



Introduction:

The boys and girls of the 21st Century are bending gender labels as they grow up. Those under thirty are more likely to have a less traditional gender than those over thirty. This is starting to be reflected in the media. Advertisers are expanding traditional narrow representations to appeal to the changing nature of modern audiences.

The stereotypes still exist but now there is increasing political and public debate on issues of equality. The Chief Executive of the ASA (Advertising Standards Agency UK) commented:

"We're serious about making sure we're alive to changing attitudes and behaviours. That's why we've already been taking action to ban ads that we believe reinforce gender stereotypes and that are likely to cause serious and widespread offence, or harm."

This Girl Can Advert

Context

The 'This Girl Can' campaign was a multiplatform response to research by the public group 'Sport England'. The group found that there was a gender gap of 2 million between the men and women participating in sport.

Research suggested that the primary reason women didn't take part was a fear of being judged on their appearance. The campaign aimed to encourage more women to take up exercise.

The first wave of the 10 million pound campaign launched in 2015. It was created by the agency FCB Inferno. It included online social media activity using the hashtag #thisgirlcan, a poster campaign and TV advert. Any women who tweeted about exercise or the gym were sent an encouraging tweet by a special algorithm.

The campaign was heralded as a huge success with 37 million views of the online advert. The success was attributed to the street casting of real women in real settings telling their stories with no Photoshop. The advertising has inspired 1.6 million women to exercise.

The second wave launched in January 2017, targeting a wider demographic of women between 14 and 65.

Use the digital resource 3a. 'This Girl Can' and answer the questions.



<https://www.sportengland.org/media/1278/i-swim-because-i-love-my-body-swim.jpg>

This advert is used for critical analysis under the fair dealings policy

Lynx Advert

Context

- Axe, or Lynx in some countries, is a men's grooming brand owned by Unilever. It was launched over 30 years ago and has enjoyed consistent high sales.
- The ideology behind its early marketing campaigns in the 1990s was that the Axe products helped men to attract women.
- The adverts often featured male stereotypes that could be considered 'nerds' or 'geeks' while the females that the men attracted fitted into the ideal beauty.
- The brand has been heavily criticised for gender stereotyping, objectifying women and promoting promiscuity.
- Six of its adverts were banned by the ASA for causing widespread offence for being demeaning to women.

Find Your Magic Campaign

- Launched in March 2016
- Aimed to appeal to a wider demographic of men beyond the adolescent bracket.
- Brand wanted to appeal to contemporary notions of masculinity and celebrate



individuality.

Comparison Task

Use the Venn diagram to compare the two representations of men and women in the adverts.



