

Full title of law or regulation

UBA Charter. Unstereotype Communication. UBA is the United Brands Association, formerly the Union Belge des Annonceurs, the Association of Belgian Advertisers

<https://www.mediaspecs.be/wp-content/uploads/2019/01/UBA-Charter-Unstereotype-Communication-FR-.pdf>

Title of section

## DIVERSITY AND INCLUSION IN ADVERTISING

With this charter, the UBA commits to working for more diversity and inclusion in advertising. It is our responsibility to disseminate images and stories representative of the society of today and tomorrow. This is done in order to promote gender equality, diversity and inclusion, avoid stereotypes and to treat all people equally, regardless of their gender, where they come from, their age, sexual orientation, disability or beliefs. We intend to implement this strategy at two levels: external communication and internal policy.

Our society has changed profoundly over the past decades. Today there are more women than men to graduate from higher education. In addition, nearly twenty percent of Belgians come from an immigrant background or have at least one parent of foreign nationality. And to follow, we see that the age pyramid is now totally inverted. Unfortunately, these developments are not yet sufficiently visible in advertising executions.

### Let's avoid the use of stereotypes

Group, gender and sexist stereotypes, in particular, are still too common in the advertising industry. A study by the University of Antwerp shows that the distribution of roles represented in advertising today is largely identical to that used in the 1950s. A trend confirmed by a more recent study from Unilever, which reveals that only 3% of commercials show women in leadership positions, barely 1% of advertisements portray women as heroines, and women play comedic roles in just 0.03% of ads.

In terms of diversity of origin, advertising executions do not reflect the population in 2018. A recent Belgian study by the CSA showed that no less than 92% of people who appear in advertising spots are perceived as white. This when more than 170 nationalities coexist in our country.

This situation can and must be improved. The presence of these stereotypes irritates more and more citizens. Commercial communications can positively influence the opinion of consumers. Advertising has a huge influence on our ideals of beauty and the social roles we are called upon to play.

## EXTERNAL COMMUNICATION

Our sector has the tools to positively influence our culture and our society.

### Breaking down predominant beauty ideals

Studies indicate that dominant beauty ideals have a normative effect and that such objectifying images can have a negative influence on the self-image that not only young people but also adults have of themselves. The demand for realistic and more diverse models is increasing. In order to perpetuate this positive trend, a broader beauty ideal should prevail. We show women, but also men, of different ages, sizes and skin colors. Recognizing yourself in the content of a poster or an advertisement does indeed provide a feeling of comfort and acceptance

### Changing gender roles

We must ensure that women are not systematically represented in objectifying roles, such that it helps shift the focus to their talents and skills. Regarding the image of men, it can also prove liberating to portray them in roles less indicative of "testosterone domination", but rather a caring image.

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### Show diversity

We avoid clichés and dare to depart from conventional ways of thinking. We present individuals as original and multidimensional characters and we dare to transpose that diversity into the communication that enriches our society.

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### Specific advice

1. Design for all: do not create separate campaigns for minority groups, but make sure these also feel involved.
  2. Look, therefore, for similarities rather than differences. Try to unite rather than divide.
  3. Before publishing, submit your campaign to a test group comprised of people of different genders, ages, origins and sexual orientation and be open to their comments.
  4. Avoid clichés at all levels. The most common are found in parenting roles and in the casting of professions.
  5. Don't automatically choose a man in the role of expert. Ensure an equal balance in the apportioning of the text between female and male roles.
  6. Beware of hypersexualisation.
  7. Be open-minded about people you are addressing by making your product's advertising. Women also buy cars and insurance; men also buy laundry and diapers. People over 50 have a more active lifestyle than it might seem.
  8. Avoid "Marketing Me". Instead, focus on studying your target group, not on your own assumptions.
  9. Hire experts to reach a specific target group that you do not know enough about yourself
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### UBA

L'UBA est l'organisation belge faite par les marques, pour les marques. La communauté des membres de l'UBA compte aujourd'hui 332 entreprises qui, ensemble, assurent la plus grande partie des investissements médias du pays. L'UBA constitue ainsi une plateforme unique pour veiller aux intérêts des marques et assurer le partage des connaissances. Au travers de son offre étendue d'activités et de services, l'UBA stimule un écosystème de communication créative, innovante et transparente, propice au développement de marques fortes et durables. Dans l'élaboration de ses activités et services, l'UBA applique avec cohérence quatre principes stratégiques: inspirer, influencer, faciliter et rassembler. Ces principes constituent la garantie d'un service pertinent qui contribue à renforcer les constructeurs de marques.

[www.ubabelgium.be](http://www.ubabelgium.be)

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