

UNSTEREOTYPE ALLIANCE

The 3Cs Playbook:
Skills for Inclusive AI

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ALLIANCE



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About the Unstereotype Alliance



The Unstereotype Alliance is an industry-led initiative convened by UN Women in 2017 to end the harmful stereotyping often perpetuated through advertising content. It is a thought and action platform that uses communications as a force for good to drive positive social change and comprises a multitude of leaders from global and national organizations from across 12 national chapters across 5 continents.

The Alliance is focused on empowering people in all their diversity (gender, race, ethnicity, socio-economic status, age, disability, sexual orientation, language, religion, education, body-size, and more) and seeks to eradicate all harmful stereotypes to help create a more equal world.

Stereotypes are pervasive - they impact social norms and attitudes which act as a barrier to progress in any society. They stand back-to-back with discrimination, contributing to real-life consequences like reduced education and employment opportunities, poor economic and health outcomes, discriminatory policy decisions, and denial of individual rights including bodily autonomy etc.

As the only industry alliance that leverages UN Women's global reach among 193 member states, the Unstereotype Alliance provides tools, resources and commissions original research to help its members create progressive, unstereotyped advertising and communications. The Inclusive AI 3Cs skills is a proprietary Playbook available for members of the Unstereotype Alliance and the broader industry.

INTRODUCTION

Why does inclusive AI matter?

Generative AI (GenAI) is dramatically reshaping the digital landscape, transforming how content is created, distributed, and consumed at unprecedented speed. As this technology embeds itself across the marketing and advertising ecosystem, the Unstereotype Alliance's mandate to eradicate stereotypes and promote inclusion remains as critical as ever.

There is existing evidence that GenAI is already reinforcing bias at scale. In an analysis of 133 AI systems, 44% showed gender bias and 26% showed both gender and racial bias.¹ With 88% of UK agencies already using GenAI in some form and only 51% of marketers using human oversight to test AI-generated content, the need for practical guidance is now.²

The case for inclusion goes well beyond the moral argument. Brands that create more inclusive advertising enjoy +3.46% short-term sales, +16.26% long-term sales, and experience 15% higher customer loyalty.³ Inclusive representation is fundamental to relevance, trust, and growth in today's marketing context.

Used well, GenAI can also help accelerate a more inclusive creative process - from detecting stereotypes and surfacing patterns of exclusion, to broadening creative references and helping teams see who is missing from their outputs. It can also improve accessibility at scale, making tools like closed captioning and alt text more readily available. It can help make us more aware of our own inherent bias and, indeed, become a tool for inclusion.

At its core, this Playbook sets out a simple but urgent proposition: that if these tools are to shape the stories, images and decisions that reach billions of people, they must be used with intention.

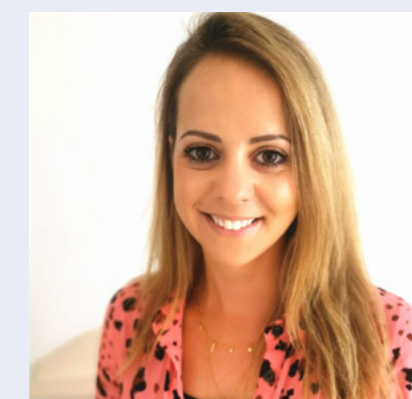
The aim is to help marketers recognize where bias can enter the process, challenge stereotypical defaults, and build more inclusive outputs from the start.

Brands have taken different approaches to AI, from setting principles (such as no generation of people) to experimenting more widely and marketers across the industry are at different stages of understanding and usage of these tools. This Playbook is designed to support all journeys, helping teams use GenAI responsibly and inclusively, regardless of scale or maturity.

This Playbook works in tandem with the Unstereotype Alliance's 3Ps and 3Bs toolkits which provide guidance on developing unstereotyped content and an unstereotyped approach to media planning and buying processes. It has been co-developed with Mars, Unstereotype Alliance Vice Chair, members of the Unstereotype Alliance, Diageo, Getty Images, Kantar, Mastercard, Microsoft, Mondelez, Unilever, Revolt and Clever Together Futureproof.

