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ANALYSIS OF GENDER REPRESENTATION IN FILM ADVERTISING ACROSS AFRICA

Overview

Advertising plays an important role in the development of societal identity. This identity can be negatively impacted by stereotypes but awareness of the existence of negative stereotypes is a valuable tool in changing the communication landscape.

The Loeries, Africa and the Middle East's premiere brand communication festival, is perfectly positioned to be able to unearth examples of stereotypes in advertising and be a part of the process of assisting the brand communication industry in tackling these issues.

The first step in the process is the inaugural research into gender representation across the African continent. The Loeries receives a substantial number of entries that act as a representative sample of the work being done on the continent.

The goal of this research is two-fold:

1. To act as dipstick research of the state of the industry.
2. To serve as the start of the building of a normative database of gender representation.

Research Methodology

Sample:

- The research sample was based on the submissions into the Film category of the Loeries 2020 awards.
- The final sample consists of 412 films post analysis of various requirements to deem them as brand communication.

Methodology:

- The films were put through a robust research process that involved multiple verification steps that analysed both screen time and speaking time by gender.
- Post an overall analysis, the films were further analysed by various verticals.

The end result was a robust view of the overall film communication landscape across Africa as well as the representation of male and female roles in various verticals.

Quote from Facebook

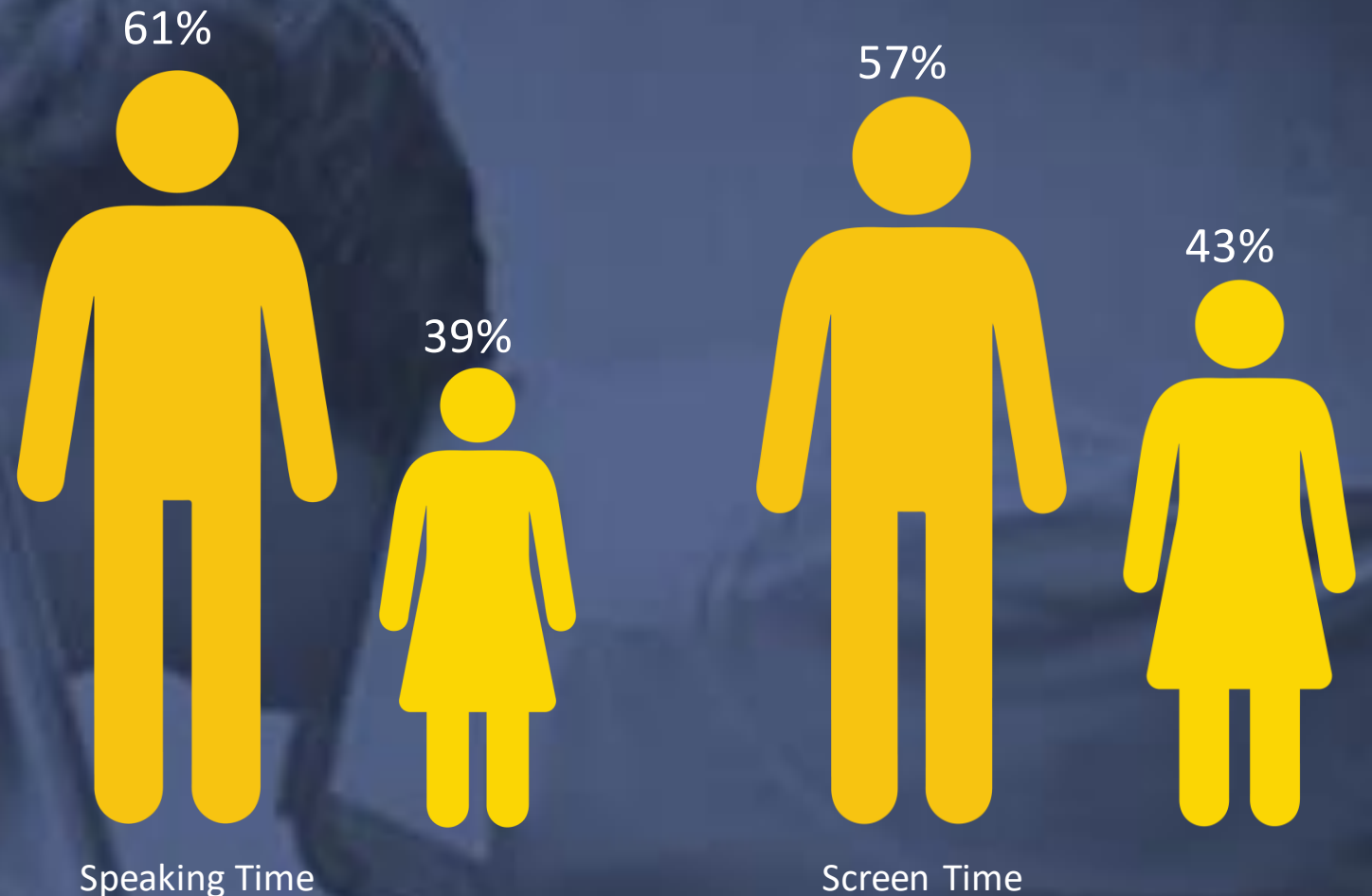
“If we want to eliminate harmful stereotypes in our industry, we need to stop thinking it is someone else’s job. Creating long-term and meaningful change requires collective action. Partners such as the Loerie Awards are key to this and we look forward to continuing to support their work, as well as collaborate with brands and agencies to highlight this issue and create practical ways to address it.” - **Elizma Nolte, Head of Marketing at Facebook Africa.**

OVERALL SPEAKING AND SCREEN TIME

representation by gender

Men overwhelmingly dominate both Speaking Time (61%) and Screen Time (57%).

Women have 39% Speaking Time and 43% Screen Time. This 4% points difference indicates that women are used as “props” in some ads.

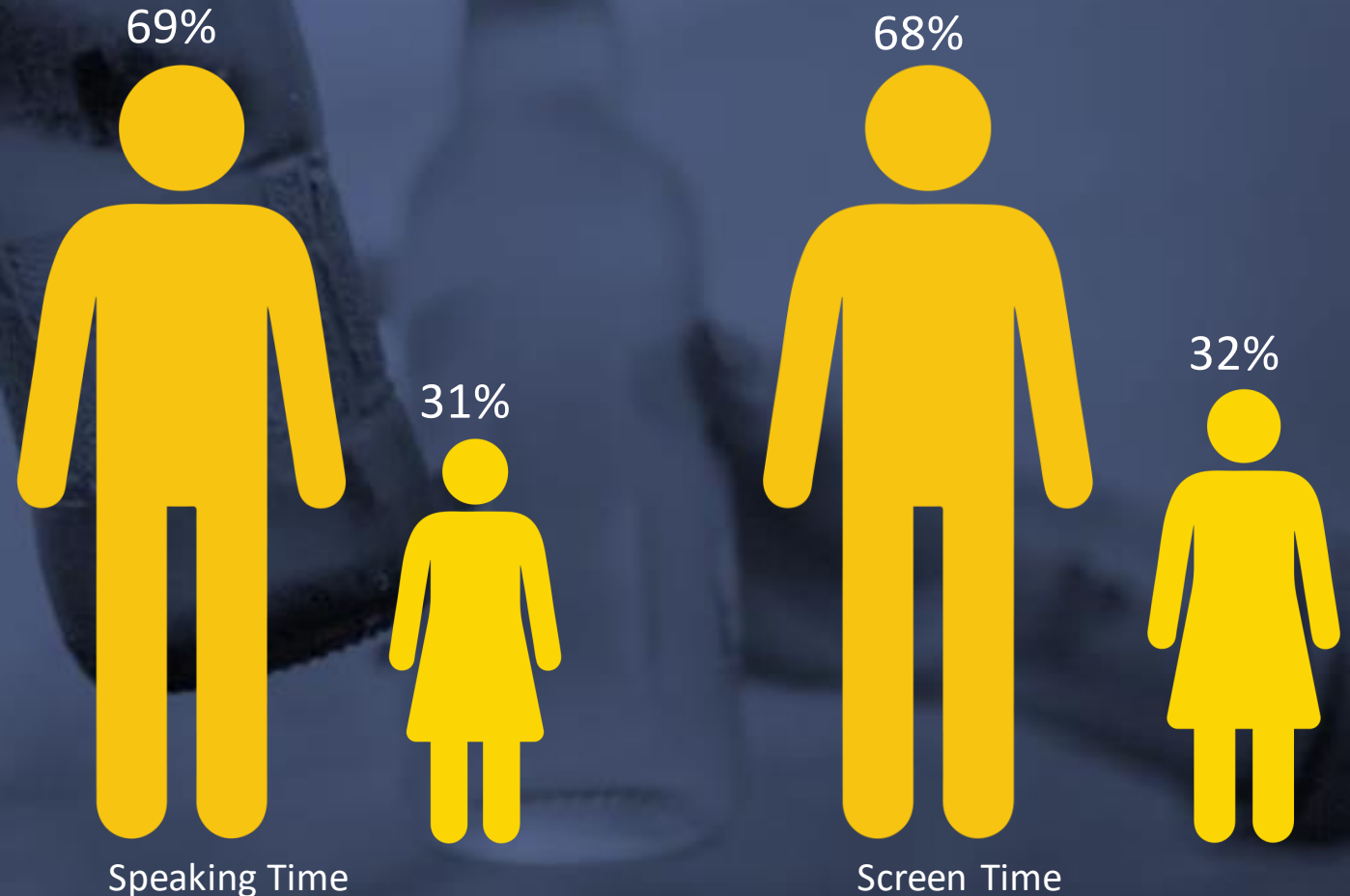


ALCOHOL SPEAKING AND SCREEN TIME

representation by gender

Alcohol advertising is dominated by men in both Speaking Time (69%) and Screen Time (68%).

