SEEHER ANA
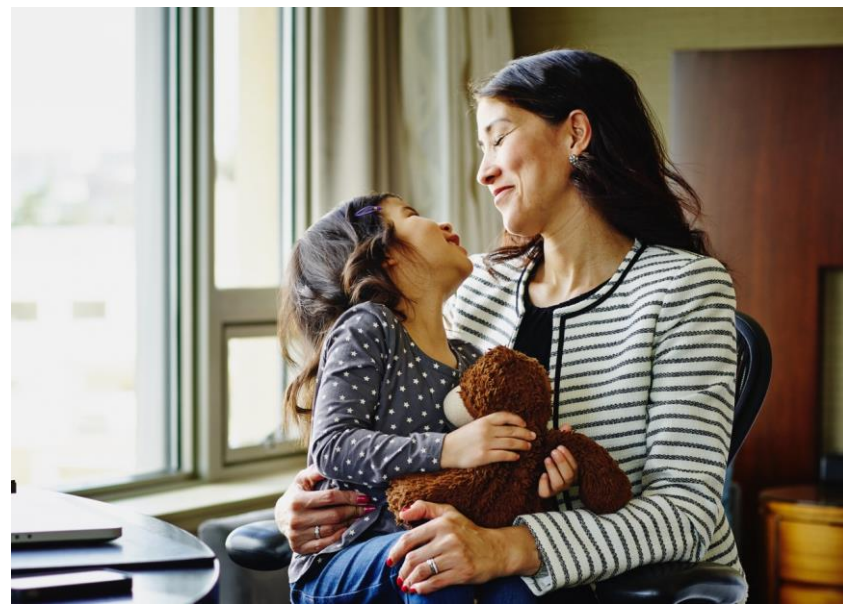
Intro To GEM®

Optimizing the 3C's:
Characters, Creative and Content...

| SUPER BOWL EDITION |

February 2024

Welcome To Intro To GEM®

Katie McKenna

Senior Vice President, Membership
SeeHer

Yatisha Forde

Sr. Dir. Insights & Thought Leadership
SeeHer

Latha Sarathy

Chief Research Officer,
Association of National Advertisers & SeeHer

AGENDA

- SeeHer Mission

- Intro to the GEM® Suite of Measurement

- Webinar Activity:
    - GEM® Optimization Best Practices for Characters, Creative and Content: 2024 Super Bowl Ad Creative and Promos

- GEM® Use Cases & Implications for Marketers & Media Companies
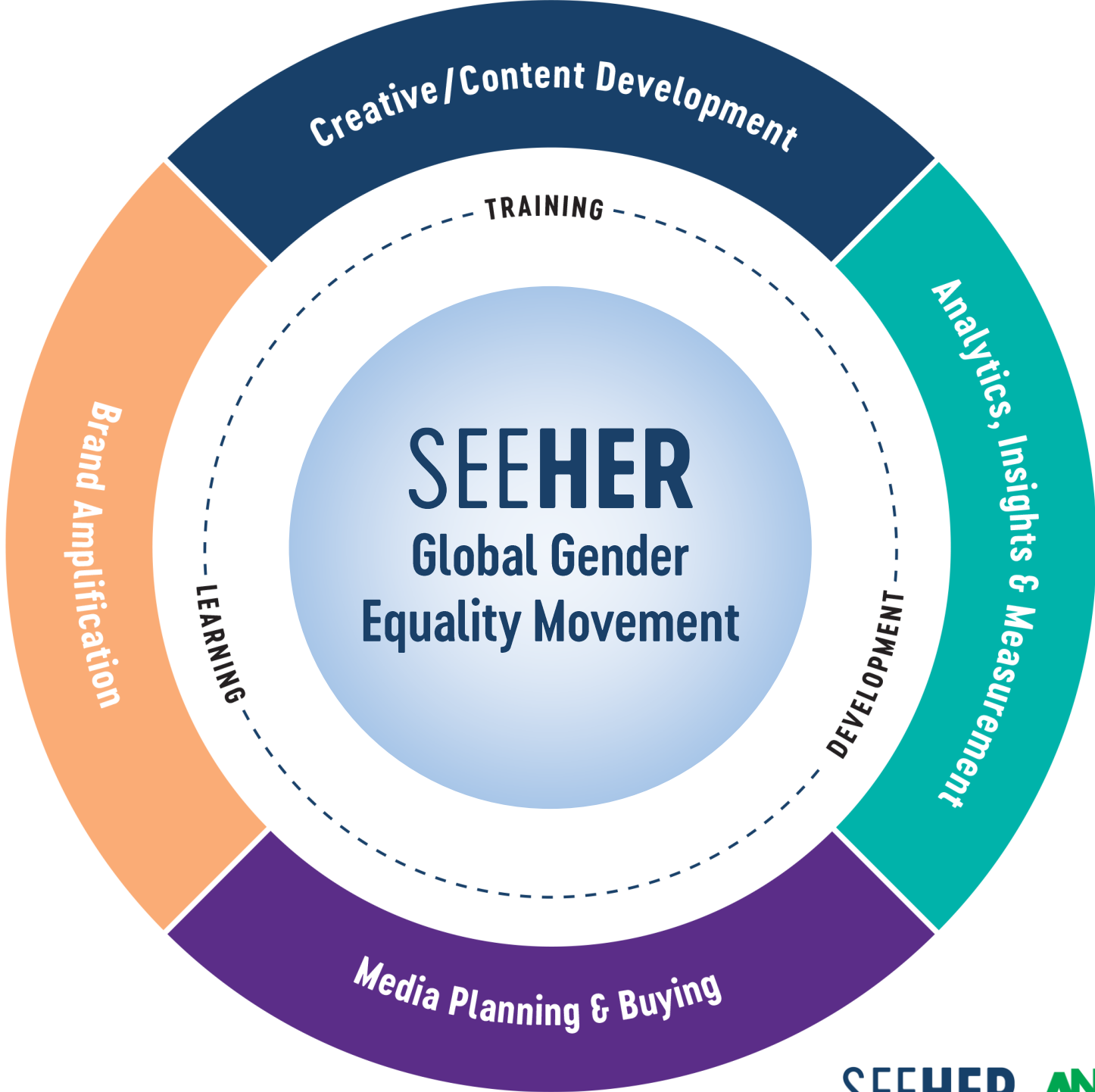
SEEHER