What this guidance is - and what it is not

This guidance is not about if and where AI should be used within marketing, nor is it for using AI for generating images or content directly - there are many inherent risks to this which require separate consideration. Instead, it looks to hone practical skills that are applicable at any point along the creative development continuum, from drafting a brief and analyzing consumer insights, to testing campaign creative and more. This Playbook will evolve in line with industry shifts and needs. The collaborative strength of the Alliance in spearheading this work has been instrumental, and we see great potential in continuing to shape how GenAI is used responsibly and inclusively across the industry.



Elspeth I'Anson
Unstereotype Alliance Secretariat
UN Women

Introducing GenAI for Marketers

What is GenAI?

“Generative AI is a type of artificial intelligence that can learn from and mimic large amounts of data to create content such as text, images, music, videos, code, and more, based on inputs or prompts.

Generative AI applications use large language models (LLMs) that are trained on sets of data to interpret, organize, make meaning of and generate natural language (human like) outputs. This type of artificial intelligence (AI) uses machine learning techniques to process large amounts of data, like text and images to identify patterns which are then used to create content and generate responses.”

- [Harvard Library](#)

How do Marketers use it?

Throughout the communication development process, GenAI is helping Marketers better understand audiences, explore concepts, generate content, boost accessibility, and personalize consumer experiences at scale. While these use cases vary in complexity and risk, applying the skills in this Playbook is essential to ensure the content created is inclusive and effective.

Organizations are at different stages in their AI journey - whether you are just getting started or already experimenting, the skills in this Playbook are designed to support you. Alongside building inclusive AI skills within your team, it is important to consider the wider ecosystem around you, including the principles, policies, processes, and partners your organization has in place. For more guidance on shaping this environment, explore the [WFA Inclusive Gen AI Marketing Framework](#).

