

Image: Getty Images

| PROGRESSIVE GENDER PORTRAYAL

Progressive Gender Portrayal

Andrew Geoghegan, Diageo

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GENDER PORTRAYAL

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A row of various liquor bottles is displayed on a white surface. From left to right, the bottles include: a small bottle of rum, a bottle of J&B Rare Blended Scotch Whisky, a bottle of Smirnoff Vodka, a bottle of Stolichnoff Vodka, a bottle of Tito's Handmade Vodka, a bottle of J&B Rare Blended Scotch Whisky, a bottle of Tanqueray London Dry Gin, and a bottle of J&B Rare Blended Scotch Whisky. A glass of Guinness Extra Stout is placed in front of the J&B bottles. The background is a blurred indoor setting with green plants and white pillars.

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200 BRANDS. 180 COUNTRIES. 30,400 EMPLOYEES.

Image: Andrew Neel on Unsplash

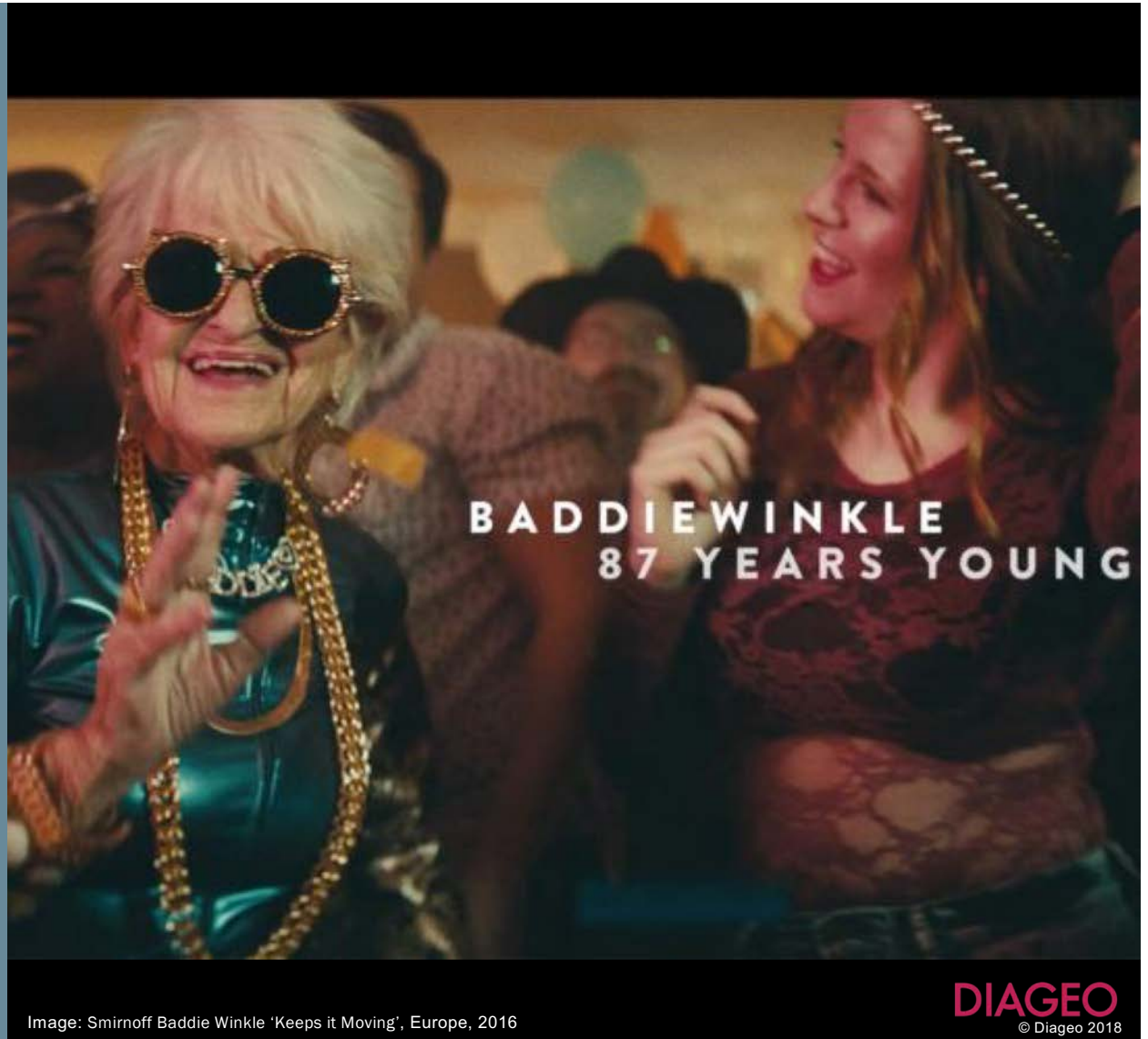
CULTURE SHAPES US

image: Hanny Naibaho on Unsplash

QUESTIONS FOR YOU

Our Story...

- Research
 - Cultural Insight
 - Learning science
- = Progressive gender portrayal
across all of Diageo's brands
and markets.



Beyond #MeToo, Brazilian women rise up against racism and sexism

Brazilian women are organizing to decry inequality in a country that remains deeply "machista"



ALVARO JARRIN, KIA LILLY CALDWELL, THE CONVERSATION
01.15.2018 • 10:58 AM



THE TIMES OF INDIA

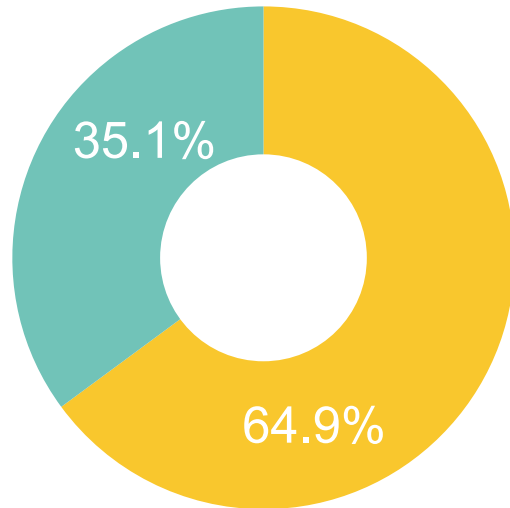
#MeToo is riding a new wave of feminism in India

February 1, 2018 11:40am GMT

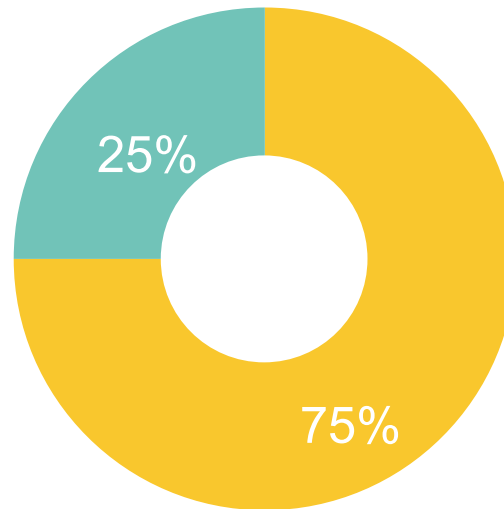
Britain Cracking Down on Gender Stereotypes in Ads

By ILIANA MAGRA JULY 18, 2017

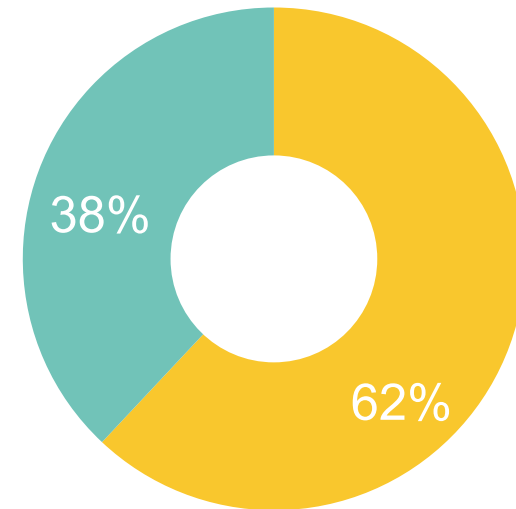
Is there an issue?



