KANTAR

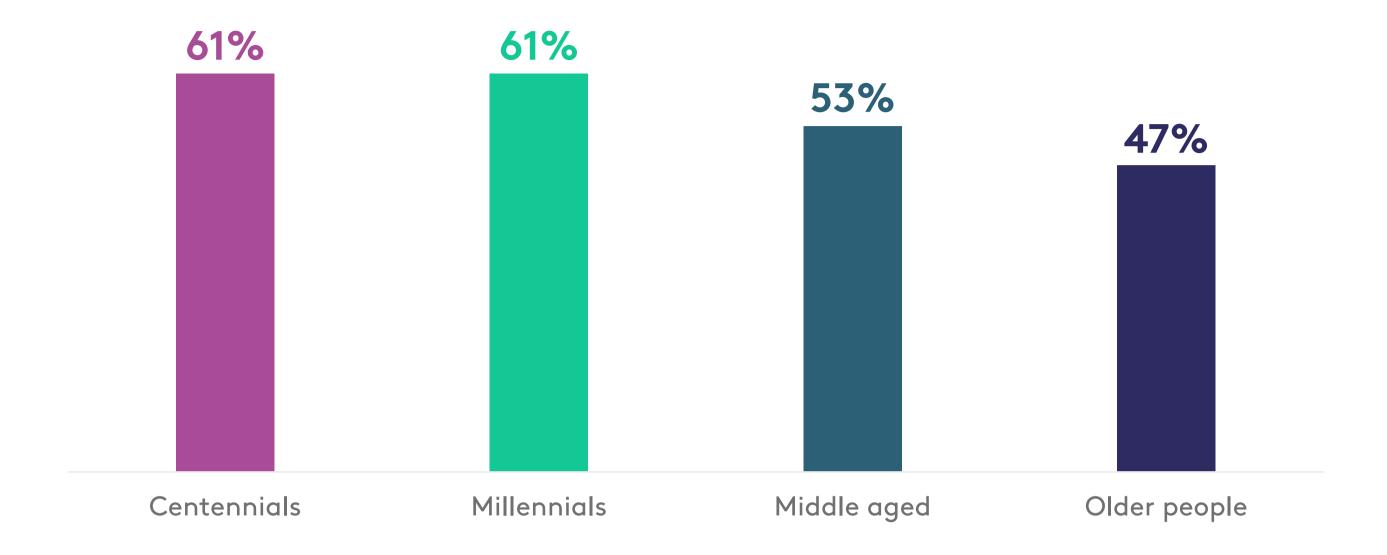
BOLDER. The Summit 2019

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



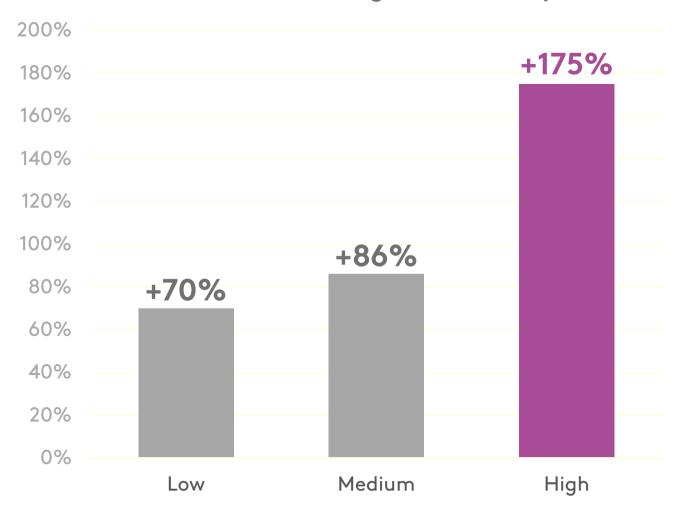
Without a sense of purpose no company either public or private, can achieve its full potential.

