

Marco progresista para la erradicación de estereotipos en la publicidad





¿QUÉ ES CONAR?

.....

Es un organismo autónomo de la iniciativa privada que tiene la misión de ejercer la autorregulación publicitaria entre sus afiliados y apelar a la aplicación del marco legal en toda la industria.

CONAR es el único organismo en México que agrupa al triángulo de la industria publicitaria.

¿CUÁLES SON LAS PRINCIPALES TAREAS DE CONAR?

.....

Promueve una
publicidad ética
y responsable.

01

Protege el derecho
a la información.

02

Fortalece el derecho
a la libertad de
expresión comercial.

03

Promueve y protege
la responsabilidad
y competencia justa.

04

Todo esto se realiza con
una herramienta que se
llama: **AUTORREGULACIÓN
PUBLICITARIA.**

05

WFA is the *only* global network for marketers.





WFA RED ÚNICA DE ANUNCIANTES EN MÁS DE 60 PAÍSES.



MEJOR MARKETING

- 1. Diversidad en el lugar de trabajo**
- 2. Diversidad en las comunicaciones**

40%

De las mujeres

No se sienten representadas o relacionadas con las mujeres que aparecen en los anuncios: en los anuncios que ven.

Fuente: Unilever

70%

De las compras realizadas en el mundo

Son hechas por mujeres

52%

De hombres en el Reino Unido

*No se sienten representados en
los anuncios comerciales*

Fuente: Jacamo

Hemos atravesado por un largo camino como industria...

The game is



Ring around Rosie, Or Carol, Or Eleanor, etc. Fun. But you can only play if you wear Broomsticks slacks, Hopwicks, twirls, twirls, flannels in blends of Acetate and rayon for permanently pressed good looks. Play styles. Game colors. To help make you a winner. But if you don't want to play our way—take off our pants and go home.

BROOMSTICKS

PLAY PRICES \$10 SLACKS BY GLEN DAVIS. BELTFAST BY STEVE NEWYORK CITY



It's nice to have a girl around the house.

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his Mr. Leggs slacks, she was ready to have him walk all over her. That noble styling sure soothes the savage heart! If you'd like your own do-

shol carpeting, hunt up a pair of these Mr. Leggs slacks. Such as our new automatic wash wear blend of 65% "Dacron"™ and 35% rayon—incomparably wrinkle resistant. About \$12.99 at plush carpeted stores.



If you guys don't buy these new Drummond sweaters, we'll go right back.



"Don't worry darling, you didn't burn the beer!"



How long has it been since a man touched your hair?

New PolyGlow not only enriches the colour of your hair, it changes the way it feels too. Because PolyGlow's special colour conditioning makes your hair softer and shinier than ever before. There are six new shades from a deep Mahogany to a Silver Blonde to add new life to your own natural hair colour. It couldn't be simpler to use—the shampoo, conditioner and colouring are all in one, so you use PolyGlow just as you would any ordinary shampoo. The special richness of PolyGlow colouring will last 6-8 weeks. Shampoo even bleaching is a greasy, greasy hair. PolyGlow is the most beautiful change you can make for your hair—and the low price is!

New PolyGlow—the hair colouring with an inner glow.



This is no shape for a girl.

That's why Warner's makes the Concentrate Girdle and the Little Fibber bra. Care with too much bottom and too little top. Warner's can reshape you. We reshape you with the bottom with the Concentrate Girdle. It's all around panels do more for you than a little girdle (they're lined up to help you where you need help most). Get Concentrate Girdle.

We reshape you top with the Little Fibber bra. The super soft fibrill lining doesn't make a big production out of you. It molds out your bust just enough to go with your rounded-down hips. All of a sudden, you've got a proportioned body, and your clothes fit better. Warner's calls this a "Body Do."™ You can get fitted for your new look at any of our good stores.



The brightest jewel of all can be your lips...

Warner's newest lipstick shade—BRIGHT 'N' CLEAR—is the brightest, clearest, most dazzling red on record. It is exactly the color and lipstick America's leading beauty authorities say smart women should wear. And—exciting miracle!—here is an indelible-type lipstick that actually stays BRIGHT 'N' CLEAR for hours and hours. It will not dry your lips... will not go dull and lifeless even after blotting. So start your BRIGHT 'N' CLEAR future today!