is the leading global voice for gender equality in media.

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.

Embedding Gender Equality in Media, Marketing, Advertising & Entertainment

SEEHER
Global Gender Equality Movement
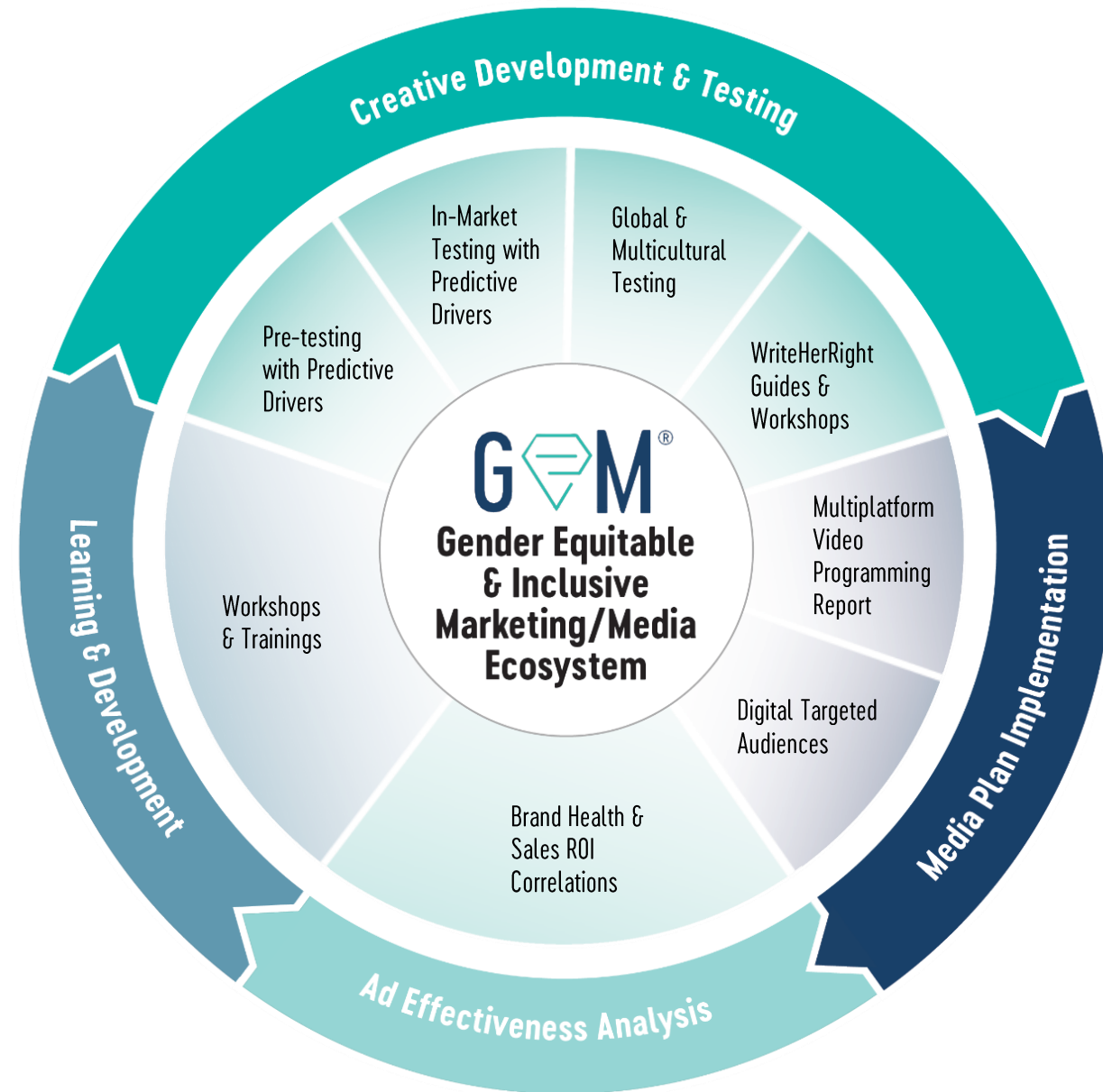
Creative/Content Development