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

Larry Fink, CEO BlackRock



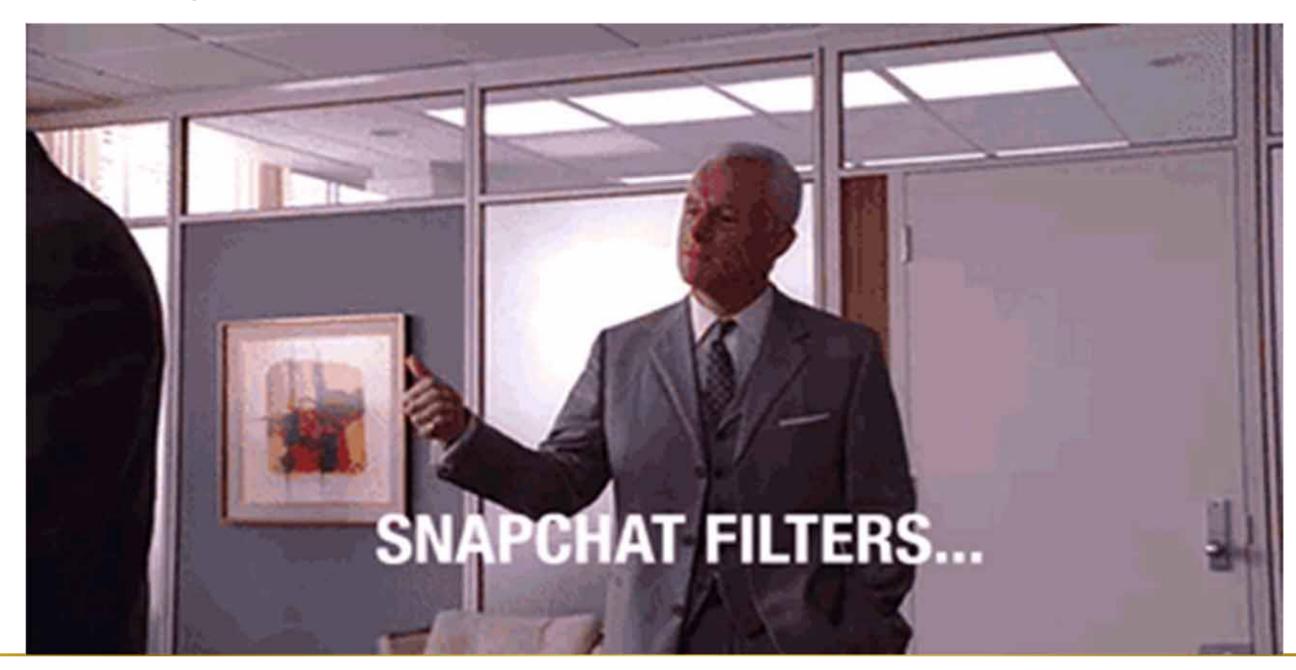
BrandZ: brand value growth over 12 years





Mad Men are being challenged

The blur between paid and earned media





And GenZ wants to go more than skin deep

Types of interactivity	Gen Z	Gen Y	Gen X
Find out more about the brand's brand (e.g. link to website)	32	31	35
Vote for something to happen	31	25	22
Choose my favorite among several options	28	25	25
Take decisions (about the ending, the story, the characters)	27	22	17
Like, share or comment on the ad	22	23	23
View supplementary content (e.g. making of, or longer version)	20	19	16
Interact via an assignment (upload a photo, create a video, gather likes or shares)	17	16	12
Contribute (e.g. online forum where I can read about and discuss issues raised in the ad)	16	15	13
Sign up for more content from the brand	14	15	15
Join a conversation about the campaign (e.g. via a social media campaign hashtag)	14	15	11



