

Background

We're proud to be one of the UK's most recognised and authoritative voices on diversity and inclusion. It's in our blood to stand up for diversity and champion unheard voices, so we put that ambition at the heart of everything we do.

Mirror On The Industry is a major insight initiative, exploring how representative and inclusive television advertisements. We launched our first wave in 2019 and are now three waves deep, with a commitment to annually running this project.

MOTI 1

Launched the **original project** as a temperature check on the status of diversity and inclusion in TV advertising and how well minority groups feel represented

MOTI 2

Launched a **2nd wave** see if TV adverts had progressed and whether the evens of 2020 made an impact on representation, as well as evaluate how to improve representation and portrayal

MOTI 3

Launching our **3rd wave** as the first of our annual commitment to continue tracking representation of minority, mis- and underrepresented groups year on year through an extensive ad audit

Annual audit of D&I in TV advertising

7013

2021

2022



What are we trying to do with Mirror on the Industry?

Draw attention to different groups in society that are lacking in representation and authentic portrayal, providing insight led advice on how to improve

Track changes in representation and portrayal of minority, underrepresented and misrepresented groups in society

to improve representation and portrayal of underrepresented

nderrepresented groups in TV advertising



This year we've focussed on a full TV advertising audit to see what's changed. We commissioned independent research agency Tapestry once again to review the 1,000 top adverts from March and September 2021

These two months are felt to be 'typical' advertising months, and also allow us to accurately compare year-on-year while also accounting for seasonality

How do we do it?

FULL TV ADVERTISING AUDIT PROCESS

A series of auditors coded the **top 1000** TV ads from March and September **last year**

- Which minority groups appeared
- What roles they played
- How they were being portrayed
- What **type of ad** they appeared in
- How long they were on screen for







Key findings from our first two waves



Representation levels were low,
with little progress between our
first and second wave. We saw a
continued lack of lead roles and
overuse of montages pointing to
tokenistic inclusion, as well as a
lack of intersectionality revealing
biases, stereotypes and diversity
shortcuts



The events of 2020 made the public even more aware that there is an issue with diverse representation, and whilst people felt they were starting to see improvements, the general consensus was that we still have a way to go



It's widely seen as our

responsibility as an industry to
improve and embrace D&I, but it
must be done with care.

Thorough consideration of both
representation and portrayal
are essential when making
inclusive ads







At face value, 2021 representation of disabled people has seen small but incremental growth since our first audit 2018 % of TV ads featuring disabled people

4%

3%

2%

This slight increase could be attributed to 2021 being a Paralympic year...

13%

of disabled characters are muscular/athletic

vs. **5%** of characters overall



Disabled characters

5x

more likely to be a well-known sportsperson

Source: Tapestry/c4 Coding - Top 1000 adverts shown on TV in March & September 2021

Yet, this incremental increase has not been mirrored in the proportion of lead roles played by disabled people

Over our past 3 audits, disabled people have consistently appeared in an **extremely low** number of ads as **lead** characters

of ads show disabled people in a lead role

When we compare to the size of the disabled UK population, they are the least proportionately represented of all minority groups

Disabled people make up

22%

of the UK population

Appear in 4%

VS

of ads

Lead in

1% of ads

pestry/c4 Coding - Top 1000 adverts shown on TV in March & September 202; ONS Family Resource Survey, 2020-202



There has a been a positive shift in the way disabled people are shown in TV advertising

In our last wave we found that disabled people were often portrayed as heroes or victims

This
year we found the
'everyday'
portrayal of
disabled people
was much more
prominent

Hero portrayal



This heart-warming ad showed the progress of a young blind girl successfully learning to navigate herself in school, putting her in the 'hero' role. The advert was heavily focused on her disability

2020 Victim portrayal

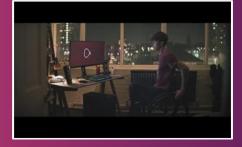


This emotive ad featured people suffering with their disability in order to promote their charitable cause, which placed disabled characters in a 'victim' role

2021 Everyday portrayal



This ad built the character's disability into narrative but it wasn't the main focus, the key objective was to showcase the benefits of the product – the ad still could have worked with non-disabled person



In this ad the lead character's disability is not central to the storyline, the disabled character is simply featured in an everyday setting – gaming at home

Source: Tapestry/c4 Coding - Top 1000 adverts shown on TV in March & September 2021



Visible disabilities are easier to communicate, meaning representation of non-visible disabilities is low