Percentage of the dialogue in family films



75% of working characters are male

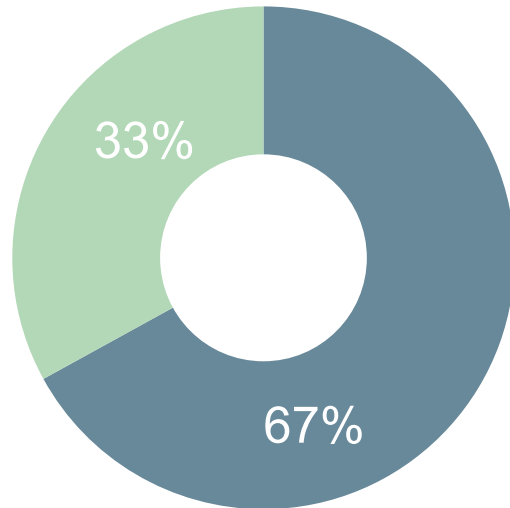


Men are almost twice as likely to be shown as smart

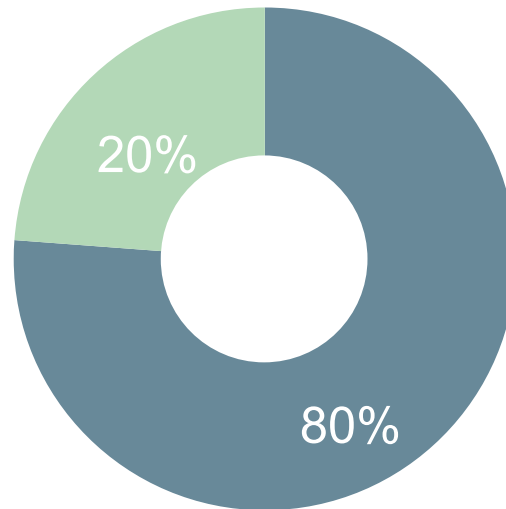
'Understanding Gender Portrayals in Media', GDIQ, Geena Davis Institute on Gender in Media, 2017

Female
Male

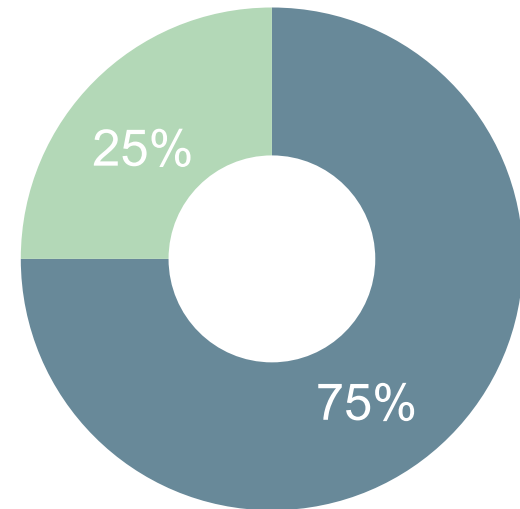
The facts



Number of characters present in TV ads



Amount of screen time



Percentage that have a job

'Understanding Gender Portrayals in Media', GDIQ, Geena Davis Institute on Gender in Media, 2017

Female
Male

Industry starting to take action

- Cannes Glass Lion, 2014, LeanIn Foundation
- Badger and Winters, #Womennotobjects, 2016
- P&G, #WeSeeEqual, Cannes 2017
- The Unstereotype Alliance, Cannes 2017
- UK legislation banning gender stereotyping adverts
- Free the Bid