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

76% 90%





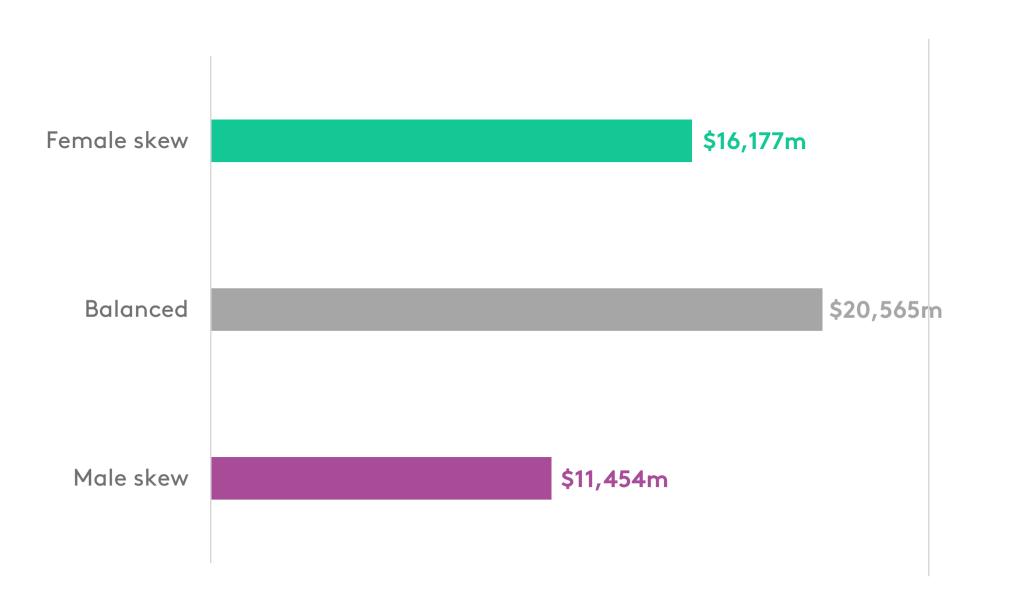


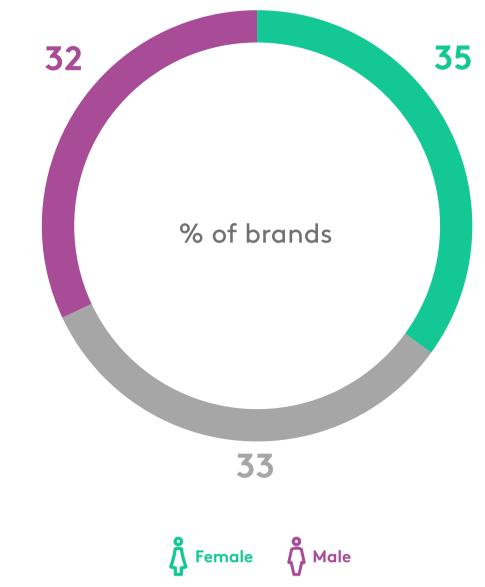
Global & Regional data available





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



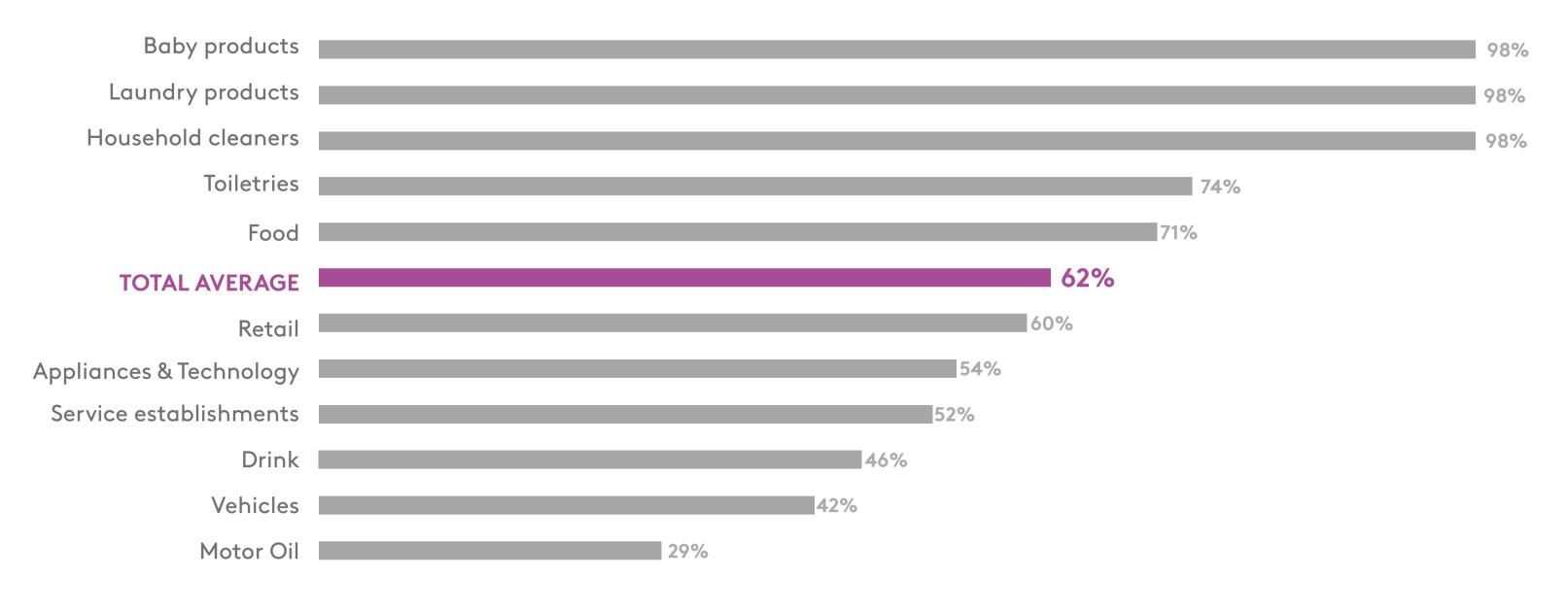






