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2022



ANNUAL REPORT

UNSTEREOTYPE
ALLIANCE





UN Women is the United Nations entity dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide. While UN Women, as a United Nations body, does not have any commercial affiliation or endorse any product or service, it is proud to convene the Unstereotype Alliance and is pleased to partner with leaders in the advertising and media industry. UN Women welcomes the participation of industry members and invites others to join in support of the mission of the Unstereotype Alliance.

The Unstereotype Alliance seeks to eradicate harmful stereotypes from advertising and media to help create a more equal world. Convened by UN Women, the Alliance collectively acts to empower people in all their diversity (gender, race, class, age, ability, ethnicity, religion, sexuality, language, education, etc.) by using advertising as a force for good to drive positive change all over the world.

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Contents

Foreword	2
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1. 2022 in review	4
--------------------------	----------

Measuring progress against 2022 objectives	5
--	---

OBJECTIVE 1: Sustainable growth, focused on a consolidated intersectional agenda	8
---	---

OBJECTIVE 2: Increased impact through global and national chapter outputs and collective action	13
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OBJECTIVE 3: Implementation of accountability and reporting mechanisms	35
---	----

2. A view to the future	40
--------------------------------	-----------

Looking ahead to 2023	41
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Foreword

SIMA SAMI BAHOUS

United Nations Under-Secretary-General
UN Women Executive Director
Chair of the Unstereotype Alliance



Six years ago, UN Women convened 24 members of the global advertising industry to create the Unstereotype Alliance. We knew that advertising has a unique power to shape ideas and attitudes. We were determined to use that power to tackle gender inequality and harmful gender stereotypes.

The Alliance has since grown to 237 members with 12 national chapters on five continents. Across our national chapters, from Türkiye to Brazil, from South Africa to the United Arab Emirates, we see an industry moving towards more inclusive advertising that embraces progressive imagery and representation of all people. This is reflected in content that reaches communities the world over. Since 2018, as measured by the Unstereotype Metric, members of the Alliance have consistently improved their performance in the progressive portrayal of gender in advertising.

This annual report spotlights many wins in 2022. We celebrated the Alliance's fifth anniversary at the Cannes Lions International Festival of Creativity. We launched a national chapter in Argentina and hosted the first Global Member Summit at UN Headquarters in New York. The second iteration of the landmark Gender Equality Attitudes Study garnered industry and global media coverage, with organic media impressions topping 71 million.

The positive power of inclusion

All efforts by the Unstereotype Alliance contribute directly to achieving Sustainable Development Goal (SDG) 5 on gender equality, supporting UN Women and the wider United Nations' work to champion gender equality as integral to achieving all other SDGs.

We continue to push forward, especially where we see regression in women's realization of their rights, such as job losses in the context of the COVID-19 pandemic, or backlash against women's sexual and reproductive rights. Violence against women remains high and widely accepted, and women report feeling more unsafe than they did before the pandemic. Based on current rates of change in eliminating gender discrimination in laws and legal practices, full equality is almost 300 years away. That is simply unacceptable. The Unstereotype Alliance has recognized and responded to this. At the 2022 Cannes Lions International Festival of Creativity – a space renowned for celebration – members took to the mainstage to reiterate that this is not a time to be self-satisfied. There is a desperate need for action, and the Alliance challenged the ad industry to recognize its role and responsibility to change destructive social norms.



At a moment of multiple crises, when we need to solve some of the world's most urgent problems, it is increasingly clear that we must break down divisions and misinformation. These are doing immeasurable harm, reversing gains, and entrenching mindsets. The creation of a constructive, unifying counter-narrative is something marketers, content creators and media platforms in the Unstereotype Alliance are uniquely equipped to do.

We must continue to leverage the Alliance membership's influence, to stand up to regressive stereotypes and demonstrate the power of inclusion, ensuring under-represented communities have a voice and a seat at the table. The 2022 'State of the Industry' report shows promising signs of progress in Diversity, Equity, and Inclusion endeavours across the collective. Despite those improvements, inequality persists. As I requested of all members at the Global Member Summit, we must retain momentum.

Raising the bar

The deadline for the SDGs is only seven years away. The UN Secretary-General has called on all sectors of society to mobilize and act to end poverty, achieve gender equality and confront the climate emergency.

We will elevate impact through regular measurement and reporting on gender equality attitudes, and advances in progressive advertising that represent people in all their diversity. Unstereotype Alliance members have demonstrated their ongoing commitment, agreeing to a new accountability framework to document their individual impacts on diversity, inclusion and driving change.

In a world that is in urgent need of solutions, there is no more powerful force multiplier, no higher return on investment than the pursuit of gender equality.



Sima Sami Bahous





CHAPTER **1**
2022



2022
in review

Measuring progress against 2022 objectives

In 2022 the Unstereotype Alliance had three primary objectives:

- 1. Sustainable growth, focused on a consolidated intersectional agenda**
- 2. Increased impact through global and national chapter outputs and collective action**
- 3. Implementation of accountability and reporting mechanisms**

2022 was a year of continuous growth and significant milestones for the Unstereotype Alliance. The year began with the launch of our twelfth national chapter in Argentina. Across our combined global and national chapter membership, we welcomed 30 new members and allies from a broad cross-section of businesses and industries.

Activities and impacts grew significantly. A proliferation of in-person events enhanced member engagement and awareness of the Alliance throughout the global advertising industry.

The celebration of our fifth anniversary in June at the Cannes Lions International Festival of Creativity, where the Alliance began in 2017, took stock of many achievements. These included an increased global footprint, with national chapters driving the dismantling of stereotypes in advertising across the world. Improved scores on the Unstereotype Metric demonstrated progress as did the uptake of the Unstereotyped Judging Criteria by many of the world's top advertising awards shows.

In November, we had a welcome return to a face-to-face Global Member Summit in the Economic and Social Council Chamber at the United Nations in New York. An array of 47 world-class speakers and 151 attendees from 15 countries took up the theme 'Raising the Bar', acknowledging that heightened accountability is key to the Alliance's further success and evidence of impact.

Research in 2022 continued to provide vital evidence of progress as well as areas needing more focus for an intersectional approach to inequalities and discrimination. The second report on the landmark [Gender Equality Attitudes Study](#), launched in Cannes, garnered coverage in industry press, global mainstream media and humanitarian publications with a total of 71 million organic impressions. Widespread support for the study across the United Nations encompassed a pre-launch side event at the sixty-sixth session of the Commission on the Status of Women and postings of the report on UN Women and other United Nations entity websites.

The [State of the Industry 2](#) report debuted at the Global Member Summit, examining progress on diversity, equity and inclusion (DEI) efforts by the global advertising industry from 2021 to 2022. It found improvements since the first report as well as persistent inequities, underlining the urgency for accelerated change.

We also shared findings of our first Member Survey at the Summit. The results were heartening, indicating a strong intent to track changes more consistently and a willingness to strengthen member engagement. These findings, along with Summit outcomes, will inform the 2023 strategy, plans for the Unstereotype Alliance Accountability Framework, and three strategic action platforms on inclusive media, equity and activating employees as advocates.

The Unstereotype Alliance Global Membership 2022

Convener

Vice Chairs



Global Members



Global Allies



National Chapters



2022 Milestones



UAE National Chapter launches 'Role Models' campaign at SDG 5 Summit, Dubai Expo



In celebration of International Women's Day, the Unstereotype Alliance launches curated collection with Getty Images



Mexico National Chapter celebrates International Women's Day with AVE on Mundo Ejecutivo



Japan National Chapter celebrates International Women's Day with messages from CEOs of 17 chapter members



The Argentina Unstereotype Alliance National Chapter launches with 9 founding members



New D,E&I award is launched at the GOAFEST & ABBYs awards from the India National Chapter



'Conversations for Change' video series is launched by the UK National Chapter



The Unstereotype Alliance marks its 5th anniversary at Cannes Lions International Festival of Creativity



Gender Equality Attitudes Study report is launched: The levers of change



Türkiye National Chapter releases the Effic Awards Türkiye Gender Equality Scorecard Study



Australia National Chapter takes to the main stage at Ad Week APAC



Members and allies convened for the Global Annual Member Summit at the United Nations Headquarters

■ OBJECTIVE 1

Sustainable growth, focused on a consolidated intersectional agenda

The Unstereotype Alliance saw continued growth in 2022. Argentina established the twelfth national chapter, the third national chapter in Latin America. Globally, a diverse group of 30 new members and

allies joined the Alliance. In-person events grew in number and scope, mobilizing member engagement and solidarity, and generating worldwide awareness of the Alliance and its mission.

New global ally:



The International Council for Advertising Self-Regulation (ICAS) joined the Unstereotype Alliance as an ally to support its mission to eradicate harmful stereotypes in advertising.

ICAS is a global platform that promotes responsible advertising through effective advertising self-regulation. One of the core missions of the association is to promote best practice and work on common solutions to challenges that need to be addressed by the advertising industry and advertising standards bodies, or so called Self-Regulatory Organizations.



Sibylle Stanciu-Loeckx, Director at the International Council for Advertising Self-Regulation (ICAS) and Sara Denby, Head of the Unstereotype Alliance Secretariat, UN Women

New national chapter members in 2022

Our national chapters grew steadily through new members and a new chapter in Argentina.



Argentina (new chapter)

Champion: Unilever

Members: AJ Alurralde Jasper + Asoc. AVON
 DIAGEO Globant
 SAP

Allies: CAA CAMARA ARGENTINA DE ANUNCIANTES #MEP MUJERES EN PUBLICIDAD



Brazil

WPP VMLY&R



Japan

MetLife



Mexico

DANONE ONE PLANET. ONE HEALTH WUNDERMAN THOMPSON



Australia

AMERICAN EXPRESS BUS STOP FILMS BOQ
 7M Stockland
 Woolworths Group



Türkiye

AKBANK TBWA



United Arab Emirates

ACCOR mediaquest



India

IPG MEDIABRANDS KANTAR



United Kingdom

Acast FLEISHMANHILLARD
 PEPSICO

Building awareness through media and featured events

International Women’s Day

To commemorate International Women’s Day in 2022, the Unstereotype Alliance celebrated the theme ‘Gender Equality Today for a Sustainable Tomorrow’ by highlighting a set of brilliant women working for a sustainable future. Coming from companies across the Alliance’s global membership and national chapters, they shared tangible examples of achievements and detailed why they believe women’s participation is critical to a sustainable future.