Impact on brands



66%

SWITCH OFF FOR
STEREOTYPING



85%

WANT TO SEE
REAL WOMEN



Image: Smirnoff, Equalizing Music campaign, Europe, 2017



Smirnoff, We're Open, Europe, 2017

The business case

- \$10 million higher returns for films with female leads
- Ads with respectful, appropriate portrayal of women improve purchase intention
 - + 26% among all consumers
 - + 45% among women
- Whole, human and strong portrayal of women

Purchase intention + 35 points

ABX Advertising Benchmark Index

Brand reputation + 83 points

ABX Advertising Benchmark Index

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Image: Hidden Figures, Fox 2000 Pictures, 2017

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Unconscious
gender bias...

We all have it!



Our 5 step approach

Step one:
Establishing a
benchmark for Diageo
communications

Step two:
Understanding female
gender portrayal across
the world

Step three:
Developing a framework

Step four:
Driving impact

Step five:
Measuring Our Success

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Kellogg's India

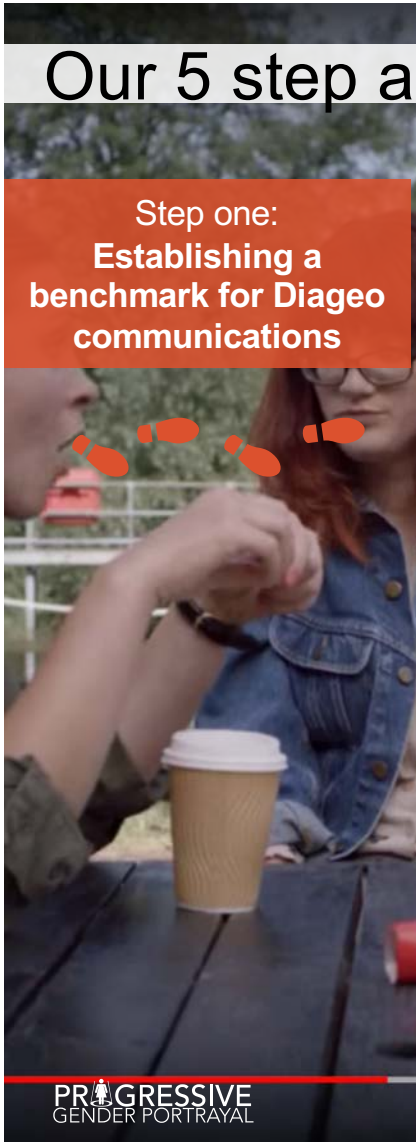
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Sport England, This Girl Can, UK, 2017

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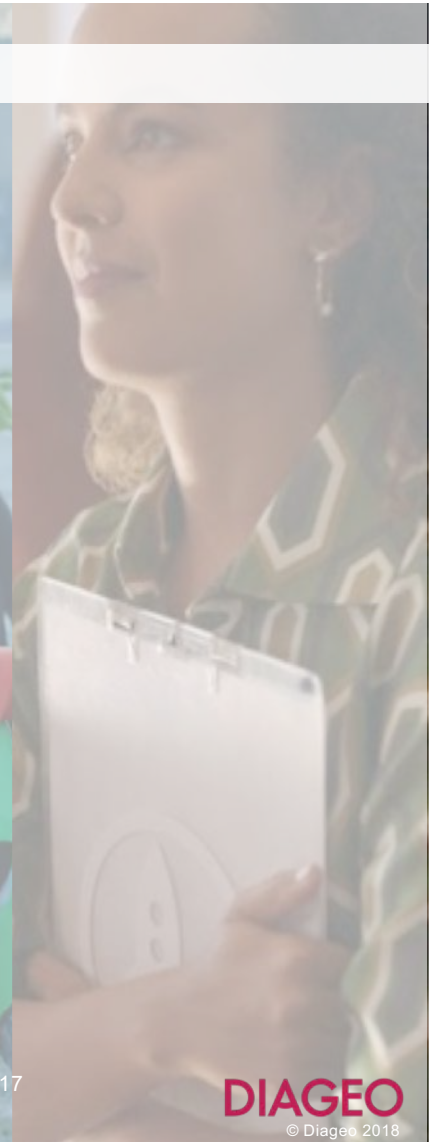
Kellogg's India



