



UNDERSTANDING TRANSGENDER INCLUSIVITY IN ADVERTISING



J. WALTER
THOMPSON
INTELLIGENCE

Methodology

Objective

Explore American consumers' feeling towards ads featuring transgender people

What

Quantitative study conducted using J. Walter Thompson SONAR™

Who

n = 500 US adults, age 18 and older

When

November 10th – November 12th, 2015

Summary

- While Americans believe they have a good understanding of what it means to be a transgender person, there are some misconceptions and even latent biases.
- Since few Americans have a personal relationship with a transgender person, celebrity culture plays an important role in shaping these perceptions. Perhaps unsurprisingly, Caitlyn Jenner currently stands out as the face of the movement.
- Advertising that includes transgender people is still relatively rare in mainstream media.
- Consumers indicate a high degree of openness to seeing transgender characters in ads, as Americans believe that doing so is appropriately inclusive and simply reflects the diversity that exists in America.
- Transgender-inclusive ads have the ability to build brand equity and break through. Like other strong stands taken by brands, marketers that include transgender people in their ads are much more likely to be seen as brave, progressive, inclusive and honest.
- However, marketers must be careful to be authentic and to make sure the creative executions are on strategy as some are sensitive to feeling that brands are politicizing the issue for their own gain.
- And which brands and categories have permission to include transgender people in their ads? Pretty much all brands do.

Outline

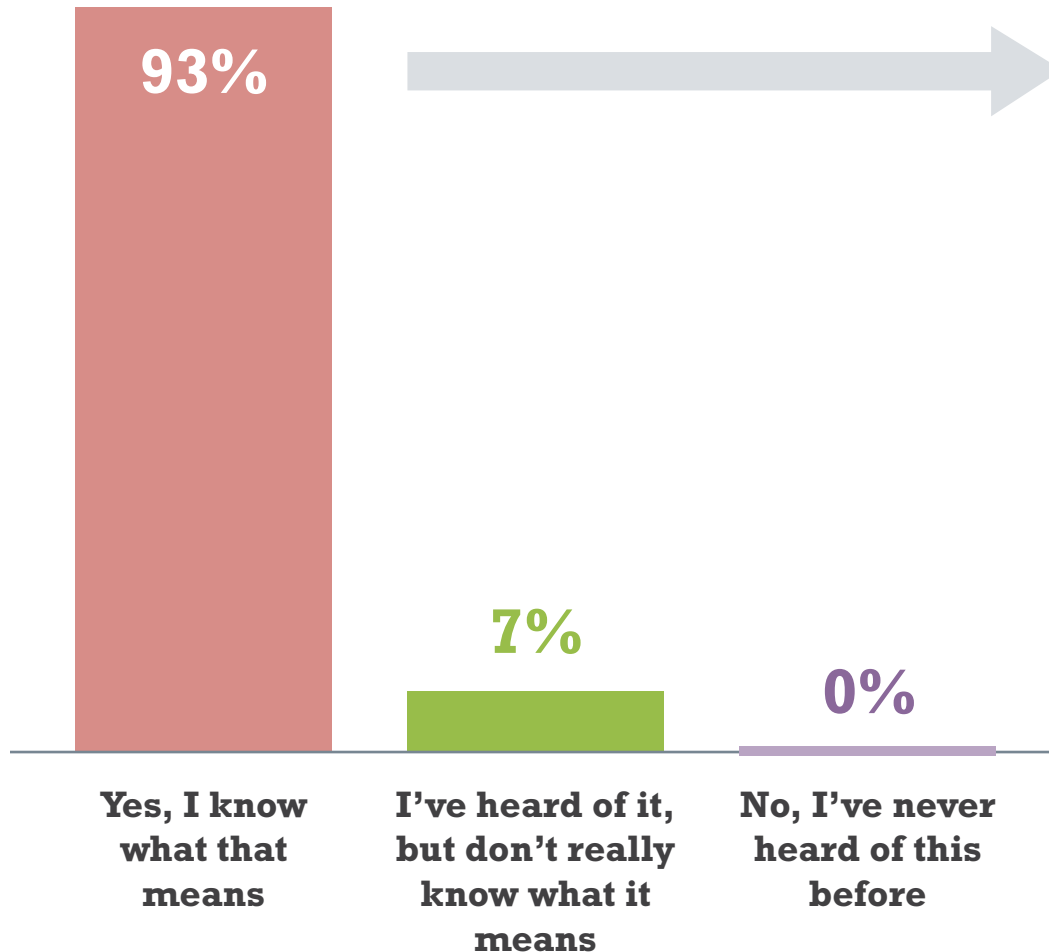
1. Level of Familiarity and Understanding
2. Exposure to Transgender Advertising
3. Attitudes towards Transgender Advertising
4. Exploring Some Ads
5. Do Some Brands Have More Permission to Show Transgender People in Ads?

1.

Level of Familiarity and Understanding

While the vast majority of Americans feel they know what the term “transgender person” means...

“Transgender Person” Familiarity



In Their Own Words...

A person being born with either male or female anatomy but *feeling that they truly associate more with the opposite sex* and therefore dress and act that way.

A person who's *gender identity is at odds with their gender*.

A transgender person was *someone born in the wrong skin*, so they get it fixed. They change their exterior to match their interior.

A transgender person is one who *does not identify with biological gender of their birth*. They feel as if they are trapped in the wrong body.

Born one biological gender, but *identify with the opposite gender and seeks to change to their identified gender* through social, behavioral, medical/surgical means.

Someone who associates with a gender that is different than *their given biological gender* and some have even done medical procedures so their gender and physical gender are the same.

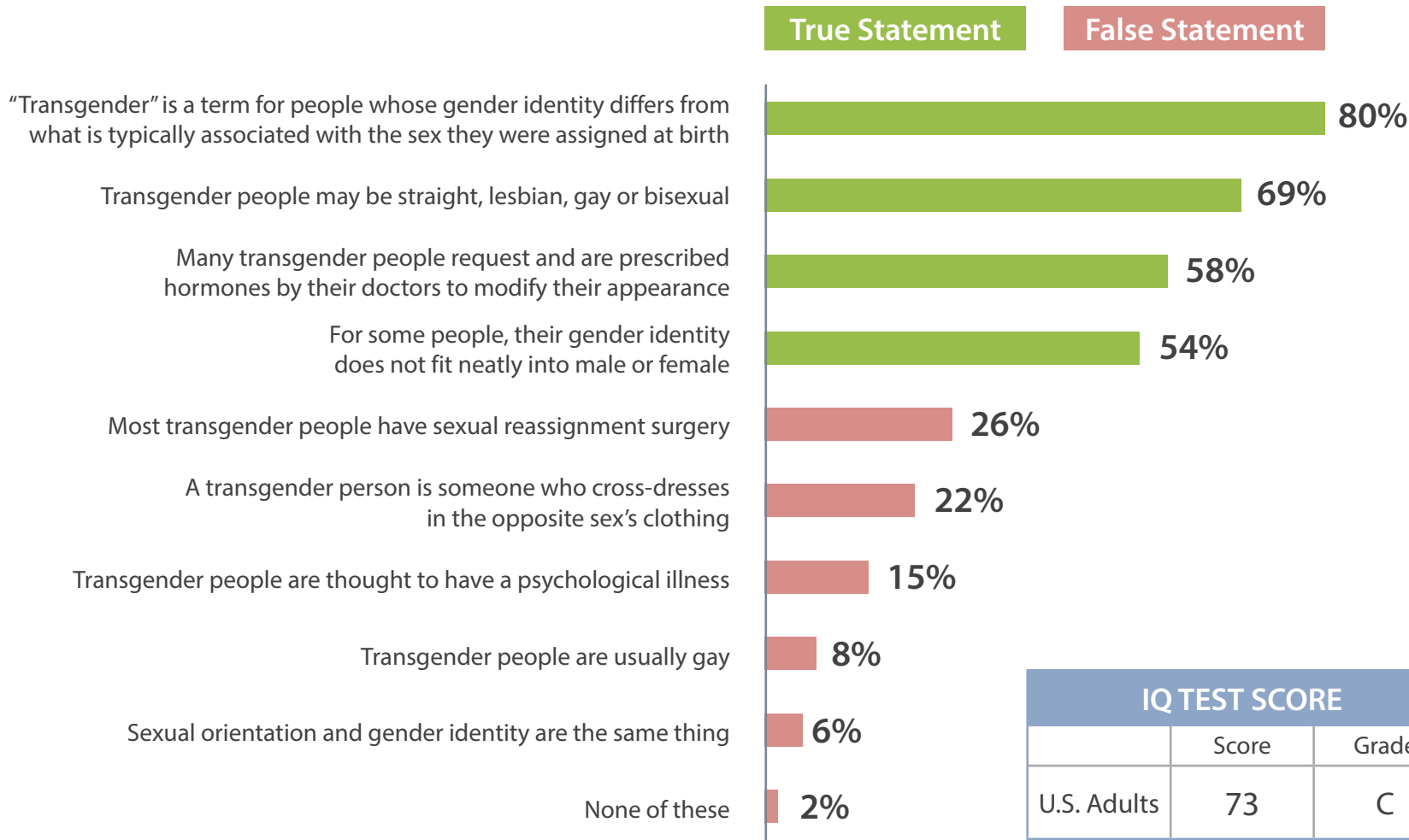
Someone who comes to the realization that *they identify as the sex opposite to the one they were born*. Realizes, and then acts on that realization, in essence becoming the gender that they believe themselves to be. For those who can afford it, this may include hormone therapy and surgery, to assist their inner vision to become outwardly manifested.

