriminatory practice and raising a pink brow to #AxThePinkTax. Through a fully integrated marketing approach, which leverages digital, social, video, print, influencers and EWC's 650 locations, we are committed to leveling the playing field.

SEE HOW MUCH YOU'VE LOST TO THE PINK TAX IN YOUR LIFETIME

6 - 17 - 1982  
enter your birth date

**AS THE PINK TAX**

**EUROPEAN WAX CENTER**

A great example of using 'Purpose', the campaign won an Effie Silver Award in the Beauty category  
© Effie 2019

# Execution

I want to join the conversation

# 3



**RENAULT**

<https://www.youtube.com/watch?v=81PaAFkGx1A>

# This often leans towards same-sex couples

But, as always, prepare for the backlash:



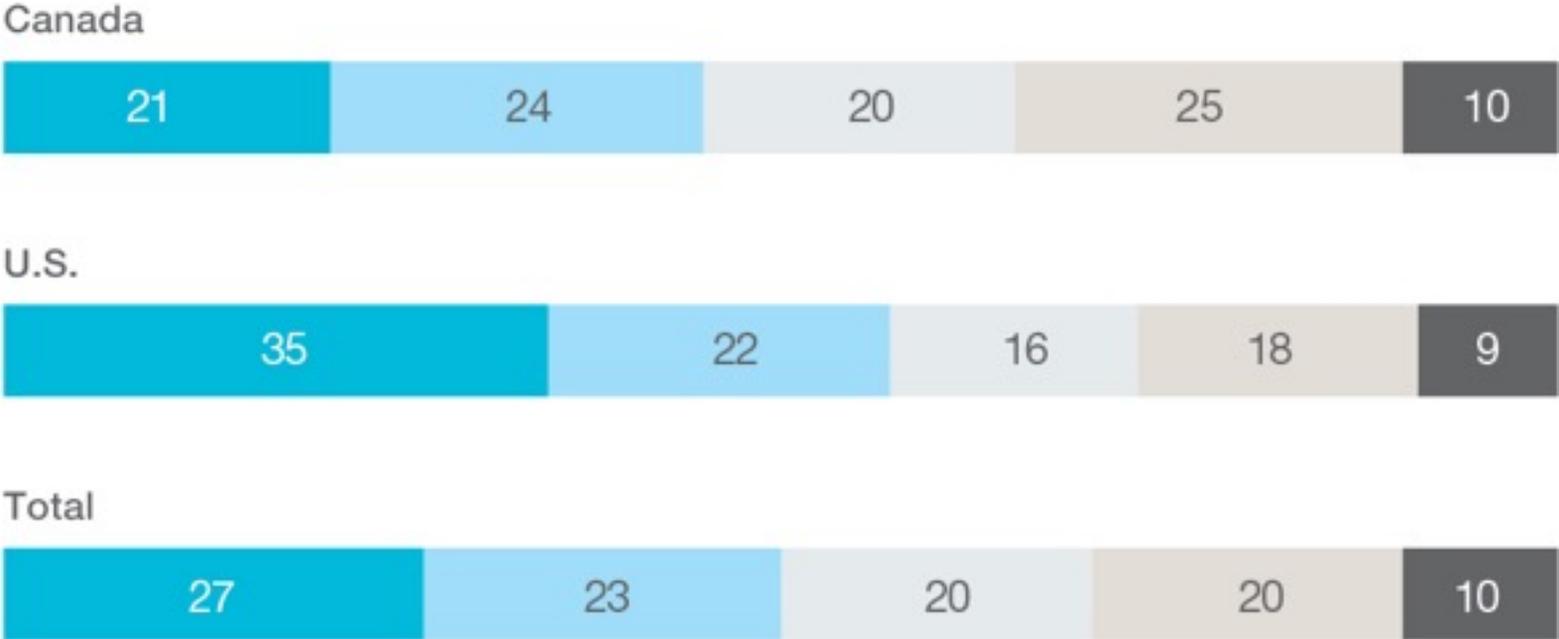
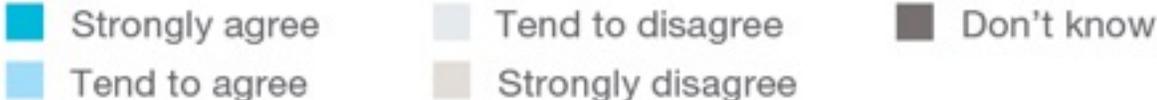
*Naturally, all that combined queerness is far too much for One Million Moms – part of the fringe anti-LGBT group American Family Association. The group hit out at brands “promoting an agenda of sexual confusion,” claiming: “Normalising this lifestyle is contrary to what conservative, Christian parents are teaching their children about God’s design for sexuality.”*

