‘We See Equal’ in Advertising & Communication

Diversity is our Job as Marketers

There are many aspects of Diversity

Race and ethnicity

Ability

Sexuality

Gender identity

Age

Houston, we have a problem

… still today's advertising

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2x more male characters than female characters

White characters are more likely to be shown working or as 'smart' than characters of colour

LGBTQ+ characters are virtually nonexistent

(1.8% compared to 10% globally)

Only 2.2% characters with disability

well below the 19% of people with disabilities globally

Only 7% of characters are aged 60+

well below the number in this age group globally (19%)

Characters with large body types are more likely to be shown as "stupid" than other characters

(9.1% compared with 1.8%)

Source: *Bias & Inclusion in Advertising, An analysis of 2019 Cannes Lions Work* by the Geena Davis Institute and Cannes Lions

LGBT+ AND DISABLED PEOPLE ARE STILL GREATLY UNDERREPRESENTED IN COMPARISON TO THE POPULATION

2%

of TV ads feature disabled people (physical or invisible)

vs **28%** in the UK population

3%

of TV ads feature people from the **LGBT+ community**

vs **6%** in the UK population

4 INSIGHT | YouGov

Source: YouGov/C4 Coding - Top 1000 adverts shown on TV in May and September 2018

REPRESENTING LGBT+ IN A NATURAL, YET NON-TOKENISTIC WAY IS A REAL CHALLENGE FOR ADVERTISERS RIGHT NOW

2x

more likely to have noticed tokenistic LGBT+ representation than the total population

60%

of LGBT+ people have seen their group represented in a negative or derogatory way in TV ads

Highest out of all the minority groups we asked

43%

of LGBT+ people have seen their group represented in a tokenistic way in TV ads

Highest out of all the minority groups we asked

Source: YouGov/C4 Quant Survey Nat rep (1,822); Black people (110); South Asian people (131); East Asian people (101); LGBT+ (100); Disability (500)

4 INSIGHT | YouGov

Progressive ads are

25%

more effective

Yet marketing is still seen as out of touch with society

72%

of people feel most advertising does not reflect the world around them

63%

don't see themselves represented in most advertising

60%

don't see their community of friends, family, and acquaintances represented accurately

Global study conducted by IPSOS[1]

The business case for change is unequivocal

Top spenders

The group aged 50-64 are the top spenders in a host of categories; from household goods and services to new cars

45%

Greater purchase intent in women driven by Progressive ads

50%

Of African Americans say that they have boycotted a brand because they felt it didn't represent their identity in advertising.

3/4

Tested LGBTQ+ themed ads outperform generic ads in driving brand recall

$490 billion

Is the total disposable income for working-age people with disabilities in the US. Close to that of African Americans and Hispanics

40%

Among the UK Black population say they are more likely to purchase from brands that show diverse ads

72%

Of allies say that, all else being equal, they are more likely to accept a job at a company that is supportive of LGBT employees

£249bn

Is the disabled spending power in the UK

Coca Cola

- The Phonetic Can

Race and ethnicity

Kotsovolos

- Technology without Barriers

Ability

Lacta

- Act For Love

Sexuality

Race and ethnicity

Ability

Mattel

- Creatable World

Gender identity

L’Oreal

- The non-issue

Age

Content Accessibility – a force for growth and a force for good

- Population – evident need for inclusion
- Legislation – Audio Visual Media Service Directive

MARKET	People with a disabling Hearing Loss
United Kingdom	4,484,000
France	4,367,000
Germany	5,794,000
Italy	4,818,000
Spain	3,184,000
Greece	**805,000**
Romania	1,229,000
Bulgaria	488,000

Source: https://www.hear-it.org/hearing-loss-in-europe
Hear-it.org is a non-commercial web site and has been established to increase public awareness of hearing loss.