Women have exceptionally insignificant roles with less than half of the Speaking Time (31%) and Screen Time (32%) of their male counterparts.

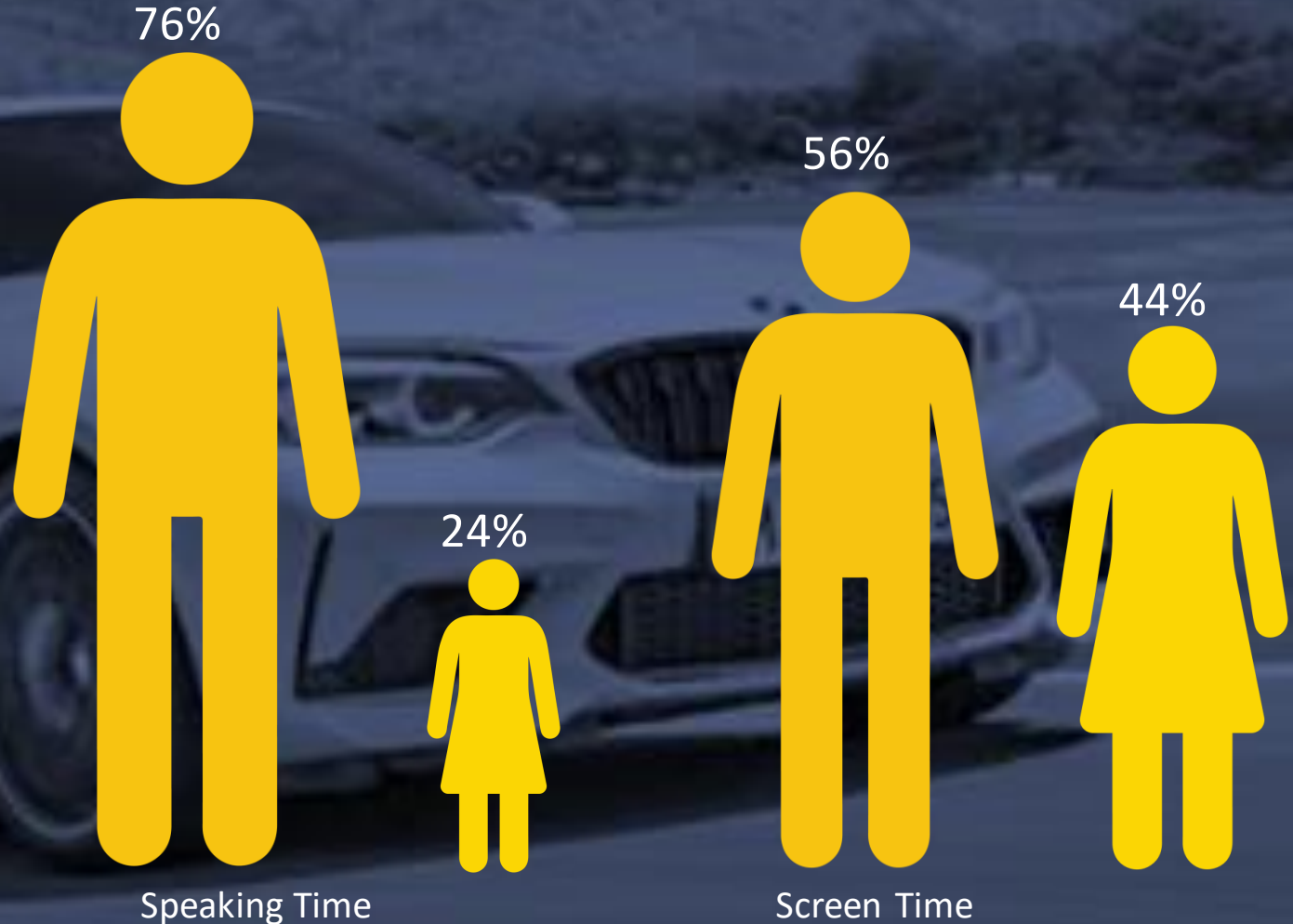


AUTOMOTIVE SPEAKING AND SCREEN TIME

representation by gender

Men dominate the Automotive Category with 76% of the Speaking Time and 56% of the Screen Time in the Automotive sector.

It is interesting to note that while women have 24% Speaking Time their Screen Time is significantly higher at 44% indicating the use of women as “props.”



LOERIES
AFRICA MIDDLE EAST

Total n = 412

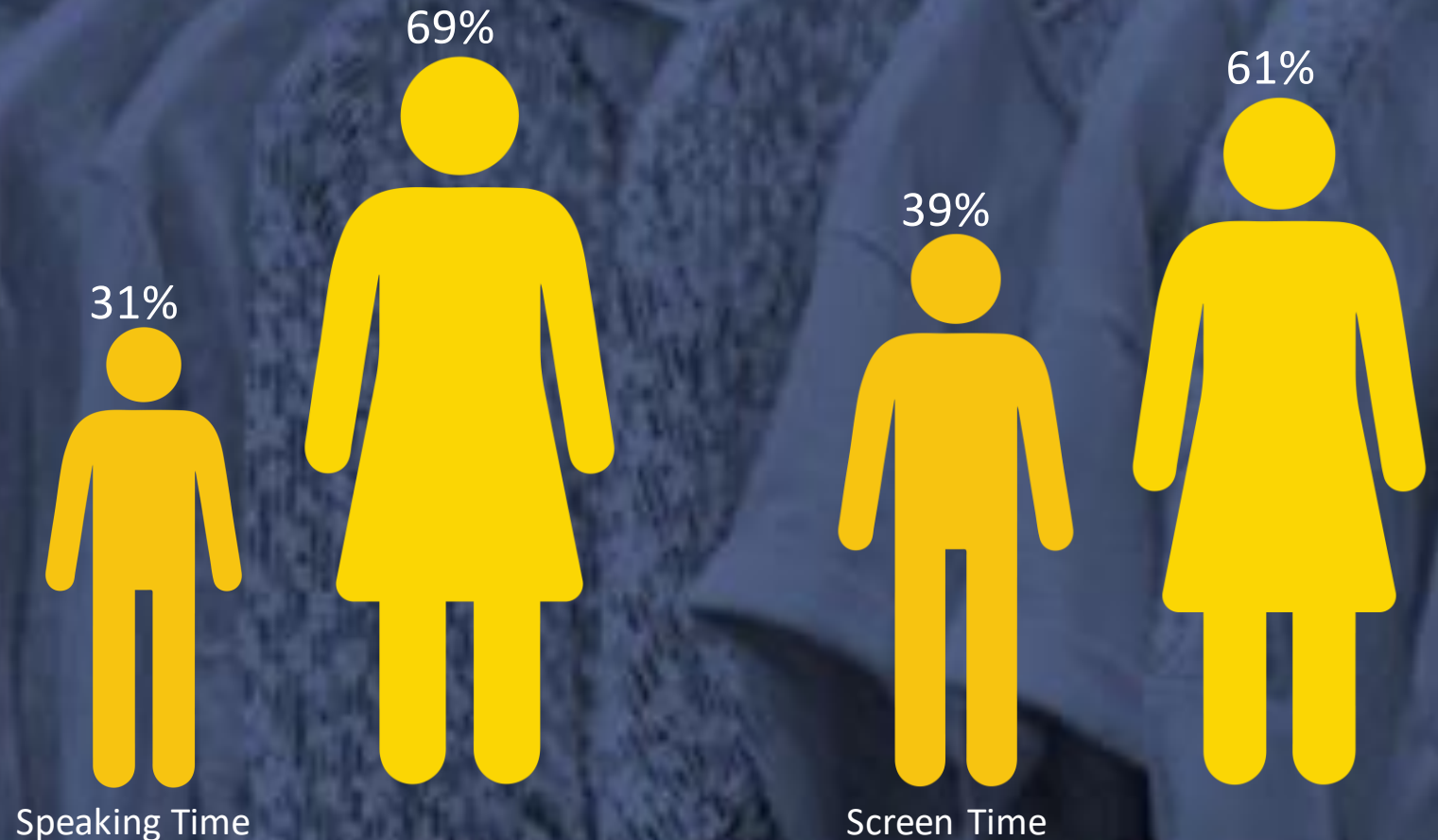
CLOTHING BRAND SPEAKING AND SCREEN TIME

representation by gender

Women dominate* Clothing Brand category with 69% of the Speaking Time and 61% Screen Time.

Men have 31% of the Speaking Time and 39% of the Screen Time.

* - Sample size in this category is relatively small and data should be viewed as informative rather than definitive.

