

GENDER STEREOTYPING IN DIGITAL ADVERTISING



Gender stereotypes in advertisements is a common tactic used by many brands and products to reach their target audience. Through the “Gender Stereotyping in Digital Advertising Survey”—where 500 consumers, specifically 250 men and 250 females, were surveyed— we uncovered four situations that often come to light in creative advertising.

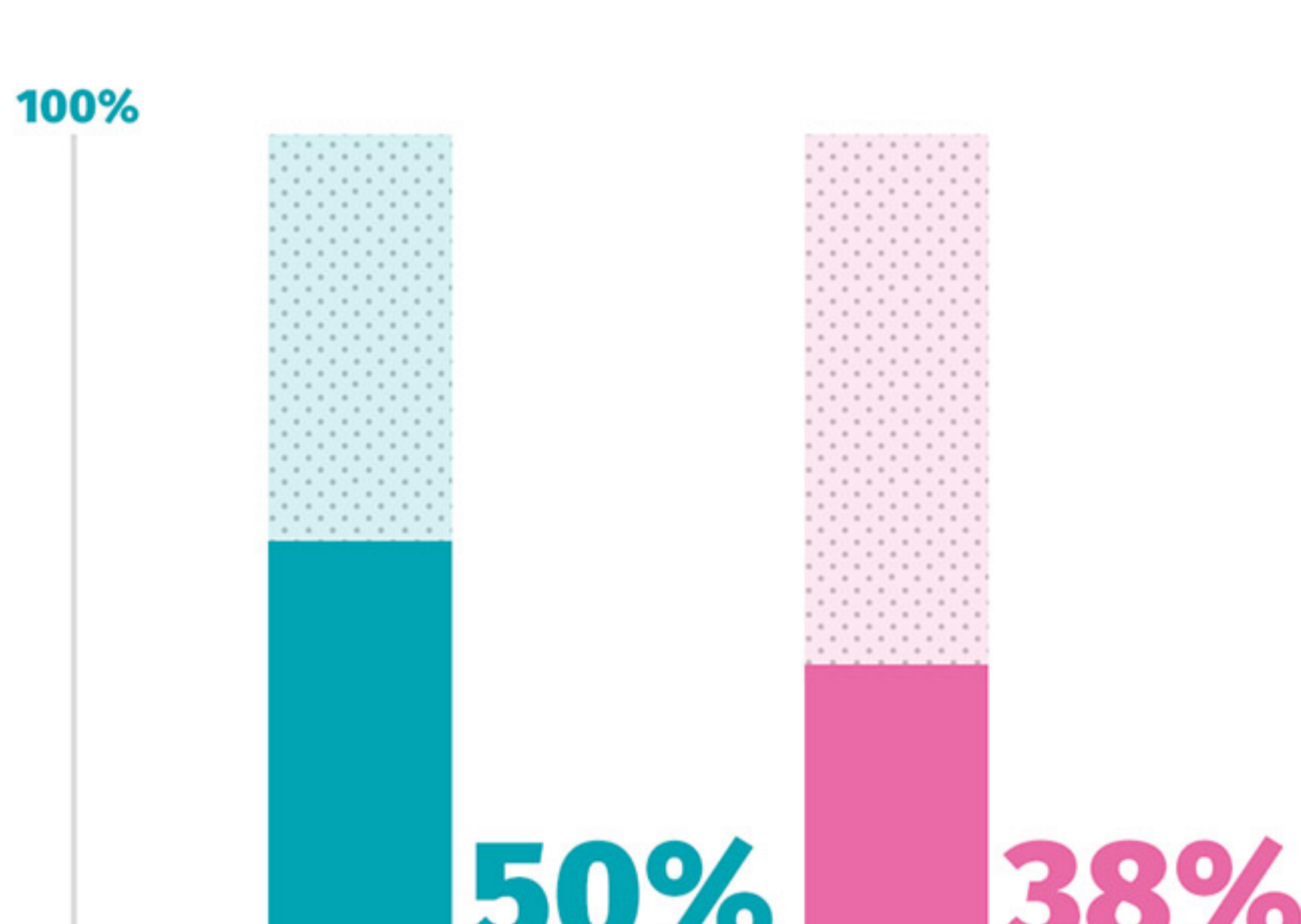
BRANDS BREAKING STEREOTYPES

Who is likely to experience **no impact** by ads that break stereotypes?



