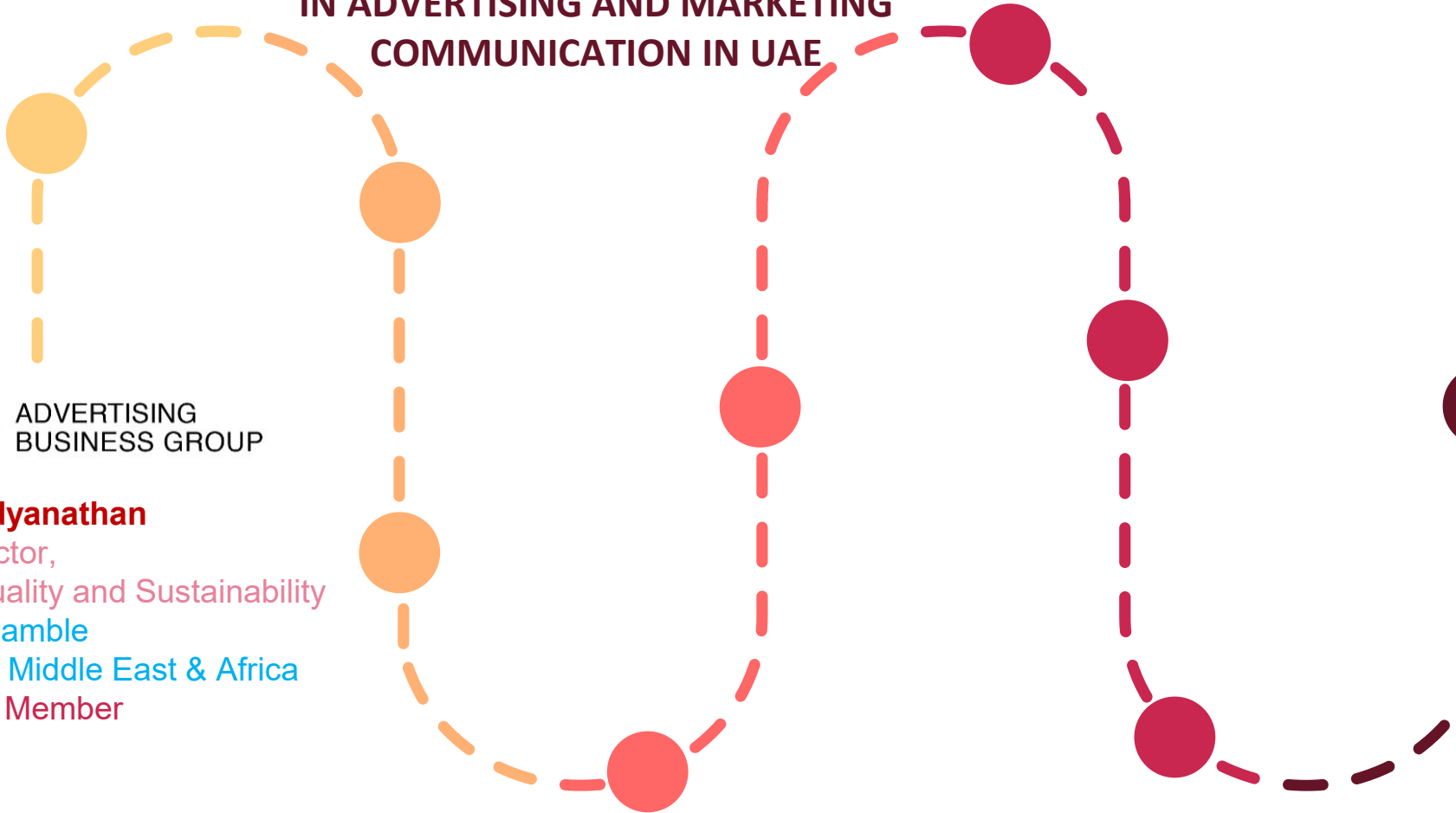


ETHICAL GUIDELINES FOR GENDER PORTRAYAL IN ADVERTISING AND MARKETING COMMUNICATION IN UAE



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SALLY TAMBOURGI
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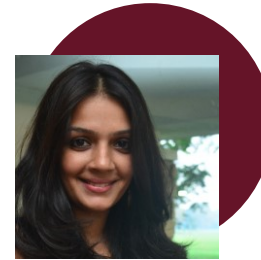
NOURA AL-SARRAJ
Deputy MD
Weber Shandwick



