

# ANNUAL REPORT

2021

#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. We welcome the participation of industry members and invite others to join us in support of the 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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# Foreword

**SIMA SAMI BAHOUS**

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



Photo: UN Photo/Evan Schneider

When UN Women decided to convene the Unstereotype Alliance in 2017, we were entering uncharted territory. It was the United Nations' first private sector partnership of this design. We recognized the power and influence of the advertising industry and, to this day, we see what a force it continues to be. But as we embarked on this new venture, there were no assurances it would deliver the reach and the societal impact we collectively desired. Throughout 2020, countless gender equality and unstereotype measures starkly indicated that significant gains had been lost due to the global pandemic. Fundamentally, 2020 reaffirmed the criticality of this unique partnership. As we transitioned into 2021, amid the beginnings of COVID-19 recovery, the mission of the Unstereotype Alliance remained relevant and urgent.

## Strengthening our commitment to intersectionality

When the Unstereotype Alliance was formed our vision was to create a world without stereotypes, and our mission was to eradicate the harmful gender-based stereotypes in advertising that obstruct the path to equality. As the Alliance expanded and evolved, we recognized the need to explicitly address all stereotypes, but through a gender lens – because gender affects everybody's lived experiences. Adopting an intersectional approach to advertising is critical to driving social change: this was brought into sharper focus in 2020. Vital conversations about racial injustice, systemic inequalities and the ways in which COVID-19 proved to be the most discriminatory crisis ever provoked attention from the global media through to boardrooms everywhere. This prompted a formal shift in the Alliance mandate. In 2021, the Unstereotype Alliance leadership unanimously

agreed to extend focus beyond harmful gender stereotypes, to concentrate on all stereotypes with an intersectional approach. Without fully representative and inclusive portrayals of all people in their unique complexities, inequities in advertising and in our communities will persist.

Consumers' expectations of brands are changing. Content that includes diverse representations of people – in terms of race, ethnicity, faith, body size, sexual orientation, gender, ability and more, in roles that defy traditional stereotypes – is best positioned to meet consumer expectations and strengthen the business performance of brands. Our ambition is to drive positive social change through progressive content. The shift to a more concerted intersectional approach augments our impact.

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.

## Growth

Our collective ambition is grounded in the power of partnerships and I am proud that our agenda has continued to gain interest and momentum. When UN Women convened governments, civil society, philanthropy, private sector and youth activists for the landmark Generation Equality Forums in Mexico City and Paris, the launch of the Unstereotype Alliance Mexico National Chapter was UN Women's key private sector event at the Forum in Mexico City. This underscored the important role the Unstereotype Alliance plays within this historic global inflection point for gender equality.

## Impact and accountability

Members of the Unstereotype Alliance have continually championed the end of bias in all its forms in advertising worldwide. These commitments are not hollow gestures. In line with the United Nations Sustainable Development Goals (SDGs), we are collectively committed to accountability. This is evidenced through regular measurement and reporting on gender equality attitudes, and how well advertising presents a progressive – or regressive – image of people in all their diversity. The Unstereotype Alliance's work directly ladders up to SDG 5 on gender equality, and meaningfully contributes to the work of UN Women to achieve the SDGs by 2030.

I am proud of all that we have achieved together in another challenging year. Our increased reach, membership growth and landmark research will enable Unstereotype Alliance members and the industry to apply learnings to catalyze change.

## The way forward

As 2021 drew to a close, with the hope that the COVID-19 crisis and all the intersecting inequalities it fostered would be behind us, the importance of sustaining growth and expanding the impact of the Unstereotype Alliance became clear. According to a global LinkedIn study, nearly 60% of women surveyed working in marketing have either left or have contemplated leaving the industry amid the pandemic. Furthermore, the 2021 Unstereotype Metric Report indicates that only 35% of ads tested featured a mixture of individuals with different ethnic origins and skin colours, and just 8% of female characters in ads were depicted in non-traditional roles. In the year ahead we rely on and expect members and allies to urgently redouble their efforts to create change in advertising and advance the Unstereotype agenda.

More specifically, the primary objectives for the Unstereotype Alliance worldwide in 2022 include:

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**

It is only by working together that we can build an industry and create content that is reflective of our societies, eradicates harmful stereotypes, and unleashes the full potential of everyone, everywhere.



**Sima Sami Bahous**



2021

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# A year in review



# Measuring progress against 2021 objectives

The 2021 Unstereotype Metric findings show that while progressive depictions of women in ads plateaued in 2020, the industry accelerated progress in 2021. More ads are representing diverse skin colours and ethnicities and, overall, Unstereotype Alliance members outperform non-members when it comes to Unstereotype Metric scores. However, in 2021 our research shows that men and women are still overwhelmingly depicted in traditional roles; ageism persists; fewer ads depict men with diverse body types; and in the multicountry report, [Beyond Gender 2](#), many people report feeling under-represented in ads.

The progress made across 2021 stems from countless activities led by the Unstereotype Alliance Secretariat, our members and our growing family of national chapters. Throughout the year we hosted dialogues,

published research, launched measurement tools, and developed other resources to advance diversity, equity and inclusion and to unsterereotype advertising. In addition, we coordinated the two-day virtual Unstereotype Alliance Global Member Summit with record attendance and 32 hours of robust content. We produced the [State of the Industry report](#), taking stock of progress across the industry between 2020 and 2021 – a piece of work that has since been referenced in the [G7 Gender Equality Advisory Council report 2021](#) - among other activities. As a result of the Alliance's advocacy, Unstereotype Judging Criteria is now implemented across eight leading awards shows worldwide. We have rolled out public facing campaigns in Türkiye, a youth mentorship programme in South Africa, and reports in India, Brazil, and the UK to track the advertising industry's progress in unsterotyping content.

In 2021, the Unstereotype Alliance had three primary objectives:

1. **Accelerate the volume of progressive unsterotyped content in all Unstereotype Alliance markets**
2. **Address all stereotypes and their intersectional impact in communications and mobilize action**
3. **Broaden the geographical scope and awareness of the Unstereotype Alliance**

Through the support and expansion of its global and national chapter membership worldwide, the Alliance made significant progress in all three areas of focus. Despite the ongoing virtual nature of events and knowledge sharing, member engagement increased exponentially in 2021. UN Women's latest Gender Equality Attitudes Study, to be released in early 2022, shows a positive shift in Unstereotype Alliance chapter and key markets against many indicators.

In 2021 the Alliance saw a 45% growth in membership, including the launch of five additional national chapters. With a ramp up of research, reports, tools and other resources alongside increased media attention, the Alliance has provided the industry with practical tools to improve best practice, and its profile has grown across the industry as a thought leader on diversity, equity, and inclusion.

## Membership growth

The 45% growth in membership in 2021 saw the addition of global and national chapter members and allies from an increasingly diverse range of industries and sub-sectors, including luxury goods, outsourcing and technology, cosmetics, financial services, information technology, furniture retail and academic institutions.

Five new chapters launched in Australia, India, Kenya, Mexico and Nigeria, bringing the total to 11 national chapters across five continents.

## New global members:

**CAMPARI GROUP**

*Cartier*



**DE BEERS**

**H&M Group**

**L'ORÉAL**



## Members and allies of national chapters launched in 2021

### Australia

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

**Members:** Accenture Pty Ltd, Bayer Australia Pty Ltd, Diageo Australia, Facebook Australia, Google Australia Pty Ltd, IKEA Pty Ltd, Ipsos, Mastercard Asia/Pacific (Australia) Pty Ltd, Omnicom Australia, Publicis Groupe, Salesforce Australia Pty Ltd, Singtel Optus Pty Ltd, Snap Inc, Suncorp Group, WPP AUNZ.

**Ally:** Australian Association of National Advertisers (AANA).

### India

**Champion:** Hindustan Unilever Limited

**Members:** Diageo, Havas Group, Publicis Groupe, WPP India.

**Allies:** Advertising Agencies Association of India (AAAI), Advertising Standards Council of India (ASCI), Samhita Social Ventures, The Advertising Club, UNICEF.

### Kenya

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

**Allies:** African Women's Entrepreneurship Program (AWEP), Kenya Association of Manufacturers (KAM), Marketing Africa, Marketing Society of Kenya (MSK).