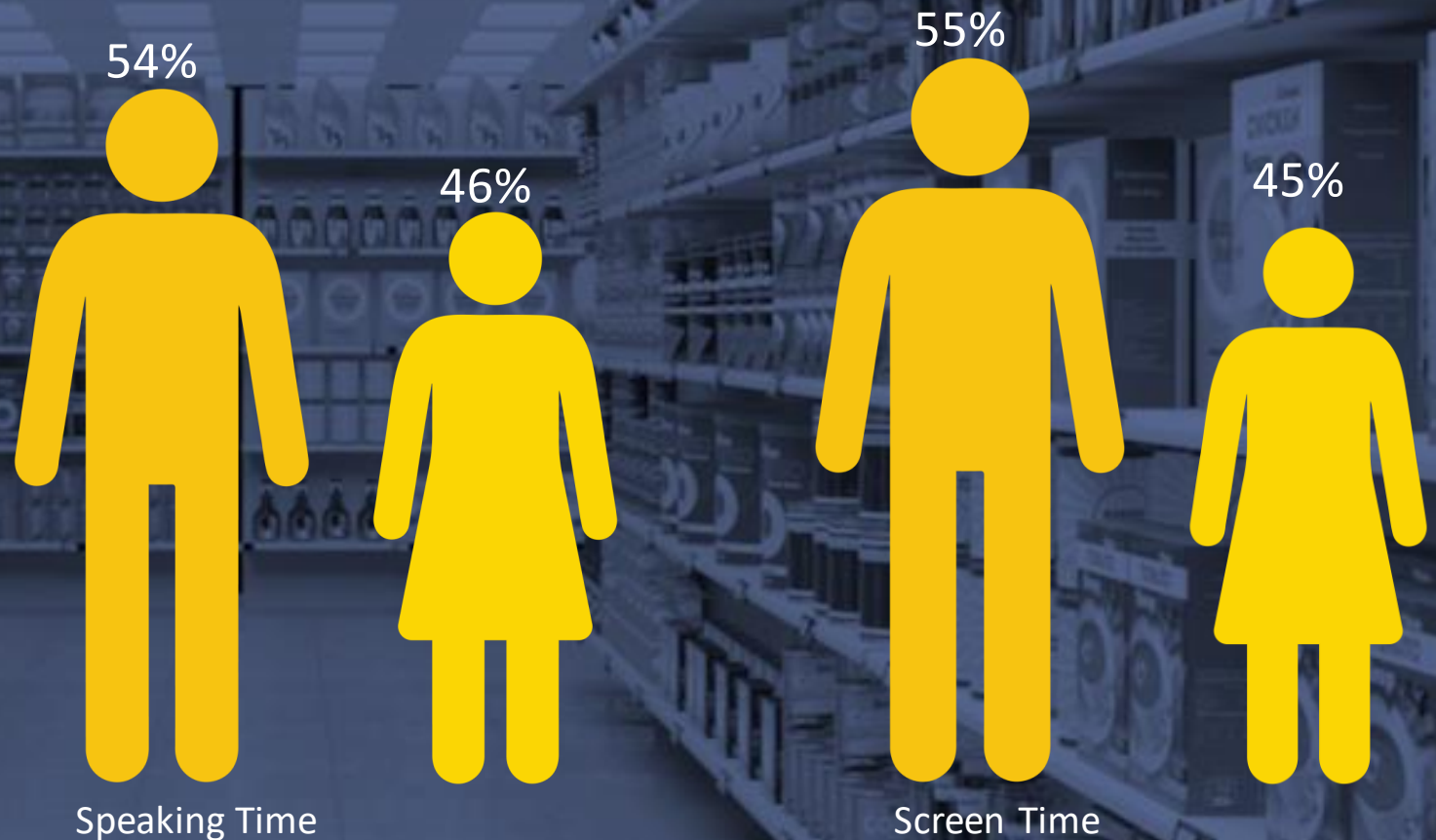


CONSUMER PACKAGED GOODS SPEAKING AND SCREEN TIME

representation by gender

Men are highly represented in the Consumer Packaged Goods category with 54% of the Speaking Time and 55% of the Screen Time.

Women have 46% of the Speaking Time and 45% of the Screen Time.



LOERIES
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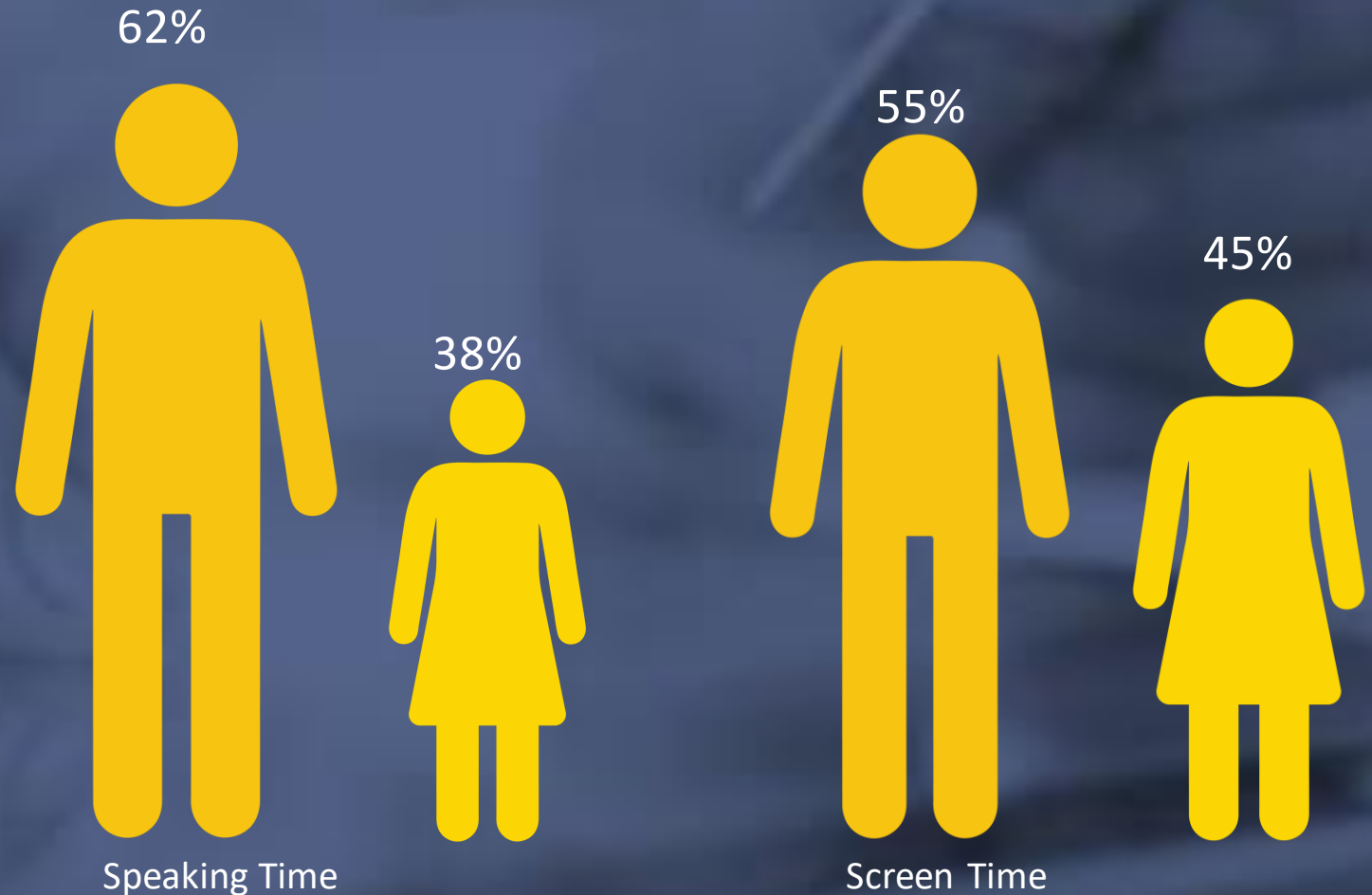
© The Loerie Awards Company

E-COMMERCE SPEAKING AND SCREEN TIME

representation by gender

Men have a high representation in E-commerce with 62% of the Speaking Time and 55% of the Screen Time.

Women only have 38% of the Speaking Time and 45% of the Screen Time.



