

# # UNSTEREOTYPE

A L L I A N C E



## Progress Report 2019



As a global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide. UN Women works consistently to disrupt stereotypes and engage diverse constituencies on gender equality. 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 the 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.

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Photo: Kea Taylor

# OPEN LETTER

**BY PHUMZILE MLAMBO-NGCUKA**

*United Nations Under-Secretary-General and  
UN Women Executive Director*

## Dear Partners,

COVID-19 has shown us a world for the first time facing a single common threat. Each of us are now confronting the implications of the pandemic, at home, as within our different industries and sectors. It is a time for unprecedented solidarity.

We have already gone a long way to build that solidarity in the face of another global issue: gender inequality and discrimination. That work goes on, made even more urgent by the ways in which the COVID-19 pandemic is putting pressure on society's fault lines. Issues of poverty, violence, unequal access to medical products, overburdened mothers trying to take on having to become a teacher, a nurse, and a wage earner as well as being the principal carer. We have a unique and powerful response in the shape of our collective work on ending discrimination. It is now almost three years ago that 26 leading organisations and key industry voices came together at Cannes Lions to take on the age-old issue of harmful gender stereotypes in advertising and media. During that founders' meeting, we set ourselves an ambitious goal of bringing about demonstrable change in the industry by 2020. We are seeing now how interconnected this work is to the even bigger global challenge facing us today.

This year we have the clear evidence of how fast those stereotyped 'traditional' household roles are reasserted when crisis strikes, and the ways that women's lives are forced straight back behind the barriers of society's requirements. 2020 is also the 25th anniversary of the most visionary agenda and roadmap for women's and girls' rights- the Beijing Declaration and Platform for Action- in which one of the central issues raised was the call for actions to eliminate gender-based stereotypes.

This is a moment when we need hope. And I am greatly encouraged by the progress we have made as the Unstereotype Alliance in our short journey thus far. I would like us to reflect on the significant ways in which our young Alliance is shaping the world and the images we see in advertising and media, and how this has been supporting the ongoing struggle to achieve gender equality. It has never been more important to use this strength.

I have four main points of reflection:

### I. GROWTH FOR CHANGE

- The Alliance has quadrupled in size as our geographic footprint continues to expand. Our total membership now stands at 96 companies and organisations, including three national

chapters in Brazil, Turkey and South Africa and more chapters in the pipeline for 2020.

- The Alliance continues to expand, further diversifying its sectors and now accounting for over \$425 billion in annual adspend globally.

### II. TOOLS OF THE TRADE

- The Alliance has successfully developed and launched a critical suite of basic tools needed to achieve unstereotyped advertising including training tools and playbooks.
- In two and a half years the Alliance has commissioned and published several important research studies that gleaned many significant insights, from the global state of gender equality attitudes and intersectionalities that go beyond gender, to the hidden identities revealed in Google search.

### III. TANGIBLE DIFFERENCE

- In partnership with Cannes Lions we developed and rolled out unstereotyped judging criteria to align the advertising reward system to the unstereotyped agenda. I am pleased that Spikes Asia and Dubai Lynx have followed suit in rolling out the criteria and there will be more shows to follow.
- Generation Equality is a rallying platform to insist on finally achieving the human rights of all women and girls 25 years-post the Beijing Declaration. Unstereotype Alliance is a key partner of this global platform, and intends to drive consumer demand for gender equality to the same levels of passion and engagement that we have recently seen for climate change.
- Members of the Alliance are leading real change influencing policy, the regulatory framework and the general discourse for a more equal world.

### IV. BUILT FOR SUCCESS

- Our Secretariat continues to grow its capacity and each year we are better able to serve the growing needs of a growing membership.
- The Leadership team (Vice Chairs and Deputy Vice

Chairs) continues to diligently and actively guide the strategic work of the Secretariat.

- 80% of our members are in regular contact with the Secretariat and this very high level of member engagement reflects our shared commitment.

Partners and allies, while we collectively celebrate these achievements, our work is far from over. Under the pressure of global response to the COVID-19 pandemic, our task has grown even more significant. At the UN we have committed to achieving gender equality by 2030. That means tackling the many drivers of inequality that have been laid bare by the ongoing public health crisis, such as violence against women and girls, intergenerational poverty, and the lack of women in decision-making roles. So, as we enter this UN Decade of Action to achieve the SDGs, our last mile, I ask you to see our work together as signifying so much more than eliminating harmful stereotypes today. It is about asserting our solidarity in the face of common goals, and making broad and lasting cultural change that has the potential to transform our societies and our future.