### Mexico

**Members:** Diageo, Mars, PepsiCo, Publicis Groupe, Unilever.

**Ally:** AVE

### Nigeria

**Members:** First Bank of Nigeria, Guinness Nigeria, SO&U LTD, Unilever Nigeria, X3M Ideas.

**Allies:** The Association of Advertising Agencies of Nigeria (AAAN), Women in Successful Careers (WISCAR).



# The Unstereotype Alliance Global Membership 2021

## Convener

## Vice Chairs



## Global Members



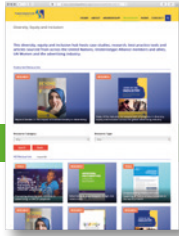
## Global Allies



## National Chapters

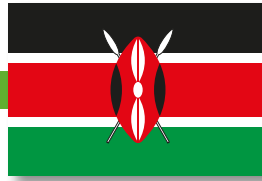


## 2021 Milestones



### January

- Diversity, Equity & Inclusion hub launched



### February

- Kenya National Chapter launched
- Unstereotype Alliance featured on CNBC's Marketing, Media, Money



### March

- India National Chapter launched
- Mexico National Chapter launched
- International Women's Day activation in partnership with Getty Images



### April

- Mars became 4th Vice Chair of the Unstereotype Alliance



### May

- State of the Industry Report launched
- First fully virtual Annual Global Member Summit



### June

- Unstereotype Alliance represented at Cannes Lions Live
- Loeries Youth Committee launched in South Africa



### July

- 3Ps training in Brazilian Portuguese launched



### August

- 3Ps eLearning module launched



### September

- Landmark 'Women & Heritage' research launched in UK
- Unstereotype Judging Criteria implemented at Mexico Effies



### October

- Unstereotype Alliance represented at Ad Week New York



### November

- Australia National Chapter launched



### December

- Nigeria National Chapter launched

# Objective 1: Accelerate the volume of progressive unsteretyped content in all Unstereotype Alliance markets

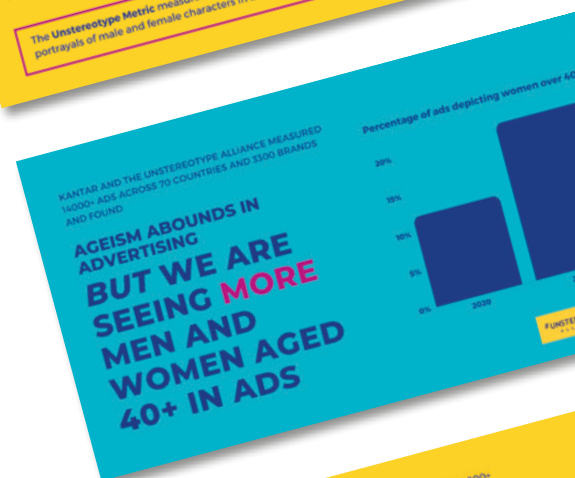
## Unstereotype Metric 2021 findings

First launched in 2019, 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). The Unstereotype Metric can be applied to advertising content at any stage of the creative process.

During 2020, as the industry grappled with COVID-19, the Unstereotype Metric reported a concerning regression to traditional gender roles in advertising content and a general decrease in progressive representation of all minority groups. This disappointing outcome spurred action, resulting in some improvements to content this year, particularly that which was created by Unstereotype Alliance members. The Unstereotype Alliance and Kantar used the Unstereotype Metric to assess more than 14,000 ads across 70 countries, 3,300 brands and 251 categories in 2021. Findings show that advertising made by Unstereotype Alliance members was consistently more progressive compared to 2020 in its female (+6%) and male (+7%) character portrayals than non-Unstereotype Alliance members (by more than 4 percentage points), against all market norms.

In 2020, only 22% of Unstereotype Alliance members' ads featured characters with either a mixture of ethnic origins or skin colours, and in 2021 that has risen to 35%. While on-screen presence of women with speaking roles has increased, only a small percentage of ads feature characters with diverse body types and a very small percentage of ads feature LGBTIQ+ characters, overt religious cues and characters with disabilities. These findings signal important areas of focus ahead.

The importance of this measurement tool is gaining traction across the membership. Benchmarks are now established in 46 countries, and the Türkiye National Chapter initiated an Unstereotype Metric Masterclass with Kantar to explore the metric in the context of the Turkish market. This detailed analysis will soon be replicated across all national chapters.

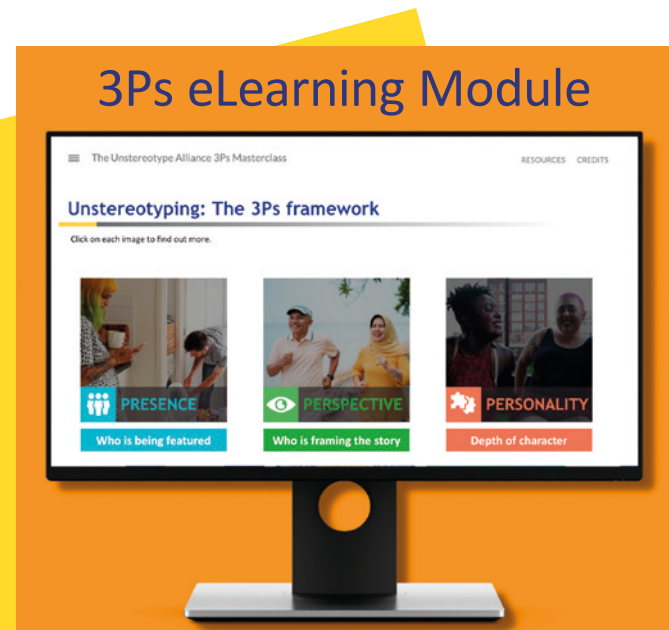


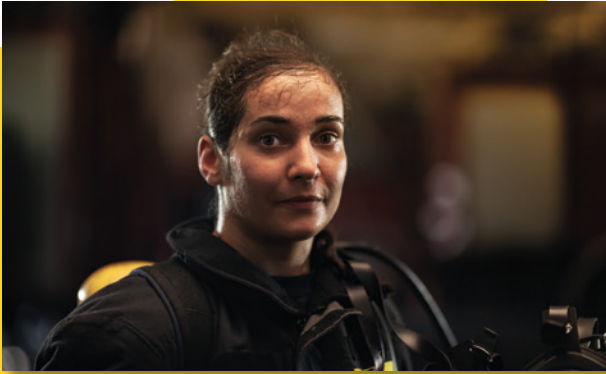
## Release of the 3Ps Playbook eLearning module

In collaboration with global member Publicis Groupe’s Marcel Classes, the 3Ps eLearning module was developed and rolled out across members’ Learning Management Systems. The tool enables members to upscale hands-on 3Ps training across global marketing teams and agency networks worldwide. The 3Ps – Presence, Perspective and Personality – and their impact can be systematically measured during testing using the Unstereotype Metric. This addition complements the existing 3Ps Toolkit which is proprietary and exclusively available to members. The module has been integrated into 14 member organizations including nine global and five National Chapters.

The 3Ps toolkit is now available in four languages: English, Japanese, Brazilian Portuguese and Turkish. Brazil National Chapter member Mastercard held a 3Ps Masterclass in Portuguese to engage with the translated tool and share unstereotyping best practices.

The Türkiye National Chapter has localised the toolkit and published a playbook showcasing ‘best in class’ practices. Scaling and cascading Unstereotype Alliance tools throughout global and local markets is key to the ongoing improvement of progressive content created across the world.





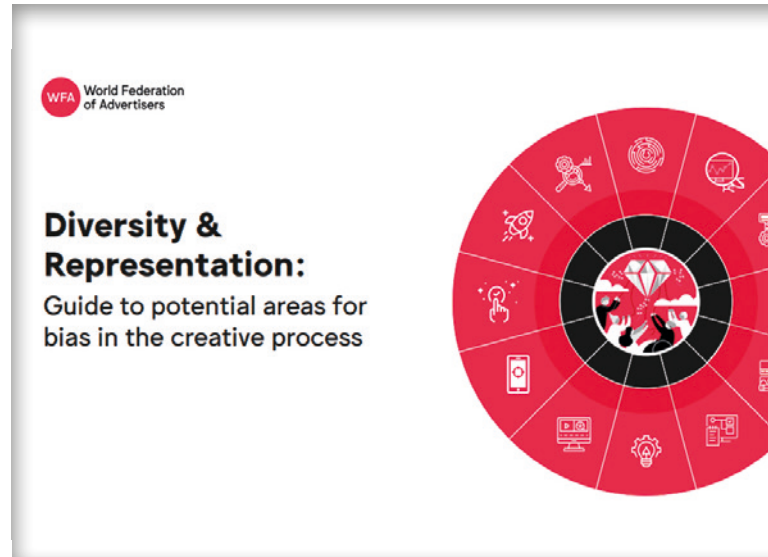
<https://www.youtube.com/watch?v=rb3d8awODcg>

## Getty Images Collection: 'This is what leadership looks like'

To celebrate the 2021 International Women's Day theme, 'Women in leadership: Achieving an equal future in a COVID-19 world', the Unstereotype Alliance joined forces with Getty Images to co-curate a permanent collection of [unstereotyped images of women in leadership](#). The collection, '[This is what leadership looks like](#)', is just one resource for advertisers and the media to challenge stereotypical visual messaging, and showcase progressive portrayals of women in leadership roles.

