

# MOVE OVER MUM, DADS ALSO DESERVE OUR ATTENTION: REBALANCING THE GENDER FOCUS

PREPARED BY ONE MS & PREMIER FOODS



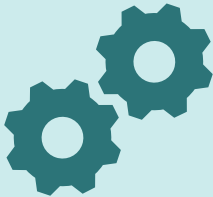
## BACKGROUND & RESEARCH SAMPLE

The subject of gender equality is all over the media and has created a massive talking point

Much of the gender equality agenda has been debated through a female lens

Our paper explored the role of gender & equality from a male perspective. In particular, we explored what it means to be a dad in today's modern family and understand their views on the portrayal of dads in the media

We ran a 2 week online community with 19 families inclusive of a broad age and demographic spectrum



## WHAT WE LEARNT

1) Parenting roles are changing: more fathers each year are opting out of the workplace to take on childcare responsibilities

2) Dads no longer consider themselves the sole breadwinner or authoritarian; they want to have more involvement in their child's development

3) Dads are taking on equal shopping responsibility; the advent of 'as and when' and use of technology facilitates the ease of sharing this responsibility

4) Gender blurring and removing stereotypes in brands has been an important trend over recent years but this is not reflected in advertising. Our participants review of ads found Huggies portrayal of dads to be patronising and offensive. The OXO ad received positive feedback for showing dads role as being confident, flexible and able to adapt to tricky family situations



## KEY TAKEOUTS & FUTURE THINKING

1. Why, when our products are gender neutral, do we still predominantly aim them at women?
2. Focus on illuminating individual characteristics rather than gender generalisms
3. No depiction of gender should be a derision of their position in the family
4. Shift the focus onto relationships rather than on roles & tasks

### ASK YOURSELF...

- Are you guilty of stereotyping?
- Are you writing sufficiently inclusive research briefs?
- Are you recognising the purchasing potential of men?
- Are you acknowledging the reality of modern families?

Full presentation & link to ads used in the research can be found on our website <http://one-ms.com/modern-dads-webinar-oct-2018/>



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