

Gender Next, a study undertaken by the Advertising Standards Council of India (ASCI) and Future brands in 2021 looked at 600 ads across different categories and spoke to consumers across 10 cities. The study revealed that real women considered themselves more progressive than depictions in mainstream advertising.

The Gender Next study found that a majority of mainstream advertising continues to use harmful and non-aspirational portrayals of women. The study proposed the 'SEA' framework i.e. **Self-esteem-empowered-Allied framework** and the **3S screener (Subordination-Service-Standardization)** for marketing and advertising professionals to understand the nuances of gender portrayal and as an inventory checklist for the review of scripts or films. This helps not only to identify implicit and regressive stereotypes but offers a model to help brands create advertising that is more compelling and powerful and effective in gaining more acceptability for them.

The Advertising Standards Council of India, and Kantar, a leading data, insights, and consulting firm, have collaborated to release a white paper (2021) that puts together data and insights making the business case for mainstreaming positive gender depictions. Kantar found that progressive portrayals of women result in advertising that is more effective. Indian advertisements that depicted progressive gender roles had a positive impact of as much as 32% in short-term product sales and improved a brand's equity by a whopping 51%. These results and insights prove that progressive depictions of women can drive engagement with brands in a major way, in the target market segment.

"Brands that have experimented with progressive portrayals of women have earned good volumes, positive brand scores and profits. True," said Harish Bijoor, founder at Harish Bijoor Consults, a reknowned Bangalore based consultancy firm. "But this is true only within their segmented buying audiences, within its carved out niche top of the pyramid audience. Downside is the fact that it may not work when the same message reaches a wider mass at the middle and bottom of the pyramid, which remains regressive in its intent towards women. Interestingly, it is not only women. Men, too, face similar stereotyping. In India, 74% female consumers and 70% male consumers believe that the way they are portrayed in advertising is completely out of touch with who they are."

In the last few years brands have slowly and steadily realised that advertisements have to take into cognizance changing attitudes of the consumer market towards gender equality (some of the

advertisements have indeed broken the stereotypes depicting alternate views of the traditional man-woman roles in society) as new portrayals of women in advertisements have a positive effect on business for the brands.

Some examples of advertisements that have shown women and men in a different light may be analysed here to understand the evolving trends -

- 1. Ariel's "Share The Load" campaign (2016)** showed a father introspecting his role at his house and deciding to help his wife with the laundry after watching his married daughter balancing work and household tasks alone. This campaign shows the desirability of the men in the household in sharing the work of laundry at home with the wife asking the question "Why is laundry only the mother's job?"
- 2. Havell's "Hawa Badlegi" advertisement (2013)** depicted the husband taking up his wife's surname after marriage couple walks into a lady marriage registrar's office. When the registrar asks the woman to confirm if after the marriage she will be taking up the husband's surname, the man interrupts to say that it is him who will take up her surname post marriage.
- 3. Biba's "Change The Convention" campaign (2016)** showcased the father questioning the cooking skills of his prospective son-in-law in the pre-marriage meeting with his family, with the latter inviting him for dinner after ten days allowing him some time to learn cooking.
- 4. Vim's Nazariya Badlo, Dekho Bartano Se Aage: Agency Mullen Lowe Lintas (2021)** This ad told the story of a prospective matrimonial arrangement, where the 'independent guy' under the implicit assumption that it is the wife's job to cook and clean, tries to impress the girl by offering to 'help' her with cooking. The girl immediately offers to 'help' him with dishes, gently nudging him to be independent in household chores as well, as she could get late from work. The boy's initial shock and eventual change of perspective drives home the campaign message of 'Nazariya Badlo, Dekho Bartano Se Aage'. The girl in the ad is not only 'more than her chores' but also a change-maker who calls for equal partnership.
- 5. Saffola's Rakhna Heart ka Khayal | Agency: Mullen Lowe Lintas (2020)** Moving away from the stereotypical gender role of a woman taking care of the husband and the family's health, Saffola's film reversed gender roles and visualised a modern couple where the

