

KANTAR

**BOLDER.
BRAVER.** The
Summit
2019

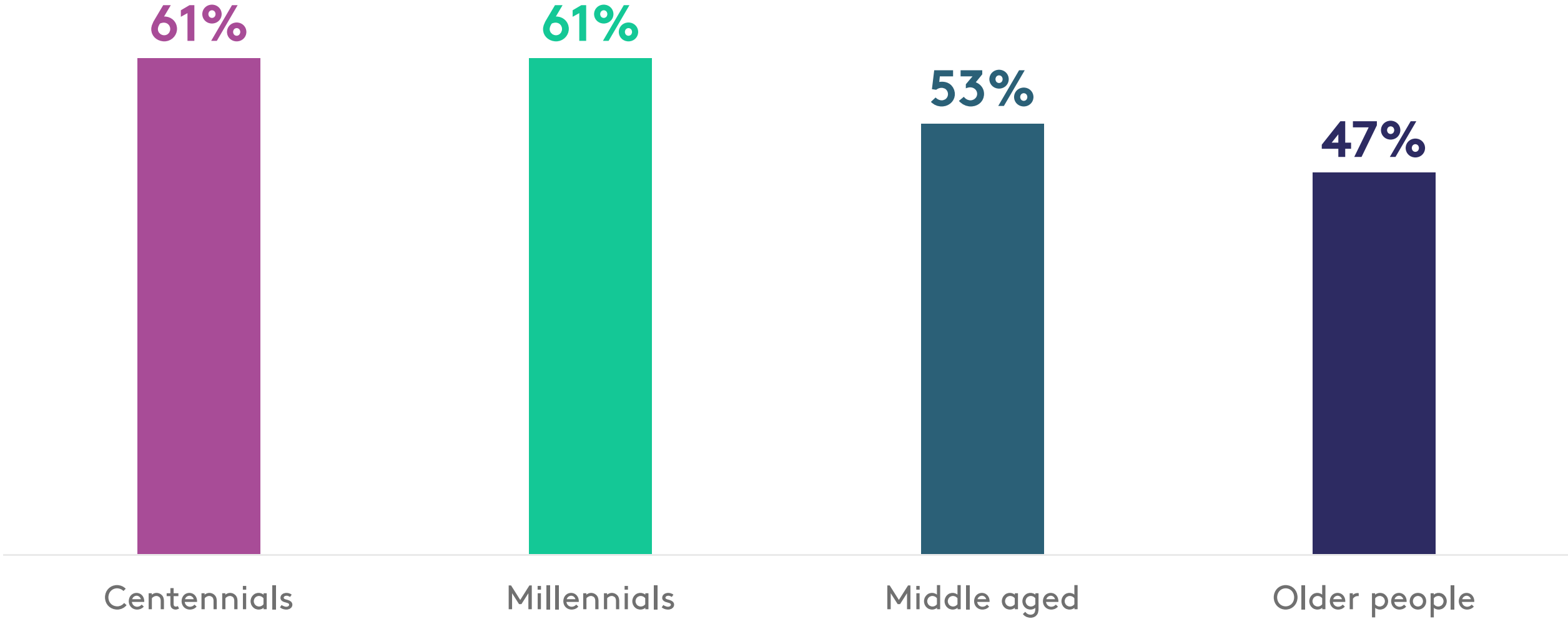
**Getting Gender Right:
get a grip**

Jane Ostler

Global Head of Media, Insights Division

People expect companies to use their power responsibly

"I like brands that have a point of view and stand for something"