Q. Are you familiar with the term “transgender person”?

Q. In your own words, what does it mean to be a transgender person?

...there still are some misperceptions as the average American gets a “C” letter grade on their Transgender “IQ test”.

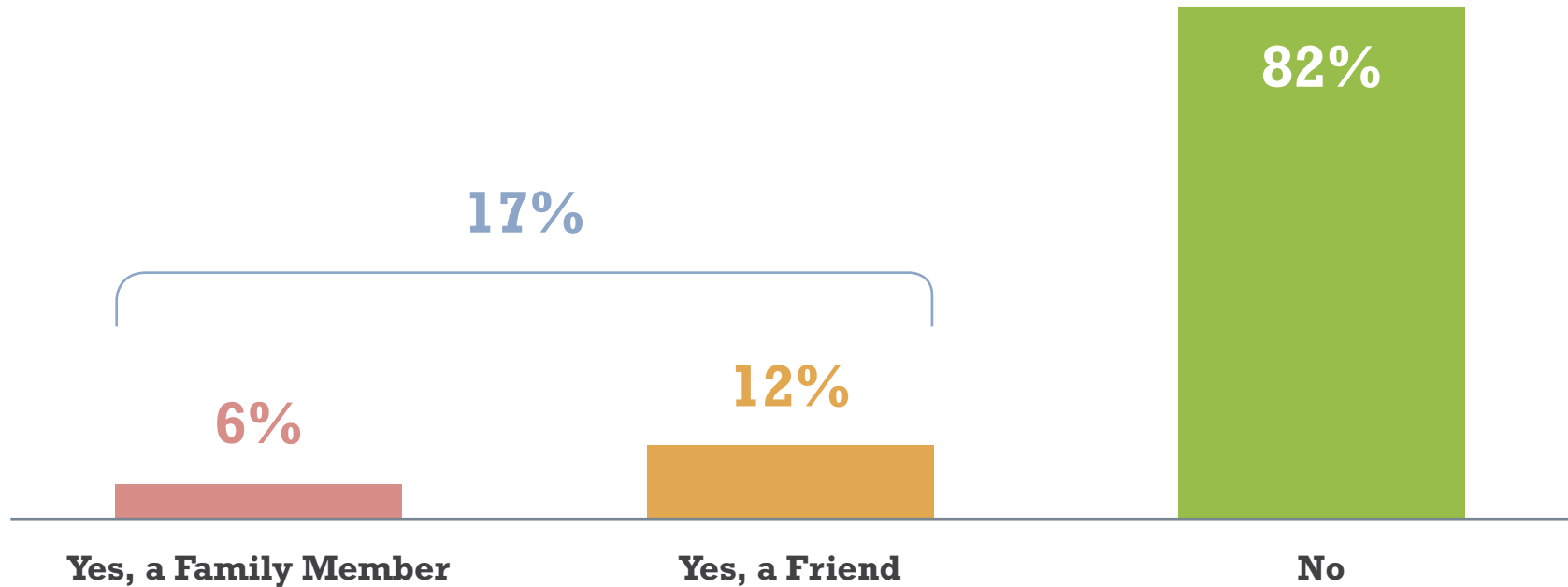
Transgender Definition “IQ Test”



Q. Listed below are number of things about transgender people. Some of these are true, some of these are false. To the best of your knowledge, please select the statements you believe to be true.

**These misconceptions may be driven, at least in part,
by the lack of personal connection.**

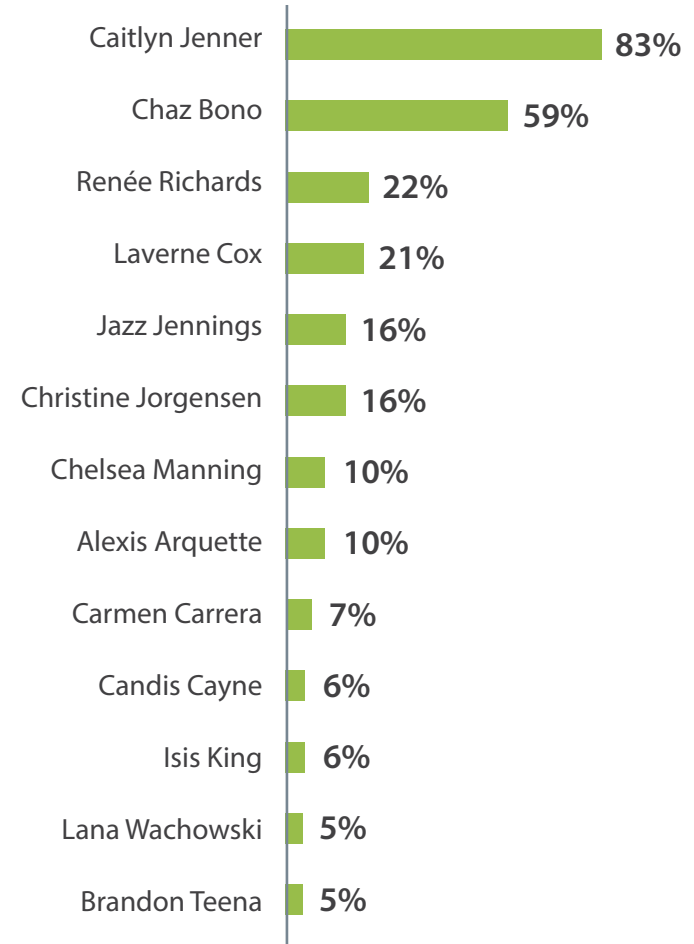
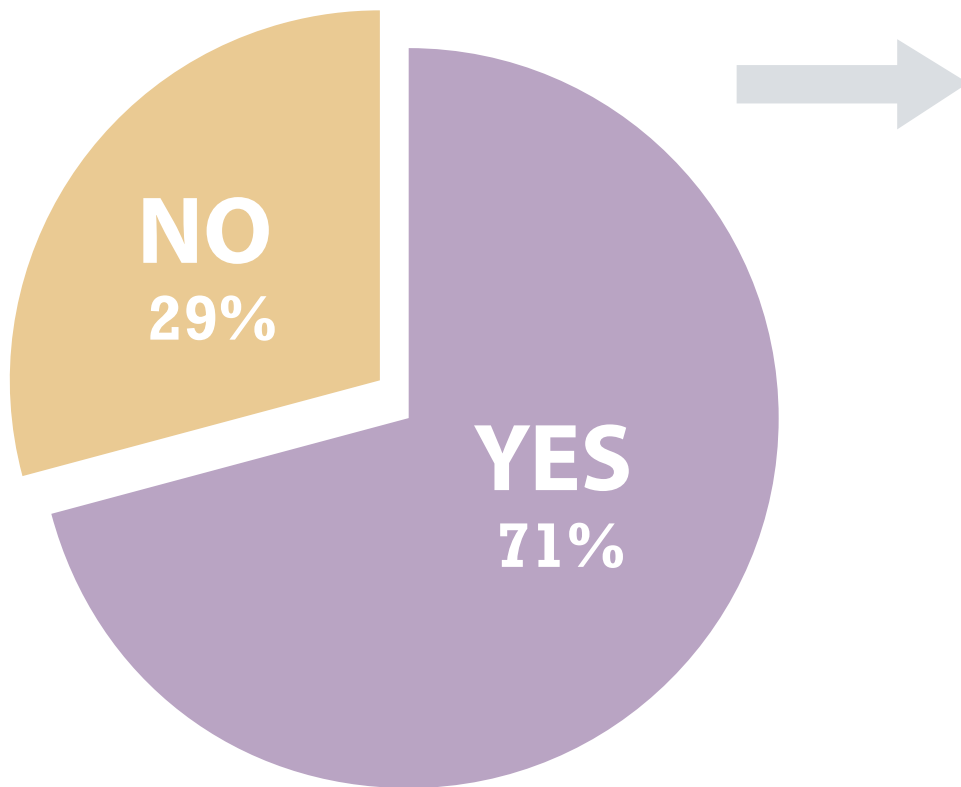
Personal Connection to Transgender Person



Q. Do you have any friends or family members who are transgender?

Instead, celebrity culture plays a key role in shaping consumers' perceptions of transgender people. Unsurprisingly, Caitlyn Jenner is most well-known, followed by Chaz Bono.

