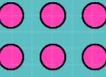# DUBAI LYNX STUDENT INTEGRATED CAMPAIGN BRIEF

THE ORGANIZATION

The Unstereotype Alliance is a thought and action platform that seeks to eradicate harmful stereotypes in all media and advertising content. Convened by UN Women, the United Nations entity for Gender Equality, the Unstereotype Alliance brings together partners and seeks to collectively use the advertising industry as a force for good to drive positive change all over the world. The Alliance contributes to empowering people in all their diversity (race, class, age, ability, ethnicity, religion, sexuality, language, education, etc.) to help create an equal world.

The alliance has over 200 members including national chapters in Australia, Brazil, India, Japan, Kenya, Mexico, South Africa, Turkey, the UAE and the UK, with more being launched. National chapters are a local, national expression of the global alliance. They define and undertake work that is relevant to local needs and comprise of members from that market, with local UN Women support. Members contribute to local initiatives designed around the chapter workplan and strategic priorities.

For more details:
https://www.unstereotypealliance.org/en/about
https://www.facebook.com/UnstereotypeAlliance/
https://twitter.com/un_stereotype/

Click here for a film by the Unstereotype Alliance, *The Problem is not seeing the Problem*, which launches a call to action for the advertising industry.

The UAE national chapter of the Unstereotype Alliance, the first in the Middle East, was launched in November 2020. Its strategic priority is to advance a more progressive portrayal of men and women in non-traditional roles by proactively addressing stereotypes and unconscious bias in media, advertising and work-places. The UAE national chapter has 12 corporate members and three allies. Members include Unilever, Publicis Groupe, Accor, Mediaquest, Google, Etihad Aviation Group, OMG, Snapchat, ITP Media Group, VFS Global, LinkedIn, Meta, and Mondelez. The allies include Advertising Business Group, Dubai Lynx, and Zayed University.

THE ISSUE

Gender stereotypes are beliefs that certain attributes differentiate men and women. Stereotypes are not necessarily negative and can be useful as they help to simplify complex life experiences
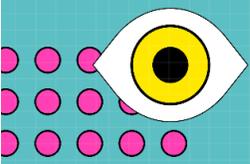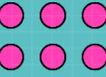
by categorizing. However, stereotypes can cause oversimplified perceptions, incorrectly applied evaluations, and a failure to see individual differences. One of the ways in which gender stereotypes are propagated and reinforced is through mass media, specifically advertising.

Gender stereotyping in advertising has persisted despite research that has shown negative consequences, particularly for women. For instance, stereotyping of physical characteristics (e.g., beauty ideals for women) can lead to reduced self-dignity and body dissatisfaction. Stereotyping of role behaviors (e.g., women as homemakers and men as providers) may lead to restricted opportunities of self-development, and stereotyping of occupational roles (e.g., women as nurses and schoolteachers, and men as surgeons and scientists) could affect women's choice of careers. A mismatch of stereotypes such as that women are warm and communal, while leaders are assertive and competent can lead to negative attitudes toward women leaders at the workplace.

Research has also shown that gender stereotypes related to math attitudes can undermine girls' and women's interest and performance in Science, Technology, Engineering, and Math (STEM) domains. According to the World Economic Forum's Global Gender Gap Report 2022, women continue to be underrepresented in STEM fields and overrepresented in education and health and welfare degree subjects compared to men. The gender gap is most prevalent in Information and Communication Technologies (ICT) and Engineering and Manufacturing.The percentage of women graduates in ICT is 1.7%, compared to 8.2% of men graduates. In Engineering and Manufacturing the figures are 6.6% for women and 24.6% for men.

What is the situation in the MENA region?

Recent research conducted by the UAE-based Advertising Business Group and Zayed University in 2018 concluded that most television ads in the Arabian Gulf region and social media ads in the UAE continue to perpetuate traditional gender role stereotypes of women as homemakers, although the labour-force participation rate of females in the UAE is 46.54%. The study also found that Emirati consumers support ads that portray women in non-traditional occupational roles such as pilots. However, they are not as supportive of ads that show men in non-traditional occupational roles, such as schoolteachers. Emirati male and female consumers hold similar perceptions. [Click here](#) for details of the study.

UN Women's Gender Equality Attitudes Study 2019 found similar results: Eighty-eight percent of people in the UAE believe that it is essential for society to treat women and men as equals, and over half of people in the UAE believe that the media only portrays women and men in certain traditional roles. [Click here](#) for the full report. However, the latest research from UN Women, The Levers of Change Gender Equality Attitudes Study 2022, has found that attitudes towards gender roles have deteriorated during the Covid-19 pandemic, including in the UAE. What is more alarming is that young men now hold some of the most regressive attitudes towards
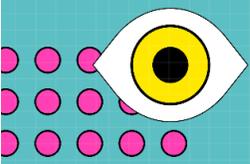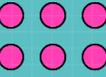
gender. [Click here](#) to access the full report. You can find more research from the Unstereotype Alliance [here](#).

THE CHALLENGE

Although the work of the Unstereotype Alliance UAE chapter has been focused on addressing stereotypes and unconscious bias in media and advertising, the chapter is expanding its scope to address audiences directly through a campaign to highlight the harmful nature of gender stereotypes and unconscious bias at the workplace and the negative impact they have on people, particularly women. The aim is for the integrated campaign to raise awareness about the downsides of gender stereotypes and unconscious bias and encourage positive attitudes towards non-traditional roles for men and women at the workplace. Using the research insights provided and/or your own research of the organization, the issue, and the target audience, create an integrated campaign that delivers the goals given next.

THE TARGET AUDIENCE AND GOALS

Target audience: Youth in the MENA region (aged 18-24). Participating teams may choose to focus on a country in the region.

Goal 1: Increase awareness among youth of the prevalence of gender stereotypes and unconscious bias in society and its negative consequences, especially for women at the workplace

Goal 2: Nudge positive attitudes among youth towards more non-traditional roles for men and women at the workplace

CAMPAIGN DO'S AND DON'TS

- Whilst the campaign can have a conversational tone of voice, the content of the message being conveyed is serious, so please be wary of using humour and do not use swear words
- Be cautious of implicit bias and please do not showcase stereotypes in any form – the Unstereotype Alliance's [3Ps framework](#) could be utilized to check this
- The Unstereotype Alliance cannot endorse any commercial entity so please ensure there are no references to brands/organizations in your campaign
- Consider the cultural nuances that exist in the GCC/UAE, and avoid mocking religious beliefs, traditional attire for men and women of all backgrounds etc.
- The campaign must be inclusive of all people
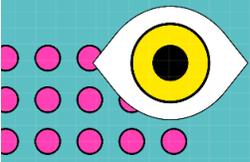
STUDENT COMPETITIONS 2023
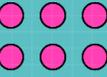
THE DELIVERABLES

- 1 x Presentation board A2
- Entry can be in English and/or Arabic
- Maximum of 300 words describing the campaign plan - how the campaign will be launched, executed, and the appropriate channels used. It must include the strategy, the creative idea and key messages, the channels used, and evaluation criteria of expected outcomes
- Entries must include three types of media across paid, earned, shared, and owned (e.g., posters, billboards, websites, podcasts, social media posts, offline/online activations, videos etc.)

CHECKLIST

Required format:

- ★ Supported upload file types are: jpg, .jpeg, .png, .pdf
- ★ Size: 420mm(h) x 594mm(w)
- ★ Entry can be in English/Arabic (if in Arabic, please provide English translation)