Purposeful positioning is a key value driver

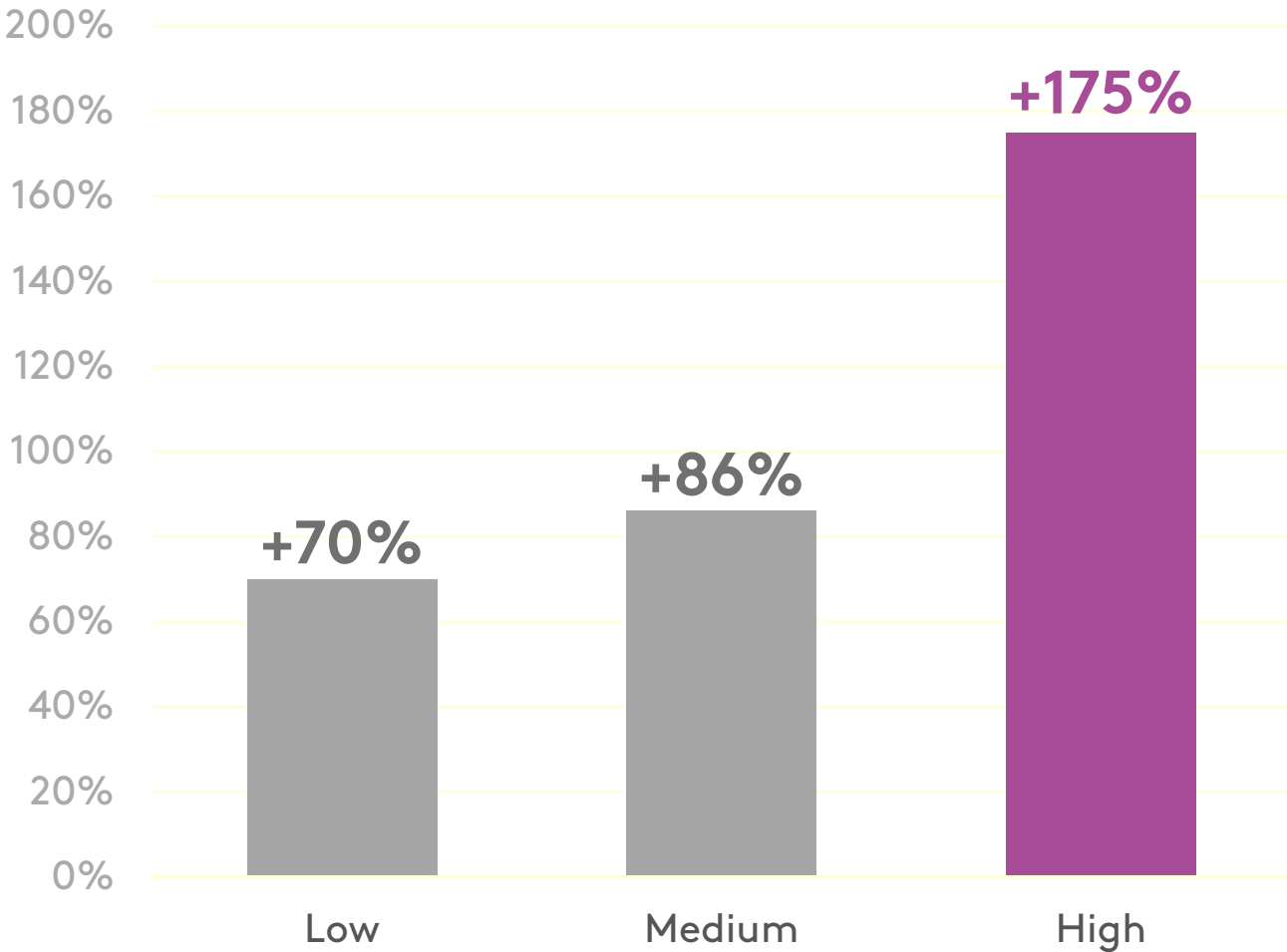


Without a sense of purpose no company either public or private, can achieve its full potential.

It will ultimately lose the license to operate from key stakeholders.