# WE HAVE A VISION OF AN UNSTEREOTYPED WORLD

## Mission

The Unstereotype Alliance is a thought and action platform that seeks to eradicate harmful gender-based stereotypes in all media and advertising content. Convened by UN Women, the United Nations entity for Gender Equality, the Unstereotype Alliance brings together partners and seeks to collectively use the advertising industry as a force for good to drive positive change all over the world. The Alliance contributes to empowering women in all their diversity (race, class, age, ability, ethnicity, religion, sexuality, language, education, etc.) and addressing harmful masculinities to help create a gender equal world.

Since its founding, the Alliance has developed a strategic plan that guides its actions, focusing on three key priorities:

- **Fostering** an unsteretyped culture within the business environment, with an emphasis on diversity and inclusionary practices.
- **Developing** principles and guidelines for businesses to adhere to in order to create progressive portrayals in advertising content that is free from stereotypes.
- **Driving** social change through communications that raise awareness of stereotypes among the public, and to encourage action to end stereotypes and discrimination.





# THE IMPORTANCE OF OUR MISSION

## No country has achieved gender equality to date.

While the world has made unprecedented advances, no country can claim to have achieved gender equality. Fifty years ago, we landed on the moon; in the last decade, we discovered new human ancestors and photographed a black hole for the first time. In the meantime, legal restrictions have kept 2.7 billion women from accessing the same choice of jobs as men. Less than 25 per cent of parliamentarians were women as of

2019. One in three women experience gender-based violence, still. The Gender Index which measures a countries' success in achieving gender equality across 14 of the 17 United Nations' Sustainable Development Goals (SDG), found that no country in the world has yet "achieved the promise of gender equality," nor does any one country score consistently well across all measures.<sup>1</sup>

## Advertising remains a powerful tool for shaping social norms, for better or worse.

The advertising we consume paints a picture of society, thus shaping how we view ourselves and what many aspire to. When brands paint an inclusive picture of society, they play a role in redefining what is considered mainstream, sparking national conversations and speeding the social acceptance of marginalized groups.

## Harmful advertising continues unabated in both the global north and south. Together we are doing something about it.

In October 2019 when the Belgian brand Bicky Burger posted a comic-book image on Facebook featuring a man striking a woman with the words: "Serious, a fake Bicky?", there was public outcry and civil society spoke out strongly against it.

Belgian politicians said the ad was "sickening" and "irresponsible". Goodlife Foods, the Dutch food producer

behind Bicky Burger, later said it "regretted" the post and deleted it. "We had no intention of inciting violence," the company said in a statement.

Belgium's Jury of Ethical Advertising (JEP) said it had received hundreds of complaints within hours of the ad appearing on Facebook. (<https://bbc.in/2PNYIOE>)

<sup>1</sup><https://www.unwomen.org/en/what-we-do/economic-empowerment/facts-and-figures#notes> - via World Bank, Women, Business and the Law 2018. (Washington, D.C., 2018). Available at: <http://wbl.worldbank.org/>

Photo: World Bank/Graham Crouch



The Unstereotype Alliance added its voice in calling out the Bicky Burger ad through its members. The World Federation of Advertisers (WFA), and our Belgium-based ally the Unie van Belgische Adverteerders (UBA) took immediate action, including:

- Contacting the advertisers to successfully seek cessation of the campaign and a public retraction
- Sending a statement to its advertiser members including 7000 marketers to condemn the campaign (<https://bit.ly/2QZZLX7>)
- Requesting and securing a similar statement from Belgium's Association of Communication Companies (ACC)
- Co-organizing with a trade publication (Media Marketing) a roundtable with major Belgian CEOs and CMOs
- The Unstereotype Alliance released a media statement highlighting the importance of voices when things go wrong as well as when things go right



© BBC News/Getty Images



© Business Insider

In November 2019, a radio ad for Volkswagen in South Africa was banned by the Advertising Regulatory Board for harmful gender stereotyping.

Such blatant cases of this kind of advertising being created and developed throughout the world proves that the fight to eradicate harmful stereotypes remains relevant and vital. The Unstereotype Alliance together with our members is committed to making our voice known and to affecting real change across the globe.

South Africa's Advertising Regulatory Board accepted Volkswagen's assertion that the commercial is clearly a hyperbole and exaggerates a scenario for humorous effect.

But it argued that that the use of gender stereotypes in advertising contributes to gender inequality in South African society, a country fraught with 'toxic masculinity', and very high rates of gender-based violence. They said the commercial entrenches the gender stereotype that men do not like to shop and feel out of their depth in a shoe sale environment.