Analytics, Insights & Measurement

Media Planning & Buying

Brand Amplification

TRAINING

LEARNING

DEVELOPMENT

SEEHER ANA

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Intro To GEM® :

The Global Gold Standard for Gender Equality Measurement

The GEM® Suite of Measurement

Embedding GEM® in Creative Development & Media Planning

Creative Development & Testing

In-Market Testing with Predictive Drivers

Global & Multicultural Testing

Pre-testing with Predictive Drivers

WriteHerRight Guides & Workshops

Multiplatform Video Programming Report

Learning & Development

Workshops & Trainings

G⬦M®
Gender Equitable & Inclusive Marketing/Media Ecosystem

Digital Targeted Audiences

Media Plan Implementation

Brand Health & Sales ROI Correlations

Ad Effectiveness Analysis

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

SEE**HER** ANA

GEM® Quantifies Consumer Reaction to the Depiction of Women (and all Humans) 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

High GEM® Scoring Creative & Content Drives Sales Lift For Advertisers

High GEM® scoring creative delivers a

5X increase in sales
for advertisers

High GEM® scoring programs deliver a

2X increase in sales
for advertisers

Webinar Activity: GEM® Best Practices – 2024 Super Bowl Edition

GEM® Predictive Drivers for Optimizing Characters, Creative and Content

THEMES DRIVING HIGHER SCORES

- Professionals and Counter-stereotypes
- Positive Life Changes
- Goal Achievement
- Pursuing Passions and Interests
- Warm Connections (people and pets!)
- Aspirational and Approachable
- Personal vs Business Relationships/ Interactions
- Real People
- Ads with a Series of Vignettes, Unified by a Common Human Truth
- Representation in front of and behind the camera

THEMES DRIVING LOWER SCORES

- Humor at the expense of the character
- Generational Splits, especially when it comes to humor
- Unrelatable Situations
- Background Characters not aligned with unifying human truth
- Inequitable Portrayals

What GEM® best practices do you see?
| character optimization |

Before using VEOZAH, tell your doctor about all the medicines you take, and if you have liver or kidney problems.

VEOZAH®
(fezolinetant tablets 45mg)

What GEM® best practices do you see?

| character optimization |

Javier in Frame

Google Pixel 8
SB Commercial

What GEM® best practices do you see?
| creative storytelling optimization |

AMERICA RUNS ON
DUNKIN'

What GEM® best practices do you see?
| creative storytelling optimization |

What GEM® best practices do you see?

| content optimization |

What GEM® best practices do you see?

| content optimization |

GEM® Creative Best Practices For Embedding Gender Equality Principles

CHARACTER OPTIMIZATION

- Diverse Representation
- Aspirational and Approachable
- Counter Stereotypical
- Multi-dimensional

CREATIVE STORYTELLING OPTIMIZATION

- Pursuing Their Passions/Interests
- Exercising Agency Over Their Lives
- Equity Between Characters
- Incorporating Personal Into Business/Do Good

CONTENT OPTIMIZATION

- Talent Diversity In Front Of & Behind the Camera
- Leveraging Genre Portrayals to Drive Equity
  - Female portrayals must "work harder" in male dominated shows/genres

SEEHER ANA

GEM® Use Cases for Marketers & Media Companies

Learn more about SeeHer membership and GEM® testing.

- Embed in your testing/your vendor's testing process (Open source)
- **Creative Pre-Testing** (Video only)
- **Creative Effectiveness Testing** (Video, Digital display, Social, Print, OOH)
- Branded Entertainment Testing
- Trailer/promo testing
- Content Pilot testing
- Benchmarks & goal setting
- Correlations with other metrics and outcomes
- Best Practices Workshops/Trainings

JOIN THE SEEHER COALITION!

Contact:
Katie McKenna
Senior Vice President, Membership, SeeHer
kmckenna@ana.net

Questions?
seeherinfo@ana.net

Follow Us: in @seeher   @seeher

Thank You for Attending!

Please Take Our 1-minute Survey

https://www.surveymonkey.com/r/SeeHer3CsSuperBowlWebinarSurvey