Getty Images collaborated with the Alliance to curate a gallery of images highlighting women in leadership. This curation built on a collection of images launched for International Women’s Day in 2021, with a fresh focus in 2022 on women in sustainability roles. Showcasing women as leaders in the highest offices, entrepreneurs and agents of change inspires emerging generations to lead and develop their own new solutions to the challenges facing our world, from poverty to climate change.



Advertising Week New York

With the return of in-person gatherings, the Unstereotype Alliance increased its presence at industry events. Sara Denby, Head of the Unstereotype Alliance Secretariat at UN Women, led a popular panel at Advertising Week New York to discuss ‘Authentic Representation in Visuals: Converting Intent to Action’. Joined by Tristen Norman, Director of Creative Insights, Getty Images, and representatives from Citi with United States Paralympian Scout Bassett, this powerful panel explored several critical concerns, including the importance of an intersectional approach to content creation, ‘tokenizing versus humanizing’ in visual storytelling, and turning intent into action.

Annual Global Member Summit

In November, the Unstereotype Alliance held its annual Global Member Summit, with the theme ‘Raising the Bar’. For two days, 47 world-class speakers and 151 attendees from 15 countries convened in the Economic and Social Council Chamber at the United Nations in New York. Speakers included Sima Bahous, Under-Secretary-General of the United Nations and Executive Director of UN Women; Anita Bhatia, Assistant Secretary-General of the United Nations and UN Women Deputy Executive Director; and all Deputy Vice-Chairs of the Unstereotype Alliance – Heide Gardner, Global Culture Officer, IPG; Dale Green, Global Director of Purpose Marketing, Mars Incorporated; and Aline Santos, Chief Brand Officer and Chief Equity Diversity and Inclusion Officer, Unilever. UN Women Goodwill Ambassador Danai Gurira, *Black Panther: Wakanda Forever* actor, award-winning playwright and activist, delivered a powerful [keynote address](#) urging the dismantling of gender norms and stereotypes. She spoke about her central role in the upcoming Unstereotype Alliance business-to-consumer campaign, ‘Say Nothing, Change Nothing’.

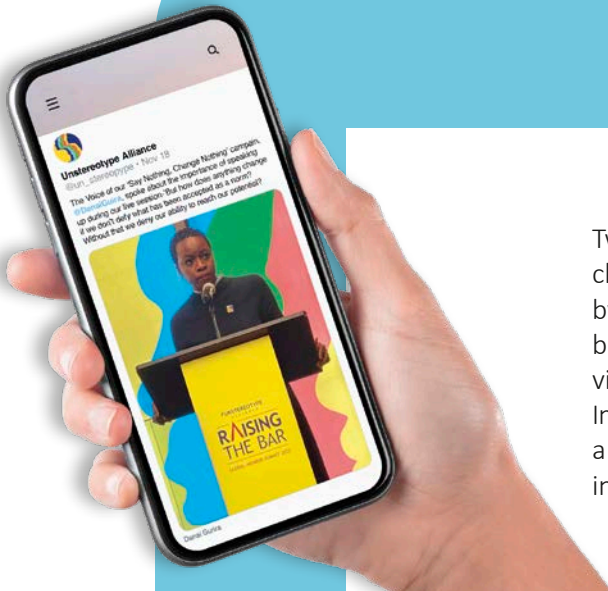
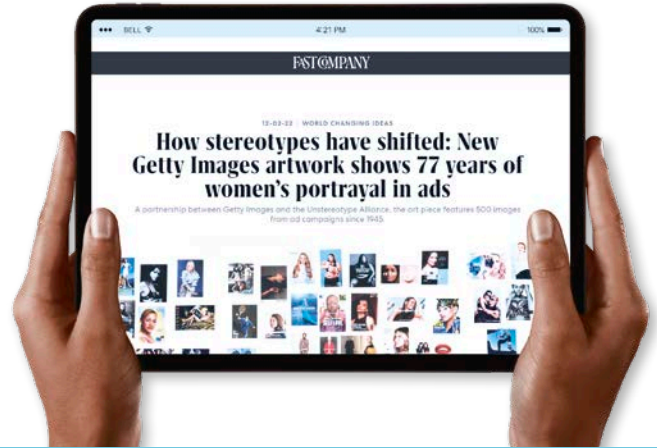
Representing Getty Images, Mark Getty, co-founder and Chair, and Rebecca Swift, Vice-President, Global Head of Creative Insights, unveiled a Getty Images photographic installation at the Summit. As a freestanding mural of print advertisements depicting women across 75 years, the piece was exhibited in the public lobby of the United Nations Headquarters for several weeks following the Summit. It drew media coverage across consumer titles, including [Fast Company](#).

The Summit inspired resounding enthusiasm from Alliance members and attendees. A spike in social media traction saw a more than 500% increase in profile visits on Twitter and a 337% jump in unique visitors on LinkedIn. PR coverage included both industry and consumer titles from around the world, from Vanguard in Nigeria to People magazine in the United States. Summit outcomes became a springboard for three working groups and strategic action platforms in 2023, on inclusive media, equity and activating employees as advocates.



Digital, social media and public relations highlights

The Unstereotype Alliance generated **273 million** organic media impressions and coverage in consumer titles, largely from the International Women’s Day collaboration with Getty Images, the Global Member Summit, the launch of the Gender Equality Attitudes Study and national chapter activities.



Twitter remained the Unstereotype Alliance’s social media channel with the highest following. In 2022, this increased by **19%**. Significant growth on LinkedIn included a **35%** boost in followers over 2022 and almost a **900%** rise in visitors to the profile page. Facebook reach grew by **634%**; Instagram growth accelerated with a **89%** jump in followers, a **234%** increase in profile visits and a **96.5%** spike in incremental reach.

The Alliance’s website saw similar growth with over **23,000** unique visits in 2022, largely through organic searches. The most engaged country was the United States of America, followed by the United Kingdom, Japan, Australia and Türkiye.



■ OBJECTIVE 2

Increased impact through global and national chapter outputs and collective action

The fifth anniversary of the Unstereotype Alliance became a moment to celebrate a rapidly growing and influential movement of committed industry leaders and changemakers. National chapters pursued a burgeoning number of activities, from industry events to hard-hitting research and new campaigns.

Cannes Lions International Festival of Creativity

In June, the Unstereotype Alliance marked its fifth anniversary at the Cannes Lions International Festival of Creativity with a member event and high-profile panel discussions. A coveted slot on the Palais mainstage featured UN Women United Kingdom changemaker and transgender icon Munroe Bergdorf in conversation with BBC presenter and author June Sarpong. An Unstereotype Alliance creative brief in the Young Lions competition saw the highest number of submissions to a single brief in the history of the awards, signalling strong interest from an emerging generation of creative talent.

Alliance members and allies from 10 countries gathered at WPP's Beach to celebrate the anniversary on the first evening of the festival. Sara Denby opened the session by noting impressive achievements such as membership growth of 867% since the launch of the Alliance, the establishment of 12 national chapters across five continents and members' continuous improvement on Unstereotype Metric scores. She highlighted the significant impact of national chapters and the widespread use of Unstereotyped Judging Criteria by some of the industry's most prestigious awards shows.



PHOTOS: Getty Images



In a virtual address, Sima Bahous, Under-Secretary-General of the United Nations, Executive Director of UN Women and Chair of the Unstereotype Alliance, congratulated the 232-member strong Alliance, calling for continued work with even greater tenacity and rigour.

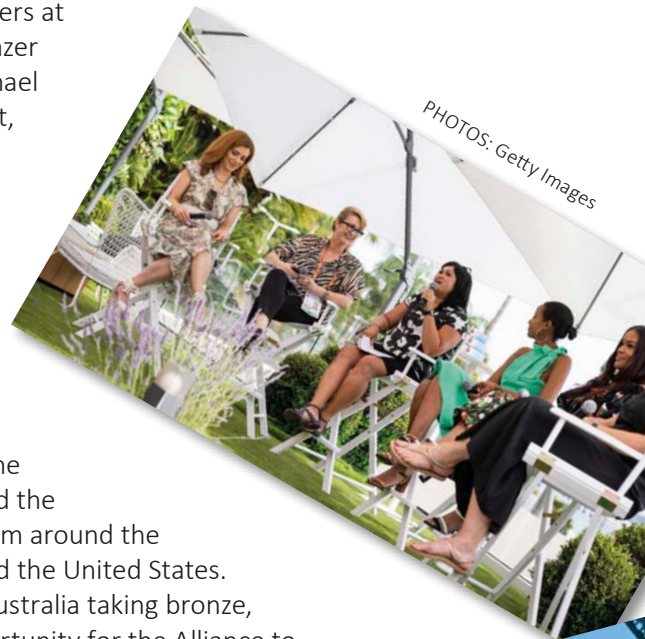
The Vice-Chairs of the Unstereotype Alliance – Andrew Clarke, Global President, Mars Wrigley; Alan Jope, CEO, Unilever; and Philippe Krakowsky, CEO and Chair, IPG – shared their proudest moments to date and hopes for the future of the Alliance. Stephan Loerke, CEO, World Federation of Advertisers (WFA) and a founding ally of the Alliance, hosted a rousing panel discussion featuring Deputy Vice-Chairs Aline Santos and Heide Gardner alongside Jennifer Remling, Global Chief People Officer, WPP. The group discussed mobilizing public action and previewed a short behind-the-scenes film of the Alliance’s first global business-to-consumer campaign, due to launch in 2023. Deputy Vice-Chair Mitch Oliver, Global VP, Corporate Brand & Purpose at Mars Incorporated, closed the event by restating the impact of the collective and urged members to continue boosting their participation and taking new actions.