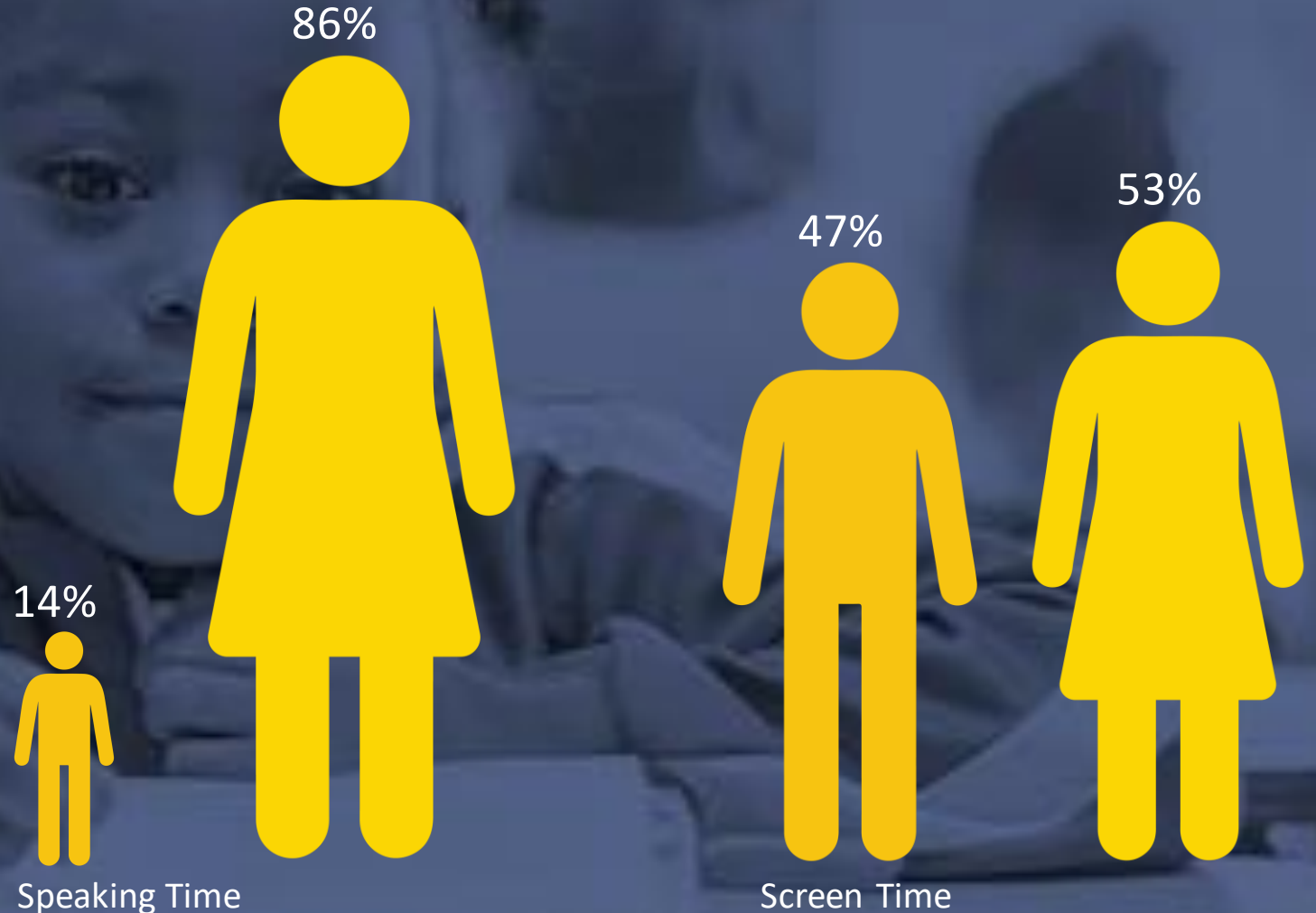
EDUCATION SPEAKING AND SCREEN TIME

representation by gender

Women are highly represented* in Education with 86% of the Speaking Time and 53% of the Screen Time.

Men have only 14% of the Speaking time while having 47% Screen Time. This indicates the use of men as props in this category.

* - Sample size in this category is relatively small and data should be viewed as informative rather than definitive.

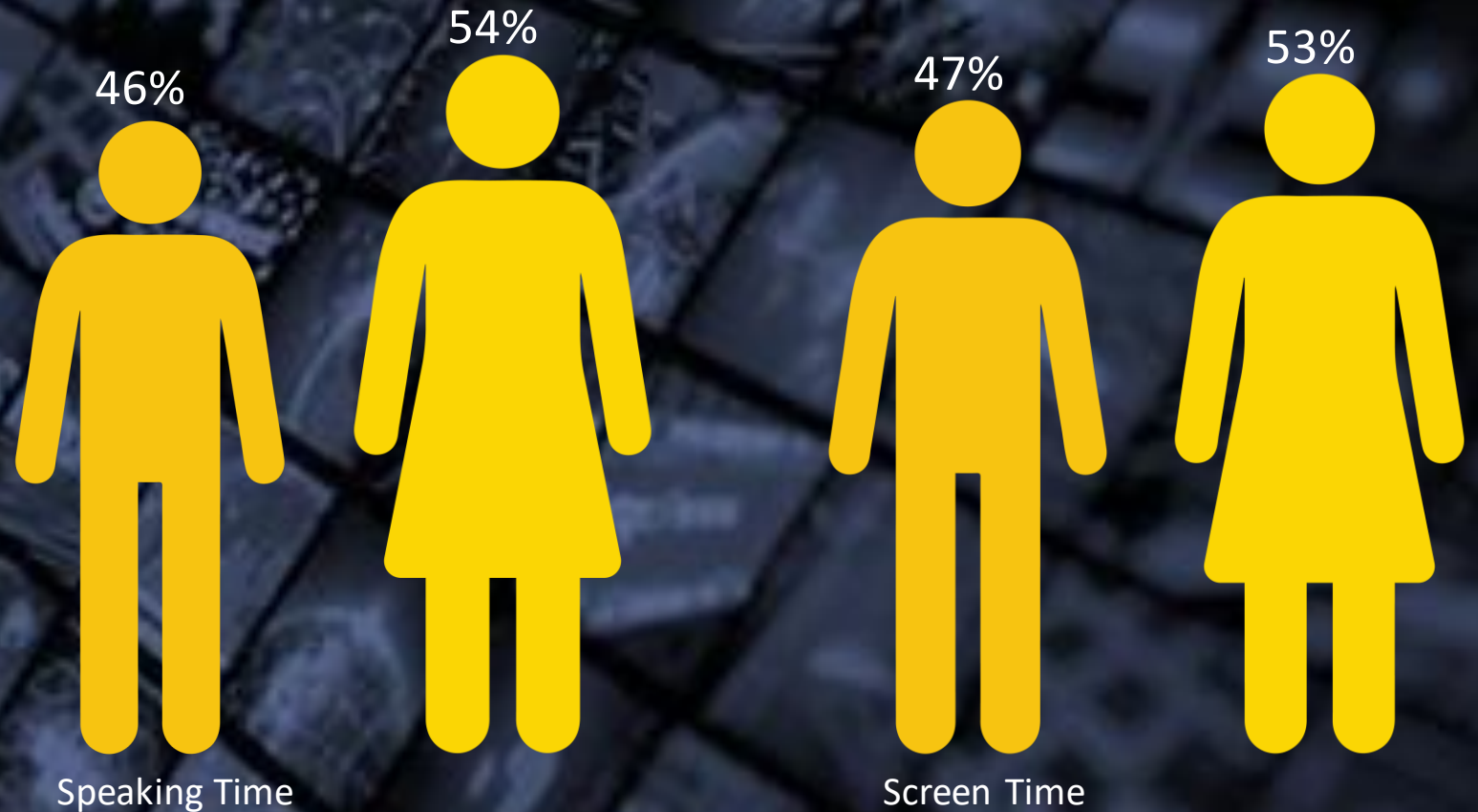


ENTERTAINMENT AND MEDIA SPEAKING AND SCREEN TIME

representation by gender

Entertainment and Media shows women with a slight advantage by having 54% of the Speaking Time compared to 46% for men.

The Screen Time shows men at 47% with women at 53%.

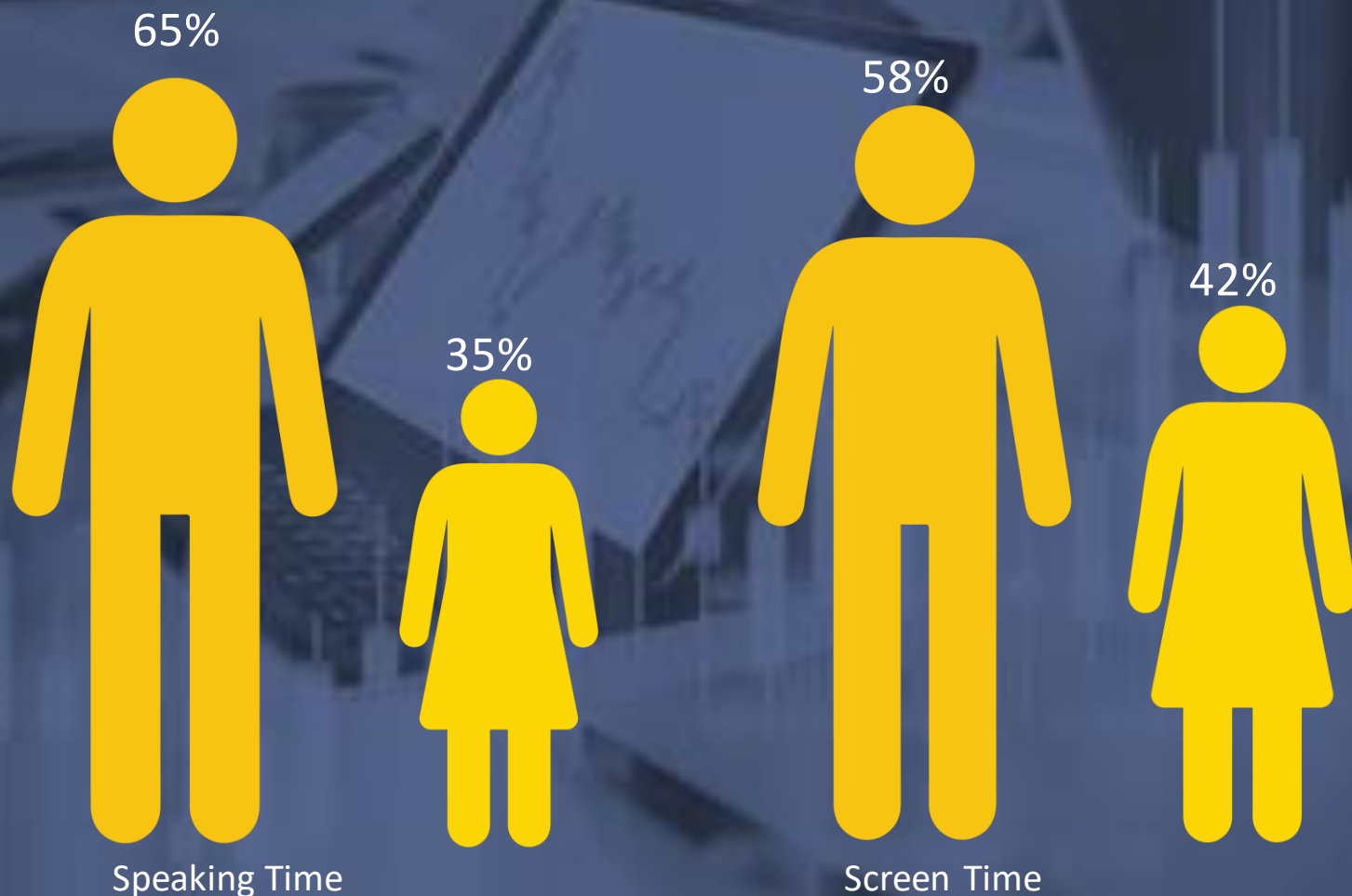


FINANCIAL SERVICES SPEAKING AND SCREEN TIME

representation by gender

Financial Services is largely dominated by men who have 65% of the Speaking time compared to 35% for women.