## Diversity and representation: Guide to potential areas for bias in the creative process

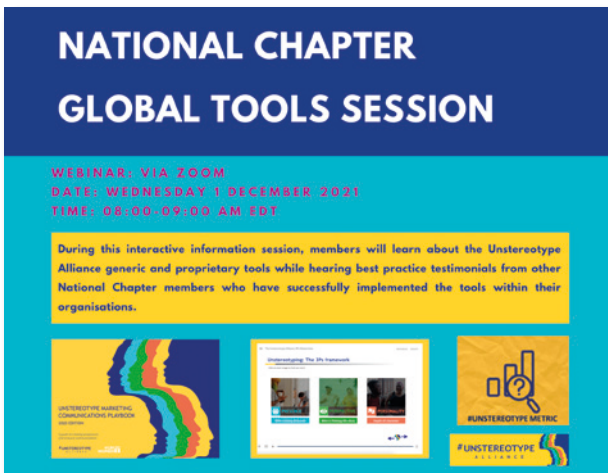
As members of the World Federation of Advertisers (WFA) Diversity & Inclusion Task Force, the Unstereotype Alliance contributed to a new framework that highlights twelve key areas where bias can occur in the creative development process. The guidance tool provides brands and their agencies with practical advice to help avoid pitfalls, and ensure content is as representative and inclusive as possible.



## National chapters drive progressive local content

In 2021, Türkiye National Chapter ally Bahçeşehir University (BAU) and Vice Chair the Association of Advertisers (RVD) assessed nearly 300 award-winning and finalist TV ads from the Effie Awards Türkiye 2020, to complete the third phase of the [Effie Awards Gender Equality Scorecard Study](#). The main findings revealed that the visibility of women in ads is noticeably increasing in Türkiye. The research also demonstrates that the roles of female characters are being diversified while men are being boxed into traditional roles. The study has become a roadmap for the advertising industry in Türkiye to measure its progress.





As national chapters continue to grow in number and size, the localization of tools and analytics will be instrumental to accelerating progressive local content. This is an emerging area of focus for the Alliance, and will enable national chapters to better evidence their impact against local strategic priorities, and eradicate nuanced cultural stereotypes.

The Unstereotype Alliance convened two virtual learning sessions to orient new national chapter members to the Alliance's global proprietary tools and the Women's Empowerment Principles. Testimonials and best practice examples were shared by several members and representatives from UN Women and over 90 members attended the sessions.

In the first session Kae Ishikawa, Director of the UN Women Japan Liaison Office, spoke about how in her role as Chief Juror of the Nikkei Unstereotype Advertising Award she has implemented the Unstereotype Judging Criteria and the 3Ps as crucial criteria in the award. In the second session, Anna Fälvh, Head of the Women's Empowerment Principles (WEPs), UN Women, led a session in which members learned how to implement the WEPs along with the Gender Gap Analysis Tool (GAT).



Photo: PeopleImages/E+ via Getty images

# Objective 2: Address all stereotypes and their intersectional impact in communications and mobilize action

## Unstereotype Alliance focuses on all stereotypes

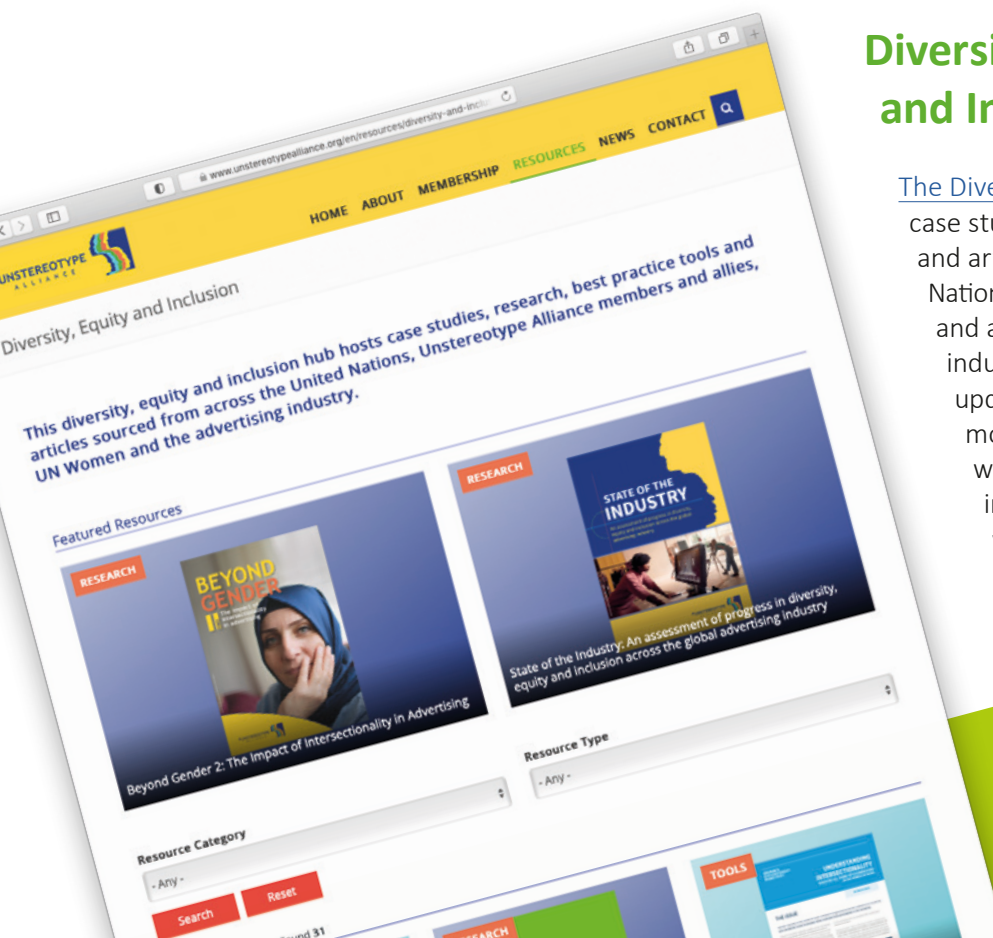
The extension of the Unstereotype Alliance’s mandate to address all stereotypes, with an intersectional approach including gender, was reflected across all work in 2021. The expanded focus featured prominently in the Unstereotype Alliance Global Member Summit agenda and at other feature events, and in every publication launched over the course of the year.

Harmful stereotypes in all manifestations are inextricably linked to gender. Gender impacts the intersectional experience of discrimination by any person. We will fight against all stereotypes that are intersecting and reductive of all people.

**Our responsibility as the Unstereotype Alliance is to eradicate all harmful stereotypes, including gender, race, class, age, ability, ethnicity, religion, sexuality, language, education and more.**

## Diversity, Equity, and Inclusion hub

The [Diversity, Equity, and Inclusion](#) hub hosts case studies, research, best practice tools and articles sourced from across the United Nations, Unstereotype Alliance members and allies, UN Women and the advertising industry. Open access and constantly updated, it is rapidly becoming one of the most visited sections on the Alliance website since its launch in 2021, signaling interest from the industry, media, and wider public.



## Unstereotype Judging Criteria featured in eight awards shows

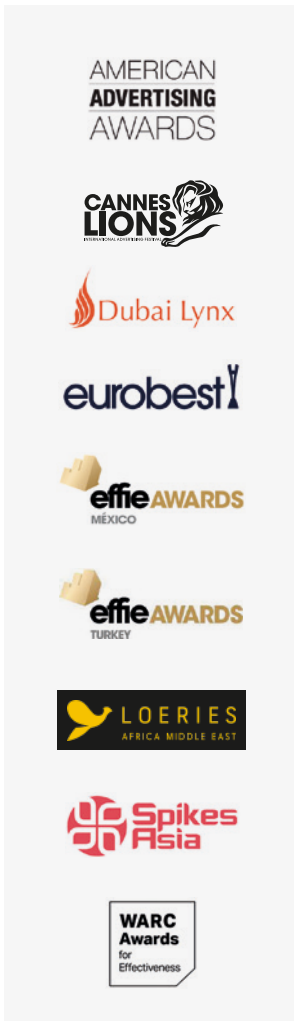
Unstereotype Judging Criteria is now embedded across eight leading advertising awards shows, including Cannes Lions, Dubai Lynx, Eurobest, Spikes Asia, The Loeries, American Advertising Awards, The Effies (Türkiye and Mexico), and WARC Effectiveness Awards. Implementing this criteria helps to ensure the most inclusive, progressive work is rewarded and recognized as industry best.

Global and national advertising awards shows are localizing and extending Unstereotype Alliance initiatives even more broadly. Through its founding ally AVE, the Mexico National Chapter is working closely with the Effie Mexico awards to implement unstereotype principles. UN Women colleagues joined the competition as judges and influenced the creation of a new diversity, equality and inclusion category. The 3Ps framework was considered when judging the various awards.

