

SEEHER ANA

HOROWITZ

Passing The Gender Equality Vibe Check With Gen Z:
From Truth To Trust

Our Mission:

To increase the representation and accurate portrayal of all women and girls in marketing, media, and entertainment to reflect culture and transform society.



An Inclusive Approach to Truly Reflect ALL Women and Girls:

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

• Gender • Ability • Religion • Race & Ethnicity •



• Gender • Ability • Religion • Race & Ethnicity •

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





**Phase 1:
Key
Findings**

The Gen Z Glow Up

Gen Z is redefining culture through their expansive views on identity, gender, sexuality, and fluidity.

- Most racially and ethnically diverse generation yet
- Pushing the conversation when it comes to gender and sexuality norms
- LGBTQIA+ identifying and allied



Gen Z Sees Gender Identity & Sexuality As A Fluid Experience

IDENTITY

- Shift from being labeled by society, to owning your identity

NEW POINT OF VIEW ABOUT GENDER

- Rejection of gender norms, no set expectations based on assigned gender roles

LABELS THAT DIVIDE/DISMANTLING BINARIES

- Gen Z's see identity as fluid, what you see is not always what you get



Gen Z Expects Marketers & Media to Be True To Themselves When Joining Dialogues About Identity



ROLE OF MEDIA & BRANDS

- Reflect fluid and multifaceted identities and their open/accepting attitudes
- Engage in, don't just broach the conversation
- Don't advertise TO Gen Z, engage in a dialogue WITH them
- Show how this conversation is reflective of your brand identity and corporate ethos
- Be authentic about your brand

The image features a dark blue background with decorative elements in the corners. In the top-left and bottom-left corners, there are overlapping squares outlined in a light grey color. In the top-right corner, there are overlapping horizontal lines outlined in a light grey color. The central focus is a large, multi-layered square frame outlined in a bright cyan color. Inside this frame, the text "Phase 2: Gen Z Truths" is displayed in a bold, white, sans-serif font, centered vertically and horizontally.

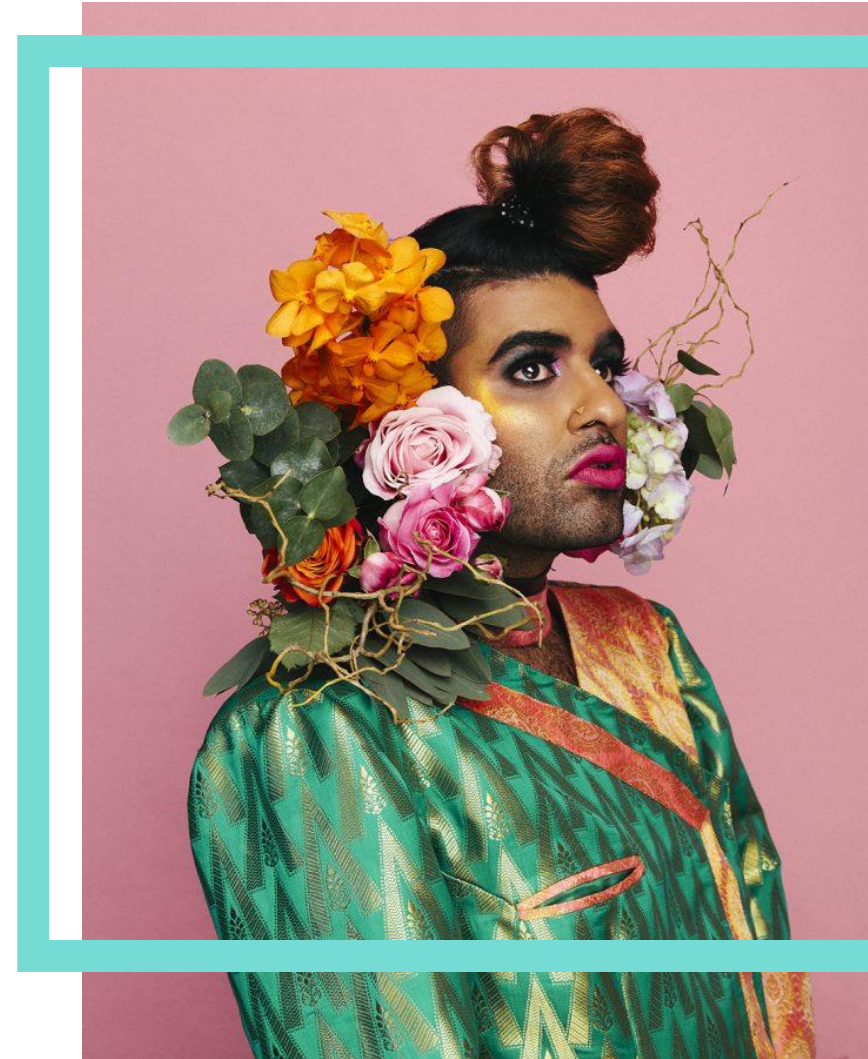
**Phase 2:
Gen Z
Truths**



LABELS DON'T DEFINE ME

40% of Gen Z says labels should be chosen by the individual, not society.

“My definition is that normal is different for everyone... who are we to say someone is normal or not normal?”



2

ROLES ARE NOT GENDER DRIVEN

Over **50%** of Gen Z says both male and female identifying people can do anything from using makeup, to doing heavy manual labor, to be emotional, to having careers in STEM.

“I feel that the roles of men and women in society have shifted drastically. I feel that people of all gender identities should have the same opportunities as each other and be able to fill any role they'd like.”