GenAI uses across the communication development process

Campaign Planning



Research & insight generation

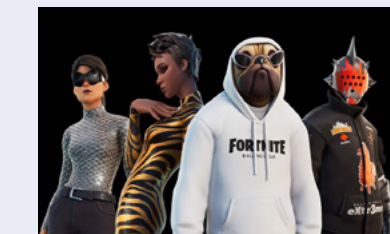


Campaign planning & briefs

Creative Development

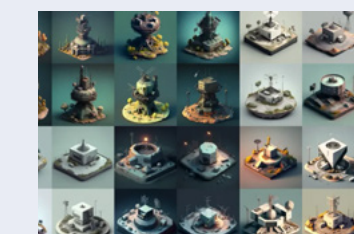


Ideation & imagination

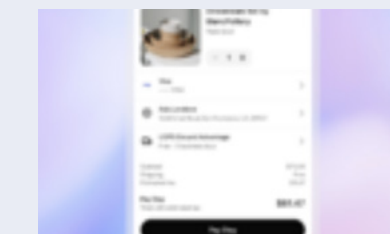


Character development

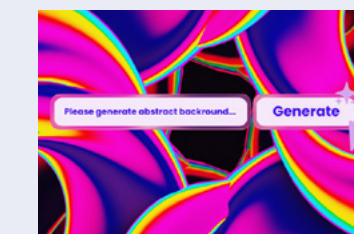
Content Generation



Asset Creation



Media Buying & Channels



Testing & Improvement

The risks and benefits of AI for inclusivity

Risks

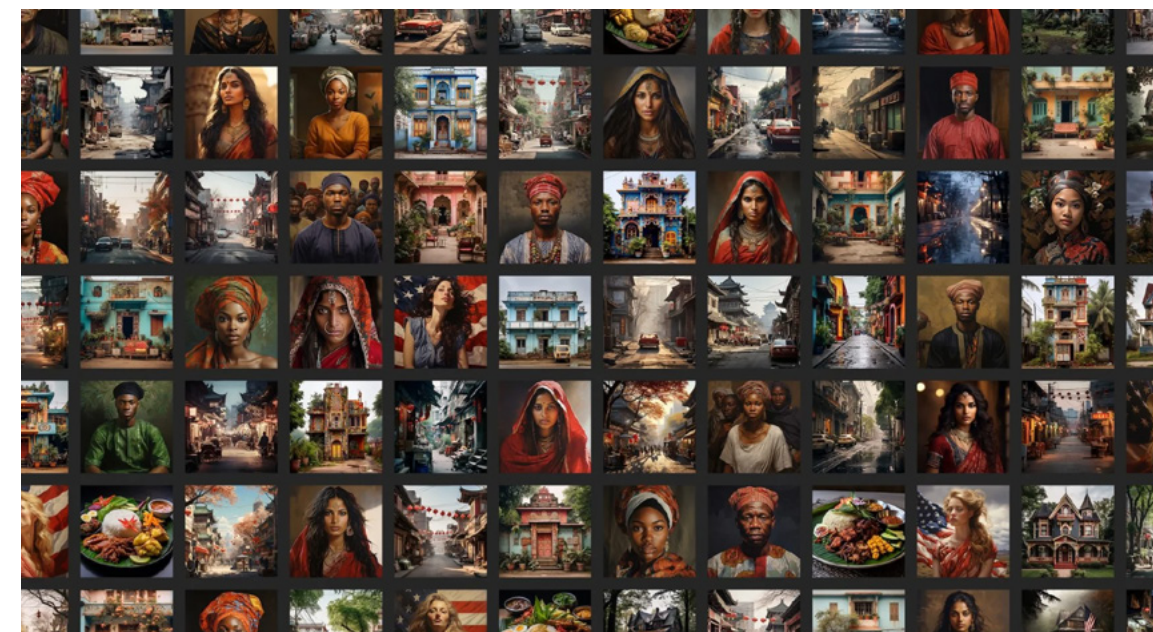
Although not all AI systems are built on biased data, there are inherent risks of scraping years of unequal representation, stories and limited histories of underrepresented communities which can deepen existing inequities at scale.

Multiple studies highlight how AI left unchecked produces bias and negative stereotypes consistently across tools and outputs. This has a negative impact on brand reputation when brands are seen to use AI representation as a superficial and cost-effective substitute for real inclusion.¹

Rest of World tested 3,000 Midjourney AI images and found a tendency for bias, stereotypes, and reductionism when visualizing different countries and cultures.² For example, 99/100 images for “an Indian person” depicted a man, and almost all appeared to be 60+ years old, in assumed traditional dress (some falsely depicting Native American dress instead).

UNESCO and IRCAL found traditional gender roles were perpetuated, linking women more frequently to “home” and “family” and men to “business” and “career”.³ Bloomberg also uncovered that images

generated for “high-paying job” were dominated by characters with lighter skin tones, while darker skin tones were more commonly generated for jobs like “fast-food worker” and “social worker.”⁴



[Rest of World, 2023](#)

Benefits

When used with intention, AI can help expand representation, improve accessibility, or personalize at speed and scale, as well as helping detect human bias. Getting this right also benefits brand reputation, research shows “if consumers believe a brand is intrinsically motivated to use AI-generated diversity representations, they report a significantly lower social identity threat which in turn is associated with a significantly higher sense of belonging to the brand.”⁵

Dove’s ‘The Code’ & ‘Real Beauty’ campaigns have utilized machine learning and AI analysis to spotlight the erasure of real representation in algorithmic generation.⁵ Built on their platform for ‘Real Beauty’ campaigns, they educate the public on the dangers of ‘AI bias’ and unrealistic digital perfection.

AI is also being applied to improve accessibility at scale. Increasingly, brands and creators are using AI to automatically generate alt text for campaign visuals and social assets, helping ensure imagery is accessible by default rather than relying on manual input. Similarly, AI-powered captioning is enabling video content, from social posts to digital ads, to

be understood without sound and across languages. Campaigns that build in descriptive image text and accurate captions are not only more inclusive, but are also seeing stronger engagement, as audiences increasingly expect content that can be understood in any context.