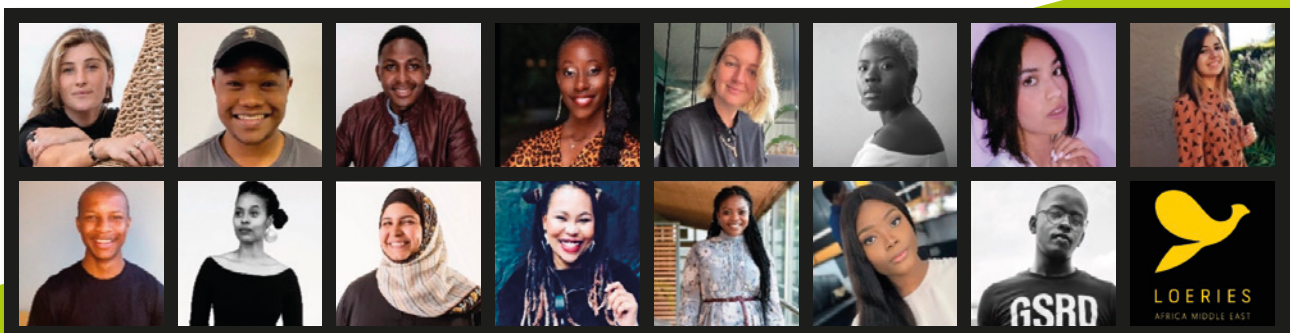
In Japan, the Director of UN Women’s Japan Liaison Office served as Chief Juror for the second annual Nikkei Unstereotype Advertising Award. This award platform also incorporates the Unstereotype Judging Criteria, influencing the type of content that is celebrated at this important annual awards event.



Kae Ishikawa, Director, Japan Liaison Office, UN Women



Awards platforms also have the potential to influence the pipeline of future creative leaders. After celebrating its first anniversary in February, the Unstereotype Alliance South Africa National Chapter worked with The Loeries – the largest advertising awards programme in Africa and the Middle East – to launch the Loeries Youth Committee Mentorship Programme. This networking platform facilitates a transfer of skills to top talent, ensuring they remain in the industry with progressive attitudes to driving social change. The establishment of the mentorship initiative is another way the chapter can progress towards its strategic priority of addressing racism and toxic masculinities, with a focus on advocacy to end gender-based stereotypes in all media and advertising content – top down, and from the ground up.



The Loeries Youth Committee Mentorship Programme



Türkiye National Chapter has engaged the most prestigious industry awards in the country (Effie, Crystal Apple, MIXX, MMA Smarties, Baykus, A Awards, Social Media Awards, PRIDA) to use unsteretyped judging criteria across special award categories and provided training sessions to jurors, with members participating as jurors themselves.



## Unstereotype Alliance Global Member Summit

The Unstereotype Alliance Global Member Summit is a signature moment in the Alliance’s calendar, bringing together members and guests from across the world including marketing industry leaders, creative agency networks, academia, not for profits, gender equality advocates and UN representatives.

In 2021 the two-day event was held in a virtual format due to ongoing COVID-19 travel restrictions, and offered opportunities for members around the world to tune in live. The agenda featured global sessions from New York throughout both days, with an overnight follow-the-sun schedule of programmes hosted by national chapters worldwide. A record 1500 participants tuned in to hear 123 speakers spanning 49 sessions, delivering 32 hours of rich content.

In the two months following the Unstereotype Alliance Global Member Summit, the on-demand website received over **47,180 views** from members in **50 countries**. The #AccelerateImpact event hashtag reached **323,000 unique users** on social media, with over **2,500 views** of open access sessions on Facebook.



### Select sessions from the Global Summit

- Exploring intersectionality, a keynote with Gabby Rivera, author of Marvel Comics’ America series
- UN Women Global Goodwill Ambassador and award-winning playwright and actress Danai Gurira in conversation with Madeline Di Nonno, President and CEO of the Geena Davis Institute for Gender in Media, about the importance of representation and role models in storytelling
- Connecting to youth and building a movement
- Unstereotyping masculinity and shaping a new narrative
- The cultural case for inclusion
- Reclaiming lost ground post COVID-19
- National chapter sessions led by Brazil, Mexico, Japan, UAE, Türkiye, South Africa, Kenya, UK





A panel discussion on ‘Accelerating Change in 2021 & Beyond’ featured the Unstereotype Alliance Chair and Vice Chairs. Moderated by Stephan Loerke, CEO of the World Federation of Advertisers, panelists shared their perspectives on implementing unsterotyping initiatives and diversity, equity and inclusion efforts across their organizations. Collectively they underlined the bold business decisions and urgent action needed from all members to help drive towards SDG 5 and a world without stereotypes.

## State of the Industry Report

A new report entitled State of the Industry: An assessment of progress in diversity, equity and inclusion across the global advertising industry, was launched at the Global Member Summit, made possible through the support of many members and allies. The report takes stock of progress across the industry between 2020 and 2021, and reinforces a clarion call for action and accountability. The State of the Industry Report is referenced in the G7 Gender Equality Advisory Council report 2021, citing the Unstereotype Alliance on the importance of recruitment, retention and promotion of underrepresented groups across the ad industry.



Three key areas of focus for investigation and recommendations in the report included:

1. **Fostering workplace equality:** The inclusion of under-represented groups in senior leadership roles across the global advertising industry needs significant improvement and COVID-19 has stifled progress. Pledges and commitments from organizations must be transformed into action, with clear accountability metrics.
2. **Achieving unsteretyped advertising:** Advertising continues to under-represent minority groups and perpetuate ingrained stereotypes and traditional gender norms. In an analysis of the creative production process, the report found that discrimination in casting practices is still widespread.
3. **Empowering public action against stereotypes:** Consumers are increasingly holding companies accountable for their stance on diversity, inclusion, and anti-discrimination. They demand tangible action and transparency, and may boycott brands that do not meet their expectations.

‘State of the Industry’ is a seminal report which stimulated much discussion and will continue to inform priority actions of the Unstereotype Alliance – and the advertising industry – worldwide. The document was also translated into Turkish for members of the Türkiye National Chapter.

It has been viewed 1,671 times on [Unstereotypealliance.org](https://Unstereotypealliance.org)

"People want brands that look like them, talk like them, feel like them and represent the humanity that we are living in."

SYLVIA MULINGE  
CHIEF CUSTOMER OFFICER  
SAFARICOM PLC



"Brands must make sure there's someone holding a mirror to your actions and your activities, you track them, and you hold yourself to account."

FIONA DAWSON  
GLOBAL PRESIDENT, MARS FOOD,  
MULTISALES AND GLOBAL CUSTOMERS



"Consumers want to deal with companies that stand for values that are consistent with their own."

MICHAEL ROTH  
EXECUTIVE CHAIRMAN, IPG



"95% percent of consumers are looking for brands to take a stance on equality issues."

ALAN JOPE  
CEO, UNILEVER



## Landmark research

Members across the Unstereotype Alliance collaborated to gather evidence and report on best practices to unsterotype advertising and media content and advance diversity, equity and inclusion. Through events, publications, tools and other resources, the Alliance is building an evidence base for progressive communications at a global and national level.

- **Beyond Gender 2**

[Beyond Gender 2](#), produced by the Unstereotype Alliance Secretariat with Ipsos and support from LIONS, studied the impact of intersectional advertising in Japan, Türkiye, the UK and the US, with cultural context provided by academics at a national level. This was the second installment of the Beyond Gender study; the [first report](#) released in 2018 centered on how gender intersects with cultural contexts and forms of discrimination in Brazil, India, and South Africa. The 2021 study included measures of self-perception and discrimination to understand how respondents perceive themselves and the types of societal barriers they face.



The report found that intersectional advertising grows and deepens consumers’ ties with a brand in all four countries studied. The inclusion of progressive and intersectional portrayals of people drives their feelings of “closeness” with a brand – an indicator of brand performance – with a significantly acute impact on under-represented and traditionally marginalized communities.

Key findings include:

**Advertising still does not depict reality:**



Source: Beyond Gender 2, Unstereotype Alliance, 2021

### 5 REASONS TO EMBRACE AN INTERSECTIONAL APPROACH TO ADVERTISING

- Most people feel under-represented in advertising in Japan, Turkey, the U.K and the U.S.
- People who identify as a minority are more likely to agree they rarely see themselves in advertising.
- Stereotype-smashing ads drive 'brand closeness'.
- Intersectional ads that represent people across a variety of social categorizations grow and deepen consumers' ties with a brand.
- Intersectional ads resonate with most consumers, particularly traditionally marginalized populations.

**Ads with diverse representations of people in roles that defy traditional stereotypes are best positioned to meet consumer expectations, and strengthen their business performance.**

The Beyond Gender 2 report findings achieved almost 1M media impressions in 48 hours and #BeyondGender reached 1.1M unique users on Twitter.