Awareness of Famous Transgender People



Q. Do you know any famous people (i.e., actors, musicians, politicians, authors, or other celebrities) who are transgender?

Q. And although you may have mentioned some of these, which of the following famous transgender people, if any, come to mind?

Perhaps because of this media attention, people feel issues around being transgender are being talked about and explored more than in the past...

Agree with Statement

It seems like people are talking more about transgender people now than in the past

88%

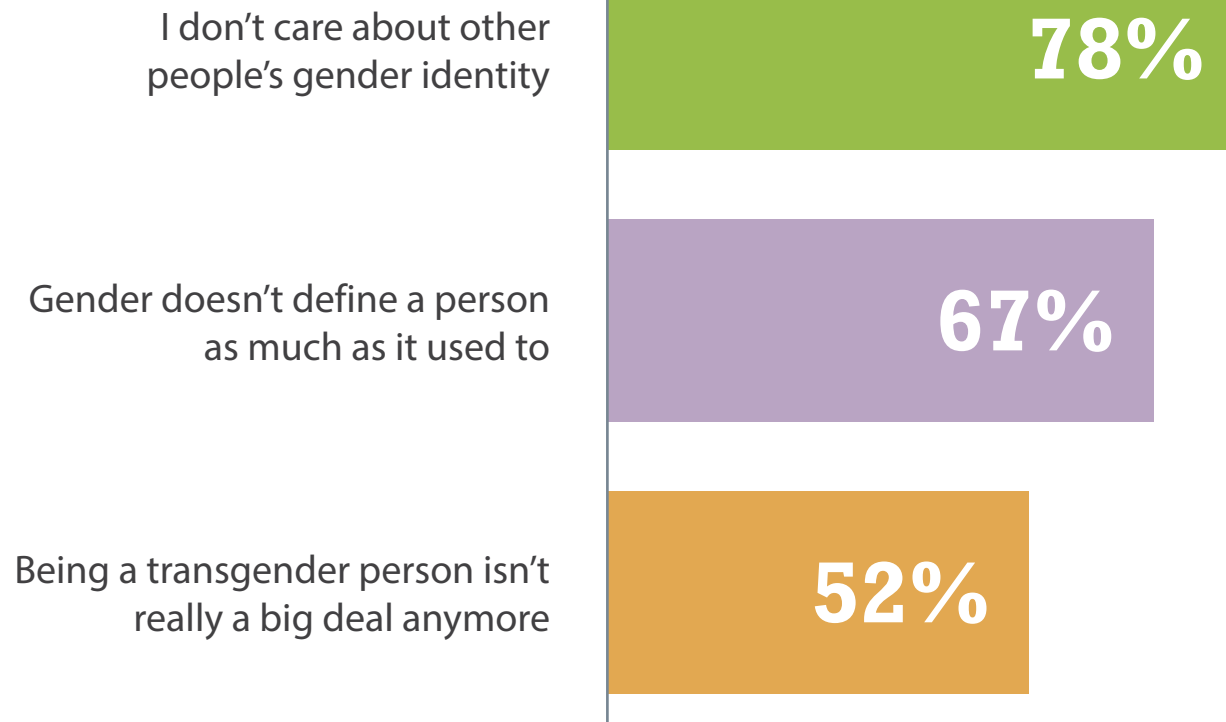
People are exploring their gender identity more than in the past

83%

Q. Listed below are some things people have told us about how they feel about transgender people. How much do you, personally, agree or disagree with each of the following statements?

...with consumers reporting high-levels of acceptance and openness...

Agree with Statement



Q. Listed below are some things people have told us about how they feel about transgender people. How much do you, personally, agree or disagree with each of the following statements?

...although there is some tension around use of public restrooms, perhaps suggesting some latent apprehensions.

Agree with Statement

Most people are uncomfortable about transgender people using a public restroom that does not align with their birth gender

78%

I would react negatively to the presence of a transgender person in a restroom I was using

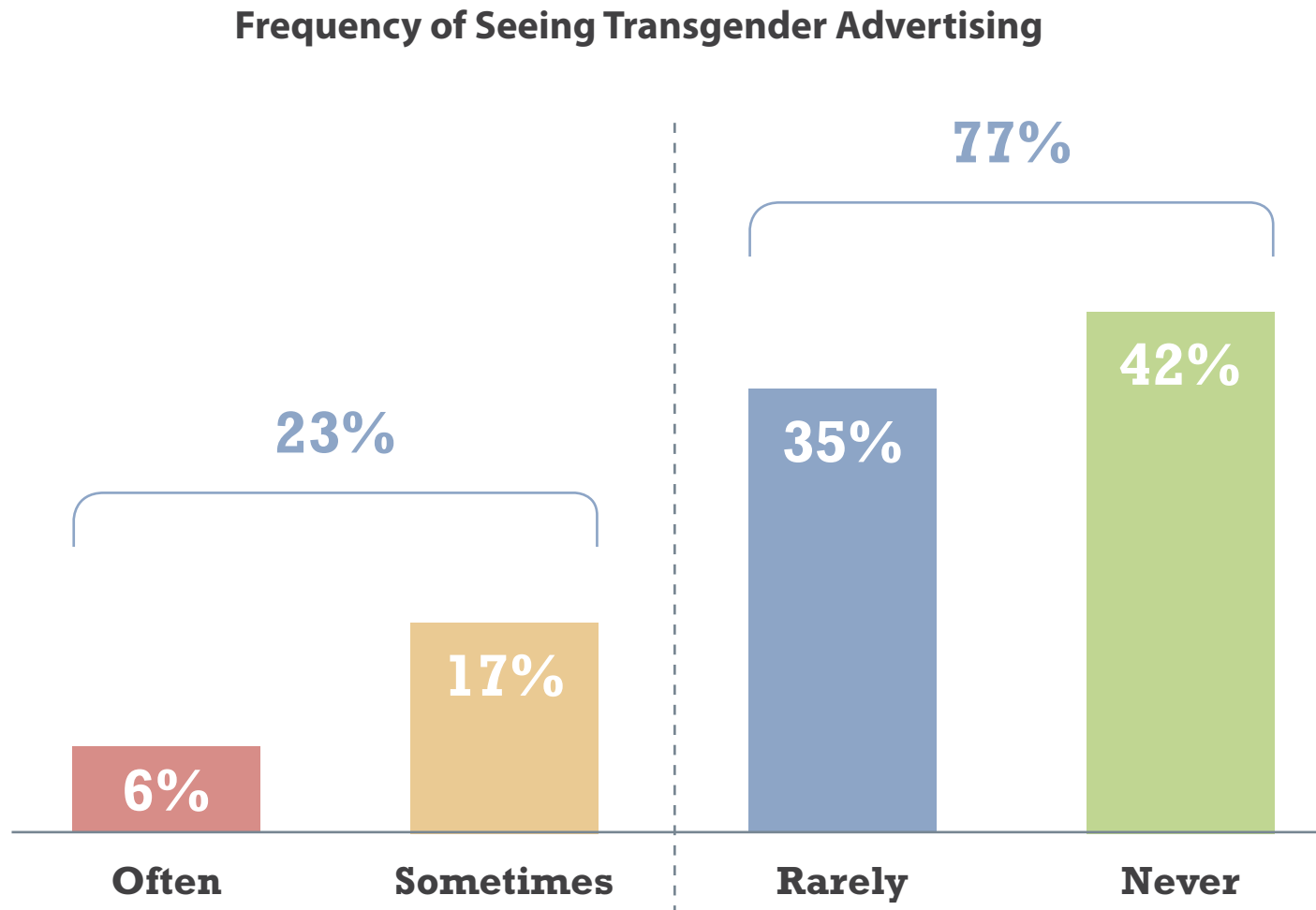
35%

Q. Listed below are some things people have told us about how they feel about transgender people. How much do you, personally, agree or disagree with each of the following statements?

2.

