MIRRORONTHE INDUSTRY:

ADVERTISING IN 2019?



INCLUSION AND DIVERSITY IS IN CHANNEL 4'S DNA

"Inclusion and diversity is intrinsic to everything we do at Channel 4. We must embody and reflect the contemporary reality of our country and its future, both in our content and within our culture as an organisation"

Alex Mahon - CEO





WE CARE ABOUT THE CREATIVES THAT END UP ON OUR SCREENS





IT'S NOT JUST CHANNEL 4 – IT'S A'HOT TOPIC' EVERYWHERE

Inclusive Brand Marketing: 4 Ways to Foster a More Diverse Audience

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The Diversity Checklist: How Brands Get It Wrong And Right

Brands, it's time to stop passing the buck on diversity

By Mira Kaddoura - 23 March 2019 10:01am



Diversity is not optional if advertising, marketing, and media are to grow and thrive





AND WE'RE STILL NOT PARTICULARLY REPRESENTATIVE AS AN INDUSTRY





SOWE THOUGHT AND AND SOUND SOU

A MULTI LA YERED RESEARCH APPROACH





FULL TV ADVERTISING AUDIT

Coded the **top 1000** TV ads from two typical months **last year**

- Which minority groups appeared
 - What **roles** they played
- How they were being portrayed



ROBUST QUANTATIVE SURVEY

Surveyed a **nationally representative** sample of **2000 adults aged 16+** to gauge current perceptions of **diversity in advertising**

Boosted samples for **BAME**, **disabled people** and people from the **LGBT+ community**

INDEPTH ONLINE FOCUS GROUPS

3 x 90 minute online focus groups, with BAME, LGBT+ and disabled people

Explored **emerging themes** from the research, as well as how they feel about their current **representation** in TV advertising



DIVERSITY = FACT

INCLUSIVITY = FEELING





GLOSSARY - WHY WE'VE CHOSEN TO USE THESE TERMS

DISABLED PEOPLE:

We choose to use the term 'disabled people', rather than 'people with disabilities'. 'Disabled people', puts the emphasis on the social arrangements that function to exclude people who have impairments. Disabled people developed the social model of disability because the traditional medical model did not explain their personal experience of disability or help to develop more inclusive ways of living.



BAME (BLACK, ASIAN, MINORITY ETHNIC):

This is the most common term used by the government and media to refer to the minority ethnic population as a whole. It was designed to emphasise the fact that all citizens have an 'ethnic' status, including white British people, but that some ethnic groups have a minority status due to their skin colour or nationality of origin, as a result of which they experience discrimination and exclusion.

LGBT+:

The umbrella acronym for Lesbian, Gay, Bisexual and Transgender. The plus sign is there to include people of any sexual orientation or gender identity that is not included under LGBT - such as people who refuse a binary or fixed gender identity.



WE'RE GOING TO TAKE YOU THROUGH 3 KEY QUESTION AREAS...

HOW WELL
DOES TV ADVERTISING
REPRESENT
MINORITY
GROUPS?

What roles do they play and how are they portrayed?

HOW DO MINORITY
GROUPS FEEL
ABOUT THIS
REPRESENTATION?

How does this compare to the views of the total population?

WHY SHOULD BRANDS CARE? What does embracing diversity and inclusion mean for a brand?



WHAT ARE THE REAL LEVELS OF REPRESENTATION IN TV ADVERTISING?

LGBT+ AND DISABLED PEOPLE ARE STILL GREATLY UNDERREPRESENTED IN COMPARISON TO THE POPULATION

2%

of TV ads feature disabled people (physical or invisible)

vs 28% in the UK population

3%

of TV ads feature people from the **LGBT+ community**

vs **6%** in the UK population



LGBT+ FOCUS GROUP

"It should be far more than 3%!"