Tangee PRESENTS
"BRIGHT 'N' CLEAR"

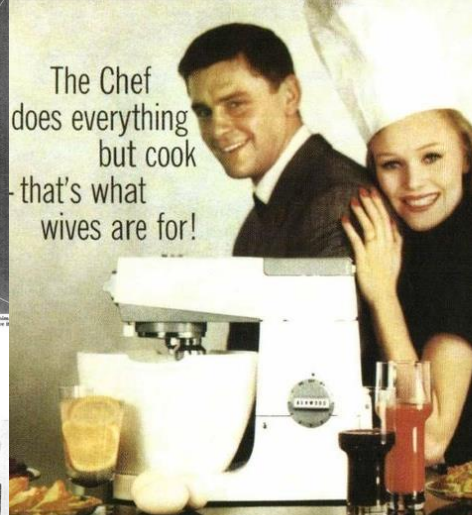


There's another woman waiting for every man — AND SHE'S TOO SMART TO HAVE "MORNING MOUTH"

We're not saying that if wives simply use Chlorodont their husbands will never look at another woman again. But we do know if you use Chlorodont, your good hair will never be so good again. You'll have the soft, shiny, healthy hair that makes you look like a million dollars. You don't need to use Chlorodont every day. Just use it once a week. It's so easy to use. Just brush it through your hair. It's so easy to use. Just brush it through your hair. It's so easy to use. Just brush it through your hair.

Stop "morning mouth." enjoy that wonderful, clean, fresh Chlorodont feeling!

Chlorodont



The Chef does everything but cook—that's what wives are for!



I dreamed I was

WANTED
in my Maidenform® bra

FRAME-UP™ new bra with 3-way support. Embroidered panels frame, outline and separate the cups. Extra-firm supports at the sides give you extra uplift. Stretch band at the bottom keeps the bra snug against your skin. 100% Cotton. 100% Satisfaction.

IT'S A DEAL AT! **\$1.59**



Our curves are in all the right places

Rest Assured suits are so good looking, so comfortably satisfying. Carefully designed cushions fit you in all the right places. They're made of foam and soft, flowy Terylene to make you in blissful comfort. Add the comfort will last. Rest Assured suits are

Rest Assured

... pero seguimos teniendo un problema



85%

De las mujeres

*Dicen que la publicidad necesita
capturar al mundo real.*

Fuente: Geena Davis Institute on Gender in Media and J. Walter Thompson

Incluso los mejores anuncios van atrás en esta evolución



Hay

2x

Más actores en los anuncios, que actrices

Los hombres tienen

4x

Más tiempo en pantalla que las mujeres

Los hombres hablan

7x

Más seguido que las mujeres

Los hombres son más inteligentes, simpáticos y fuertes, mientras que **las mujeres son jóvenes y sexys**

Estudio basado en el análisis de más de 2000 anuncios en inglés, presentados en el Festival de Leones de Cannes, archivos de 2006 to 2016, con enfoque en los ganadores.

Los anuncios progresistas en cuanto a estereotipos resultan

25%

Más efectivos

Fuente: ANA / # See Her



La alianza anti-estereotipos

Una plataforma ideológica y de acción establecida por ONU Mujeres, que utiliza a la publicidad como una fortaleza para conducir un cambio positivo. Busca erradicar los estereotipos dañinos basados en temas de género.

“La alianza se enfoca en el empoderamiento de la mujer en toda su diversidad (raza, clase social, edad, habilidades, etnia, religión, sexualidad, lenguaje, educación, etc.) e identifica estereotipos masculinos negativos para ayudar a crear un mundo de equidad”.



1. Todo empieza en casa

Fomentar la diversidad en nuestros equipos

- ✓ Contratación adecuada
- ✓ Ubicar conductas inconscientes
- ✓ Asegurar un balance de género (incluyendo liderazgos “senior” y roles creativos)
- ✓ Promover el cambio dentro de las agencias que contratamos.