SOURCE: BEYOND GENDER 2, UNSTEREOTYPE ALLIANCE, 2021

- UK National Chapter’s landmark study: Women and Heritage**

The UK National Chapter marked its first anniversary with the release of findings from a [new landmark study](#), ‘Women and Heritage’. Led by member agency UM, the study explores the lived experiences of women with minority ethnic heritage in the UK – a strategic priority for the chapter. The nationwide survey interviewed 2,000 women in the UK with a priority focus on representing the experiences of women with Black African, Black Caribbean, Jewish, Middle Eastern, Southern Asian, and South-east Asian heritage, as well as white British women for comparison.



Women with minority ethnic heritage in the UK are more likely to look to brands and companies to make progress in tackling inequality and justice (71%) than the police (59%).

SOURCE: WOMEN & HERITAGE STUDY, UNSTEREOTYPE ALLIANCE, 2021

23% of women with minority ethnic heritage in the United Kingdom face explicit racism at least monthly. 31% face subtle acts of racism at least monthly.

SOURCE: WOMEN & HERITAGE STUDY, UNSTEREOTYPE ALLIANCE, 2021

Over 8 in 10 women with minority ethnic heritage in the United Kingdom agree that discrimination is widespread. Most also believe it's getting worse.

SOURCE: WOMEN & HERITAGE STUDY, UNSTEREOTYPE ALLIANCE, 2021

72% of women with minority ethnic heritage in the UK say they're more likely to buy from brands that feature people of ethnicity in their advertising in a positive and authentic way.

SOURCE: WOMEN & HERITAGE STUDY, UNSTEREOTYPE ALLIANCE, 2021

“At UM, we are completely committed to using the ability, influence and privilege we have as an agency to make a better and fairer world. Since 2017, we have focused our thought leadership on understanding stereotyping and prejudice in society – and the role of ads in tackling them. As a member of the Alliance, we are so proud to be able to support with this important new study.”

*Rachel Forde, CEO of UM UK*

## Unstereotype Alliance mobilizes action

Unstereotype Alliance members are spearheading action in the arena of diversity, equity, and inclusion, using their power and influence to convene diverse industries and mobilize society at large to drive change. The following examples are just a small selection of these from across the globe.

- Vodafone's #ChangeTheFace Initiative Calls on Tech to increase Inclusion**

Unstereotype Alliance global member Vodafone led the launch of the #ChangeTheFace Alliance during the 2021 UN General Assembly (UNGA). The [#ChangeTheFace](#) initiative was born following a 2020 research study which asked participants, "If technology was a person, what would it look like?". The findings revealed a lack of diversity in the industry and underscored the importance of collective action to evoke change. The #ChangeTheFace Alliance is a growing network of organizations working together to accelerate diversity and inclusion in tech. The Alliance takes a holistic approach, from employee policies to product development and engagement with partners, suppliers and wider society. UN Women is a member of the initiative and the Unstereotype Alliance will collaborate with #ChangeTheFace on their action plans.



- Mars' #HereToBeHeard Campaign to Unleash Women's Full Potential**

Unstereotype Alliance Vice Chair Mars, Incorporated, released the findings of [#HereToBeHeard](#), a global listening study created to amplify the voices of women across all intersections – including race, age, sexuality, religion, disability and more – in a meaningful dialogue on how to shape a more inclusive world.

Over a three-month period, 10,319 women from 88 countries took part in the crowdsourcing initiative and were called to answer one question: "What needs to change so more women can reach their full potential?" The result is an insightful report that challenges society at large to listen, learn, and do more to help deliver gender equity. The study is part of the [Mars Full Potential](#) platform to advance action on gender equity. An end to systemic discrimination and harmful stereotypes topped the list with 80% of respondents identifying this as a key lever of change to enable more women to reach their full potential. The study's insights are shaping Mars' own business practices, including advancing gender



balanced leadership, improving paid parental leave, ongoing gender pay gap assessments to ensure equal pay for equal work, a focus on sourcing products from diverse, women-led suppliers, to name a few. The findings are [published online](#), for governments, the private sector, and community groups to reference and shape action.



- **Snap provides diversity, equity and inclusion blueprint for action in tech**

Snap Inc convened the academic working group that created the [‘The Action to Catalyze Tech’](#) report with an ambition to spur collective action across the tech industry. By open sourcing diversity, equity and inclusion best practices and collaborating on systemic solutions, the report provides a blueprint for action that all businesses can implement to drive change. 30+ tech companies have already signed onto the ACT Report. The Unstereotype Alliance contributed to the report including references to the 3Ps framework.



- **Elidor (Unilever) #DedimOlabilir initiative encourages girls to follow their dreams**

Unilever haircare brand Elidor (globally known as Sunsilk), and member of the Unstereotype Alliance Türkiye National Chapter, launched an initiative to encourage girls to pursue their dreams.

The project was sparked by a survey that showed 6 out of 10 young women agreed with the statement, “There are obstacles to my dreams.” 78% of those surveyed objected to having their future limited by gender norms. In response to these findings, Elidor developed the [‘On Our Way’](#) project, together with the Community Volunteers Foundation (TOG) and online learning platform Udemy. Through this initiative, Elidor supported tens of thousands of young women with scholarships and discounted access to Udemy’s online courses.



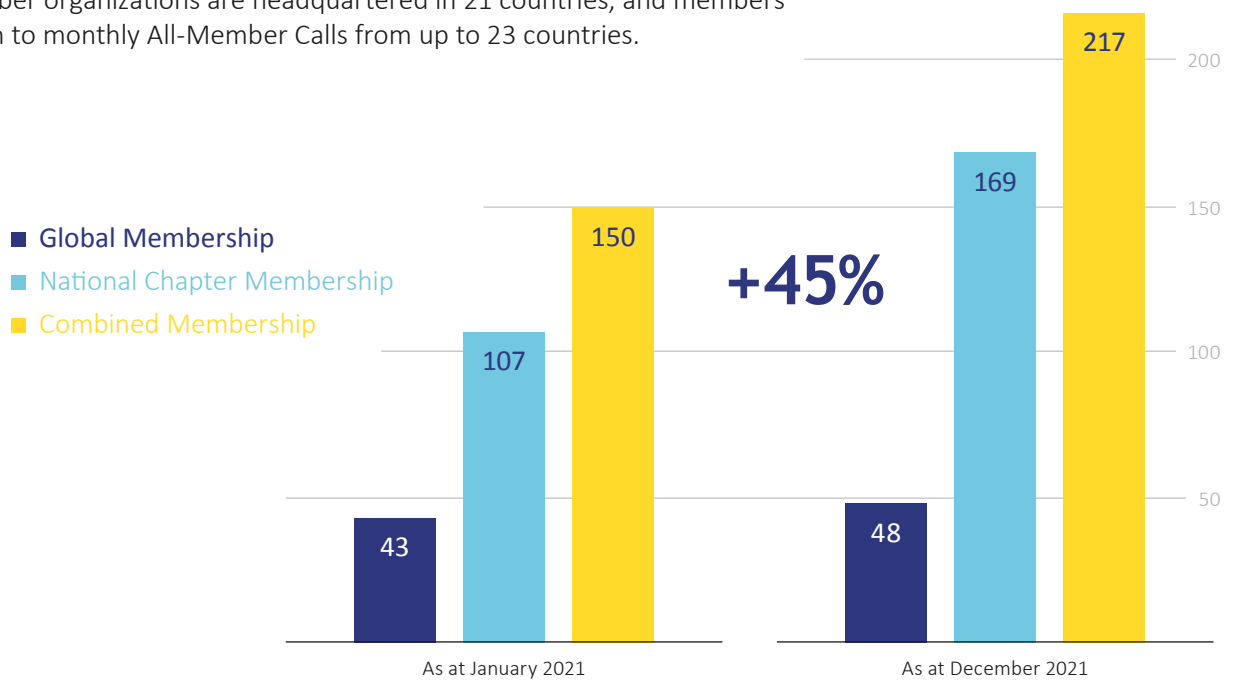


# Objective 3: Broaden the geographical scope and awareness of the Unstereotype Alliance

To drive real change, the movement to unstereotype content is - in part - a numbers game. Increasing the volume and range of influential global and national chapter members and allies to drive progressive social change through their work and generate awareness through the research, tools and content created are integral to delivering on the Unstereotype Alliance ambition.

## 2021 Membership Growth

Despite the continued challenges COVID-19 posed to business in 2021, the Unstereotype Alliance grew by 45% to 217 members and allies worldwide, and finished the year with 11 national chapters. This steady growth includes 62 new national chapter members and allies. Member organizations are headquartered in 21 countries, and members dial in to monthly All-Member Calls from up to 23 countries.