"Shameful"

"Certainly **not enough**, I think many companies are afraid of losing homophobic/transphobic customers"

"Doesn't surprise me, thought it does feel ridiculous for this day and age"

DISABLED FOCUS GROUP

"2% seems generous"

"Unbelievably small"

"A **long way** to go"



WHILST THERE IS BETTER SURFACE LEVEL REPRESENTATION FOR ETHNIC MINORITIES, THIS IS SKEWED TO ONE GROUP

37%

of TV ads feature black people

vs 3% in the UK population

12%

of TV ads feature South Asian people

vs **7%** in the UK population

8%

of TV ads feature East Asian people

vs 1% in the UK population



"BLACK? YES. THE REST? NO.
PERHAPS THE ADVERTISERS
THINK THEY HAVE FULFILLED
THEIR 'RESPONSIBILITY' WITH
BLACK REPRESENTATION, EVEN
IF IT EXCLUDES ASIANS,
EASTERN EUROPEANS AND
OTHERS..."

BAME participant

"IN THE MAIN, I THINK
WHITE AND BLACK PEOPLE
ARE FAIRLY REPRESENTED
SO FAR AS RACE IS
CONCERNED, ASIAN AND
EASTERN EUROPEAN
COMMUNITIES,
NOT SO MUCH"

BAME Participant



NEARLY ALL MINORITY GROUPS PLAY A LEAD ROLE IN ONLY 1% OF ALL ADS

3%
SHOW SOUTH
ASIAN
PEOPLE IN A
LEAD ROLE

12%
SHOW BLACK
PEOPLE IN A
LEAD ROLE



SHOW DISABLED PEOPLE IN A LEAD ROLE

SHOW PEOPLE FROM THE LGBT+
COMMUNITY IN A LEAD ROLE

SHOW EAST ASIAN PEOPLE IN A LEAD ROLE

SHOW PEOPLE FROM OTHER ETHNIC MINORITY GROUPS IN A LEAD ROLE



THE MINORITY
GROUPS WE
LOOKED AT WERE
LEAD ROLES IN LESS
THAN HALF THE ADS
THEY FEATURED IN

46%

DISABLED PEOPLE

50%

BLACK PEOPLE

33%

SOUTH ASIAN PEOPLE

OTHER ETHNIC GROUPS

29%

EAST ASIAN PEOPLE

14%









700000

HOW DO MINORITY GROUPS FEEL ABOUT THIS REPRESENTATION?





CREATIVE EXERCISES IN OUR GROUPS CLEARLY SHOWED THEIR EMOTIONAL REPSONSES TO TV AD REPRESENTATION

The 'Blob Tree'
uncovers peoples
emotional reactions
by allowing them to
project their feelings
into a character,
which facilitates open
and honest
conversation





LGBT+ RESPONSES CENTRED AROUND EXCLUSION AND BEING ON THE FRINGE OF SOCIETY

WHY DID YOU CHOOSE THIS CHARACTER?

"Selected the hanging on character because they're barely able to stay on by their fingertips"

LGBT+ FOCUS GROUP PARTICIPANT

"The one with its back to us - it's there but not fully or being included"

> **LGBT+ FOCUS** GROUP PARTICIPANT

"They all look like they are in danger of falling"

LGBT+ FOCUS GROUP PARTICIPANT

"Chose ones on the fringe or looking up hopefully but not on the tree"

LGBT+ FOCUS GROUP PARTICIPANT





REPRESENTING LGBT+ IN A NATURAL, YET NON-TOKENISTIC WAY IS A REAL CHALLENGE FOR ADVERTISERS RIGHT NOW

2x

more likely to have noticed tokenistic LGBT+ representation than the total population

60%

of LGBT+ people have seen their group represented in a negative or derogatory way in TV ads

Highest out of all the minority groups we asked

43%

of LGBT+ people have seen their group represented in a tokenistic way in TV ads

Highest out of all the minority groups we asked



THE 'MONTAGE EFFECT' FUELS THE FEELING OF TOKENISM

""LGBT+ roles in advertising are almost exclusively background or montage roles, it's rarely (or never?) The storyline. There's all sorts of straight couple love stories but no LGBT+ that I can think of!"

