



# REMOVAL OF GENDER TARGETING

for non-gendered products



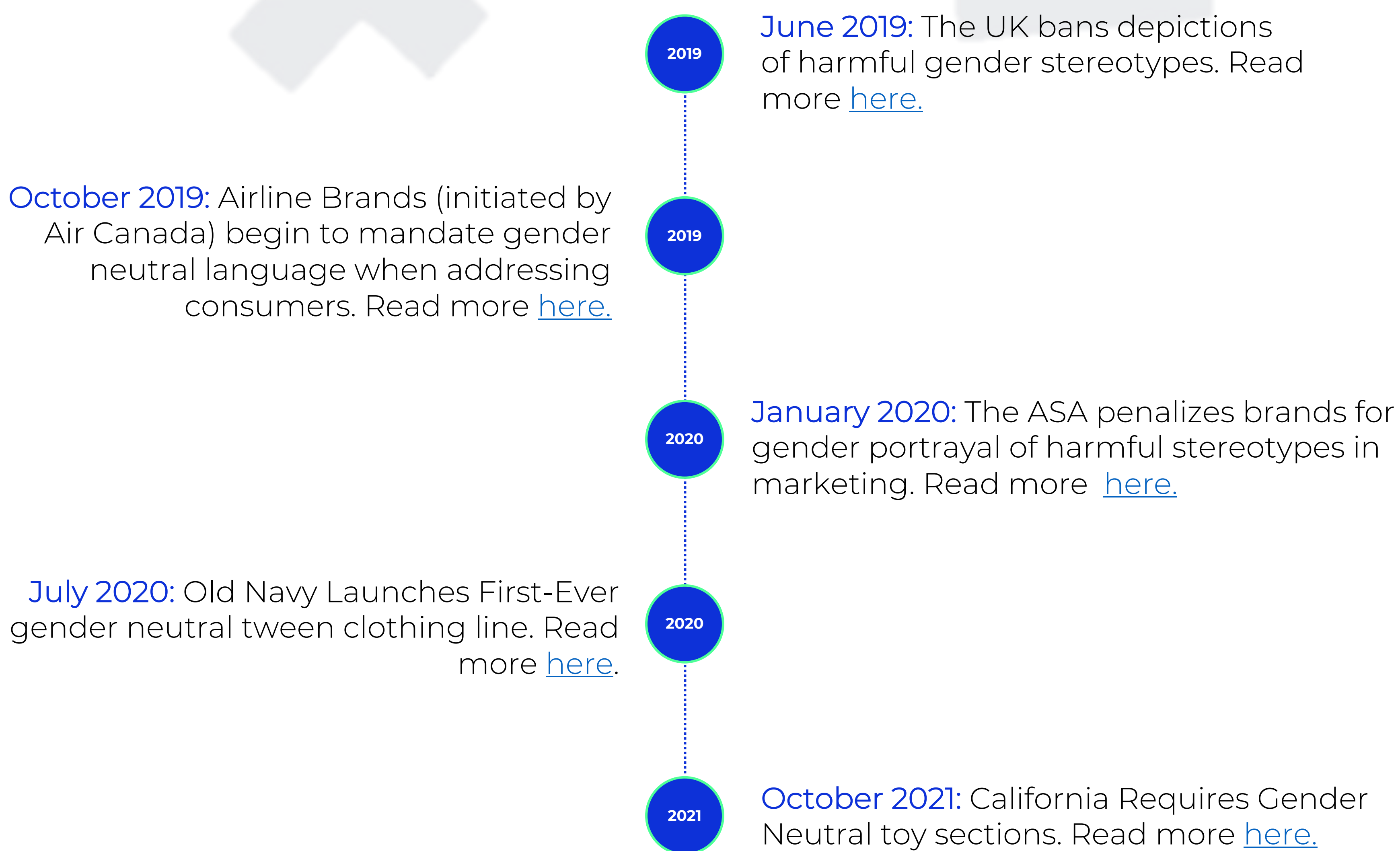
# > STEPS TOWARD GENDER NEUTRAL MARKETING

Good marketing must listen and react to consumer attitudes, in an effort to remain relevant, empathetic and connected to cultural influences.

Although the internet was invented half a century ago, around 90% of the world's data was only produced in the last two years. The bulk of it comes from social media, digital photos, videos, customer data, and more.

Most recently, non-binary and gender inclusive marketing has started to become more prevalent. This includes marketing to both genders without bias to stereotypical gender representation or exclusion of one gender on assumptions of who will consume the product or brand.