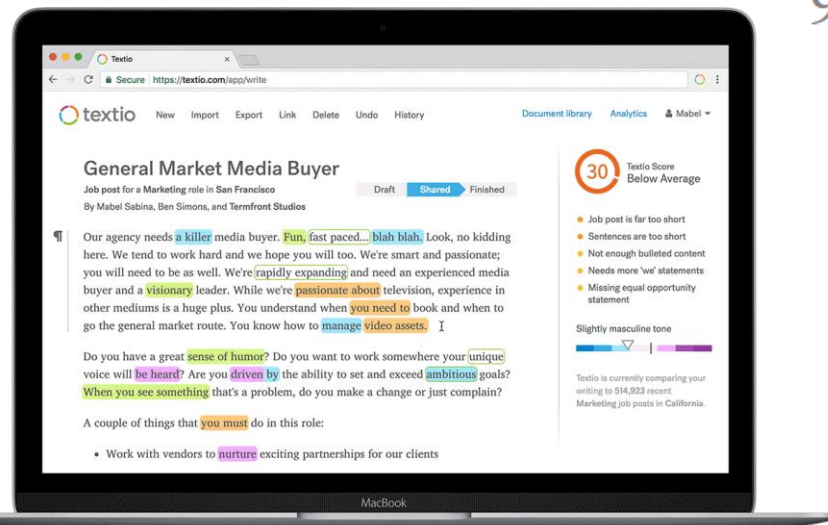
J&J: Comenzando con el proceso de selección

Descubrir conductas inconscientes en descripciones de empleo...

Johnson & Johnson

We found that many of our job descriptions skewed masculine, but when we started editing the descriptions with Textio in the pilot program, we saw a 9% increase in female applicants.

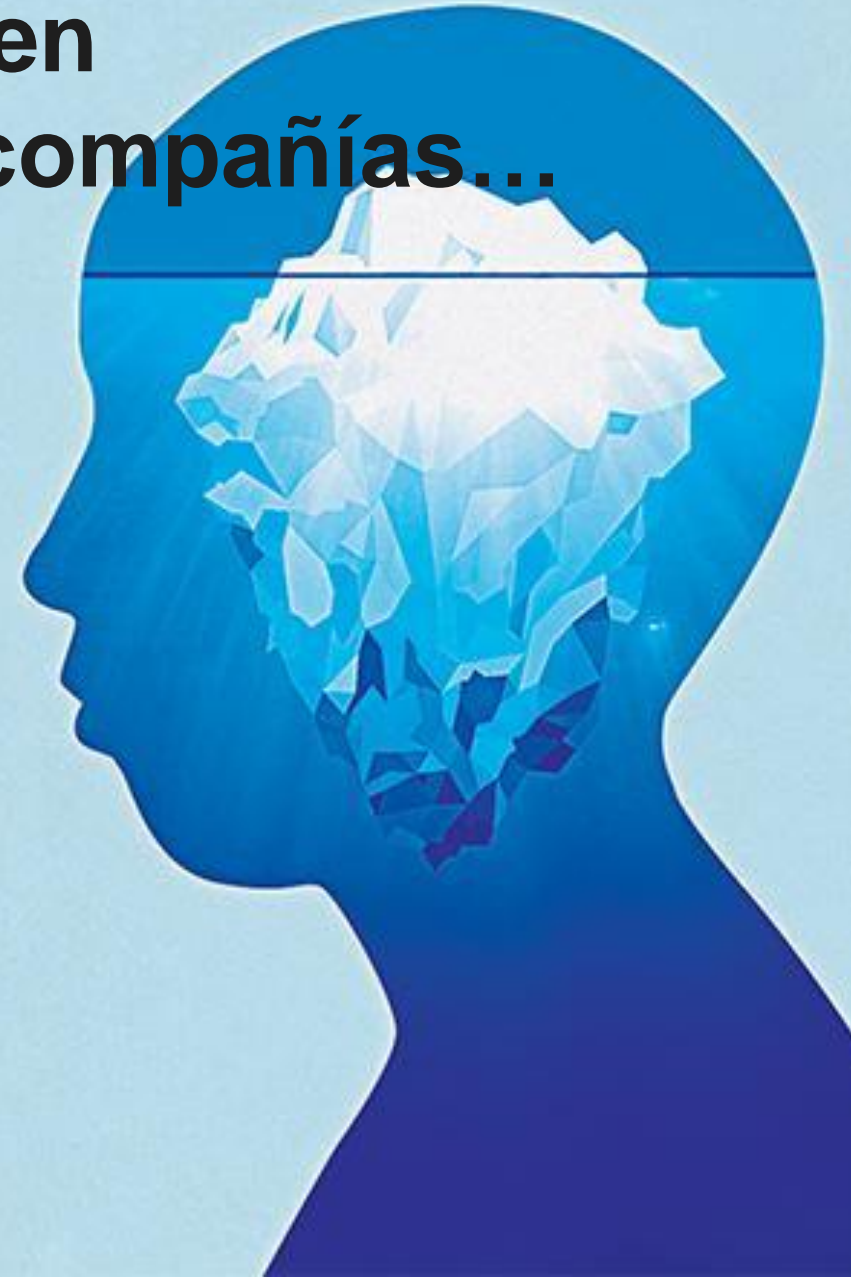
— **Chuck Fuges**, Global Head of Sourcing, Johnson & Johnson