*One Million Moms called on the NFL and FOX “to stop approving inappropriate marketing campaigns... so that the game is suitable for fans of all ages to watch.”*

<https://www.pinknews.co.uk/cdn.ampproject.org/c/s/www.pinknews.co.uk/2020/01/31/lgbt-adverts-super-bowl-lil-nas-x-ellen-degeneres-jonathan-van-ness-drag-race/amp/>

# Consideration: Is the future even going to be gendered?

There are only two genders — male and female — and not a range of gender identities.



# If not, society still has a lot to learn:

Do you know someone in your life who is...	Lesbian	Gay	Bisexual	Transgender	Nonbinary/ Nonconforming	Gender fluid	Gender questioning
Yes, I am	5%	9%	8%	0%	1%	0%	1%
Yes, in my immediate family	7	4	4	1	1	0	1
Yes, in my extended family	19	21	5	2	1	0	1
Yes, a friend	36	39	20	9	4	4	3
Yes, a co-worker	20	20	8	5	2	1	1
Yes, a neighbor	7	11	2	1	1	1	0
Yes, an acquaintance	29	31	12	16	8	6	6
No	23	14	31	51	49	50	48
Not sure or refused	7	14	33	22	38	40	42

## Will brands play a role in this?

# Not a Focus

I just want to make an ad!

# 4

# ... but it is impossible to ignore the context

*The New York Times*  
**Pepsi Pulls Ad Accused of Trivializing Black Lives Matter**

**They Took a Knee**  
This weekend, a series of taunting messages from the president led to a widescale protest among players—in the NFL, and beyond.  
MEGAN GARBER SEP 24, 2017

**Levi Strauss CEO takes a side on gun control: 'It's inevitable that we're going to alienate some consumers'**  
By Abha Bhattarai  
September 10

By AIMEE PICCHI | MONEYWATCH | September 4, 2018, 9:21 AM  
**Nike shoes burned, defaced over Colin Kaepernick's "Just Do It" ad**

**Donald J. Trump**   
@realDonaldTrump 

Thank you to Linda Bean of L.L.Bean for your great support and courage. People will support you even more now. Buy L.L.Bean. @LBPerfectMaine

**Donald J. Trump**   
@realDonaldTrump 

Apple prices may increase because of the massive Tariffs we may be imposing on China - but there is an easy solution where there would be ZERO tax, and indeed a tax incentive. Make your products in the United States instead of China. Start building new plants now. Exciting! #MAGA

11:45 AM - 8 Sep 2018

28,320 Retweets 112,695 Likes 



# VISA

[https://www.youtube.com/watch?time\\_continue=30&v=2Np0tKe9X\\_4&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=30&v=2Np0tKe9X_4&feature=emb_logo)