"Furthermore, the continued emphasis on the word 'man', inviting 'man' to test drive the VW vehicle, conveys the message that the vehicle in question is for men, marketed at men and driven by men. The overall take out is that there are certain environments in which either men or women are more comfortable and where they naturally belong – women are comfortable shopping for shoes, and men are comfortable driving high-end bakkies." (<https://bit.ly/32XgHSG>)



**WE ARE  
ACHIEVING  
BIG THINGS**



Photo: © BONNINSTUDIO/Stocksy United

## I. GROWTH FOR CHANGE

### Our Current Global Membership

#### Convener



#### Champions



#### Members



#### Allies



PLUS National Chapter members: Brazil - 17 | Turkey - 26 | South Africa - 8





Photo: © BONNINSTUDIO/Stocksy United

## gettyimages

**Getty Images** — Getty Images is one of the most trusted and esteemed sources of visual content in the world, with over 300 million assets including photos, videos, and music, available through its industry-leading sites [www.gettyimages.com](http://www.gettyimages.com) and [www.istock.com](http://www.istock.com). The Getty Images website serves creative, business and media customers in nearly every country in the world and is the first-place people turn to discover, purchase and share powerful visual content from the world's best photographers and videographers. Getty Images works with over 250,000 contributors and hundreds of image partners to provide comprehensive coverage of more than 160,000 news, sport and entertainment events each year, impactful creative imagery to communicate any commercial concept and the world's deepest digital archive of historic photography.



Photo: © Santi Nunez/Stocksy United

### 2019 New Global Members

The Unstereotype Alliance welcomed the following new members:



**Advertising Association** — As the voice of UK advertising, the Advertising Association unites brands, agencies and media. Founded in 1924, they promote the rights, roles and responsibilities of advertising domestically and internationally, acting as the link between practitioners and the politicians and policymakers whose decisions impact the sector.



**ISBA** — ISBA represents the leading UK advertisers. They champion the needs of marketers through advocacy and offer their members thought leadership, consultancy, a program of capability, and networking. Speaking with one voice, they advocate a trusted advertising environment.



**UBA** — UBA is the Belgian organization of and for brands. UBA promotes a creative, innovative and transparent communication environment as a foundation for strong, sustainable brands. UBA builds stronger brands through applying four principles to their activities and services: inspire, influence, facilitate, and connect.



**Safaricom PLC** — Safaricom is the leader for telecommunications in Kenya and belongs to a small group of companies across Africa who accrue more than \$1 billion and \$11 billion in revenues and market cap, respectively. Safaricom is at the forefront of the mobile phone-based money transfer, financing and microfinancing service revolution in Africa. They deliver more than just voice and data services; their corporate initiatives incorporate nine of the 17 Sustainable Development Goals. They also strategically partner with organizations to improve the quality of life of communities across Kenya.



**Plan International** — Founded in 1937, Plan International is a global independent development and humanitarian organisation that advances children's rights and equality for girls. With its organisational focus on gender equality, Plan International aims to collaborate with partners to create long-term, sustainable programmes and influencing initiatives that transform gender norms and gender power relations. Plan International operates in over 76 countries around the world and their current partners include local and national governments, research and academic institutions, civil society and the private sector.



**Fast Retailing** — Fast Retailing Co., Ltd. is a leading Japanese retail holding company with global headquarters in Tokyo, Japan. UNIQLO is the largest of eight brands in the Fast Retailing Group, the others being GU, Theory, Helmut Lang, PLST (Plus T), Comptoir des Cotonniers, Princesse tam.tam and J Brand. Fast Retailing is one of the world's largest apparel retail companies, and UNIQLO is Japan's leading specialty retailer. Today UNIQLO has more than 2,200 stores in 25 markets including Japan. In addition, UNIQLO established a social business in Bangladesh together with the Grameen Bank in 2010, and today there are several Grameen-UNIQLO stores in Dhaka. With a corporate statement committed to changing clothes, changing conventional wisdom and to change the world, Fast Retailing is dedicated to creating great clothing with new and unique value to enrich the lives of people everywhere.



## National Chapter Expansion Project

The Unstereotype Alliance's global footprint is growing, with three national chapters now operational, and several others in the pipeline for 2020.



Brazil is the first national chapter of the Unstereotype Alliance.

Since launching in February 2019, it has been growing, now comprising a coalition of 14 members — 6 Champions, 4 members and 4 Allies.

In April, the chapter officially signed off its strategic priorities and the annual workplan, launching a flurry of activations, including conducting local research and hosting several industry workshops and events. The chapter also successfully translated the Playbooks into Portuguese, hosted a content masterclass in diversity and inclusion as well as a Women's Empowerment Principles workshop. In May, in collaboration with Unilever and WPP (2 of the 6 champions) the chapter presented at the 2019 WPP STREAM Unconference event.

