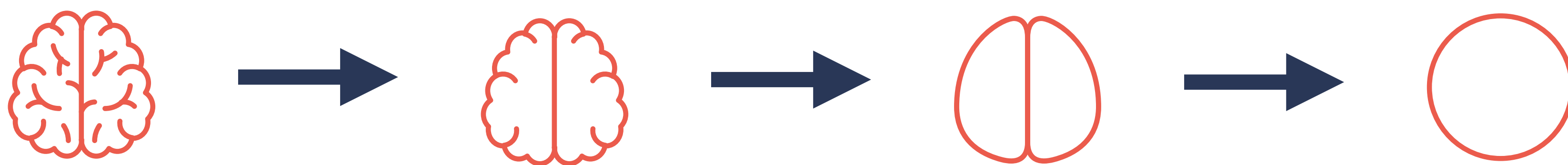


Do better.

(It's a challenge and a result)

Despite a good D&I effort,
a lot of nuance gets lost in the process of making ads



Women, present but stereotyped

94% of brands showed
women in a primary role

But **most** instances were **stereotypical roles**
such as empathetic mom or boy-crazy girl

POC, present but token-ized

92% of brands showed
people of color

But **only 15%** were **culturally represented**
by more than their skin color

LGBTQ+, barely present at all

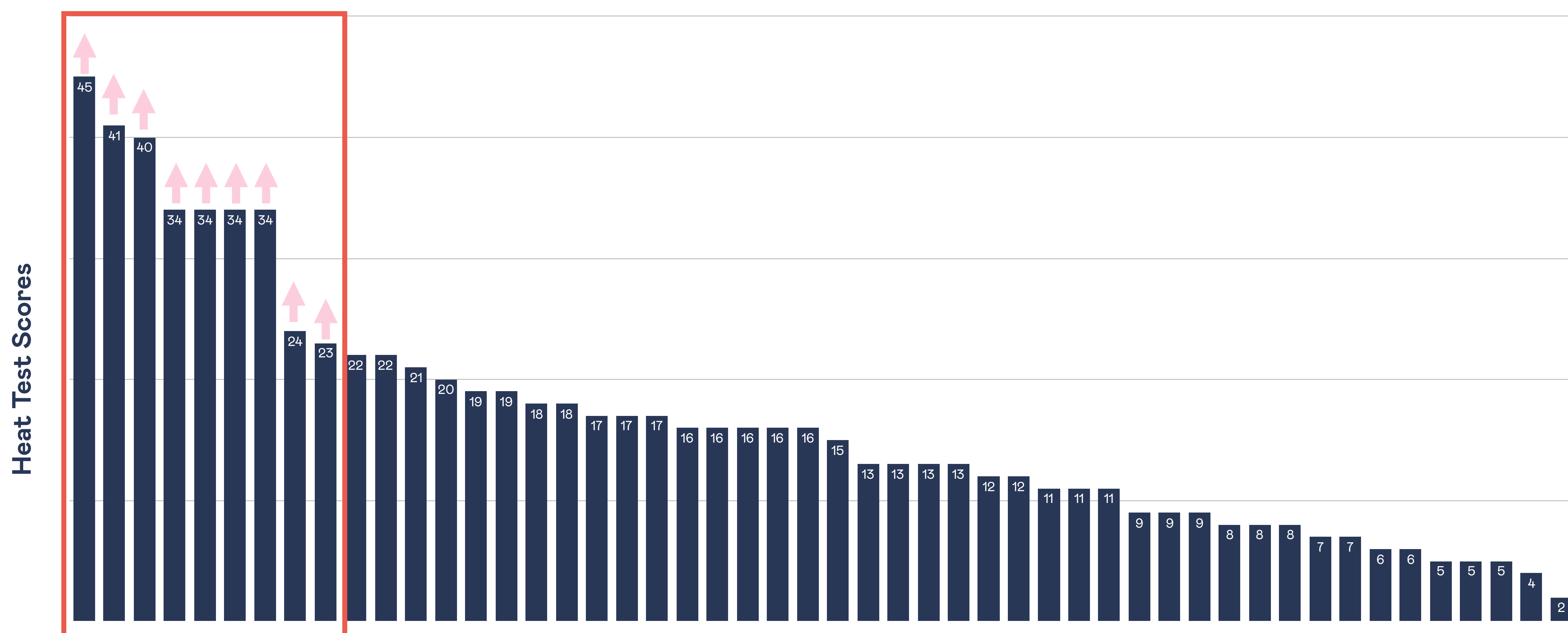
Of the occurrences of
representation across
all ads, **less than 1%** had
an LGBTQ+ character

Age and disability, is almost never shown without stigma

Less than **1%** of ads represented **people with disabilities**
(despite the fact that 1 in 4 adults live with a disability)

43% of brands had at least one occurrence of a senior citizen,
but **few put those characters in positions of power**

But there is a strong business case for
taking the time to get D&I right in creative & casting



Top D&I ad performers,
saw 69% higher stock price growth

...and gained brand love
for each of the past seven quarters

D&I: A how-to guide

Want to make ads that feature representative humans **and drive results**?

Step 1

Help stakeholders understand the business case for D&I

(See reverse for all the data you'll need to have a conversation)

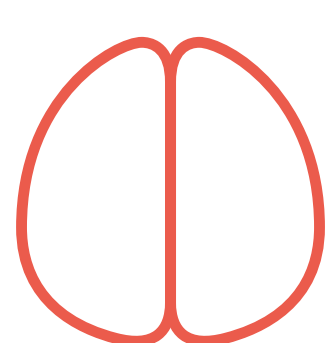
Step 2

Build a profile with rich, nuanced demographic data



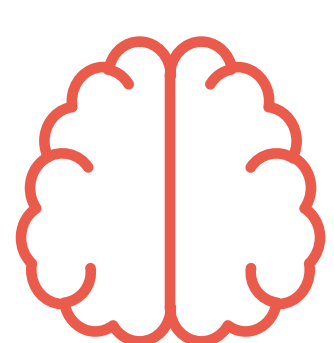
Step 3

measure your ideas against The Heat Test



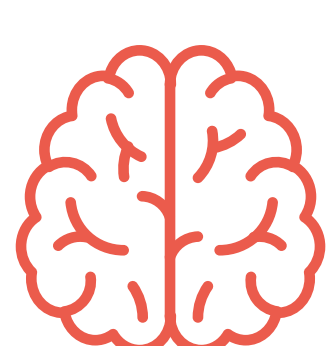
Have you imagined a representative character for a primary role?

e.g. **speaking role** vs. in the **background**



Great! Now are they in a position of power?

e.g. **making a purchase** vs. **working at the coffee shop**



And finally, are they defying stereotypes?

e.g. **woman pursuing a career** vs. **woman cooking**

To learn more or get in touch, please reach out to Maggie.Gross@thisisheat.com

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