On the second day of the Cannes Festival, the Unstereotype Alliance took to the main stage with an inspirational activation, ‘It’s Not the Time to Pat Ourselves on the Back’. June Sarpong, BBC TV presenter, diversity expert and award-winning author, guided the audience through a poll of thought-provoking questions, challenging them to reflect on their own unsterotyping efforts. She introduced case studies from Alliance members that exemplified the need for a diverse and inclusive approach, and welcomed transgender model, activist and media commentator Munroe Bergdorf to the stage. The pair discussed the criticality of representation and authenticity in advertising, and how the industry can break down harmful stereotypes that hold society back.

Elsewhere at Cannes, Sara Denby took part in a panel discussion chaired by Julia Boorstin, CNBC journalist, alongside Natasha Byrne, Managing Partner of Client Services, UM Worldwide; Hermon Ghermay, Global Chief Culture Officer, IPG Mediabrands; Dawn Reese, President, Mediabrands Content Studio USA; and Mitch Oliver. Speakers candidly shared their experiences with unsterotyping, inclusion and culture change, and reflected on how far the industry has progressed. The conversation reiterated the power of collective action to drive the industry forward.



The final session at the festival involved a powerful line-up of speakers at Inkwel Beach. Sara Denby moderated a conversation with Carol Frazer Haynesworth, Head of Multicultural Strategy and Inclusion, Carmichael Lynch; Jason Klein, Head of Human Truth, Google; and Rebecca Swift, Vice-President, Global Head of Creative Insights, Getty Images. The discussion unveiled links between harmful masculinities in advertising content and societal attitudes towards women. The panel took up a topic that was not widely discussed at the festival and drew on some alarming findings from the Gender Equality Attitudes Study, namely, an increased acceptance of domestic violence and the degenerating attitudes of younger men towards gender equality.



The Alliance set the stage for the Young Lions digital competition, the largest to date. Of seven categories, the digital competition received the highest number of entries, with 90 young creatives participating from around the world, including from Bulgaria, Costa Rica, the Republic of Korea and the United States. Three ideas garnered awards, with The Netherlands, Norway and Australia taking bronze, silver and gold respectively. The competition offered a unique opportunity for the Alliance to connect with younger creatives and inspire awareness of the Unstereotype mandate.

Results

Cannes activities resulted in a strong uptick across social media channels, with increases of **9,577%** in accounts reached on Instagram, **500%** in new followers on LinkedIn and **12,400** impressions across Twitter over a nine-day period.

Mainstream media coverage included Sara Denby, Unilever’s Aline Santos, and Caroline Frankum, CEO of Kantar’s Profiles Division, in conversation with CNBC presenter James Wright on the findings of the Gender Equality Attitudes Study and the Alliance’s progress over five years.

The [Gender Equality Attitudes Study](#) garnered coverage in industry press as well as global media and humanitarian publications. Estimated combined media impressions reached **71 million**. Widespread United Nations support for the report included a pre-launch side event at the sixty-sixth session of the **Commission on the Status of Women** and postings on UN Women and other UN websites.





Download the new report
The levers of change:
Gender equality attitudes study
2022




ARGENTINA (new chapter launch)



Launch date: April 2022

Advertising market size (US\$): 334 million

Champion: Unilever

Members: Alurralde, Jasper + Asociados, Avon, Diageo, Globant, Mastercard, SAP

Allies: Cámara Argentina de Anunciantes, Mujeres en Publicidad

Strategic priorities:

Eliminate gender stereotypes in all omnichannel advertising communication, including digital media, traditional media, points-of-sale, social networks and e-commerce. Foster the representativeness of people using an intersectional approach to address deep-seated inequalities.

Argentina National Chapter launches with nine founding members

On 26 April 2022, the Argentina National Chapter was established with a core group of nine organizations. Maria-Noel Vaeza, Regional Director of UN Women for the Americas and the Caribbean. Victoria Martinez Grillo, Marketing Director, Unilever Argentina, shared testimonials of Unilever’s work around the world to combat stereotyping. Philip Perez, President, Cámara Argentina de Anunciantes, shared local insights on the important timing of a national chapter in Argentina.

With Unilever as the chapter’s lead champion, members include Alurralde, Jasper + Asociados, Avon, Diageo, Globant, Mastercard and SAP Argentina. Cámara Argentina de Anunciantes and Mujeres en Publicidad have joined as allies, adding a wealth of local industry experience and insight.



AUSTRALIA



Launch date: November 2021

Advertising market size (US\$): 17.3 billion

Champions: Coles, IPG, Mars Wrigley, Unilever Australia Limited, Westpac Group

Members: Accenture Pty Ltd., American Express ANZ, Bank of Queensland, Bayer Australia Pty Ltd., Diageo Australia, Google Australia Pty Ltd., IKEA Pty Ltd., Ipsos, Mastercard Asia/Pacific (Australia) Pty Ltd., Meta Platforms, Inc., Omnicom Australia, Publicis Groupe, Salesforce Australia Pty Ltd., Seven West Media, Singtel Optus Pty Ltd., Snap Inc., Stockland Corp. Ltd., Suncorp Group, WPP, Woolworths Group

Ally: Australian Association of National Advertisers, Bus Stop Films

Strategic priorities: To adopt an intersectional approach to the progressive portrayal of all people, and address the diverse representation of gender, race, ethnicity (particularly Aboriginal and Torres Strait Islander peoples), disability and age in Australian media and advertising content.

Australia National Chapter features at landmark industry events

The Australia National Chapter is the third largest in the Unstereotype Alliance. In the year since its launch, it has successfully driven awareness and visibility through a series of events and member appearances on industry platforms. A few highlights from 2022 follow.

At the Meta Select 2022 event, Lorna Ash, Marketing Director, Homecare, Unilever (Alliance champion), discussed the importance of ending harmful stereotypes in media and advertising with Courtnay McDermott, Global Agency Program Manager, Meta, and Carolyn Bollaci, Head of Media for Australia and New Zealand, Facebook.



“ I think with all diversity comes diverse thinking. having women included can only help this. I’m constantly amazed by my daughters and understanding and passion in wanting to be kinder to our planet and it gives me hope that these big sustainability changes needed are possible.”



LORNA ASH
HEAD OF HOMECARE
UNILEVER ANZ



In August, the chapter took to the main stage at Advertising Week APAC. Coles, an Alliance champion, alongside members Meta, Mastercard and Publicis Groupe spearheaded the launch of the ‘Conversations for Change’ series with a high-level panel discussion. Hosted by DEI thought leader Winitha Bonney, OAM, the discussion included panellists Lisa Ronson, Chief Marketing Officer, Coles, Carl McLean, APAC Marketing Measurement Lead, Meta and Brad Cooke, co-founder of cultural agency CampfireX, alongside other industry experts in a conversation on achieving authentic representation and the future of diversity in advertising.

The Australia chapter was represented by Anatheia Ruys, CEO of UM Australia, at the launch of Women’s Health Victoria’s shEqual Female Stereotypes in Advertising resource guide. The launch included a panel discussion in which industry leaders emphasized the pressing need to eradicate harmful stereotypes in advertising in Australia.

Celebrating a first anniversary

Unstereotype Alliance Australia marked its first anniversary with an event at Meta Australia in Sydney, hosted by Meta and Coles. Speakers included Paralympian and 2022 Australian of the year Dylan Alcott, AO, in conversation with Mim Hayson, CMO/EGM Brand and Marketing, Suncorp Group. Their discussion highlighted the social and business imperatives of unsterotyping and the criticality of engaging underrepresented communities.

In her remarks as a convenor, UN Women Australia board member Vy Pham reinforced the achievements of the national chapter and the depth of its accomplishments in one year. She drew on her personal story as an immigrant to Australia to reflect on the importance of the Alliance’s intersectional approach to combating all stereotypes.



“If one in five people around the world have a disability then you should market to your consumers,” Dylan Alcott said. “It’s a win-win.... But if we get left out of that economic conversation, it doesn’t happen. Why do we get left out? Lack of expectation of what we can do, lack of understanding. And the best way of figuring that out is through that lived experience.”



Bus Stop Films, an ally of the chapter and a leading disability advocacy organization focused on inclusive filmmaking, supported four of its ambassadors living with intellectual disabilities – including Audrey O’Connor; Ronan Soussa, star of the Emmy-winning show Love on the Spectrum; Nathan Basha and Gerard O’Dwyer – to capture content at the event.

BRAZIL



Launch date: February 2019

Advertising market size (US\$): 13.46 billion

Champions: Grupo Boticário, Grupo Pao de Açúcar (GPA), IPG Mediabrands, Mastercard, Natura&CO, Unilever

Members: Heads, VMLY&R (WPP), WPP

Allies: ABA, IAB, Rede Mulher Empreendedora

Strategic priorities:

Eradicating harmful stereotypes and representation of women (such as the objectification of women, unrealistic beauty standards, racism, unconscious biases, and patriarchal masculinities) by prioritizing protagonist roles which empower black and indigenous Brazilian women in their diversity, including women with disabilities, women from the LGBTQI+ community and older women (+ 50 years) for more representative media content.

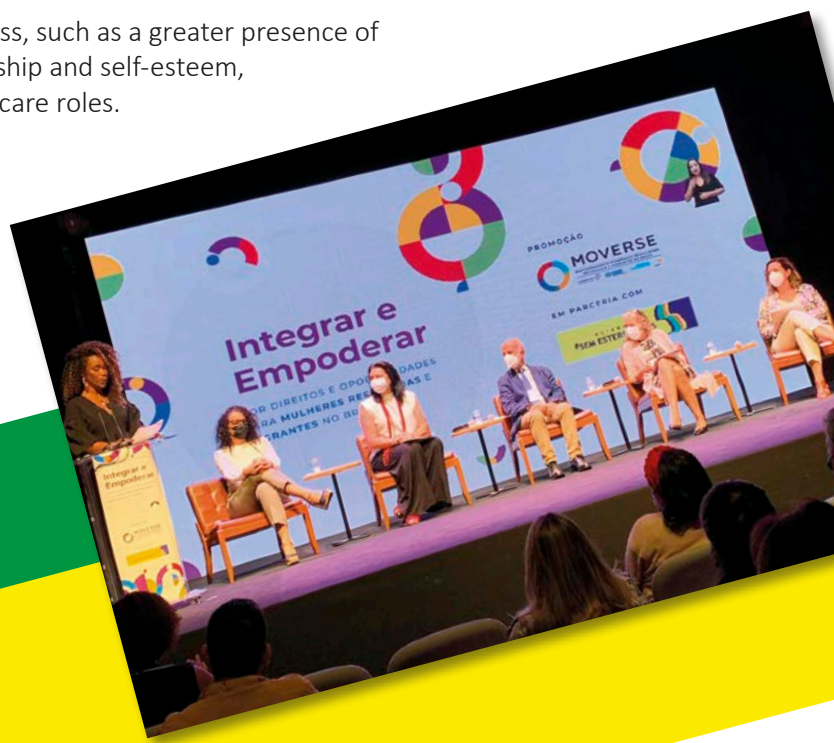
Launching a tenth wave of TODXs research

Unstereotype Alliance Brazil celebrated International Women’s Day by launching findings from the tenth wave of the TODXs study during ‘Integrating and Empowering: For Rights and Opportunities for Migrant and Refugee Women in Brazil’, a Moveuse event. The study has mapped representation in Brazilian advertising since 2015.

