



FEMVERTISING OR FEMWASHING ? Authenticity Perceptions From Women.

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1] WHAT ?

How do women build their perceptions of femvertising's authenticity ?

FEMVERTISING

“advertising that employs pro-female talents, messages and imagery to empower women and girls” (SheKnows Media, 2014).



2] WHY ?

- Stereotyped ads 1) have an **influence on behaviors and health**, 2) **contribute** to the **permanence of inequalities and discrimination** against women
- **Femvertising = a necessity for companies !**
However, consumers are **skeptical**
- **Lack of literature** on femvertising

3] HOW ?

Exploratory Design

- Individual in-depth interviews (15)
- Triangulation of techniques:
 - 📺 Advertising viewing
 - 📷 Instagram browsing simulation
 - 💬 Sentence completion
 - 📅 Rankings

5] IN BRIEF

- A new and deeper understanding of femvertising from consumers' perspective
- Women demand change and denounce/boycott brands that hinder it
- Both femvertising and femwashing exist simultaneously in consumers' minds
- **Authentic femvertising is possible despite consumer skepticism**
- Women build their perception of authentic femvertising by **evaluating 6 dimensions**, that brands must **all take into consideration in order not to be perceived as femwashing brands**

4] MAIN FINDINGS

01

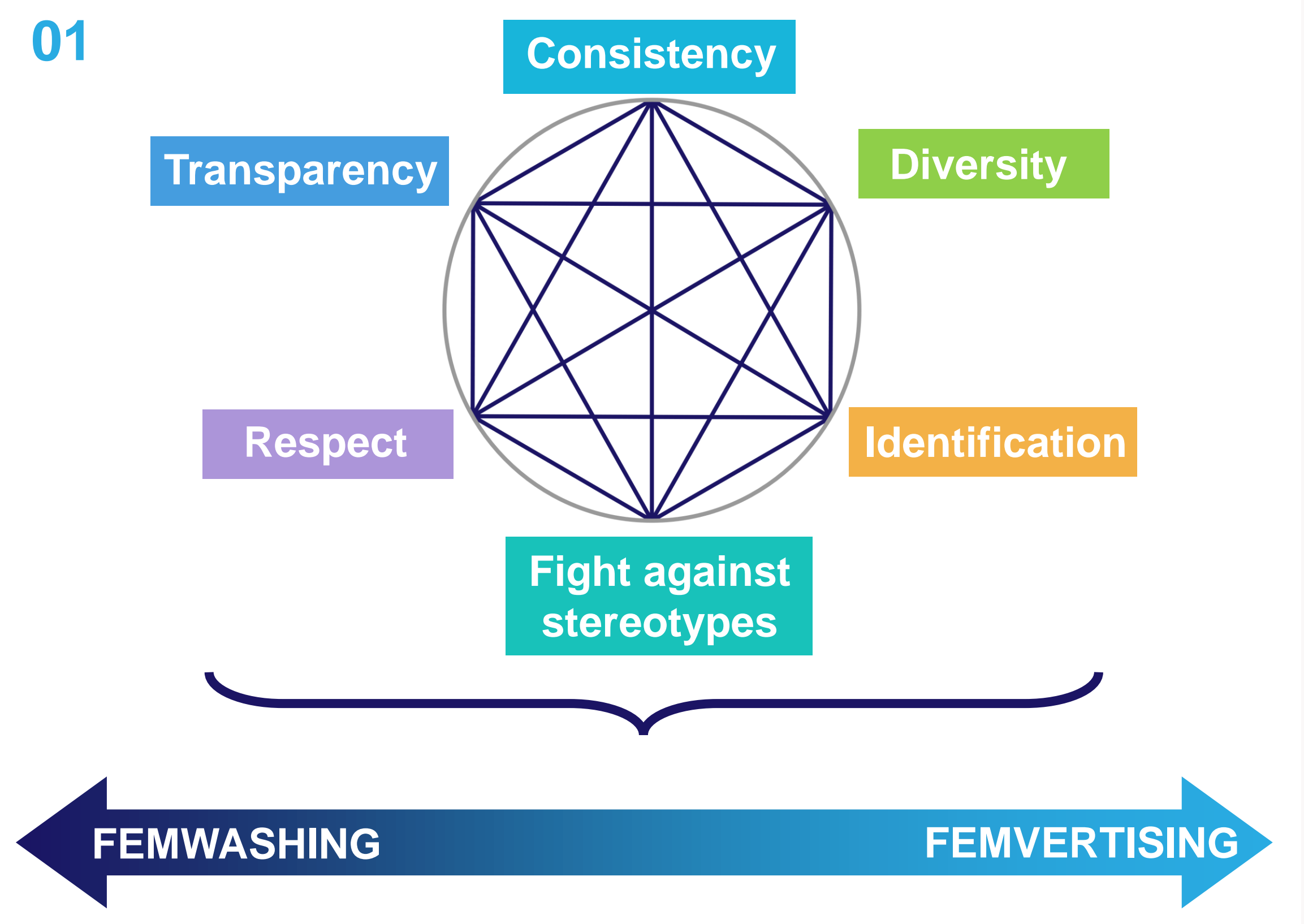


Figure 1. The six dimensions of authentic femvertising

02

Women perceive and define femvertising differently from past research involving marketers' perceptions. The six dimension identified are divided in subdimensions (figure 3)

03

Femvertising and Femwashing are **two distinct concepts existing simultaneously on a same continuum**

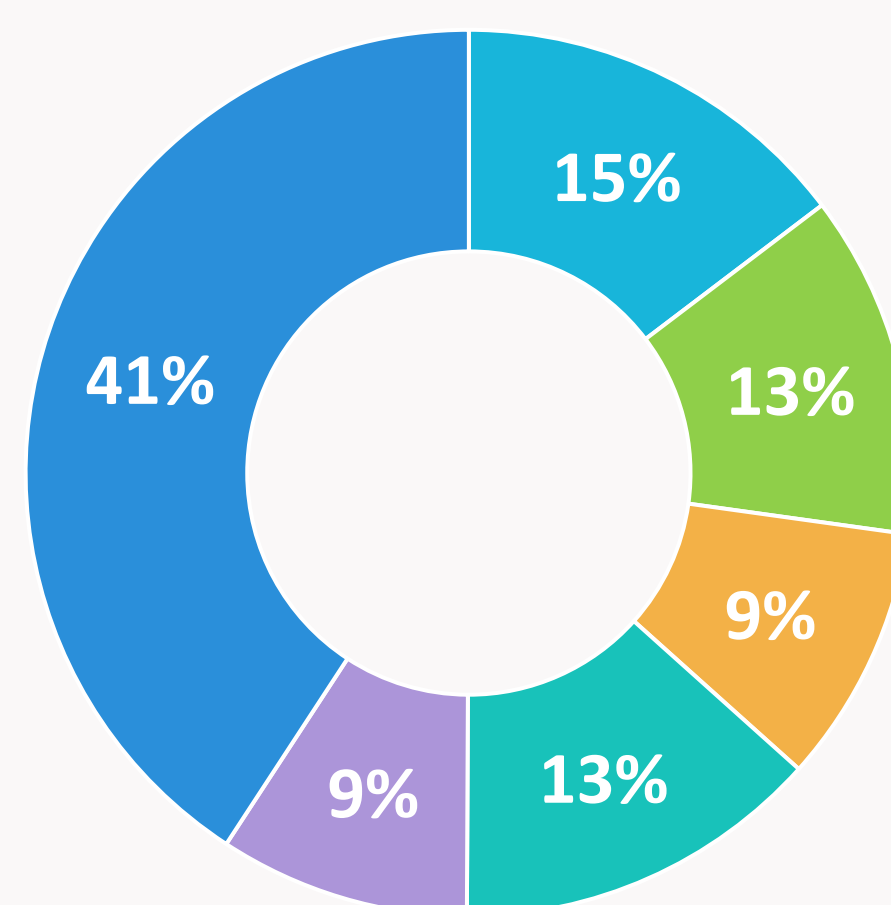


Figure 2. Comparative Recurrence of the Six Dimensions (colors = as on fig. 1)

