

# MAKING *space* FOR WOMEN

SEXIST ADVERTISING : THE REPRESENTATION OF WOMEN : GIRLS  
in the MEDIA : PUBLIC SPACE ... #ENDSEXISTADS

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THERE ARE  
PSYCHOLOGICAL  
PHYSICAL  
SAFETY :  
SOCIAL  
IMPACTS of  
OBJECTIFICATION

ARE YOU **BEACH**  
**BODY READY?**

**BIC for**  
**HER**

ADVERTISING  
THAT RELIES ON  
: PERPETUATES  
**STEREOTYPES**

WE DEMAND  
A BAN ON  
SEXIST  
ADVERTISING!

PLAN YOUTH  
ACTIVISTS

**SEXIST  
MEDIA**

OBJECTIFIES  
WOMEN, AND  
CAUSE US TO SELF  
OBJECTIFY.

1 in 3  
WOMEN AVOID  
PUBLIC SPACES  
AFTER DARK

**"FREE to BE"**

MAPPING WHERE  
WE DO : DON'T FEEL  
*safe*  
1,300 EXPERIENCES

THE GOV'T : INDUSTRY  
**MUST TAKE RESPONSIBILITY**

≡ ... BUT THERE IS  
NO SILVER  
BULLET

... AND IT GIVES  
MEN PERMISSION  
TO ACT THIS WAY

↓ ↓ ↓  
IT INFILTRATES  
*all aspects*  
OF LIFE...



WE ARE HELD HOSTAGE by OBJECTIFYING PUBLIC IMAGERY...

WE CAN INTERVENE!

- BILLBOARD BANS
- REPLACE W- ART } e.g. PARIS
- BAN "VISUAL POLLUTION"

# SHOCK-VERTISING

"PORNO-CHIC"

IT EFFECTS GENDER STEREOTYPES, EXPECTATIONS & PROMOTES VIOLENCE.



THE TEASE

- PASSIVE, SEXUALISED WOMEN
- BOUND IN BEAUTY & SEXUAL PROMISE



THE PIECE OF MEAT

- GLORIFYING RAPE CULTURE



THE CONQUERED

- BINARY GENDER STEREOTYPES



## HAPPY SPACES

- POSITIVE MESSAGING
- ROUNDED SHAPES



MALE PRIVILEGED, AGGRESSIVE BEHAVIOUR



## SAD SPACES

- MALE NAMES + MASCULINE COMMUNICATION
- SEXUALISED, YOUNG, WHITE WOMEN
- 24 HRS
- WORDS THAT ENCOURAGE ANTI-SOCIAL BEHAVIOUR



DOES BRAND syntax AFFECT BEHAVIOUR??



IS VERY WORRYING... "PORNIFIED LABOUR"



IT'S NOT MY FAULT IF THAT'S HOW YOU SEE IT...

NO THAT'S NOT WHAT I MEANT...

I HAVE NO IDEA WHAT YOU'RE TALKING ABOUT...

... AND IT'S GETTING WORSE

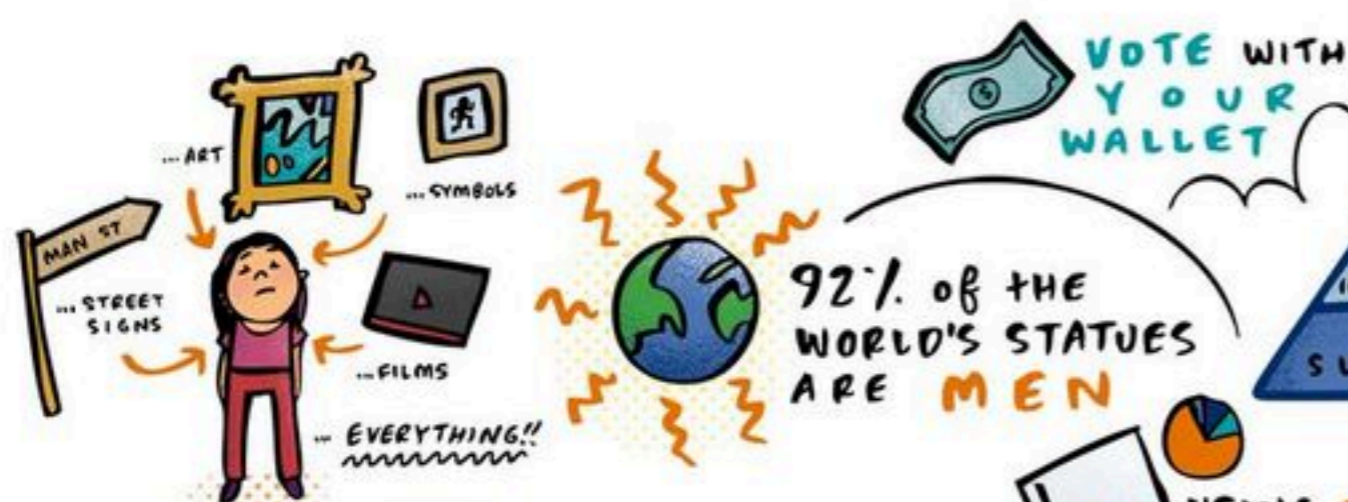
INDUSTRY

REGULATORY SYSTEM



... BUT THERE IS OPPORTUNITY TO CREATE A NEW story

THERE NEEDS to be MORE SCRUTINY!



... WE'VE COME A LONG WAY

WOMEN ARE THE NEW #GOLDRUSH...

COMPANIES MUST TAKE NOTICE

WE ARE **SURROUNDED** by MASCULINE/ OBJECTIFYING IMAGERY...



CAMPAIGNING DOES WORK, BUT IT'S HARD.

... WE NEED **REGULATORY CHANGES**, INVESTMENT IN TECHNOLOGY

USING DATA TO CREATE CHANGE



WHAT CAN WE DO?

- PARTNERSHIPS
- PLAN
- LEGISLATION & ACCOUNTABILITY
- RESEARCH
- AWARENESS & CAPACITY INDUSTRY + COMMUNITY
- INVEST IN TECH
- COMPLAIN!
- HIGHLIGHT WINS

THE **ADVERTISING INDUSTRY** IS MALE DOMINATED, MADE UP OF MALE LANGUAGE & HIERARCHICAL THINKING.



MALE IS THE DEFAULT SETTING



WE ARE USING OUTDATED TOOLS

#FEMALELENS

... DO A **LENS CHECK**

- ① **INTERNAL CULTURE**  
MATCHES EXTERNAL AUDIENCE  
→ CHOOSE WHO YOU WORK WITH
- ② **NEW SOCIAL NARRATIVES**  
→ NOT JUST A PINK LOGO - EMBED A GENDER LENS
- ③ **BUILD IT, THEY WILL COME**  
→ FOR WOMEN AND MEN. THINK OF THE END USER

IT MAKES **ETHICAL AND COMMERCIAL SENSE**



COLLECTIVE SHOUT

2021 CLEAN ADVERTISING CAMPAIGN

what will we pledge to do?  
plan.org.au → SEXIST AD CHALLENGE & PETITION