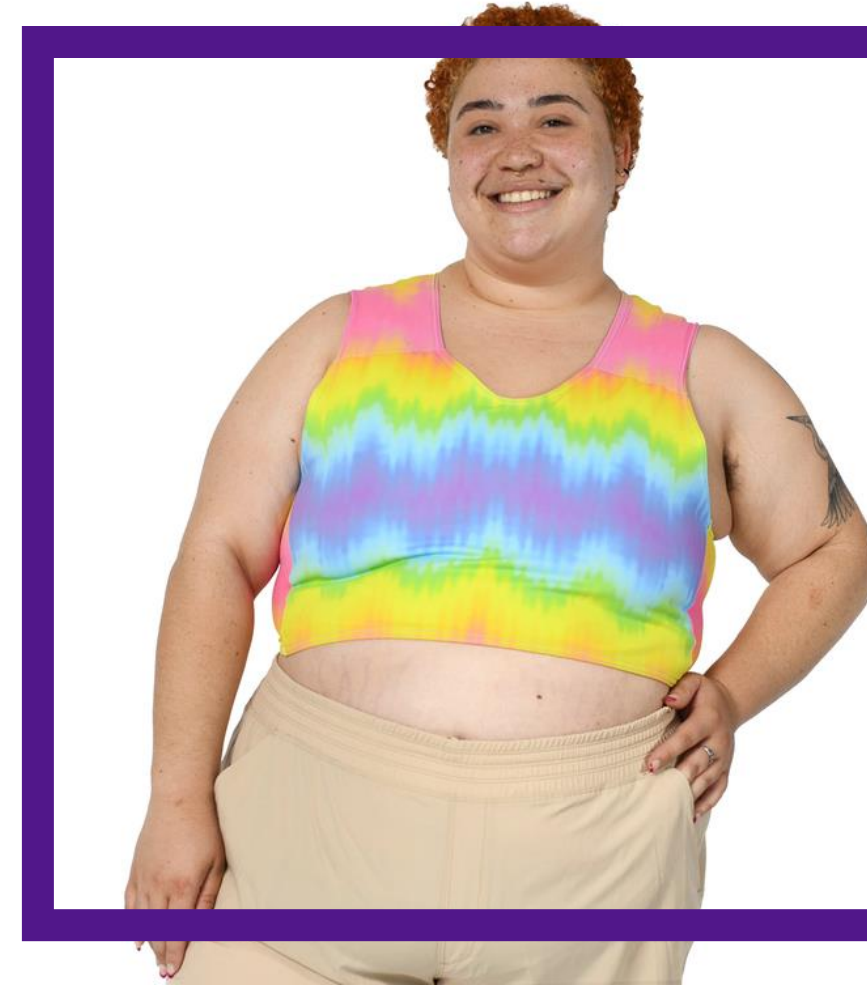




DISAPPEARING BINARY, EMERGING FLUIDITY

50% of Gen Z says gender is non-binary.
64% say sexuality is fluid.

"I think gender is a spectrum and people can shift how they identify from day-to-day and in different phases of their life. It's something to explore... How do you feel most truly yourself?"



4

ALLYSHIP: “You Be You & Let Me Be Me”

88% of Gen Z disagrees that increased acceptance of non-traditional ways of thinking about gender and sexuality is bad for society.

“The fact that things are changing makes me feel really excited and hopeful, and I feel that these changes have a positive effect on society. I feel that people of all gender identities should have the same opportunities as each other and be able to fill any role they'd like.”



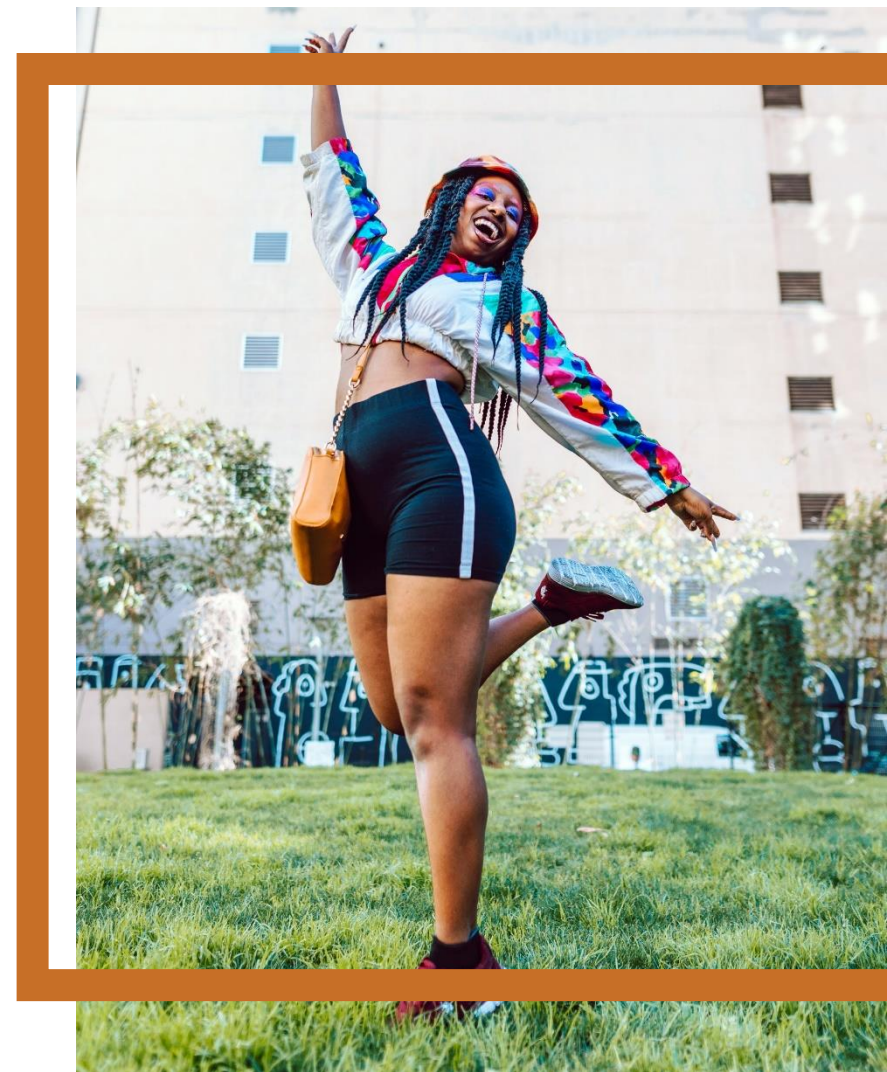


BRAND AUTHENTICITY

46% of Gen Z say to trust a brand, it's not enough for them to claim support... but show it in action.