With a panel discussion on the ‘Elimination of Discriminatory Stereotypes Based on Gender and Race: Media and Advertising Industry Experiences’, panellists exchanged best practices on the inclusion of diverse women in advertising and media and the impact this has on the representation of Black and Indigenous women, with a special focus on how to convey this experience to migrant and refugee women.

Results from the TODXs study showed some progress, such as a greater presence of women in narratives that combine strength, leadership and self-esteem, as well as more men shown in domestic and family care roles.

However, the share of advertisements featuring people with disabilities was still remarkably low, at 1.2%. No advertisements featured the LGBTQI+ (lesbian, gay, bisexual, transgender, intersex, queer plus) community, an all-time low since the study began.



Speaking at MMA Impact 2022 Brazil

The national chapter participated in MMA Impact Brazil 2022, one of the biggest marketing and innovation events in Latin America. Hosted in São Paulo, it included more than 800 companies active in mobile marketing across 15 countries.

UN Women Brazil’s Technical Consultant, Isabel Aquino, delivered a keynote speech, ‘Deconstructing Stereotypes: An Invitation to Look at the World with New Lenses’, based on data from the TODXs research.



Introduction of a Brazilian KPI and training on the 3Ps

Training sessions on the 3Ps (Presence, Perspective and Personality) took place throughout 2022, with employees attending from communications, marketing, product development, advertising agencies, franchises and DEI teams. Since its launch, the Brazil National Chapter has trained more than 1,000 employees from four companies.



A Brazil-specific KPI was tested and introduced to support the Unstereotype Metric to reach local targets for the representation of black and indigenous women, LGBTQI+ people and people with disabilities. It was first used by Grupo Boticário’s internal teams in the pre-market testing of their campaigns, with two practical sessions held for Grupo Boticário and Vult.

“

We are committed to ensuring that our communications adequately represent minority groups in the Brazilian population, without bias or stereotypes of any kind. Our partnership with the Unstereotype Alliance was a perfect opportunity for us to have an indicator to measure stereotypes in our communications. We are very happy to be the first company to apply the KPIS BRAZIL within the communications creation process.”

RONENILTON SANTOS
 ESG Manager (Diversity and Inclusion),
 Grupo Boticário

INDIA



Launch date: March 2021

Advertising market size (US\$): 9.05 billion

Champion: Hindustan Unilever Limited

Members: Diageo, Havas Group, Kantar South Asia, Mediabrands India, Publicis Groupe, WPP India

Allies: Advertising Agencies Association of India (AAAI), Advertising Standards Council of India (ASCI), Samhita Social Ventures, The Advertising Club, United Nations Children’s Fund (UNICEF)

Strategic priorities:

Addressing gender stereotypes in advertising and media with a primary focus on progressive portrayals of women and girls in non-traditional roles, and broadening the representation of women, particularly those returning to the workforce.

Celebrating a year of achievement



To mark its first anniversary on 30 March 2022, the India National Chapter held a celebratory in-person event in New Delhi. Susan Ferguson, Representative for UN Women in India, provided opening remarks alongside a recorded message from Sara Denby, who congratulated the chapter for its impactful work. Kantar presented the 2022 Gender Equality Attitudes Study, highlighting levers of change and a deep dive into findings from the survey in India. ASCI shared insights from the GenderNext study, conducted with Futurebrands.

Educating the industry at the #VoiceofChange Summit

In July 2022, the national chapter took part in the #VoiceofChange Summit, a pioneering initiative by the International Advertising Association (IAA). The summit theme was gender portrayals across the creative spectrum. Unstereotype Alliance members Kantar and Diageo as well as allies ASCI and UNICEF joined other key industry and knowledge partners, such as the Tata Institute of Social Sciences, to educate and inform the industry on the unstereotype mandate.

‘Voice of Change’ started as a behaviour change communications initiative to counter the skewed portrayal of gender in advertising and communications, based on a 2021 study by the Geena Davis Institute on Gender in Media and UNICEF.

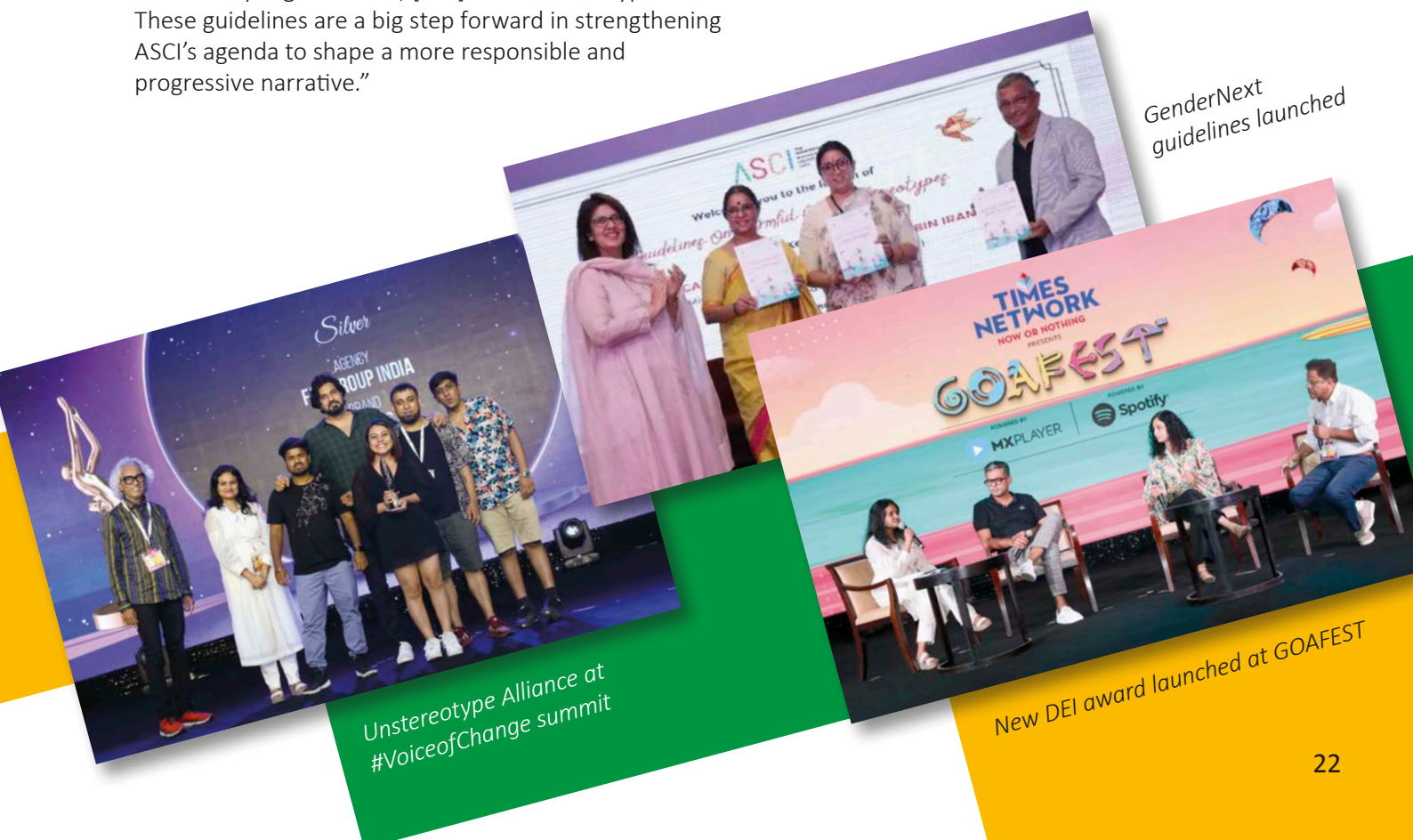
Launching a new DEI award at GOAFEST

The national chapter launched a DEI award at the prestigious ABBY Awards, organized by The Advertising Club. The event took place in May during the 2022 GOAFEST, the biggest advertising festival in South Asia, hosted by AAI. The new award recognizes creative work that portrays diversity and inclusion, breaks gender stereotypes, showcases progressive and positive gender portrayals, and influences gender perceptions and attitudes, including among young boys and girls. During the event, Suhela Khan, Country Programme Manager, WeEmpower Asia, represented UN Women at a fireside chat on DEI in advertising, alongside Rohit Ohri, Chairman and CEO, FCB Ulka; Dheeraj Sinha, CEO and Chief Strategy Officer, South Asia, Leo Burnett; and Rathi Gangappa, CEO, Starcom India.

Presenting guidelines to break gender stereotypes

ASCI followed its GenderNext study with the launch of guidelines to prevent harmful gender stereotypes in advertising. The Honourable Smt. Smriti Zubin Irani, Minister of Women and Child Development, Government of India, presided over the event. ASCI Chair Subhash Kamath commented, “The new guidelines were created after extensive consultation with many partners – both from industry, as well as civil society organizations, [and] the Unstereotype Alliance and UNICEF.

These guidelines are a big step forward in strengthening ASCI’s agenda to shape a more responsible and progressive narrative.”