#SEE  
HER

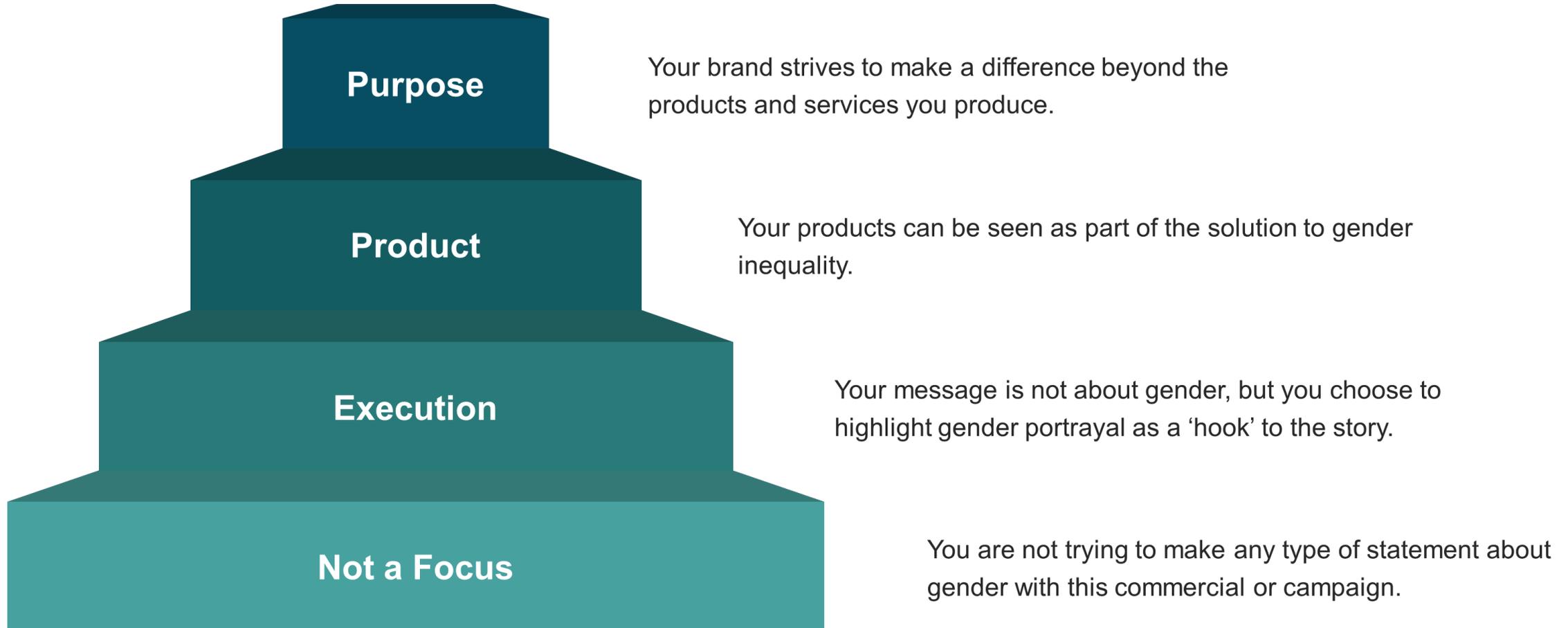
# Gender Equality Measurement (GEM)

- Opinion of how the female character is presented
- If the female character is shown in a respectful manner
- If the female character is represented in an inappropriate manner
- If the female character is viewed as a positive role model

**Industry-wide metric that can be used in any survey**

**Standard in all Ipsos Creative Assessment from 2020**

# A framework for Gender Representation in Advertising





[https://www.youtube.com/watch?v=\\_xPn4DXIj5w&feature=emb\\_logo](https://www.youtube.com/watch?v=_xPn4DXIj5w&feature=emb_logo)

# THANK YOU.

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# What the Future

**WTF**

WHAT THE FUTURE | VOL2 N03

## GENDER

- Is the future gendered?  
PAGE 05
- How can media promote women's equality?  
PAGE 08
- Will men still be masculine in the future?  
PAGE 11
- Can gender-free shopping be scaled?  
PAGE 15
- Could removing gender cues in advertising change what toys kids want?  
PAGE 23
- Can all genders have optimal health?  
PAGE 25

**PLUS:** How gendered is your nation? Results of a new Ipsos global survey  
PAGE 17

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**WTF**

WHAT THE FUTURE | VOL2 N01

## VICE

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US \$8.99 / CDN \$10.99

**WTF**

WHAT THE FUTURE | VOL2 N02

## FOOD

Powered by Ipsos

US \$8.99 / CDN \$10.99

**WTF**

WHAT THE FUTURE | SPRING 2018

## MOBILITY

Powered by Ipsos

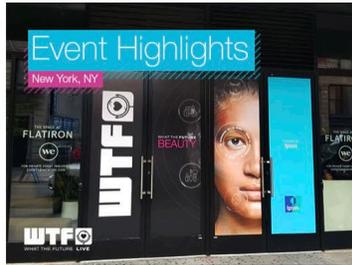
**WTF**

WHAT THE FUTURE | VOL2 N02

## BEAUTY

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US \$8.99 / CDN \$10.99



Customization, personalization, inclusion, purpose, machine learning and data: these are just some of the themes we covered last week at our WTF: What The Future event on BEAUTY in New York City ».



View our on-demand webinar to hear highlights from exclusive research exploring the beauty buying behavior across the consumer decision journey.

GENDER

## The Global View: Will my country be gendered in the future?



Ipsos asked more than 20,000 adults from around the world if they think their nation will become more or less gendered in the future. Here's what they said.

GENDER

## What does health care

GENDER

The Global View: Will my country be gendered in the future?

What does health care look like in a post-binary world?

What can brands learn from Playboy about talking to men?

Does advertising have a responsibility to be inclusive?

Will social structures evolve to support the changing role of men?

On the Fringe with Amy Webb – Gender

Gender means more than you think it does

Could removing gender cues in marketing change what toys kids want?

Is the future gendered?



What the Future is a quarterly deep