Larry Fink,
CEO BlackRock

BrandZ: brand value growth over 12 years

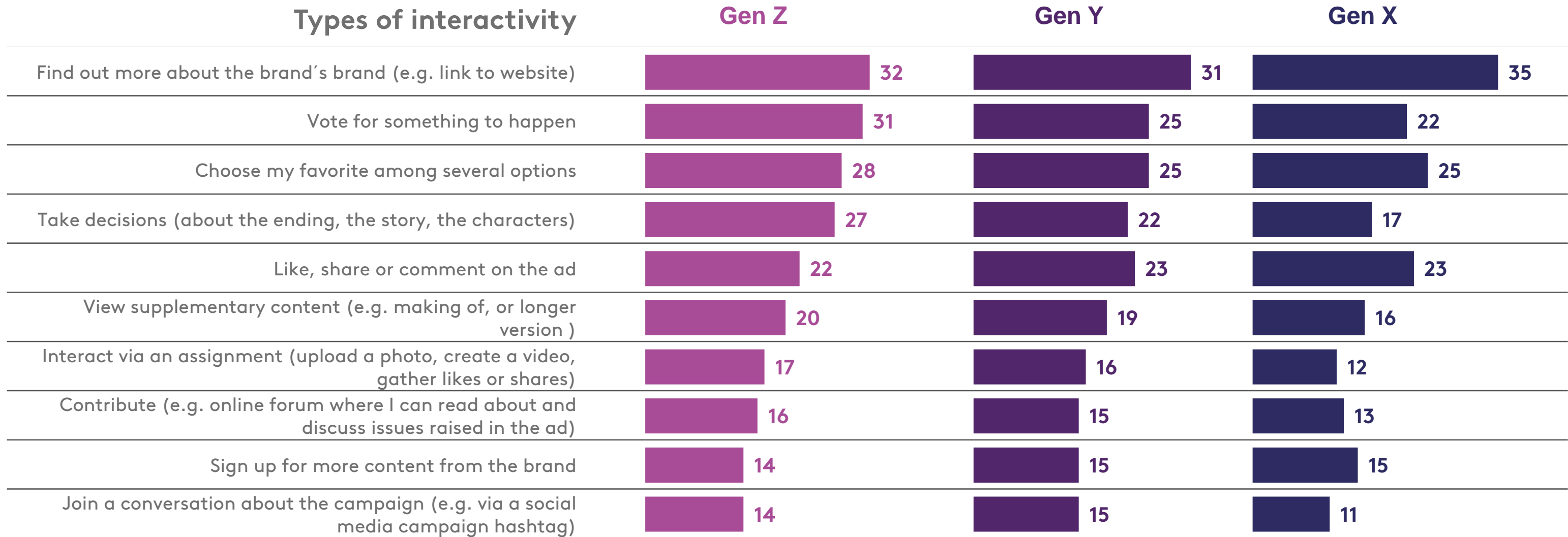


Mad Men are being challenged

The blur between paid and earned media



And GenZ wants to go more than skin deep



