

WHO'S MISSING?



Campaign Overview

Short (for emails or intros)

Who's Missing? is a national Unstereotype Alliance Australia campaign prompting everyone in the marketing, advertising, and media industry to ask *Who's Missing?* early and often, ensuring inclusive thinking is built into every creative process.

Long (for documents and briefings)

Who's Missing? is the first national campaign from Unstereotype Alliance Australia, launched at MFA Ex in Melbourne and Sydney in September. It invites everyone - from creatives to client teams - to build inclusion into the earliest stages of campaign planning by asking *Who's Missing?* early and often. Backed by research linking inclusion to stronger brand outcomes, the campaign provides practical prompts, a checklist, and shareable assets via a toolkit to help individuals embed inclusive thinking into everyday decisions, while encouraging organisations to join the Alliance and become part of a collective driving systemic change.

Key Talking Points

- **Why it matters** - Representation in advertising still falls short, especially for people with intersecting identities. Inclusion is not just ethical, it drives stronger business results.
- **Who it's for** - Everyone in the marketing ecosystem, no matter their role or level.
- **How it works** - Simple, scalable actions: using the [Who's Missing? Toolkit](#), adding *Who's Missing?* prompts to briefs, amplifying on LinkedIn, sharing posters, and using the Alliance's [tools/resources](#).
- **Tone** - Lo-fi, bold, collaborative, lived-experience-led.

Why *Who's Missing?* - Key Research Findings

- Our [Unstereotype Alliance Australia Research](#) shows that too many Australians still don't feel represented in advertising and media. This is holding back both progress and performance.
- **Representation gap:** 41% of women in Australia say they don't see themselves represented in advertising, and 59% of men say the same.
- **Intersectionality matters:** Those with intersecting identities such as women of colour, people with disability, and LGBTQ+ Australians are the most likely to feel excluded or stereotyped.
- **Inclusion = Income:** Inclusive campaigns aren't just the right thing to do, they drive better business results. They are more engaging, more memorable, and more effective. Brands that commit to inclusion consistently outperform competitors, even in challenging climates.
- **Systemic change is needed:** Inclusion can't be an afterthought in production or casting. It has to be embedded at the very start of the process - when briefs are written, ideas are formed, and campaigns take shape.

MFA EX Launch Details

- Melbourne Launch – 4 September 2025
Speakers: Sam Turley (Mindshare/WPP) + Priya Addams Williams (Shift 20)
- Sydney Launch – 18 September 2025
Speakers: Sam Turley (Mindshare/WPP) + Sara Shams TBC (Ethnobility)

Assets

- **Core Creative** – The [Who's Missing? Toolkit](#): Posters, Social Media, Email, Screens and a Campaign Checklist for Agencies and Advertisers
- **Hashtags** – #WhosMissing #UnstereotypeAlliance
- **CTA Links** – [[Join the Alliance](#)] + [[Download campaign assets](#)]

Contact for Media & Enquiries

Annie Konieczny – Lead, Unstereotype Alliance Australia
anna.konieczny@unwomen.org | 0409 929 239