Men also enjoy 58% of the Screen Time vs. 42% for women.



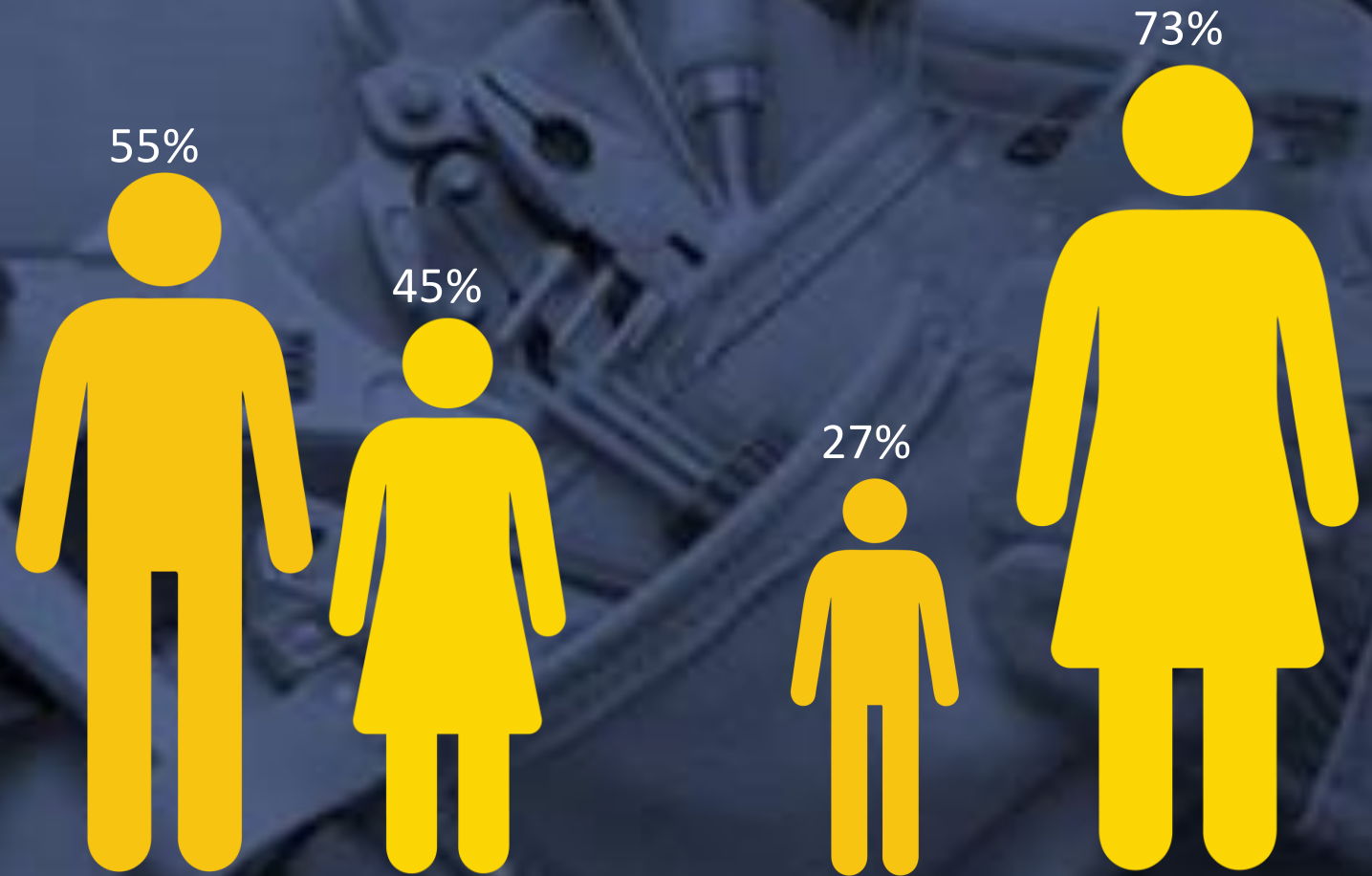
HOME IMPROVEMENTS & HARDWARE SPEAKING AND SCREEN TIME

representation by gender

Home Improvements and Hardware show men with 55% of the Speaking Time compared to 45% for women*.

It is interesting to note that women enjoy 73% of the Screen Time, vs. 27% for men, indicating the use of women as props in this category.

* - Sample size in this category is relatively small and data should be viewed as informative rather than definitive.



Speaking Time

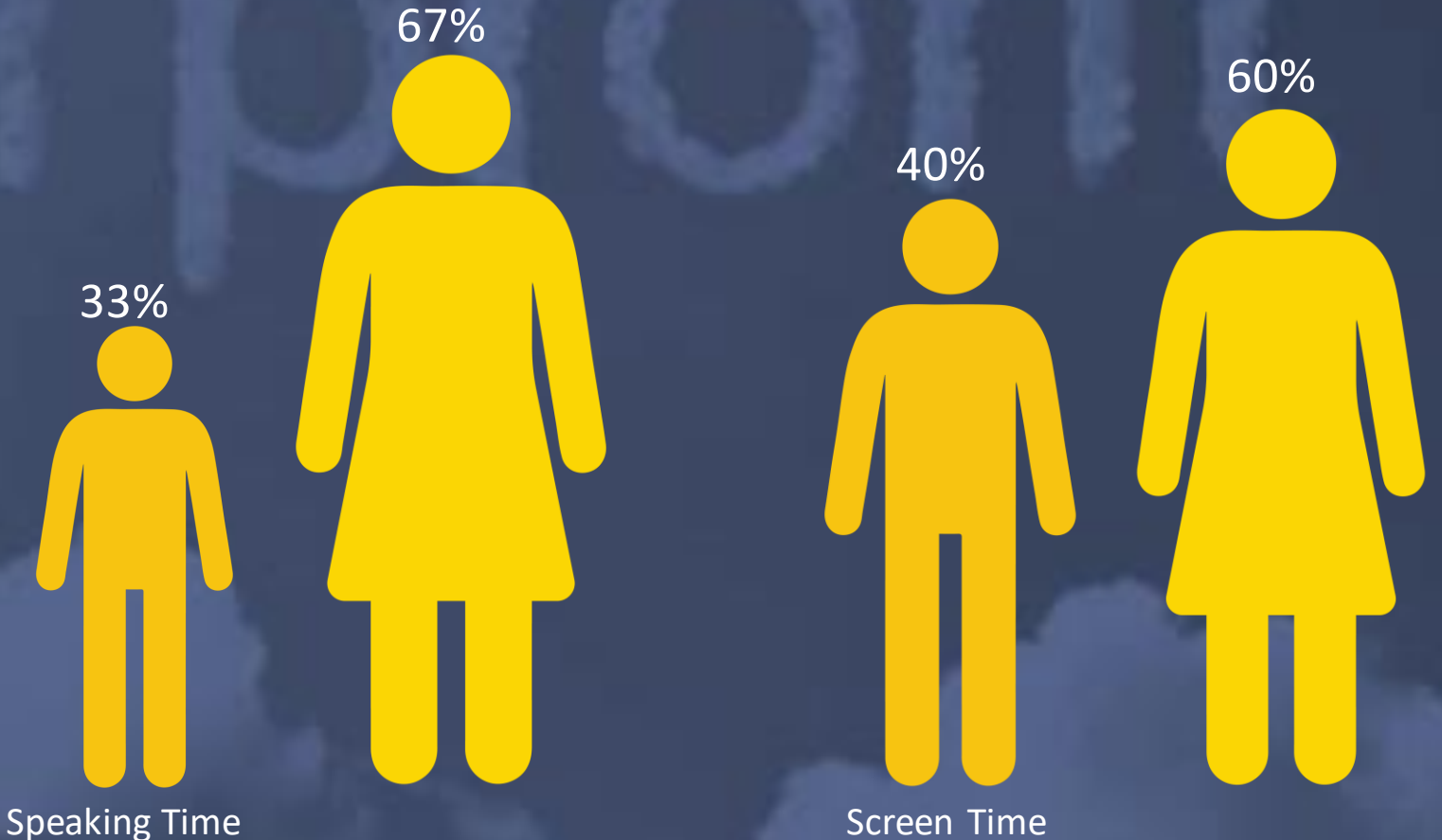
Screen Time

NON PROFIT SPEAKING AND SCREEN TIME

representation by gender

Women dominate the Non Profit category with 67% of the Speaking Time compared to 33% for men.

Women also have 60% of the Screen Time compared to 40% for men.