Getting real: brands think they are avoiding gender stereotypes

Marketers think they create advertising that avoids gender stereotypes

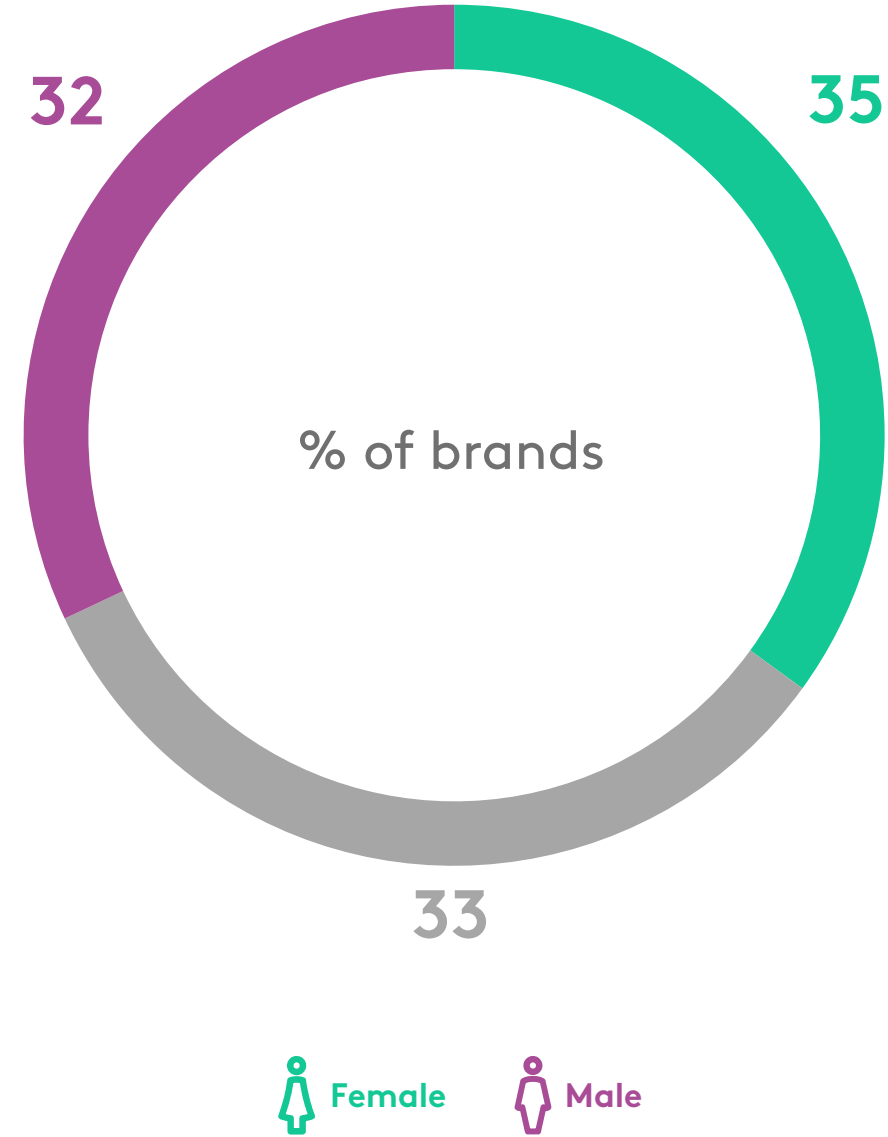
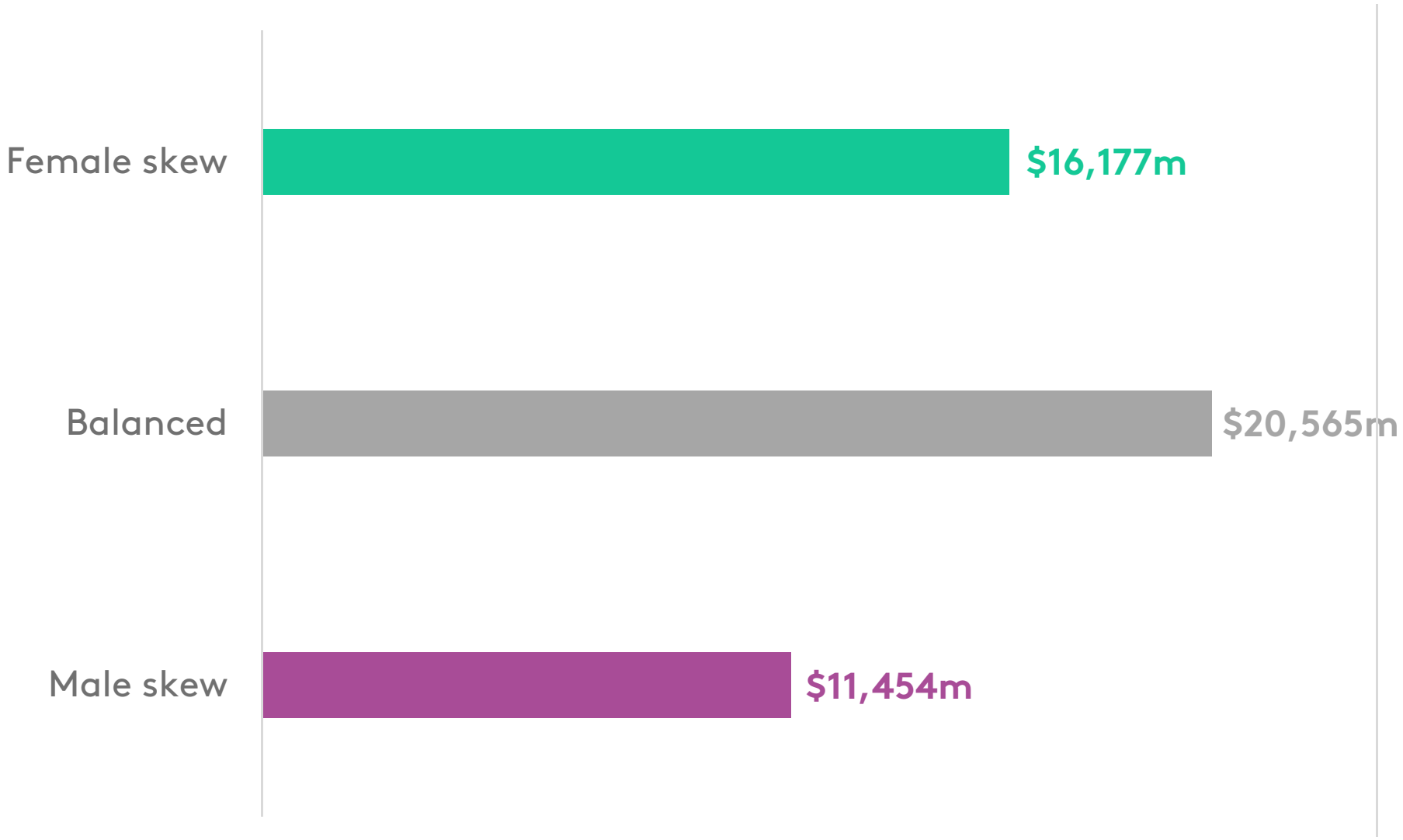