Unstereotype Alliance at #VoiceofChange summit

GenderNext guidelines launched

New DEI award launched at GOAFEST

JAPAN



Launch date: May 2020

Advertising market size (US\$): 51.75 billion

Champion and founding member: Nikkei Inc.

Founding Ally: Japan Advertisers Association

Members: Aflac Life Insurance Japan Ltd., BIPROGY Inc., MetLife Insurance K.K., MS&AD Insurance Group Holdings Inc., POLA Inc., Sekisui Chemical Co. Ltd., Shiseido Company Ltd., Tokio Marine & Nichido Fire Insurance Co. Ltd., Tokyo Century Corporation, Trenders Inc., Unicharm Corporation, XICA Co. Ltd., Yamaha Corporation

Ally: Plan International Japan

Supporters: Cabinet Office, Ministry of Economy, Trade and Industry

Nominal Supporter: Ministry of Foreign Affairs

Strategic priorities: Addressing gender stereotypes in social norms.

Making news on International Women’s Day

On International Women’s Day, messages from the CEOs of the 17 members of Japan’s National Chapter featured in a full-page ad published by the financial newspaper Nikkei. Advocating for the theme of the day, ‘Gender Equality Today for a Sustainable Tomorrow’, the ad included a statement from H.E. Seiko Noda, Minister in Charge of Women’s Empowerment and Minister of State for Gender Equality, Government of Japan. The Minister stressed the need to eliminate unconscious biases in Japanese society. Member companies stated their commitments to diversity and gender equality.

Several members took additional individual actions. Coca-Cola (Japan) Company published an interview between Jorge Garduño, President, Coca-Cola in Japan and South Korea, and Kae Ishikawa, Director, UN Women Japan Liaison Office, on making gender equality the highest priority and promoting workplaces where women can play leading roles. Yamaha Corporation launched ‘Women Who Make Waves’ on its website to celebrate women in the music industry and their individuality and diversity. POLA posted a conversation on YouTube between its President, Miki Oikawa, and UN Women’s Kae Ishikawa on a sustainable future for women. The video has attracted over 25,000 views.



Convening to plan and assess progress

In August 2022, the national chapter convened to review its unereotype activity goals, including the creation of unosterotyped ads, hosting unereotype workshops and publicly communicating membership of the Unstereotype Alliance. Seven member companies shared successes and lessons learned, with BIPROGY highlighting findings from an internal survey that revealed stereotypical mindsets within the company. Yamaha shared its internal guide for diverse and inclusive creative production, and other members spoke about becoming aware of unconscious bias and stereotypes through creative production, with lessons to make the chapter's efforts more successful and meaningful for all.



“Empowerment, inclusion, and resilience are essential for better sustainability. I believe that having more representation by women, who are the majority of the minority, is the first step towards inclusion of the diversity of all individuals.”



KUMIKO SHIRAI
CORPORATE OFFICER OF
GLOBAL BUSINESS,
NIHON UNISYS, LTD.

#UNSTEREOTYPE ALLIANCE

“Women make up half of society's population, yet form the minority in the realm of decision-making, and tend to be left behind in the social structure. To that extent, they are more likely to become socially vulnerable persons who are exposed to poverty and various forms of discrimination.”



MIKI OIKAWA
PRESIDENT
POLA INC.

#UNSTEREOTYPE ALLIANCE

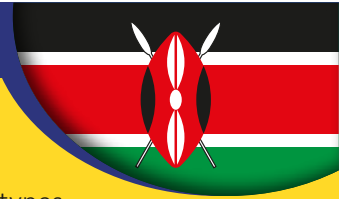
“In order to solve these issues, it is imperative to engage people with various viewpoints and backgrounds.”



MAHOKO HARA
SENIOR MANAGING EXECUTIVE
OFFICER
TOKYO CENTURY CORPORATION

#UNSTEREOTYPE ALLIANCE

KENYA



Launch date: February 2021

Advertising market size (US\$): 329 million

Members: East African Breweries Limited (Diageo), Kantar, Safaricom, Unilever

Allies: African Women’s Entrepreneurship Program, Kenya Association of Manufacturers, Marketing Society of Kenya

Strategic priorities:

Address gender stereotypes with a focus on harmful patriarchal traditions and norms to broaden the representation of empowered and autonomous women in private and public life, including in business leadership, and ensure progressive representation and portrayals of all local ethnicities in media and advertising.

Hosting the first Marketers Night event

Marketing Africa, an ally to the Unstereotype Alliance Kenya National Chapter, hosted the first Marketers Night event in Nairobi, with Elizabeth Obanda, Women’s Economic Empowerment Team Lead, UN Women in Kenya, giving the keynote address to 300 marketers on ‘Inculcating Sanity in the Marketing Sector’. Her remarks raised awareness of harmful stereotypes with widely negative impacts on Kenyan society. The presentation highlighted how companies can incorporate Unstereotype Alliance tools and best practices to establish high-level leadership for gender equality within the media and advertising industries.



“Women have long been the champions of sustainability even before the world found a language for it. It is not only important for them to be represented but their ideas and vision should be central to sustainability to achieve a wholesome world for all.”



SALLY KAHIU
HEAD OF CORPORATE COMMUNICATIONS & MARKETING
KENYA ASSOCIATION OF MANUFACTURERS (KAM)

“Women are powerful. Women are known to build, to nurture, to protect. Women are smart and driven. The sustainability of our economy is our collective responsibility. Especially now, the magic of women is greatly required.”



LAURA AKUNGA
CHAIRPERSON
AWEP

MEXICO



Launch date: March 2021

Advertising market size (US\$): 6.2 billion

Members: Danone, Diageo, Mars, PepsiCo, Publicis Groupe, Unilever, Wunderman Thompson

Ally: AVE

Strategic priorities:

Address gender stereotypes in advertising with a focus on progressive portrayals of women and men in non-traditional roles in the home and in the workplace and transform the objectification of women and harmful masculinities in media and advertising that reinforce gender-based violence.

Marking International Women’s Day on Mundo Ejecutivo

The Mexico National Chapter celebrated International Women’s Day with Roxana Flores, Communications Officer, UN Women in Mexico, sitting down for a wide-ranging interview on Mundo Ejecutivo’s YouTube channel with Rosario Zavala, President, Equality and Inclusion Committee, AVE, Mexico’s leading communications and advertising association.

The discussion touched on the work of the Mexico National Chapter, the newly created DEI category in the Effie Awards Mexico and the benefits of alliances for gender equality.



NIGERIA



Launch date: December 2021

Advertising market size (US\$): 793 million

Members: First Bank of Nigeria Limited, Guinness Nigeria, SO&U Ltd., Unilever Nigeria Plc., X3M IDEAS Ltd.

Allies: Association of Advertising Agencies of Nigeria, Women in Successful Careers Careers (WISCAR)

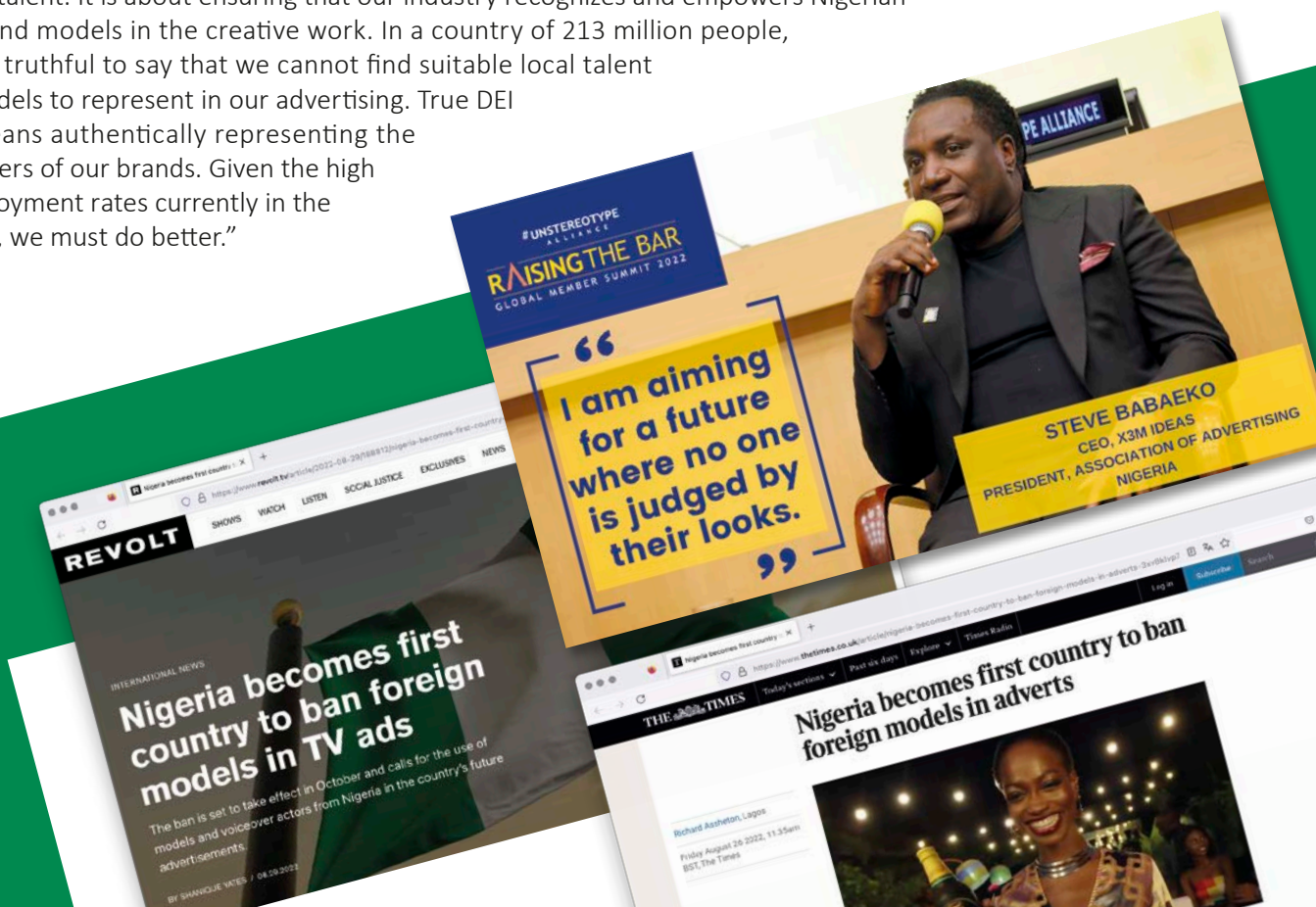
Strategic priorities:

To use advertising as a force for progress by depicting positive portrayals of women and girls, and ensure the industry rejects all harmful stereotypes, including gender stereotypes.