[Real Beauty: Dove’s Promise to You, 2024](#)

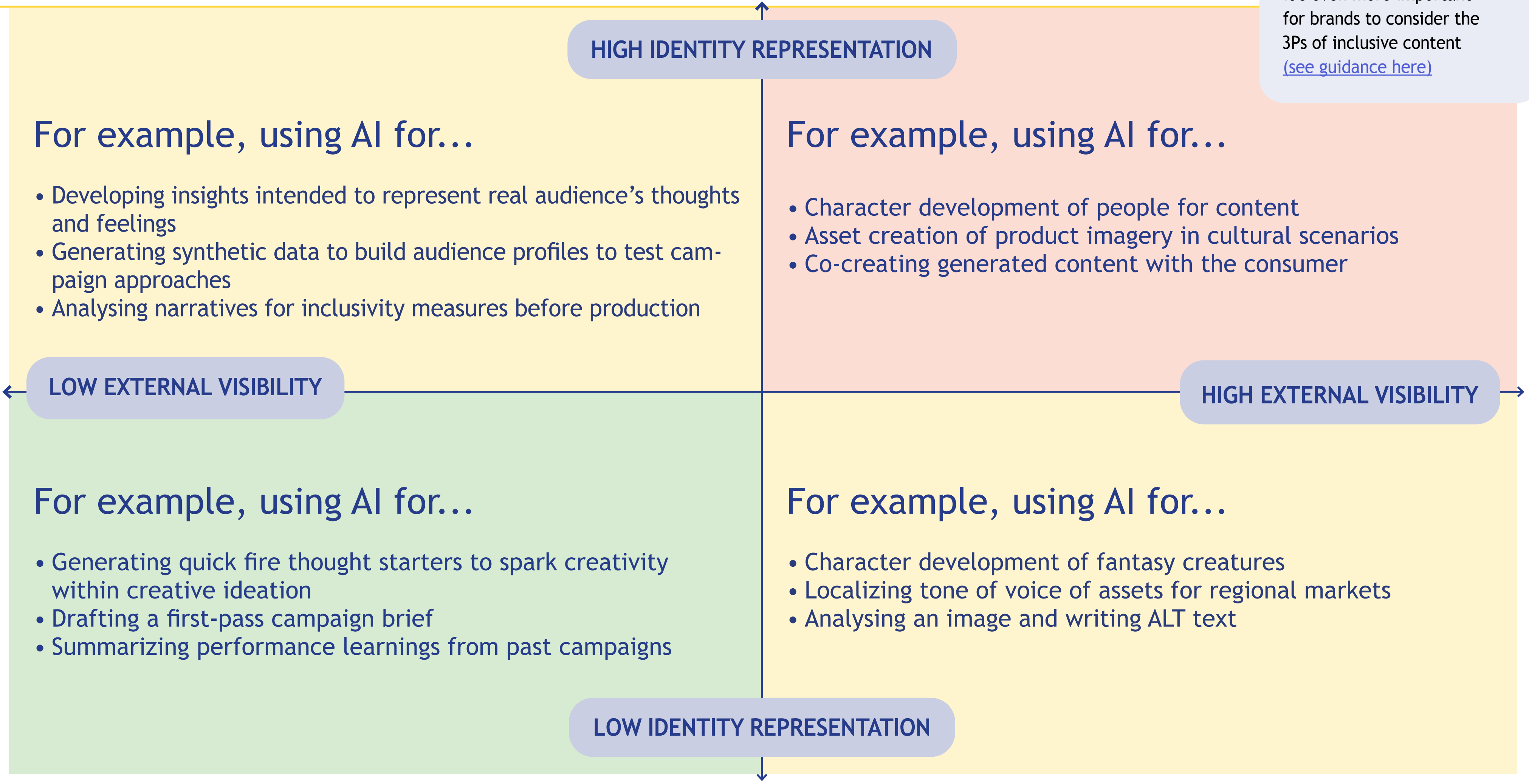
Our framework to help assess brand reputation risk

AI can be used throughout the communication development process, with varying degrees of risk depending on how much of a role it plays in representing identity (people, cultures, roles, or lived experiences) as well as how visible its use is externally.

HIGHER RISK

MEDIUM RISK

LOWER RISK



For content with high identity representation, it’s even more important for brands to consider the 3Ps of inclusive content ([see guidance here](#))

Introducing the 3Cs for Inclusive Marketing

THE 3Ps

Inclusive Content

Ensuring the presence and portrayal of characters are representative, authentic, and challenging stereotypes



PRESENCE

Presence is all about who is being featured in the communication



PERSEPECTIVE

Perspective is about who is framing the story



PERSONALITY

Personality is all about the depth of the character

THE 3Bs

Inclusive Media

Ensuring the media buy reaches a diverse audience, supports diverse creators and publishers, and avoids unintentionally excluding people



BRIEF

Who is being targeted? Is it inclusive or does it exclude or have a bias?



