

# HEAT TEST METRICS

## PRIMARY ROLES

The presence of people not typically represented in ads, including but not limited to people with disabilities, people who identify as nonbinary and underrepresented people of color.

## POSITIONS OF POWER

The dominance that people not typically represented in ads are given. This takes into account which of your characters is given authority. It often manifests in making purchases, driving cars or being a leader.

## NON STEREOTYPICAL ROLES

How much an ad challenges typical portrayals and negative stereotypes associated with groups of people. For example, is the woman a “boy crazy” girl or a boss in the boardroom?

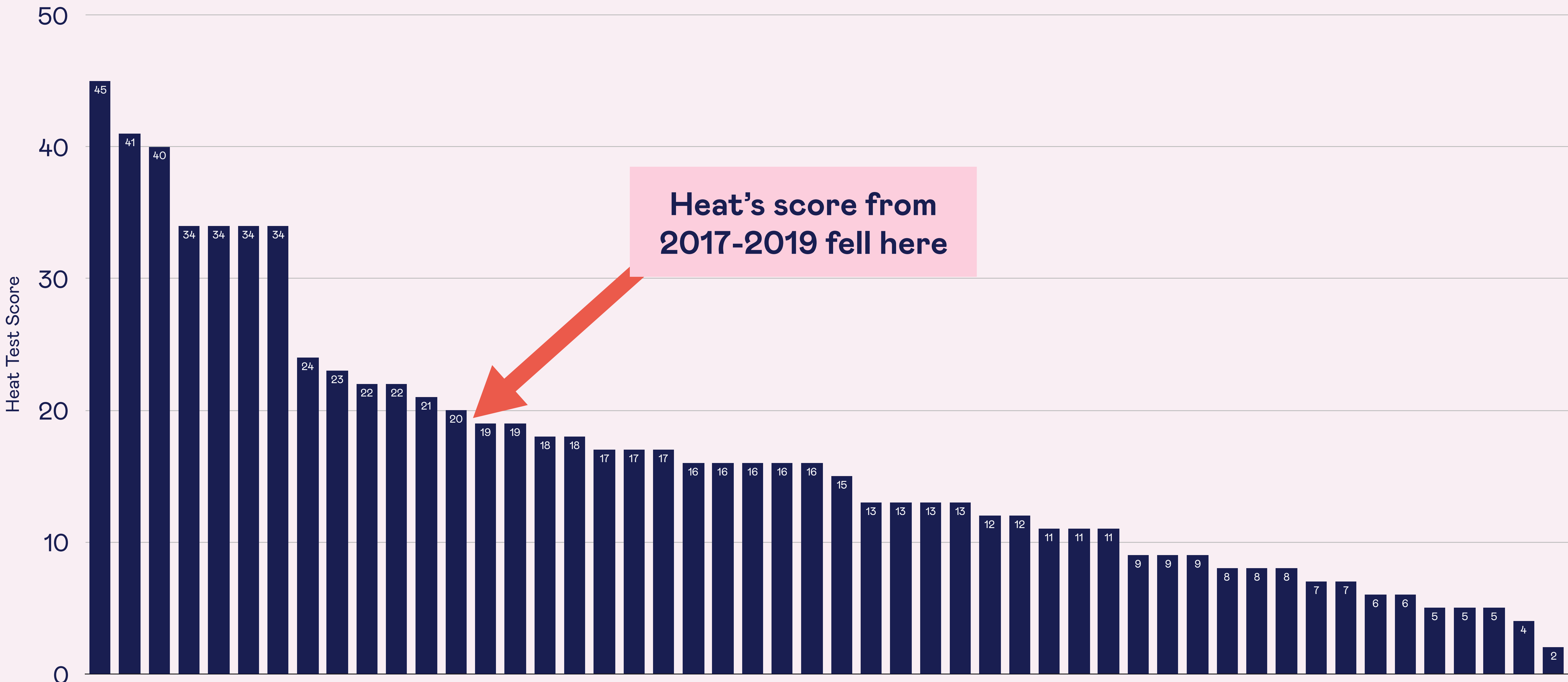
## WHEN YOU’RE NOT SURE

These criteria are necessarily a little subjective. If you’re not sure whether something qualifies as a stereotypical role, do a little research or talk about it with someone else. The first step to improving your Heat Test Score is making an effort to understand the nuances of diversity and inclusion.

# INTERPRETING YOUR SCORE

There’s no perfect Heat Test score, and there’s no way to get anything below zero. One way you can gauge how your company is doing (as of now), is to compare against other companies. The highest score we’ve recorded in our testing was a 45, which was an average score of five ads for a single company.

## HEAT TEST SCORES BY COMPANY



## GRADE YOURSELF

When it comes to benchmarking your score, you can see where you fall relative to other companies we measured and work to improve your score every year. Our grading system is distributed based on the Heat Test Scores we saw in the first iteration of the test - with 45 being a perfect score for now. It’s relative right now for comparison’s sake, but there’s no real “perfect score.” Don’t be discouraged if you don’t get the grade you want right away - it means you have a great opportunity to improve!

A

35+

Great job! See if you can set a record!

B

34 - 24

Good work, but there’s still room for improvement.

C

23 - 13

Not bad. Your score is average compared to others we surveyed.

D

12 - 0

You’ve got a foundation, but reflect on how you can improve.

## LET’S TALK

Finally, if you’re interested in learning more or have further ideas for the Heat Test, please drop us a line!

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