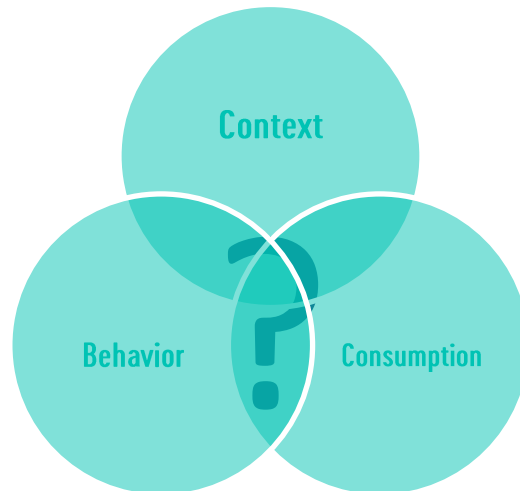
47% say it feels like pandering when a brand makes ads focused on a cause that they're not involved in.

"The (brand) lives by the code of "We promote accountability, equality, and kindness in an effort to end misogyny and re-write archaic gender roles" which is shown by their efforts to give all people, especially working mothers' flexible schedules."



Thinking about your brand or company....Are You Passing the Gender Equality Vibe Check With Gen Z?

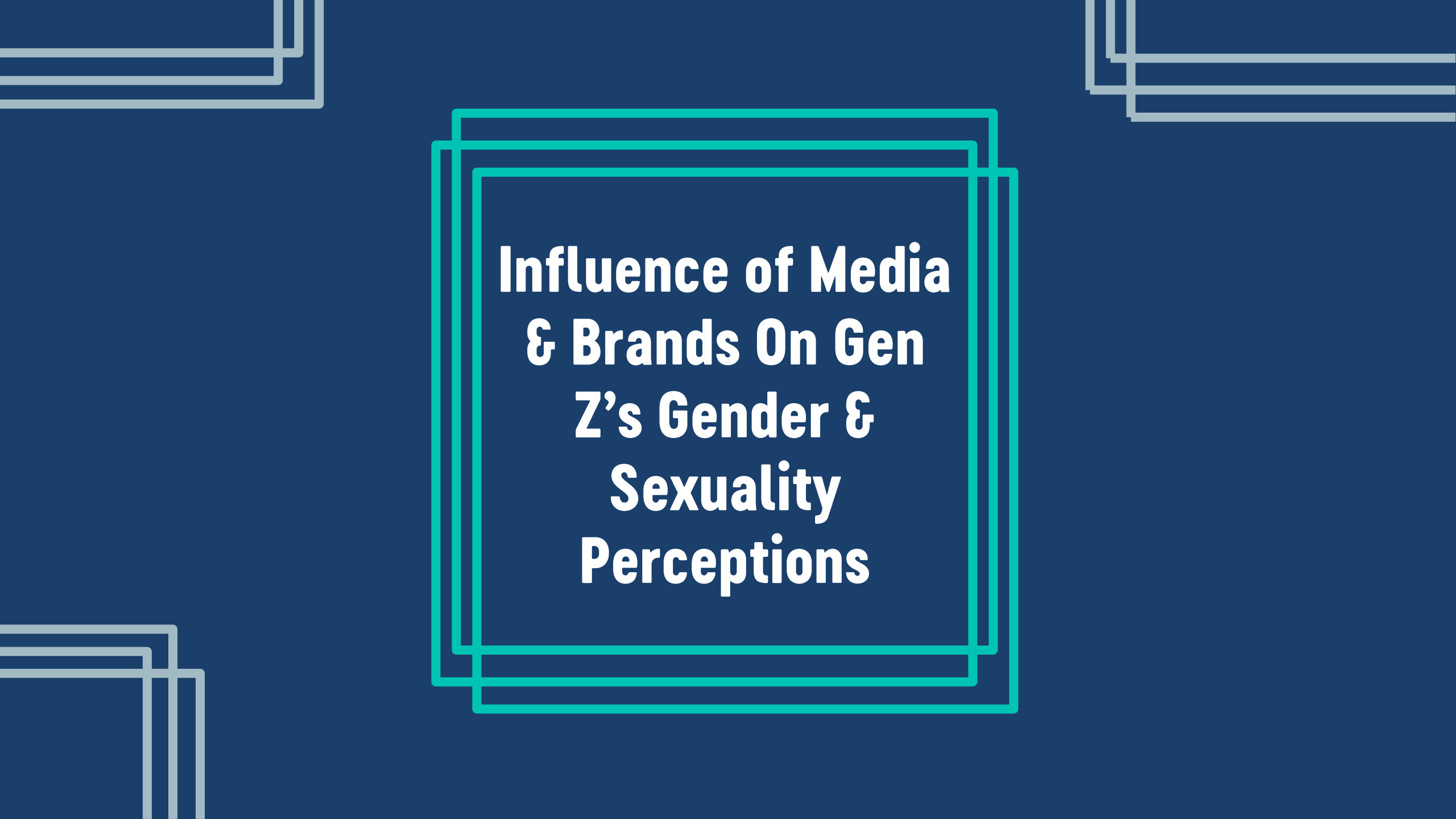
Brands must be **authentic to themselves**, not to their imagined or desired audiences to **earn Gen Z's trust**.



What Is Your Truth?

Define Your Truth:

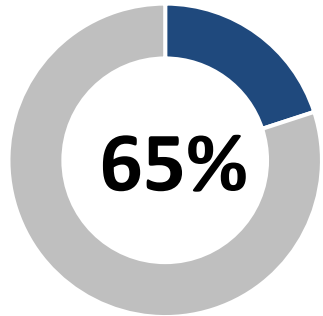
- 1 | What's in your brand's DNA when it comes to DEI?
- 2 | Is your brand accurately reflecting consumer's identities?
- 3 | How does your brand portray genders, roles and sexuality?
- 4 | Would Gen Zs consider your brand inclusive?
- 5 | How does your brand model allyship?



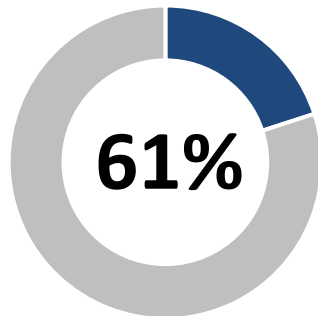
**Influence of Media
& Brands On Gen
Z's Gender &
Sexuality
Perceptions**

Media Has An Influence On What Gen Z Knows And Thinks About Gender And Sexuality...