Marketers think they create advertising with gender-balanced content



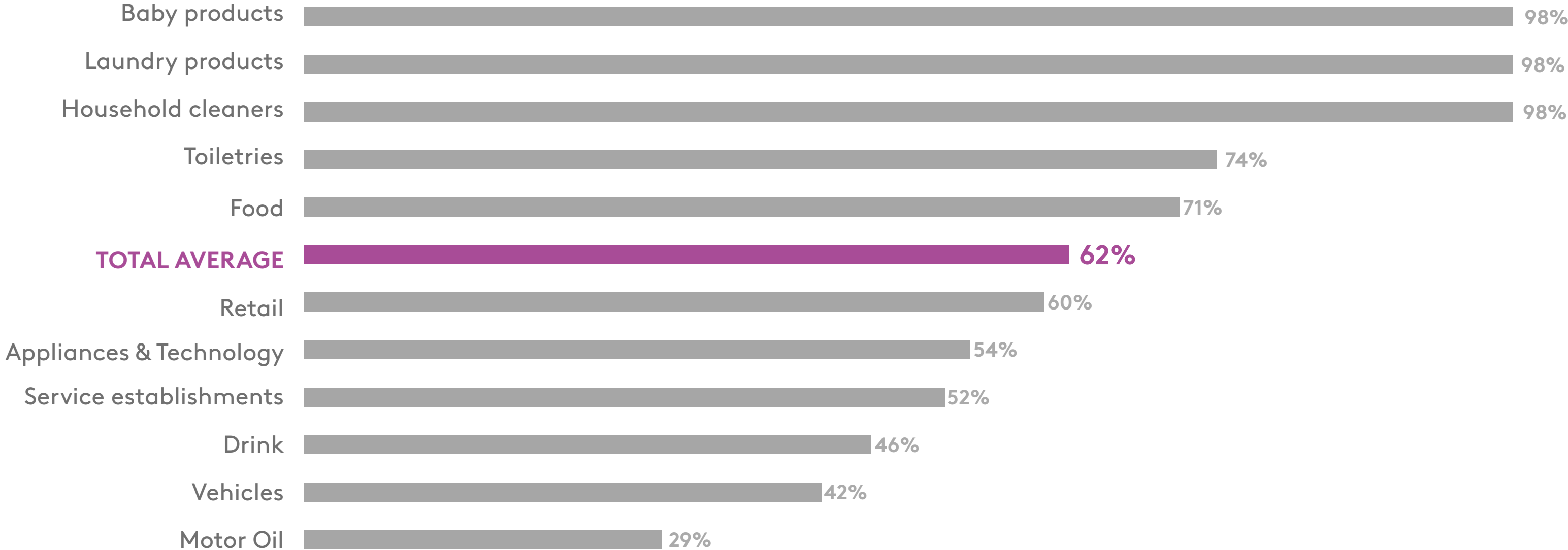
Global & Regional data available

Gender-balanced brands drive far greater brand value – but only a third of brands achieve this

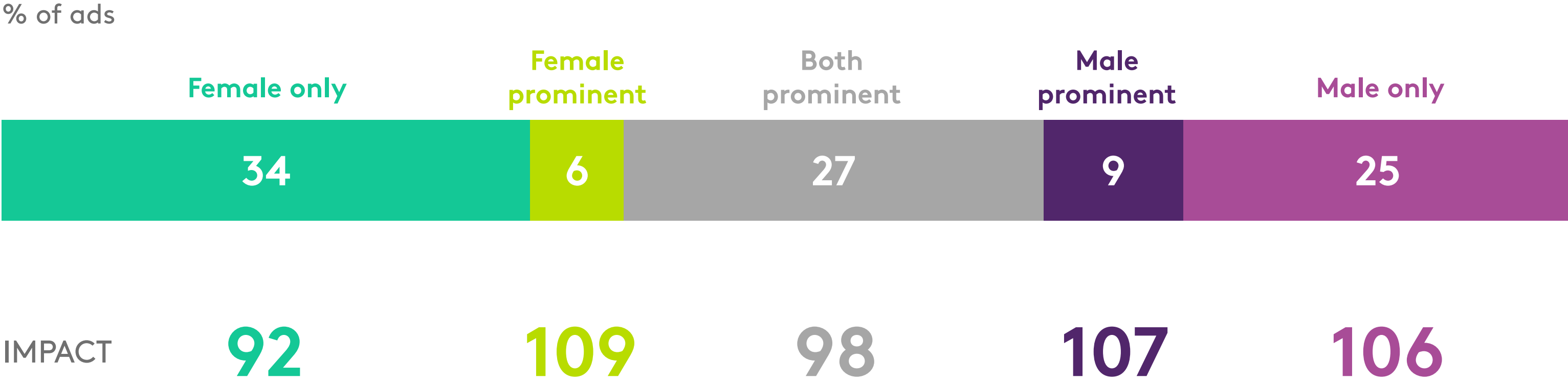


Brand builders are targeting according to stereotypes

% of sample female, average



The industry struggles to optimise performance of ads featuring only women



Global & major countries only
(30 cases required for a sub-group read in a country)

