#Femvertising Facts

**femvertising (n)** Advertising that employs pro-female language and imagery to inspire women and girls.

**Survey Insights**

**We ask AP women what they think about pro-female ads. Women and men do not always agree.**

- **97%** of women think ads impact how society views women (90% of men agree).
- **90%** of women believe ads that show women in non-traditional roles are important (65% of men agree).
- **83%** think the brand can authentically connect when the brand has a pro-female ad
- **82%** of women believe its not only men who grow up with gender stereotypes (65% of men agree).
- **53%** of women believe ads that show women in non-traditional roles are important (65% of men agree).
- **47%** of women believe ads can be pro-female without having to be overt.
- **62%** of women believe that women and men view ads differently (65% of men agree).
- **64%** of women believe ads can help provide inspiration for women without being overt.
- **60%** of women believe it is important that the people who create these ads are women (46% of men agree).

**Brands that women think**

**Women think women are doing it right**

1. **YOU HAVE A RIGHT TO BE YOURSELF.**
2. **WE WANT YOU TO BE YOURSELF.**
3. **WE WANT YOU TO BE YOURSELF.**
4. **WE WANT YOU TO BE YOURSELF.**
5. **WE WANT YOU TO BE YOURSELF.**
6. **WE WANT YOU TO BE YOURSELF.**

**Responsibility to the next generation**

- **92%** of women think how they are represented in ads has a direct impact on how girls (83% of men agree).
- **63%** of women believe women should be able to demand fair and equitable treatment in ads (41% of men agree).
- **#1** brands women more important than they are to you.
- **35%** of women believe ads should be more diverse and inclusive.

---

Source: Femvertising study conducted by Adweek AdVision and SheKnows Media, 2019.