"THEY ARE
ALWAYS SHOWN IN A
MONTAGE OF OTHER COUPLES,

THE REST OF WHO ARE IN AN OPPOSITE
SEX RELATIONSHIP BUT

IT'S APPARENTLY FINE TO
HAVE OVERTLY SEXUALISED
CHARACTERS IN ADS IF
THEY'RE PORTRAYED
AS STRAIGHT"

"We're not there to really bring anything to the advert, We're just put there so the advertiser can be like 'hey look! We include the gays!"





IT STILL GETS ME THAT AN **ADVERT SHOWING** A SENTIENT M&M IN BED WITH A WOMAN, ALLUDING TO BE HAVING SEX WITH HER IS MORE ACCEPTABLE THAN TWO LOVING DADS WITH THEIR CHILDREN ??



STEREOTYPES LEAD TO HARMFUL PERCEPTIONS OF GROUPS OF PEOPLE, **AND IT BECOMES** NORMAL/ACCEPTED TO THINK THAT THE STEREOTYPES ARE TRUE, AND TO JOKE **ABOUT IT AND SPREAD HURTFUL INFORMATION**

1/4

of LGBT+ people have seen their group represented in a stereotypical way in TV ads

11 I'VE SEEN SOME **ADVERTS WHICH** FEATURE SINGLE, FLAMBOYANT, HYPERSEXUAL GAY MEN. NOT THAT THERE AREN'T GAY MEN LIKE THAT BUT THERE'S MORE THAN ONE WAY TO BE GAY!





RESPONSES FROM OUR DISABLED GROUP HIGHLIGH HOW IGNORED THEY FEEL BY THE MEDIA

WHY DID YOU CHOOSE THIS CHARACTER?

"I would say the person dropping off the tree, the person on the top right and the one sitting on a branch clinging to the trunk... Disabled people feel isolated, clinging on for dear life and falling out of the tree unobserved in general"

DISABLED FOCUS GROUP
PARTICIPANT

"Ostracised, misunderstood, ignored"

DISABLED FOCUS GROUP PARTICIPANT

"They are kind of pushed in the back and dark"

DISABLED FOCUS GROUP PARTICIPANT





EVEN WHEN THEY DO TRY TO BE REPRESENTATIVE, TV ADS TEND TO BE SKEWED TOWARDS CERTAIN DISABILITIES, MEANING TOKENISM STILL FEELS PREVALENT

Over

1/2

of TV ads featuring a disabled person featured amputees

Over

1/5

of disabled people have seen their group represented in a tokenistic way in TV ads 39%

of disabled people have seen their group represented in a negative or derogatory way in TV ads



OUR GROUPS CALLED OUT THE LACK OF DIVERSITY AND UNDERSTANDING IN REPRESENTING DISABILITIES

"I'VE NEVER FELT I'VE BEEN REPRESENTED IN THE MEDIA... I DON'T FIT THE USUAL STEREOTYPE..."

"DISABILITY
DIVERSITY IS SO
BADLY PORTRAYED
USUALLY"

"IF WE
DON'T SEE
IT IN TV
PROGRAMMING
I GUESS WE
CAN'T EXPECT
TO SEE IT IN
ADVERTISING"

"PERHAPS IT IS
THE LACK OF
OTHER
ADVERTISING
INCLUDING
DISABLED ACTORS
THAT MAKES IT
FEEL TOKENISTIC"





COMMUNITY WAS THE MOST IMPORTANT THING TO OUR BAME GROUP

WHY DID YOU CHOOSE THIS CHARACTER?