44%

of respondents said they are not impacted by ads that break stereotypes



50% of males are more likely to experience no impact by stereotype-breaking ads compared to 38% of women.

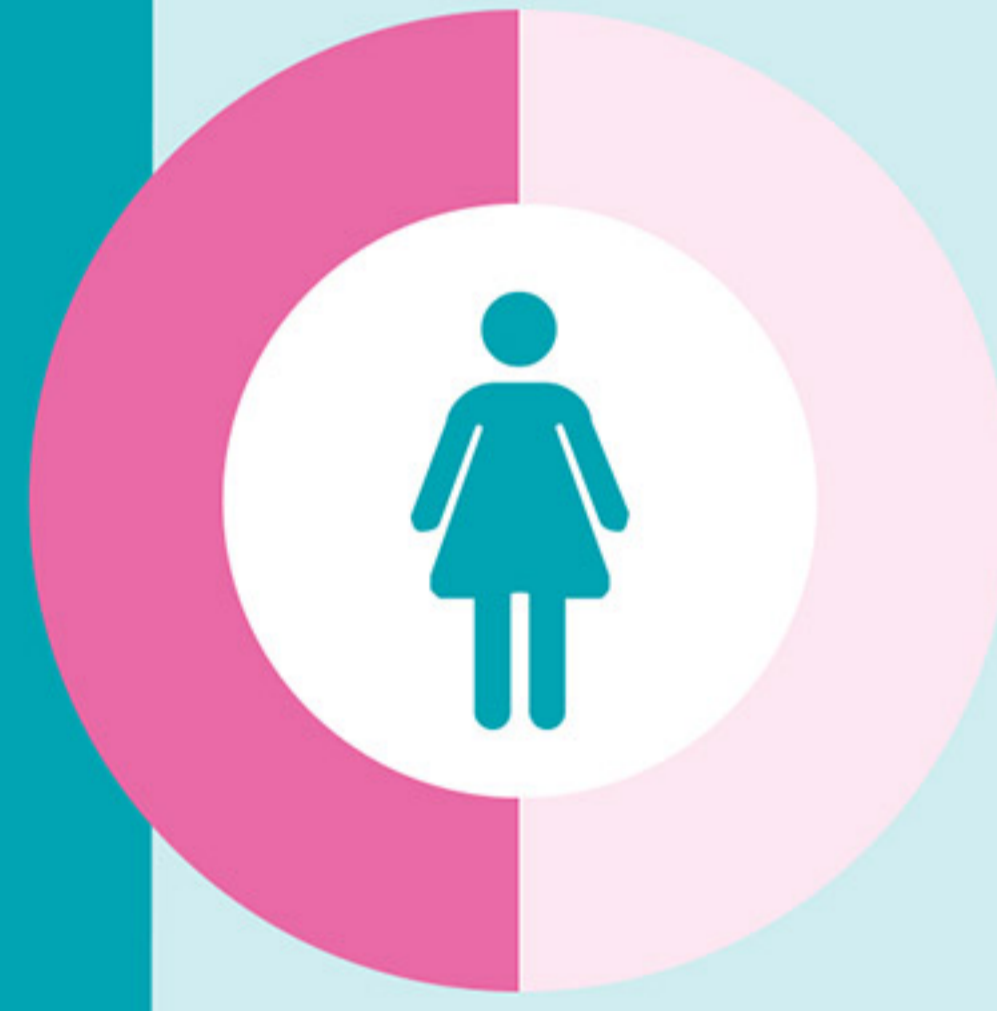
AD COPY VS. CREATIVE

Does something as simple as the font and color treatment of an advertisement impact consumers’ perception of it?

Yes, but not in the way one might expect.

We provided the following sample tagline to our survey takers:

“Makes your hair stronger + more resilient.”



57%

of respondents agreed sample copy tagline was targeting women

However, when provided more information—the font and colors of the **men’s ad tagline**—respondents had mixed opinions on who the ad was targeting.

37.8% (189 people)

Responded both men and women

22.4% (112 people)

Responded men

The percentage of respondents who agreed that the men’s ad was targeting women **INCREASED**.



