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Foreword

PHUMZILE MLAMBO-NGCUKA

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



When we founded the Unstereotype Alliance in 2017, we were clear eyed about the enormity of the global challenge to eradicate harmful stereotypes. Our ambition was also unambiguous, and through the unrivalled influence of this industry, we were optimistic about the change we could make to advance gender equality and women's empowerment. Four years on, whilst great achievements have been made, the mission of the Unstereotype Alliance remains more relevant and more urgent than ever before.

The 2020 context and impact

2020 was set to be a landmark year with the 25th anniversary of the Beijing Declaration and Platform for Action, the 20th anniversary of Security Council Resolution 1325 and two Generation Equality Forums planned to galvanize progress for gender equality. Instead, we witnessed the COVID-19 pandemic, the most discriminatory crisis we have ever experienced.

With that came heightened inequalities and regression on hard-won gains, a brutal reminder of the criticality of our work. We saw a 'shadow pandemic' of reported increased violence against women at home during lockdowns, as well as in the streets and online. We are still facing a burden of care that is disproportionately borne by women and a widespread loss of jobs, with most being

women's jobs. A resurgence of gender stereotypes including 'traditional' household roles reappeared and we saw inequity and discrimination reflected directly back in our advertising.

Catalysed by the brutal killings of George Floyd and Breonna Taylor in the US, conversations about racial injustice rapidly surfaced in the global media, in business and the private sector and in society at large, revealing deeply ingrained systemic inequalities. The global advertising industry took stock and found these same inequities at play.

Growth and achievements

Throughout an unprecedented year, there have been notable collective efforts towards advancing diversity, equity and inclusion as well as work to counter the impacts of COVID-19. Members MRM and Craft from IPG worked with us to produce the 'Shadow Pandemic' public service announcement campaign and employer toolkit, which delivered a critical message on how to support women who found themselves locked up with their abusers amid 'stay at home' measures.

In June 2020, I joined with World Federation of Advertisers CEO Stephan Loerke to address the advertising industry and call for a commitment to end discrimination, to measure and share progress, and to turn words into actions. Reiterating this message at Cannes Lions Live was an important milestone and a continued focus on diversity, equity and inclusion has since been sustained throughout the activities of the Alliance.

Following what has previously been an event-based platform with face-to-face knowledge sharing, the Alliance too had to quickly pivot to define virtual solutions and digital moments for collaboration, with more urgency than ever. Several tools, bespoke research and campaigns were created and refreshed to equip members with the knowledge and instruments needed to rapidly create unstereotyped work. This included a comprehensive update of the proprietary 3Ps toolkit, the launch of the Gender Equality Attitudes study, and a new series of webinars and podcasts to name just a few.

Amongst uncertainty, there was sizable growth with new global members joining and the launch of national chapters in a virtual context. The improved visibility of the Alliance across the global industry has been prominent — a remarkable feat in unstable times. The National Expansion programme is a fundamental component of our success and delivered impressive results, with launches in South Africa, Japan, the UK and the UAE garnering media attention and a surge in membership growth.

Looking ahead

I am deeply encouraged by the momentum of the Unstereotype Alliance in a difficult year. Continued growth, particularly through the National Expansion programme will help accelerate on-the-ground impact and progress across the world. In 2021 we plan to achieve a total of 15 chapters across five continents, including the launch of a new chapter at the Generation Equality Forum in Mexico.

The work of the Unstereotype Alliance has shown to be ever-critical in the context of COVID-19 and global discussions on systemic racism, with a sharpened focus on diversity, equity and inclusion commitments that we are collectively working to address. At the time of writing, the Alliance has just released a 'State of the Industry' report which

reviews the progress made in 2020 and, using the strategic pillars of the Unstereotype Alliance, highlights where attention is needed. As we forge ahead with even greater tenacity, these key insights must inform our strategy and serve as our path forward:

Fostering workplace equality:

- Marginalised groups are regularly underrepresented and under-resourced in the workplace; they remain the exception.
- Great attention to the intersectional makeup and leadership of the industry is needed.

Achieving unstereotyped advertising:

- Advancements in progressive advertising slipped backwards in 2020.
- Tools and initiatives to redress these inequities must now be implemented with rigour.
 To recover the ground lost, this must be coupled with an accelerated pace of urgency.

Empowering public action:

- Consumers are demanding accountability and transparency. They are taking stock of brands with similar values and showing their support through their wallets.
- Promises must be met with action, for the good of society and of businesses.

We see the path ahead: we are united in our ambition to eradicate all harmful stereotypes and we know how to get there. Transparency and accountability are paramount, and mechanisms for measuring diversity and inclusion are critical for benchmarking, monitoring progress and identifying opportunities for improvement.

Now is the time for accelerated action, to ensure that unstereotyped advertising becomes the norm, not the exception. I urge all members of the Unstereotype Alliance to double down on efforts, to set targets and publish results, and to push the Unstereotype agenda. I count on the continued support of this powerful collective. With your commitment, we can help dismantle the most destructive barriers to progress in all societies.