(DO NOT) BLOCK

What are the unintended consequences of block lists?



BUY

How can we use our spend to support minority owned or targeted media/titles?

THE 3Cs

Inclusive AI

Ensuring the use of Generative AI avoids bias in the process from the data it is based on, the prompts used, and that humans always remain in control



CURATE

Curating inclusive data is about avoiding the biases that can come from the data AI draws from



CRAFT

Crafting inclusive prompts is about avoiding biases when we ask AI to create content



CONTROL

Control is all about humans staying in control of AI's actions and outputs

SKILL 1

CURATE

Inclusive Data

“The success of AI in achieving equitable outcomes hinges on the quality and availability of data. [...] Addressing this gap is crucial for creating inclusive AI systems that understand and serve the needs of every individual.”

UN University, 2024



The 3Cs skills: Curate

Why curating inclusive data matters

Every AI tool learns from two types of data: The data it has already been trained on and the data you provide (e.g., uploading references, examples, and information for the tool to reference)

AI doesn't start from a neutral place as tools are trained on different datasets and follow different instructions, which are constantly evolving. If what AI draws from is narrow or stereotypical, the outputs will be too.

Your role in curating inclusive data is to understand and improve both: where possible, challenge the limits of the tool, but also shape your own inputs. Done well, this leads to work that is more authentic, relatable, and representative, helping brands connect with a wider range of audiences.



Remember, you are the curator of AI's view of the world, and for each task it completes, you can decide what AI sees and learns from.

2025

Gemini 3: Nano Banana Pro

“Create a grid of professional headshots of nurses”



2026

Gemini 3.1: Nano Banana 2

“Create a grid of professional headshots of nurses”



One way to understand what data your AI is trained on is by checking which version of the tool you have access to - in this example Gemini's 3.1 update was trained on a more inclusive data set which helped to improve its outputs.

The Benefits: Curate

More distinctive representations of reality

Outputs represent real people and their lived experience in more interesting ways rather than relying on default data that could perpetuate bias and negative stereotypes.

For example...

You use AI to help you create audience personas that have been built from collating and analyzing mass amounts of real audience data, allowing for more accurate profiles.

Understand the bias and negative stereotype risks

Ask AI to uncover and challenge its own training data. You can also get it to review your work and reference data for overlooked bias too.

For example...

During asset creation, you ask AI to analyze your reference imagery to identify biases you may have overlooked.



Build confidence in your outputs

Outputs can be explained backwards by showing what data went in to shape the end result, helping them hold up against scrutiny.

For example...

When presenting AI-generated visuals as concepts, you show how curating inclusive data shaped the level of representation in the outputs.

Checklist: Curate

How to curate inclusive data

1. REPRESENTATION

Ensure the data your tool is trained on, or you have provided to it as a reference:

- reflects a wide mix of audiences, roles, and contexts, including directly sourcing data from target communities;
- captures multiple attributes per individual/context (e.g., role, behavior, environment) and how they intersect.

2. CONSISTENCY

Check if the AI model or AI tool you will be using is best positioned to deliver inclusive and representative outputs (e.g., newer or specialized AI models may be trained on more diverse data).

3. TRANSPARENCY

Make sure you are aware of the sources, coverage, scope, and debiasing measures of the data that was used to train or inform your AI tool.*

Questions to ask yourself

Have I asked my AI tool to explore the gaps in representation of its training data and reference materials I have provided?

What brand-specific references (tone, values, principles, red lines around portrayals of people) can I provide to ensure outputs reflect my inclusive brand positioning?

Have I explored using AI to identify additional or underrepresented data sources, and, if appropriate, generate synthetic data to validate, or expand my work?