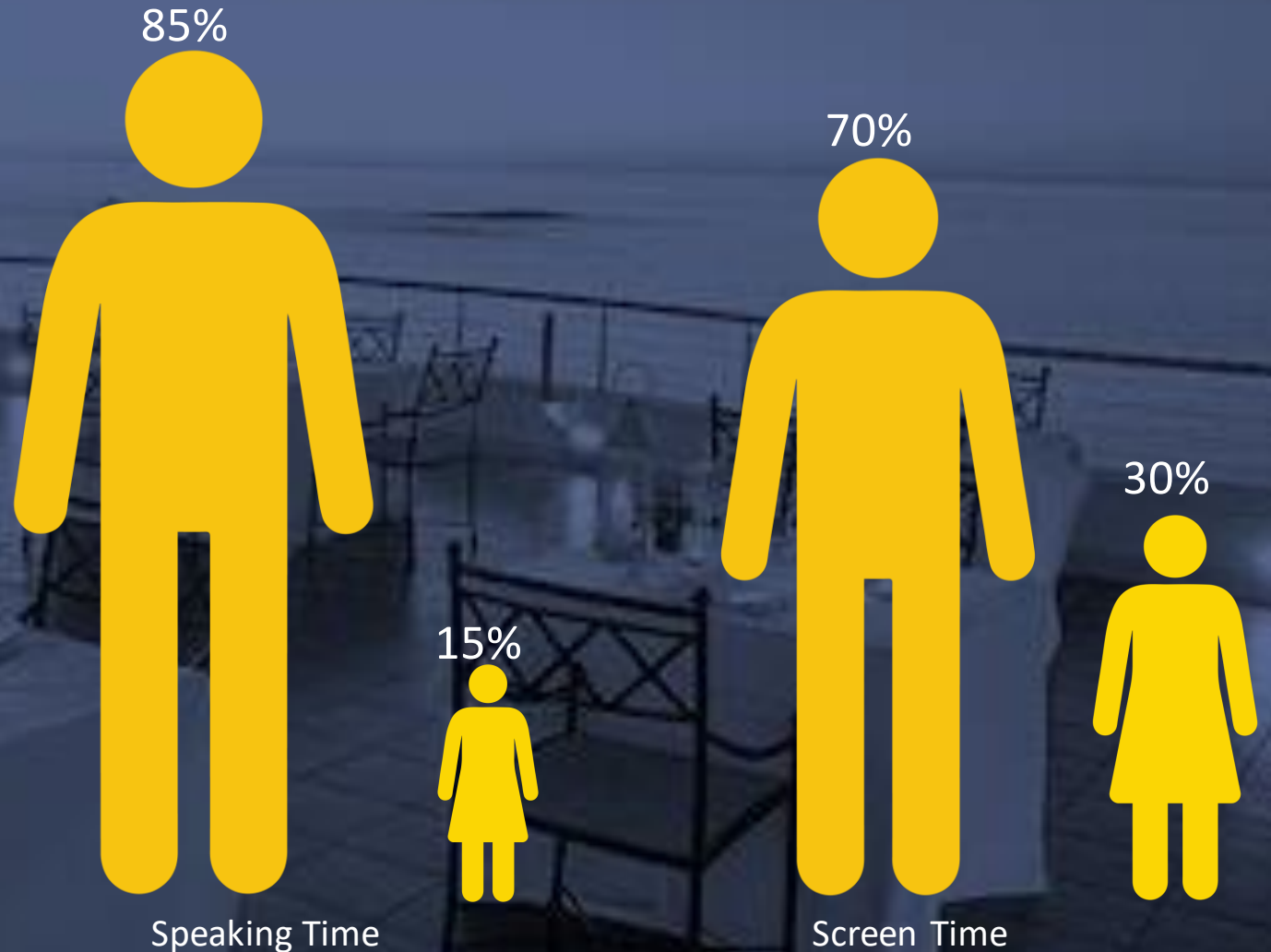


RESTAURANTS SPEAKING AND SCREEN TIME

representation by gender

Men dominate the restaurant category with 85% of the Speaking Time compared to just 15% for women,

Men also enjoy 70% of the Screen Time compared to 30% for women.



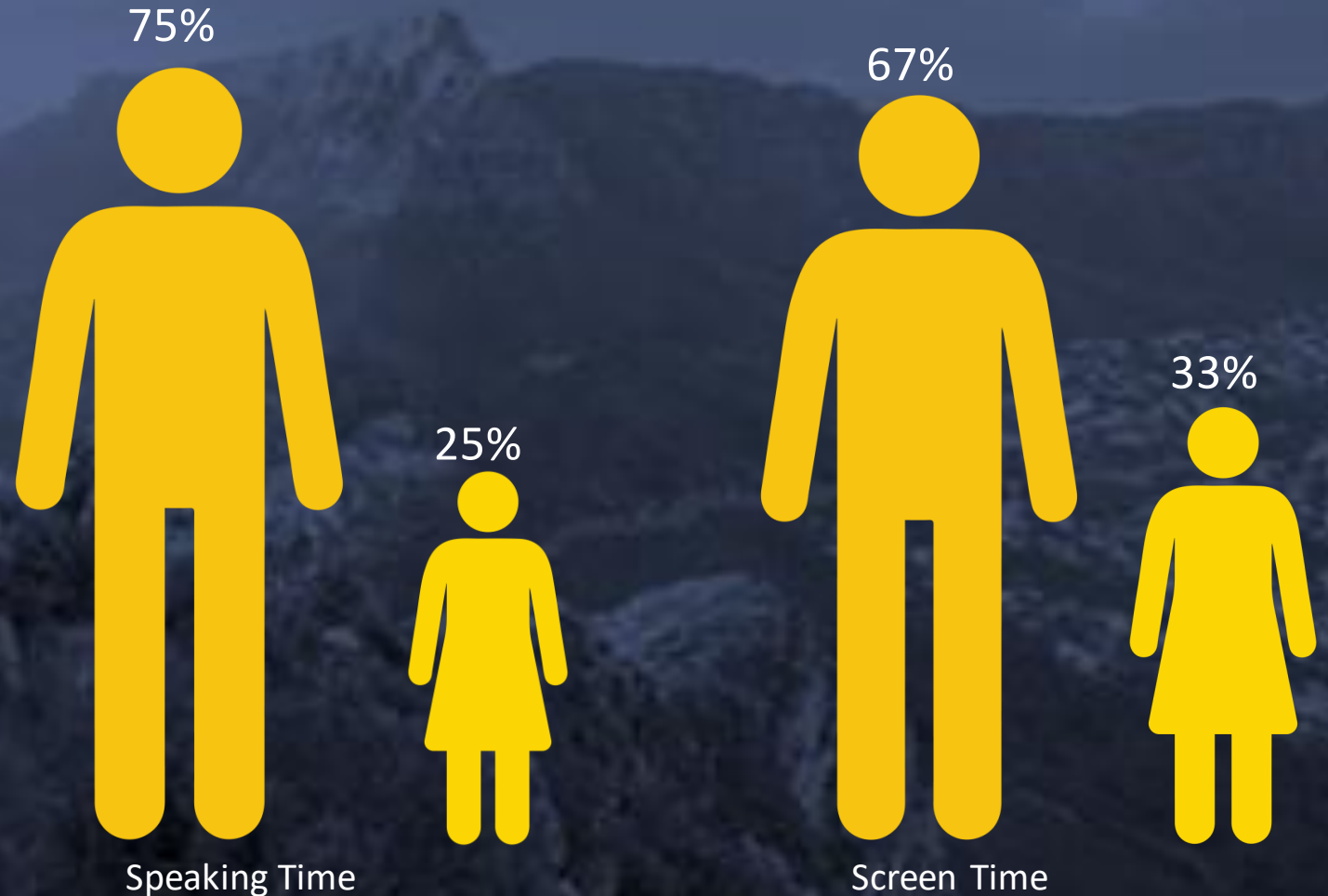
TRAVEL SPEAKING AND SCREEN TIME

representation by gender

The Travel category shows men with 75% of the Speaking Time versus 25% for women.

Men also enjoy 67% of the Screen Time compared to just 33% for women.