Brand builders are targeting according to stereotypes

% of sample female, average

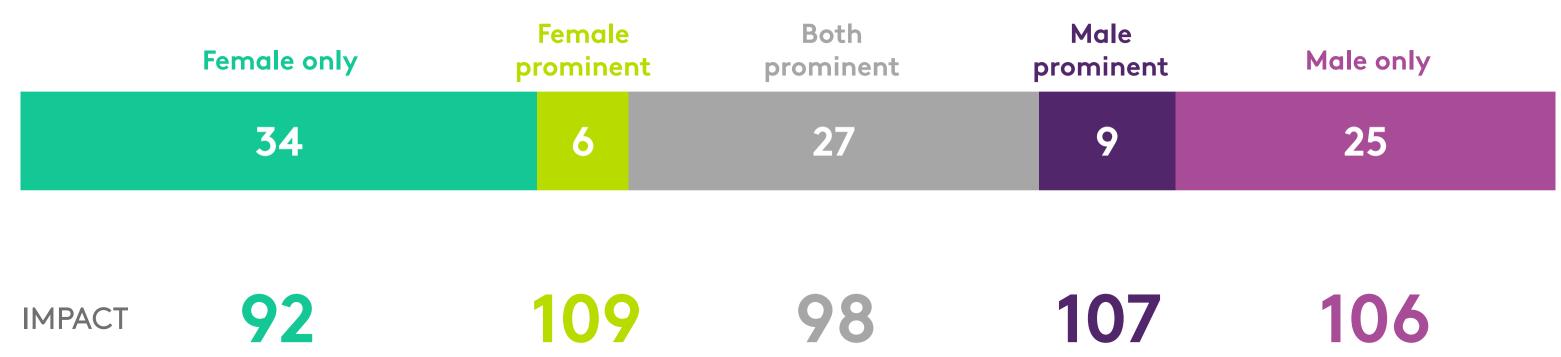






The industry struggles to optimise performance of ads featuring only women

% of ads

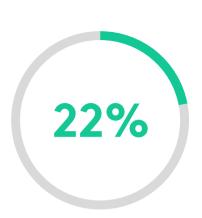


Global & major countries only (30 cases required for a sub-group read in a country)



