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GEM®: Gender Equality Measurement Capabilities For Driving Inclusive Marketing, Media Planning & Growth

Presented by:
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SeeHer Mission:

SeeHer is committed to increasing the representation and accurate portrayal of all women and girls to achieve gender equality and drive business growth in the global marketing and media ecosystem, now and for generations to come.

An Inclusive Approach to Truly Reflect ALL Women and Girls:

Age • Sexual Orientation • Gender • Ability • Religion • Race & Ethnicity • Body Type • Age • Sexual Orientation

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Consumers See Media As A Catalyst for Change, But Don't See Progress

85% of purchase decisions are influenced by women. Women control $31T of spending.

90% of consumers agree that media is critical in shaping gender roles *(+9 percentage points)*

Only 16% of women believe that the media usually portrays them accurately *(-9 percentage points)*

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GEM® Is the Global Gold Standard for Gender Equality Measurement

LARGEST DATABASE for measuring gender bias in ads and programming, with nearly **300,000** total ads measured; **73K** in global markets outside the US and counting

- GEM® Testing available in 14 markets, representing 87% of global ad spend:

  US, AUSTRALIA, BRAZIL, CANADA, MEXICO, UK, FRANCE, GERMANY, INDIA, CHINA, JAPAN, ITALY, SPAIN, RUSSIA

| First data-driven methodology for identifying gender bias in advertising & media | ESOMAR Award Winner for Advertising Effectiveness Research | 8 years of Global Multiplatform Normative Data & Benchmarks | Brand health & sales correlations across gender, race/ethnicity & language |

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GEM® Quantifies Consumer Reactions to the Depiction of Women in Advertising and Content

GEM® MEASURES FOUR KEY DIMENSIONS:

Agreement with the following is asked:

1. I think highly of the way women are <u>PRESENTED.</u>

2. Women are presented in a <u>RESPECTFUL</u> manner.

3. It is <u>INAPPROPRIATE</u> how women are featured*.

4.   Women are presented in a manner where they can be seen as good <u>ROLE MODELS</u> for other women and young girls.

Note: The same questions are asked of male characters to determine equitable portrayals.
*Reverse coded

Predictive Drivers for Optimizing Gender Equality

THEMES DRIVING HIGHER SCORES

- **Professionals and Counter-stereotypes**: Ads with characters who are professionals or counter stereotypes give audiences role models and tend to far exceed the norms

- **Positive Life Changes:** Ads showing people proactively making positive changes in their lives give audiences role models and tend to exceed the norms

- **Goal Achievement**: Consumers prefer portrayals of characters having achieved their goal vs. being in the process

- **Pursuing Passions + Interests:** Similarly, ads showing people actively engaging in their passions also give audiences role models and tend to exceed the norms

- **Warm connections:** Ads that show warm connections among characters (including pets) often score well

- **Aspirational + Approachable:** Aspirational beauty ads with relatable role models, including celebrities who combine beauty with approachability, tend to exceed the norms

- **The Personal in Business**: Ads that focus more on personal relationships vs. business interactions tend to score higher

- When ads include **real people** (vs. actors) in positive portrayal situations the ads tend to exceed the norms

- Ads with a **series of vignettes that are unified by a common human truth** usually earn high scores. Otherwise, these types of ads run the risk of lower scores for showing only a glimpse of individual characters

- **Representation:** The presence of a person of color offers representation on screen, and will often over-index with multicultural sub-groups, but the portrayal should also follow the other GEM® best practices

THEMES DRIVING LOWER SCORES

- **Humor:** The positive portrayal of a character may be diminished if humor is seen as directed at the person vs. depicting a human truth

- **Generational Splits**: There can be generational splits in views of character portrayals, particularly when it comes to humor

- **Relatable situations:** Ads may earn lower scores from some sub-groups if characters are shown in situations not all viewers can relate to

- **Background Characters:** Characters in the background typically score below the norms, but even a background character can have a positive portrayal if integrated into the messaging via unifying human truth