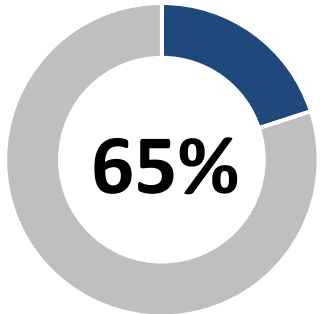
TV SHOWS



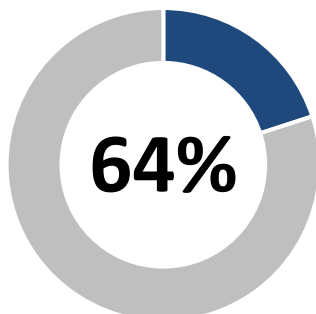
MUSIC



CELEBRITIES AND INFLUENCERS



DIGITAL MEDIA CONTENT



! *Media has an even stronger influence on female-identifying and LGBTQIA+ Gen Z*



Gen Z Feels Most Like Themselves On Social & That Media Content Reflects Their Identity, However Advertising Reflects To A Lesser Degree

Marketers have the most room for improvement in accurately reflecting Gen Z



89%

Social media platforms is where they feel most like themselves

78%

Media (content) does a good job of reflecting Gen Z identity/lifestyle
(Among Total Gen Zs)

47%

Advertising does a good job of reflecting Gen Z identity/lifestyle

Social Media Is A Place Where Gen Z Can Learn About Gender, Sexuality, And Identity



Instagram

YouTube



snapchat

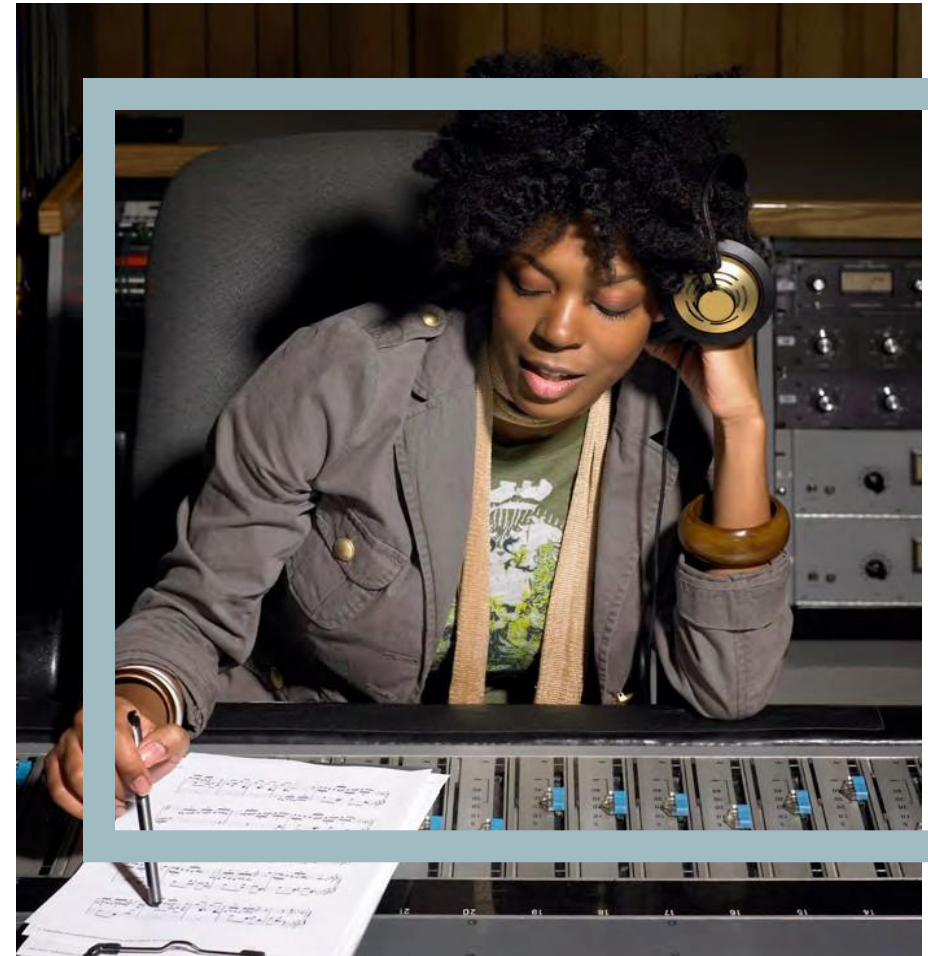
facebook

twitter



TikTok

“ Social media is where I learned a lot about gender and found role models to follow, especially ones who didn't conform to a gender binary. I still learn a lot about gender through social media and also share my own thoughts and feelings on it. ”



MEDIA CONTENT HAS ENCOURAGED...