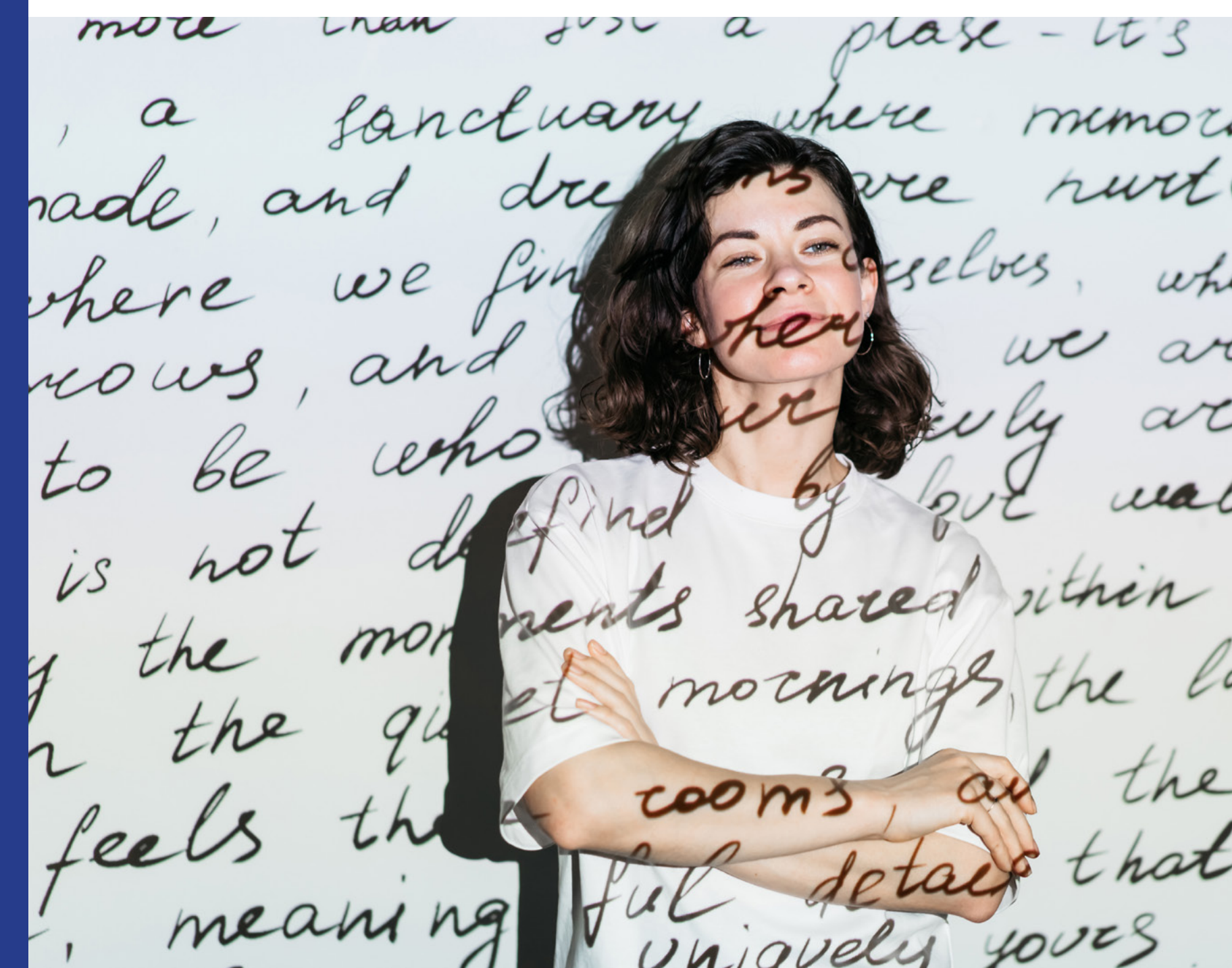
SKILL 2

CRAFT

Inclusive Prompts

“Prompting is as much an art as it is a science. Experimenting with different phrasings, details, and concepts is key to understanding how your AI tool interprets instructions and learns from them.”

[DOVE, Real Beauty Prompt Playbook](#)



The 3Cs skills: Craft

Why crafting inclusive prompts matters

A prompt is a starting input or instruction given to an AI model. Think of it as briefing a (virtual) team member to create something for you - it needs the same context and expectation setting to provide a strong output. Prompting is one of the most impactful levers marketers have to shape AI outputs, so remember - if you don't mention it in your prompt, AI won't consider it.