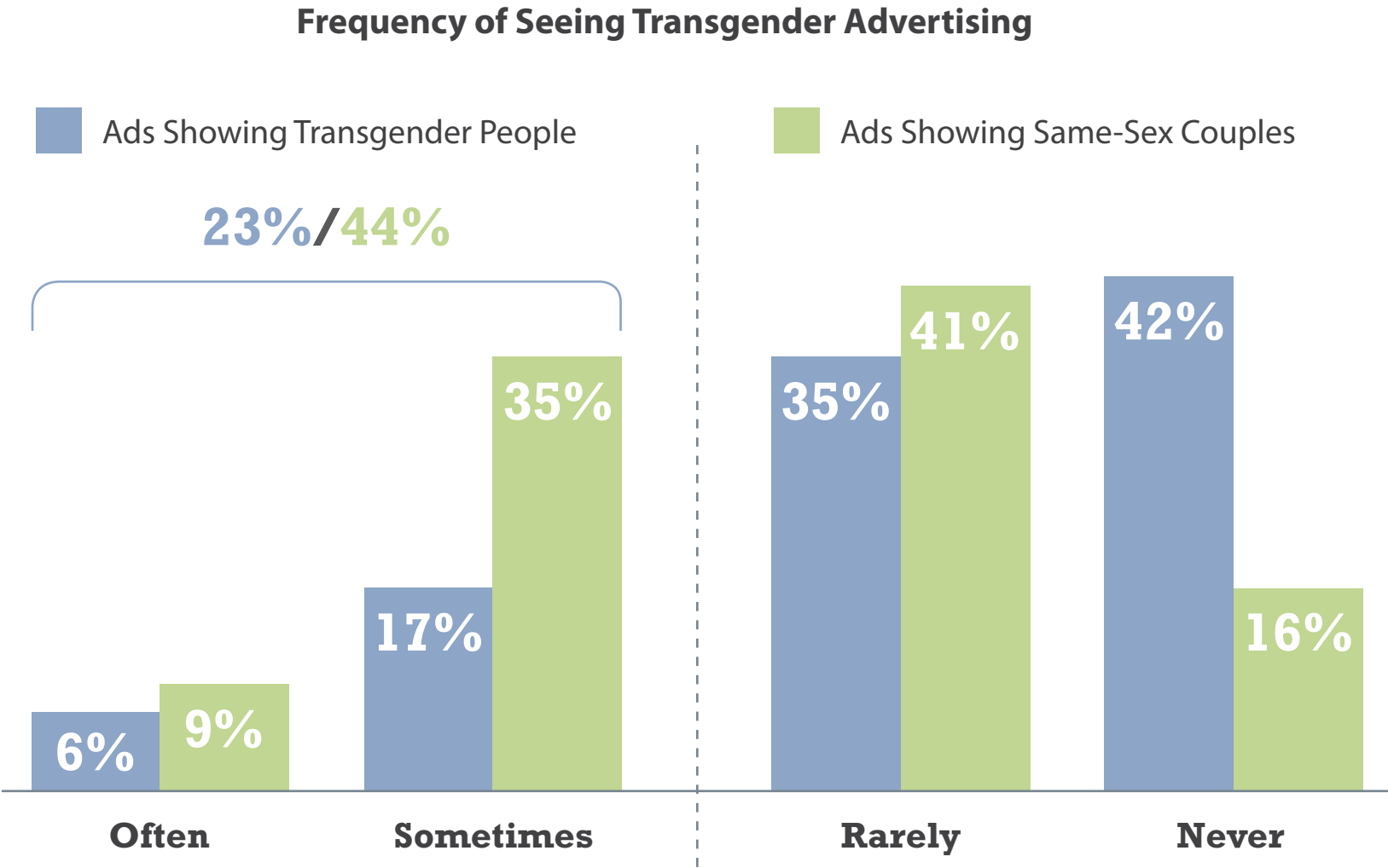
Transgender Advertising

Most Americans say they do not see a lot of ads featuring transgender people.



Q. Prior to taking our survey today, how often, if ever, have you seen TV or print ads that feature transgender people?

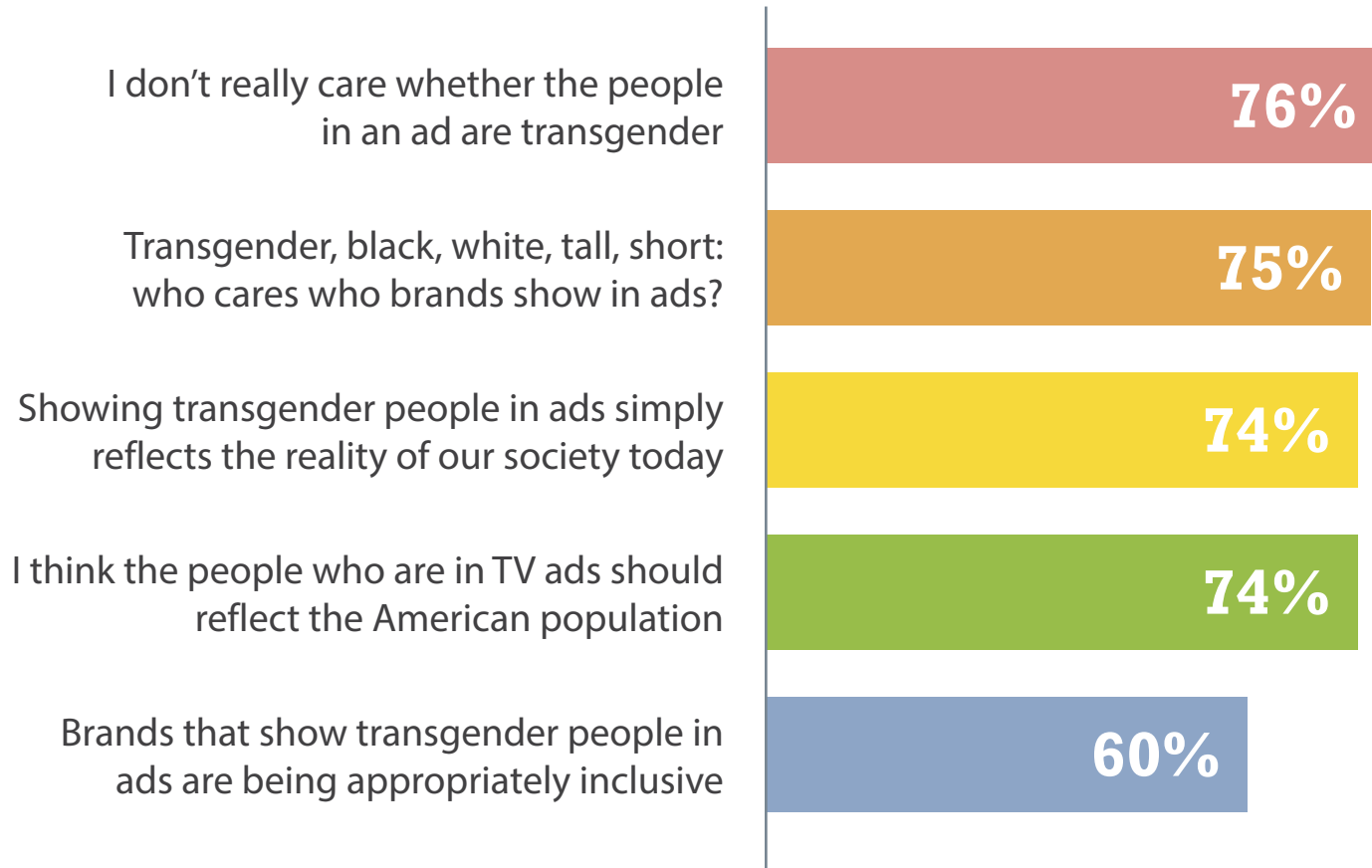
In fact, awareness of transgender advertising significantly lags recall of ads featuring same-sex couples — a practice which has become more mainstream in the past year.



Q. Prior to taking our survey today, how often, if ever, have you seen TV or print ads that feature transgender people?

Americans are open to seeing transgender people and characters in ads, as they believe this simply reflects the reality of our society today.