Spotlighting a new approach to models in ads

The Nigeria National Chapter raised its media profile in 2022, including an article in The Times on Guinness Nigeria’s ‘Black Shines Brightest’ campaign. This followed news that Nigeria has become the first country to ban foreign models in advertisements. Steve Babaeko, CEO/Chief Creative Officer, X3M Ideas, and President, Association of Advertising Agencies of Nigeria, spoke on the topic during the Unstereotype Alliance Global Member Summit in New York.

He noted: “This issue is about the inclusion of local talent and not so much [discrimination against] foreign talent. It is about ensuring that our industry recognizes and empowers Nigerian talent and models in the creative work. In a country of 213 million people, it is not truthful to say that we cannot find suitable local talent and models to represent in our advertising. True DEI also means authentically representing the consumers of our brands. Given the high unemployment rates currently in the country, we must do better.”



SOUTH AFRICA



Launch date: February 2020

Advertising market size (US\$): 2.75 billion

Members: Diageo South Africa, Facebook, Google, Kantar South Africa, Nando's, Ster-Kinekor, Unilever

Allies: Advertising Regulatory Board, Aware, Loeries, The Marketing Association of South Africa, Women in Marketing Africa

Strategic priorities:

Addressing stereotypes in advertising with a focus on women's empowerment and bias underpinning racism, unhealthy masculinities, and the elimination of gender-based violence (GBV).

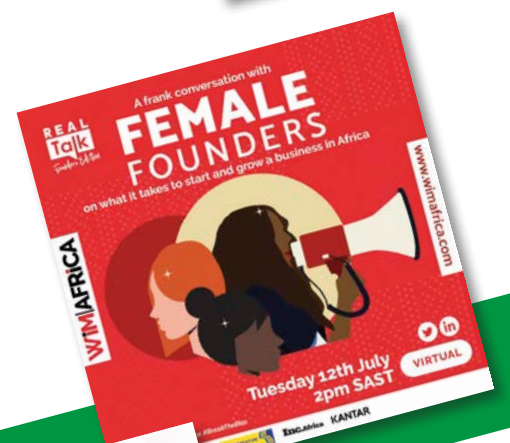
Leveraging the #OutTheGenderBox campaign

The #OutTheGenderBox campaign, created by UN Women in South Africa and Prejudictionary, collaborates with diverse thought leaders and creative pioneers around South Africa through conversations about thinking out of the gender box. With a social media following of over 17,000 and a student pool of more than 1,500, the campaign strives to leverage the influence of youth. An accompanying partnership with top creative schools challenges students to create unsteretyped content on topics such as beauty, language, masculinity and identity. To commemorate Youth Month and encourage young creatives to eradicate harmful stereotypes, the South Africa National Chapter launched the #OutTheGenderBox film at the OutTheGenderBox awards. This was an opportunity to showcase the creative work of the next generation and highlight unsteretyped advertising.



Hosting the WiM Africa Real Talk Series

The national chapter partnered with Women in Marketing Africa and Kantar on 'The Real Talk Series', where webinars feature open and frank conversations with senior professionals and industry leaders. The second edition of the series explored the challenges of women start-up founders across Africa. The discussions covered career progression, a balance between work and home life, the impact of the global pandemic, the hard decisions and sacrifices women entrepreneurs make, and what has worked for them as ambitious professionals. A white paper will share ideas from the series with business leaders to encourage change from the top.



TÜRKIYE



Launch date: December 2019

Advertising market size (US\$): 747.6 million

Vice Chairs: Advertisers Association (RVD), Association of Advertising Agencies, Eczacıbaşı Holding, Kantar Media, MullenLowe, Unilever

Members: Akbank, Avon, Bayer, Coca-Cola, Colgate-Palmolive, Eti Gıda, GSK, Johnson & Johnson, Koç Holding, P&G, Publicis Groupe, TBWA/Istanbul, Vodafone, WPP

Allies: Bahçeşehir University, Cosmetics & Cleaning Products Industry Association, Foundation of Advertising, Foundation of Outdoor Advertisers, Interactive Advertising Bureau, Mobile Marketing Association, Radio Listening Services Organisation, Representation and Broadcasting Corporation, The Advertising Self-Regulatory Board, Turkish Researchers' Association

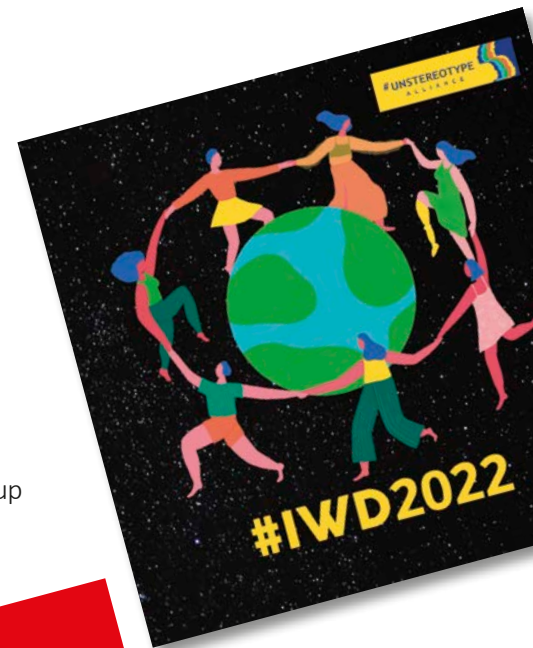
Strategic priorities: Addressing gender stereotypes, with a focus on the traditional gender-based division of labour and targeting youth to galvanize action.

Calling attention to a sustainable future

The Türkiye National Chapter celebrated International Women's Day in 2022 by collaborating with eco-feminist designer Burcu Köleli to recognize the many inspiring women creating a more sustainable future for all. This led to an 8,600% increased reach in the chapter's Instagram account, with local chapter members and allies, including Koç Holding, Vodafone, WPP, MediaCom and the broader ad industry amplifying assets. UN Women presented the chapter as a flagship initiative at the Equal Stories Summit in Istanbul, organized by Milliyet Newspaper, a UN Women Generation Equality commitment-maker.

Meet-up to 'Unstereotype Your Content'

In May, the national chapter organized an 'Unstereotype Your Content' meet-up in collaboration with Google for YouTube content creators from Europe, the Middle East and Africa. As well as upskilling attendees to take an unstereotyped approach to their content creation, participants pledged their own #unstereotyped promise.



Winning Effie Awards Türkiye – and assessing ad portrayals

Several Unstereotype Alliance Türkiye members were recognized with awards for their content and unsteretyped ads in the 2022 Effie Awards Türkiye. The awards programme included the release of the Effie Awards Türkiye Gender Equality Scorecard Study 2021, which analysed 296 TV ads between 2018 to 2021 to measure progress towards gender equal, progressive and inclusive portrayals in advertising. Based on the Unstereotype Alliance's '3Ps' framework, the report found a positive improvement in female representation in ads. While this is a promising indicator of a more inclusive and progressive approach, ad storytellers in Türkiye are still predominantly male.



Bringing Cannes to Istanbul

The national chapter convened a midsummer member event to bring the inspiring atmosphere of the Cannes Lions International Festival of Creativity to Istanbul. Chapter ally Bahçeşehir University hosted discussions on gender equality, diversity and inclusion trends. With opening remarks from Asya Varbanova, Country Director, UN Women Türkiye, and Ahmet Pura, President, RVD, members then heard insights on the Cannes festival from Berkant Avcı, Executive Strategy Director, Medina Turgul DDB. Erge Güçlü, Director of Strategy and Insight, Wavemaker, presented case studies on gender equality, diversity and inclusivity, while Gül Şener, Associate Professor, Bahçeşehir University, spoke about the Cannes Lions Sustainable Development Goal (SDG) Category and the common features of winning work on SDG 5 on gender equality.

Unstereotype Alliance Türkiye celebrated its third anniversary at Bahçeşehir University Beşiktaş on 16 December 2022. Platform member brands, academics and industry representatives attended the event. In addition to featuring inspiring speeches, the event announced TBWA/Istanbul as the newest member of the chapter.



UNITED ARAB EMIRATES



Launch date: November 2020

Advertising market size (US\$): 1.07 billion

Members: Accor Middle East & Africa LLC, Etihad Aviation Group, Facebook, Google, ITP Media Group, LinkedIn, Media Quest Plus FZ LLC, Omnicom Media Group MENA, Snap Inc., Unilever, VFS Global