J&J: Parcialidad inconsciente en entrenamientos dentro de las compañías...

Johnson & Johnson

- Desarrolló recursos en colaboración con el profesorado de Harvard, para combatir conductas parciales inconscientes dentro del ambiente laboral.
- Se han realizado entrenamientos para más de 20,000 personas desde 2016.
- Este año en particular, se desarrolló una plataforma online para todos los empleados, a fin de promover la equidad de género.



P&G: 50%+ de los comerciales producidos por mujeres en el 2023; 10% hasta ahora....

Bloomberg

Business

World's Biggest Advertiser P&G to Hire More Female Directors

By [Jeff Green](#)

June 18, 2018, 1:00 PM GMT+2 Updated on June 18, 2018, 3:54 PM GMT+2

- ▶ Procter and Gamble wants women to lead half its ads by 2023
- ▶ Company teams with Katie Couric, Queen Latifah, Free the Bid

LISTEN TO ARTICLE

▶ 4:18

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PG
PROCTER & GAMBLE
82.65 USD

Procter & Gamble Co. is putting the advertising industry on notice.

The world's biggest advertiser wants women directors for at least half of its product commercials by 2023, up from about one in 10 today. It's a direct challenge to the male-dominated agency world, from a client that spent more than \$7 billion on advertising last year.

"Equality drives growth," said Marc Pritchard, the company's chief brand officer. "If we just achieve equality in economic empowerment between women and men, it could add \$28 trillion to world economy. That's a lot of purchasing power"