60%

of survey respondents agreed that colors and fonts in ads **PROMOTE** certain gender stereotypes.

PURCHASING BEHAVIOR

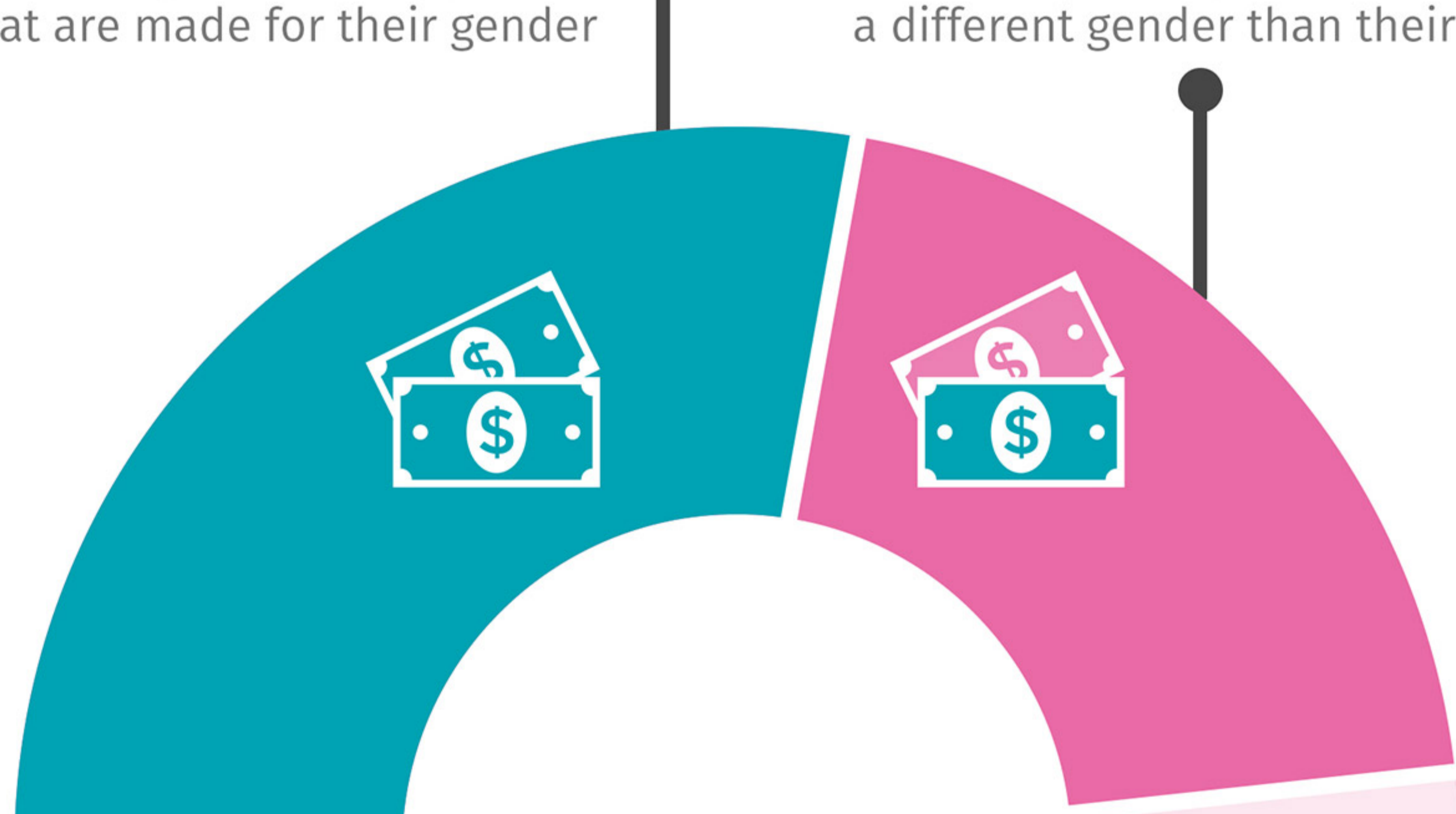
Opinions are mixed on whether gender stereotypes affect purchasing behavior.