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LOERIES
AFRICA MIDDLE EAST

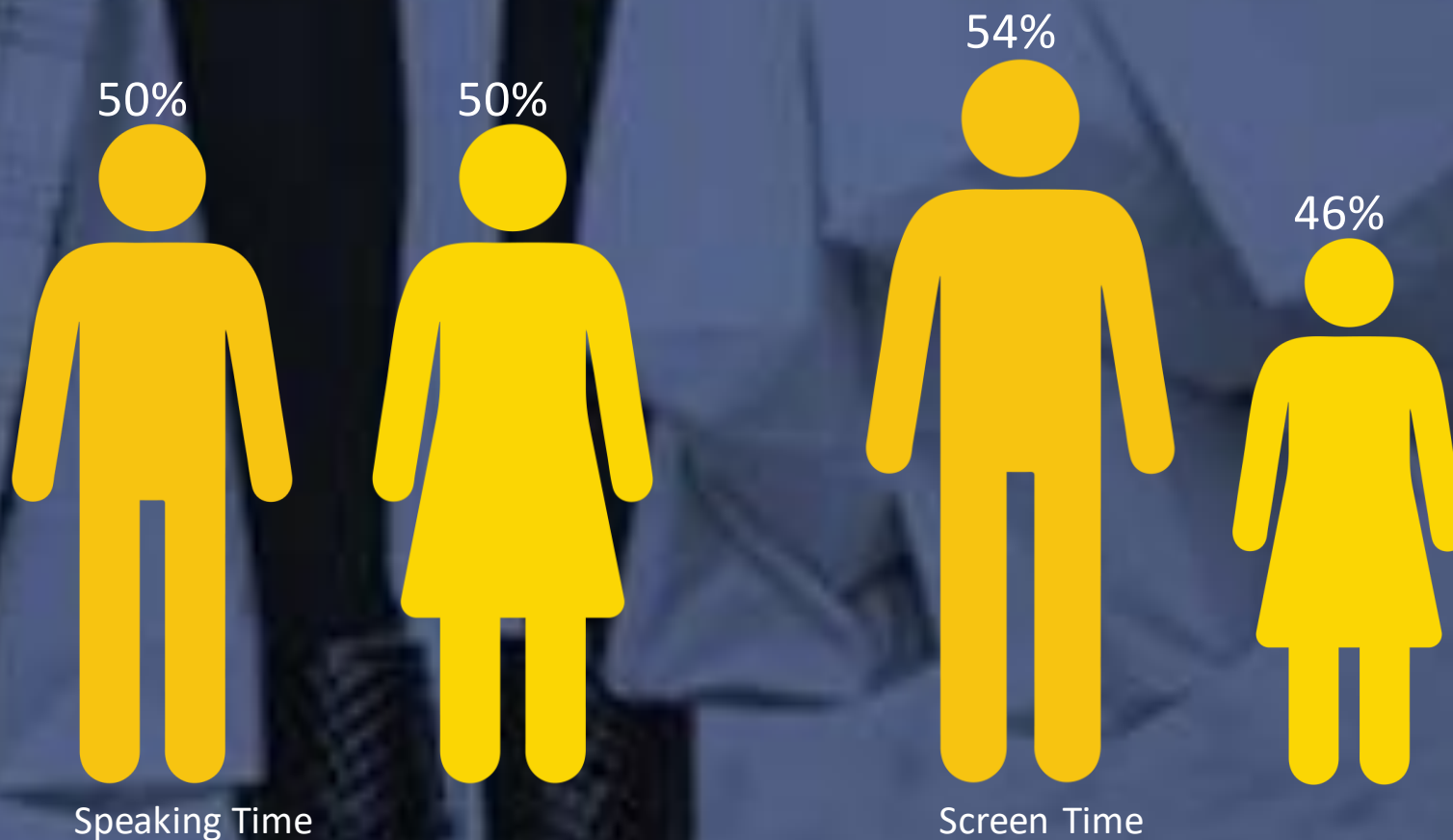
Total n = 412

RETAIL SPEAKING AND SCREEN TIME

representation by gender

Retail shows an equal split of Speaking Time for men and women.

Men tend to enjoy more Screen Time at 54% versus 46% for women.

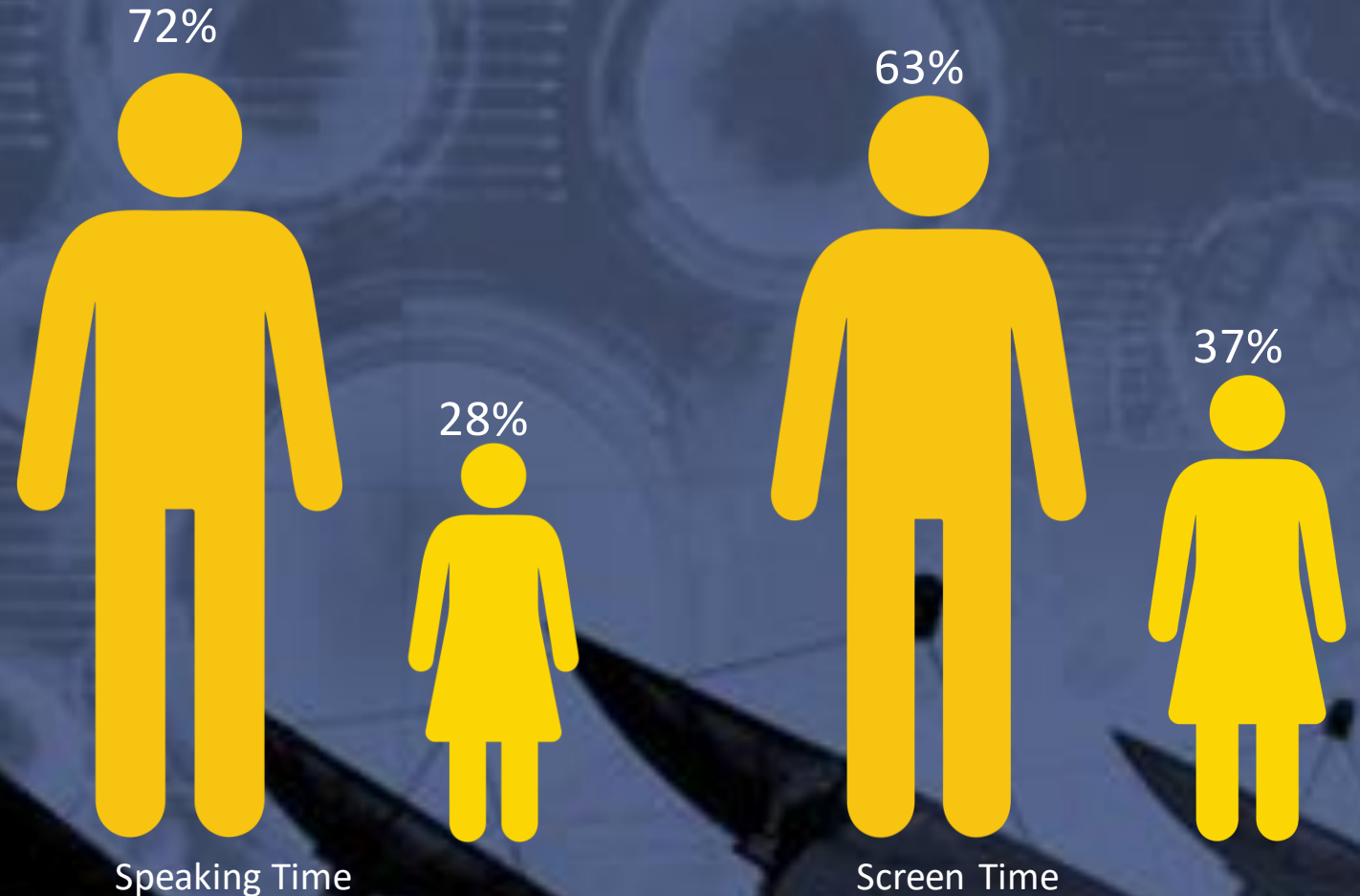


TECHNOLOGY AND TELECOMS SPEAKING AND SCREEN TIME

representation by gender

Men dominate the Technology and Telecoms category with 72% of the Speaking Time versus just 28% for women.

Men also have 63% of the Screen Time versus 37% for women.



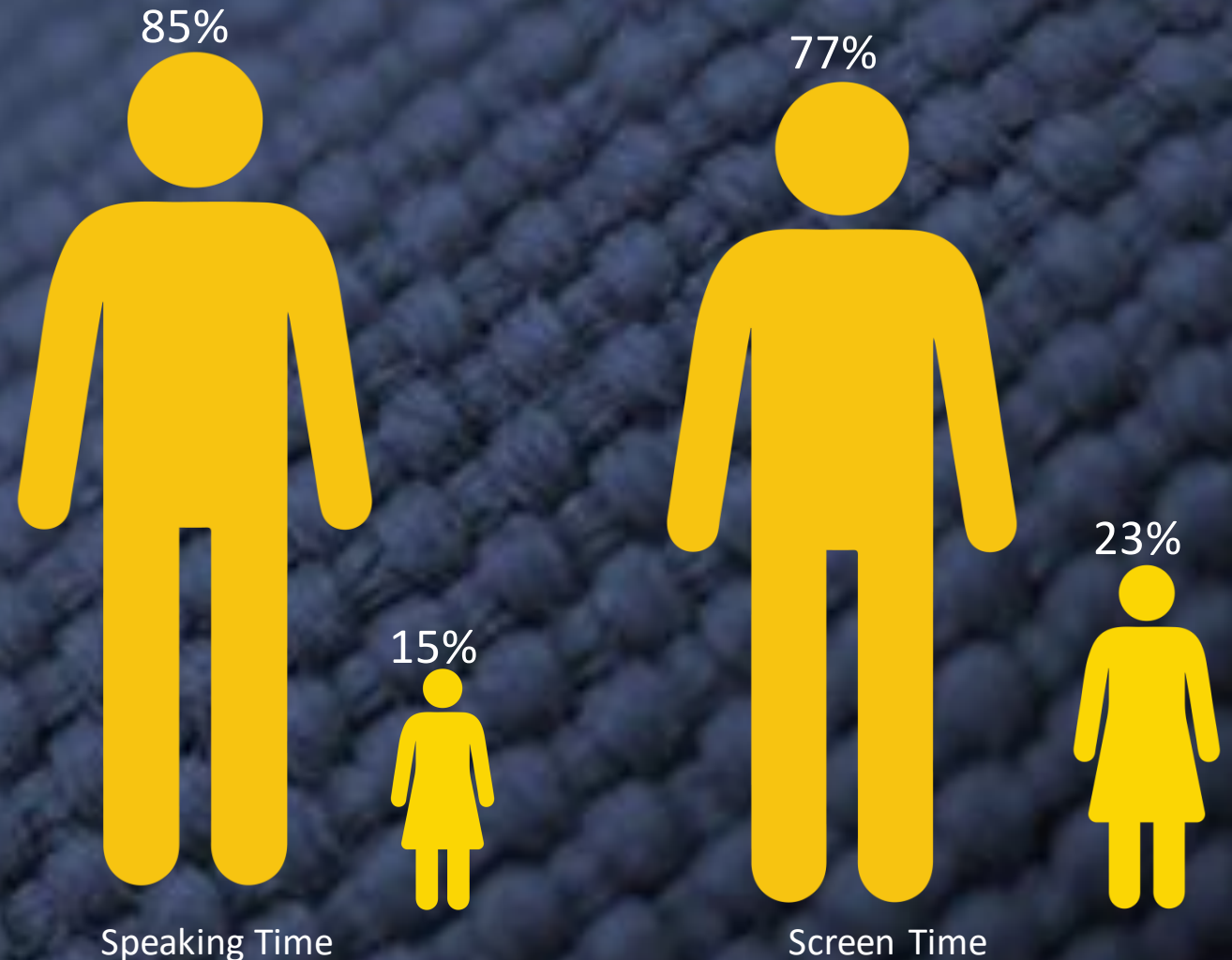
MINOR VERTICALS COMBINED SPEAKING AND SCREEN TIME

representation by gender

Minor Verticals is the sum of all verticals that do not fit into any of the major defined verticals.