Humour is the top tip for ad receptivity with both genders

Is funny or humorous 49% 46% Is visually appealing or has great design 37% 33% Provides new information 34% 34% Something intriguing happens 33% 30% Contains a person or a character that I'm interested in 23% Female Male



...of ads featuring women use humour



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





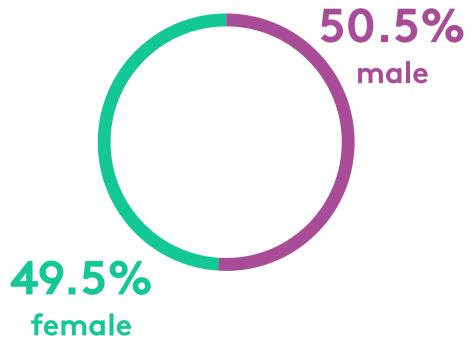
Is this funny?



Brands take a stand Gillette











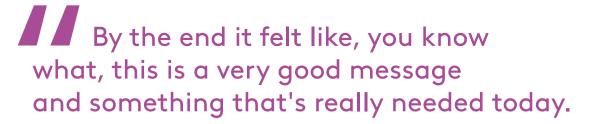
Gillette was generally applauded for taking a stand on a socially relevant issue

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





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.

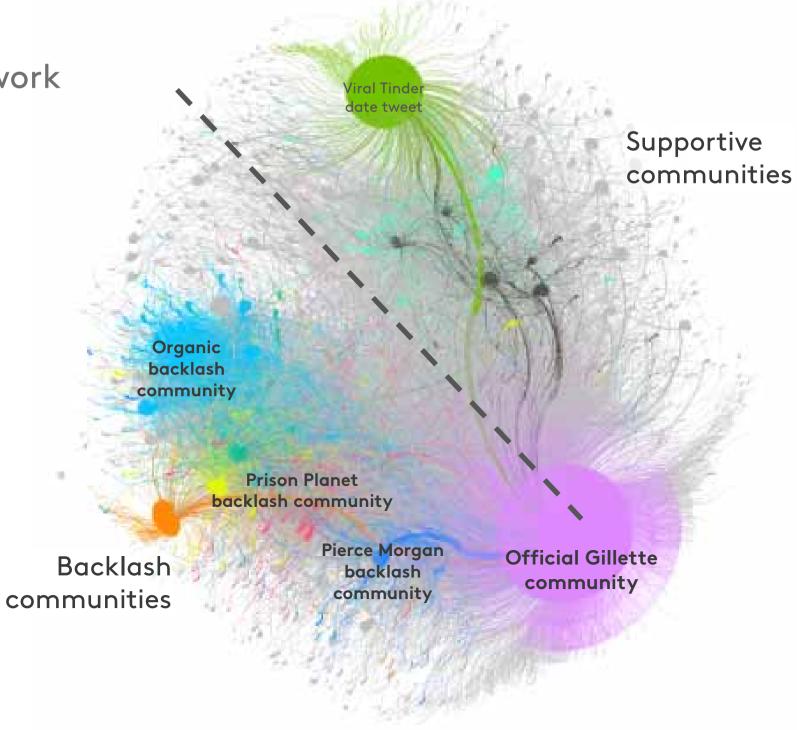
This can be a potential risk for more disruptive advertising.