Humour is the top tip for ad receptivity with both genders

Is funny or humorous



Is visually appealing or has great design



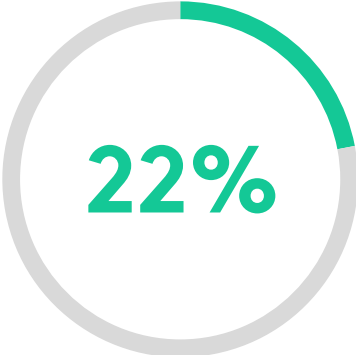
Provides new information



Something intriguing happens



Contains a person or a character that I'm interested in



...of ads featuring **women** use humour



...of ads featuring **men** use humour

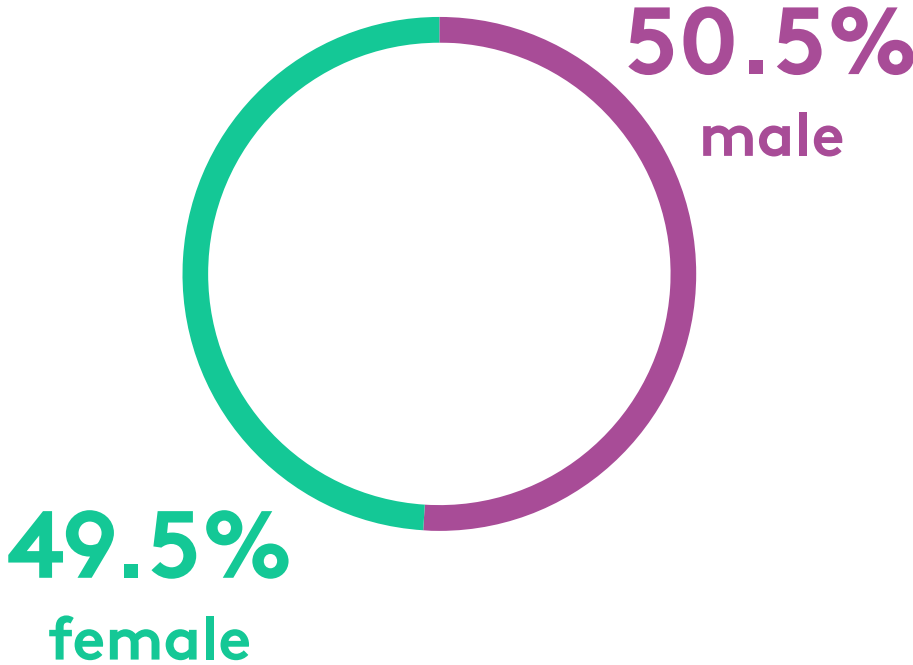
Is this **funny**?

Brands take a stand

Gillette



Male razors and blades
buyer gender split



Gillette was generally applauded for taking a stand on a socially relevant issue

Both men and women recognised the brand was encouraging men to “step up” and make a “change”

“ [It] shows that [Gillette] are willing to look at themselves, and say, “We are going to change, and we are going to be better, and we inspire you to do the same.

Jonathan, 42, Michigan

“ By the end it felt like, you know what, this is a very good message and something that's really needed today.

Adam, 40, Indiana

“ Gillette, even though it's just a shaving product or a grooming product, is saying, “Men, we’ve got your back. Step up.”

Allison, 40, Minnesota

“ The relevancy in the ad is making sure others are accountable, and standing up for what you believe in and what is right, and following through no matter what.

Karen, 49, Michigan

Link: Gillette ad was distinctive and had viral potential

However, the ad was polarising among viewers and could have had stronger branding

Intuitively, people associated the ad with attributes like, “honest” and “brave.”

Men were also likely to associate it with “empowering,” while women found the spot to be “meaningful”

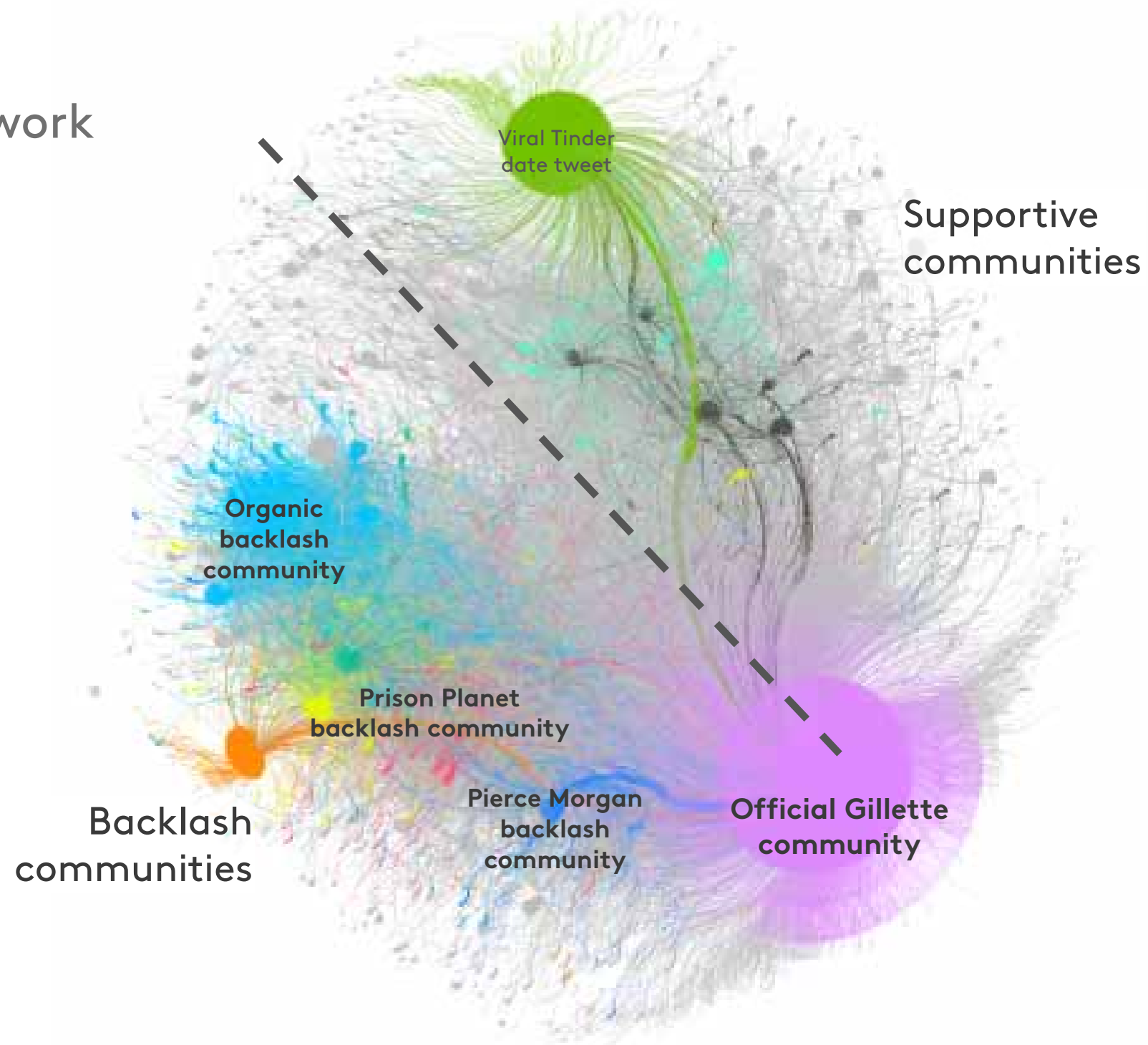
The ad clearly captured people’s attention, but it had a polarizing effect.

