

Question 1: When will advertising embrace diversity, gender and race equality, and start reflecting the real world? Critically discuss and respond.

1、 Research Core

1. Core question: When can advertising fully embrace diversity, gender and racial equality, and reflect the real world?

2. Research objectives:

- ① Evaluate the current situation and progress of inclusive advertising;
- ② Identify key obstacles to achieving true representativeness;
- ③ Propose strategies to accelerate systemic change.

3. Research scope and methods: Focus on mainstream global advertising (television, social media, etc.), covering the United States, Europe, and emerging economies; Using literature review, industry report analysis, and media content analysis, integrate critical race theory and gender performance theory.

2、 Advertising Diversity and Equality Status

1 Progress has been made in the racial dimension: Coca Cola's "Beautiful America" and Nike's "Don't Do It This Time" have broken through the symbolic representation of ethnic minorities;

Gender dimension: Unilever's "Realistic and Beautiful Sketches" challenge women's aesthetic standards, while Gillette criticizes toxic masculinity;

Cross dimension: Fenty Beauty 40 color foundation make-up covers all skin colors, and Target tweets gender neutral clothing;

Data support: 67% of consumers prefer diverse brands, 58% of Generation Z prioritize inclusivity, only 25% of US advertising leads are non white (42% of the total population), and less than 1% of global advertising includes gender minority roles.

2. Core issue: Symbolic inclusivity (awakening marketing)

Most "diverse advertisements" only ride on the trend of social justice, without internal

policy support (such as diverse leadership and fair compensation);

40% inclusive advertising has no substantial implementation, undermines consumer trust, and hinders real change.

3、 Key obstacles to change

1 Systemic bias in the industry: 85% of American advertising executives are white, 70% are male, and the homogeneity of decision-making leads to unconscious bias, solidifying racial/gender role stereotypes;

3. Market risk avoidance: Brands prioritize profit and are concerned about the alienation of conservative consumers from diverse expressions and adaptation to different cultural markets. Traditional research reinforces existing biases;

3. Cultural inertia constraints: Long term advertising reinforces racial/gender stereotypes, making it difficult for audiences and advertisers to break through their inherent perceptions, and diverse expressions are prone to controversy.

4、 Outlook for Change Timetable

1 Short term (5-10 years): Basic diversity (race, gender) becomes mainstream, cross representation increases, symbolic inclusiveness remains widespread;

2. Mid term (10-20 years): Implementation of systematic reforms in the industry (diverse leadership, upgraded research), integration of diverse brands into the core, and convergence of global inclusive standards;

3. Long term (over 20 years): Inclusive advertising has become the default standard, identity is no longer the focus of advertising, and exclusive advertising is difficult to be accepted by society (emerging economies are progressing slowly).

5、 Suggestion for Accelerating Change

1 Advertisers with diverse leadership and creative teams to ensure fair compensation; Supporting inclusive advertising with specific policies and linking minority communities; Optimize market research, adopt inclusive focus groups, and value qualitative feedback from diverse consumers.

3. Regulatory agencies • Promote mandatory diversity standards, require disclosure of representative data, and penalize discriminatory content; • Support independent media

and creators from minority groups.

3. Civil society • Supervise brands, expose symbolic tolerance, and initiate consumer boycotts; The impact of science popularization advertisements on identity recognition, guiding and supporting inclusive brands.

6、 Gap and Adaptation in Advertising Inclusiveness between China and Foreign Countries

1 International market (Western) • Advantages: Cross representation of mainstream (LGBTQ+, disabled), institutionalization of diverse policies; Challenge: Conservative regions are prone to consumer resistance.

2. Chinese market • Focus: cultural/demographic diversity (ethnic minority elements, regional adaptation), gender equality; Shortcomings: The representation of marginalized groups such as gender minorities and people with disabilities lags behind, mostly for public welfare promotion and non-commercial mainstream.

3. Adaptation principle: Do not blindly copy Western models, combine with the reality of Chinese society, gradually expand the expression of marginalized groups, and avoid cultural conflicts.

7、 Conclusion

1 Embracing diversity and equality in advertising is a question of "when" rather than "whether", and the core relies on systematic change;

2. Consumer demand and regulatory pressure drive industry progress, requiring proactive actions from multiple parties to break through superficial forms in the short term, truly represent reality in the medium term, and become a norm in the long term;

3. Inclusive advertising is both a moral responsibility and a business necessity, catering to the diverse demands of consumers.

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