- 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

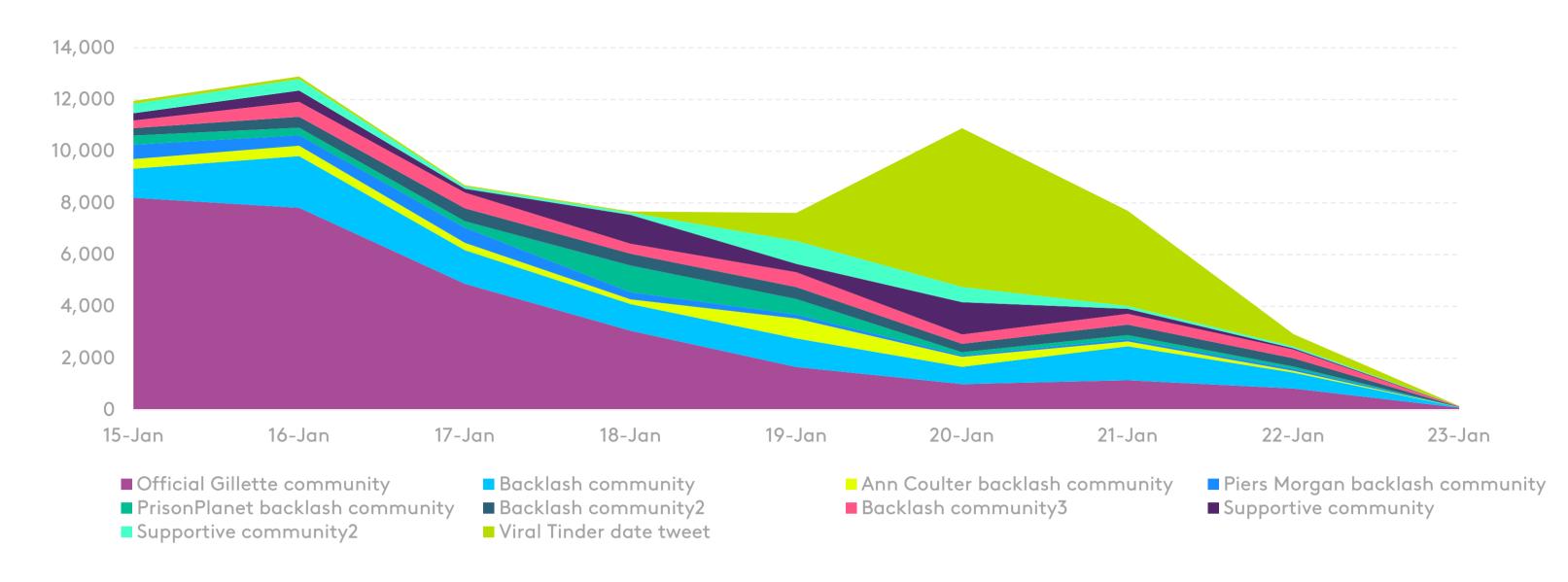






Gillette: the tweets evolved

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





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





And finally, publishers are beginning to take a stand

The Stylist Pledge

"Here are the five pledges that I'm making to Stylist readers as part of our Love Women campaign" – Lisa Smosarski, Editor-in-Chief

our pages represent all women – inclusive of ethnicity, body shape, sexuality, age and disability. When we create content and ideas, we will ensure that all women are represented at the table. We commit to featuring one fashion or beauty photoshoot a month that uses real, diverse women.

REALITY We will ensure that we never sell an impossible dream. We believe in aspiration, but not in selling a lie.

We will work with influencers, celebrities and other partners to encourage them to reveal their truths, too.

POSITIVITY We will celebrate the so-called flaws of women to prove the normality in all of our bodies. We will run videos, photoshoots and honest accounts of our bodies and how they behave.

ACCOUNTABILITY & ADVOCACY We will hold regular huddles with our advertisers and brand partners to challenge the way they portray and reflect women in their branding and advertising. We will call out and challenge brands, media and people who refuse to represent women with respect and truth. We will call on the government to support our goals.

teach everyone about the issues facing women, what needs to be done and how we can all work together to resolve this self-esteem crisis.







Thank you!