Getting Gender Right: get a grip

Jane Ostler
Global Head of Media, Insights Division
People expect companies to use their power responsibly

“I like brands that have a point of view and stand for something”

61% 61% 53% 47%

Centennials Millennials Middle aged Older people

Source: Kantar (Consulting Division)
Purposeful positioning is a key value driver

Without a sense of purpose no company either public or private, can achieve its full potential. It will ultimately lose the license to operate from key stakeholders.

Larry Fink, CEO BlackRock
Mad Men are being challenged
The blur between paid and earned media
And GenZ wants to go more than skin deep

<table>
<thead>
<tr>
<th>Types of interactivity</th>
<th>Gen Z</th>
<th>Gen Y</th>
<th>Gen X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find out more about the brand’s brand (e.g. link to website)</td>
<td>32</td>
<td>31</td>
<td>35</td>
</tr>
<tr>
<td>Vote for something to happen</td>
<td>31</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>Choose my favorite among several options</td>
<td>28</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Take decisions (about the ending, the story, the characters)</td>
<td>27</td>
<td>22</td>
<td>17</td>
</tr>
<tr>
<td>Like, share or comment on the ad</td>
<td>22</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>View supplementary content (e.g. making of, or longer version)</td>
<td>20</td>
<td>19</td>
<td>16</td>
</tr>
<tr>
<td>Interact via an assignment (upload a photo, create a video, gather likes or shares)</td>
<td>17</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>Contribute (e.g. online forum where I can read about and discuss issues raised in the ad)</td>
<td>16</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>Sign up for more content from the brand</td>
<td>14</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Join a conversation about the campaign (e.g. via a social media campaign hashtag)</td>
<td>14</td>
<td>15</td>
<td>11</td>
</tr>
</tbody>
</table>

Q: Are you more positive towards ads when you can...?
Getting real: brands think they are avoiding gender stereotypes

Marketers think they create advertising that avoids gender stereotypes

- Women: 76%
- Men: 88%

Marketers think they create advertising with gender-balanced content

- Women: 76%
- Men: 90%

45% of consumers think women are being portrayed inappropriately, and 44% of men think women are being portrayed inappropriately.

Source: Getting Media Right 2018
Q: The #metoo movement has raised the profile of gender equality. How confident are you that your organisation is:
Metric: % very/somewhat confident
Gender-balanced brands drive far greater brand value – but only a third of brands achieve this

- Female skew: $16,177m
- Balanced: $20,565m
- Male skew: $11,454m

% of brands:
- Female skew: 32%
- Balanced: 35%
- Male skew: 33%

Metric 2: % of brands classified in each of the 3 groups. Base: 9,560 brands in 43 countries.
### Brand builders are targeting according to stereotypes

**% of sample female, average**

<table>
<thead>
<tr>
<th>Category</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby products</td>
<td>98%</td>
</tr>
<tr>
<td>Laundry products</td>
<td>98%</td>
</tr>
<tr>
<td>Household cleaners</td>
<td>98%</td>
</tr>
<tr>
<td>Toiletries</td>
<td>74%</td>
</tr>
<tr>
<td>Food</td>
<td>71%</td>
</tr>
<tr>
<td><strong>TOTAL AVERAGE</strong></td>
<td><strong>62%</strong></td>
</tr>
<tr>
<td>Retail</td>
<td>60%</td>
</tr>
<tr>
<td>Appliances &amp; Technology</td>
<td>54%</td>
</tr>
<tr>
<td>Service establishments</td>
<td>52%</td>
</tr>
<tr>
<td>Drink</td>
<td>46%</td>
</tr>
<tr>
<td>Vehicles</td>
<td>42%</td>
</tr>
<tr>
<td>Motor Oil</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: Link global database 2018  
Metric: % of female sample by category across all ads  
Global & major countries only  
(30 cases required for a category read in a country)
The industry struggles to optimise performance of ads featuring only women

<table>
<thead>
<tr>
<th></th>
<th>Female only</th>
<th>Female prominent</th>
<th>Both prominent</th>
<th>Male prominent</th>
<th>Male only</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of ads</td>
<td>34</td>
<td>6</td>
<td>27</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td>IMPACT</td>
<td>92</td>
<td>109</td>
<td>98</td>
<td>107</td>
<td>106</td>
</tr>
</tbody>
</table>

