



YOUNG LIONS COMPETITIONS

17-21 JUNE 2024

Powered by



UNSTEREOTYPE ALLIANCE PRINT BRIEF

Muscles, money, misogyny. Let's rewrite how young men are seen.

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, sexual orientation, language, education, etc.) and addressing harmful stereotypes in advertising to help create a more equal world. The Alliance works for gender equality across the gender spectrum, including the LGBTQ+ community and healthy portrayals of masculinity.

The Challenge

The Unstereotype Alliance, collaborating with 240 member organisations globally, has been committed to eliminating harmful stereotypes from advertising since 2017. We've made notable strides in how women and girls are portrayed, but the representation of men and masculinity has largely stagnated or regressed over the past 75 years based on Getty Images research. This outdated portrayal in media contributes to a concerning rise in regressive gender attitudes among young men, fueled by 'manfluencers' promoting harmful ideologies, and a distressing decline in the mental health of young men and boys.

Research indicates that 66% of millennial men feel that advertising negatively affects their sense of success, highlighting a significant disparity between men's perception of success and its portrayal in the media. **Our challenge is to redefine these entrenched narratives and present a more diverse, contemporary understanding of success for men. We seek your creativity to develop a print idea that not only raises awareness but also commands attention with stopping power.**



YOUNG LIONS COMPETITIONS

17-21 JUNE 2024

Powered by

Adobe

Target Audience

Primary – Gen Z men (aged 18–27) who spend their downtime in digital spaces and on social media (watching content on YouTube, reading/participating in conversations on Reddit, gaming and chatting online).

Gen Zers are known for their social responsibility, dedication to social and political issues and demand for authenticity when it comes to brands and advertising.

This means that branded content needs to grab their attention immediately or risk being passed over for something else.

Insight

Despite the strides made in addressing harmful stereotypes in advertising, the portrayal of men and masculinity remains largely unchanged or regressive. In the age of digital media saturation, there's a unique opportunity for print media to disrupt the status quo and challenge these outdated narratives. Print has the power to capture attention, evoke emotion and provoke thought. By harnessing the stopping power of print, we can effectively raise awareness and spark conversations around the need for more inclusive and authentic representations of men in advertising.

Research findings from BBD Perfect Storm New Macho's 'The price of success' (<https://www.bbdperfectstorm.com/priceofsuccess>) show that when asked, "How did you define success when you were younger and how do you define it today? a) Me when I was younger b) Me today", the top two answers for a sample of 18–75-year-old men from the UK and the US were:

- Younger: 23% – making lots of money
- Today: 22.6% – feeling happy and content about my day-to-day life



YOUNG LIONS COMPETITIONS

17-21 JUNE 2024

Powered by

Adobe

Strategy

We need a bold and impactful print idea to connect with impressionable young men, presenting them with new, empowering narratives of masculinity.

Key points:

Evolve masculine depictions. Challenge the outdated and regressive portrayals of men in advertising and visual narratives.

Inspire positive change. Show young men diverse and positive examples of success and masculinity.

Counter harmful influences. Address the negative impact of 'manfluencers' and regressive gender ideologies.

Support mental health. Highlight and promote narratives that contribute to the mental wellbeing of young men and boys.

It takes just 1.3 seconds for Gen Z to lose active attention for ads – less time than any other age group, according to a global study by Yahoo and OMD Worldwide.

Key Message

Every man has his version of success. Let's show him that many versions are possible.

Personality

Authentic, Open-minded, Positive, Pragmatic, Realistic



YOUNG LIONS COMPETITIONS

17-21 JUNE 2024

Powered by



Campaign Dos and Don'ts

Don't

- vilify any one expression of gender or depiction of masculinity/femininity
- present men criticising other men
- present feminism or gender equality as a threat to men
- call out specific brands/ads for being 'bad'
- refer to masculinity as 'toxic'.

Do

- present positive and pragmatic alternatives that authentically reflect what success means and/or looks like to men
- be constructive and instructive
- widen the aperture of what success looks like
- bring Gen Z together through this campaign – we currently see the greatest divide in ideologies between Gen Z men and Gen Z women than ever before; it's imperative that we don't widen this gap and pitch them against each other.

Specific Deliverables

Each team will be submitting the following for the Print competition:

1. a digital proof – the digital version of the original advertisement or execution, exactly as it would run
2. a three-part written submission – to give more context about the work. This includes:
 - a. background – overview of the brief, objectives etc
 - b. creative idea – covering the demonstration of how the idea was designed to earn the attention of the target audience
 - c. strategy and insight – explaining the insight and strategy behind the work, including the target audience and how your print ad answers the brief
3. OPTIONAL: a digital supporting image – digital images that may support your entry in the Jury room.