



The Unstereotype Metric (UM) has been designed by the Unstereotype Alliance with Kantar to help create and track advertising content that is free of gender stereotypes, and to push for progressive portrayals of all people. We request that all Unstereotype Alliance members monitor and track the advertising content they produce via the UM or other tools, to ensure they continuously improve on creating ‘unstereotyped’ content.

To serve this purpose, we have created the Unstereotype Metric (UM) - a globally validated, single measure question that can be added to any advertising research, pre or post-test. The UM has been developed to help advertisers discriminate between progressive and regressive gender portrayals of characters in advertising. It is highly recommended for pre-testing as measuring advertising content before final production offers an opportunity to address any unconscious biases that may have arisen and provide greater confidence that the work is free from stereotypes.

## MEASURING GENDER PORTRAYAL IN ADVERTISING

Empirical evidence from the UM testing shows that progressive gender portrayal drives business results. Based on global data collected by Kantar, the business impact metrics suggest a higher UM score is linked with:

- 1.7X higher Brand Affinity
- 1.4X higher Ad Enjoyment
- 1.3X higher Purchase Intent

### The Unstereotype Metric (UM)

*Consumers provide ratings on female and male characters after they view a piece of advertising content.*

**“How much do you agree with the following statement?”**

This advertising presents a positive image of the female character/s that sets a good example for others

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Same question is repeated for Male character/s, if present in the ad.

The UM score is the % of consumers endorsing the top box (Strongly agree) for an ad.

# DATA-BASING UM SCORES AND BUILDING NORMS

The database form (Appendix 1) shows the format in which data is required; all variables are stripped of brand/ad/respondent identity to preserve research confidentiality; however, it is recommended that details such as the ad video link, brand and category remain, in order to pull meta-learnings as your database builds.

The norms will be aggregated and published bi-annually to the Unstereotype Alliance members. All brand data will be anonymised in aggregation and only the brand owner will ever have access to individual brand metrics.

More guidelines on how to measure ads using the UM are provided on the following pages.

## WHEN, WHERE AND HOW

### **WHEN do we include it?**

Any time an ad features female and / or male characters, even if the appearance of either female or male characters is minimal (e.g. a photo of woman is shown briefly). Include it for each gender that is featured in the ad. So, include the female question when a woman/women is/are featured, the male question when a man/men is/are featured and both when both genders are portrayed.

### **WHEN shouldn't we include it?**

If there is no gender featured in the ad (e.g. cartoon of product pack, cartoon voiceover) or if the ad only features a male or female voiceover. questionnaire, as shown below.

### **WHERE do we ask the UM?**

It is best to incorporate the UM at the end of the survey right before classification. This will ensure any other normative comparisons from the survey aren't potentially disrupted.

### **HOW do we ask the question(s)?**

To make it easy for implementation, we have included how to set up instructions for the questions to be incorporated into an ad-testing questionnaire, as shown below.



# UNSTEREOTYPE METRIC TYPES

Please indicate which UM type is needed based on what is featured in the ad.

Guidelines:

- If there is no gender featured in the ad, do not include any UM questions (e.g. cartoon of product pack, cartoon voiceover)
- If there is no gender featured but does have a male or female voiceover, do not include any UM questions
- If you have female character(s) only, include UM TYPE 1 only
- If you have male character(s) only, include UM TYPE 2 only
- If you have both female and male character(s), include UM TYPE 3
- Please include UM questions even if the appearance of either female or male characters is minimal (e.g. a photo of woman is show briefly).

|   |           |                  |
|---|-----------|------------------|
| Male characters/actors only shown in test ad            | UM Type 2 | Show UM 1 only   |
| Female characters/actors only shown in test ad          | UM Type 1 | Show UM 2 only   |
| Both female and male characters/actors shown in test ad | UM Type 3 | Show both UM 1/2 |

## UNSTEREOTYPE METRIC QUESTIONS

IF UM TYPE = 1 OR 3 ASK UM1 OTHERWISE SKIP TO UM2

### UM1: FEMALE UNSTEREOTYPE ALLIANCE MEASURE

How much do you agree or disagree with the following statement?

This advertising presents a positive image of the female character/s that sets a good example for others

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree



# UNSTEREOTYPE METRIC QUESTIONS

## UM2: MALE UNSTEREOTYPE ALLIANCE MEASURE

How much do you agree or disagree with the following statement?

This advertising presents a positive image of the male character/s that sets a good example for others

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

## FAQS

**Why does the Database form ask for data on all 5-points off the Agree-Disagree scale, if UM is based on the Top Box ratings?**

Recording responses at each of the 5-points in the scale gives us the flexibility to periodically assess the best way to get discrimination, be it Top2 Box, Top Box or a calculated Net Score like (Top Box less Bottom box scores).

**Why does the Database form ask for scores by sub-groups and study details?**

We can report UM by gender and age groups as our database builds. Similarly, we can report norms by category, ad format and media channel as long as we have more than 30 ads in each sub-group.

**What is the purpose of the Ad Characteristics codes in the Database?**

The Ad Characteristics are codes generated based on the researcher's own judgement of male/ female character portrayal in the ad. It follows the Alliance playbook of the 3Ps (Presence, Perspective, Personality) to code the ad; it will allow us to examine how these 3Ps impact consumer perceptions of gender portrayal when we do a meta-analysis of the database periodically.

**For further information please reach out to [unstereotypealliance@unwomen.org](mailto:unstereotypealliance@unwomen.org)**