- **Equitable portrayals:** Positive portrayals of women may be diminished if an ad includes a more prominent, positive portrayal of men. Additionally, men are typically given greater weight than women when shown in a supportive role
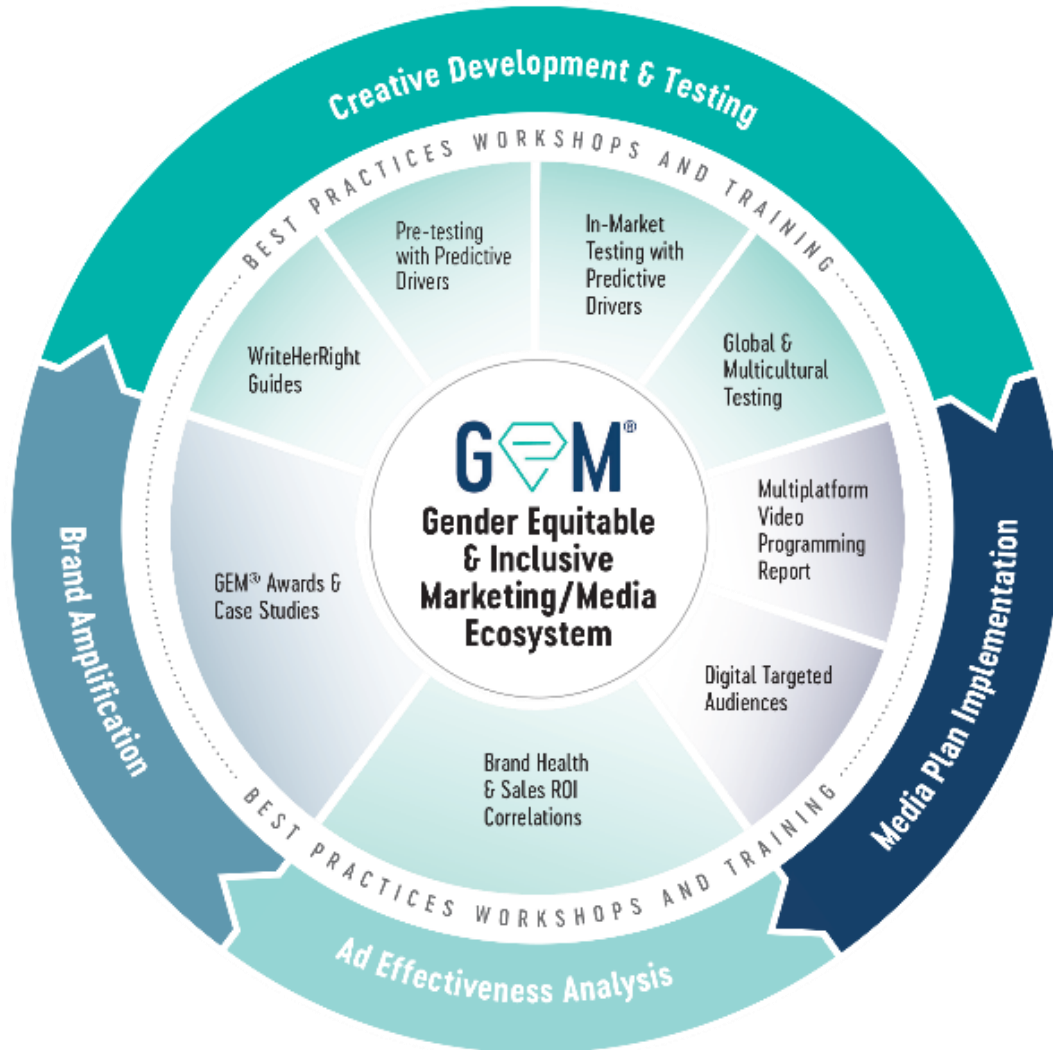
High GEM® Scores Drive Key Brand Health Indicators

HIGH GEM® SCORING ADS	BRAND REPUTATION	PURCHASE INTENT	CALLS TO ACTION
US	+41%	+43%	+21%
LATAM	+37%	+39%	+13%
EMEA	+52%	+50%	+19%
APAC	+34%	+35%	+10%

SeeHer & GEM®:
Gender Equitable Marketing Capabilities:

Creative Development & Testing

- Write Her Right Guides by race/ethnicity
- GEM® Pre & in market creative testing with multicultural deep dives

Media Plan Implementation

- Multi platform Video Programming Report with linear and streaming viewing intent and insights among diverse audiences
- GEM® Audiences with gender equality mindset across intersectional tenants of representation of women

Brand Health & Sales ROI Correlation

- Brand health and sales impact measurement among consumers by race/ethnicity and Spanish language

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QUESTIONS?
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