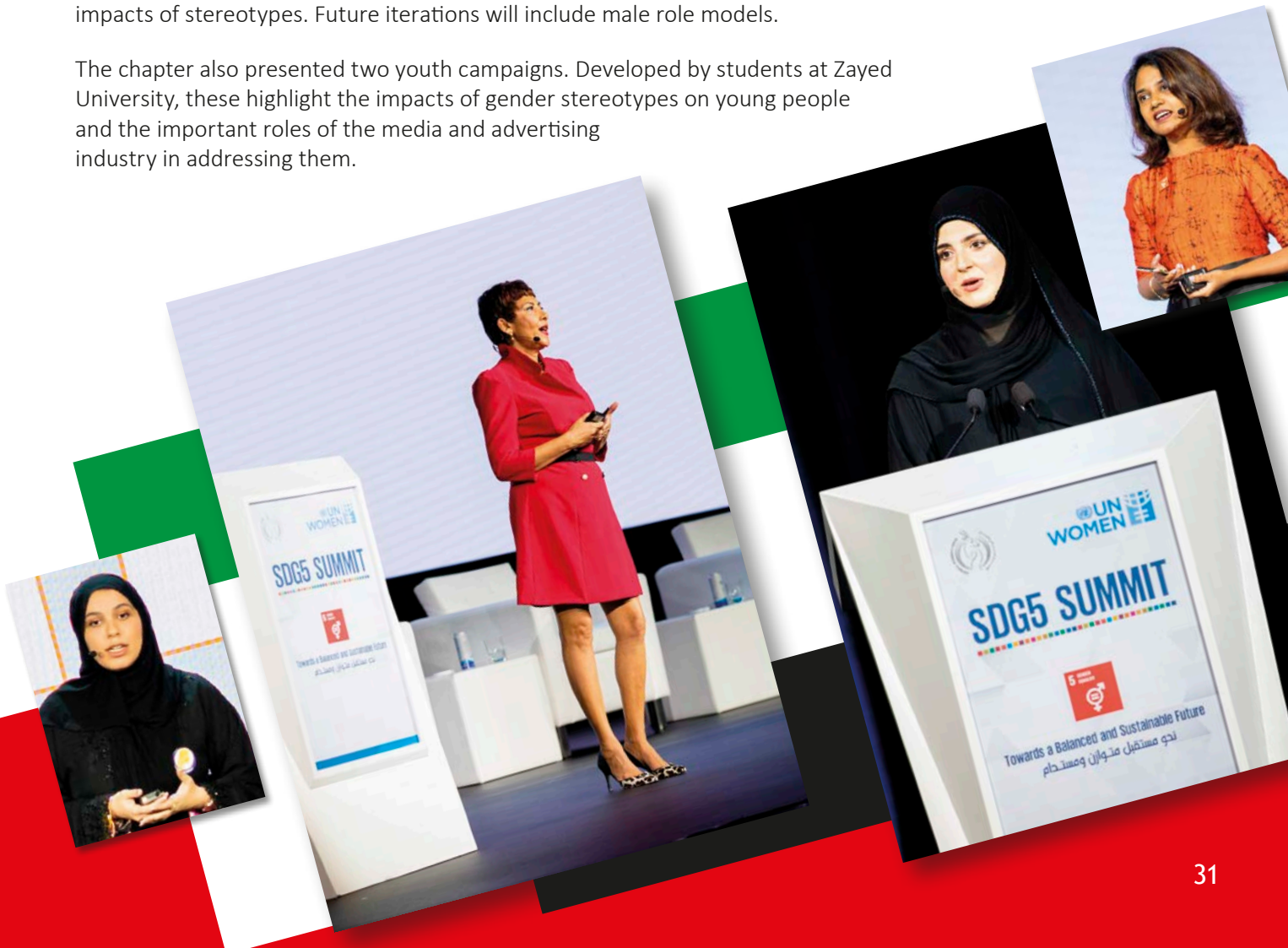
Allies: Advertising Business Group, Dubai Lynx, Zayed University

Strategic priorities: Broadening the representation of women and men in non-traditional roles in media and advertising.

Launching the ‘Role Models’ campaign at Dubai Expo

To mark International Women’s Day, Unstereotype Alliance UAE unveiled the trailer for the new ‘Role Models’ campaign at UN Women’s SDG 5 Summit at Dubai Expo. The campaign calls on the industry to join the Unstereotype Alliance and broaden the representation of women and men in non-traditional roles in media and advertising. Produced by Marie Claire magazine in collaboration with UAE chapter members, ‘Role Models’ comprises interviews with prominent women leaders in film, media, aviation and retail, who speak about the impacts of stereotypes. Future iterations will include male role models.

The chapter also presented two youth campaigns. Developed by students at Zayed University, these highlight the impacts of gender stereotypes on young people and the important roles of the media and advertising industry in addressing them.



Showcasing women's unlimited capabilities via Snapchat

To commemorate Emirati Women's Day, national chapter member Snap Inc. and Unstereotype Alliance UAE collaborated on a dedicated Snapchat lens that showcased the unlimited capabilities of women in the United Arab Emirates. Snapchat's selfie mode allowed users to choose from filter options and don a career look of their choice, including as a teacher, astronaut or pilot. Aligned with the theme of the day, 'Inspiring Reality...Sustainable Future', the initiative encouraged women to contribute to the nation's prosperity and develop their talents.

The collaboration reached 8,745,170 people through 10 media outlets, including Nawa3em, Arab News and Dubai Tech News. The Snapchat lens had 1.1 million users, including 32,300 users during a 10-second playtime with a 1.5% share rate.



UNITED KINGDOM



Launch date: July 2020

Advertising market size (US\$): 51.37 billion

Members: Acast, adam&eveDDB, AMV BBDO, BBD Perfect Storm, B&Q, Diageo, E.ON UK Plc., Fleishman Hillard, Google, Haleon, IPG, Kantar, Kellogg’s, LinkedIn UK, Lloyds Banking Group, Mars, Meta, Mondelēz International, PepsiCo, Sainsbury’s, Sky, Tesco Plc., The Co-op, Unilever, Vodafone, WPP

Allies: Advertising Association, Advertising Standards Authority (ASA), Business in the Community, CEW UK Ltd., Channel 4, Creative Equals, The Institute of Practitioners in Advertising (IPA), ISBA, Women in Advertising and Communications London (WACL), WARC

Strategic priorities: To tackle deeply ingrained inequalities in the United Kingdom, with a specific focus on advancing progressive and intersectional portrayals of women, girls and marginalized communities.

Inspiring change through conversations

The United Kingdom National Chapter created ‘Conversations for Change’ to offer informal, inspiring and personal lessons on progressive and unsterotypical storytelling. The video series features brand leaders, inclusion activists and marketing experts addressing DEI topics. Each 10-minute episode features a diverse line-up of industry titans and includes intimate conversations on themes such as ‘Lived Experiences’, ‘How to Achieve Authentic Representation’, ‘The Power of Cultural Nuance’, ‘Driving Positive Social Change’ and ‘The Future of Diversity in Advertising’. The series drove widespread media coverage and is available on the Unstereotype Alliance YouTube channel.



Raising awareness at key industry events

Virtual and in-person events raised awareness of the Unstereotype Alliance throughout the year, including webinars for the staff of Fleishman Hillard and members of Cosmetic Executive Women, and a fireside chat with Michael Brown, Managing Partner, UM London, at the Advertising Producers Association Future of Advertising event. The chapter took part in a panel event at IPA's 2022 Talent & Diversity Conference and served as a brand partner at Creative Equal's RISE conference. A headline session at Mediatel's Future of Brands conference brought together Melda Simon, UK Unstereotype Alliance National Chapter lead; Michele (Mitch) Oliver, Global Brand & Purpose Vice-President, Mars Incorporated; Guy Parker, CEO, ASA; and Stephanie Matthews, Business Director, Creative Equals.

Celebrating a second anniversary

The chapter marked its second anniversary at the House of Lords in London, where 70 members and allies gathered to reflect and celebrate progress. Baroness Sandip Verma of Leicester, Chair of UN Women UK, welcomed guests before introducing Claire Barnett, Executive Director, UN Women UK, who spoke about strides made on gender equality, the work remaining and the vital role of the Unstereotype Alliance in driving positive change.

Keith Weed, Chair of the national chapter, shared the 'Raising the Bar' film from the Global Member Summit before spotlighting the chapter's *Women & Heritage* report, which won the Inclusive Research Award at the prestigious Market Research Society Awards. The landmark study, launched in 2021, explores the lived experiences of women of ethnic heritage in the United Kingdom, a priority area of work for the chapter.



OBJECTIVE 3

Implementation of accountability and reporting mechanisms

THE UNSTEREOTYPE METRIC

The Unstereotype Metric is an open-access tool that measures how well a piece of advertising presents a progressive or regressive image of female and/or male character(s). It involves a single measure question that can be applied to consumer testing at any stage of the advertising process, from creation to completion.

In 2022, the Unstereotype Alliance continued to pursue innovative research and a unique body of evidence that is driving change and clarifying areas demanding urgent action.

The Unstereotype Metric

The 2022 annual Unstereotype Metric review captured over 16,000 ads in 61 countries, involving 2,900 brands and 246 product or service categories. Scores plateaued overall yet members of the Unstereotype Alliance outperformed the industry average on measures assessing the portrayals of women and men. Scores related to women were 3 percentage points higher than the total average; scores related to men were 2 percentage points higher. Ads with higher Unstereotype Metric scores have greater impact and are more likely to see a greater return on advertising investment. Progressive portrayals benefit society and businesses, and Unstereotype Alliance members are notably leading the charge.

Among the ads surveyed, only 33% included diverse skin colours, although this share has slowly increased from 28% in 2019. Other areas of focus include people living with disabilities – a cohort that was enormously underrepresented, with only 1% of ads in 2022 featuring someone with a disability. Despite this disproportionately low level of representation, when people with disabilities were included, 54% were shown in a leading role. The review found that people over age 40 were also drastically underrepresented in advertising, particularly women. Both men and women above age 40 appear in less than a quarter of the number of ads that younger people do.

In 2023, an expanded Unstereotype Metric will complete a global validation process. The new metric will measure race, ethnicity, age and ability in addition to gender, and will provide rich analytics and insights on the impact of intersectionality in advertising and the levers for driving positive norms.



The Gender Equality Attitudes Study

In June 2022, the Unstereotype Alliance and UN Women launched The Levers of Change: Gender Equality Attitudes Study 2022. The report is the latest iteration of a biennial global study that tracks attitudes towards gender. It was unveiled at the Cannes Lions International Festival of Creativity to mark the Alliance's fifth anniversary.



GEAS

Under the leadership of UN Women, the study was conducted by Unstereotype Alliance member Kantar and sponsored by Johnson & Johnson, Kantar, Procter and Gamble, and Unilever. The report revisits the first 10 countries in the 2020 pilot study and analyses 10 more. Despite some progress, [findings](#) detailed how attitudes to gender roles have deteriorated amid COVID-19, marked by outdated social norms and stereotypes.