"People helping each other or families together"

> **BAME FOCUS** GROUP PARTICIPANT

> > "People coming together and helping each other out"

> > > BAME FOCUS GROUP PARTICIPANT

"If you work together I believe you achieve a lot"

BAME FOCUS GROUP PARTICIPANT

"Because team work best and better for success"

BAME FOCUS GROUP PARTICIPANT



BUT NEGATIVE EXPERIENCES WITH REPRESENTATION ARE STILL APPARENT

Over

1/3

of each ethnic group we asked have seen negative portrayal of their group in TV ads 1/3 1/3

South Asian

have seen their group represented in a tokenistic way in TV ads 43%
Black

35%

South Asian

more likely to have noticed tokenistic BAME representation than the total population



INAUTHENTIC REPRESENTATION AND 'WHITEWASHING' OF DIFFERENT CULTURES IS A REAL PROBLEM

Over

1/4

Of each ethnic group we asked have seen stereotypical portrayal of their group in TV ads "ASIAN
PEOPLE ARE
PORTRAYED
AS EXPERTS IN
CURRY AND
THAT'S ABOUT
IT"

"I THINK WE ONLY REALLY SEE BAME PEOPLE DOING STEREOTYPICALLY 'ORDINARY BRITISH' THINGS"

"THE BIGGEST
CHALLENGE IS
UNDERSTANDING
THEIR CULTURE AND
INCORPORATING
THEM IN A NONSTEREOTYPICAL
WAY"



STEREAPLACE STEREAPLACE STEREAPLACE STEREAPLACE



GOOD PRACTICE CASE STUDY: JUST EAT

REFLECTIVE OF A MODERN DAY, CULTURALLY DIVERSE BRITAIN





ALL WHO WATCHED SOUTH OR EAST ASIAN PEOPLE

% WHO SAID SOUTH AND EAST ASIAN ARE REPRESENTED WELL IN THE ADVERT

58%

59%

NET BRAND IMPACT

(positive - negative

+5%

+17%

GOOD PRACTICE CASE STUDY: JUST EAT

REFLECTIVE OF A MODERN DAY, CULTURALLY DIVERSE BRITAIN



"It's stereotypical but a natural and positive one.

If they offered the role of Indian takeaway worker to a white actor purely because he was the better actor, then that would have invited criticism of cultural appropriation etc."

BAME FOCUS GROUP PARTICIPANT

"I think as long as it's positive representation and not cheesy or belittling then it's positive"

LGBT+ FOCUS GROUP PARTICIPANT "Good as showed people from all backgrounds and in a positive light"

> BAME FOCUS GROUP PARTICIPANT



POOR PRACTICE CASE STUDY: SANDALS

STEREOTYPICAL, UPSETTING AND DIVISIVE



"Subliminally racist ...
I couldn't even remember
what the ad was about,
just it made me upset."

BAME FOCUS GROUP PARTICIPANT

"All of the rich people were white and all of the servers were black."

BAME FOCUS GROUP PARTICIPANT



POOR PRACTICE CASE STUDY: SANDALS

STEREOTYPICAL, UPSETTING AND DIVISIVE





ALL WHO WATCHED BLACK PEOPLE

% WHO SAID BLACK PEOPLE ARE REPRESENTED WELL IN THE ADVERT

26%

16%

NET BRAND IMPACT

(positive - negative)

-27%

-49%



THE CURRENT EMPHASIS ON HOW MINORITY GROUPS ARE DIFFERENT IS THE OPPOSITE OF INCLUSIVITY

"If you token-ly represent disabled people it draws attention to the fact that they are different"

DISABLED FOCUS GROUP PARTICIPANT "If there's one thing that bugs me, it's LGBT+ people being seen as inspirational for having a different sexuality or gender identity.

I'm not inspirational,
I'm a person"

LGBT+ FOCUS GROUP PARTICIPANT "I think that racism is no longer seen as acceptable in advertising, but that's not the same as ads being inclusive"

BAME FOCUS GROUP PARTICIPANT



WHAT DOES THIS MEAN FOR THE FUTURE OF TV ADVERTISING?



