



MEASURING POSITIVE & PROGRESSIVE PEOPLE PORTRAYAL IN ADVERTISING

The **Gender Unstereotype Metric (GUM)** and **Progressive Unstereotype Metric (PUM)** have been designed by the Unstereotype Alliance with Kantar to help create and track advertising content that is free of all stereotypes, and to push for progressive portrayals of all people.

We request that all Unstereotype Alliance members monitor and track the advertising content they produce via the Unstereotype Metrics or other tools, to ensure they continuously improve on creating ‘unstereotyped’ content. To serve this purpose, we have created two globally validated, single measure questions that can be added to any advertising research, pre or post-test.

- The Gender Unstereotype Metric (GUM) was implemented in 2019 and focuses on evaluating female and male characters in an ad, with a particular view to measuring gender stereotypes in an ad.
- The Progressive Unstereotype Metric (PUM) was implemented in 2023 and focuses on evaluating all characters in an ad, with a particular view to measuring how progressive an ad is. This was developed with a focus on measuring age, race & ethnicity, and disability.

It is highly recommended to use these metrics in pre-testing as measuring advertising content before final production offers an opportunity to address any unconscious biases that may have arisen and provide greater confidence that the work is free from stereotypes.

THE UNSTEREOTYPE METRIC QUESTIONS:

The Gender Unstereotype Metric (GUM)

“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

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Same question is repeated for **Male** character/s, if present in the ad

The Progressive Unstereotype Metric (PUM)

“How much do you agree with the following statement?”

The way people are presented in the ad represents a modern and progressive view of society

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Empirical evidence from the GUM testing shows that progressive gender portrayal drives business results. Based on global data collected by Kantar, the business impact metrics suggest a higher GUM score is linked with:

- **2X** higher Brand Power/Brand Equity
- **1.5X** higher Impact
- **1.3X** higher Short-Term Sales Likelihood

We also anticipate that high PUM scores will have a strong link to other advertising metrics that can then be linked to business results. This will be confirmed in 2024.

WHO CAN USE THE UNSTEREOTYPE METRIC?

- The Unstereotype Metrics are available to Unstereotype Alliance members and non-members at zero cost. The data collected via the GUM and PUM forms a global database and serves as a benchmark for positive and progressive portrayals. Data is being added continuously which enables progress to be tracked over time.
- Unstereotype Alliance members have access to detailed bi-annual reports and periodical presentations which include data norms on character portrayals, norms by sector and verticals, across multiple socio-economic groups and countries. The meta-learning, shared by Kantar also include performance against each of the 3Ps – Presence, Perspective and Personality.
- As well as access to the aggregated data, each member can access their own data at any time to assess their own performance. Other research agencies that Unstereotype Alliance members work with can also use the Unstereotype Metrics in their ad testing and are requested to contribute their GUM and PUM data to help build the database.

DATA-BASING UNSTEREOTYPE METRIC SCORES AND BUILDING NORMS:

- The attached database form shows the format in which data is required; all variables are stripped of brand/ad/respondent identity to preserve research confidentiality; however, it is recommended that details such as the ad video link, brand and category remain, in order to pull meta-learning as your database builds.
- The norms will be aggregated and published bi-annually to the Unstereotype Alliance members.
- All brand data will be anonymised in aggregation and only the brand owner will ever have access to individual brand metrics.



GUM%20and%20PUM%20database%20file

WHEN DO WE/DON'T WE ASK THE UNSTEREOTYPE METRICS?

- **Don't ask** if **only children or babies** of the gender are present in the ad.
- **# Only ask** if the person can be **seen properly (face or full body)**. Don't ask if **e.g.** only hands, feet or hair are visible.
- **Don't ask** for ads with characters of **non-binary gender** (given the UM is asked based on Male or Female).
- **# Don't ask** if only **non-human characters**, such as mascots, fictional creatures, fantasy or anthropomorphic characters, are present in the ad.
- **Don't ask** for the gender, if the character(s) of that gender **do not have an active role**, only appear in the background, as part of an anonymous crowd etc.

No matter what their role is, as long as they can be seen properly, you **must always ask the question** if:

- Any character of that gender is **speaking** in the ad
- Any character of that gender is **interacting with the product/brand**
- Any character of that gender is **interacting with the main character(s)** in any way – by physical contact, eye-contact, verbal or non-verbal communication etc.
- Any character of that gender is **interacting with the viewer** – look in camera, presenting the product or its benefits etc.
- Any character of that gender **appears alone on the screen** at any moment

WHERE DO WE ASK THE UNSTEREOTYPE METRICS?

It is best to incorporate the Unstereotype Metrics at the end of the survey right before classification. This will ensure any other normative comparisons from the survey aren't potentially disrupted. The Gender Unstereotype Metric should go first, directly followed by the Progressive Unstereotype Metric.

HOW DO WE ASK THE QUESTION(S)?

To make it easy for implementation, we have included how to set up instructions for the questions to be incorporated into an ad-testing questionnaire, as shown below.

Female characters/actors only shown in test ad	Type 1	Show GUM 1 only
Male characters/actors only shown in test ad	Type 2	Show GUM 2 only
Both Female and Male characters/actors shown in test ad	Type 3	Show both GUM 1&2

GUM1: FEMALE GENDER UNSTEREOTYPE METRIC

How much do you agree or disagree with the following statement?

*This advertising presents a positive image of the **female** character/s that sets a good example for others*

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

GUM2: MALE GENDER UNSTEREOTYPE METRIC

How much do you agree or disagree with the following statement?

*This advertising presents a positive image of the **male** character/s that sets a good example for others*

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

PUM: PROGRESSIVE UNSTEREOTYPE METRIC

How much do you agree or disagree with the following statement?

The way people are presented in the ad represents a modern and progressive view of society

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

FREQUENTLY ASKED QUESTIONS:

Why does the Database form ask for study details?

We can look at norms by category, ad format and media channel as long as we have more than 30 ads in each sub-group.

What is the purpose of the Ad Characteristics codes in the Database?

The Ad Characteristics are codes generated based on the researcher's own judgement of character portrayal in the ad. It follows the Unstereotype Alliance 3Ps Playbook (Presence, Perspective, Personality) to code the ad; it allows us to examine how these 3Ps impact consumer perceptions of people portrayal when we do a meta-analysis of the database periodically.

For further information please reach out to unstereotypealliance@unwomen.org