55%

of respondents said they sometimes prefer to buy products that are made for their gender

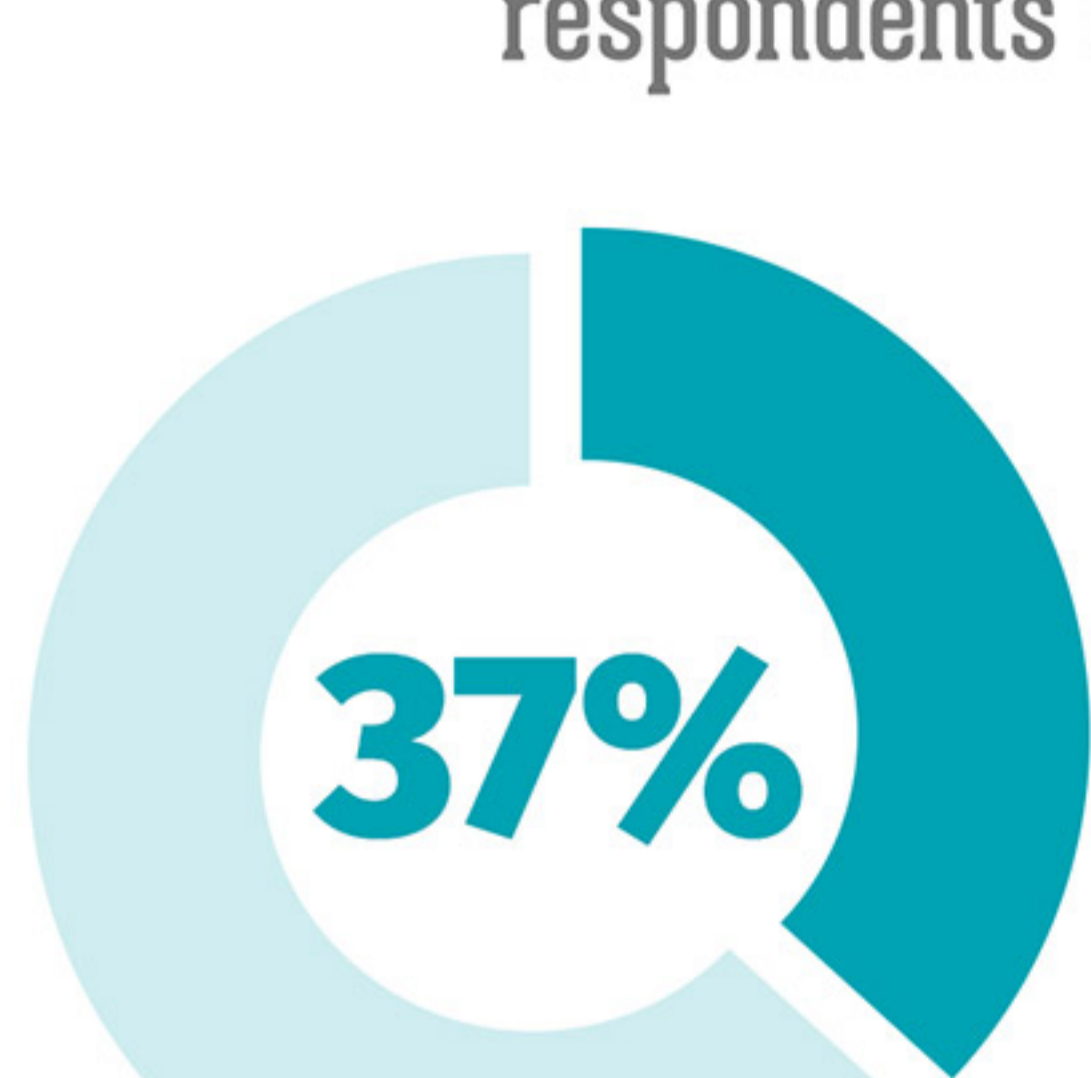
42%

of respondents stated that they sometimes prefer products made for a different gender than their own.