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Listen to Live Radio >

Bloomberg
Television

IBERIA 

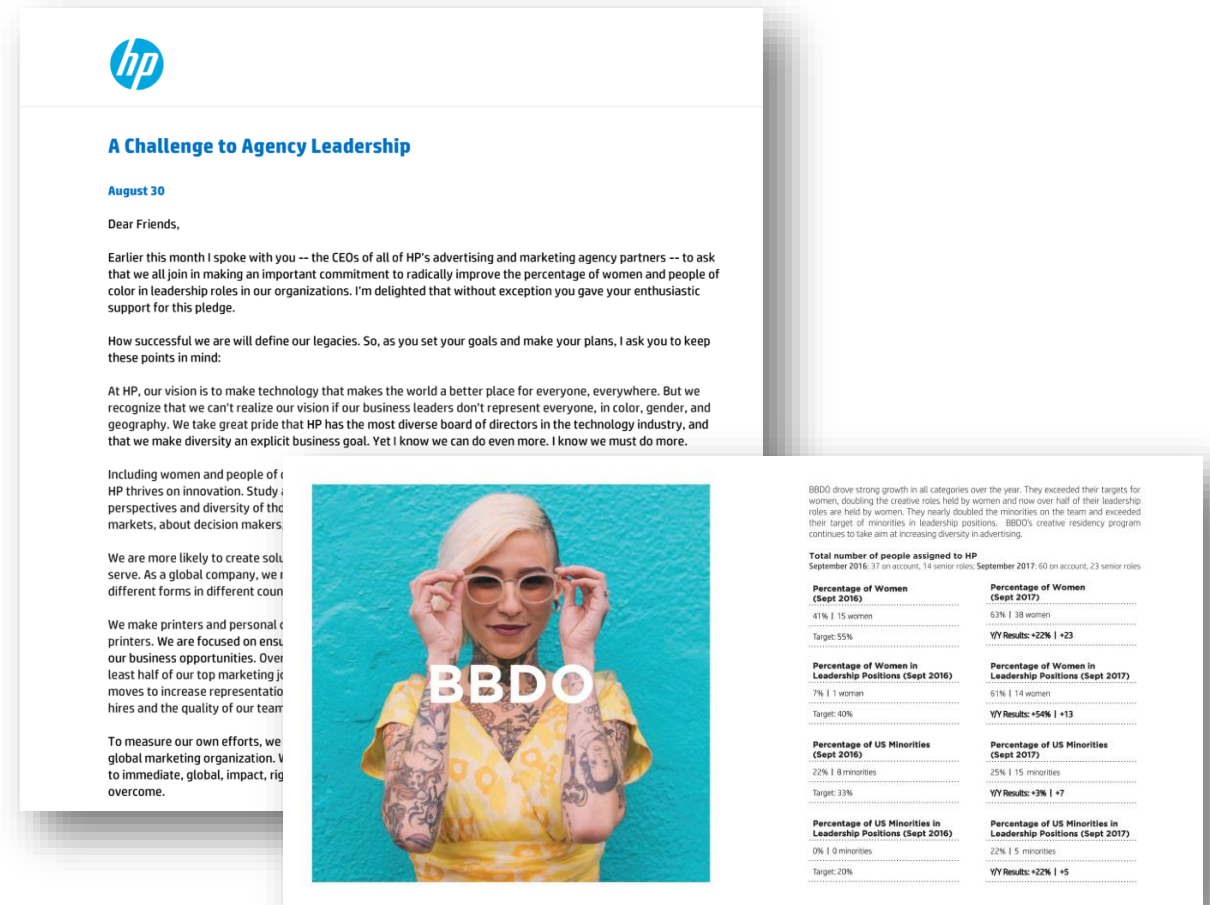
Bruxelles
Los Angeles

€416.30

HP: Retando a las agencias de publicidad a tener mayor diversidad interna

“En roles femeninos de liderazgo creativo y liderazgo estratégico, pasamos de CERO a 52% dentro de nuestras 5 agencias creativas alrededor del mundo en los últimos 24 meses”.

Antonio Lucio, former Global Chief Marketing & Communications Officer, HP



hp

A Challenge to Agency Leadership

August 30

Dear Friends,

Earlier this month I spoke with you -- the CEOs of all of HP's advertising and marketing agency partners -- to ask that we all join in making an important commitment to radically improve the percentage of women and people of color in leadership roles in our organizations. I'm delighted that without exception you gave your enthusiastic support for this pledge.

How successful we are will define our legacies. So, as you set your goals and make your plans, I ask you to keep these points in mind:


At HP, our vision is to make technology that makes the world a better place for everyone, everywhere. But we recognize that we can't realize our vision if our business leaders don't represent everyone, in color, gender, and geography. We take great pride that HP has the most diverse board of directors in the technology industry, and that we make diversity an explicit business goal. Yet I know we can do even more. I know we must do more.

Including women and people of color in leadership roles at HP thrives on innovation. Studying different perspectives and diversity of the markets, about decision makers.

We are more likely to create solutions that serve. As a global company, we take different forms in different countries.

We make printers and personal computers. We are focused on ensuring our business opportunities. Over the last half of our top marketing jobs moves to increase representation and the quality of our team.

To measure our own efforts, we have created a global marketing organization. We are committed to immediate, global, impact, by our actions.



Total number of people assigned to HP	
September 2016: 37 on account, 14 senior roles	September 2017: 60 on account, 23 senior roles

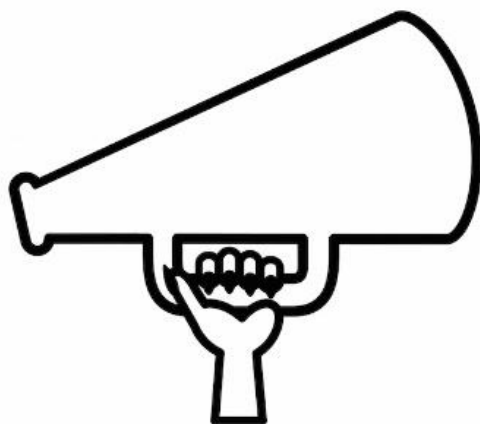
Percentage of Women (Sept 2016)	Percentage of Women (Sept 2017)
41% 15 women	63% 38 women
Target: 55%	YY Results: +22% +23