Confidential



Sport England, This Girl Can, UK, 2017



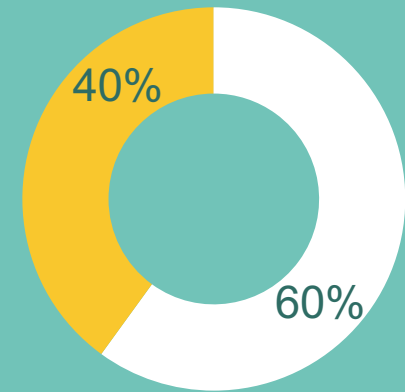
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4X

In Diageo communication, male voiceovers are four times more prevalent than female only voiceovers

7X

In mixed gender ads, men are seven times more likely to be the only people who speak



Traditional roles

Non traditional roles

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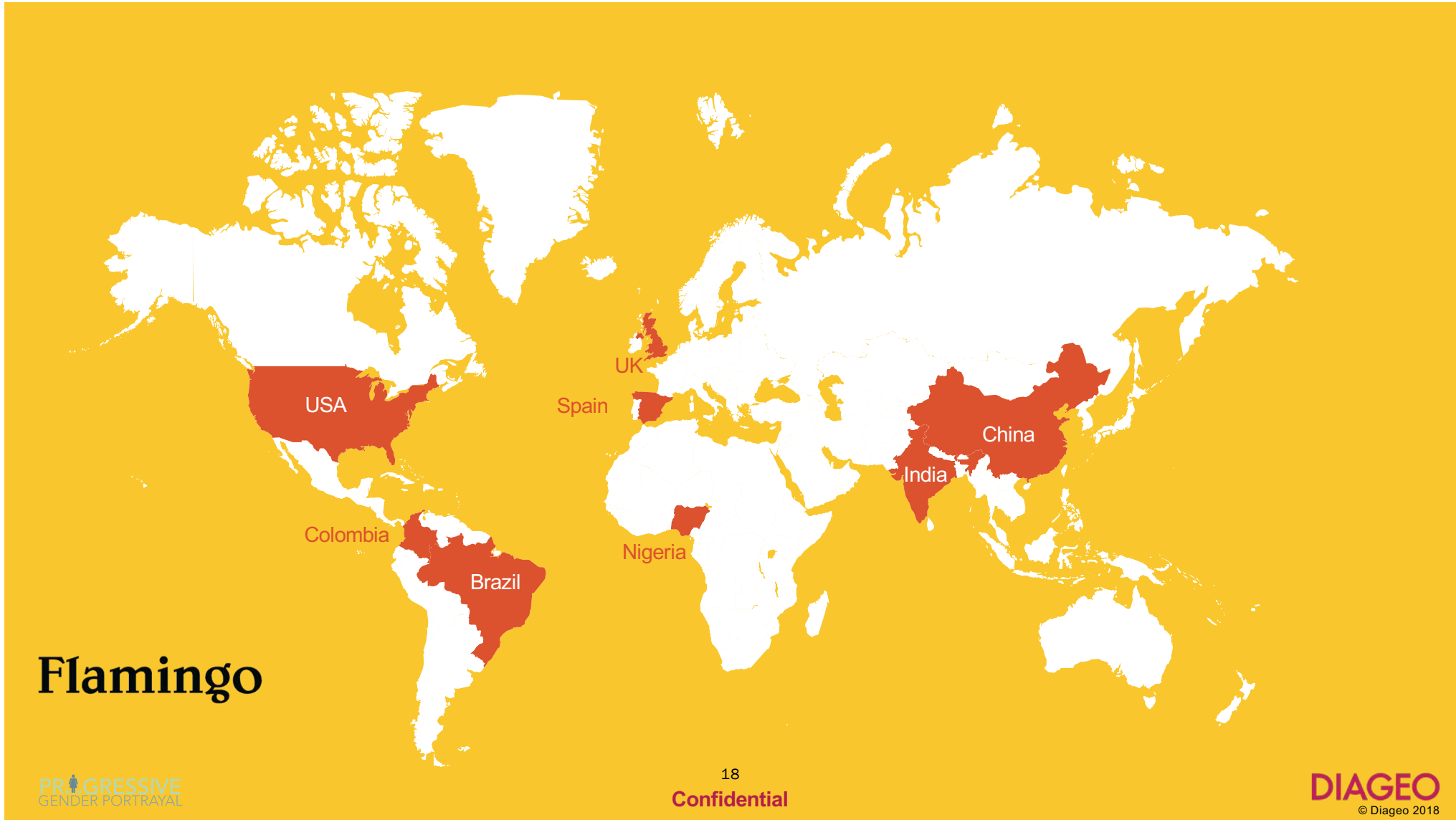
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Flamingo