Total Gen Z

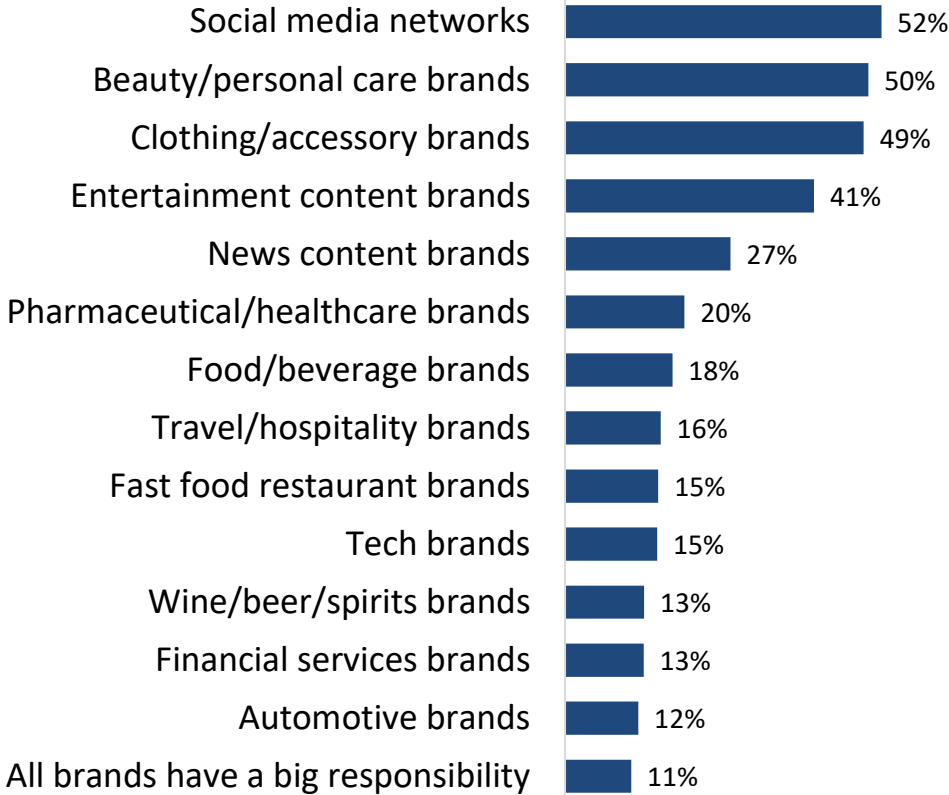
Non-cisgender

LGBTQIA+

		Total Gen Z	Non-cisgender	LGBTQIA+
Acceptance	<i>Of other's gender identities</i>	43%	62%	62%
	<i>Of other's sexualities</i>	43%	54%	55%
Exploration	<i>Of my sexuality</i>	40%	74%	68%
	<i>Of my gender identity</i>	32%	76%	59%
Awareness	<i>Of gender identities I didn't know</i>	38%	70%	53%
	<i>Of sexualities I didn't know</i>	38%	64%	51%
Advocacy	<i>For sex/gender rights</i>	34%	68%	57%
	<i>Of gender/sexuality to others</i>	35%	60%	51%

Gen Z Expectations For Influencing Perceptions About Gender And Sexuality Vary By Category & Media Type

Types of corporations/brands that have a bigger responsibility...



All Brands Have An Opportunity To Be Allies

“

50% of Gen Zs

When I know a brand is committed to diversity and inclusion, I find myself being more likely to do business/shop from it.

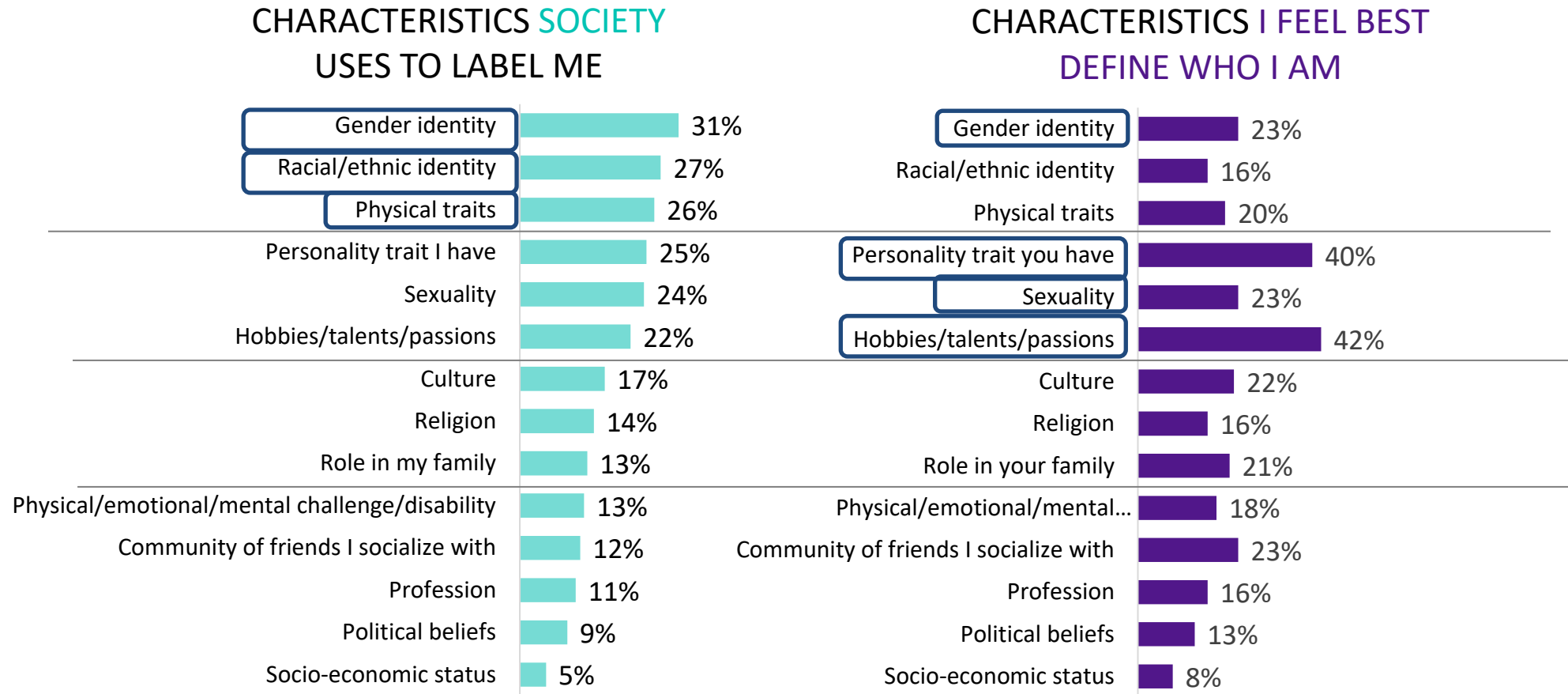
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What Gen Z Wants From Media & Brands