Percentage of Women in Leadership Positions (Sept 2016)	Percentage of Women in Leadership Positions (Sept 2017)
7% 1 woman	61% 14 women
Target: 40%	YY Results: +54% +13

Percentage of US Minorities (Sept 2016)	Percentage of US Minorities (Sept 2017)
22% 8 minorities	25% 15 minorities
Target: 33%	YY Results: +3% +7

Percentage of US Minorities in Leadership Positions (Sept 2016)	Percentage of US Minorities in Leadership Positions (Sept 2017)
0% 0 minorities	22% 5 minorities
Target: 20%	YY Results: +22% +5

Obtener al menos una postulación para MUJER DIRECTORA en cada puesto.



FREE THE BID

A PLEDGE TO GIVE FEMALE DIRECTORS A VOICE IN ADVERTISING.



DIAGEO

ebay



Levi's



Coca-Cola

VISA

General Mills: la diversidad se vuelve una condición



Las agencias deben estar integradas por **al menos 50% de mujeres y 20% de personas de color** dentro de los equipos creativos, como una condición para ganar negocio en los Estados Unidos.





2. Comunicaciones

Diageo

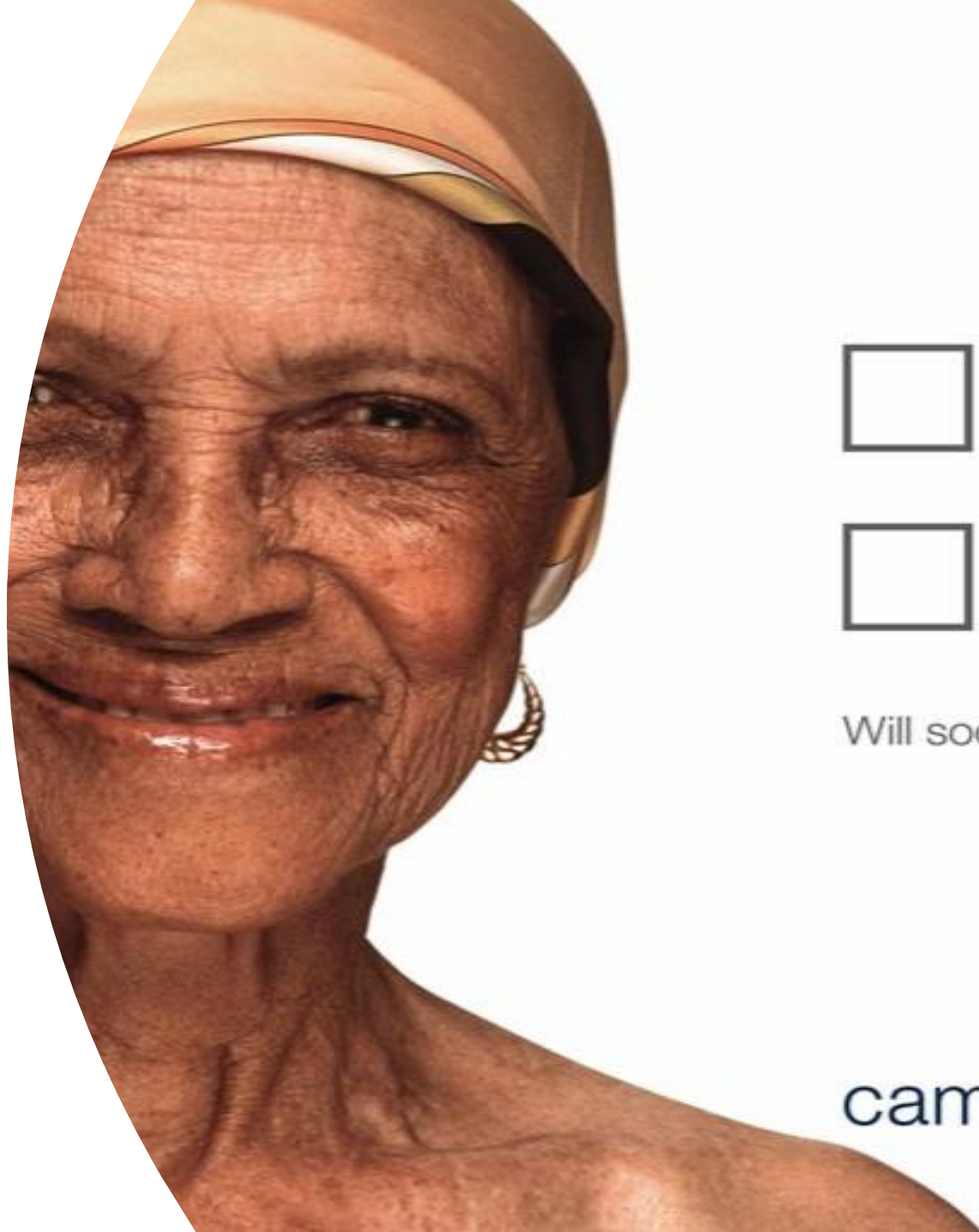
**Diageo: El nuevo
“marco de diversidad”:**