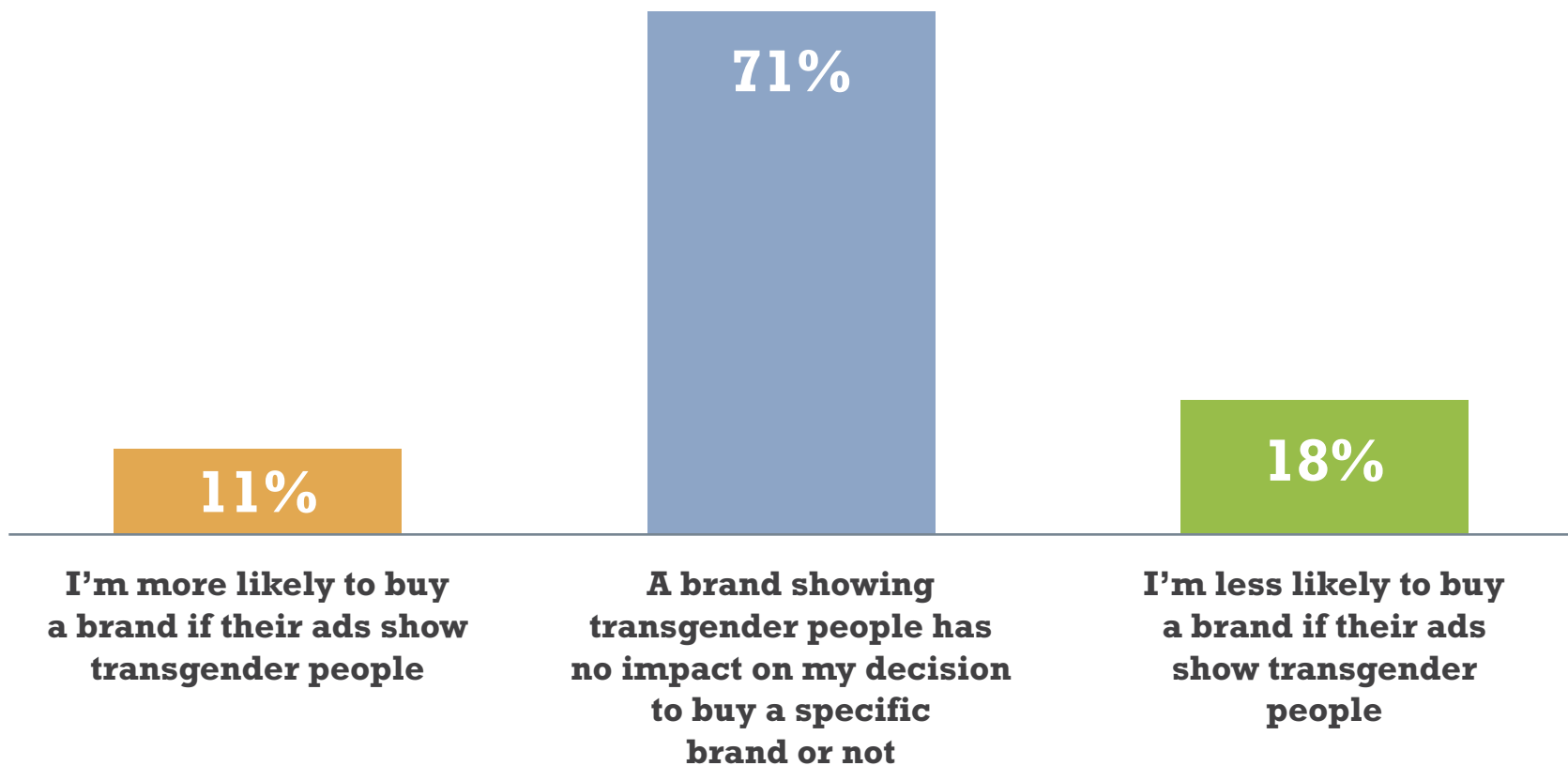
Agree with Statement



Q. Listed below are some things people have told us about how they feel about transgender people. How much do you, personally, agree or disagree with each of the following statements?

...with the vast majority indicating showing transgender people in ads has no impact on their decision whether or not to buy a product...

Impact of Transgender Ads

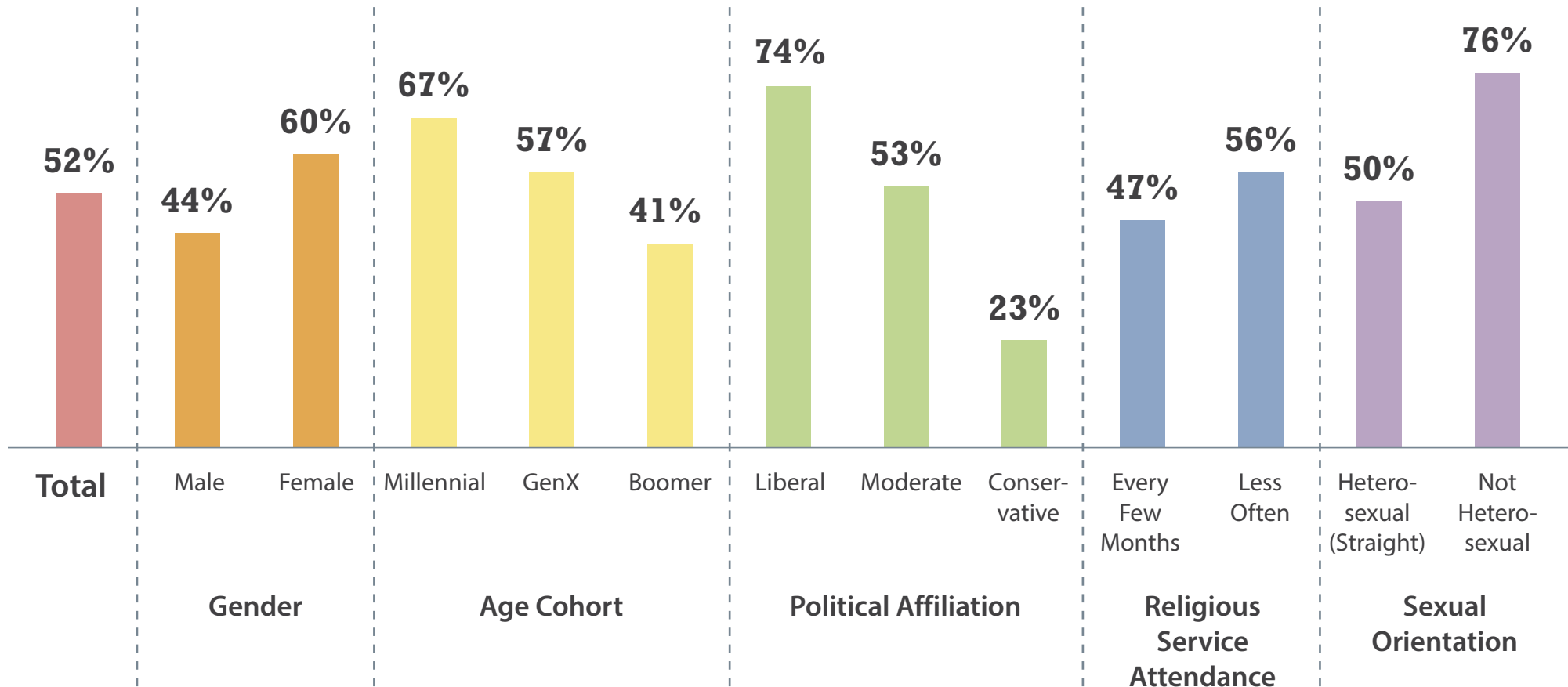


Q. Which of the following statements best describe you? There are no right or wrong answers. We're only interested in your opinion.

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...although openness to seeing transgender people in ads does vary considerably across different demographic groups.

Percent Agreeing: I think it's cool when I see transgender people in ads



Q. Listed below are some things people have told us about how they feel about transgender people.
How much do you, personally, agree or disagree with each of the following statements?

In fact, showing transgender people in ads is not completely without controversy...

Agree with Statement

While it doesn't bother me, I think many people would prefer to not see transgender people in ads

70%

I don't understand why brands feel the need to show transgender people in their ads

49%

TV ads are no place for transgender people

30%

Q. Listed below are some things people have told us about how they feel about transgender people. How much do you, personally, agree or disagree with each of the following statements?

...and even some skepticism.

Agree with Statement

Brands that show transgender people in ads
are probably just trying to get publicity

57%

Brands that show transgender people in ads
are probably just trying to be controversial

48%

Q. Listed below are some things people have told us about how they feel about transgender people.
How much do you, personally, agree or disagree with each of the following statements?

3.

Exploring Some Ads Featuring Transgender People

Stimuli (Print)



Transgender Ad

#LoveTravels

MEET GEENA ROCERO

A fashion model turned role model when she came out as a proud transgender woman. Together with Marriott, she's showing the world how love travels.

Marriott
BE YOU, WITH US™

Find out more about Geena and other inspiring stories at LoveTravels.Marriott.com
Share your love @MarriottIntl #LoveTravels

THE LOBBY BARNEY NEW YORK CITY AD FASHION COLLECTION

Marriott Rewards | Marriott Bonvoy | Marriott Hotels | Marriott Living | Marriott Vacation | Marriott Executive | Marriott Signature | Marriott Luxury | Marriott Autograph | Marriott Tribute | Marriott Tribute Select | Marriott Tribute Signature | Marriott Tribute Premier | Marriott Tribute Prime | Marriott Tribute Prime Signature | Marriott Tribute Prime Signature Prime

Non-Transgender Ad

#LoveTravels

MEET TIM HOWARD

He captured the hearts of Americans through his record-breaking soccer season, but his passions go deeper than soccer. Together with Marriott, Tim Howard is showing us how love travels.