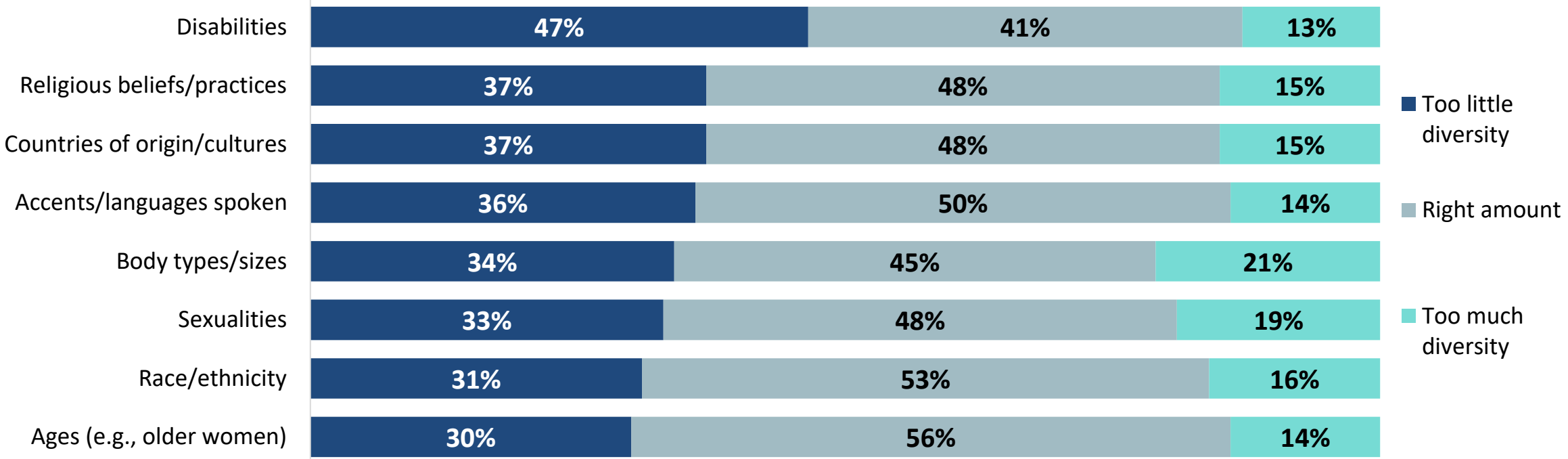
Marketers & Media May Miss The Mark By Trying To Connect To Gen Z Only Through Demographics vs. Personas, Passions, Plus Gender & Sexuality



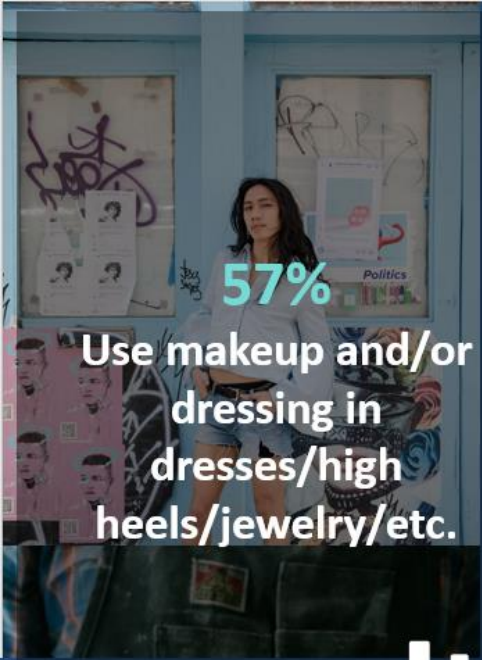
Regarding Media In General, There Is Room To Improve Representation Of Women Across The Board

Amount of diversity in media that represents women that are/have...

Among total Gen Z

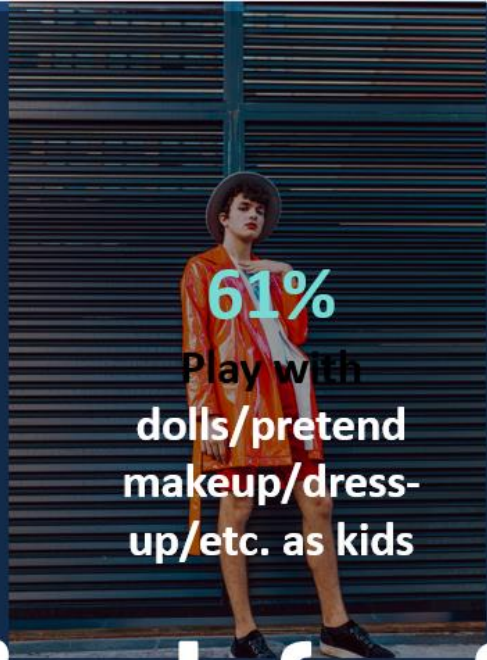


Especially People With Disabilities, Different Religious Beliefs/Practices, And Cultural And Linguistic Diversity.



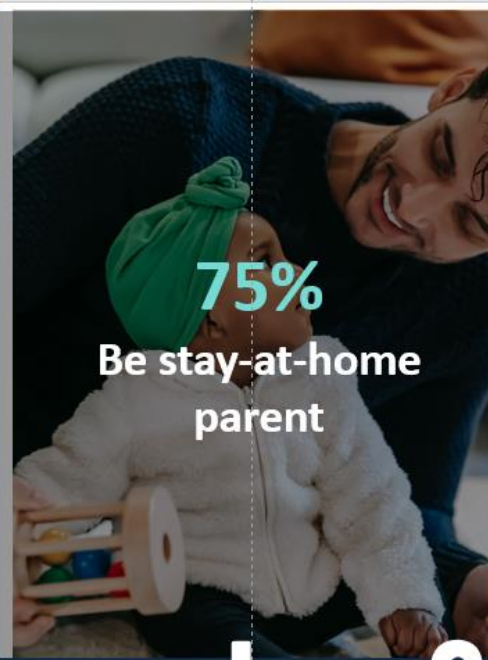
57%

Use makeup and/or dressing in dresses/high heels/jewelry/etc.



61%

Play with dolls/pretend makeup/dress-up/etc. as kids



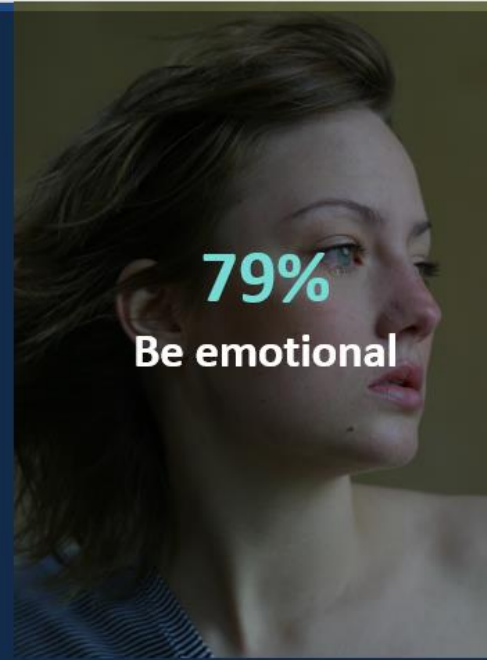
75%

Be stay-at-home parent



79%

Do Housework (washing dishes/laundry/etc.)