REPRESENTATION IS IMPORTANT TO EVERYONE AND WE'RE STILL NOT DOING ENOUGH

"I think that recently ads have started to branch out and include a more diverse range of people in ads – but there's still a long way to go"

"Despite the drive towards inclusivity, I still find that the people in ads are only a small slice of what we have in the UK"

66%

"It feels fake because the ads never portray real day to day life and just portray this kind of fairytale"

say its important that different groups in society are well represented in TV adverts

32%

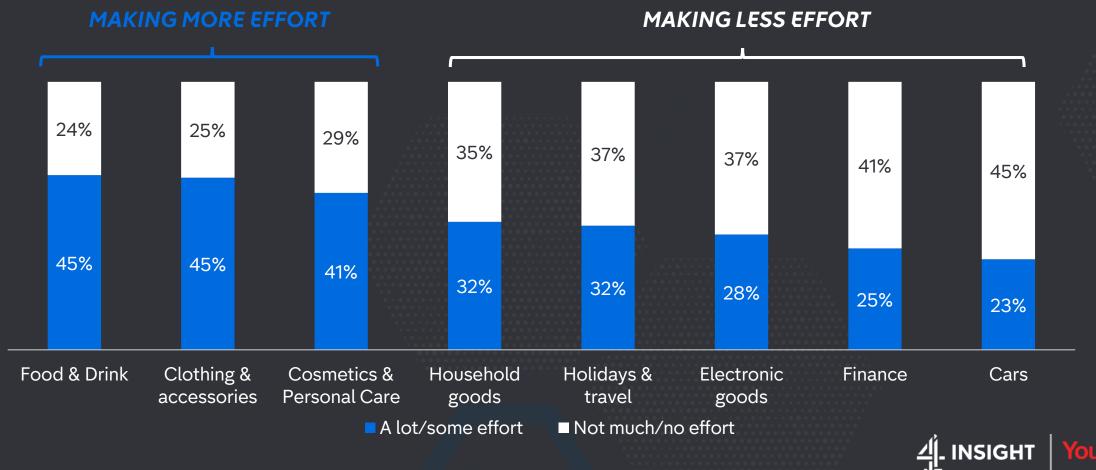
agree that ads reflect modern
British society

25%

Think TV ads do a good job of representing all groups within society



SOME CATEGORIES HAVE FURTHER TO GO THAN OTHERS – BUT NONE ARE PARTICULARLY LEADING THE WAY



AUDIENCES RECOGNISE THIS IS A BIG TASK...

"The big tragedy of mental health conditions is that they are often invisible – advertisers have to tread carefully so as not to upset people"

"I keep my walking stick with me so people have a visual representation of my disability, but a lot of my health issues are due to chronic fatigue syndrome, meaning I can't walk far. There will be no ads showing people with CFS any time soon"



...ESPECIALLY WHEN TRYING TO CREATE AN AD THAT ISN'T A SPECIFIC "DIVERSITYPIECE"

"There are definitely brands that try to reach out but they receive so many complaints that they go back to only showing stereotypical representations of people"

"SHOWING DIVERSE PEOPLES WITHOUT IT COMING OFF AS TOKENISTIC IS A CHALLENGE. THE BEST WAY TO OVERCOME THAT IS OF COURSE TO DO WHAT YOU'RE DOING NOW.

TALK TO US!"

"It's true that
a lot of trans
people want to be invisible
so they can pass as their
desired gender without being
harassed, so they could be
challenging to include in
adverts – it's important for
people not just to be
shown for the
sake of it"



THEY ALSO REALISE THAT NORMALISING DIFFERENT CULTURES IN MASS MARKETING IS NOT GOING TO HAPPEN OVERNIGHT

"Brands
want to
appeal to and
target the
wider market,
which is
white"

"Minority groups
feel their interests are
neglected on mainstream
British tv... but then for
example Asian TV channels
are available and brands
who target Asian
consumers will gravitate
towards those
channels"

THEY STILL SEE IT AS OUR RESPONSIBILITY AND SOMETHING WE SHOULDN'T SHY AWAY FROM

"Surely creative companies can find a way to be more inclusive and representative"