During the 2019 FIFA Women's World Cup, Grupo Boticário launched a campaign granting all its employees time off to watch the Brazil women's national team's games in line with their long-standing tradition to grant employees time during the men's national team games. This campaign, conceived to give the women's team the same enthusiastic support and visibility as the men's team, was named 'Com voce eu jogo melhor'. (<https://comvoceeujugomelhor.com.br/>)

Grupo Boticário challenged other members of the Brazil chapter to do likewise, and Unilever and Ambev accepted the challenge.

### UNSTEREOTYPE ALLIANCE NATIONAL CHAPTER: BRAZIL

<b>Advertising Market size (US\$)</b>	15.71 billion
<b>Launch date</b>	February 2019
<b>Major Stereotypes</b>	Afro-ethnic women not sufficiently portrayed in media
<b>Strategic Industry Events</b>	Effie Awards, WFA Latam
<b>GEA Pilot Study</b>	Brazil is included in the 2020 study

#### MEMBERS

**Champions:** Banco Bradesco, Grupo Pao de Açúcar (GPA), Grupo Boticário, Mastercard, WPP, Unilever, and Globo

**Members:** BuzzFeed, Heads, IPG, Magazine Luiza, J&J, Natura

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



"Grupo Boticário believes that advertising has a key role in building a fairer society, in which all people feel represented and recognized. Our brands are very well known in the Brazilian market for promoting the discussion of a gender equal world — that is so often ignored in advertising. We take our membership as champions of the Unstereotype Alliance chapter seriously and are committed to making an even greater impact."

**Eduardo Fonseca**, Head of Corporate Affairs-Government Relations, Communications, Sustainability and Diversity & Inclusion of Grupo Boticário



Turkey was the second national chapter to launch in December 2019 with a total of 26 members and allies.

#### Laying the Groundwork

For many months, the UN Women team worked with various partners in the Turkish market including the Reklamverenler Derneği (RVD) – an advertising association and key voice in the Turkish advertising and marketing industry. Joining forces with RVD's Gender Equality sub-group put the Unstereotype Alliance chapter ahead of the curve with all of RVD's established initiatives including the 10-year Effie Awards research, which recognises academia as important players in the conversation and the creation of special awards to recognize industry efforts in the area of gender equality.

#### Industry 1st Roundtable

On 2 August, UN Women convened the first Turkish Unstereotype Alliance industry roundtable in Istanbul, to share and outline the membership structure and confirm the national strategic priorities. This C-Suite-level meeting included a short presentation by UN Global Compact on the Women's Empowerment Principles. Some of the country's largest advertisers and agencies gave their commitment including two large local companies Eczacıbaşı and Koç who have been leading the gender equality conversation in Turkey.

#### Official Launch of the National Chapter

December saw the official launch of the national chapter in Istanbul hosted by RVD President Ahmet Pura and UN Women Europe and Central Asia Regional Director Alia El-Yassir. The Turkey chapter launched with 13 founding members, namely Avon, Coca-Cola, Colgate-Palmolive, Eczacıbaşı Holding, Eti Gıda, Johnson&Johnson, Kantar Media, Koç Holding, P&G, Publicis Groupe, Unilever, Vodafone and WPP.

#### Billboard Campaign

In January and February 2020 the Turkey chapter, with the kind support of the Advertisers Association (RVD), the Advertising Association (RD) and the Outdoor Advertisers Association (ARVAK) launched a public facing outdoor and digital billboard campaign in January at various malls in the 3 biggest cities of Turkey – Istanbul, Ankara and Izmir. The theme of the campaign was "When ads change, society changes" and the billboards' 4 key messages reflect scenarios for gender

equality in advertising. The billboards headlines translate as follows:

- A man removes stubborn stains.
- A bank's ad for its 100th anniversary has a woman voice over.
- A woman crosses treacherous terrain with her off-road 4x4.
- The husband and the baby welcome the woman who comes home after work.