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Image: Getty Images

Representation



Image: Emma Dau, Unsplash

Perspective



Image: iStock

Agency



Image: Getty Images

Characterisation

Representation

We need to ask:

- Does the advert feature women?
- What are they like: are their looks and roles very “traditional”?



Perspective

We need to ask:

- From whose perspective do we view the ad?
- Have we implicitly created a male perspective?



Agency

We need to ask:

- Are women shown to demonstrate control over their lives?
- Are women we speak to given the same amount of respect as the men?



Characterisation

We need to ask:

- Do the women we see have the same depth, personality and complexity as men who feature in our communications?
- Do the characteristics, narratives and casting of women go beyond their gender?



Image: Getty Images

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**TOGETHER WE
CAN SHAPE A NEW
UNSTEREOTYPED
WORLD BY 2020**

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DIAGEO

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Measuring how we perform against the unsterereotype agenda

1. Optimizer Questions
2. Annual Review



Results so far...



We gained “a realisation of how deep-seated our biases are and that despite our best intentions as marketers, we can make mistakes”.

“It went beyond tokenism and put together a richer, more comprehensive understanding”.

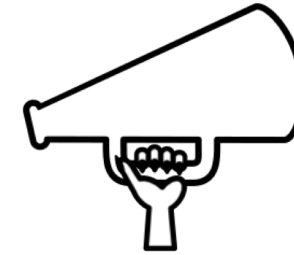


We think “there were loads of examples to spark discussion”, “the toolkit was clear and useful”, we appreciated “how actionable and simple the framework is”. The training “inspired us to think of work in the pipeline through the lens of gender and how we can improve it”.

Our commitment to Progressive Gender Portrayal

- To achieve change in the industry by 2020
- Signed up to Free The Bid
- Agency letter

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FREE THE BID

A PLEDGE TO GIVE WOMEN DIRECTORS A
VOICE IN ADVERTISING.





From...



To...





| | HERE'S TO US | FLAT WHITE | PEAR | ANTLERS |
|--------------------------|--------------|------------|------|---------|
| ENJOYMENT | ● | ● | ● | ● |
| ENGAGEMENT | ● | ● | ● | ● |
| BRAND DISTINCTIVENESS | ● | ● | ● | ● |
| CREATIVE DISTINCTIVENESS | ● | ● | ● | ● |
| BRANDING | ● | ● | ● | ● |
| APPEAL | ● | ● | ● | ● |
| UNDERSTANDING | ● | ● | ● | ● |



From...



To...





India

From...



To...





Black & White
GETTOGETHERS

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- You know more than think
- Partnerships count
- Use behavioural insights
- Set ambitious targets
- Leverage business themes



Photo - Bruce Dixon, Unsplash

Thank you