

# **ABA CANNES INSIGHTS 2018**

## **- BY GOAD**

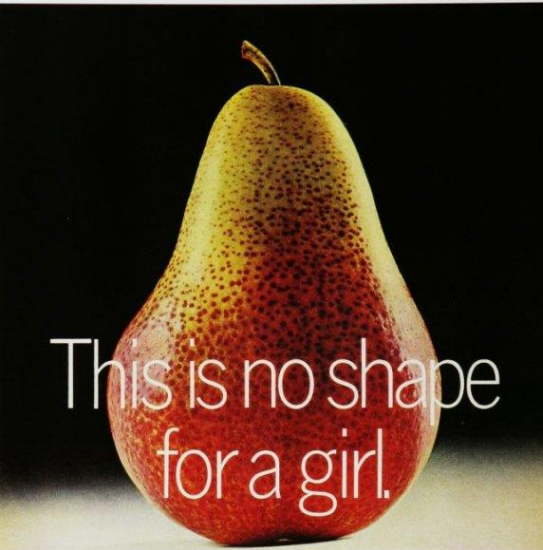
**Lançamento do “Guia para  
representação responsável de  
gênero na publicidade” - WFA**

**Vanessa Vilar**  
**Presidente do Comitê Jurídico**

24 de julho de 2018







This is no shape  
for a girl.

That's why Warner's makes  
the Concentrate girdle  
and the Little Fibber bra.

Girls with too much bottom and too little top  
Warner's can reshape you.

We reshape you on the bottom with the Con-  
centrate girdle. Its all-around panels do more  
for you than a little girdle (they're lined up to  
help you where you need help most), yet Con-  
centrate doesn't squish you like a heavy girdle.

A BODY-GUYS FOR THE MODERN PEAR: THE LITTLE FIBBER™ COUTURE BRA, \$1. THE CONCENTRATE™ GIRDLE, \$12. WARNER'S SLIMMER LINGERIE. A DIVISION OF THE WARNER BROTHERS COMPANY.



We reshape your top with the Little Fibber bra. The  
super-soft fiberfill lining doesn't make a big production  
out of you. It rounds out your bosom just enough to go  
with your trimmed-down hips.

All of a sudden, you've got a proportioned body, and your  
clothes fit better. Warner's calls this a  
Body-Do™. You can get fitted for  
one in any good store.



It's nice to have a girl around the house.

Though she was a tiger lady, our hero didn't have to fire a  
shot to floor her. After one look at his Mr. Leggs slacks, she  
was ready to tame him with all over her. That noble styling  
sure soothes the savage heart! If you'd like your own doll to  
doll carpeting, hunt up a pair of these he-man Mr. Leggs  
slacks. Such as our new automatic wash-wear blend of 65%  
"Dacron"™ and 35% rayon-incomparably wrinkle resistant.  
About \$12.99 at plush-carpeted stores.

Dacron™ Per Felt

Get yourself a new pair of Mr. Leggs

THOMSON COMPANY, 1230 Avenue of the Americas, New York 10, N. Y.



Keep her where  
she belongs...



show her  
it's a man's world

Van Heusen  
man's world  
lies



FLAT  
20% OFF\*  
WATCHES. BAGS. SUNGLASSES



KEEP  
AUSTRALIA  
BEAUTIFUL.

LOW CARB  
THE BODY BEAUTIFUL BAR



Now  
Open

Amsterdam Retail Location:  
New York City  
10010 Amsterdam  
Avenue

New Mexico:  
New Mexico  
10010 Amsterdam  
Avenue

American Apparel®

Made in Downtown L.A.