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Sustainability Manager
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Senior Director & Head
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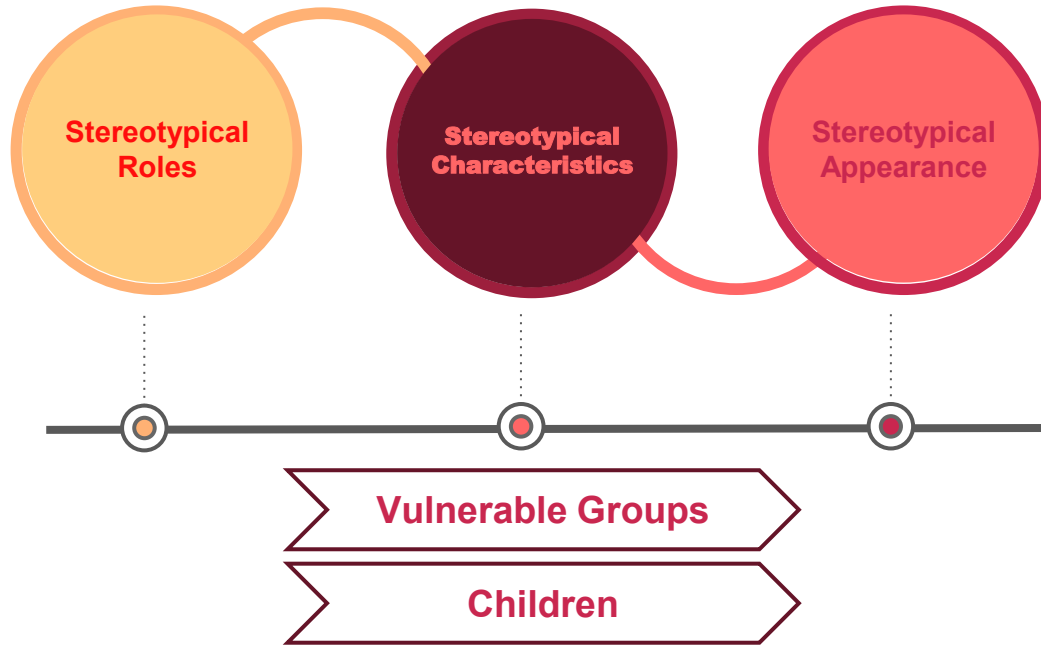
VISION

Use advertising as a force for good in advancing gender equality & women empowerment in the UAE, by providing guidance to address **unconscious biases** and avoid **reinforcing harmful stereotypes**

MISSION

- ABG will be a key driver of cultural change inspiring gender equality while balancing traditions and cultural sensitivities with progressive communication in the UAE.
- It will lead this work by driving awareness within the industry of its role in influencing audiences and shaping beliefs to prevent gender stereotypes and providing guidance about gender bias pitfalls in advertising and marketing communication.
- We will celebrate UAE advertising that breaks the norm to show people as empowered, multidimensional personalities vs stereotypical ones.

THEMES



10 Guidelines

Scenarios Featuring Gender Stereotypical Roles & Characteristics

GUIDING PRINCIPLES:

Ads may feature people undertaking gender stereotypical roles (e.g., a woman as a housekeeper or a man as the breadwinner), but should avoid suggesting that given roles or characteristics are:

- Uniquely associated with one gender;
- Only available or appropriate for one gender;
- Only feasible for one gender

01

Ads should avoid reinforcing that particular roles are only the responsibility of a specific gender

For e.g., a man putting up his feet up while a woman is trying to clean the house.

ENCOURAGE: DEPICTING BOTH MEN AND WOMEN SHARING HOUSEHOLD TASKS

Scenarios Featuring Gender Stereotypical Roles & Characteristics

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- Only available or appropriate for one gender;
- Only feasible for one gender

02

Avoid contrasting male and female stereotypical roles or characteristics to pronounce one better than the other

For e.g., avoid portrayals where a woman is depicted as weak and clueless, while the man is courageous

ENCOURAGE: SHOW MEN ALSO AS SENSITIVE AND WOMEN ALSO AS STRONG & LEADING

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03

Avoid depicting a man or woman failing to achieve any daily task due to a gender related limitation.

For e.g., a man unable to do housework or woman unable to park a car

ENCOURAGE: SHOW MEN ALSO AS SUCCESSFUL AT HOUSEWORK AND CHILDCARE

Scenarios Featuring Gender Stereotypical Roles & Characteristics

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- Only available or appropriate for one gender;
- Only feasible for one gender

04

Ads should avoid depicting a woman's happiness or success in gender stereotypical roles as based purely on others approval (i.e. husband, mother-in-law, etc.)

