



How can we use digital to activate action against stereotypes?

Background

The Unstereotype Alliance is a thought and action platform that seeks to collectively use the advertising industry as a force for good to drive positive change all over the world. Convened by UN Women, the United Nations entity for Gender Equality, the Alliance contributes to empowering people in all their diversity (gender, race, class, age, ability, ethnicity, religion, sexuality, language, education, etc.) and addressing harmful stereotypes in advertising to help create a more equal world.

To date, the work of the Unstereotype Alliance has been focussed on eradicating harmful stereotypes within the global advertising industry. In 2022, the Alliance will be launching its very first global Business to Consumer campaign to highlight the harmful nature of stereotypes and the detrimental impact they have on people's lives and on society. The ambition is for the campaign to be a catalyst to launch a movement, to raise awareness about the harmful nature of stereotypes, inspire action, and facilitate an ongoing dialogue with consumers.

The Challenge

How can we use digital to activate action against stereotypes?

The campaign, named 'Say nothing, change nothing', is centered around a core objective to create behavioural change and encourage people to act when they see somebody perpetuating or reinforcing a harmful stereotype. We want to shift people from being bystanders to becoming upstanders against stereotypes by educating and equipping people with information and tools to safely challenge perpetrators.

Target Audience

This will be an entirely social campaign and for launch, the key target markets are Brazil, South Africa, Turkey, UK and the U.S, but the campaign will be global (including India, Japan, Kenya, Mexico, Nigeria, UAE)

The target consumer for the campaign are 18-30 year olds in the aforementioned countries.

Insight

Stereotypes are pervasive, powerful, and have a destructive impact on people's lives. They are a key barrier to progress that stand between society and all forms of equality – particularly gender equality.

According to OHCHR - Harmful gender stereotypes and wrongful gender stereotyping are one of the root causes for discrimination, abuse and violence in manifold areas and can lead to violations of a wide array of human rights.

Stereotypes are all around us and often go unnoticed. When they appear in advertising and media, they perpetuate bias and discrimination – and disempower whole parts of society. They matter because they do not represent the wonderfully diverse societies we live in. Advertising and media play a crucial role in influencing behaviours, forming social attitudes, and shaping beliefs. With this comes an immense potential for progressive portrayals of all people to drive positive change.

It is time for people to understand the harmful nature of stereotypes and help change their presence and role in our societies.

Strategy

A movement requires taking people on a journey from awareness through to affiliation and then action. As such, the campaign will roll out in three phases. At each stage of participation within the movement, it is essential that our audiences encounter content which provides them with the tools they need to continue along the journey.

Phase 1: Awareness

- Showing our audience the impact of stereotypes on inequality and progress, and why things need to change.
- Tactical aim: Education

Phase 2: Affiliation

- Enabling our audience to make the issue their own by lending their personal stories, and joining us in our mission.
- Tactical aim: Belonging

Phase 3: Action

- Equipping our audience to take action in the real world, and showing how their individual action has a wider impact on our vision.
- Tactical aim: Advocacy

Key Message

We want to inspire long-lasting action against stereotypes. 'Say nothing, change nothing' is the key message that should be weaved throughout all phases to encourage people to become upstanders to stereotypes, and not bystanders.

Personality

The Unstereotype Alliance seeks to eradicate harmful stereotypes from advertising and media to help create a more equal world. Convened by UN Women, the Alliance collectively acts to empower people in all their diversity (including gender, race, class, age, ability, ethnicity, religion, and sexuality) by using advertising as a force for good to drive positive change all over the world.

We are an action-oriented collective of 217 members that challenges ALL harmful stereotypes and drives more progressive portrayals of all people in advertising - throughout the content itself, the people that produce it and throughout the entire creative process.

Campaign Do's and Don'ts

- Whilst we can have a conversational tone of voice - appropriate to a social media environment - the content of the message we are conveying is serious, so be wary of using humour and please do not use swear words
- Be cautious of implicit bias and please do not showcase stereotypes in any form - the Unstereotype Alliance's [3Ps framework](#) could be utilised by competitors to sense check their response
- We cannot endorse any commercial entity so please ensure there are no references to Brands/organisations in your response
- Consider the globality of this campaign and the cultural nuances that exist - this campaign must be applicable to both global North and global South countries
- The response must be inclusive of all people

Specific Deliverables

Teams are asked to create a digital-led campaign. The objective is to show how the power of digital technology can answer the Competition Partner's brief and provide a creative solution aligned with the digital revolution (online and/or mobile).

Each team will be submitting an A3 format entry that showcases their digital campaign. This must include:

Three digital strategies that define your campaign. These may include the use of social media, or any other digital led execution.

A four-part written submission

- Campaign summary (150 words)
- Creative insight - How can digital be utilised to activate the three phases of *awareness*, *affiliation* and *action* to meet the overall objective? Please consider the varying target markets as part of this. (150 words)
- Solution - What are the platforms, technologies, and tools you have chosen and why? Social media platform recommendations and rationale per phase considering the varying target markets. (150 words)
- How does it work? - How does your digital solution answer the brief and solve the problem faced by the client? Description of the assets, formats and messaging that could be created across each phase for social media and any other digital components recommended. (150 words)