Refocussing efforts

2020 demonstrated how critical the work of the Unstereotype Alliance is. It shone a stark and revealing light on the advertising industry with pre-existing, engrained inequalities clearly exposed – from a relapse to stereotypical depictions in creative content amidst COVID-19, to racial injustice and a lack of diverse representation on screen, in leadership and decision-making.

The COVID-19 pandemic has negatively impacted women's career progression in the industry. A global LinkedIn study surveyed women working in marketing and reported nearly 60% have either left or contemplated leaving the industry amid the pandemic, and 42% stated the pandemic has resulted in career setbacks or pauses.

Furthermore, progressive advertising faltered. Findings from the Unstereotype Metric annual report highlights that from March 2020 onward, women are less likely to have speaking roles, less likely to be shown as working, and more likely to be cast in traditional gender roles.

When conversations arose from companies feeling they had to choose between addressing gender or racial inequities, the Unstereotype Alliance reiterated that our mission is to eradicate harmful stereotypes and discrimination of all kinds. With gender inextricably linked to all, we cannot address racial inequities without considering intersectionalities with gender.

"We are living in a divided society and do not have the luxury of only confining ourselves to tackle one stereotype. Each stereotype is mutually reinforcing and we will fight against all stereotypes that are intersecting and reductive of all people."

PHUMZILE MLAMBO-NGCUKA EXECUTIVE DIRECTOR, UN WOMEN CHAIR, UNSTEREOTYPE ALLIANCE

Human experiences are multi-layered and complex, and an intersectional approach is crucial to understand the societal inequities that exist, and to authentically address and represent the entirety of our society. Harmful stereotypes in all manifestations are inseparably linked to gender and we will fight against all stereotypes that are intersecting and reductive.

The Unstereotype Alliance seeks to eradicate harmful stereotypes from advertising and media to help create a more equal world. Convened by UN Women, the United Nations entity for Gender Equality, 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.



Membership growth

The Unstereotype Alliance grew by 76% in 2020 with new global and national chapter members and allies.

Sector and membership mix diversified across the board with new industries and sub-sectors joining the collective, including soft-drinks manufacturing, food retail, aviation, insurance, and music.

New chapter growth consists of representation from major local brands, associations, multinationals, tech platforms, agencies, research and academia, award platforms and regulatory bodies.

New global members:







New global allies:









New National Chapter members and allies:

Japan

Champion and founding member: Nikkei Inc.

Founding ally: Japan Advertisers Association.

Members: Aflac Life Insurance Japan Ltd., Coca Cola Bottlers Japan Inc., Daiwa Securities Co. Ltd., MS&AD Insurance Group Holdings, Nihon Unisys, POLA, PwC Japan, Sompo Japan Insurance Inc., SAP, Tokio Marine & Nichido Fire Insurance Co., Ltd., Tokyo Century Corporation, Yamaha Corporation.

Ally: Plan International. **Supporter:** Cabinet Office.

Nominal Supporter: Ministry of Foreign Affairs.

South Africa

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

Allies: Advertising Regulatory Board, AwareOrg, Marketing Association of South Africa, The Loeries.

United Arab Emirates

Members: Etihad Aviation Group, Facebook, Google, LinkedIn, Omnicom Media Group MENA, Snap Inc. and Unilever.

Allies: Advertising Business Group, Dubai Lynx.

United Kingdom

Members: adam&eveDDB, Advertising Association (AA), AMV BBDO, B&Q, Diageo, Facebook, Google, GSK, Havas, IPG, Kantar, Kellogg's, Lloyds Banking Group, Mars, Mondelez, New Macho, Sainsbury's, Sky, Tesco PLC, The Co-op, Unilever, Vodafone, Waitrose, WPP.

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

The Unstereotype Alliance Global Membership 2020

Champions







Global Members





















































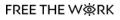
Global Allies



































National Chapters





Building our workstreams

As we turned to new ways of working through the COVID-19 pandemic, a renewed emphasis to engender company-wide change emerged across the membership in 2020. Enquiries about diversity, equity and inclusion measures increased, as well as requests for best practise learnings, frameworks, and case studies.

The Unstereotype Alliance secretariat team convened more opportunities for discussion and reignited the four workstreams that underpin our strategy to harness the development of new activities. Social media and external communication initiatives were established to grow awareness of the Unstereotype Alliance within the industry and the wider public. Pro-bono support from members helped amplify efforts and metrics improved exponentially.

We welcome the renewed passion and activity displayed across the membership and are proud of our collective achievements. We look forward to continuing on this trajectory throughout 2021 and beyond.

Branding, Marketing
& Communications
B2B B2C

Research Expertise & Knowledge Hub

2

Systemic Change,
Diversity & Inclusion

National Expansion Programme

4



1. Branding, Marketing& Communications

3Ps Toolkit

In partnership with Diageo, Unilever and Paraffin, the proprietary 3Ps toolkit was refreshed. The revised playbook and masterclass presentation tools highlight the impacts of 2020, specifically COVID-19 and the urgent need to redress racial and ethnic representation. Updated guidance and case studies are included with a deeper dive into intersectional representation. Examples come from a wide range of sectors and countries with a broader media mix.



