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 Consistency
  • Transparency
  • Diversity
  • Respect
  • Identification
  • Fight against stereotypes

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

6] REFERENCES
For complete references, please scan here

Figure 1. The six dimensions of authentic femvertising

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

Figure 3. Dimensions and Their Subdimensions