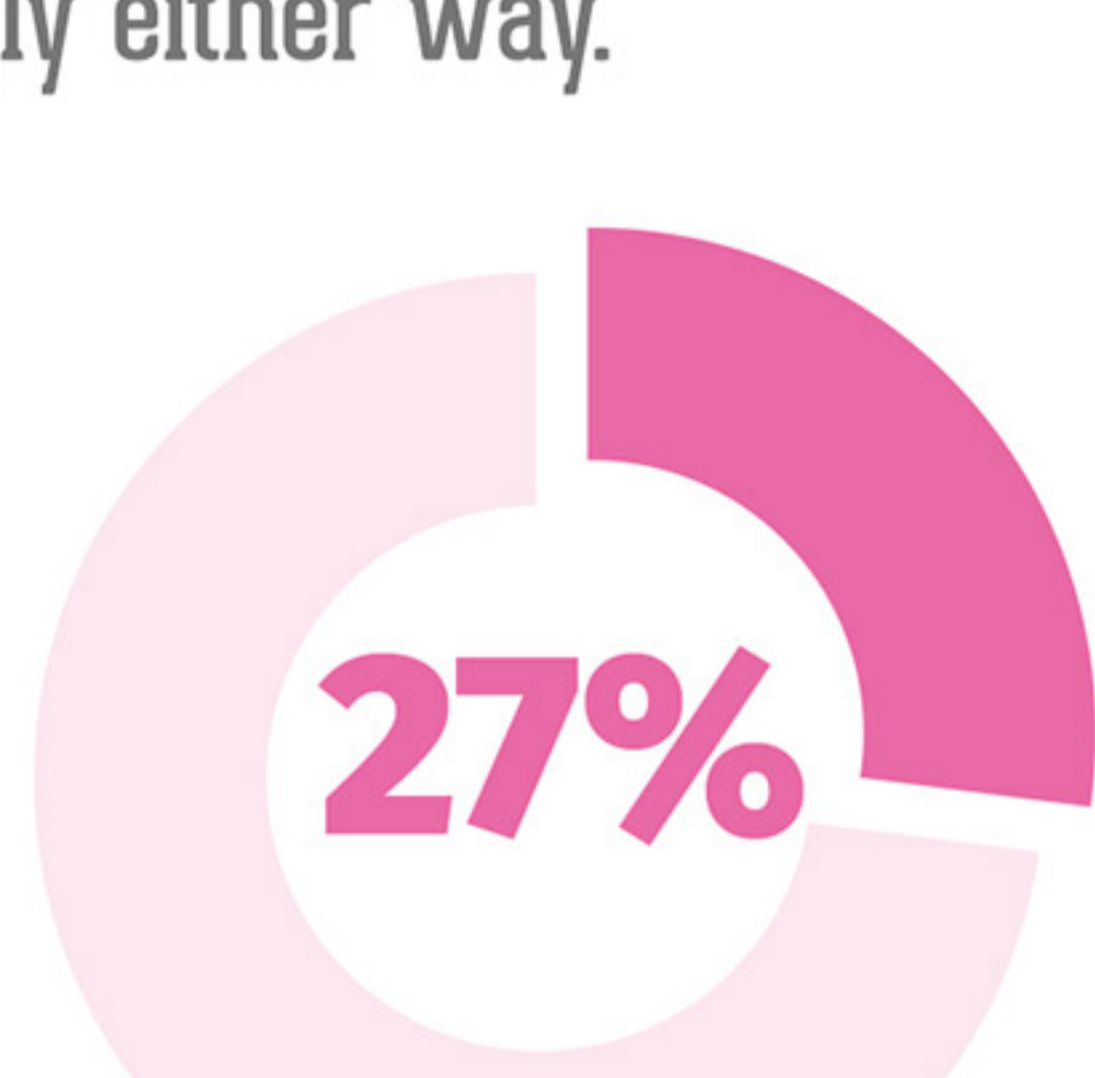


AD INDUSTRY’S ROLE

Respondents opinions are mixed on whether the ad industry should be held responsible for breaking gender stereotypes. However, more than a third of respondents don’t feel strongly either way.



of respondents agreed that the advertising industry has a responsibility not to use gender stereotypes



of respondents think the industry doesn’t have a role in gender stereotypes

WHAT WE’VE LEARNED

If an advertiser is producing ads for a product that could be utilized for either gender, they should consider a message and creative style that appeals to both without portraying that it really should be just for females or just for males.