Verifying Integrated Manufacturing

To learn more about our company,  
to shop online, and to find all store  
locations, visit our web site:  
[www.americanapparel.net](http://www.americanapparel.net)



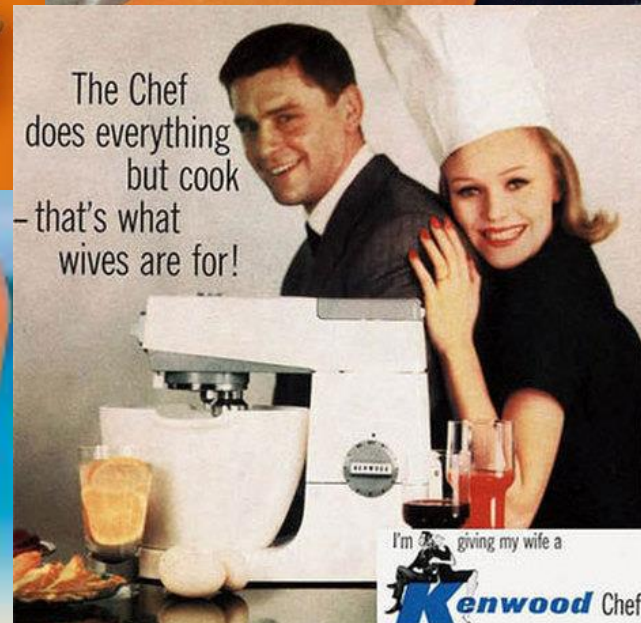
Blow in her face and she'll follow you anywhere.

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet  
Burgundy. Or luscious Tipalet Blueberry. It's Wild!  
Tipalet. It's new. Different. Delicious in taste and in aroma.  
A puff in her direction and she'll follow you, anywhere.  
Oh yes... you get smoking satisfaction without inhaling smoke.



New from Muriel. About 5 for 25¢.

Smokers of America,  
do yourself a flavor.  
Make your next  
cigarette a  
Tipalet®.



The Chef  
does everything  
but cook  
- that's what  
wives are for!

I'm giving my wife a

Kenwood Chef













## Guia para representação responsável de gênero na publicidade.

O caso de anúncios não estereotipados.



Um membro orgulhoso da



- ✓ Consumidores ávidos por marcas com propósito.
- ✓ Publicidade pode reforçar valores positivos na sociedade.
- ✓ Relevância Global: 60 associações nacionais
- ✓ ABA e seu propósito de *“Mobilizar o marketing para transformar os negócios e a sociedade”*.

# Histórico: preconceito de gênero e representação na publicidade



# As mulheres não se identificam com o que veem em propagandas



- 30% acharam que o anúncio mostra como as mulheres são vistas por homens.
- Apenas 3% das mulheres foram retratadas como ambiciosas ou ocupando cargos de liderança.
- Apenas 0,03% das mulheres foram retratadas como engraçadas.
- Apenas 1% das mulheres foram retratadas como heroínas ou solucionadoras de problemas.



# Por que isso importa?

1. Um caso social para mudança
2. Implicações políticas
3. Um caso empresarial para mudança

**70%** das decisões de compra de todas as marcas são feitas por mulheres.

**75%** das mulheres se identificam como principal compradora em suas casas.

**64%** de todos os gastos de consumidores são controlados por mulheres.

UMA INDÚSTRIA EM MOVIMENTO

**UNSTEREOTYPE**  
ALLIANCE

A flag with a yellow field and a blue field. In the center, there is a graphic of five overlapping human profiles facing right. The profiles are colored from left to right: blue, light blue, green, orange, and yellow. The flag is flying on a white pole with a gold finial. The background is a clear blue sky.