Photos: © RVD/RK/ARVAK





**UNSTEREOTYPE ALLIANCE NATIONAL CHAPTER: TURKEY**

<b>Advertising Market size (US\$)</b>	0.432 billion
<b>Launch date</b>	December 2019
<b>Major Stereotypes</b>	Gender stereotypes (especially relating to marital status), conservative values
<b>Strategic Industry Events</b>	Effie Awards
<b>GEA Pilot Study</b>	Yes



Photos: UN Women/Unstereotype Alliance



**MEMBERS**

**Vice Chairs:** Reklam Verenler Derneği (RVD), Association of Advertising Agencies (RD)

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

**Allies:** Foundation of Advertising (RV), Bahcesehir University (BAU), Mobile Marketing Association (MMA), Board of advertising self-regulation (ROK), Turkey Researchers Association (TUAD), Communication Consultancies Association of Turkey (Ida), FMCG Traders Association (KTSD), The union of chambers and commodity exchanges of Turkey (TOBB), Internet advertising bureau (IAB), Radio Owners Association (RIAK), Association Outdoor advertising agencies (ARVAK)



Photo: UN Women/Unstereotype Alliance

 **SOUTH AFRICA**

South Africa was the third national chapter to launch in 2019, with eight members.

**Outreach and laying the Groundwork**

UN Women’s initial industry outreach resulted in the signing up of two founding chapter allies, namely the Loeries Creative Awards and the Marketing Association of South Africa.

**Roundtable Meeting**

In early August 2019, UN Women in partnership with the Loeries and the Marketing Association of South Africa hosted the first South African Unstereotype Alliance roundtable in Johannesburg attended by key players in the advertising industry. This was a precursor to the Loeries Creative Week (22-25 August, the longest running creativity and advertising festival across Africa and the Middle East) where an official announcement for the chapter was made.

**Loeries Announcement**

During the 2019 Loeries Creative Awards for Africa and Middle East, UN Women South Africa announced the creation of the Unstereotype Alliance South Africa Chapter in collaboration with founding ally members the Loeries and the Marketing Association of South Africa, both leading organizations with an important voice in South Africa’s marketing and advertising industry. Facebook Africa and Google were also named as the first corporate members to join. Since the announcement, the Alliance has gained more members including Unilever and Ster-Kinekor as additional founding members.

**February 2020 Launch**

On 11 February 2020 the South Africa chapter officially launched in Johannesburg hosted by UN Women South Africa Multi-Country Office at an event attended by over 50 CMOs and advertising and marketing industry leaders.

Facebook Africa Country Director Nunu Ntshingila said her organization was “extremely excited to join the Alliance and contribute to an unstereotyped world”.

Google South Africa Head of Marketing, Asha Patel, who called on corporates and advertisers to take responsibility for the content put out to consumers which either promotes or stifles gender equality, remarked “We have to hold ourselves accountable”.

“We are delighted to be an ally partner of the Unstereotype Alliance. South African advertisers have for a long time been tackling the issues of stereotypes and I am proud that the Loeries jury is focused on these issues and are looking out for them. It is our strong belief that advertising can lead change in society”, says Andrew Human, CEO of the Loeries.

**UNSTEREOTYPE ALLIANCE NATIONAL CHAPTER: SOUTH AFRICA**

<b>Advertising Market size (US\$)</b>	3.2 billion
<b>Launch date</b>	February 2020
<b>Major Stereotypes</b>	Racism, toxic masculinities, equal pay
<b>Strategic Industry Events</b>	Loeries, AdWeek Africa
<b>GEA Pilot Study</b>	No

**MEMBERS**

**Members:** Facebook Africa, Google, Unilever, Sterkinekor, Nando’s

**Allies:** The Loeries Awards, Marketing Association of South Africa, and Advertising Regulatory Board

“Today, we have taken an important step towards gender equality not only for Turkey but for the world. Our work on gender equality in ads, that has already been shown as an example in the world, is now turning into a global project with UN Women. Through the work of the Unstereotype Alliance platform, the consumer will assume a monitoring role for the industry. UN Women’s global know-how and tools and data of the Alliance will be a great support in the journey of unstereotyping the adverts.”

Reklamverenler Derneği, (Advertisers Association) President Ahmet Pura, in his speech at the official launch

“Toxic gender stereotypes can be unstereotyped if every advert and marketing campaign portrays the power of women and redefines masculinity.

Anne Githuku-Shongwe, UN Women South Africa Multi-Country Office Representative



## Upcoming National Chapters

During 2019 an ongoing process was put in place to develop and activate new chapters in several other markets across the globe. Some of the highlights from key markets that will launch in 2020 follow.

### United Arab Emirates



UN Women and Unstereotype Alliance in UAE have been granted the necessary government approval and green light to establish the Unstereotype Alliance national chapter — the first and critical step to establishing a national chapter.

On 20 February 2020, an informal industry roundtable was hosted by the Director of the UN Women Liaison Office for the Gulf Cooperation Council (GCC) with Unilever, Procter and Gamble, and global PR agency Weber Shandwick. The Dubai Lynx award show has announced that it is implementing unstereotype judging criteria, an important signal for change to the industry across the Middle East and North Africa region (MENA) about the harm of stereotyped advertising and content.

