

Dear TWF friends

Hello from London where I had the opportunity last week to catch up with Madeline Di Nonno, the dynamic CEO of the Geena Davis Institute on Gender in Media and our 2015 TWF Gala keynote speaker.

Madeline was en route from launching new research at this year's Cannes Lions Festival on "Unpacking Gender Bias in Advertising" by the Geena Davis Institute and J. Walter Thompson, using the Institute's GD-IQ - an Automated Analysis Tool, funded by Google.org, developed to analyse audio and video media content through machine learning and audio-visual processing technologies from Google and the University of Southern California.

The analysis revealed:

- There are twice as many male characters in ads than female characters.
- 25% of ads feature men only while only 5% of ads feature women only.
- 18% of ads feature only male voices while less than 3% of ads featuring female voices only.
- The trends of female presence and portrayal in ads have not changed in over a decade.

Supporting the automated analysis, the Geena Davis Institute conducted additional research which revealed that:

- Age: Women in ads are mostly in their 20s while men are in their 20s, 30s and 40s. This means male characters are far more diverse than female when it comes to age.
- Humour: Men are almost twice as likely to be funny than women.
- Objectification: One-in-ten female characters are shown in sexually revealing clothing – six times the number of male characters.
- Intelligence: when it comes to characters for whom intelligence is an integral part of their character (e.g., a doctor, a scientist), men are 62% more likely to be shown as smart.
- Location: Women are 48% more likely to be shown in the kitchen while men are 50% more likely to be shown at a sporting event.
- Work: One in three men are shown with an occupation compared to one in four women.

This is important because as Madeline puts it: "By changing the narrative, the images we use, the stories we tell about women, we can dramatically change the way the world values women and how women and girls see themselves."

Furthermore as Brent Choi, Chief Creative Officer, J. Walter Thompson New York, observed: "What this research shows is that our industry has tent-pole moments, amazing actions or campaigns when we all rally around women, but when it comes to creating our 'regular' ads for our 'regular' clients, we forget about them."

For more information and insights, please click [here](#).

At TWF, we are also passionate about addressing unconscious bias in media content. We hope that more brands and agencies in this part of the world will take heed of these latest research findings and take action to improve how women and girls are represented in the media.

Warm regards

Su-Mei Thompson  
 CEO, The Women's Foundation

## TWF PROGRAMME UPDATES



### T.E.E.N. Programme Update

Last week, this year's Big Brothers and Sisters participated in a Youth Engagement workshop to further their skills as youth mentors. They gained an understanding of the difficulties they may face in the coming year and came up with possible solutions. Last year's T.E.E.N. cohort gave a presentation on their experiences as part of the programme to their respective schools, spanning last summer's kick off activities to their recent community projects.

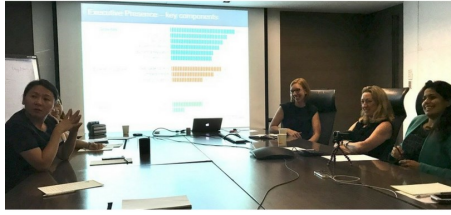


### Mentors Only Session - Influencing People

Last Wednesday, mentors from our Mentoring Programme for Women Leaders attended a session on 'Expanding your influence: ensuring your message gets through at all levels'. Participants learnt about the latest



research in behavioural genetics, techniques for building a persuasive relationship and influencing tools such as giving praise. Many thanks to Dr Alicia Fortinberry of Fortinberry Murray for leading the session and to EY for hosting.



### Presenting With Authority Workshops

Last week, we held the last session in our series of five workshops on Presenting With Authority for our Mentoring Programme participants. Mentors and proteges learnt how to enhance their personal impact, communicate with clarity and confidence and unlock the most effective way of communicating with audiences. Many thanks to Divya Ahluwalia for facilitating all of the workshops and to our corporate partners Morgan Stanley, EY and Telstra for hosting.

## TWF IN THE SPOTLIGHT



### Tim Payne at UN Women Conference in Beijing

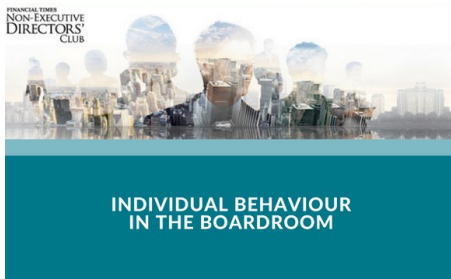
Tim Payne, TWF Board Director and Co-Chair of the 30% Club HK Chapter, spoke at last week's 2017 Women Leadership Forum in Beijing co-organised by UN Women and the Cheung Kong Graduate School of Business. In his keynote speech, which was followed by a panel on women and creative industries, Tim discussed the barriers preventing women from assuming leadership and board positions and how media stereotypes are impeding women's advancement. Click here for [the video of the event](#) (Tim's remarks start at 15:00), [the official programme](#) and [China Daily's coverage of the forum](#).



### Sanjeev Chatrath at World Economic Forum's 'Annual Meeting of the New Champions'

TWF Male Allies Co-Chair Sanjeev Chatrath of Thomson Reuters spoke on a panel on 'Bridging the Gender Divide' at the WEF's Annual Meeting of the New Champions in Dalian last week. Sanjeev spoke about the pressing need for intervention in light of technological disruption of traditional industries to ensure that our global workforce is diverse and includes women, as well as the responsibility of organisations, institutions and governments to take deliberate action to ensure that technology and gender equality progress together. To watch the panel, [click here](#).

## TWF IN THE COMMUNITY



### FT NED Exclusive: Individual Behaviour in the Boardroom

TWF is delighted to support the Financial Times NEDs' Club's 'Individual Behaviour in the Boardroom' panel on July 5. Diana David, founder of the Financial Times NED Diploma in Asia will give an overview of the personal skills needed to effectively carry out an independent non-executive role followed by a panel comprised of female board members Christine Ip, Angelina Kwan and Fiona Nott, moderated by FT's Henry Sender. To register, please [click here](#).



### The Economic Impacts of Caregiving

TWF is pleased to share HKU's Sau Po Centre on Ageing's recently released policy brief examining the economic impacts of family caregiving. At TWF, we know the social and economic implications of a rapidly ageing society are significant - particularly for women who shoulder the majority of caregiving

## WHAT WE'RE READING

### **Our top picks for recommended reading and listening on the key trends and breaking stories about women and gender:**

- [On make-up, Serbian women and a lesbian PM](#) (Al Jazeera)
- [Patriarchy on the canal: why is there only one female gondolier in Venice?](#) (The Guardian)
- [Genius Doesn't Have A Gender](#) (Forbes)
- [If John McEnroe really wanted to make a feminist critique of Serena Williams, this is what he should have said](#) (Independent)
- [Israeli Airline Banned From Asking Women To Switch Seats To Accommodate Men](#) (Huffington Post)
- [Research shows that non-traditional men sell well – advertisers need to catch up for the sake of equality](#) (The Conversation)

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