79%

Be emotional

It's ok for females & males to...



63%

Do dangerous/heavy manual labor



73%

Play with trucks/cars/pretend construction equipment/etc. as kids



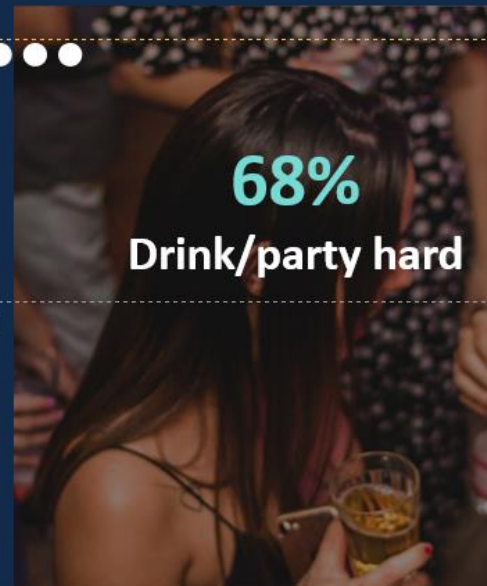
78%

Hold executive-level positions in corporate America/politics



82%

Have careers in science/engineering/technology



68%

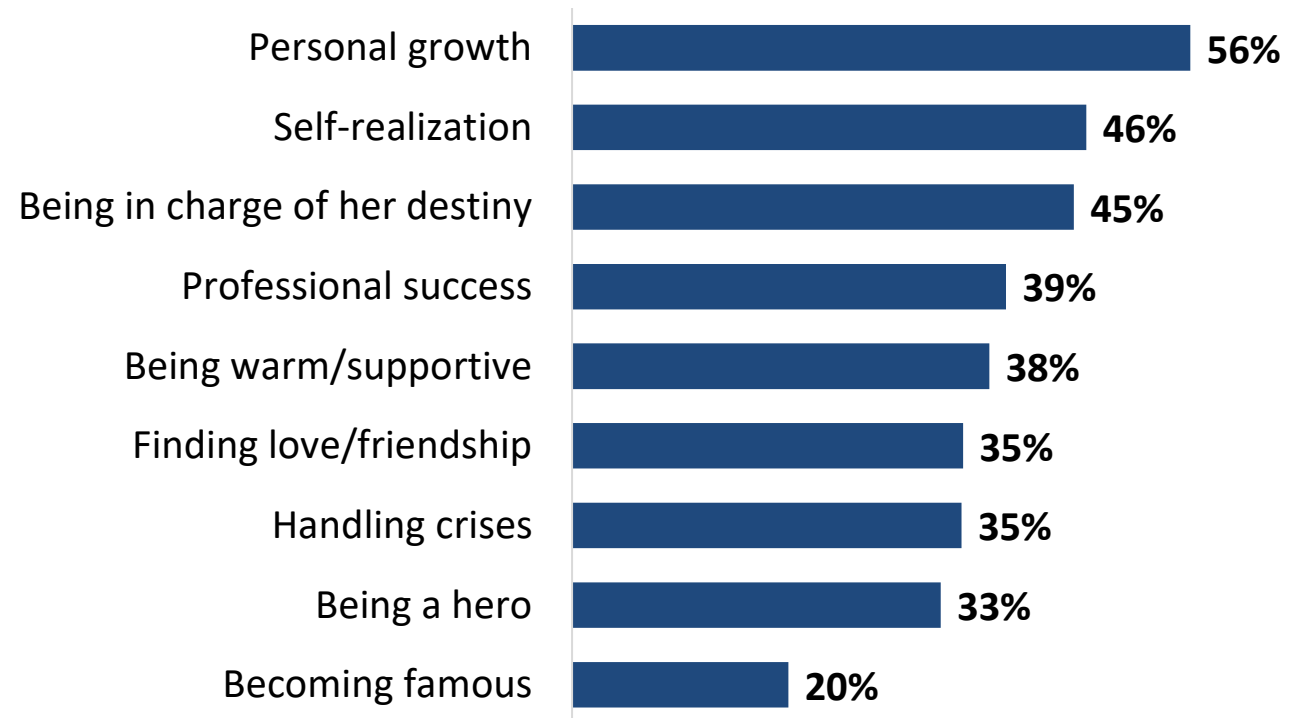
Drink/party hard



Gen Z Wants To See Women Engaged In Personal Growth, Self-realization, and Being In Charge Of Their Destiny

Key themes around women Gen Z want to see more of in ads/content

Among total Gen Z





**Gen Z Creative
Best Practices
Framework for
Media & Brands**

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

7 years of Global Multiplatform Normative Data & Benchmarks

Brand health & sales correlations across gender, race/ethnicity & language

GEM[®] Quantifies Consumer Reaction to the Depiction of Women in Advertising and Content



GEM[®] MEASURES FOUR KEY DIMENSIONS:

Agreement with the following is asked:

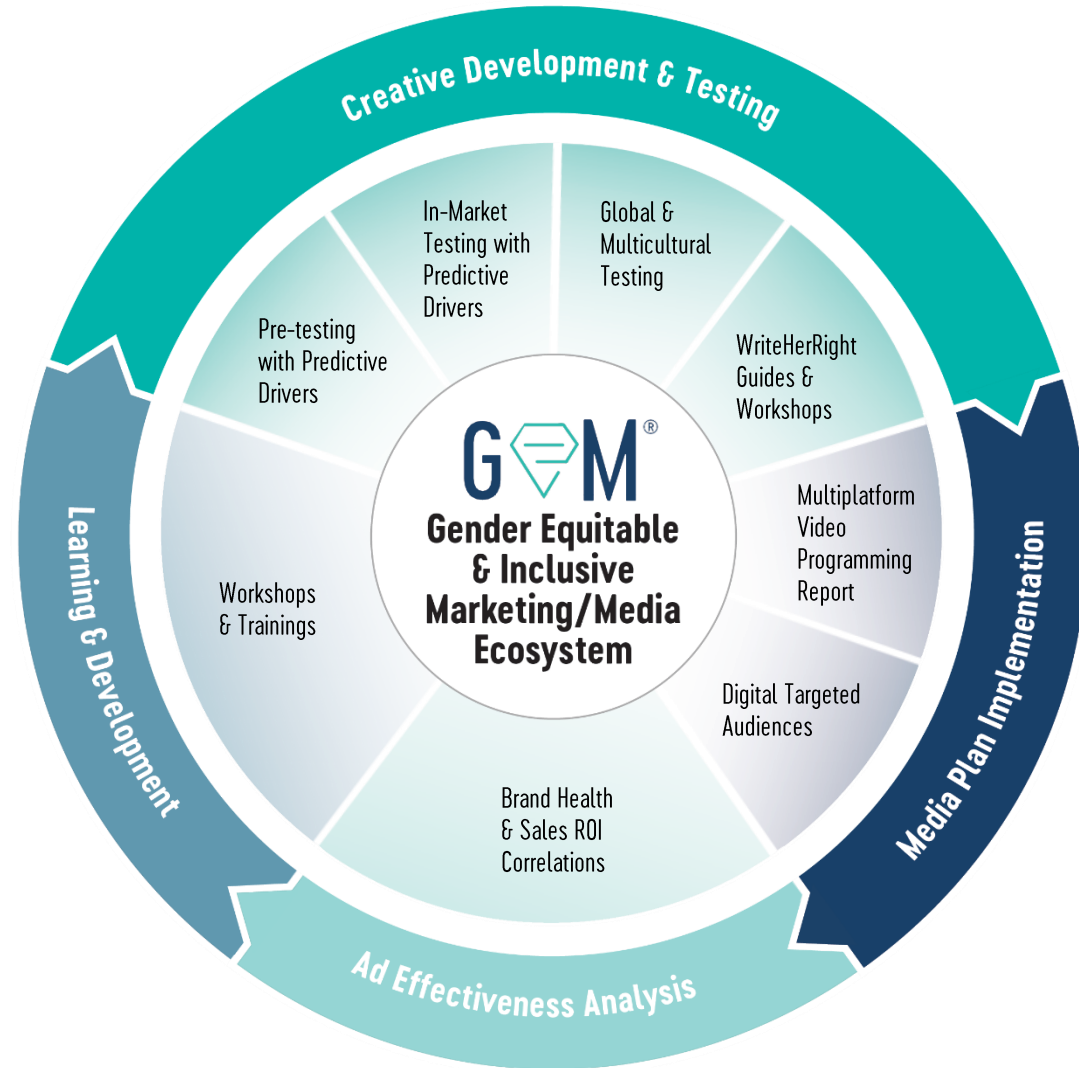
- I think highly of the way women are **PRESENTED**.
- Women are presented in a **RESPECTFUL** manner.
- It is **INAPPROPRIATE** how women are featured*.
- Women are presented in a manner where they can be seen as good **ROLE MODELS** for other women and young girls.

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

**Reverse coded*

GEM[®] Building Blocks To Success For Marketers & Media

Embedding GEM[®] in Creative Development & Media Planning



Media & Brands Can Successfully Resonate With Gen Z By Leveraging The SeeHer GEM[®] Creative Best Practices Framework For Optimizing Accurate Representation



REPRESENTATION

- ✓ Cultural & Linguistic Diversity
 - ✓ Gender Diversity
 - ✓ Fluid Sexuality
 - ✓ Diverse Abilities



EQUITY

- ✓ Men and women equally able to take on the expected role of the other
- ✓ Men & women both responsible, but women lead in challenging norms



Portrayal

- ✓ Women Taking Active Role In Their Own Lives
- ✓ Narratives That Depict The Journey
 - Personal growth
 - Self realization
 - Being in charge of destiny

Gen Z Identity / Lifestyle Targeting



**WORKSHOP
ACTIVITY**



SEEHER

Do these ads pass the
gender quality vibe
check with Gen Z?



DISCUSSION QUESTION



Creative #2



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The Travel Foodie

DELTA

Creative #4





Key Takeaways & Recommendations

How Marketers and Media Can Pass the Gender Equality Vibe With Gen Z

Recommendations To Go From Truth, To Trust:

- Make diversity a natural part of your brand/media ethos. Not doing it will make your brand/content feel outdated and out of touch
- Reimagine the way gender, sexuality, etc. are expressed in advertising and content in order to resonate with not just the leading edge of Gen Z, but all Gen Z
- Accurate and inclusive depictions for GENZ means featuring more diversity/ aspects of intersectional identity in ads and content
- Portray women engaged in personal growth, self-realization, and being in charge of their destiny in ads/content. Do more to reflect males challenging traditional male roles
- Find ways to open dialogue that is inclusive and without judgment





**Questions or
Comments?**

Please scan the QR code or visit
<https://www.surveymonkey.com/r/SeeHerGenZVibe>
to take our 1-minute survey.



We value your feedback.



The image features a dark blue background with a central graphic of three overlapping cyan rectangles. The word "Appendix" is written in white, bold, sans-serif font in the center of the rectangles. In the corners, there are decorative elements consisting of multiple overlapping white lines forming partial rectangular shapes.

Appendix

March Is
Women's History Month

March 8th Is
International Women's Day

Follow SeeHer:

Instagram: [@seeher](#)

TikTok: [@seeherofficial](#)

Twitter: [@seeherofficial](#)

LinkedIn: [@seeher](#)

ONLY

25% OF WOMEN

BELIEVE
MEDIA PORTRAYS
THEM
ACCURATELY.



#NotDoneYet



A photograph of three young women of diverse backgrounds smiling and looking towards the camera. The woman on the left has voluminous curly hair and is wearing a denim jacket over a yellow top. The woman in the middle has a shaved head and is wearing a black and white striped t-shirt. The woman on the right is wearing a maroon hijab and a green top. The background is a blurred outdoor setting with trees and buildings.

Horowitz Research is a leading provider of consumer market research specializing in consumers and their relationships to media, content, and technology. We see modern multicultural identities as dynamic and everchanging; a balance of all that we are and how we experience the world.

BACKGROUND
PARTNERSHIP
PURPOSE

In a two-part qualitative / quantitative study, SeeHer, in partnership with Horowitz Research, set out to explore Gen Z's truths about identity, gender, roles, and sexuality and how they are shifting cultural norms.

Gender Equality Thought Leadership
+
Insights & Recommendations

The SeeHer Gender Equality Vibe Check uncovers actionable insights and recommendations from this generation for how to connect and create trust through accurate representation, authentic allyship and truthful dialogue.