For e.g., a woman's success is validated only if approved by husband or mother-in-law.

ENCOURAGE: DEPICTING SELF-VALIDATION

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- Only available or appropriate for one gender;
- Only feasible for one gender

05

Ads should avoid belittling any gender for showing emotional vulnerability or sensitivity.

For e.g., negative portrayal of a man crying / displaying sensitivity or showing a woman or man as inept because they display emotional vulnerability

ENCOURAGE: PORTRAY EMOTIONAL VULNERABILITY OR SENSITIVITY POSITIVELY FOR BOTH GENDERS

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- Only available or appropriate for one gender;
- Only feasible for one gender

06

Ads should avoid belittling men for carrying out roles or tasks that are stereotypically seen associated with the female gender

For e.g., men in the role of a nurse or stay-at-home parents

ENCOURAGE: POSITIVE DEPICTION OF MEN IN THESE KINDS OF ROLES

Featuring Pressure to Conform

GUIDING PRINCIPLES:

Ads should avoid promoting unconscious bias through stereotypical advertising or mock people for not conforming to gender stereotypes, including in a context that is intended to be humorous.

07

Avoid ads which imply that: (i) conforming to an idealized gender-stereotypical appearance (e.g, body shape) is necessary for social or romantic success or emotional wellbeing ; or (ii) prioritizing appearance over all other qualities is necessary for acceptance from peers.

For e.g., a woman or man not finding a partner because they don't conform to an idealized stereotype (a short, puny man vs a tall muscular one).

This does not preclude ads from featuring healthy, attractive or successful individuals or depicting glamorous scenarios.

ENCOURAGE: POSITIVE DEPICTION OF DIFFERENT KINDS OF APPEARANCES THAT MATCH REALITY

Featuring Vulnerable Groups

GUIDING PRINCIPLES:

Ads should be considerate over the emotional and physical well being of vulnerable groups who might be under pressure to conform to particular gender stereotypes.

08

Avoid Ads aimed at mothers of newborns that suggest that looking attractive or keeping the house pristine is a priority over other factors such as emotional well being



GUIDING PRINCIPLES:

Ads can be targeted at, and feature a specific gender, but should avoid to convey that children's choice of products, pursuits, or activities, including choice of play or career, is unsuitable for one or another gender.

09

Avoid reinforcing perception via contrast of what children can or cannot be/do, because of their gender.

For e.g., avoid the negative use of phrases like “boys don’t cry” or “runs like a girl.”

ENCOURAGE: DEPICTION OF NUMEROUS POSSIBILITIES FOR BOTH BOYS AND GIRLS THAT DO NOT REINFORCE GENDER STEREOTYPES. FOR E.G., BOYS CHOOSING PINK AND GIRLS CHOOSING CARS



GUIDING PRINCIPLES:

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10


Ads should not explicitly depict children of a specific gender being excluded from or be dismissive of an activity.

This does not prevent an ad from depicting children undertaking an activity stereotypically associated with their gender.

For e.g., kids not wanting to play with children different from them (e.g., overweight, of a different race, not athletically inclined, handicapped)

ENCOURAGE: INCLUSIVE, POSITIVE PORTRAYAL OF DIFFERENT KINDS OF CHILDREN

THE FIRST UAE ETHICAL GUIDELINES FOR GENDER PORTRAYAL IN ADVERTISING AND MARKETING COMMUNICATION

- 
1. Ads should avoid reinforcing that particular roles are only the responsibility of a specific gender
 2. Avoid contrasting male and female stereotypical roles or characteristics to pronounce one better than the other
 3. Avoid depicting a man or woman failing to achieve any daily task due to a gender related limitation.
 4. Ads should avoid depicting a woman's happiness or success in gender stereotypical roles as based purely on others' approval
 5. Ads should avoid belittling any gender for showing emotional vulnerability or sensitivity.
 6. Ads should avoid belittling men for carrying out roles or tasks that are stereotypically seen associated with the female gender.
 7. Avoid ads which imply that: (i) conforming to an idealized gender-stereotypical appearance (e.g, body shape) is necessary for social or romantic success or emotional wellbeing are to be avoided; or (ii) prioritizing appearance over all other qualities is necessary for acceptance from peers.
 8. Avoid Ads aimed at young mothers that suggest that looking attractive or keeping the house pristine is a priority over other factors such as emotional well being.
 9. Avoid reinforcing perception via contrast of what children can or cannot be/do, because of their gender.
 10. Ads should not explicitly depict children of a specific gender being excluded from or be dismissive of an activity.