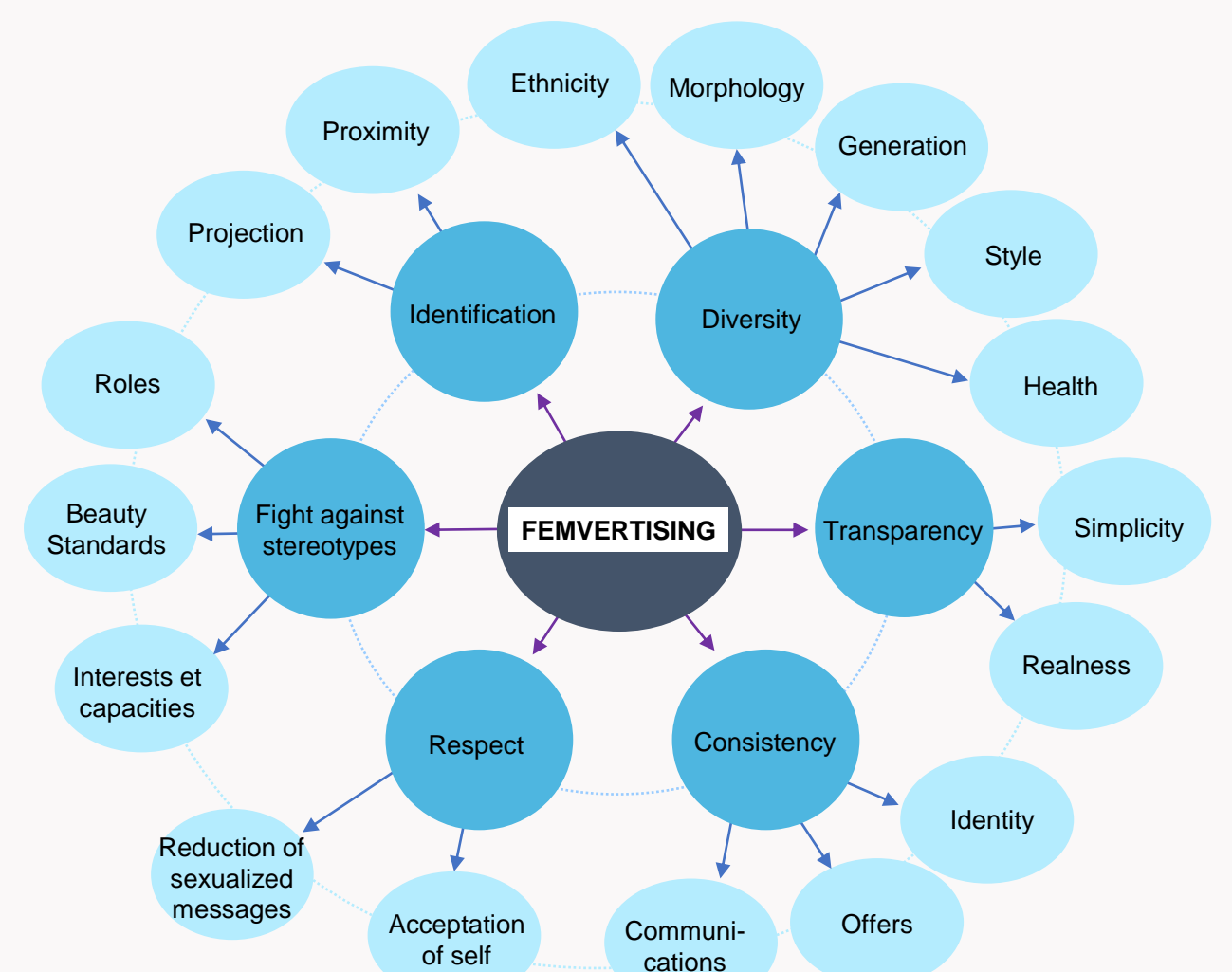


Figure 3. Dimensions and Their Subdimensions

6] REFERENCES

For complete references, please scan here →

