# The Unstereotype Metric

The Unstereotype Metric (UM) has been designed by the Unstereotype Alliance with Kantar to help create and track advertising content that is free of gender stereotypes, and to push for progressive portrayals of all people.

- It is a single measure question to be added in any research – pre-test/post-test - which discriminates progressive versus regressive content.

- Evaluation is on female and male characters.

- It is **globally validated** and efficient for both developed and developing markets.

- Easy to connect to other advertising outcomes in research like purchase intention, brand opinion, and ad likeability.

- The rich data collection provides brands with **ad characteristics to give nuance and depth**, to why an ad performs well, or not so well.

- The tool is free for members and non-members of the Unstereotype Alliance to use as part of any pre-testing research design and can be **implemented globally.**

- Unstereotype Alliance members have access to the UM as part of a suite of support tools including the proprietary **'3Ps' framework** for creating progressive advertising content. The 3Ps are reflected in the UM ad characteristics, with learnings that provide brands with **actionable insights** for strengthening the work.

- Members receive the added benefit of training on how to use and interpret the tool, reports on normative results to benchmark their own content by country, category, gender and other brand indicators, as well as meta-learnings from gender portrayal ad research delivered by Kantar.

- The metric has a **strong link** for **business results**.
- Based on **Global results**, the impact metrics suggest a higher UM score is linked with:

1.3x higher — Purchase intent
1.4x higher — Ad Enjoyment
1.7x higher — Brand Affinity
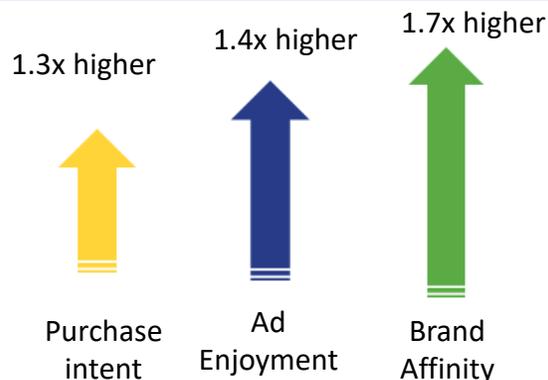
In 10 months, UM has been adopted by:

909

brands worldwide

across

221

companies

- UM data is currently being collected in more than **25 countries**.
- There is a critical mass of data for **benchmarking** in **20 countries**: Australia, Indonesia, France, Poland, Spain, Mexico, Argentina, Japan, Chile, Brazil, Germany, Philippines, Netherlands, USA, Canada, India, Italy, UK, Turkey and Australia.
- Data can be cut by **country, sector, gender**, and **brand indicators** for rich meta-learnings.

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Unstereotype Metric (UM) Case Study

CAMPAIGN CASE STUDY:

- This global CPG brand is committed to breaking down narrow beauty stereotypes to promote a more **inclusive portrayal of beauty across the world.**
- The campaign concept is that every woman has a beautiful skin story that deserves the best care. The ad focuses on telling different women's skin stories via vignettes, for example: stretch marks, scars, tattoos.
- Vital to the brand's success is understanding **the nuanced stereotypes** women face at a market level. A measurement tool that can be **applied globally** is critical as it provides market level diagnostics to ensure the brand is pushing the boundaries of gender portrayals relevant to the context.

RESULTS:

- For this multi-market campaign, sample results from USA and Germany both showed **very strong** endorsement that females portrayed are positive role models
- The mean score performed above benchmark in both markets

UM: How much do you agree with the following statement? This advertising presents a positive image of the female character/s that sets a good example for others.

USA 🇺🇸 USA norm

Strongly agree	73 🔼	41%
Slightly agree	17 🔴	26%
Neither	7 🔴	26%
Slightly disagree	1	3%
Strongly disagree	3	2%
Mean Score	4.56 ⚪	4.04

Tested at December 2019

Germany 🇩🇪 Germany norm

Strongly agree	49 🔼	23%
Slightly agree	34	30%
Neither	13 🔴	32%
Slightly disagree	1 🔴	8%
Strongly disagree	3	4%
Mean Score	4.25 ⚪	3.62
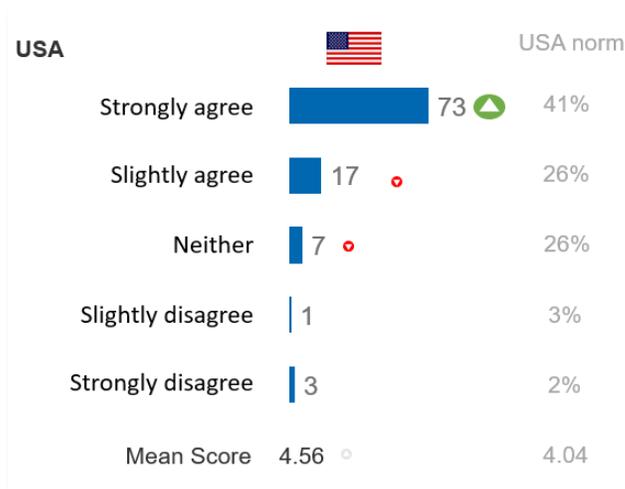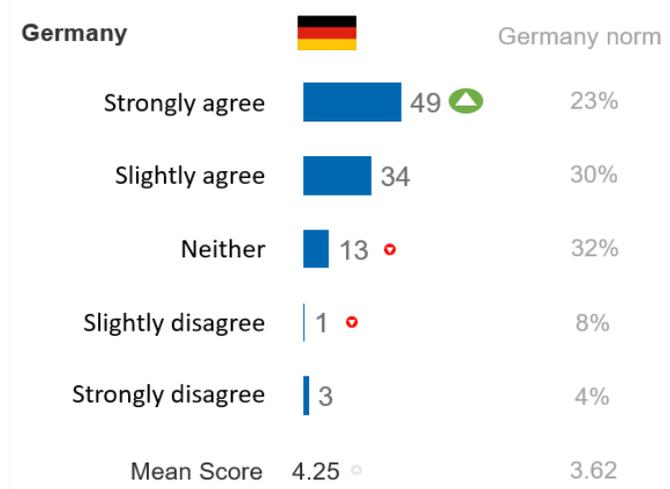
Tested at December 2019

META LEARNINGS AND ANALYSIS:

Analysis of the ad characteristics in tandem with metric scores showed the campaign is successful in the following ways:

- The female characters are seen as setting a good example to others due to the **casting of women with different ethnic origins,** with a diversity of skin colour and body type showcased.
- The female characters are seen as **likeable** and **relatable** not only because of this diversity in appearance, but because they cover a **wide age range – 20-64 years old** – and are of a relevant age to the brand's demographic target.
- **Personality** wise these characters are seen to be independent, confident, fun and – crucially – aspirational for consumers.

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