In many countries today non-binary representation is now becoming law.



# > EVOLVING COMMUNICATION WITH CULTURE

Facebook published a report in 2017 that found that **79% of women and 75% of men favor brands that promote gender positivity**. Consumers surveyed overall felt 8% to 10% more positively toward brands that propped up gender-positive messaging, and that the tactic strengthened loyalty with 48% of men and women.

Many brands today are only just starting to advertise utilizing third-wave gender principles, such as the abolishment of gender role expectations and stereotypes.

From a media perspective, targeting by gender to reach consumers assumes that one gender has the decision-making power over a category purchase or action and leans on outdated gendered assumptions which could eliminate a larger audience of potential consumers.

Gendered advertising extends beyond creative depictions and into the way marketers target and purchase media. It's not enough to ensure inclusivity in assets if that inclusivity will not also extend to reach potential consumers.

## Purchase influence by gender in Canada (Vividata Spring 2021)

	Male Audience	Female Audience
Has a personal influence on purchasing home entertainment or technology for the HHLD.	54%	46%
Considers themselves to be the primary HHLD decision maker.	54%	45%
Has influence on the purchase of HHLD appliances.	43%	56%
Has significant purchase influence on automotive purchases.	60%	40%
Is the principal wage earner in the HHLD.	59%	41%



# > NON-BINARY TARGETING

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Before 2016 Census collection began, Statistics Canada started receiving comments from Canadians stating that they would be unable to answer the question on sex, which included only two response categories (male and female), as neither of these two categories reflected their reality.

**From 2016 onwards an 'Other' option was included in the survey.**

**Today, there are 3 gender media targeting options – Male, Female & Unknown/All or Other within the digital targeting space.**

**Google network-** “Unknown” refers to people whose age, gender, parental status, or household income haven’t been identified.

**Facebook** - When creating ads in Facebook gender targeting can be set to “Male,” “Female,” or, for their gender-neutral offer, “All.”

**Amazon** - Amazon generates demographic data based on accounts. If more than one person is using the account, it can skew the data. Currently gender targeting options for Amazon only include male or female.

**Spotify-** Only offers male and female targeting options for both direct and programmatic buying. The 3<sup>rd</sup> gender targeting option is to apply no gender targeting at all.

**Yahoo** – Male: Ads are only delivered to male users. Female: Ads are only delivered to female users. Unknown: Ads are only delivered to users with gender unknown.

Most targeting parameters are derived or deduced by observing users’ behaviors - like what sites they visit, what they search for, etc. Very few adtech companies have users that voluntarily provide their gender, age, home address, etc. So practically all the characteristics or parameters that a data broker or DMP (data management platform) has on users are derived through **probabilistic data**.



# > DETERMINISTIC VS PROBABALISTIC DATA

## WHAT'S PROBABALISTIC DATA?

Probabilistic audience data is usually based on behavioral data like web-logs that are aggregated and analyzed in order to determine the probability that a user belongs to a certain demographic category or class. Advanced algorithms try to identify distinct behavioral patterns like certain travel and browsing behaviors in order to determine the probability of the user being male or female, young or old, etc. Many behavioristic models are in fact searching for distinct patterns of known human behavior. Patterns that usually emerge due to humans being creatures of habit.

## HOW ACCURATE IS TARGETING ONE PARAMETER- LIKE GENDER?

In certain cases, you might expect the inference to be straightforward. If the user visited ESPN.com, and looked for beard trimming products, you could derive the user is male. But when academics studied the targeting parameters purchased from ad tech data brokers, they found that even a single parameter - gender - was only accurate 42% of the time.

To put that in perspective, that is LESS than the natural population gender split of 50%. That means that showing the ads to every possible user, would still yield a 50% on-target rate (hitting the gender you wanted to target) a campaign targeted to only that gender using probabilistic data sets.

### How Accurate is Targeting One Parameters - Like Gender?

	DMP match rate (%)	Population with attribute (%)
Gender	42.3%	50%
Age 18-24	10.7%	10%
Age 25-34	25.7%	18%
Sport	87.4%	67%

### How Accurate is Targeting TWO Parameters - Like Gender + Age Range?

	Accuracy	Sample Size
Vendor A	14.8%	1,782
Vendor B	24.1%	9,004
Vendor C	42.4%	1,392
Average	24.4%	12,398

### Is there a costing impact to increasing targeting parameters?

CPMs on average can see an increase of 1.6X with the addition of each targeting parameter. So removing inefficient layers like gender targeting can save a brand money!