# Como “desestereotipar” os anúncios

1. Encorajar diversidade em suas equipes
2. Acompanhar o desempenho
3. Encontrar seu propósito
4. Pensar em longo prazo
5. Ir além da publicidade



Gaëlle Enganamouit for “Made of Black”, Guinness Cameroon (Diageo), 2017





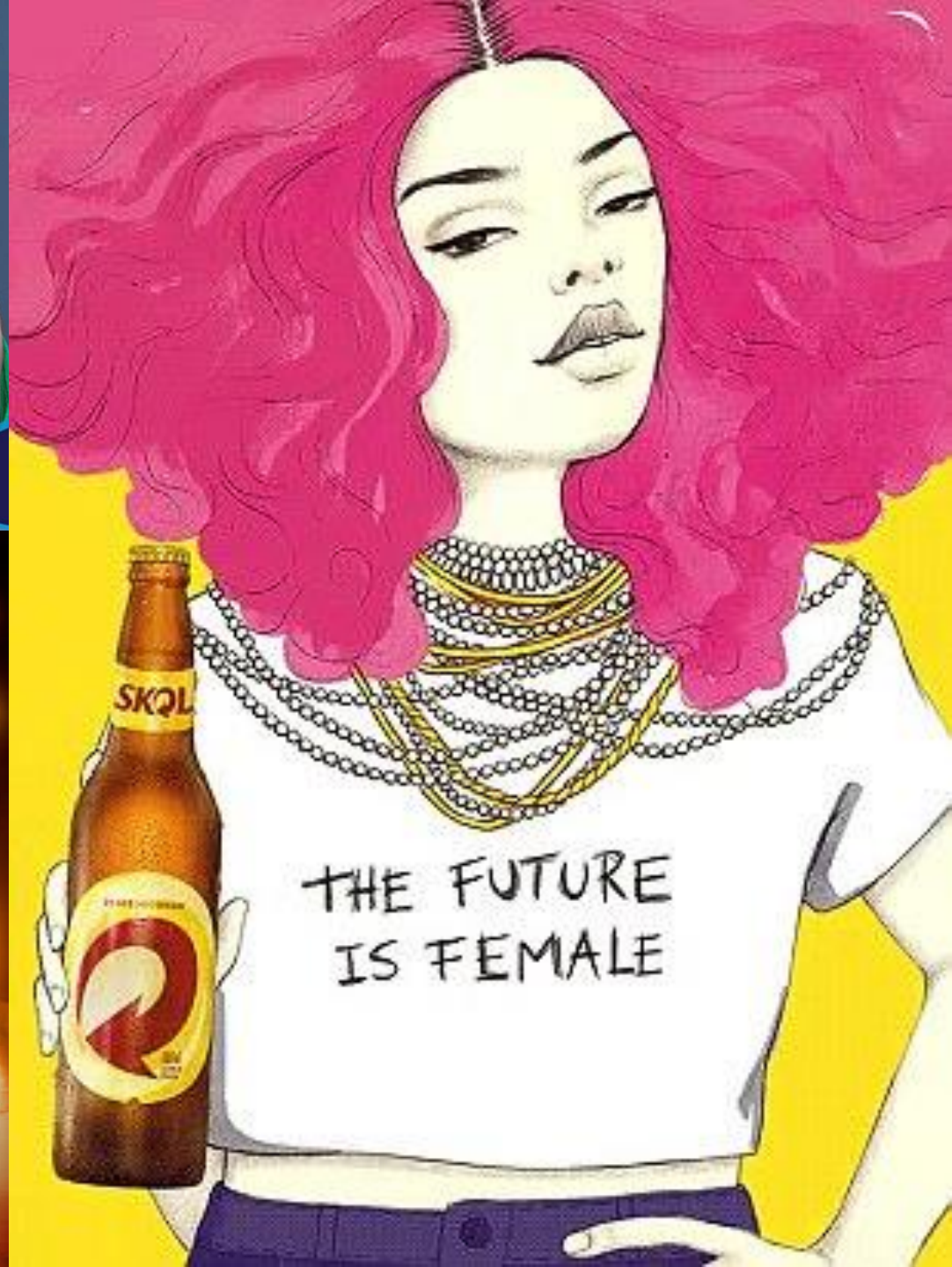


What does it mean  
to do things  
#LikeAGirl?

*always*



India's first transgender band







*Obrigada!*