### Japan

An Unstereotype Alliance presentation by our Japan UN Women Country Director, Kae Ishikawa at a business roundtable in Tokyo introduced the national chapter discussion.

### Finland

During the Marketing Finland annual event in Helsinki attended by over 400 of their members, the Unstereotype Alliance in partnership with Vodafone Business CMO Iris Meijer gave a keynote presentation laying the groundwork for national chapter preparations in 2020.

Photos: UN Women/Unstereotype Alliance

### Argentina



In October 2019 during the WFA–LATAM Regional Conference, UN Women Country Representative Florence Raes presented on behalf of the Unstereotype Alliance. The conference culminated in the signing of the Buenos Aires Declaration for Advertising Free From Harmful Stereotypes. WFA along with five national advertiser associations in South America — the national associations of advertisers from Argentina, Brazil, Colombia, Chile and Paraguay — signed the declaration.

### India



The first roundtable meeting of the Unstereotype Alliance was convened and chaired by UN Women India and hosted by Diageo on 24th February in Mumbai. It was enthusiastically attended by leading stakeholders of the media and entertainment industries of India, including representatives of Unilever, Diageo and Ogilvy, along with Glitch, DBB, Hungama Digital, RBL Bank and Samhita. The attendees unanimously agreed that there was an urgent need and opportunity to establish the Unstereotype Alliance platform in India, using the advertising, media and entertainment industries to drive positive change by eliminating harmful gender-based stereotypes.

### United Kingdom

Two Unstereotype Alliance roundtable meetings were hosted in the UK by the collective of ISBA, AA and IPA. Six prospective members have expressed their interest as founding members when the chapter launches.

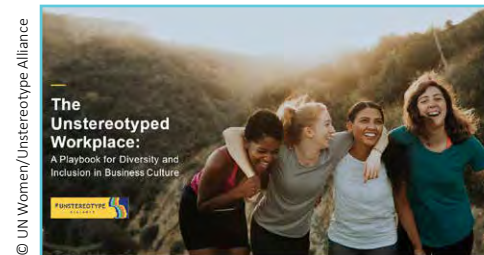


## II. TOOLS OF THE TRADE

Photo: © BONNINSTUDIO/Stocksy United

The Alliance successfully developed and launched a critical suite of basic tools needed to achieve unstereotyped advertising, diversity and inclusion as well as supporting training tools and playbooks.

In addition, several key research studies were commissioned and published in 2019.



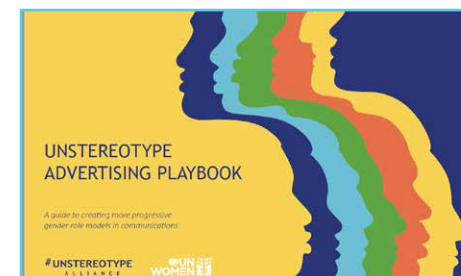
3Ps UNSTEREOTYPED CONTENT PLAYBOOK



CONTENT MASTERCLASS AT CANNES LIONS FESTIVAL OF CREATIVITY



UNSTEREOTYPE METRIC



DIVERSITY AND INCLUSION PLAYBOOK



WEPs GAP ANALYSIS TOOL (GAT)



## Research

### The Power of “\_FOR\_”

A new study published in September 2019 uncovers the latest data-driven human insights to help eradicate stereotypes from advertising. Google conducted a Human Truths study to look at the intersectionality reflected in searches containing the word 'FOR', an indicator that there is an aspect of the searchers' identity that is critically important. The high-level findings of this study not only uncovers powerful insights into consumer intent, but how consumer searches can be used to surface the truth around 'Invisible Identities'.

### Gender Equality Attitudes Study (10 countries)

The GEA Study was sponsored by UN Women in partnership with five partners from our membership — AT&T, P&G, Unilever, J&J, and WPP/Kantar. Kantar, the WPP company specialised in data and research, offered its polling infrastructure for the development of the study. It aimed to quantify the scale of harmful gender-based stereotypes and develop a greater understanding of the attitudes that must be shifted to eliminate them. The study will expand annually, with an additional 10 countries to be surveyed in 2020. Its findings will inform policy-makers, academia, advertisers, marketers, private sector leadership, civil society and other types of decision-makers on the prevalence of discriminatory attitudes and gendered roles that perpetuate gender inequality and subordinate women's status in society. The study, with its first report and interactive dashboards to be released in March 2020, will also illustrate the nuances of culturally-driven gender roles in each market.