Source: Link global database 2018 (TV, digital & static), 3,090 ads featuring people (20% of ads don’t feature people)
Metric = Index of overall Impact percentile

Global & major countries only
(30 cases required for a sub-group read in a country)
Humour is the top tip for ad receptivity with both genders

- Is funny or humorous: 49% (Female), 46% (Male)
- Is visually appealing or has great design: 37% (Female), 33% (Male)
- Provides new information: 34% (Female), 33% (Male)
- Something intriguing happens: 33% (Female), 34% (Male)
- Contains a person or a character that I’m interested in: 23% (Female), 21% (Male)

22% of ads featuring women use humour
51% of ads featuring men use humour
Is this funny?
Brands take a stand
Gillette

Male razors and blades buyer gender split

50.5% male

49.5% female

Source: Kantar (Worldpanel division)
Gillette was generally applauded for taking a stand on a socially relevant issue. Both men and women recognised the brand was encouraging men to “step up” and make a “change.”

“It shows that [Gillette] are willing to look at themselves, and say, "We are going to change, and we are going to be better, and we inspire you to do the same.”

Jonathan, 42, Michigan

“By the end it felt like, you know what, this is a very good message and something that's really needed today.”

Adam, 40, Indiana

“Gillette, even though it's just a shaving product or a grooming product, is saying, "Men, we've got your back. Step up.”

Allison, 40, Minnesota

“The relevancy in the ad is making sure others are accountable, and standing up for what you believe in and what is right, and following through no matter what.”

Karen, 49, Michigan
While some enjoyed the ad a lot, others didn’t enjoy it at all (both above norm). People were actively involved in the ad (above norm), however, in both positive (interesting, involving, unique) and negative (unpleasant, irritating, disturbing) ways. The polarized viewers were evenly split across men and women, however, did skew older.

Intuitively, people associated the ad with attributes like, “honest” and “brave.” Men were also likely to associate it with “empowering,” while women found the spot to be “meaningful.”

The ad clearly captured people’s attention, but it had a polarizing effect. This can be a potential risk for more disruptive advertising.
Gillette

Twitter interaction network

Read: Users are connected when they retweet and/or @mention each other. Colours represent communities identified using a community detection algorithm. Node size = # retweets and @mentions

Source: Twitter Public REST API
# tweets: 148,290 # unique users: 140,938
Gillette: the tweets evolved

The Viral Tinder Date Tweet took off late in the game

Source: Twitter Public REST API
# tweets: 148,290
# unique users: 140,938
Gillette: top retweeted content

The ad tapped into “culture wars” with the top content being a polarised mix

“Boys will be boys”? Isn’t it time we stopped excusing bad behavior? Re-think and take action by joining us at TheBestMenCanBe.org. #TheBestMenCanBe

On the tinder date in the coffee shop I’m at the dude said, “I get where it was coming from but I think the Gillette ad went too far” and the woman said “I think this date is over” and walked out unceremoniously and now he’s sitting here alone with his patriarchy looking stunned

9:10 PM - 19 Jan 2019

36,867 Retweets 234,551 Likes
And finally, publishers are beginning to take a stand

The Stylist Pledge

"Here are the five pledges that I’m making to Stylist readers as part of our Love Women campaign."

- Lisa Smosarski, Editor-in-Chief

**INCLUSIVITY** We will ensure the women you see on our pages represent all women – inclusive of ethnicity, body shape, sexuality, age and disability. When we create content and ideas, we will ensure that all women are represented at the table. We commit to featuring one fashion or beauty photoshoot a month that uses real, diverse women.

**REALITY** We will ensure that we never sell an impossible dream. We believe in aspiration, but not in selling a lie. We will work with influencers, celebrities and other partners to encourage them to reveal their truths, too.

**POSITIVITY** We will celebrate the so-called flaws of women to prove the normality in all of our bodies. We will run videos, photoshoots and honest accounts of our bodies and how they behave.

**ACCOUNTABILITY & ADVOCACY** We will hold regular huddles with our advertisers and brand partners to challenge the way they portray and reflect women in their branding and advertising. We will call out and challenge brands, media and people who refuse to represent women with respect and truth. We will call on the government to support our goals.

**EDUCATION** Through insight and anecdote, we will teach everyone about the issues facing women, what needs to be done and how we can all work together to resolve this self-esteem crisis.
Thank you!