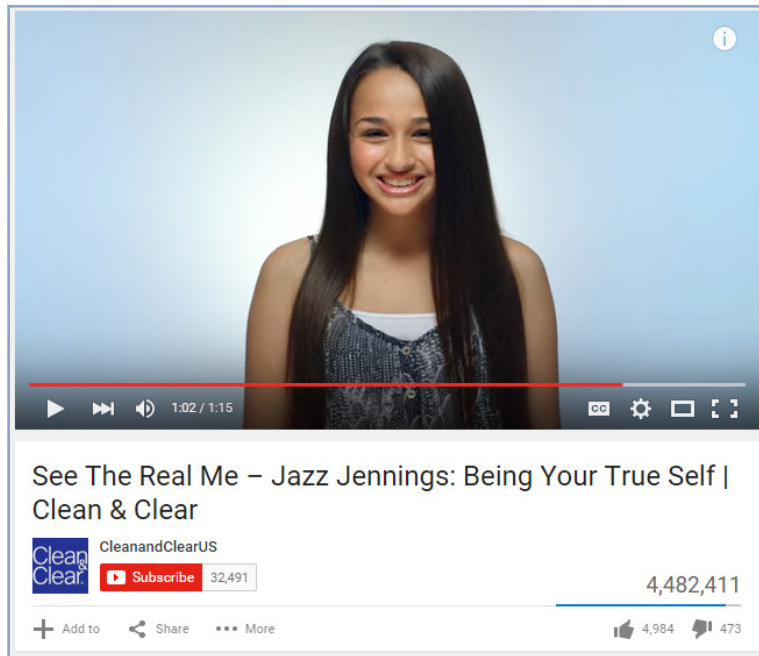
[SEE HIS STORY](#)

RENAISSANCE® BLACKSTONE CHICAGO HOTEL

Stimuli (Print)