Crafting inclusive prompts with the right language means you can make outputs that are more inclusive and representative of the real world. So, by being specific, and expanding your vocabulary with more diverse descriptions, you can generate outputs that closely match your intent and representation goals.

KNOW YOUR ROLE

You are the architect of the prompt, defining the boundaries of what AI can generate.



The [Dove Real Beauty Prompt Playbook](#) shows how pulling out key features of real people and building them into prompts results in outputs that are more interesting and authentic.

The Benefits: Craft

Turn inclusive thinking into a source of creativity

If you frame inclusion as a challenge for creative thinking in the prompt, your AI tool understands this to be a source. This leads to more inclusive outputs which connect better with audiences.

For example...

You create a campaign where you invite people to share their thoughts on a topic which creates a bespoke output. You craft a comprehensive prompt to create personalized responses that are respectful, consider stereotypes and safeguard from bias.

Explore a wider range of ideas

This widens the creative search space. Instead of generating small variations on the same idea, AI can explore a broader range of people, situations, and narratives.

For example...

During creative brainstorming, you write a prompt for AI to develop multiple scripts from your thought-starters, each featuring different people and scenarios, allowing you to explore a more inclusive range of ideas fast.

Reduce reworks

When you take the time to craft inclusive prompts, fewer issues surface downstream. Teams spend less time fixing, justifying, or scrapping work that missed the mark because instructions were unclear from the start.

For example...

During asset creation, you craft a clear prompt that guides AI to generate multiple asset versions for different markets, informed by the relevant cultural nuance and context.

OPEN

INT. COFFEE SHOP – DAY

A bustling café. People from different backgrounds working, chatting, living.

We land on AISHA (mid-30s) — thoughtful, self-assured. She wears noise-cancelling headphones, reviewing something on an old, slow laptop.

On her screen: a mix of work—data charts, a design mock-up, and a video call message waiting.

Her laptop freezes.

She pauses. Breathes. Smiles slightly.

AISHA (V.O.)

"I don't need more time in the day... I need tools that move at my speed."

CUT TO: STORE EXPERIENCE

INT. TECH STORE – DAY

A diverse, welcoming space—staff and customers across ages, abilities, and styles.

Aisha browses. A staff member, JAMIE (non-binary, 20s) approaches—not pushy, just present.

Checklist: Craft

How to craft inclusive prompts

1. ROLE

Give your AI tool a clear role (e.g., “answer as a professional marketer with expertise in inclusive portrayals of people”).

2. GOAL

Provide background and situational details (e.g., “the purpose of this ad is to depict an accurate representation of...”) by reference to the 3Ps.

3. AUDIENCE

Specify who you want to target (e.g., “a digitally literate European GenZ audience who follow beauty trends”).

4. ALIGNMENT

Define what brand values and objectives you would like to be embedded in the outputs (e.g., “150-word ad copy in a tone that reflects these inclusivity principles” or “a 16:9 image that complies with these accessibility standards for Alt text”).

5. SOURCES:

Provide relevant details, information, and data to reinforce the inclusion focus of the prompt (e.g., “based on this market research among underserved consumers” or “based on an analysis of these 3 past inclusion-focused campaigns”) - for more details, see [CURATE](#) skill.

Questions to ask yourself

Are there areas in my prompt where I have not provided detail and nuance and am I therefore comfortable for the AI to make its own assumptions without that information?

Have I asked AI to audit my detailed prompt and identify gaps in Presence, Perspective and Personality?

Am I continuously expanding and improving my prompt wording and detail, noting what works well and what patterns are emerging?

SKILL 3

CONTROL

Stays Human

“I am worried that so much progress made for gender equality, for social justice, and for civil rights will be rolled back under the guise of machines that are presented as being more objective than humans. What gives me hope is that it isn't too late to course correct.”

[Dr. Joy Buolamwini](#)



The 3Cs skills: Control

Why it matters for control to stay human

AI generates, but humans must always decide. You stay in control by reviewing outputs, stepping in at predetermined moments, like curating inclusive data or crafting inclusive prompts and deciding what gets used. This ensures work stays aligned with your brands' values and accountability remains with your team.

