# Quantifying *The Effect of* Objectifying Women in *Advertising*

BADGER & WINTERS

tgl STRATEGY

ABX Advertising Benchmark Index

# Ojectification hurts your *brand* and your *business*.

BADGER & WINTERS

# *our approach*

Badger & Winters partnered with The Girls' Lounge and Advertising Benchmark Index (ABX) to understand the impact **that objectification of women in advertising has on a brands' reputation, as well as on consumers' purchase intent.**

We conducted **3,000 online quantitative interviews** in the United States among consumers **13-74 years of age**. Gender, age, ethnicity, geography, education and income quotas are representative of the US Census.

For each brand, we tested an **ad that objectifies women** and an **ad that does not**. Each respondent was presented with and evaluated only one ad per brand.

Using the Advertising Benchmark Index, based on over 15,000 ads, we compared how objectifying **measured up** against non-objectifying ads across 14 Key Performance Indicators that determine each ad's ability to:

- **Create** awareness
- **Communicate** a message
- **Generate** a call-to-action
- **Influence** brand reputation
- Be **viewed** favorably (likeable)

But we wanted to know what *real people* thought whole, human and strong ads had in common, so we asked 3,300 of them.

1

They are **appropriate** for all ages.

2

They do not **focus** on a specific body part.

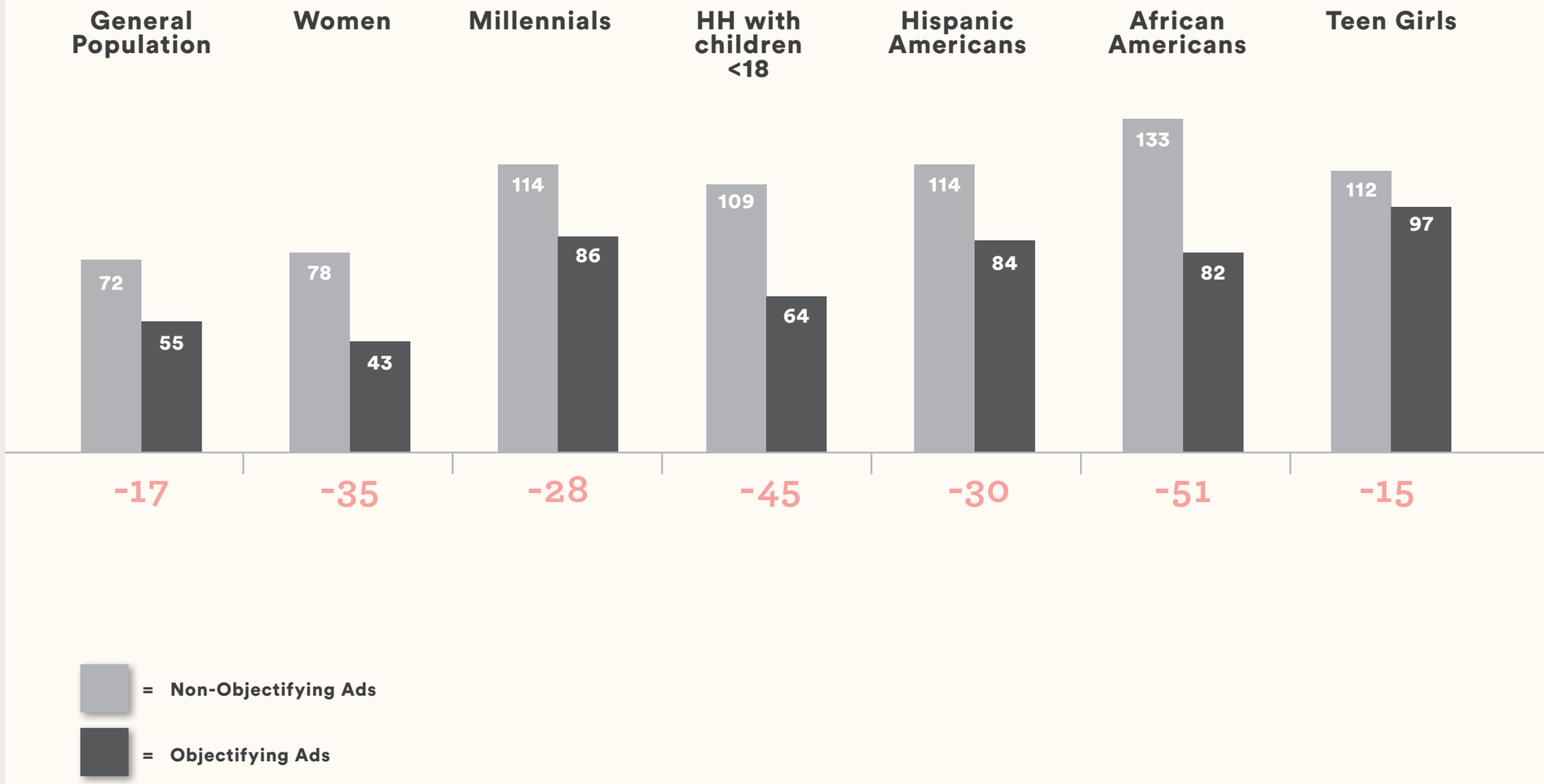
3

I would be **comfortable** seeing my mom or sister in these ads.

Consumers also agreed that the ads **made viewers feel good about themselves**, showed women **who look happy**, and **as they could look in real life**.

Objectifying women had a *significantly negative impact* on purchase intent.

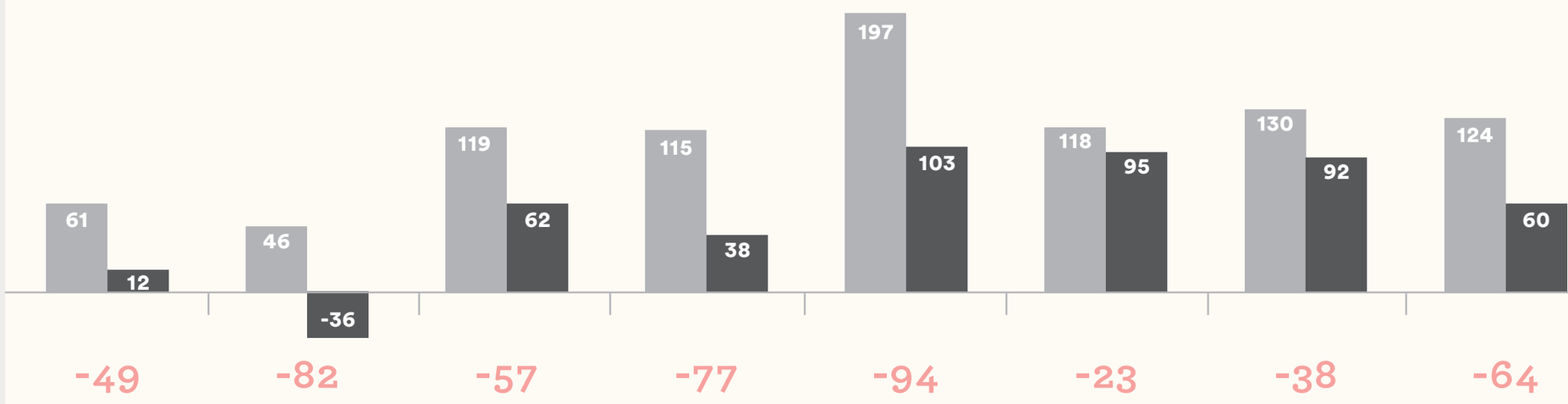
## The Effect of Objectification on **Purchase Intent** as Measured by the ABX Ad Effectiveness Index




**Numbers are based on ABX indices of over 15,000 ads, where 100 = average*

It also has a *massively negative impact* on brand reputation.