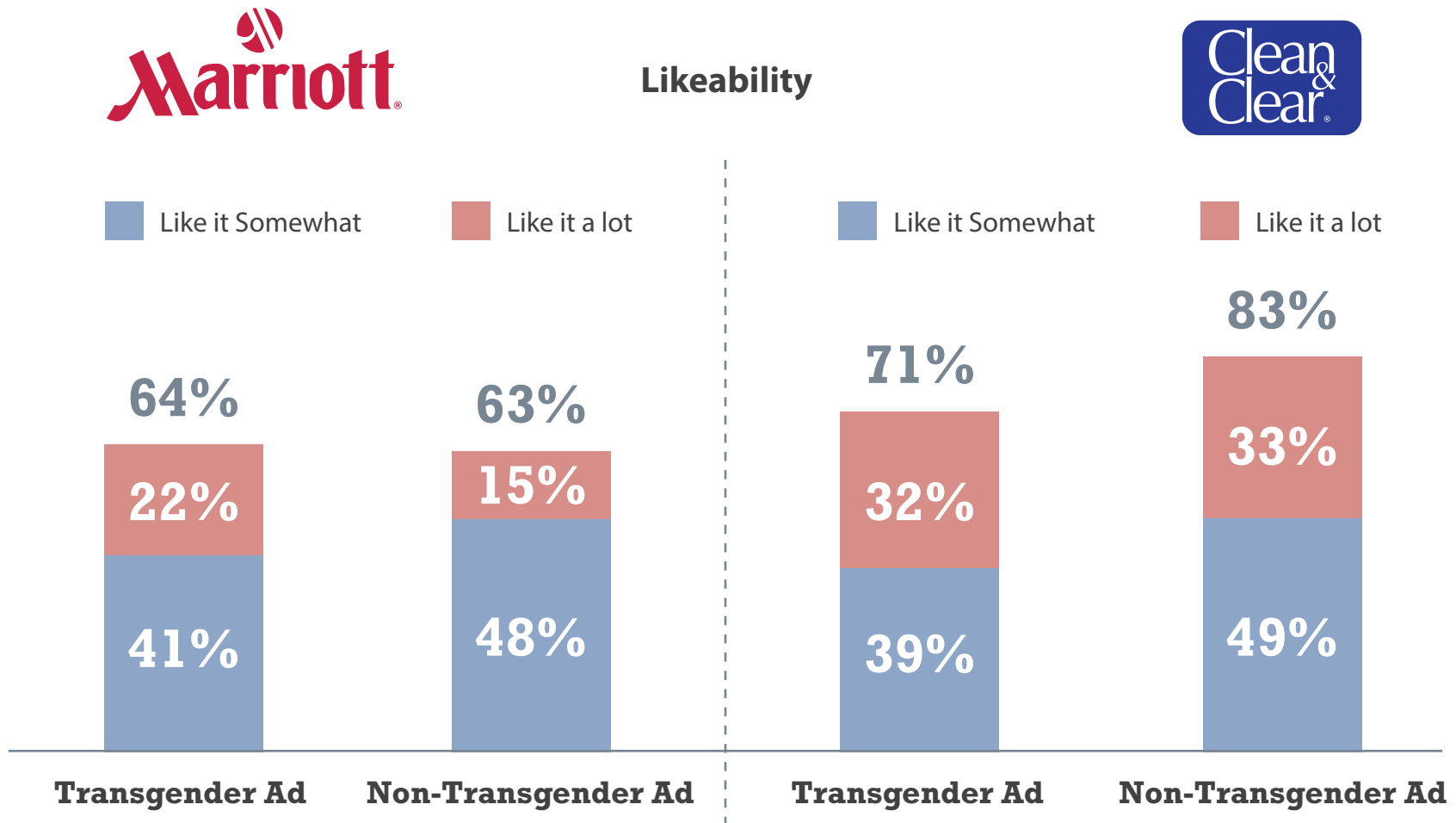
Transgender Ad



Non-Transgender Ad

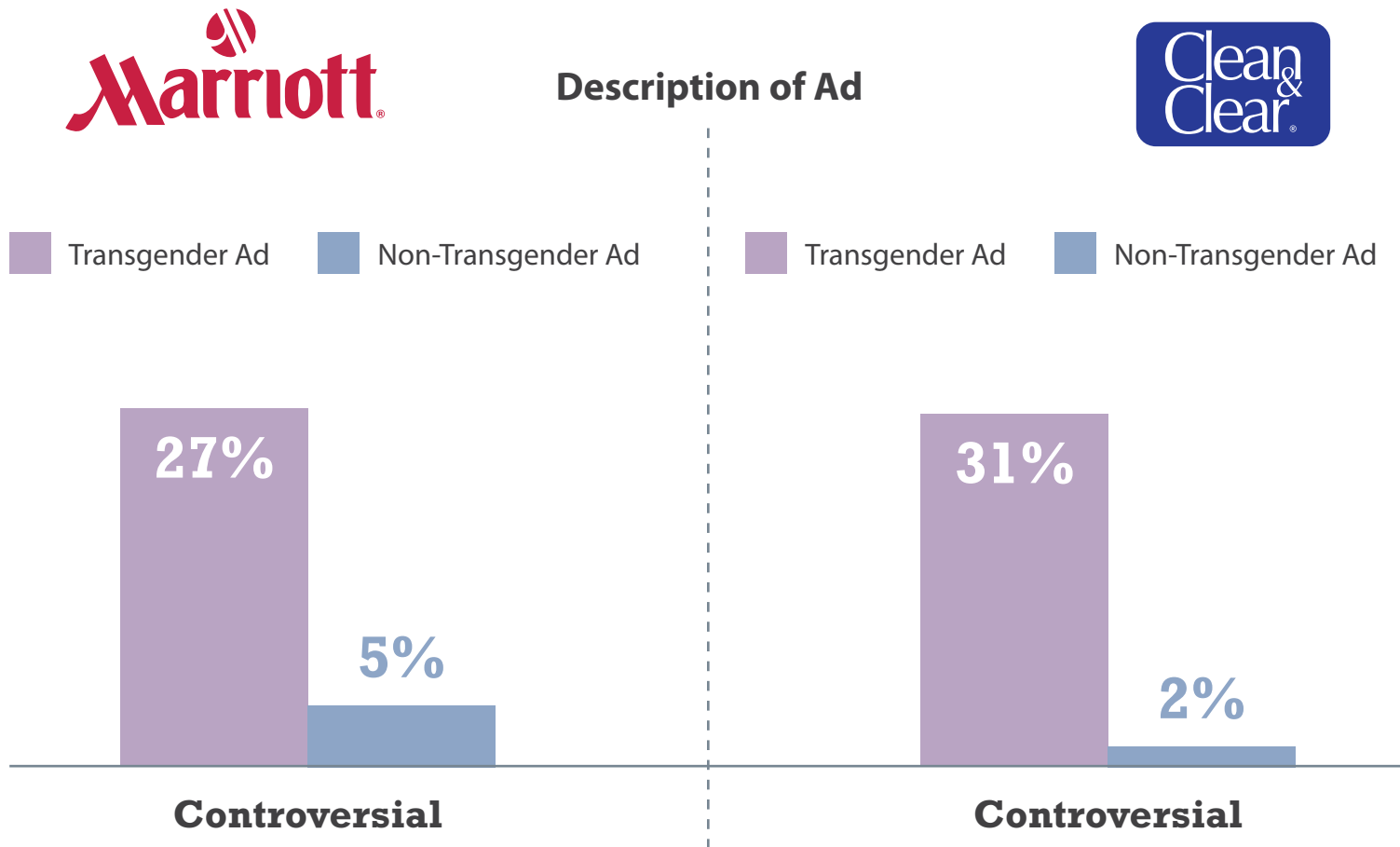


While the majority of consumers rate all ads positively, the Clean&Clear transgender ad is liked less than the non-transgender one...



Q. Overall, how much did you like or dislike the ad you just saw?

...with both transgender ads being described as much more controversial than their non-transgender counterpart.



Q. Which of the following words, if any, would you use to describe the ad you just saw?

Why? Some react negatively to the depiction of a teenager in the Clean&Clear advertising. And, across both ads, some consumers question the brand's motive as they don't see how the message relates to the product.



Reason Did NOT Like Ad



It strikes me as **trying to seem like Marriott is "with the times" in terms of being progressive, etc., which isn't necessary** IMO.

What **has sex got to do with the qualifications of a hotel/motel?**

Not interested in politically based ads.

The ad would be fine if it did not state about the transgender model!
How is that relevant to the hotel chain! More shoving this kind of garbage down my throat!

A transgender woman?? **She's no hero. WHO CARES?**

I don't like using sexual orientation as an advertising ploy.
That has nothing to do with the product in the ad in my opinion.

Not interested in using a hotel to promote social causes.
When travelling, want peace and quiet, not controversy.

Why does what a LGBT does matter? Where does a middle-aged person on a fixed income that broke their neck stay? Or the struggling single parent stay in a city they are interviewing for a badly needed job

Why does a transgender person have to be a part of any ad? A reason to not stay at Marriott.

I am not in favor of ads that glamorize alternate lifestyles of any kind to an audience that is as impressionable as the target group for this ad. It is hard enough to navigate these years without the media further complicating them. I do however agree that everyone needs to be loved and not judged on their individual choices.

We are using children to promote a LGBT agenda, and that is not right.

It was too political. It was more about delivering the message about transgender people than the product.

I don't **believe a pre-teen knows if they are a transgender person.**

I am so sick of hearing about transgender people. They are such a small percentage of the population **and I cannot relate at all to their feelings.**

Too mature for young audiences.

I guess I'm not seeing the connection between transgender teens and acne medication. Didn't make much sense to me.

What did the show have to do with the product? It didn't blend well.

While we should accept transgender people, **we shouldn't celebrate.**

Still, there is clear upside, as many applauded Marriott and Clean&Clear for being inclusive, progressive and honest...



Reason Did Like Ad



It is **showing equality in a great way.**

Transgender people deserve fuller respect and support for their difficult life experiences. This ad does that.

The advertisement **recognizes modern human issues** and brings them into focus.

I liked that Marriott **supports people who are transgender.**

Diversity matters.

I liked the ad. I like Marriott anyway and this just **highlights how inclusive they are.**

It says something good about Marriott in that **no matter your sexual preference you are welcome to stay there.**

I love how **open-minded people are becoming as well as more accepting.** I think it's great a transgender woman is in the ad. Transgender people are normal people just like everyone else with feelings. **I would be more likely to stay at the hotel with this ad than the previous one with the soccer player.**

Brings the topic of transgender people into the foreground.

I love Jazz and I'm so glad that they chose her for an advertisement. She is a beautiful, loving, amazing young woman. **Good on you Clean & Clear for standing up for transgendered youth!!!!**

It's the **first of its kind that I have seen.**

I liked how brave the girl was. It was a simple ad.

It was about **being true to yourself and feeling good about who you are.**

Very honest and open-minded.

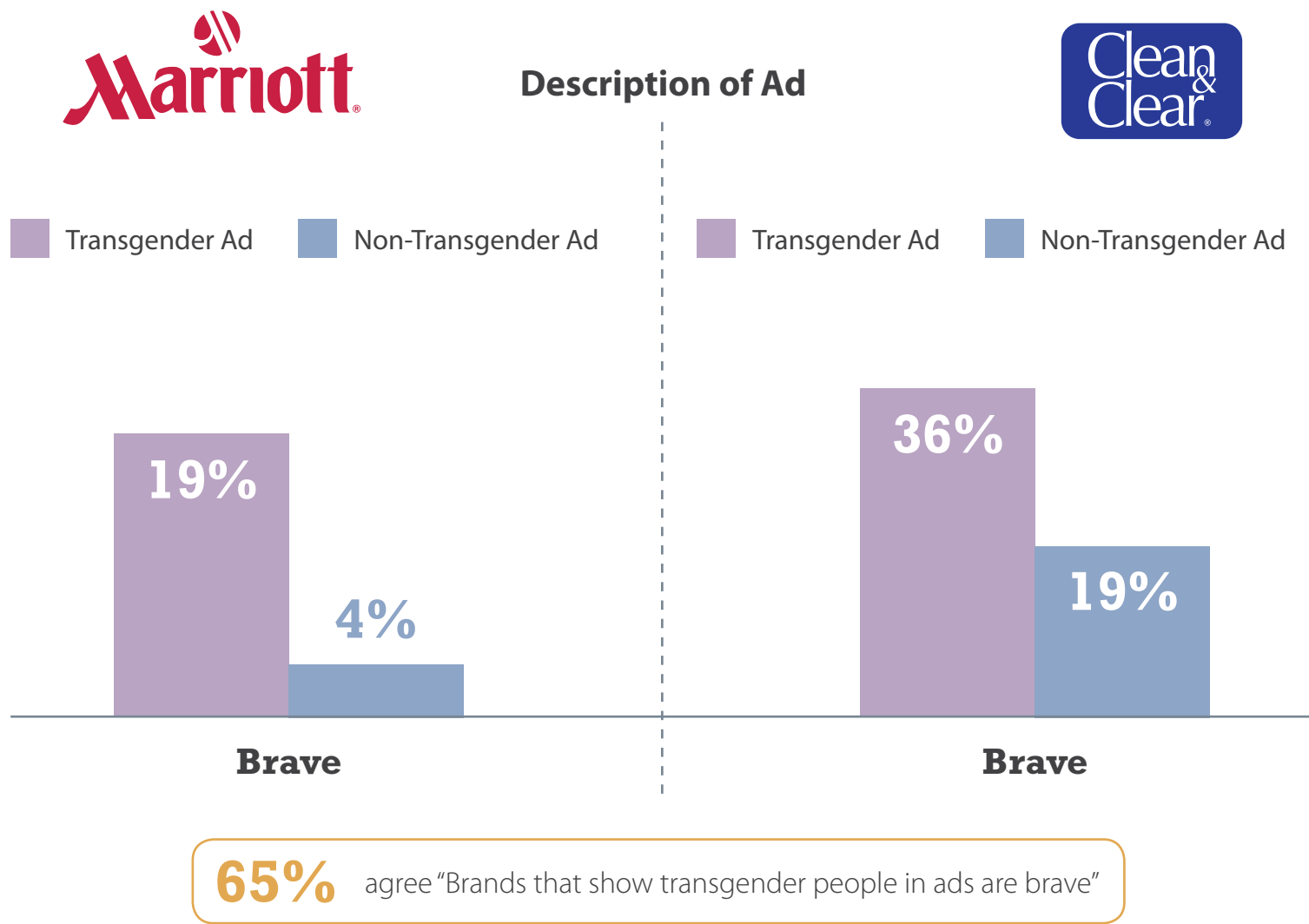
I love that Clean & Clear selected Jazz Jennings to represent their company. **She is wonderful and an inspiration to young people.**

It's for a product I don't use, but I think having a transgendered person in an advertising campaign is a **bold move.** While I may not use the product, I can **respect the company for moving into the 21st century and giving people that can identify with her someone to look up to.**

I am very supportive of the LGTB community and this ad would inspire young people who are going through the same thing as her — or anyone who is unsure about what it means to be transgender.