But this human input is also where bias can re-enter the process. What feels “right,” what looks credible, and what gets chosen are all human decisions which can unintentionally reinforce bias and stereotypes. This is where AI can be instrumental in challenging decisions and acting as a peer reviewer to marketers. Staying in control ensures AI strengthens your thinking and leads to more thoughtful and inclusive work.



Cadbury created a Gen-AI-powered experience to celebrate the brand’s 200-year anniversary, ‘My Cadbury Era’ places people into classic Cadbury posters. Throughout development, a leading LGBTQ+ charity and members of Mondelēz International’s diversity and inclusion network were consulted to ensure the activation was safe, respectful, and accessible. As Jonny Goodall, Chief Design Officer at Bernadette, who helped create the activation, explains: “My Cadbury Era is a product of human design and creativity which was boosted by Gen-AI technology.”

KNOW YOUR ROLE

You are the editor-in-chief in the human-AI relationship, responsible for what is chosen, approved, and scaled.

The Benefits: Control

Allow human emotion and judgment

People bring unique expertise, lived experience, and emotional understanding that AI cannot replicate. You must ensure AI outputs support rather than undermine these human strengths.

For example...

After AI generates alt text for a visual, you check it with people with lived experience of the identities shown, and to accessibility users, before publishing.

Check the work

You can avoid unintended outputs reaching the public when you stay in control throughout and design in clear boundaries, a review process, and a “kill switch” for if boundaries are crossed.

For example...

When using AI to develop your media placements, you review its decisions with a panel of brand custodians to ensure they are aligned with your brand values.

Make more intentional decisions and learn

By reviewing, questioning, and refining outputs, you can make better choices and train your AI to consider this thought process in future.

For example...

You ask AI to generate scripts, but you aren’t clear why a particular character was chosen for part of the scene. You ask AI to unpack this decision.



Checklist: Control

How to ensure control stays human

1. PROCESS

Define clear moments in the workflow where outputs are reviewed before moving forward (e.g., after generation, before final selection) and follow the process every time, not just occasionally.

2. CRITERIA

Use consistent criteria to assess outputs (e.g., representation, realism, fairness, brand alignment, equity) aligned with the Unstereotype Alliance 3Ps and 3Bs and ask your AI tool to self-assess against them.

3. COMPARISON

Ensure you assess outputs individually, in batches, and side-by-side to identify patterns, repetition, or subtle bias.

4. CORRECTION

Define an approach for flagging, challenging, and correcting biased and stereotypical outputs, including using AI to audit existing assets for bias and to check for the presence of your own unconscious bias.

5. FEEDBACK

Feed learnings from reviews back into prompts, and share them with your team and AI vendor to improve future outputs.

Questions to ask yourself

Have I explored alternative versions of the same content, or am I relying on the first acceptable output based on a gut feeling? Am I being biased in my own assessment?

Have I carefully considered whether using AI for my task or project is right, responsible, and aligned with my brand's values?

Have I relied on the first output or leveraged AI as a learning tool to show me gaps and weaknesses in representation and inclusivity?

Summary: Questions to ask yourself

CURATE

Have I asked my AI tool to explore the gaps in representation of its training data and reference materials I have provided?

CRAFT

Are there areas in my prompt where I have not provided detail and nuance and am I comfortable for the AI to make its own assumptions?

CONTROL

Have I explored alternative versions of the same content, or am I relying on the first acceptable output based on a “gut feeling”? Am I being biased in my own assessment?

CURATE

What brand-specific references (tone, values, principles, red lines around portrayals of people) can I provide to ensure outputs reflect my inclusive brand positioning?

CRAFT

Have I asked AI to audit my detailed prompt and identify gaps in Presence, Perspective and Personality?

CONTROL

Have I carefully considered whether using AI for my task or project is right, responsible, and aligned with my brand’s values?

CURATE

Have I explored using AI to identify additional or underrepresented data sources, and, if appropriate, generate synthetic data to validate, or expand my work?

CRAFT

Am I continuously expanding and improving my prompt wording and detail, noting what works well and what patterns are emerging?

CONTROL

Have I relied on the first output or leveraged AI as a learning tool to show me gaps and weaknesses in representation and inclusivity?

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