New Global Members 2021



## Unstereotype Alliance National Chapters 2021



● Established National Chapters

● National Chapter pipeline to launch 2022

## National Chapter milestones



# AUSTRALIA (new chapter in 2021)



**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, Bayer Australia Pty Ltd, Diageo Australia, Facebook Australia, Google Australia Pty Ltd, IKEA Pty Ltd, Ipsos, Mastercard Asia/Pacific (Australia) Pty Ltd., Omnicom Australia, Publicis Groupe, Salesforce Australia Pty Ltd, Singtel Optus Pty Ltd, Snap Inc, Suncorp Group, WPP AUNZ

**Ally:** Australian Association of National Advertisers (AANA)

**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), ability and age in Australian media and advertising content.

## 2021 Highlights

The Unstereotype Alliance Australia National Chapter launched with a founding group of 21 members and allies. The chapter achieved extraordinary coverage from national media and industry press, with 70,000 unique users engaging on Twitter. Australian representatives of global champions IPG, Mars and Unilever will lead the charge alongside fellow national Champions and advertising giants, Westpac and Coles.



# BRAZIL



**Launch date:** February 2019

**Advertising market size (US\$):** 11.89 billion

**Champions:** Banco Bradesco, Grupo Boticário, Grupo Pao de Açúcar (GPA), Mastercard, Unilever, Natura CO

**New Champions 2021:** WPP

**Members:** Heads, IPG

**Allies:** ABA, ADVB, Rede Mulher Empreendedora

**New Ally 2021:** IAB

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

## 2021 Highlights

Unstereotype Alliance Brazil National Chapter member Mastercard held a 3Ps Masterclass during which representatives and employees engaged with the translated tool and were guided through unsterotyping best practices. An additional session was also hosted for creative agencies working with Mastercard, with a focus on the TODXs Glossary.

Two sessions were hosted at the Global Annual Member Summit - ‘How can we lead the change in Brazilian media’ which explored the fundamental role that advertising and the media has to play to promote, protect and empower the people of African descent of Brazil. The second session, discussed the TODXS research and the (mis) representation of women in Brazilian media.



# INDIA (new chapter in 2021)



**Launch date:** March 2021

**Advertising market size (US\$):** 8.4 billion

**Champion:**

Hindustan Unilever Limited

**Members:** Diageo, Havas Group, Publicis Groupe, WPP India

**Allies:** Advertising Agencies Association of India (AAAI), Advertising Standards Council of India (ASCI), Samhita Social Ventures, The Advertising Club, UNICEF

**Strategic priorities:**

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

## 2021 Highlights

In October, the India National Chapter released the [GenderNext report](#) with founding ally ASCI in partnership with Futurebrands. It focuses on depictions of women in advertising across India. The Unstereotype Alliance India National Chapter plans to use the findings of the study to inform its work plan and track the progress of the local advertising industry in the elimination of harmful stereotypes.



“

At Hindustan Unilever, we are committed not just to creating a culture of inclusion internally but also to use our scale and reach to drive wider social change through our brands. It is an honour to be a 'Champion Member' of the Unstereotype Alliance and to work with teams so passionate about ending gender stereotypes and discrimination.

”

**PRIYA NAIR**

Executive Director, Beauty & Personal Care, Hindustan Unilever



# JAPAN



**Launch date:** May 2020

**Advertising market size (US\$):** 49.5 billion

**Founding Champion:** Nikkei Inc.

**Founding Ally:** Japan Advertisers Association

**Members:** Aflac Life Insurance Japan Ltd., BIPROGY Inc., Coca-Cola (Japan) Company, Limited, Daiwa Securities Group Inc., MetLife Insurance K.K., MS&AD Insurance Group Holdings, Inc., Nihon Unisys Ltd., POLA Inc., PwC Japan, Sampo Japan Insurance Inc., Tokio Marine & Nichido Fire Insurance Co., Ltd., Tokyo Century Corporation, Yamaha Corporation

**New Members 2021:**

Mitsubishi Chemical Corporation, SEKISUI CHEMICAL CO., LTD., Takamatsu Corporation, Trenders, Inc., Unicharm Corporation, XICA Co., Ltd.

**New Ally in 2021:** Plan International

**Supporter:** Cabinet Office, Ministry of Economy, Trade and Industry

**Nominal Supporter:** Ministry of Foreign Affairs

**Strategic priorities:** Addressing gender stereotypes in social norms.

## 2021 Highlights

At the Gender Gap Conference organized by The Nikkei Inc., the Japan National Chapter participated in the panel discussion ‘Toward the practice of unsteretyped action: addressing harmful gender stereotypes in ads and media’. The conference brought together leaders and experts from the fields of sport, politics and economics to discuss issues and solutions for gender equality.

Members of the chapter came together on a panel for the Unstereotype Alliance Global Member Summit to discuss actions and commitments.



# KENYA (new chapter in 2021)



**Launch date:** February 2021

**Advertising market size (US\$):** 0.329 billion

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

**Allies:** African Women’s Entrepreneurship Program (AWEP), Kenya Association of Manufacturers (KAM), Marketing Africa, Marketing Society of Kenya (MSK)

**Strategic priorities:**

1. 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.
2. Ensure progressive representation and portrayals of all local ethnicities in media and advertising.

The Unstereotype Alliance Kenya National Chapter launched in February, with a core group of seven leading advertisers and industry organizations. Unstereotype Alliance Vice Chair Safaricom, headquartered in Nairobi, was instrumental in bringing this national chapter to fruition.

## 2021 Highlights

Kenya National Chapter members spoke at the Unstereotype Alliance Global Member Summit on ‘The Imperative for Unstereotyping Now.’

Kenya Breweries Limited (Diageo) was recognized for empowering women in the workplace, in the community, and the wider East Africa region at the Gender Mainstreaming Africa Awards.

The Awards, created and curated by Business Engage, aim to encourage the private sector to champion meaningful representation of women in business.



# MEXICO (new chapter in 2021)



**Launch date:** March 2021

**Advertising market size (US\$):** 4.2 billion

**Members:** Diageo, Mars, PepsiCo, Publicis Groupe, Unilever

**Ally:** AVE

**Strategic priorities:**

1. 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.
2. Transform the objectification of women and harmful masculinities in media and advertising that reinforce gender-based violence.

## 2021 Highlights

The Unstereotype Alliance Mexico National Chapter launched on the inaugural day of the Generation Equality Forum in Mexico City.

As the second largest advertising market in the Latin American region, the Mexico chapter hosted a session at the Unstereotype Alliance Global Member Summit, where PepsiCo and Publicis Media spoke on a panel moderated by AVE titled ‘What is the imperative of unsterotyping now.’





# NIGERIA (new chapter in 2021)



**Launch date:** December 2021

**Advertising market size (US\$):** 0.793 billion

**Members:** First Bank of Nigeria, Guinness Nigeria, SO&U LTD, Unilever Nigeria, X3M Ideas

**Allies:** The Association of Advertising Agencies of Nigeria (AAAN), Women in Successful 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.

## 2021 Highlights

The Nigeria National Chapter launched with a core group of seven organizations who recognize tackling stereotypes as a social imperative with a strong business case. Guinness Nigeria (Diageo) was instrumental in championing the chapter’s formation. Nigeria is the eleventh National Chapter in the Unstereotype Alliance and its third in Africa.

**GUINNESS NIGERIA** #UNSTEREOTYPE ALLIANCE

“In many instances, inequality and stereotypes are influenced by our traditional beliefs in Nigeria. Success for the Nigeria National Chapter of the Unstereotype Alliance should begin from decanting those regressive beliefs that hold women back, with progressive female representations, conversations, communications and actions to bring an end to all existing issues fueling the gender gap; like girl child labour, female genital mutilation, child bride system, domestic violence and many more.”

**ADENIKE ADEBOLA,**  
MARKETING & INNOVATIONS DIRECTOR,  
GUINNESS NIGERIA PLC.

**X3M IDEAS** #UNSTEREOTYPE ALLIANCE

“Nigeria is the arrowhead of the exciting African creative industry, we carry a lot of power in the areas of music, film, advertising and popular culture as a whole. With that power comes the responsibility to lead from the front and open the conversation around closing gender gaps and also change the narrative of how women are portrayed in advertising.”

**STEVE BABAOKO**  
CEO/CHIEF CREATIVE OFFICER, X3M IDEAS

# SOUTH AFRICA



**Launch date:** February 2020

**Advertising market size (US\$):** 2.75 billion

**Members:** Facebook, Google, Nando's, Ster-Kinekor, Unilever

**New Members 2021:** Diageo South Africa, Kantar South Africa

**New Allies 2021:** Advertising Regulatory Board, AwareOrg, Marketing Association of South Africa, The Loeries

**Strategic priorities:**

Addressing stereotypes in advertising with a focus on women's empowerment, gender-based violence, harmful masculinities, youth, race and diversity, equality and inclusion.