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WJ Hussar



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The History of Wisconsin, Volume IV John D. Buenker, 2013-03-05 Published in Wisconsin's Sesquicentennial year this fourth volume in The History of Wisconsin series covers the twenty tumultuous years between the World's Columbian Exposition and the First World War when Wisconsin essentially reinvented itself becoming the nation's laboratory of democracy. The period known as the Progressive Era began to emerge in the mid 1890s. A sense of crisis and a widespread clamor for reform arose in reaction to rapid changes in population, technology, work, and society. Wisconsinites responded with action: their advocacy of women's suffrage, labor rights, and protections, educational reform, increased social services, and more responsive government led to a veritable flood of reform legislation that established Wisconsin as the most progressive state in the union. As governor and U.S. Senator from Wisconsin, Robert M. La Follette Sr. was the most celebrated of the Progressives, but he was surrounded by a host of pragmatic idealists from politics, government, and the state university. Although the Progressives frequently disagreed over priorities and tactics, their values and core beliefs coalesced around broad-based participatory democracy, the application of scientific expertise to governance, and an active concern for the welfare of all members of society, what came to be known as the Wisconsin Idea.

The New Cambridge Bibliography of English Literature: Volume 4, 1900-1950 George Watson, I. R. Willison, 1972-12-07 More than fifty specialists have contributed to this new edition of volume 4 of The Cambridge Bibliography of English Literature. The design of the original work has established itself so firmly as a workable solution to the immense problems of analysis, articulation, and coordination that it has been retained in all its essentials for the new edition. The task of the new contributors has been to revise and integrate the lists of 1940 and 1957 to add materials of the following decade, to correct and refine the bibliographical details already available, and to re-shape the whole according to a new series of conventions devised to give greater clarity and consistency to the entries.

The Chief Marketing Officer Journal - Volume I William L. Koleszar, 2009-01-06 ABOUT THE CMO JOURNAL Despite the uniqueness of the role played by the Chief Marketing Officer, researchers are only beginning to lend insight into this increasingly important position, leaving practitioners to their own devices. To help fill this void, The Chief Marketing Officer Journal was created to accelerate the pace of theory development and critical discussion concerning all aspects of executive leadership within the marketing discipline. Submissions are peer reviewed by a distinguished panel of experts and selected for inclusion in the journal based on the importance of their contribution to marketing discipline, clarity, and suitability. The result is exclusive research and content unavailable from any other source. Contributors for Volume I include David Court, McKinsey Company; Jo Ann Herold, CMO, The HoneyBaked Ham Company; Phil Kotler, Northwestern University; Sergio Zyman, Former CMO, The Coca-Cola Company, and many more.

The 2021 International Conference on Machine Learning and Big Data Analytics for IoT Security and Privacy John Macintyre, Jinghua Zhao, Xiaomeng Ma, 2021-10-27 This book presents the proceedings of the 2020 2nd International Conference on Machine Learning and Big

Data Analytics for IoT Security and Privacy SPIoT 2021 online conference on 30 October 2021 It provides comprehensive coverage of the latest advances and trends in information technology science and engineering addressing a number of broad themes including novel machine learning and big data analytics methods for IoT security data mining and statistical modelling for the secure IoT and machine learning based security detecting protocols which inspire the development of IoT security and privacy technologies The contributions cover a wide range of topics analytics and machine learning applications to IoT security data based metrics and risk assessment approaches for IoT data confidentiality and privacy in IoT and authentication and access control for data usage in IoT Outlining promising future research directions the book is a valuable resource for students researchers and professionals and provides a useful reference guide for newcomers to the IoT security and privacy field

Faulkner and the Short Story Ann J. Abadie,1992 **University High School Journal** ,1925 **MLN.** ,1901 Journal University High School (Oakland, Calif.),1925 **History Teacher's Magazine** ,1911 Journalism Series University of Missouri,1926 **Developing Brands with Qualitative Market Research** Mike Owen,2002-07-18

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value which represents my last pay from company name as computed below salary daily compensation p days worked less late deductions p total last pay

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web acknowledgment of payment of wages by your signature below you acknowledge that on 201 we provided you a final paycheck in the amount of for all wages salary bonuses commissions reimbursable expenses accrued vacation and any similar payments due you from the company as of the resignation or separation date