This can be a potential risk for more disruptive advertising.

- While some enjoyed the ad a lot, others didn’t enjoy it at all (both above norm)
- People were actively involved in the ad (above norm), however, in both positive (interesting, involving, unique) and negative (unpleasant, irritating, disturbing) ways
- The polarized viewers were evenly split across men and women, however, did skew older

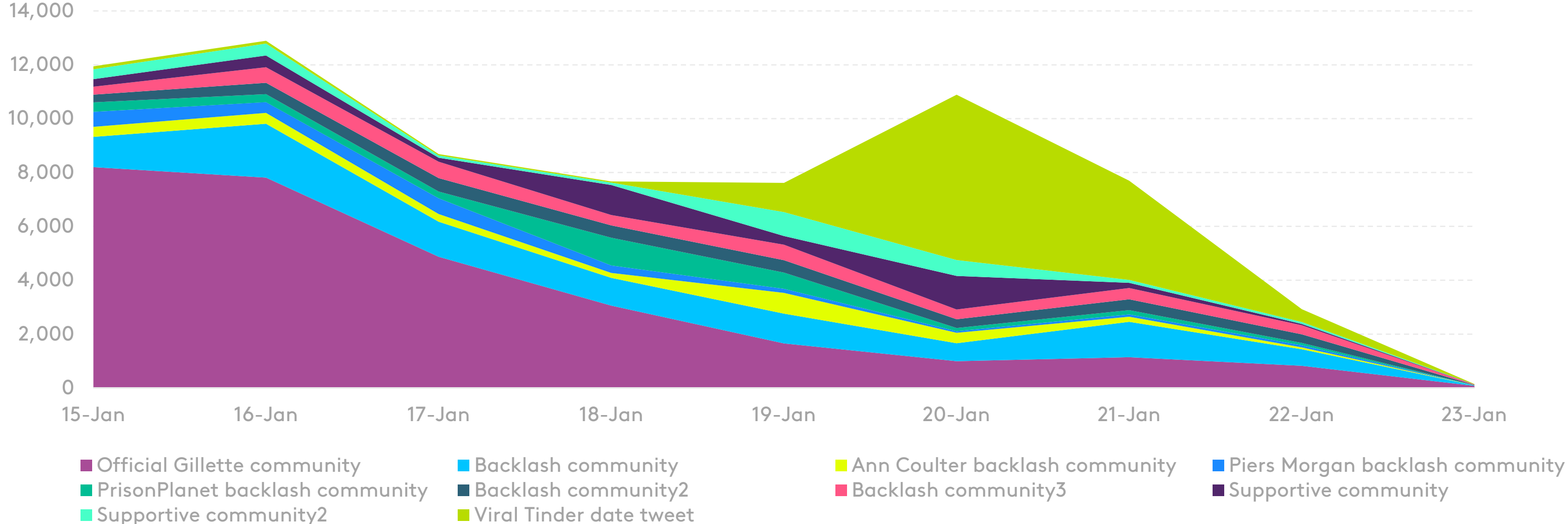
Gillette

Twitter interaction network



Gillette: the tweets evolved

The Viral Tinder Date Tweet took off late in the game



Gillette: top retweeted content

The ad tapped into “culture wars” with the top content being a polarised mix

 **Gillette** 
@Gillette Follow

“Boys will be boys”? Isn't it time we stopped excusing bad behavior? Re-think and take action by joining us at TheBestMenCanBe.org. #TheBestMenCanBe



