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# GEM® Lift: Turbo-Charging Sales Through Gender Equitable Campaigns

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## GEM® Lift Study 2024

Unlocking Purchase Power Across Ethnicities  
and Generations: The Power of Accurate  
Representation in Driving Business Growth

Contributing partner:

iSpot.tv



## U.S. Consumer Spending Power Is Driven By Diverse Audiences:

- Women control \$10T
- Multi culturalists control \$5T
- LGBTQIA+ persons control \$3.7T

## And The Most Diverse Generations Will Outspend Their Predecessors by 2030:

- Gen Z will control \$12T
- Gen Alpha will control \$5T

**DEI Marketing Fatigue Is A Threat, But Marketers Must Double Down To Drive Growth**

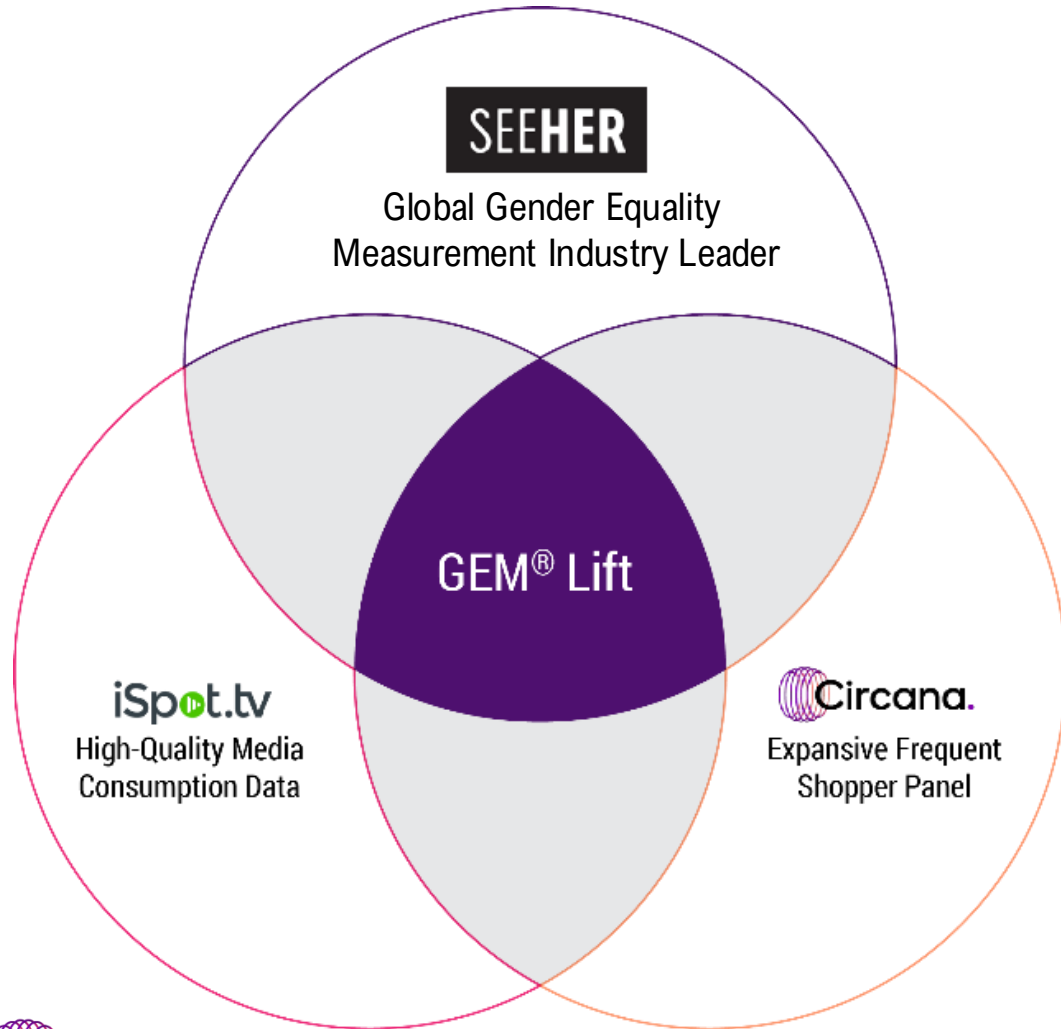
# It's Not Surprising That Diverse, Equitable and Inclusive Representation Is A Consumer Demand, Yet...

## % of U.S. consumers who agree that showcasing diverse aspects female representation in advertising is good for society

|                     | % agree |
|---------------------|---------|
| Races/ethnicities   | 64%     |
| Abilities           | 62%     |
| Sexual Orientations | 48%     |
| Gender Expressions  | 46%     |

- 1 Only 22% of women of color say media and advertising portray them accurately all the time
- 2 Only 21% of people with disabilities say media and advertising have made a lot of progress portraying women with disabilities in the past 10 years
- 3 72% of LGBTQIA+ women say they are more likely to be portrayed as sexy vs. 28% say accomplished in media and advertising

# GEM® Lift Quantifies Sales Impact of Gender Equitable & Inclusive Advertising



12

Consumer Packaged Goods Companies

21

Brands

8

Categories, including beauty, food, alcoholic and non-alcoholic beverages, DTC, and various household products

73

Campaign Creatives

# GEM® Lift Proves Gender Equitable Advertising Drives Growth Across Consumer Segments, Especially Young, Multi cultural Consumers

2024

**10X sales lift** driven by accurate portrayals in ads across consumers; most significant lifts among younger generations and Hispanics



2022

**Double digit sales lifts** driven by accurate portrayals in ads across genders, races/ethnicities and Spanish language



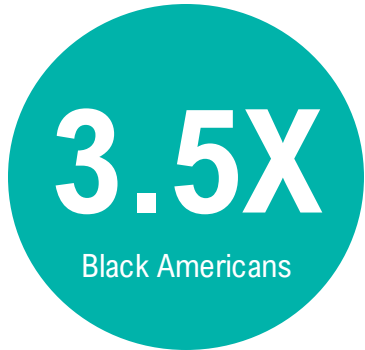
2020

**5X sales lift** driven by accurate portrayals in ads  
**2X sales lift** driven by accurate portrayals in content



# POCs Driven To Action By Diverse Representation & Portrayals of Women

Sales Lift: High vs. Low GEM® Campaigns



**Intersectional Racial and Ethnic Representation of Women Drive Increased Sales Among People of Color**



# 2X

Sales increase among  
Non –African Americans  
exposed to accurate  
portrayals of Black  
women in campaigns



**New Finding – Allyship**

**Intersectional Racial &  
Ethnic Representation of  
Women Drives Allyship, Not  
Alienation, Among Non-POCs**

“

**Gen Z is the most responsive generation to gender equitable and inclusive advertising.**

**4X** higher sales lifts among Gen X + Older Millennials

**9X** higher sales lift among Gen Z + Younger Millennials





Serving Size 2 Waffles

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# Leverage GEM® Best Practices To Drive Sales Lift Across Consumer Segments

- Be intentional about representing intersectional identities
- Include cultural & linguistic diversity
- Normalize the lived experiences of women
- Show women in multi-dimensional roles
- Depict women exercising self agency
- Challenge norms and stereotypes

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