DISABILITY FOCUS GROUP PARTICIPANT "Our culture is diverse, perhaps if there was more cultural diversity on our screens, the country wouldn't be so divided now"

DISABILITY FOCUS GROUP PARTICIPANT "Advertising has a huge responsibility to represent the cultures in the countries where they advertise. They are missing a huge section of the market by targeting only certain groups"

DISABILITY FOCUS GROUP PARTICIPANT



NOTJUST ABOUT 'MEETING TARGETS' OR 'BEING WOKE'

REPRESENTING DIFFERENT GROUPS DRAMATICALLY INCREASES POSITIVITY AROUND THE BRAND...

"Diversity just catches my attention as it's relatable, which automatically makes it more memorable"

LGBT+ FOCUS GROUP PARTICIPANT



Black people

"I've always got a great perception of Skittles - the pride themed bags they do and the fact they donate to LGBT charities is fantastic"

> **LGBT+ FOCUS** GROUP **PARTICIPANT**

"I agree with the Maltesers advert, the fact the focus of the advert is on diversity shows the brand in a good light"

> **LGBT+ FOCUS** GROUP **PARTICIPANT**



People with a disability

Lower social grade

...POTENTIALLY UNLOCKING LUCRATIVE MARKETS







•••••••





LEADING THE WAY WITH INCLUSIVITY HELPS FUTUREPROOF BRANDS



"DIVERSITY
SHOULDN'T BE
NEWSWORTHY
- IT SHOULD BE
NORMAL"

Male, 21, Your4 panel

"BIG BRANDS
SHOULD USE THEIR
PLATFORMS AND
REPUTATIONS TO
CAMPAIGN ABOUT
THE THINGS THAT
MATTER"

Female, 19, Your4 panel



PSYCHOLOGY SHOWS US THERE ARE BENEFITS TO PROCESSING DIVERSITY IN THE BRAIN _ •

COMMERCIAL

Triggers system 2 thinking

CREATIVE

Works the creative muscle

SOCIETAL

Prompts cognitive inhibition and helps us break out of negative cycles, habits and norms



NEED TO BE BRAVE?





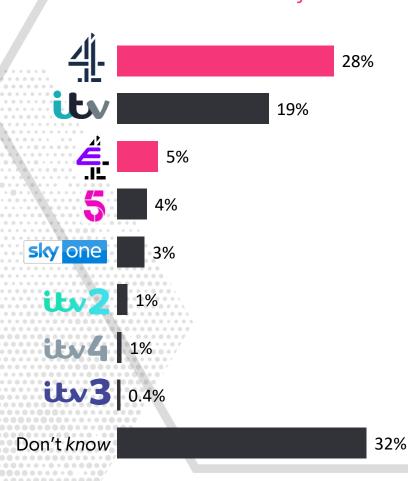
"Personally, we here at
RadioTimes.com are glad
to see a broadcaster being
brave enough to
take risks and realising that a bit of
backlash is the price you'll pay if you want
to really push boundaries and not
just tread over old ground."

Morgan Jeffery, Associate Editor, Radio Times



CHANNEL 4 IS THE NATURAL HOME FOR INCLUSIVE ADS





Among group for Channel 4

LGBTQ+ 39% BLACK 36% SOUTH ASIAN PEOPLE 32% **FEMALES** 26% DISABLED 25% EAST ASIAN PEOPLE 24% LOWER SOCIAL GRADE 24%

IN SUMMARY -KEY POINTS

Representation levels for minority groups in TV advertising are still too low, especially when it comes to lead roles

Minority groups
don't feel like ads
are inclusive –
tokenism is still rife
and stereotypes are
over-used and often
damaging

It's seen as our responsibility as an industry to improve and embrace diversity and inclusion – with significant commercial, creative and societal benefits to doing so



THANK YOU FOR YOUR TIME - ANY QUESTIONS?

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