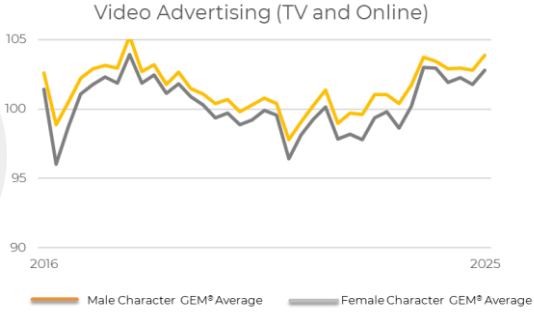


ABX SEEHER ANA

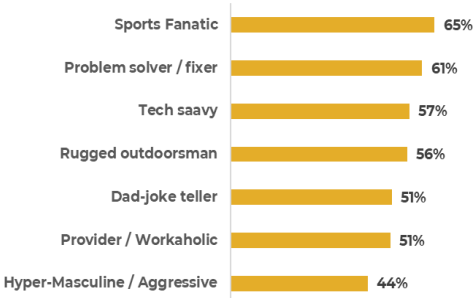
Missing The Modern Man In Advertising?

Existing High Societal Perceptions Typically Equate to Higher Portrayal Scores For Male Characters vs. Female Characters

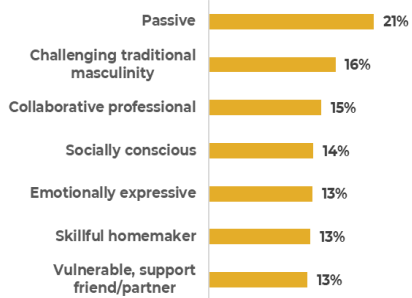


Overdone vs. Uncommon Portrayals

Men Are Portrayed Frequently In Ads As...



Men Are NOT Portrayed Frequently In Ads As...



% consumers – men are frequently portrayed

% consumers – men are portrayed "Too Much"

Positive Impact on Ad Perception

% top 2 box

Male character collaborates with a Woman character as an equal partner	65%
Male character actively seeks and values the Woman character's perspective	61%
Male character shares his diverse interests in a conversation with a Woman character	58%
Male character expresses his individuality and fluidity while engaging with a Woman character	53%
Male character plays a supporting or secondary role to a Woman character	53%

Start basing it (portrayals) on what brands ask their customers about. Real life. Not the stereotypes. The stereotypes are not relatable to me. They are not how real life works.

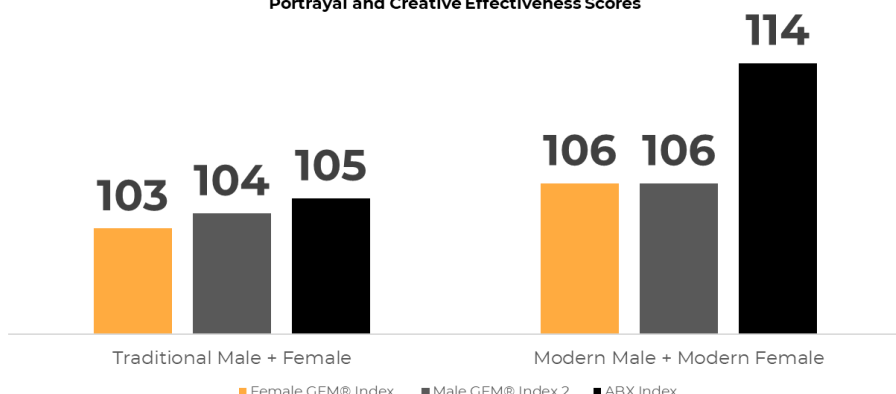


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Missing The Modern Man In Advertising?

Pairing Modern Male and Female Characters Improves Both Characters' Scores and Overall Creative Effectiveness

Portrayal and Creative Effectiveness Scores



I think some of the things that can be done, include not stereotyping men as being foolish, dumb, or irrational while contrasting with them women who are rational and intelligent; not downplaying or ignoring the fact that many men like the arts rather than sports; and also, in general, stop using the interactions between men and women to merely make men look self-deprecating.



Portray men as respectful, capable, emotionally intelligent, well-rounded individuals.

The Modern Male Portrayal Framework

REPRESENTATION

Men approved

Realistic representation
Intersectional identities

EQUITY

Mutual respect

Collaborates with women

Seeks women's perspectives

Supporting

Balanced/**Well-Rounded**

Secondary character

PORTRAYAL

Traditional (sports fan, problem solver, techy, etc.), but not objectionable roles

Challenging norms

High EQ

Domestically skilled

Socially Conscious

For more information contact SeeHer at seeherinfo@ana.net or ABX at info@adbenchmark.com