It was a **very brave** thing for this young woman to do. I am glad that she is **able to live her life as she wants to.** It was a very nice message.

...and brave. Bravery comes through especially strong for the Clean&Clear ad – further highlighting its polarizing nature.



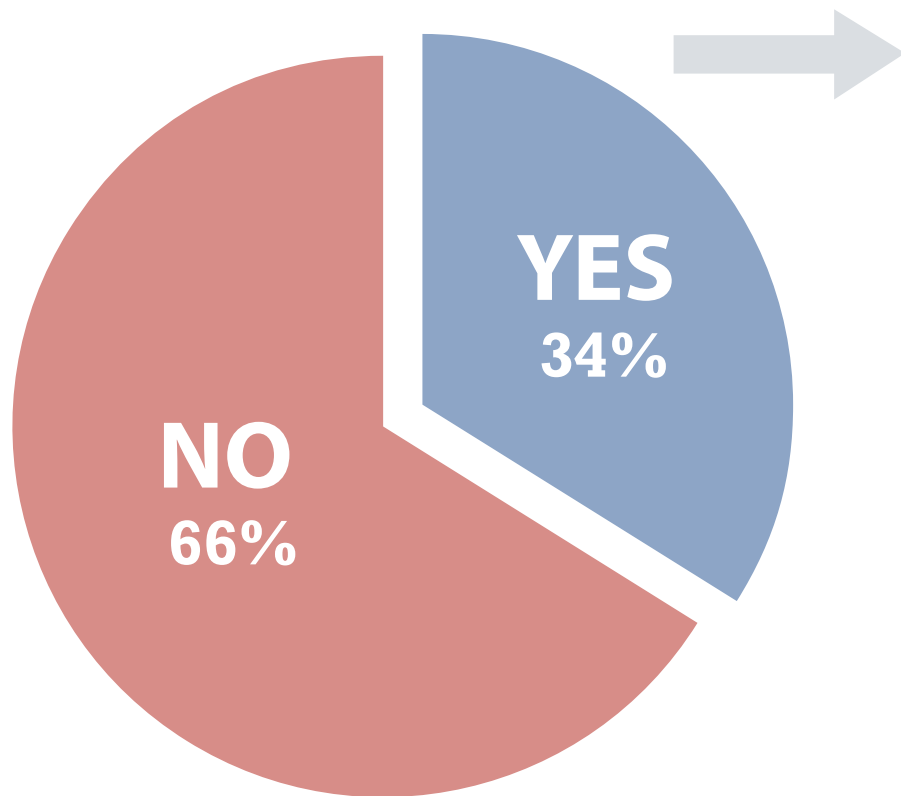
Q. Which of the following words, if any, would you use to describe the ad you just saw?

4.

“Permission” to Feature Transgender
People in Their Ads

Americans believe that pretty much all brands have “permission” to feature transgender people in their advertising...

Is It More Appropriate For Some Brands Than Others to Show Transgender People?



Beauty brands such as Suave, L'Oréal, etc.

Coca-Cola, McDonald's, Starbucks, Target, Walmart, Gap.

Cover Girl.

Hair removal, skin creams, Nads, L'Oréal, Neutrogena

High fashion type materials. Personal wear.

Hygienic and/or shower-related merchandise, clothes, and probably more but I'm not sure.

KY Jelly Trojan.

Products that are more gender-specific: makeup, tools, home decor.

Skincare products, personal care products.

Technology, liquor, e-cigarettes.

Victoria's Secret.



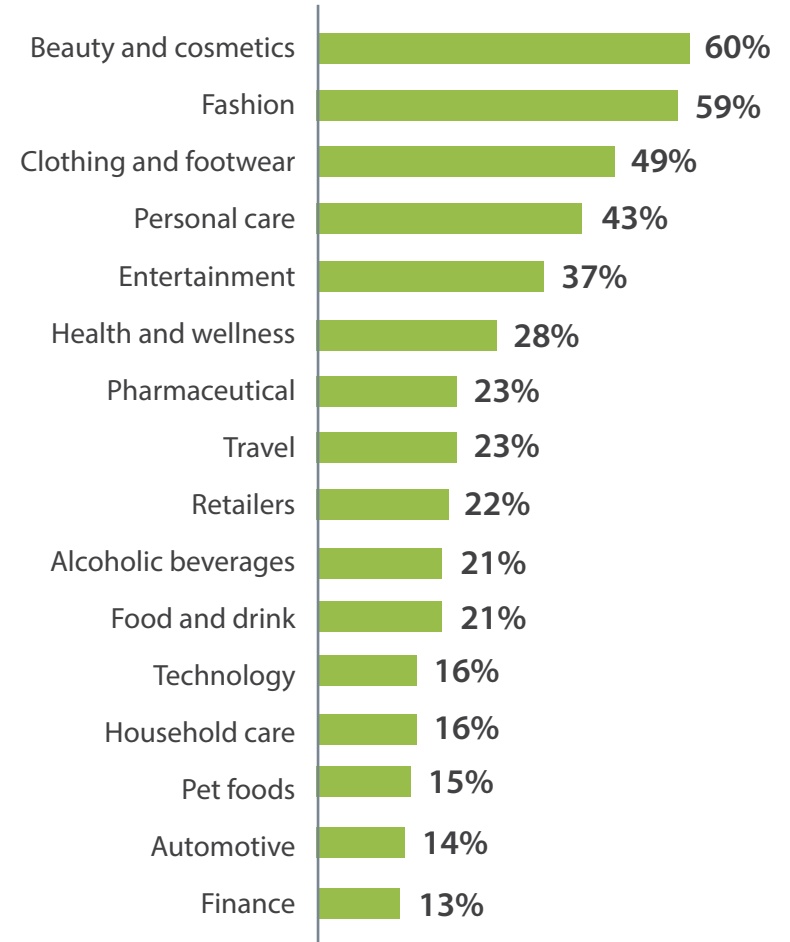
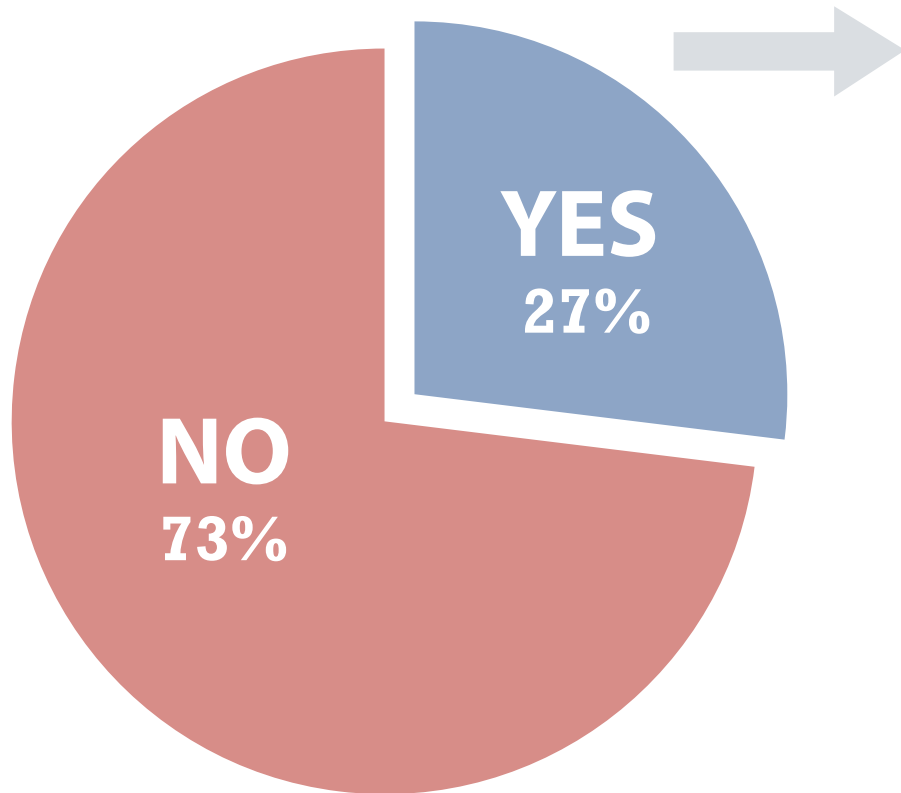
Q. Do you think there are some brands where it's more appropriate to show transgender people in their ads than other brands?

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...across all categories.

Is It More Appropriate For Some Categories Than Others to Show Transgender People?



Q. And do you think there are some product categories where it's more appropriate to show transgender people in their ads than others?

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Thank you.