MARKET	Visually Impaired	Blind
United Kingdom	4,300,000	170,000
France	4,300,000	110,000
Germany	5,800,000	230,000
Italy	6,200,000	510,000
Spain	4,800,000	250,000
Greece	**720,000**	**29,000**
Romania	3,400,000	59,000
Bulgaria	1,300,000	20,000
Serbia	1,400,000	24,000

Source: https://www.iapb.org (IAPB is the overarching alliance for the global eye health sector)

Content Accessibility – How

- **Close captions** for hearing impaired people

Closed Captioning aim to describe to the hearing impaired all significant audio content

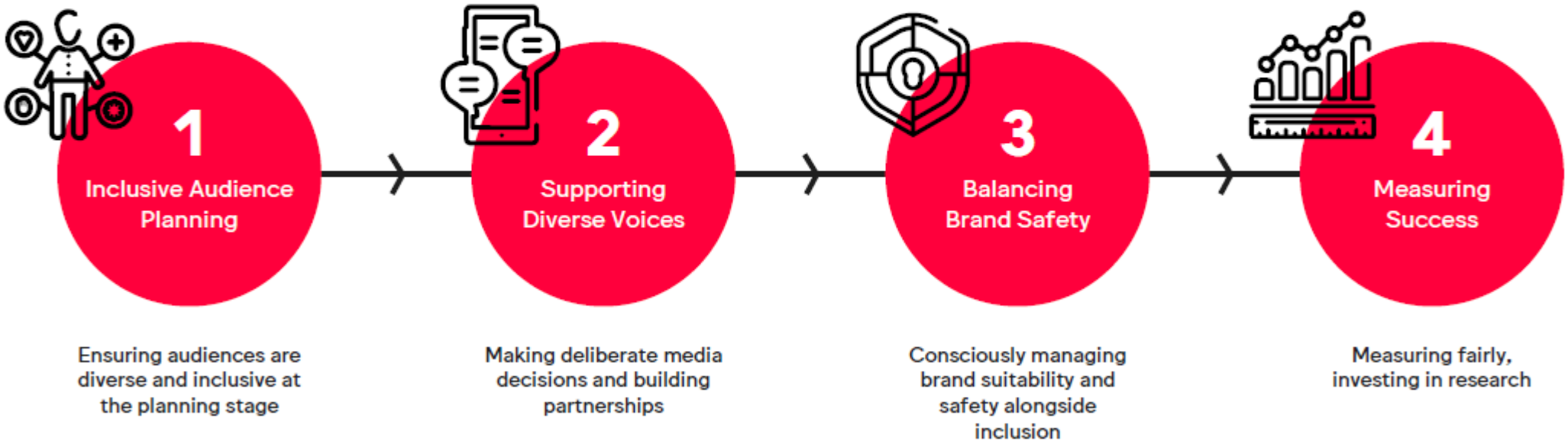
- **Audio description** for visually impaired people

Audio Description aim to describe to visually-impaired consumers all significant video content

D&I on Media Planning & Buying

Themes to Explore

There are four core themes this guide aims to explore



What should I do?

- **Diversity, Inclusion & Representation in advertising starts at Home**. Are you fostering a diverse & inclusive team? Are your external teams diverse and inclusive?
- **Commit for 100% positive, inclusive and accurate portrayal on all aspects of D&I** (gender, age & generations, sexual orientation, abilities, race & ethnicities, religion)?
- How are you ensuring your comm. strategy **is grounded in diverse consumer insight**?
- **Challenge (un)conscious bias & stereotyping in Creative** – Check Interaction, Character, Appearance, Role.
- Who's in front of the camera is equally important with who's behind the camera. **Aim for equal representation in production teams**.
- Is your **content accessible to people with disabilities**?
- Rethink your **Media** planning & buying strategies, partnerships and brand safety balance

My ending thoughts:

- **This is force for good and force for growth**. It's an opportunity and a responsibility at the same time.
- **Diversity by its own definition cannot be just one thing,** has millions of aspects across gender, age, race, ethnicity, sexual orientation, religion, ability etc. **Be open to listen, learn and embrace - assume you know nothing.**
- **Diversity is by default at the core of our job as Marketers** – if consumer is the boss, if we fall in love with human beings and our quest is to serve them in the best possible way, it's natural for us to be the biggest ambassadors.
- Culture is shaped by the stories we tell and advertising is all about stories backed up by bn$ to have them heard – **if our industry endorses the D&I mission and makes tangible and brave steps in this area, the societal change can be truly huge**.
- But still our industry is falling behind in this area. There is not enough change, not brave enough, sometimes it's superficial, not truthful, nor authentic or only tactical. **Be very mindful of the 'how', be mindful of authenticity and truthfulness.** This is not a tokenistic, 'tick the box' exercise.

The end

When we take a stance on things that matter there will always be lovers and there will always be haters.

But when we stand on the right side of the history, this should be giving us wings to be braver to take this stance, make the right step.