### Member Donated Studies

During 2019 the following studies were donated by members and can be found in the research section of our website:

- **The GEENA Benchmark Report 2007-2017** — This report examines media representations of gender, race, LGBTQIA, and ability in family films from the past decade. Specifically, it analyzes the identity of leads in the top grossing family films from 2007 to 2017 to see whether Hollywood content creators have made progress when it comes to telling stories of traditionally marginalized groups.

- **Portray Her: Representations of Women STEM Characters in Media** — The Geena Davis Institute on Gender in Media conducted research that utilized a mixed methods approach to questions around the representation of women STEM characters in media. A content analysis of STEM characters in entertainment media determined how those characters and STEM professions were represented. Secondly, the survey assessed girls and women's opinions of, and experiences in, STEM.

© Unstereotype Alliance/Google



© Geena Davis Institute

## III. TANGIBLE DIFFERENCE

### Unstereotyped Judging Criteria

Ahead of the 2019 Cannes Lions International Festival of Creativity, Cannes Lions collaborated with the Unstereotype Alliance to update jury guidelines for the judging process. The new criteria urged jury members to consider whether the work perpetuates negative stereotypes and inequalities, as they reviewed entries submitted into the many Awards categories.

The revised guidelines build upon the objectification criteria introduced in 2017 in collaboration with Madonna Badger, which challenged jury members to use empathy when analysing a piece of work. They encouraged jurors to reflect upon how they might feel if the person portrayed was someone they know and care about. In 2020 jury members will also be asked to consider whether the work represents deep-rooted stereotypical portrayals of gender, age, race, ethnicity, disability or other biases.

Chairman of Cannes Lions Philip Thomas said, “The Lions our Juries award each year act as a benchmark for the global creative community, and it is more important than ever for our industry to showcase and champion inclusive, empowering, forward-thinking ideas. As consumers demand more of brands and businesses, these guidelines will, we hope, help to ensure that the work honoured at Cannes Lions is admired not only for its creative brilliance, but for its reflection of the world as a place of equality and tolerance.”



Photo: © Santi Nunez/Stocksy United



## Key Events and Activations of 2019

### 2019 GLOBAL MEMBER SUMMIT



Photo: UN Women/Nic Yulo

### ADWEEK NY



Photo: UN Women/Amanda Voisard

### CANNES LIONS










Photo: UN Women/Images D'Azur

### GENERAL ASSEMBLY GEF LAUNCH



Photo: UN Women/Ryan Brown

### Unstereotype Alliance Events and Activations 2019

EVENT TITLE	NO. OF ATTENDEES	REGION
 <b>CANNES LIONS</b> INTERNATIONAL FESTIVAL OF CREATIVITY	+ 35,000	Global
 <b>UA Annual Member Summit</b>	120	Global
 <b>The Loeries</b>	+ 1,100	Africa + Middle East
 <b>MARKETING FINLAND</b> September 10 - 11, 2019	600	Finland
 <b>Spikes Asia</b> 25 - 27 September 2019	+1,800	Asia Pacific
 <b>AdWeek NY</b>	98,000	USA
 <b>AdWeek Africa</b>	4,000	Africa
 <b>Dubai Lynx</b> International Festival of Creativity	+ 3,000	UAE + GCC
 <b>WFA Conference</b>	800	Global
 <b>WFA LATAM Conference</b>	800	Latin America
 <b>STREAM</b> THE WFP UNCONFERENCE	300	Brazil
 <b>WOMEN DELIVER</b>	6000	Global
 <b>GENERATION EQUALITY</b>	+ 600	Global (UNGA)

## Cannes LionHeart Award

On 21 June 2019, UN Under-Secretary-General and Executive Director of UN Women Phumzile Mlambo-Ngcuka received the LionHeart Award at the Cannes Lions International Festival of Creativity. This award, introduced in 2014, is given to those who have used their position as well as working with brands and the advertising community to make a positive impact on the world.

In ED's acceptance speech, she acknowledged the power and, with it, the responsibility of the advertising industry:

"Thank you for this recognition and for inspiring us — my team at UN Women, the Unstereotype Alliance, the wonderful Alliance members who have made it possible for us to do this work, and of course the women and girls of the world on whose behalf we serve. This Alliance is not just about the advertisements that we do which are important for profits, this is also a partnership about how through your work you give us an ecosystem to end child marriage; through your work you give us an ecosystem for men to say I will not beat up a woman; through your work you are giving us an ecosystem that will tell us when there is an opportunity to create opportunities for women and girls to take leadership roles. So thank you for being who you are. Thank you for this gift and recognition."