3Ps Masterclass at Advertising Week

The Unstereotype Alliance was represented at the virtual Advertising Week 2020 by Andrew Geoghegan, Global Senior Planning Director from Diageo and Nipa Shah, Senior Global Brand Director from Unilever, who delivered a live masterclass of the 3Ps at the New York week of the event. In the interactive session they guided attendees through the fundamentals of the 3Ps, shared their experiences and highlighted the 'watch-outs'. The pared-back exploration of the

proprietary framework was intended to raise awareness of the Unstereotype Alliance and publicize one of the key membership benefits to potential new members.



'Shadow Pandemic' campaign and business toolkit

In the wake of COVID-19 'stay at home' regulations, a deadly 'Shadow Pandemic' of violence against women and girls emerged globally. The #ShadowPandemic campaign responded to this crisis by leveraging the combined resources and expertise of the Unstereotype Alliance to reach both 'by-standers' of women experiencing domestic violence in countries that implemented COVID-19 lockdowns, and women who were experiencing domestic violence themselves.



A 60-second public service announcement film anchored the campaign produced by IPG agencies MRM and Craft and voiced by actor Kate Winslet. It was disseminated globally with a suite of supporting social media assets containing guidance and advice, and links to local support services the world over.

Additionally, bespoke guidance tools were created for HR and business leaders to support employees who may be experiencing violence at home during COVID-19. The content was provided by UN Women specialists from the End Violence Against Women team and produced by the Unstereotype Alliance secretariat.

Shadow Pandemic campaign: May 27 – July 27, 2020

Unstereotype Alliance member support:

- Produced in partnership with IPG agencies, MRM and Craft.
- Amplified across social media by Unstereotype Alliance members.

Results:

- 22,350,085 unique users reached by the #ShadowPandemic hashtag across social media.
- More than 5,000,000 PSA video views on Facebook.
- 92,756 social media interactions achieved across all channels.
- 1.9 million PR impressions.

RATE WINCLET INGRATES UN WOMEN'S SORERING PSA ABOUT THE SMARTH PANDER OF DOMESTIC ABUSE COVID-RY lockdown Available of Manual Abuse Available of Manual

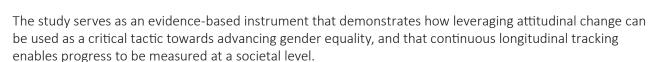
Coming up in 2021...

- Preparations for a two-part special on **CNBC's Marketing Media Money** programme began at the end of 2020, featuring UN Women representatives and members of the Unstereotype Alliance. The robust discussion centres on diversity and inclusion in the advertising industry and asks, "How diverse and inclusive is the advertising we see?".
- Production began on a series of webisodes discussing key challenges when developing
 unstereotyped creative content. Exclusive to members, the candid conversations feature both
 brand and creative representatives discussing each topic in depth and will be launched in 2021.
- A **Creative Advisory Group** brought together a small collective of Unstereotype Alliance members dedicated to providing advice on creative strategy and development. Members from WPP, IPG and Publicis Groupe have been appointed, with a view to expand further in 2021.
- In partnership with Publicis Groupe's Marcel Classes, the updated 3Ps toolkit will be transformed into an **e-learning module**, a scalable solution available for rollout across the Unstereotype Alliance membership.

2. Research Expertise& Knowledge Hub

Gender Equality Attitudes Study

UN Women and Kantar collaborated to develop the Gender Equality
Attitudes (GEA) study, a perceptions-based study conducted in 10
countries - Colombia, India, Japan, Kenya, Nigeria, Philippines, Sweden,
Turkey, United Arab Emirates, and the US. Over 1,000 men and women
in each of the countries were surveyed and the research explored gender
attitudes across broad topics such as education, work, media representation,
marriage and family life, safety and violence, and control over personal decisions.



The study benefited from financial and technical support from members of the Unstereotype Alliance and included AT&T, Johnson & Johnson, Kantar, Procter & Gamble and Unilever.

Launch Campaign

A robust communications plan was implemented to support the launch of the GEA report report in June 2020. Activities included two webinars hosted in partnership with Kantar to share the findings with over 300 Unstereotype Alliance and civil society members.

The study was promoted externally on global news site Axios.com and supporting social media and PR activity garnered a significant increase in reach and engagement across Unstereotype Alliance channels.

In August, a podcast discussion featuring UN Women and Kantar was released across Kantar's 'Future Proof' series, a marketing podcast from Oxford University's Saïd Business School, and Kantar.



Unstereotype Metric annual report

In November, the first annual report of the Unstereotype Metric was produced by Unstereotype Alliance member Kantar. With data collected since 2019, the critical mass needed to share learnings, normative data and progress was reached and culminated in a presentation to members. The comprehensive report covered 56 countries with 3500+ adverts measured, including 1100+ brands across 29 categories. High-level findings were summarized and released externally via UnstereotypeAlliance.org and social media channels, with deeper insights and metalearnings kept exclusive to members.



Research and resources from Unstereotype Alliance members

During 2020 the following studies were shared amongst Alliance members and were amplified through membership communications.



The **World Federation of Advertisers** published a new guide 'A Marketer's Approach to Diversity and Inclusion', showcasing outstanding examples of inclusive work, as well as practical advice on how organizations can channel diversity across both their creative and the company.

Ipsos launched a Social Progress Imperative study, a white paper illustrating why brands should invest in meaningful social change, and how they can measure its impact.

GLAAD and Getty Images created the **Getty Images and GLAAD Transgender Guidelines**, a comprehensive set of recommendations designed to support contributors around the world, as they endeavour to better represent the diversity of transgender people through an authentic, respectful and intersectional lens.





US-based **ANA** (Association of National Advertisers) released the 'Diversity Report for the Advertising and Marketing Industry'. The 2020 report from ANA's Alliance for Inclusive and Multicultural Marketing (AIMM) finds that in the US, women comprise the majority of the marketing industry's workforce and female representation at the senior leadership level is now likely at an all-time high. However, ethnic diversity continues to lack, particularly African American/Black and Hispanic/Latino representation.

Cannes Lions and the Geena Davis Institute on Gender in Media

launched their annual Bias & Inclusion in Advertising report. The study tracks the progress of (mis)representation, and, for the first time, data was analysed across 6 key identity groups with an intersectional profile. Studying advertising films and filmcraft entries from Cannes Lions award submissions in 2019, the report examines intersectional representation using the Geena Davis Inclusion Quotient (GD-IQ) coding.



Coming up in 2021...

- The second **Beyond Gender 2 study** has been initiated with Ipsos, supported by Unstereotype Alliance member Cannes Lions. This iteration explores the impact of intersectional advertising content across Japan, Turkey, UK and the US and results will be available in the first half of 2021.
- An evaluation of advertising industry efforts in diversity, equity and inclusion across 2020 has been conducted for launch in 2021. The 'State of the Industry' report examines the progress made against the framework of the Unstereotype Alliance's three strategic pillars – fostering workplace equality, achieving unstereotyped advertising and empowering public action against stereotypes.
- The second phase of the **Gender Equality Attitudes study** will be launched including new data from the original ten countries with a further ten added Austria, Brazil, Denmark, France, Mexico, Poland, Senegal, South Africa, Spain, and Vietnam. Results will be published in the first half of 2021.



3. Systemic Change, Diversity & Inclusion

Unstereotyped Judging Criteria

Unstereotyped Judging Criteria was further extended to the Eurobest Awards – the benchmark for creative and effective branded communications in Europe.





Working with the American Advertising Federation (AAF), the Unstereotyped Judging Criteria was introduced to the American Advertising Awards for the first time, one of the largest awards shows in America attracting nearly 35,000 entries. Judging packs included guidance for use across all regions and tiers of competition. The virtual judging and results of 2020 entries will take place in June 2021.

Diversity, Equity, and Inclusion

In June 2020, in response to inequities identified within the advertising industry, Phumzile Mlambo-Ngcuka, Executive Director of UN Women and Chair of the Unstereotype Alliance and Stephan Loerke, CEO of the World Federation of Advertisers, released a joint open statement with a clear and urgent call to the global advertising industry to fight racism and inequality. The statement asked the industry to hold itself to account and deliver on the series of public pledges and commitments that had been made in the preceding weeks.

Shortly after at Cannes Lions Live, Phumzile Mlambo-Ngcuka and Stephan Loerke joined together for a keynote discussion on racism and inequality, titled 'Dear white people and men'. In an interview conducted by Loerke, Mlambo-Ngcuka shared

her personal experiences on the frontline of overthrowing apartheid in her homeland South Africa and drew similarities to the Black Lives Matter movement in the US at the time. The two discussed the role of the advertising industry and what actions must be taken to drive change, reiterating a clear statement that immediacy and accountability was needed to catalyse change.



Underscoring a greater focus on diversity, equity and inclusion, the Unstereotype Alliance joined the WFA's Diversity and Inclusion Taskforce in June 2020. Convened by the WFA, the taskforce comprises of the Unstereotype Alliance secretariat and several members alongside other multinational brands, united to drive progress across the global advertising industry. In the spirit of collaboration rather than duplication, the secretariat team joined the taskforce sub-group focussed on improving advertising output.

To address multiple queries from across the membership, member engagements and communications pivoted to deep dive into diversity and inclusion topics. Alongside All-Member calls, these included:



Special edition newsletter

• A dedicated newsletter with global news and resources related to diversity and inclusion, released in July 2020.

Digital moment: Being Black in Corporate America

• Coqual, previously 'The Center for Talent Innovation', discussed their research findings uncovering the experiences of Black employees within American corporate organizations and offered a framework and advice to apply to member workplace initiatives.

Digital moment: The WEPs framework, how to target racism and discrimination in the workplace

• UN Women's 'Women's Empowerment Principles' (WEPs) team addressed the urgent need to improve workplace equity by applying a stronger intersectional lens to the existing WEPs 7 principle framework. The new guidance tool provides tangible actions to help foster greater diversity across any organization.

Coming up in 2021...

A repository of tools, resources, research, and case studies will create the **Diversity, Equity and** Inclusion hub on the Unstereotype Alliance website. Sourced from UN agencies and Unstereotype
 Alliance members from across the world, the hub will be regularly updated with new content.

4. National Expansion Programme

One of the primary ways in which the Unstereotype Alliance accelerates impact is through the establishment and activation of effective national chapters. They enable the ability to address nuanced culturally-driven stereotypes at a local level, with localised activities that will engage and resonate best in that market. By the end of 2020, the Unstereotype Alliance had six established national chapters on four continents.

The six chapters have a combined membership of 107 companies and allies, accounting for 73% of the total Alliance membership. The chapters add a unique diversity of sectors and members to the Alliance, with several new sectors introduced in 2020. The chapter membership mix includes strong representation from major local brands, and multinationals, agencies and agency groups, research bodies and academia, award platforms, industry associations and regulatory bodies.

Unstereotype Alliance National Chapters 2020



BRAZIL

Launch date: February 2019

Advertising market size (US\$): 11.89 billion

Strategic industry events: Effie Awards,

WFA Latam

Strategic priorities: Addressing unrealistic beauty standards, objectification of women in content. A focus on the lack of representation and portrayals of Afro-ethnic women in media.



Champions: Banco Bradesco, Grupo Boticário, Grupo Pao de Acuçar (GPA) & Assaí, Mastercard, Unilever, CO - Natura & Co.

Members: Heads Propaganda, IPG MediaBrands

Allies: ABA, ABAP, ADVB, Rede Mulher

Empreendedora

Brazil was the first national chapter established by the Alliance, having launched in February 2019. As the chapter has grown, it has faced a changing environment with real pressures within and externally, requiring it to continue demonstrating value-add for members as well as to the public at large. There is an opportunity to bridge the industry knowledge gap and ensure the Alliance is a go-to group, by providing tangible advocacy support to private sector efforts against regressive policies.

2020 Highlights

UN Women and Heads Propaganda TODXs study

This bi-annual study tracks how the advertising industry has progressed and regressed in its depictions of race and gender over time. The findings provide the industry with valuable insights needed to both create and track its advancement towards an unstereotyped future, and it has been valuable to help shape the strategic priorities of the National chapter.



Currently, in its 9th wave, 22,253 TV ads and 5,769 Facebook posts have been analysed to determine how gender and race have been represented in Brazilian advertising between 2015 and 2020. The 2020 results still show that black women remain a minority in leading roles on TV despite an increase of 18% over the past five years.

Champions











Natura & co





Members

HEADS. IPG MEDIABRANDS

Allies











JAPAN

Launch date: May 2020

Advertising market size (US\$): 56.26 billion

Strategic industry events: AdWeek Tokyo,

Spikes Asia

Strategic priorities: Addressing discriminatory attitudes and gender stereotypes in social norms.

Champion and founding member: Nikkei Inc.

Members: Aflac Life Insurance Japan Ltd., Coca-Cola Bottlers Japan Inc.,

Daiwa Securities Co. Ltd., MS&AD Insurance Group Holdings, Nihon Unisys, POLA, PwC Japan, SAP, Sompo Japan Insurance Inc., Tokio Marine & Nichido Fire Insurance Co., Ltd., Tokyo Century Corporation, Yamaha Corporation

Founding ally: Japan Advertisers Association

Ally: Plan International

Supporter: Cabinet Office

Nominal Supporter: Ministry of Foreign Affairs

On 15 May 2020, the Unstereotype Alliance Japan National Chapter officially launched. This was the first chapter to launch virtually with the Japan Advertisers Association (JAA) and Nikkei Inc. as founding ally and founding Champion respectively. The launch took place during the Gender Gap Conference organized by Nikkei Inc. and Nikkei BP, with support from the Cabinet Office of the Government of Japan and as an official side event of the World Assembly for Women (WAW!) Shine Weeks.

2020 Highlights

Nikkei Unstereotype Award

At the inception of the Chapter, and in partnership with founding members Nikkei Inc. and the Japan Advertisers Association (JAA), The Nikkei Unstereotype Award was launched. This annual award was created to recognise companies and ads that work to eliminate stereotypes. The first recipient of the award was Unicharm for the #NoBagForMe campaign which challenged shame and stigma surrounding menstruation in Japan and encouraged people of all genders to speak openly about the topic.



New Basic Plan for Gender Equality

The new 'Basic Plan for Gender Equality' approved by the Japan Cabinet commits the Japanese government to work with the Unstereotype Alliance to address harmful stereotypes. With that, the Ministry of Foreign Affairs and the Japanese Cabinet Office have committed to being supporters of the Japan National Chapter.

Founding Member

Founding Ally





Members























Ally

Supporter

Nominal Supporter









SOUTH AFRICA

Launch date: February 2020

Advertising market size (US\$): 2.23 Billion

Strategic industry events: The Loeries

Strategic priorities: Addressing stereotypes in advertising with a focus on racism and harmful masculinities.



Allies: Advertising Regulatory Board, AwareOrg, Marketing Association of South Africa, The Loeries

Since its launch in February 2020, the South Africa National Chapter has focused on galvanizing the membership behind a public-facing campaign to end gender-based violence. 2020 proved to be a particularly difficult year given the increased incidents of gender-based violence exacerbated by the COVID-19 pandemic and related lockdowns. The chapter has an opportunity to continue building critical mass to inspire industry-wide change and to engage youth and a very active society through public-facing campaigns against stereotypes.

2020 Highlights

Women's Month Ending GBV campaign

Chapter members rallied together in solidarity during South Africa Women's Month of August in support of ending gender-based violence (GBV). South Africa commemorated Women's Month under the government national theme **"Generation Equality"**.





Google South Africa hosted a webinar on GBV to kick start the commemoration of Women's Day on 9 August with UN Women South Africa Multi-Country Office Representative Ms Anne Githuku-Shongwe as guest speaker.



Unilever ran a GBV campaign in commemoration of the historic march on the Union Buildings of 9 August 1956, where more than 20,000 South African women of all races protested against the proposed amendments to the Urban Areas Act of 1950, commonly referred to as the "pass laws" during Apartheid.

Facebook Africa used its platform to develop a link to amplify the Unilever Joko GBV campaign on mobilizing 20,000 voices to #EndDomesticSilence.





The Loeries provided advertising space on digital billboards and ran GBV campaign content in the major cities of Johannesburg, Durban and Cape Town.

UN Women and Unilever spoke about the Unstereotype Alliance South Africa Chapter at a webinar organized by the Interactive Advertising Bureau (IAB) South Africa and Kantar South Africa.



Members











Allies









TURKEY

Launch date: December 2019

Advertising market size (US\$): 1.7 billion

Strategic industry events: Effie Awards, Mixx Awards, Crystal Apple Awards, MMA Smarties, Prida Awards, Media Summit (in collaboration with Foundation of Advertising (RV)).

Strategic priorities: Gender stereotypes, traditional gender-based division of labour, capturing the youth, behavior change, establishing measurement metrics and self-regulatory system.

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



Members: Avon, Coca-Cola, Colgate-Palmolive, Eti Gıda, Johnson & Johnson, Koç Holding, P&G, Publicis Groupe, Vodafone, WPP.

Allies: Bahçesehir University (BAU), Communication Consultancies Association of Turkey (İDA), Cosmetics & Cleaning Products Industry Association (KTSD), Foundation of Advertising (RV), Foundation of Outdoor Advertisers (ARVAK), Interactive Advertising Bureau (IAB), Mobile Marketing Association (MMA), Radio Listening Services Organisation, Representation and Broadcasting Corporation (RIAK), The Advertising Self-Regulatory Board (RÖK), Turkish Researchers' Association (TUAD).

The Turkey national chapter celebrated its first anniversary on 13 December. During its first year, the National Chapter has made significant progress implementing its workplan, activating the market and growing its membership. The Unstereotype Alliance mission and role is expanding in the local industry, with latest results revealing the transformation of gender-based roles in TV ads has been accelerated.





2020 Highlights

'When ads change, society changes' campaign

The creation of the 'When ads Change Society changes' campaign was led by two founding members of the chapter, the Turkish Advertisers Association (RVD) and Turkish Association of Advertising Agencies (RD). Informed by the annual research on Effie award-winning TV ads, this public-facing campaign challenges traditional gender portrayals and roles. The B2C campaign ran across outdoor, radio and online media, achieved organic reach of over 13 million and received 9 national industry awards.





Effie Awards Turkey Gender Equality Scorecard Research

Effie Awards Turkey Gender Equality Scorecard Research — an annual study of award-winning and finalist TV ads from the Effie Awards Turkey — has become a benchmark for the Turkish advertising industry to achieve gender equality in ads. The study has been conducted by Turkish Advertisers Association (RVD) in collaboration with Bahçeşehir University since 2018.

The 2020 findings of the study show an increase in the rate of female main characters in 2020 Effie award-winning TV ads and a more equitable ratio of male and female lead characters. Yet, the rate of female voiceovers is still low, with 3 out of 4 ads voiced by a male.



Vice-Chairs











Members





















Allies























UNITED ARAB EMIRATES

Launch date: November 2020

Advertising market size (US\$): 500 million

Strategic industry events: Dubai Lynx

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

Members: Etihad Aviation Group, Facebook, Google, LinkedIn, Omnicom Media Group MENA, Snap Inc. and Unilever

Allies: Advertising Business Group, Dubai Lynx

Convened by UN Women's GCC Liaison Office in Abu Dhabi, the UAE National Chapter launched on 9 November with a solid core group of leading national advertisers. The chapter has an opportunity to engage, leverage and promote skills and abilities of women across all industries while developing a bold agenda to address the conditioning of stereotypical roles.

The launch received widespread support from UAE mainstream and industry press, including coverage in Dubai 92, Arabian Business, Grazia ME, GQ Middle East, WAM and ARN. The launch was amplified by members across social media and, during the 72-hour launch period, the #UnstereotypeAlliance hashtag reached 610,000 unique users.







2020 Highlights

Zayed University and the ABG Research

In 2018, Zayed University and the Advertising Business Group (ABG) commissioned a study on stereotypical advertising in UAE which set the business case for the Unstereotype

Alliance UAE national chapter. The study found that the majority of television ads in the Gulf region continue to perpetuate

traditional gender stereotypes and do not

realistically portray the increasingly progressive role of women in the region. 85% of those polled believe it is the responsibility of brands to depict women and men positively. This study, together with the Gender Equality Attitudes Study, were instrumental in helping to refine the strategic priorities of the national chapter.



Members















Allies





UNITED KINGDOM

Launch date: July 2020

Advertising market size (US\$): 35.74 billion

Strategic industry events: AdWeek Europe, Drum Content Awards

Strategic priorities: Adopting an intersectional approach to tackle deeply ingrained inequalities in the UK, with a specific focus on women of colour, and addressing stereotypes across all brand communication and content including digital, social media and eCommerce.



Members: adam&eveDDB, Advertising Association (AA), AMV BBDO, B&Q, Diageo, Facebook, Google, GSK, Havas, IPG, Kantar, Kellogg's, Lloyds Banking Group, Mars, Mondelez, New Macho, Sainsbury's, Sky, Tesco PLC, The Co-op, Unilever, Vodafone, Waitrose, WPP

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

The United Kingdom national chapter launched on 31 July with a core group of 28 leading UK advertisers and creative agencies. The coalition committed to championing the advertising industry to act as a force for good, depicting progressive portrayals of women and men and ensuring that diversity is a priority throughout the entire creative process. The chapter plans to create tangible and rapid changes that empower a intersecting minority groups, particularly women of colour, and ensure their voices are better heard both within and outside the sector.

The launch received widespread support from the UK press and within the industry, including coverage in Marketing Week, AdAge and The Leader. The launch was amplified by members via social media announcement, including AMV BBDO, Google UK, Lloyds Banking Group, Diageo, and ISBA.

Highlights

Within the first months, the UK Chapter welcomed four additional new members, maintaining their position as the largest national chapter in the Unstereotype Alliance network. Since its launch, the chapter has established four member group workstreams that are developing research initiatives, and UK-specific industry tools including a playbook in pursuance of the strategic priorities.



#StandAgainstRacism Christmas ad break takeover

In November 2020, UK chapter ally Channel 4 led a united anti-racism initiative from UK supermarkets after a campaign by Sainsbury's depicting a Black family at Christmas became the target of widespread racist attacks on social media.

During the first-of-its-kind commercial initiative, supermarkets took over two primetime ad breaks to stand in solidarity against racism including UK chapter members The Co-op, Sainsbury's, Tesco



and Waitrose all participating alongside other major supermarkets. The ad breaks were prefaced by a Channel 4 announcement explaining that the unique takeover was to stand up against racism.

Over four million people viewed the campaign, and the initiative was amplified across social media using the hashtag #StandAgainstRacism which obtained over 35,000 unique uses.

The joint initiative showcases an inspiring example of unity and collective action and demonstrates the industry's potential to stand up to injustice and shape social attitudes for a more equal world.



Members

















































Allies

















Coming up in 2021...



KENYA

- By chapter launch in 2021, the major achievement of Unstereotype Alliance Kenya will be the sheer tenacity of its core group of members to forge ahead and launch despite the COVID-19 crisis. In 2020, three roundtables achieved commitments from several founding members.
- The challenge to recruit additional members highlighted the reality of competing priorities for corporate social investment towards urgent poverty reduction efforts and COVID-19 recovery versus culture-shifting programmes like the Unstereotype Alliance. UN Women Kenya is spearheading the establishment of the chapter with the strong support of Unstereotype Alliance global champion and Vice-Chair Safaricom, with a prospective launch date of February 2021.



MEXICO

• Discussions were held throughout 2020 in anticipation of Mexico launching an Unstereotype Alliance national chapter. Mexico will host the Generation Equality Forum at the end of March 2021 and with it, the launch of the national chapter as a key private sector engagement opportunity. There is a growing industry-wide demand for guidance and support tools around D, E & I and women's empowerment, with early recognition in Mexico that the Unstereotype Alliance would provide a strong framework in response to this need.



