

# Making the Most of MediaMag

## Gender and Advertising Cleaning Products

20 years ago, most adverts for cleaning and household products were targeted at women and featured women. In Caroline Birks' article on p.29 she looks at modern examples of Tide adverts that move away from these stereotypes. It's not just Tide, plenty of adverts for household products feature men – in the last year, laundry detergent brand Persil has featured both Usain Bolt and Bukayo Saka in their advertising campaigns.

However, according to a 'British Social Attitudes' survey, reported on the BBC News website in 2023 (<https://www.bbc.co.uk/news/uk-66866879>) women still do the bulk of the housework so what are the reasons for this shift in representation?

### Research

You have been asked by a new marketing think-tank to write a report or put together a presentation explaining this development in gender and advertising.

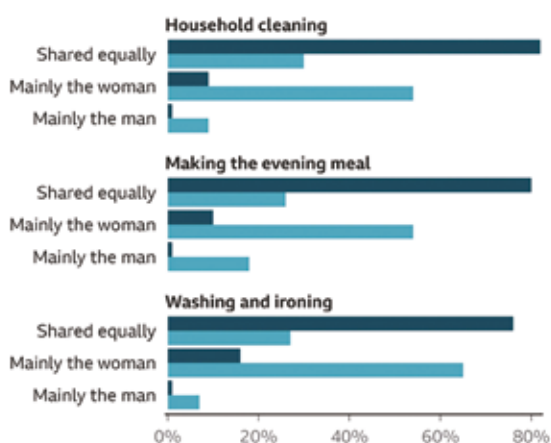
- Draw on ideas from your study of the Tide print ad and Caroline Birks' article
- Look for other examples of ads for household or cleaning products that feature men – do you see examples of men being typically masculine, are new types of masculinity displayed or are the men in these ads just taking 'female' roles?
- Find out what ruling the Advertising Standards Authority (ASA/ CAP) made about gender stereotypes in advertising in 2019
- Reflect on whether you think this change in representation is meaningful
- Does it have the potential to impact on gender roles in the home (you could draw on your own personal experience and that of your classmates)?

Present your report or presentation back to the class.

### Britons think housework should be shared but women do more

Share of respondents who have answered...

■ Who "should" be doing the task ■ Who's doing the task



Note: From two representative samples of 1,063 and 678 respondents surveyed between 7 Sep and 30 Oct 2022

Source: British Social Attitudes survey