**2021 Highlights:**

The South Africa National Chapter mobilized many members and allies to participate in the Unstereotype Alliance Global Member Summit. Three sessions were held covering a series of topics including 'Leadership and Innovation: Lessons from Women in History', 'South Africa: Is South Africa Ready to be Unstereotyped?' and 'Women in Leadership – Leading Through a Pandemic'.



# TÜRKIYE



**Launch date:** December 2019

**Advertising market size (US\$):** 401 million

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

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

**New Members 2021:**  
Bayer, GSK, MullenLowe Istanbul

**Allies:** Bahçeşehir 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)

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

## 2021 Highlights:

The Türkiye National Chapter celebrated its second anniversary at Sakıp Sabancı Museum in Istanbul with the launch of the local Marketing Communications Playbook. Written in Turkish with examples of national stereotypes and best practice specific to the Türkiye market, the playbook will be implemented across the national advertising industry to maximise awareness of unstereotype principles.

The chapter also hosted two sessions at the Unstereotype Alliance Global Member Summit - 'Perceptions and Insights', uncovered how leveraging attitudinal change can be used as a critical tactic towards advancing gender equality and five members joined a panel on 'Purpose and Impact: Accelerating Equality'.



# UNITED ARAB EMIRATES



**Launch date:** November 2020

**Advertising market size (US\$):** 0.884 billion

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

**New Members 2021:**  
ITP Media Group, VFS Global

**Allies:** Advertising Business Group, Dubai Lynx

**New Allies 2021:** Zayed University

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

## 2021 Highlights:

The UAE National Chapter marked its first anniversary at Expo 2021 Dubai, the largest event of its kind to be held in the Arab world. Representatives from the UAE National Chapter’s nine founding members convened [discussions](#) on the challenges and opportunities facing the industry as it strives to become unsteretyped. Presentations included research from Zayed University on the study ‘Analysis of Gender Stereotyping in Gulf-Focused Advertising’, and an overview of the World Federation of Advertisers’ first ever Diversity, Equity and Inclusion Census data on the GCC. Two fireside chats discussed ‘Challenges and Opportunities when Overcoming Stereotypes in the Workplace: Experiences of Emerging Women Leaders’ and ‘Accelerating Action on the Elimination of Stereotypes in the Workplace: Perspectives of Senior Leaders’.



# UNITED KINGDOM



**Launch date:** July 2020

**Advertising market size (US\$):** 31.92 billion

**Members:** adam&eveDDB, Acast, Advertising Association (AA), AMV BBDO, BBD PerfectStorm, B&Q, Diageo, EON, Fleishman Hillard, Google, GSK, Kantar, Kellogg’s, Lloyds Banking Group, Mars, Mattel, Meta, Mondelez International, PepsiCo, Sainsbury’s, Sky, The Co-op, UM, Unilever, Vodafone, WPP

**New Members 2021:** LinkedIn UK

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

**New Ally 2021:** CEW UK Ltd.

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

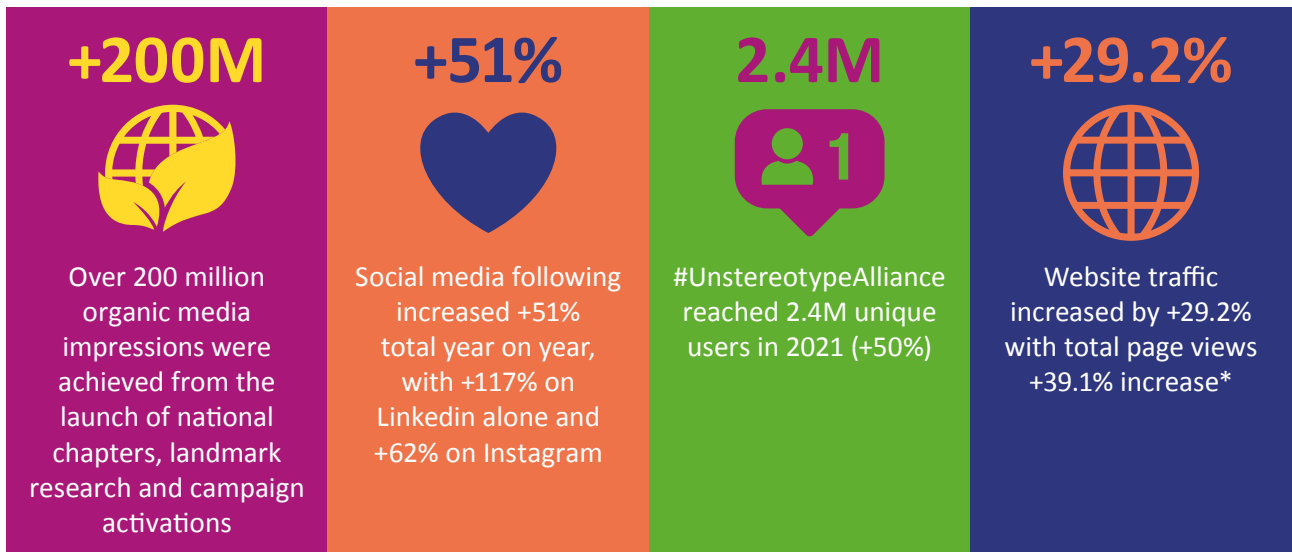
## 2021 Highlights

The UK chapter celebrated its first anniversary with an event at the Houses of Parliament hosted by Baroness Sandy Verma. Key speakers included Claire Barnett, Executive Director UN Women UK, Michael Brown, Partner, Insight & Cross-Culture at UM, Natasha Byrne, Group Account Director at UM, and Keith Weed, Vice-Chair of the Unstereotype Alliance UK National Chapter. The anniversary was marked by the release of findings from the ‘Women and Heritage’ study.

The chapter also convened a discussion for the Unstereotype Alliance Global Member Summit which profiled the voices and lived experiences of a series of women in leading roles in the industry. The session set to reiterate why the chapter’s chosen topic of representation of women of colour is such an important area for urgent action.



## Building awareness through media and featured events



\* This was bolstered by the new Diversity, Equity, & Inclusion Hub, which is now the most visited part of the site, open to the public and media.

Select speaking engagements featuring the Unstereotype Alliance across 2021 included Cherie Blair Foundation’s ‘Women Entrepreneurs Mean Business’ Summit, Oxford University’s Future of Marketing Initiative, [World Federation of Advertisers’ interview](#) with Head of the Unstereotype Alliance Secretariat, Sara Denby, and the AAAI Lifetime Achievement Awards.



AAAI President and Publicis Groupe South Asia CEO, Ms Anupriya Acharya, promotes the Unstereotype Alliance at the AAAI Lifetime Achievement Awards



**Cannes Lions Live** featured the Unstereotype Alliance Deputy Vice Chairs on its keynote agenda, to speak on the topic ‘Post 2020: Reclaiming lost ground’. UN Women estimates that COVID-19 rolled back progress made towards gender equality by two decades. Gender roles in advertising regressed, and industry action against systemic racial injustice saw employers ‘choose’ between addressing gender disparity and racism. This candid panel discussion spurred much interest, particularly on the point that gender and racial discrimination are inextricably linked and cannot be addressed in isolation.

A two-part special on CNBC's Marketing Media Money featured several leaders from the Unstereotype Alliance and UN Women to discuss the importance of diversity and inclusion in the ad industry and where progress is needed. The episodes featured Keith Weed, CBE and Chair of the Unstereotype Alliance UK National Chapter, Sylvia Mulinge, Chief Customer Officer, Safaricom PLC and Vice Chair of the Unstereotype Alliance, Madeline Di Nonno, CEO and Global VP of the Geena Davis Institute in Media, Daniel Seymour, Director, Strategic Partnerships Division, UN Women, Lynsey Pattison, WPP, and Phumzile Mlambo-Ngcuka, then the Executive Director of UN Women.



**2021.3.8 mon International Women's Day**

ステレオタイプに縛られない企業であるために。

毎日、3億5000万人が性別平等に関する議論に参加し、性別平等の重要性を認識しています。性別平等は、経済成長の原動力であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。

アンステレオタイプアライアンス日本支部加盟企業トップメッセージ

<b>Afac</b> アファック株式会社 性別平等推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」	<b>Coca-Cola</b> コカ・コーラ株式会社 ダイバーシティ推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」	<b>人保グループ</b> 人保グループ株式会社 ダイバーシティ推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」	<b>ASAHI</b> 朝日新聞株式会社 ダイバーシティ推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」
<b>UNISYS</b> ユニシス株式会社 ダイバーシティ推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」	<b>SAP</b> SAP株式会社 ダイバーシティ推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」	<b>損保ジャパン</b> 損保ジャパン株式会社 ダイバーシティ推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」	<b>東京海上日動</b> 東京海上日動株式会社 ダイバーシティ推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」
<b>Tokyo Century</b> 東京セゾン株式会社 ダイバーシティ推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」	<b>POLA</b> POLA株式会社 ダイバーシティ推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」	<b>PHC</b> PHC株式会社 ダイバーシティ推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」	<b>YAMAHA</b> ヤマハ発動機株式会社 ダイバーシティ推進部 部長 藤田 真由美 「性別平等は、企業にとって重要な価値であり、持続可能な開発の鍵です。多くの企業が性別平等の重要性を認識し、行動を起こしています。」

The Japan National Chapter marked International Women's Day with a full-page colour ad in leading Japanese newspaper **The Nikkei**, which has the world's largest circulation for a daily economic and business newspaper. The ad space donated by founding champion Nikkei Inc. called out gender inequalities across Japan and was placed next to a discussion between POLA CEO, Miki Oikawa, and Director of the UN Women Japan Liaison Office, Kae Ishikawa, on the status of women in Japanese society. Featured in the ad were quotes from CEOs of Unstereotype Alliance Japan's member organizations.