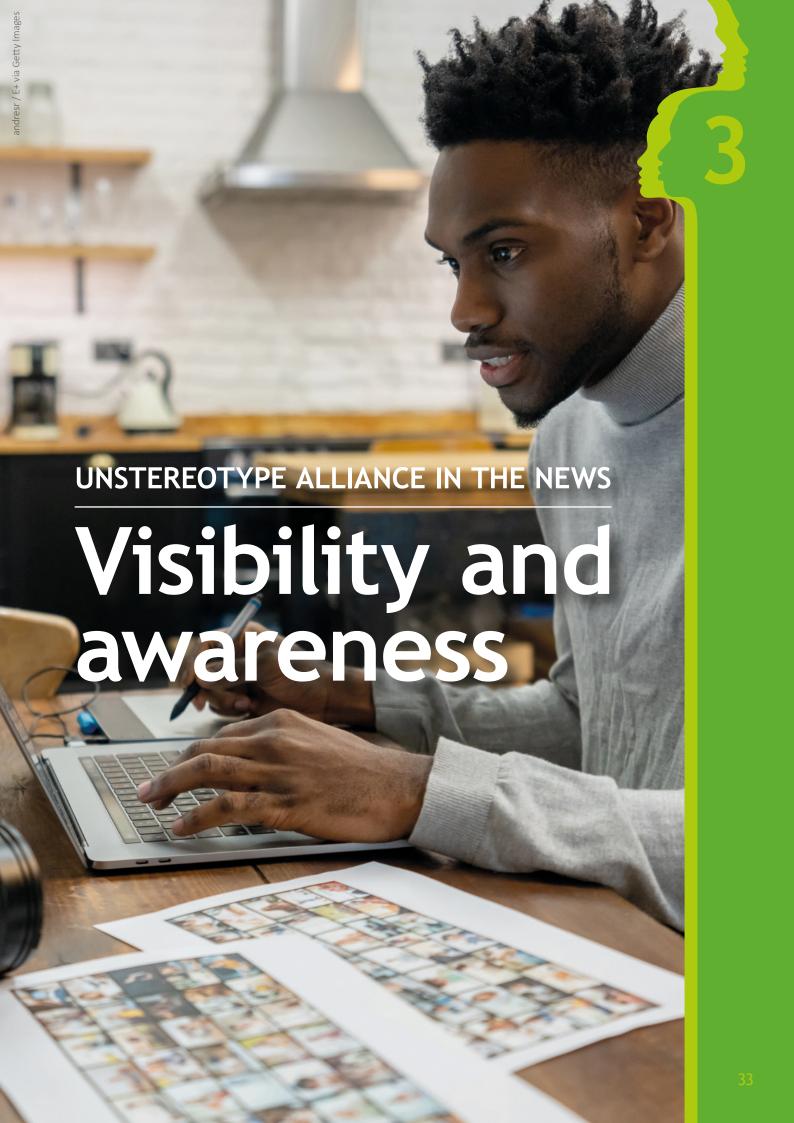
INDIA

- The India national chapter held its first roundtable in February of 2020 with a goal to launch in the second half of the year. The COVID-19 pandemic delayed these plans, pushing the launch into 2021.
- UN Women and prospective members of the India national chapter participated in a successful
 UN Virtual Forum on Responsible Business and Human Rights, Asia and the Pacific titled 'Build
 Back Gender-Equal Challenging stereotypes and gender bias in workplaces, marketing and
 communications to build more inclusive societies'.
- The market is linguistically and culturally diverse, with deep-rooted stereotypes around gender roles. In this large and fragmented industry, the Alliance can be the torchbearer and take actions for positive and progressive gender portrayals.



NORDICS

- In pursuit of a national chapter in the Nordic region, the Unstereotype Alliance worked with UN Women's Nordic Liaison Office and Marketing Finland to better understand the challenge of harassment in online gaming and ways to tackle it. A significant sector in the Nordic region, the 6-month consultation phase included four high-level advisory discussions and several listening opportunities with a broad cross-section of gaming industry stakeholders.
- The consultations will culminate in a virtual roundtable discussion on eliminating harmful gender stereotypes and harassment in online gaming, including eSports, as part of the official program at the 2021 Winter Assembly, a global gaming event organised bi-annually in Finland.

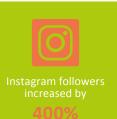


Social Media

The Unstereotype Alliance social channels grew exponentially in 2020 with a greater focus on evergreen content creation and engagement. A Trello board was built for member's use, to support and amplify messages from the Unstereotype Alliance including campaign assets, new chapter

launch material and evergreen content. Social media posts were directed to the updated UnstereotypeAlliance.org website to drive traffic to press releases, downloads of relevant reports and for prospective members to find more information.















Public Relations

Ogilvy PR provided support across 2020 obtaining coverage in key industry, philanthropic and consumer outlets. In addition to support of new chapter launches, campaign coverage included the GEA study, the Shadow Pandemic campaign and the collaboration with WFA to unite against systemic racism.





Digitised strategy

As physical events were cancelled across the world, the secretariat team focussed on digital convenings to ensure member engagement opportunities were retained. A series of 'digital moments' were created to facilitate topical conversations and to address concerns and queries fielded from the members. The series included speakers from the membership and external guests.

Unstereotype Alliance Digital 'moments'



19 May - webinar

Domestic Violence:

Supporting your employees during COVID-19



28 May - webinar

GEA study launch:

Are you Ready for change



2 June - webinar

The **Shadow Pandemic** of gender-based violence (HeforShe)



23 July - webinar

Workplace Equity:

Key learnings from the Center for Talent Innovation



2 September - webinar

Panel discussion on 'Unstereotyping in a

'Unstereotyping in a post COVID-19 world'



September - podcast

Kantar & Unstereotype Alliance with Saïd Business School on the Gender Equality Attitudes study



October – podcast

Focus on Diversity:

is advertising in the MENA perpetuating stereotypes? Podcast with Campaign ME, Unstereotype Alliance and Unilever ME



24th November - webinar

The WEPS Framework:

How to target racism and discrimination in the workplace