Overall, men enjoy 85% of the Speaking Time versus 15% for women and 77% of the Screen Time versus 23% for women.

This indicates that smaller categories default to a male view in their communication.



Summary

The inaugural Loeries Analysis of Gender Representation in Advertising across Africa has unearthed some interesting insights.

Key is that men still dominate the advertising landscape, when looking at the Film category.

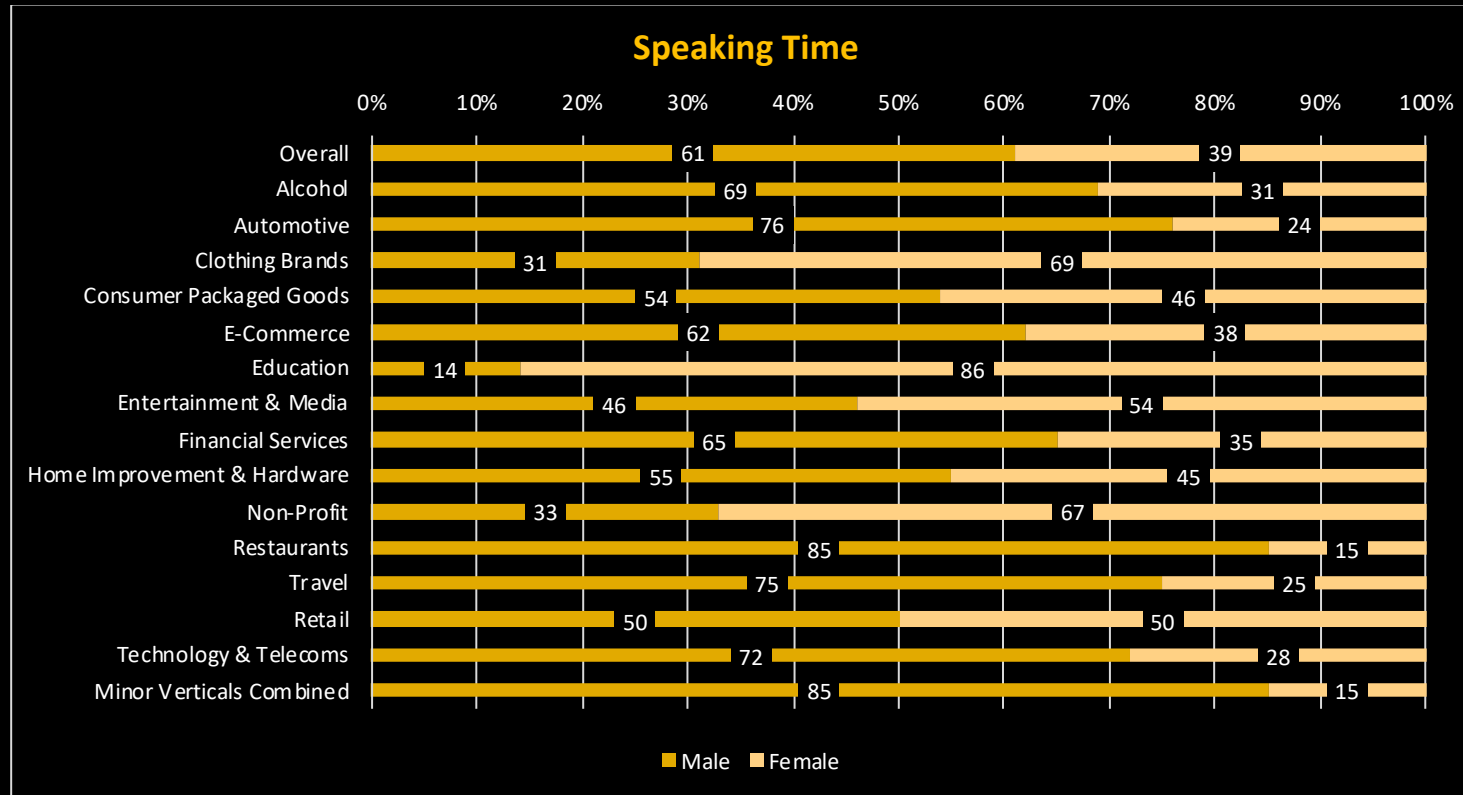
There are some categories that show women with an advantage in both Speaking Time and Screen Time:

- Clothing brands
- Education
- Entertainment and Media
- Non profit

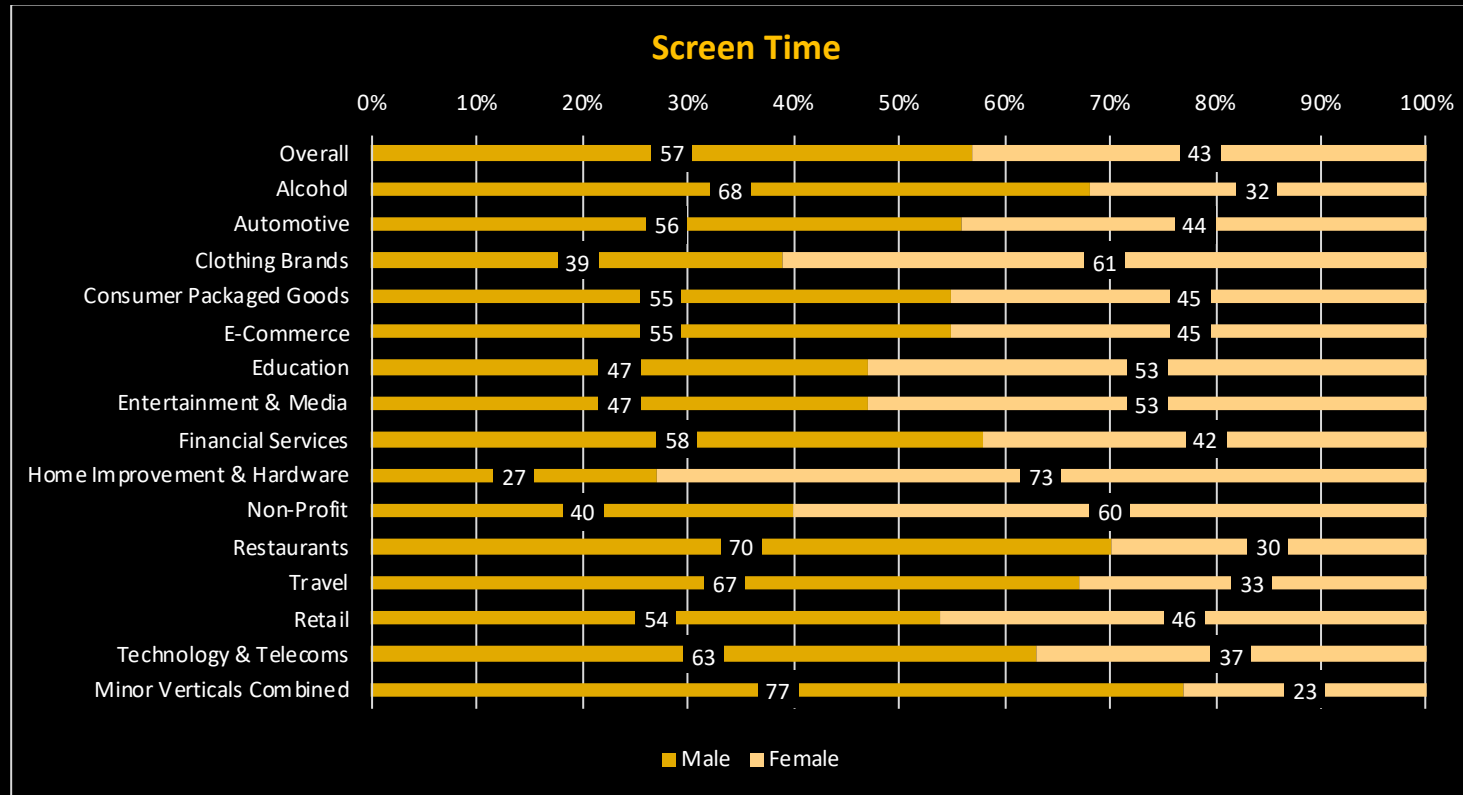
The key challenge is that this only represents 25% of the research categories and leaves out major commercial categories which attract the greatest share of advertising revenue.

Overall, there exists a strong potential for improvements in a number of verticals and the Loeries will continue to monitor and educate the industry about improvements in these areas.

Summary



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Queries

Queries regarding the research can be directed to info@loeries.com or +27 11 772 1220.



Image courtesy of Gallo Images

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