

BRANDS AND FEMINISM

The Creators



WHAT IS FEMINISM?

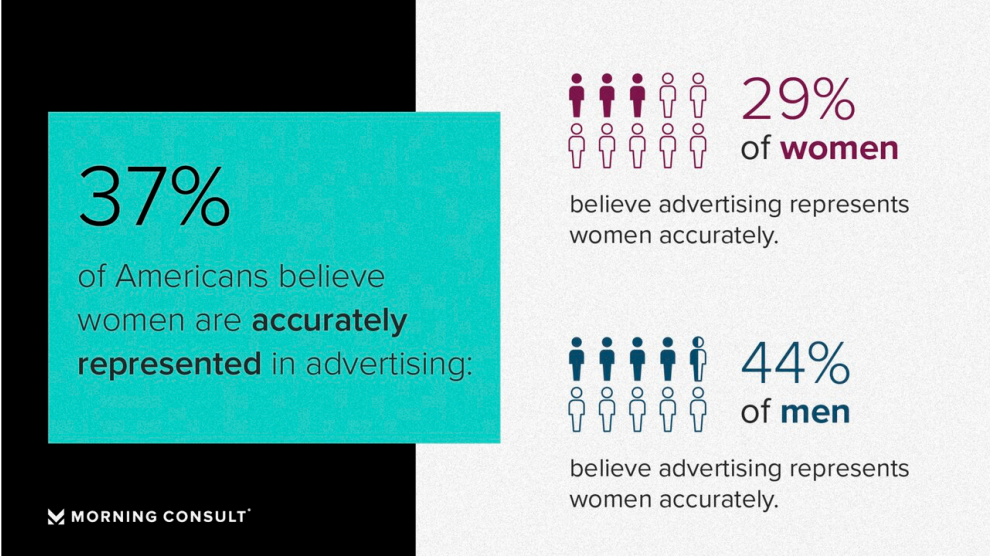
The belief that all genders have equal rights and equal opportunity. As well as respecting the identities, experiences, and strengths of diverse women and empowering them to their fullest.

#METOO MOVEMENT

In 2010, the concentration of cases of sexual assault and “rape culture” led to a feminist revolution and the #Metoo Movement. Cases like Harvey Weinstein, Jeffery Epstein, and Donald Trump circulated and faced a New York Times investigative article.



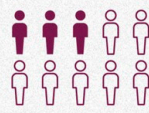
#METOO



37%

of Americans believe women are **accurately represented** in advertising:

MORNING CONSULT



29%
of **women**

believe advertising represents women accurately.



44%
of **men**

believe advertising represents women accurately.

(GRAPHIC FROM MORNING CONSULT)

STATISTICS

Only **29%** of American women believe advertising portrays them accurately which unfortunately means most women feel underrepresented or misinterpreted by the media.



WHAT'S THE PROBLEM?



Many brands miss their opportunity to support women by not highlighting feminism and acknowledging the issues women face everyday including:

- sexism
- oppression in the workplace
- exploitation

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BRAND EXAMPLES

Positive representation:

- Dove
- Nike
- Always

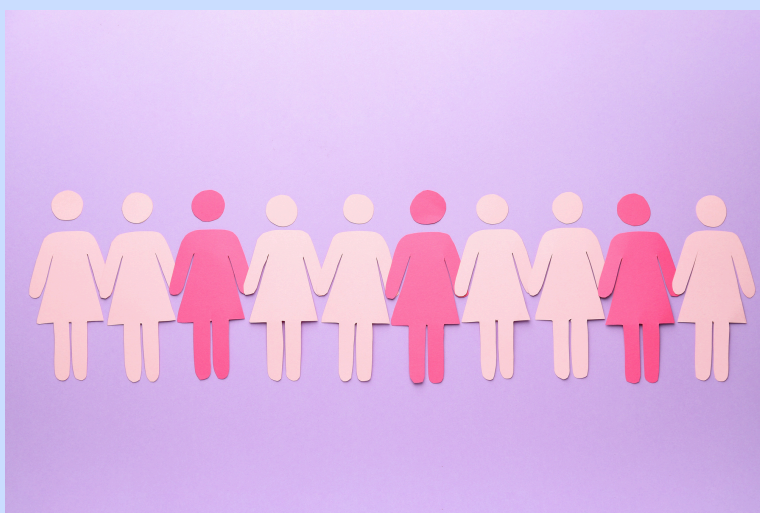
Negative representation:

- FOX
- Victoria's Secret



WHAT IS 'FAUX-FEMINISM'?

An illusion of progress, making consumers who see these ads to believe equality and progress is closer to being made.



AI: RISKS & OPPORTUNITIES

Risks:

- Gender bias
- Underrepresentation with AI systems and tools

Opportunities:

- Enhancing safety measures and precautions
- Analyze salary data to decrease wage gap