Across 20 countries, men are more likely than women to endorse traditional gender roles, with 40% of male respondents agreeing that “a man’s job is to earn money while a woman’s job is to look after the house and the family”. Similarly, 51% of men agreed that “women should work less and devote more time to caring for their family”. This view was held most fervently among younger cohorts of men – 52% of men aged 16 to 19 and 54% of men aged 20 to 34, compared to 48% of men aged 35 to 55. These sobering results led to much discussion on portrayals of masculinities in advertising. A focus area in 2023 will be the question: When it comes to eliminating stereotypes in advertising content, are we leaving men behind?

The study continues to be a core marker of progress for the collective efforts of the Unstereotype Alliance. It effectively demonstrates why changing social norms is at the heart of [UN Women’s Strategic Plan, 2022-2025](#). The insights and data gleaned inform efforts to comprehensively tackle discriminatory attitudes and gender stereotypes through practical policies, laws and practices that will accelerate progress in empowering women and girls in their daily lives.



The Unstereotype Alliance Member Survey

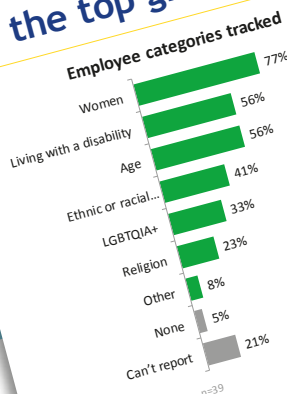
In a collective move towards greater accountability, the Alliance launched its first member survey to assess how and what members and allies currently track, and measure related to gender and DEI. Fifty-three members and allies responded, with representation from each of the five continents where Alliance members are based. About three quarters of respondents were national chapter members and a quarter were global members, reflecting overall membership statistics. The majority were located in Japan, the United Kingdom and the United States.



Findings showed:

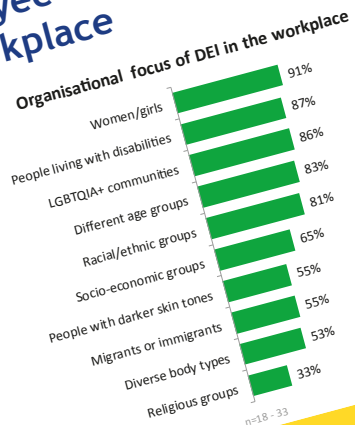
- Tracking employee diversity is widespread among members, with about three quarters following diversity across a number of social categories. The majority (89%) of members have specific DEI goals or targets across their workforce.
- Gender, specifically related to women, is the most tracked category, followed by disability and age. In terms of underrepresented or underserved social categories, members indicated a number of priorities, including gender, disability, LGBTIQ+, age and racial/ethnic groups.
- About three quarters of members publicly disclose employee diversity data. This tends to focus on statistics surrounding women in leadership positions and the overall gender makeup of the workforce, with some members also disclosing data on disability, LGBTIQ+ status and other social categories. Fewer than half are committed to voluntarily reporting pay equity statistics, indicating room for growth in this area.

Gender was the most tracked employee category and the top group focused on in the workplace



89% of organisations have specific goals or targets for diversity, equity and inclusion across their workforce
n=35

49% of organisations track diversity of employees who oversee or perform marketing and advertising
n=35

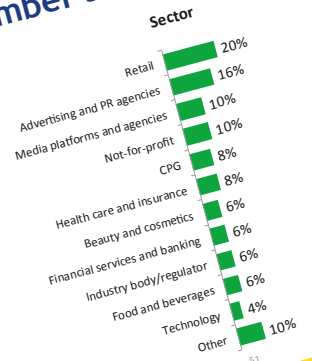
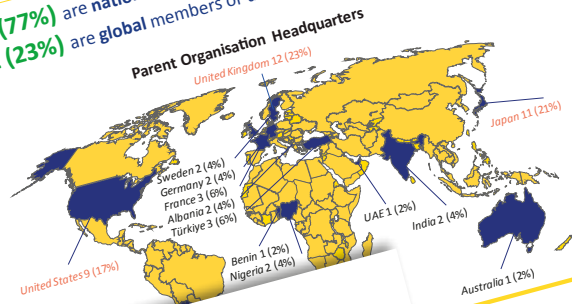


- Members use internal reporting mechanisms, such as annual reports, and external benchmarking for public disclosure.
- Implementing DEI and unsterotyping measures in the workplace comes with a variety of challenges, primarily insufficient budgets or resources and a lack of strategies, goals or operational approaches. Obtaining buy-in and support from leadership or the company culture was said to present less of a challenge.
- More than half of advertiser members have formal DEI procurement strategies for their marketing services.

In 2022 UA conducted it's first-ever member survey

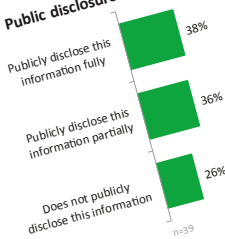
41 (77%) are national members or allies
 12 (23%) are global members or allies

53% have an advertising presence or function



And the majority of organisations publicly disclose at least some of their diversity data

Public disclosure of employee diversity data



43% of organisations are committed to voluntary reporting initiatives tied to pay equity

Reported Data

- % of LGBTQ+ employees
- Gender pay gap
- Employees living with a disability
- women in management, leadership or decision-making positions
- Nationality
- Gender, gender equity
- % of female employees
- Diversity and Inclusion Policies
- % of men taking childcare leave

Reporting Mechanisms

- Annual Report
- Equileap
- Bloomberg Gender Equality Index
- Refinitiv D&I Index
- Human Rights Campaign Equality Index for LGBTQ+
- CDP scorecard
- EDI Report
- GRI
- Sustainability Report

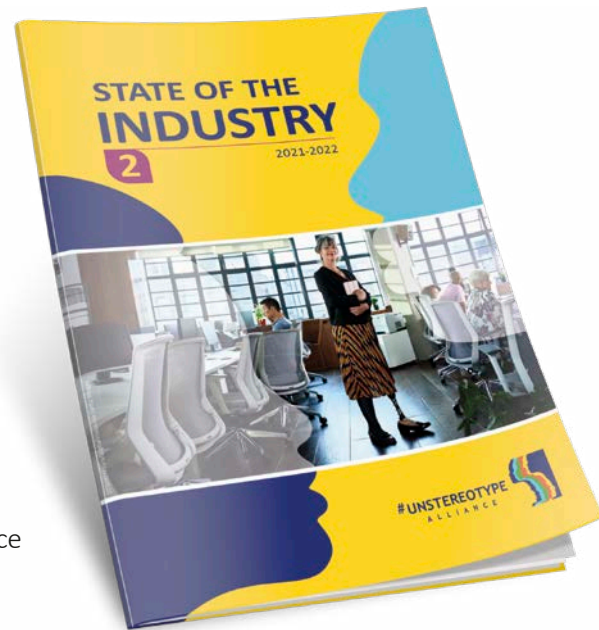
A global accountability framework based on survey data is slated for launch in 2023. This will achieve a 'charter of accountability' across the principles of Unstereotype Alliance membership and will be aligned with the reporting framework of UN Women's Strategic Plan, which in turn ladders up to indicators for the SDGs.

The State of the Industry 2 report

The Unstereotype Alliance launched the [State of the Industry 2](#) report at the Global Member Summit in November. This second iteration of the report examined DEI efforts across the global advertising industry between 2021 and 2022, based on the three strategic pillars of the Unstereotype Alliance:

1. **Achieving unsteretyped advertising**
2. **Fostering working place equality**
3. **Empowering public action against stereotyping**

The report assessed initiatives implemented around the world and recommended key actions. Although findings showed improvement since the first report, persistent inequities remain, underscoring the need to accelerate progress. Welcome advances are evident in workplace data collection, greater representation of women, and increased racial and ethnic diversity across the industry. Some traditionally underrepresented groups are still left behind however, including the LGBTIQ+ community and people living with disabilities.



Significant progress in unsteretyped advertising includes more female speaking roles and the greater presence of women and people of colour. Reassuringly, people working behind the camera are more diverse, with supplier diversity programmes seeing greater investment and traction across the board. Yet portrayals in ad content still do not match gains in representation. Unstereotype Metric data shows that only 9% of ads present women in non-traditional roles and just 7% show men in non-traditional roles.

Amid growing consumer expectations that brands and organizations will stand up against social injustice, more guidelines and standards are providing evidence of progress. While many brands report concerns around potential backlash and ‘cancel culture’, the Alliance must elevate an approach of solidarity and increased guidance to mitigate concerns.



CHAPTER **2**
2022

**A view to
the future**

Looking ahead to 2023

Three primary objectives will steer the work of the Unstereotype Alliance in 2023:

- **Scale up global impact via employee engagement and public mobilization**
- **Increase influence (as media investors, through inclusive media) to drive systemic change**
- **Generate evidence of impact through measurement and accountability**

These priorities reflect the urgency of mobilizing the public and engaging members’ vast numbers of employees to deliver on the Alliance’s mission and support the achievement of the SDGs.

A core tenet of work from 2023 to 2025 is for members to increase their influence as media investors across inclusive media channels to drive systemic change. The new Charter of Accountability will allow members to measure and demonstrate their impact and enhance accountability. Members can also use an array of other tools and metrics in conjunction with key activations.

Inclusive Media workstream

Identified at the Global Member Summit as a much-needed addition to the Unstereotype Alliance toolkit, the new Inclusive Media workstream will support members to apply an unstereotype lens to media initiatives and provide platforms, publishers and broadcasters with opportunities to step up as thought leaders.



Landmark metrics and new research

In an industry first, the expanded Unstereotype Metric will benchmark portrayals of race, ethnicity, age and ability as they intersect with gender. Based on cross-sector sales data from members around the globe, the Alliance will introduce a Business Case for Progressive Marketing, and an Accountability Framework as a reporting requirement for all members.



'Say Nothing, Change Nothing'

The Unstereotype Alliance will launch its first global business-to-consumer campaign, 'Say Nothing, Change Nothing', in 2023. The campaign will drive public awareness of the harmful nature of stereotypes and mobilize young people to stand up for social change.

Expanding the network

New national chapters in China and Indonesia will increase the Alliance's footprint in the vast and diverse region of Asia and the Pacific. Both countries have significant markets and opportunities for effecting positive change in the advertising industry and in society at large, both of which will help to further accelerate the impact of the Unstereotype Alliance across the globe.



2023



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