

# Inclusion = Income

## The Business Case for Progressive Advertising

#UNSTEREOTYPE  
ALLIANCE

### The Study

The Unstereotype Alliance, convened by UN Women, has launched findings of its world-first study to test if progressive advertising drives sales. The study, conducted by Oxford University's Saïd Business School academics Dr Felipe Thomaz and Prof Andrew Stephen, used data from Unstereotype Alliance members Bayer Consumer Healthcare, Diageo, Kantar, Mars Inc, Mondelēz International, and Unilever.

### The Data

Advertising and sales data for 392 brands across 58 countries was included in the analysis, covering four years (2020-2023) across a wide variety of product categories - consumer health, snacks and confectionary, alcohol and beverages, pet care and consumer packaged goods.

## Progressive advertising drives significant sale impacts, both short-term and long-term.

There is strong empirical evidence to show that brands that include more progressive portrayals in their advertising, perform better commercially. The better commercial performance for high-scoring unstereotyped ads versus lower-scoring ads is seen both with short-term sales and longer-term sales:

- There is an improved direct short-term sales uplift of **3.46%** and
- **16.26%** greater direct long-term sales than less progressive ads

## Brand Equity is improved by progressive advertising with a strong multiplying impact.

The analysis found that sales performance is significantly higher as a result of higher brand equity metrics, suggesting longer-term commercial benefits of progressive advertising with respect to generating sales growth.

High-scoring brands on progressive advertising indicators are **9.8%** more 'meaningful' and **11.8%** more 'different' (key drivers of brand equity as scored by Kantar BrandZ).

Further, loyalty (intent to repurchase) is **1.29 times** higher for more progressive advertising than less progressive advertising.

Most notably, strong purchase consideration is **1.43 times** higher, and pricing power is **1.52 times** higher.

## Building progressive advertising into commercial strategies can futureproof growth

Brands are crucial intangible corporate assets that, when they hold value and are strong, provide future income streams and help protect companies from economic downturns and other challenges.

This study shows that progressive advertising plays a critical role in bolstering brands as key corporate intangible assets.

Progressive advertising must be seen as a vital element of corporate strategy. It is a way for brand owners to strengthen the value of their brand assets, which in turn pays off with higher customer value and, ultimately, sales performance.

### Background

The Unstereotype Alliance is a global coalition that works to drive more progressive, inclusive advertising to drive positive social change. This study sought to test if a brand's commercial success—brand equity and sales—is positively affected by the extent to which that brand's advertising is more progressive and inclusive. The Unstereotype Alliance aimed to prove that progressive advertising is not only good for society, but also for business.

### *Data sources and methodology notes*

*The Gender Unstereotype Metrics (measured by Kantar for Diageo, Mondelez International, Unilever and Metrixlab for Bayer Consumer Health) and Geena Davis Institute's GDIQ gender representation metrics (measured for Mars) were used as an indicator of how progressive a brand's advertising scored over time and across markets.*

*Tests were performed to see if brands with high Unstereotype Metric scores (indicating more progressive portrayals) performed better than brands with lower scores on both brand equity (using data from Kantar BrandZ) and sales (using a combination of data from companies, NielsenIQ, and Kantar Worldpanel).*