- **Representación**
- **perspectiva**
- **caracterización**
- **agencias**





Unilever



wrinkled?

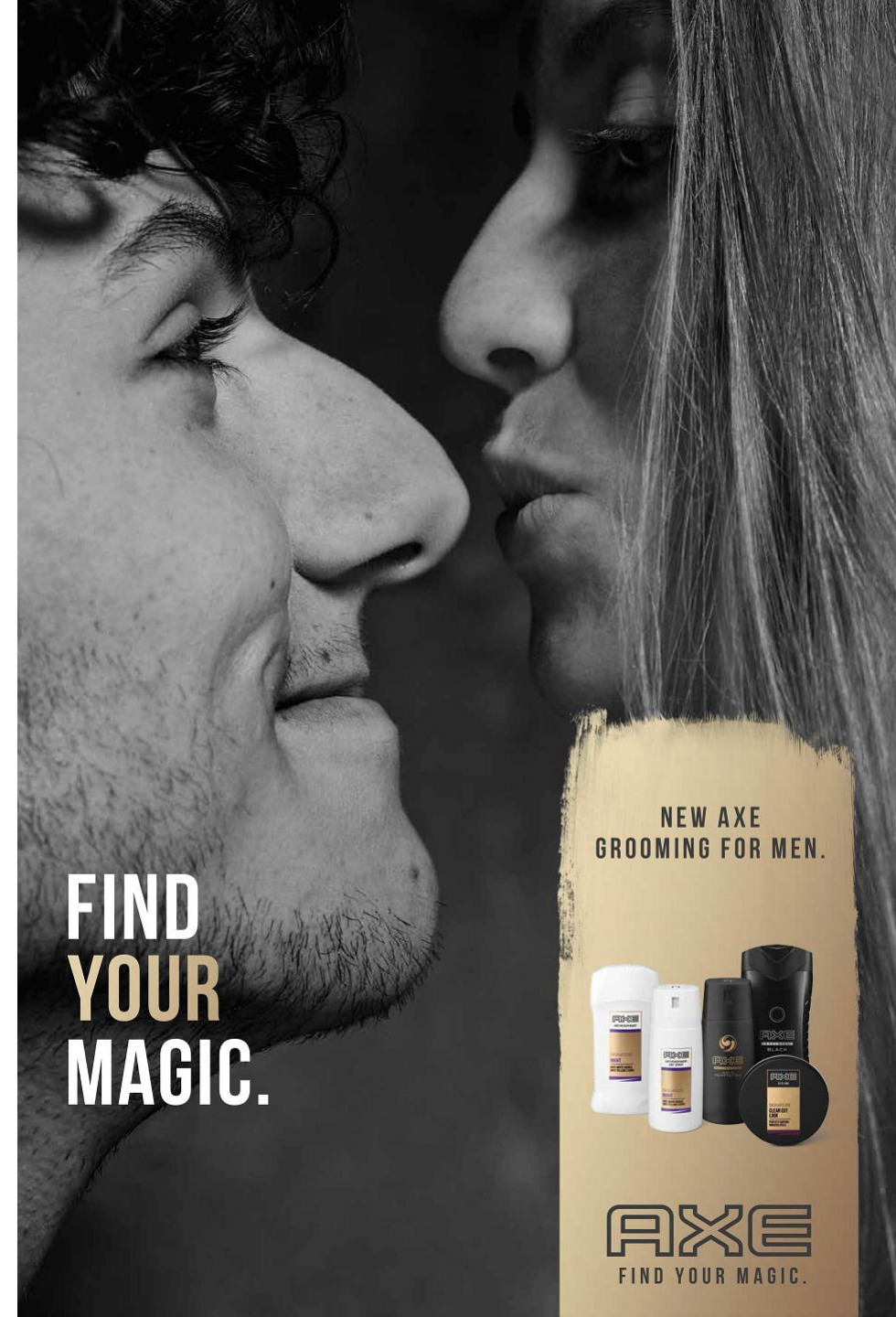
wonderful?