# > THE FUTURE OF GENDERED MARKETING

## BEING LOCKED INSIDE LEAD TO SELF-REFLECTION

2020 was the year of fear, distress, monumental shifts and progression. As we reflect upon the events that took place in such a short time span, it's important to also see the development of diversity, equity, and inclusion that came forward globally during increasingly dark times as well as the opportunities for progress that remain.

The risks of gender-biased marketing include ignoring large groups of consumers. **As we progress forward into a new age of inclusivity, marketers need to ensure our discussion around diversity are also including a range of gender targeting and representation.**

[Read More Here.](#)

LEARN  
from the  
past



THE NEXT  
GENERATION  
IS  
REJECTING  
THE BINARY

CONNECT  
with youth

## 35% OF GEN Z KNOW SOMEONE WHO USES GENDER-NEUTRAL PRONOUNS

People who identify as transgender, genderqueer, or non-binary want to be seen and respected in society – and that extends to brands and marketing.

GLAAD has estimated about 12% of Millennials, and almost 24% of Gen Z consider themselves gender nonconforming, so **ignoring this population is not just a miss from an awareness perspective, but can also negatively impact a brand's sales.**

[Read More on this here.](#)



## CELEBRITIES ARE DEMANDING DIVERSE REPRESENTATION ON STREAMING PLATFORMS

With prominent trans and LGBT+ celebrity voices taking a stand publicly on which platforms they're willing to work with based on gender inclusivity providers are being pushed in the direction of developing and hosting more inclusive content. **It will be a small jump from content inclusivity to extending this demand to advertising and sponsorship opportunities as well.**

[Read More Here.](#)

Take a  
STAND

## GENDER-NEUTRAL DOESN'T HAVE TO MEAN ONLY NEUTRAL

what most brands fail to consider is that gender-neutral doesn't mean products or creative should be devoid of gender expression, or strictly masculine-as-default.

**Products and collections that are truly 'gender-neutral' should embrace the gender spectrum.**

[Vogue shows a great example of this with the Harry Styles article/photoshoot here.](#)

Push the  
LIMIT





# > CASE STUDY: SUBWAY CHALLENGES GENDER BIAS

The Australian fast food customer base is roughly 50% female.

Women who were surveyed under test conditions rated Subway lower for eight out of nine touchpoints, including TV advertising, out-of-home advertising, customer service, retail environment, and the product offering. **As a result of this weaker connection with the brand women had lower preference for Subway, resulting in lower potential market share.**

Subway's 2017 My Kind of Fresh TVC 15 second is part of a campaign ad series which focused on men as the sole consumer - the advertising did not address women directly but included portrayals of women (mom) in a stereotypical and negative way. The media buy was also skewed toward reaching male consumers as a priority. **While these are subtle gendered leanings, it is easy to see why women might not feel close to a brand that either negatively depicts or ignores them.**

Addressing issues like these can give businesses and brands the opportunity to grow market share by better meeting the needs of different genders. And by remedying the consumer gender experience gap, brands have the potential to increase competitiveness and profitability.

**The cost of gender bias to Subway Australia was calculated at over**

**\$226MM USD**

In 2017 after a Business Australia QSR Study.



**Based on recent quantitative research in Australia on the fast food sector, which looked at brand touchpoint ratings by men and women and the impacts on market share, sorting out gender issues is potentially worth over \$US226 million domestically to Subway.**