Unstereotype Alliance India National Chapter members Hindustan Unilever, Publicis Groupe, AAIL, ASCI and the UN Women Country Representative were interviewed by Anuradha Sengupta on **CNBC TV 18** as part of 'The Media Dialogues' to discuss how their work will change the fundamentals of advertising in India. The chapter representatives made a compelling case for dismantling stereotypes and creating a more gender equal world, achieving almost 100M media impressions. Watch the full interview [here](#).

**THE MEDIA DIALOGUES**

Catch the conversation with Anuradha Sengupta.

**ANUPRIYA ACHARYA**  
AAIL: "Indian corporations are ready for Unstereotype Alliance, enough awareness around diversity and equality"

**PRIYA NAIR**  
HUL: "We have seen that purpose drives equity and that drives growth."

**SUBHASH KAMATH**  
ASCI: "Unstereotype is a collective consciousness and awareness raising initiative"

**SUSAN FERGUSON**  
UN Women: "Research shows that there have been changes in the countries where Unstereotype Alliance exists"

The Unstereotype Alliance will change the fundamentals of advertising. India's leading marketers say they are ready as they make the case for smashing stereotypes and creating a more gender-equal and neutral world.



**Marketing Africa** magazine featured an interview with Carolayne Kendi, Deputy Vice Chair of the Unstereotype Alliance and Head of Brand and Marketing Communications at Safaricom PLC. Speaking with Kate Njoroge, Chief Client Officer at Kantar East Africa, Kendi discussed the Kenya National Chapter, and why it's the right time for companies to join the Alliance in pursuit of a better world and better marketing outcomes.

UAE National Chapter member Elda Choucair, CEO of Omnicom Group, and Priya Sarma, Senior Sustainability Manager for MENA at Unilever, participated in a panel on embracing diversity and inclusion at **Dubai Lynx Live**, a digital awards show across the region. Moderated by Austyn Allison, Senior Editor of Campaign Middle East, the discussion examined how the region can stop perpetuating negative gender stereotypes in advertising, and the importance of agency structures in achieving this.



As representatives for the Alliance, Heide Gardner (Global Culture Officer, IPG) and John Antonietto (VP Senior Group Creative Director, Razorfish) featured in a session at **AdWeek New York** and discussed how creative leaders can break down barriers for groups who are under-represented in the advertising workforce, and shape an inclusive culture that results in unsteretyped content. John walked attendees through his values-first approach to hiring creative teams, and the pair exchanged their own insightful learnings and experiences.



The Türkiye National Chapter launched an Instagram account to connect with industry players and audiences. Campaigns include International Women's Day celebrations, announcements of local events and the launch of local research and data.

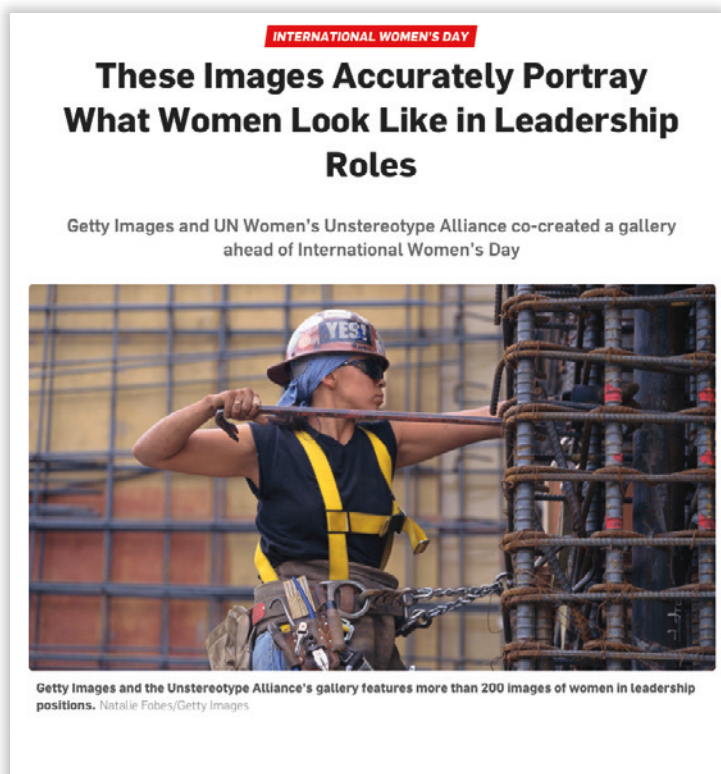
Unstereotype Alliance members Heide Gardner (Global Culture Officer, IPG) joined John Antonietto (VP Senior Group Creative Director, Razorfish) for a candid discussion on 'The Creative Case for Inclusion' at AdWeek New York.





To mark International Women’s Day on 8 March 2021, the Unstereotype Alliance celebrated UN Women’s official theme by showcasing the women leaders across the Unstereotype Alliance. On the website and across social media we explored the theme by asking these inspiring women for their insights on the importance of female leadership in creating an equal future.

The Unstereotype Alliance garnered media coverage following the announcement of the Unstereotype Alliance and Getty Images partnership, bringing an inclusive photo collection of women leaders to life. Rebecca Swift, Global Head of Creative Insights, Getty Images was joined by Sara Denby, Head of the Unstereotype Alliance Secretariat in an interview featured in Ad Week.





2021

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# A view to the future

# Looking ahead to 2022

The primary objectives for the Unstereotype Alliance worldwide in 2022 include:

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**

Central to delivering on these objectives will be expanding the evidence-base and collection of best practice points to shape more diverse, inclusive and representative content and workforce across the advertising industry. A short preview of what is planned for 2022 follows.

## Online Member Hub

The online Member Hub, a digital repository for all Unstereotype Alliance member-exclusive tools and knowledge products, will launch in 2022. The Hub will showcase tools, video conversations, creative examples, and many more resources curated for marketing communications professionals. One feature will be the Unstereotype Alliance's new creative video series, hosted by Talk To Jess CEO and podcast host Jess Weiner.



## Phase II of the Gender Equality Attitudes Study

The latest release of the multi-country Gender Equality Attitudes Study, a primary measure of Unstereotype Alliance effectiveness, will be released. Phase II revisits the first ten countries studied and surveys a further ten. It is an important study which serves as a barometer for progress towards gender equality.

## Expanding the network of national chapters

Slated to launch in 2022 are Unstereotype Alliance national chapters in Argentina and China. Every national chapter unlocks increased opportunities to shape norms and dismantle all stereotypes on a national scale. The collective of national chapters, alongside global members and allies, is pivotal to amplifying and accelerating the impact of the Unstereotype Alliance.

## Business to Consumer Campaign: Say nothing, change nothing

The Unstereotype Alliance will reveal its first ever business to consumer campaign – unveiling the harmful nature of stereotypes and encouraging bystanders to become upstanders to drive social change. This landmark campaign is a collaboration between the Unstereotype Alliance, Unilever, and WPP’s Ogilvy UK.

## Expanded Unstereotype Metric

A vital tool to assess, diagnose and improve whether advertising content is progressive or contains stereotypical portrayals, the expanded and globally validated Unstereotype Metric is coming soon. The Unstereotype Alliance plans to extend the metric to measure further dimensions of diversity.



## Looking to the future

While the Unstereotype Alliance has grown significantly in 2021 and achieved much against its objectives, there remains much work to do to deliver on the vision of creating a world without stereotypes. Through its far-reaching and influential membership, the Alliance is well positioned to exponentially increase the volume and quality of progressive advertising in the year ahead, and create a groundswell of positive pressure within the industry to follow suit.

Central to the Unstereotype Alliance’s 2022 priorities is a continued commitment to collect data, report on findings, interrogate what needs to change, and take action. The Unstereotype Alliance is dedicated to sharing its progress and continuing its work to put an end to harmful stereotypes in the year ahead – and for as long as it takes – to achieve an equitable, inclusive future for all.



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