Will society ever accept 'old' can be beautiful?

campaignforrealbeauty.com

Unilever: El marco sin estereotipos

- 1. Roles** deben representar de forma más amplia las aspiraciones, con alcances que van más allá del posicionamiento del producto.
 - 2. Representación:** Las personalidades deben actualizarse y desplazarse hacia temas más auténticos y tridimensionales.
 - 3. Apariencia** Debe presentarse sin juicios, disfrutable sin importar quién y cómo eres o quieres ser.
- 100% de sus anuncios deberán analizarse a través de este prisma.



**FIND
YOUR
MAGIC.**

NEW AXE
GROOMING FOR MEN.



AXE
FIND YOUR MAGIC.

GEM framework



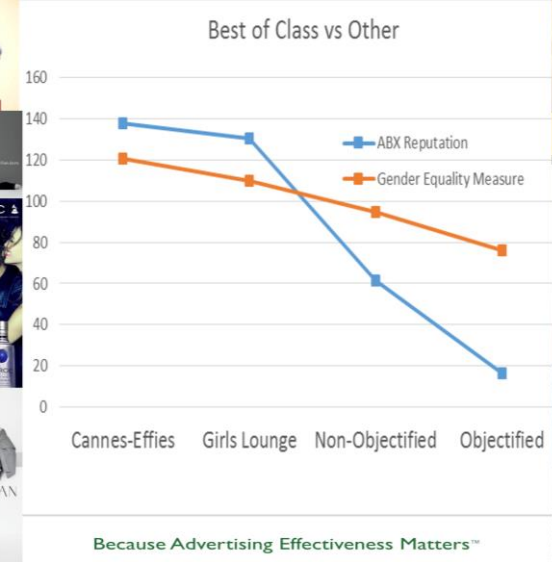
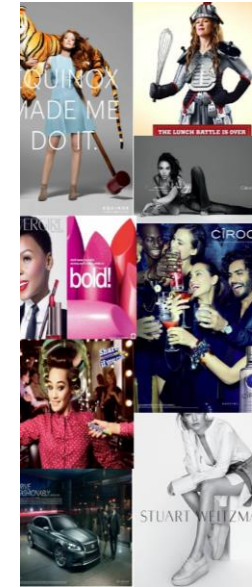
Johnson & Johnson



La Medida de Equidad de Género (Gender Equality Measurement) – Tiene 4 indicadores para identificar y ubicar conductas parciales de género en el mercado estadounidense.

Son medidas de percepción acerca de cómo actrices y actores son representados en los medios, preguntando al público consumidor:

1. ¿Cuál es la **opinion general** de las personas (hombres y mujeres) presentados en el anuncio?
2. ¿Está (ella) representada **respetuosamente**?
3. ¿El o ella, están representados **inapropiadamente**?
4. ¿Están el y ella representados en un **rol positivo**?



La investigación mostró una *correlación* entre bajas puntuaciones del GEM y baja puntuación respecto de la reputación y la intención de compra.



WFA World Federation
of Advertisers

A guide to progressive gender portrayals in advertising

The case for unsterotyping ads



A proud member of



Esto es sólo el comienzo...

“Trabajar con los estereotipos de género es sólo el primer paso. Más adelante, nuestra ambición es enfocarnos hacia otras dimensiones de la identidad. Los estereotipos de género no subsisten solos, a menudo se entrelazan con otros como la raza, etnia, orientación sexual, habilidades físicas, clases sociales y educación”.

WFA CEO Stephan Loerke



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