# > CASE STUDY: LEVI'S REMOVES LABELS



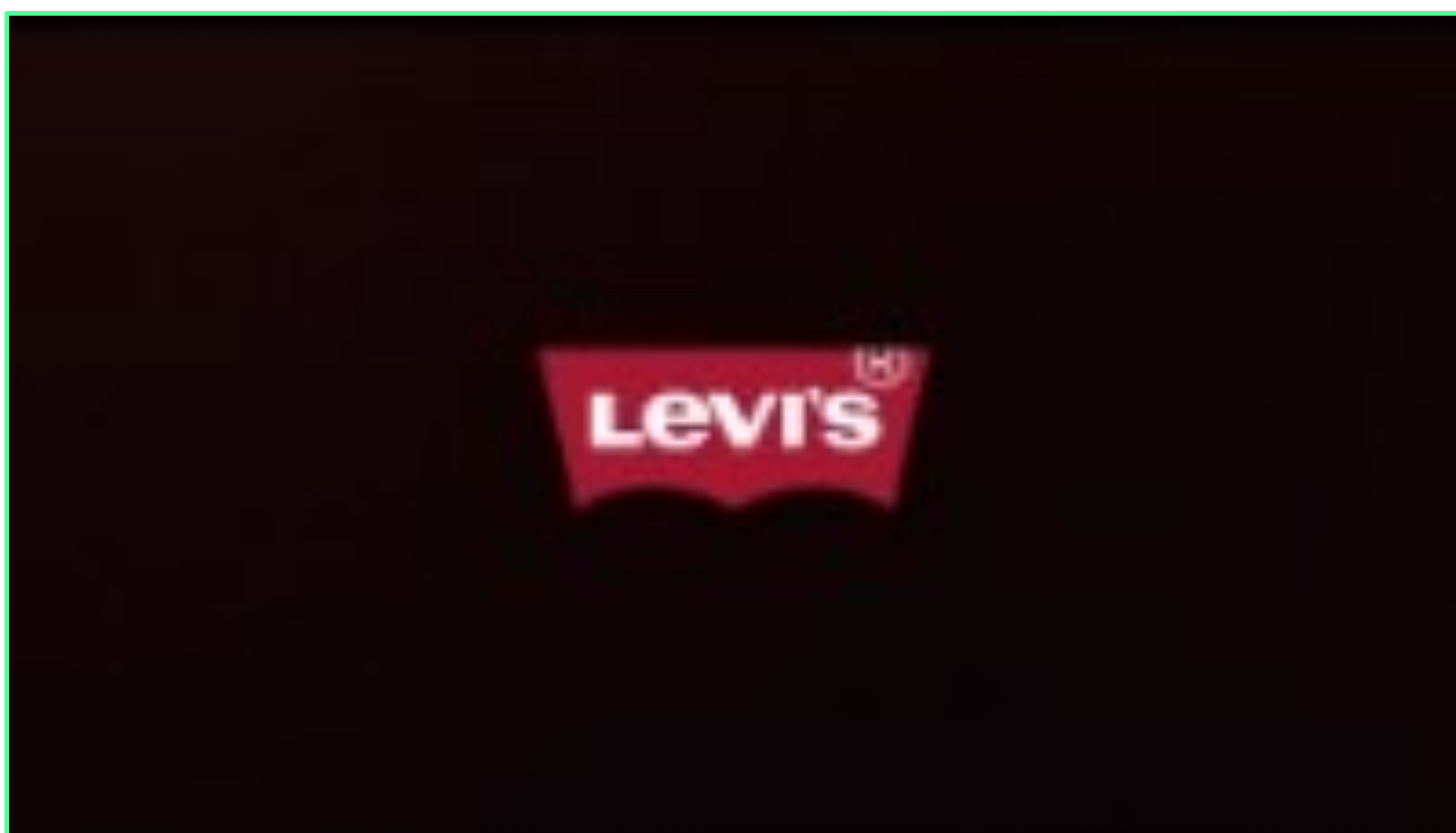
## LEVI'S BUILT A CONSUMER INSIGHT INTO A BRAND-NEW PRODUCT CONCEPT

With the non-conforming world evolving and public appetite for gender neutral branding growing, particularly within the hygiene, beauty and clothing industries, some brands have risen to the challenge – whether by reframing their copywriting, introducing gender neutral product lines or retuning their strategy entirely.

Last year Levi's offered its first genderless foray with an 'Unlabeled' collection. It leaned on market research that indicated **30% of Gen Z Levi's fans shop across genders**. Recognizing that it did not have a genderless concept for the brand at the time, it asked its grassroots group of LGBTQ+ employees to curate a homegrown, gender-less collection from its existing line.

"We didn't know this would work. We hoped it would, we thought we would, but we didn't know until we saw the results," admits Peter Lewin, senior director of strategy and marketplace insights of Levi's Unlabeled.

"It's been validating that Levi's fans have embraced not only a genderless collection but also one that's such an authentic expression of our values and who we are."





# FINAL THOUGHTS

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The removal of gender targeting for non-gendered products makes an impact in more ways than one for brands.

1. Removing Gendering widens in-market reach.
2. Non-Binary digital targeting creates performance efficiencies.
3. Tacking this now will improve brand perceptions for the next generation of consumers.

Marketers need to **progress at the same speed as our culture grows** in order to remain relevant and appealing to audiences.

In a world striving for inclusivity, **marketers have a duty in the media landscape to continue to evolve ways of thinking and challenge any barriers to accurate representation of brands and potential consumers.**



THANK YOU



epitaph  
G R O U P