1:47 29.5M views

6:31 PM - 14 Jan 2019

238,563 Retweets 579,519 Likes

53K 239K 580K

 **Kelly-Jo Bluen**
@KellyJoBluen Follow

On the tinder date in the coffee shop I'm at the dude said, "I get where it was coming from but I think the Gillette ad went too far" and the woman said "I think this date is over" and walked out unceremoniously and now he's sitting here alone with his patriarchy looking stunned

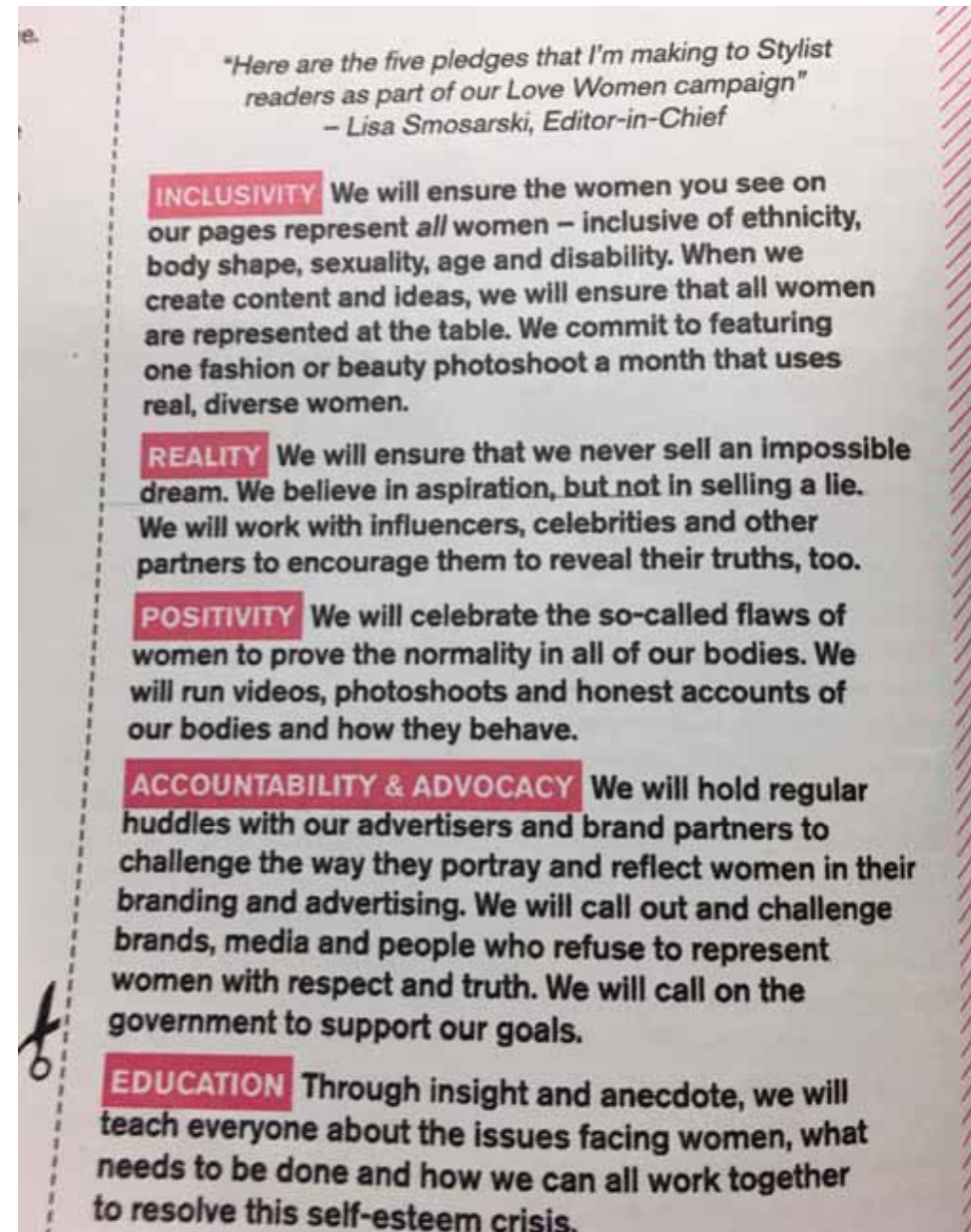
9:10 PM - 19 Jan 2019

36,867 Retweets 234,551 Likes

4.3K 37K 235K

And finally, publishers are beginning to take a stand

The Stylist Pledge





Thank you!