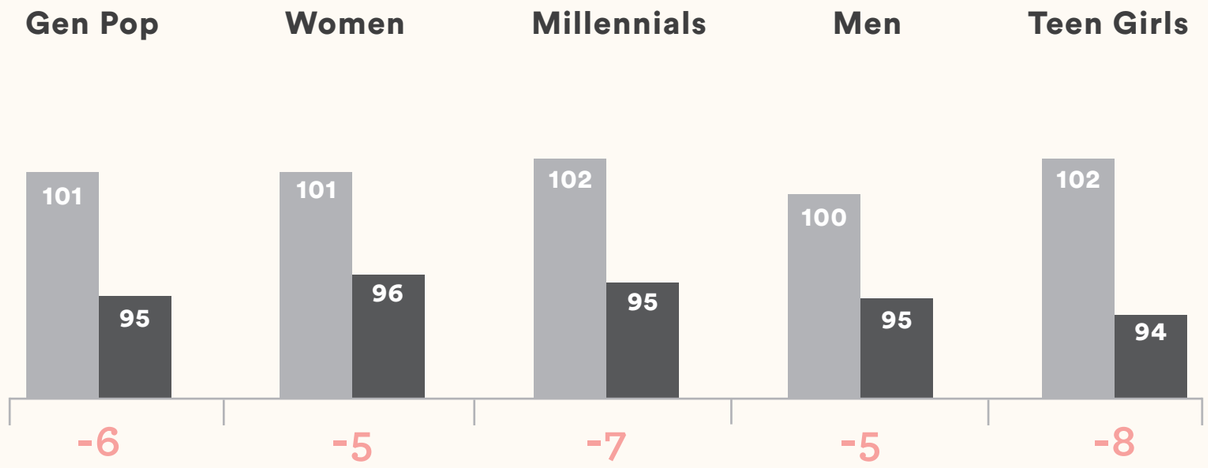
## The Effect of Objectification on **Brand Reputation** as Measured by the ABX Ad Effectiveness Index



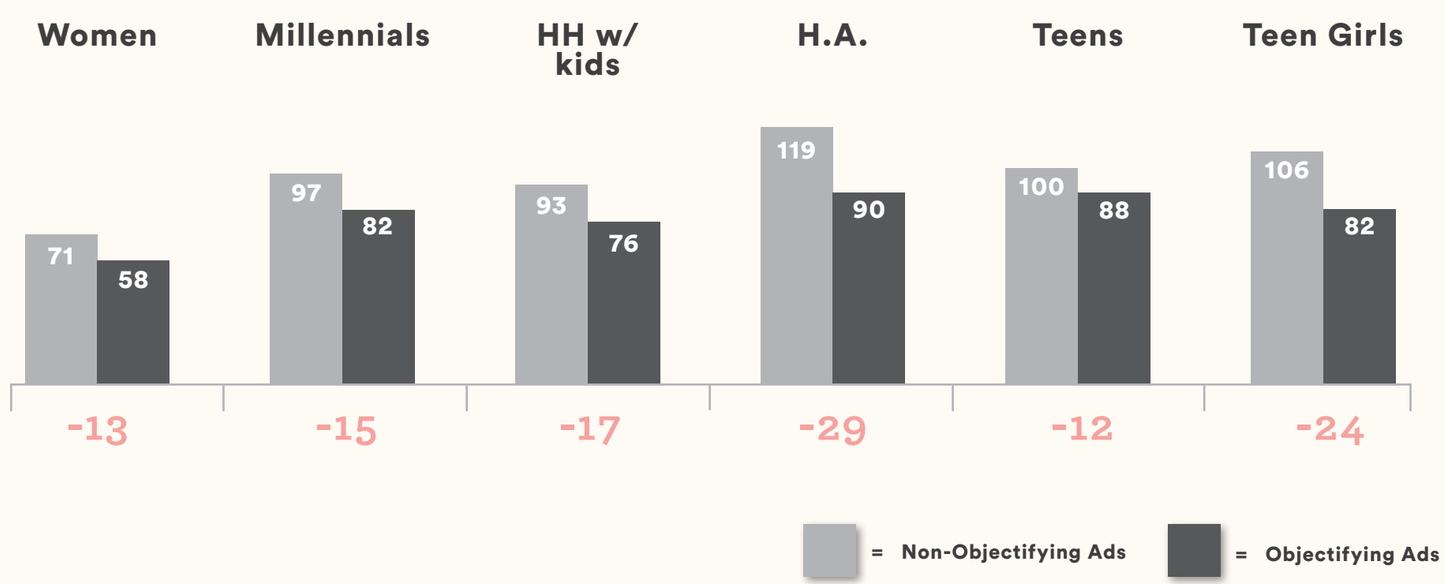

**Numbers are based on ABX indices of over 15,000 ads, where 100 = average*

Objectification has a less pronounced but *significant* negative effect on awareness, brand message, and further action among *key consumer groups.*

## Effect of Objectification on **Awareness**




## Effect of Objectification on **Brand Message**




**Numbers are based on ABX indices of over 15,000 ads, where 100 = average*