Photo: UN Women/Images D'Azur

## Regulatory Framework

The international legal framework to combat gender stereotyping is limited. Moreover, it is rarely used by Member States to promote equality between women and men. There is one legally binding convention: The Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW), and one political document: the Beijing Platform for Action.

However, when Britain's advertising regulator brought into force new rules and regulations in June 2019, it was a clear indication that a shift in the regulatory framework is afoot. The Advertising Standards Authority (ASA) introduced rules against ads that portray harmful gender stereotypes and, under the new guidelines, eight ads have been banned by year-end. The first two received worldwide media attention, which put the issue of stereotypes front and center in everyday discourse.

The Unstereotype Alliance desires to see self-regulation and greater responsibility taken by advertisers and creative agencies to ensure unsteretyped output. However, it is encouraging to see that consumers are exercising their own agency and voice to call out harmful gender stereotypes in advertising and media content.



© New York Times



© BBC News





## IV. BUILDING FOR SUCCESS

Photo: Grassroots Soccer/Karin Schermbucker

### Member Engagement

The Unstereotype Alliance Secretariat tracks members' engagement on an ongoing basis to ensure we are adequately serving the needs of all members. 80% of our members are in regular contact with the Secretariat and this very high level of member engagement reflects our shared commitment.

### Member Spotlight

The Unstereotype Alliance Member Spotlight highlights members' innovative and exceptional work in the areas of unstereotyped content, diversity and inclusion, and social impact. The case studies submitted by members are examples of best practice and models of an unstereotyped world. During 2019 the following members were featured in our monthly member spotlights and they are archived under spotlights section of the website.

JAN



© UN Women/Rachel Theberge

MAR



APRIL



© GSK

MAY



© Geena Davis Institute

JUNE



© UN Women/Images D'Azur

JULY



© Deby Suchaeri/Getty Images

AUG



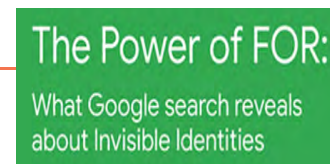
© UN Women/Ryan Brown

SEPT



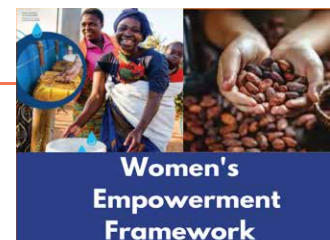
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OCT



© Unstereotype Alliance/Google

NOV



© Ipsos

DEC



© Diageo

## Advocacy and Communications

### Public Relations

Ogilvy continues to provide PR services to the Alliance on a pro-bono basis.

The Unstereotype Alliance's earned media efforts are two fold. First, the Alliance proactively shares news about the work it is doing by leveraging key moments in time where the conversation is heightened. In 2019, this included Cannes Lions, Advertising Week New York and International Women's Day. Additionally, Alliance members often discuss and champion their partnership as part of their broader marketing strategies. As a result, earned media coverage garnered 264,988,465 media impressions (264M) in 2019.

## Social Media

**Top Tweet** earned 33.5K impressions

Unstereotype Alliance @un\_stereotype

Congratulations Executive Director @UN\_Women @phumzileunwomen on receiving the #LionHeart at #CannesLions2019, recognizing her tireless work and advocacy for women and girls, human rights and social justice throughout the world, and for her leadership of #UnstereotypeAlliance [pic.twitter.com/XfNoBuoPap](https://pic.twitter.com/XfNoBuoPap)

**Top media Tweet** earned 3,511 impressions

Unstereotype Alliance @un\_stereotype

Our December member spotlight is @Diageo\_News a founding member of @un\_stereotype. Their campaign #ChallengeAccepted shows how Diageo successfully challenged gender stereotypes in cricket, India's beloved sport. See video: [bit.ly/2syNXBM](https://bit.ly/2syNXBM) Read: [bit.ly/34sGmC8](https://bit.ly/34sGmC8) [pic.twitter.com/OJA5y8X2M0](https://pic.twitter.com/OJA5y8X2M0)

**Top media Tweet** earned 5,474 impressions

Unstereotype Alliance @un\_stereotype

Beyoncé's viral song "Brown Skin Girl" has touched the hearts of many this summer but it's long been evident as a positive descriptor in \_FOR\_ searches as well. Join #UnstereotypeAlliance and @Google at #AWNewYork Thurs, Sept 26th, 2:15pm #ImpactMakersStage #Intersectionality [pic.twitter.com/z5sJUQHP29](https://pic.twitter.com/z5sJUQHP29)



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Convened by:

