



Gender Inclusive Ready-Reckoner for Marketing & Media Creatives

To improve the strategic performance
of marketing creative

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Males and females don't make decisions the same, so we can't treat them the same way. We can, though, include themes and concepts that work for both genders (all genders), and therefore reach a wider audience to improve strategic performance of our creative work. And we improve the cultural impact we make.

GENDER NEUTRAL CONTENT		
MASCULINE	GENDER NEUTRAL	FEMININE
Women see this as boastful, big-headed and full of themselves	All genders relate	Men see this as overly emotional, sensitive and fluffy
Non-living (sheet metal, product)	Mind in the machine	Living (organic)
Systemic	Systemic and Empathetic	Empathetic
Self belief/confidence	Self empowered by example & educate. Men advocate.	Self doubt
Buying confidence	Provide remedy for buyers remorse through bonus content, further validation	Buyer's remorse
Dominating	Processes in place to enable equal voice	Submissive
Here and Now	Future pace to visualises a positive future	Future focused
Exaggerated	Be real. Be human. Be humble. Inform not push. Show how it feels to have purchased or used your products.	Reality and authenticity
He/Him	US/They/Them	She/Her
Bold, dark, forboding colours & imagery	Neutral colours and realistic imagery. Add uplifting music.	Happy, bright colours & imagery

SOURCES: Collated from Jane Cunningham & Philippa Roberts, UK Researchers and author of "Inside Her Pretty Little Head" and "The Daring Book for Boys in Business" taking from the works of the following:

- Professor Simon Baron, Cambridge. Author of The Essential Difference.
- Louann Brizendine, Author of The Female Brain.
- David C. Geary, Author of Male, Female - American Psychological Society.
- Susan Pinker, Author of The Sexual Paradox.
- David Bainbridge, Author of The X In Sex, Harvard.
- Ian McGilchrist, Author of The Master and His Emissary: The Divided Brain and the Making of the Western World. Yale.

GENDER NEUTRAL CONTENT		
MASCULINE	GENDER NEUTRAL	FEMININE
Acronyms & jargon	Conversational language	Conversational language
Bold claims	Authentic human truths	Humility
Exaggerated reactions	Human centred "Mind in the machine"	Tend & befriend
Aggrandised concepts & claims	Coach and mentor	Belief in people
High production imagery & a crescendo	Us focused	Co-operative
Brand in the centre of its own making	Like-minded allie	Co-created
Coat of arms	Connecting	Shared interest
Seal of approval and emblems	Created for the people	Quality over quantity
Stamp of authority	Proven innovation (not reinvention)	Nurture and protect
Impressing	Co-create	Risk reduction
Selling/pushing	Choice	Provide a safe haven
Absence of people	Customer outcome focused	Metaphor
Hyperbolic narrative	Proven quality	Narrative
Longer duration	Multi-dimensional	Humour
High status media placement	Multi-sensory	Seeing the whole
B&W imagery	Multi-channel	Context
Stiring soundtracks	Robust processes	Optimistic and enthusisastic
Claims 'Better/stronger/faster'	Safe & secure options	Non-Linear
Dynamic and bold	Enthusiastic and positive	Implicit
Numbers, data, formulas and reporting	Determined	Living things/nature/people/food
Fight or flight	Hard working	Emotion
Machines before people	Transformational potential	Holism
Automated & independent	Start small and grow together	Depth
Division and detail	Provide road maps and 'how to'	Consciousness & meaning
Linear & stick to the same	Create a progression	Devils' advocate
Formal/teaching	Indirect selling - Allow to buy	Questioning
Denial	Influencers & referrals	Rapport
Solutions focused	Operations support brand messaging	Consultative
Women see this as boastful, big-headed and full of themselves	GENDER NEUTRAL	Men see this as overly emotional, sensitive and fluffy

GENDER INCLUSIVE LANGUAGE

MASCULINE (Binary)	GENDER NEUTRAL (Non-Binary)	FEMININE (Binary)
Father	Parents	Mother
He	Them	She
His	Their/s	Her
Himself	Themselves	Herself
Boy/s	Child/Children	Girl/s
Gentlemen	People/Us/We	Ladies
Men	People/Us/We	Women
Husband	Partner/Spouse/In a relationship with	Wife

Use “Guys” (with caution - some believe it is now universal and others align with masculine)

PRONOUNS

MASCULINE (Binary)	GENDER NEUTRAL (Non-Binary)	FEMININE (Binary)
<p>Pronoun set : he/him/his/himself</p> <p>Example: “he is speaking. I am listening to him. The backpack is his. He can get it himself”</p>	<p>Pronoun set (singular) : they/them/theirs/themself</p> <p>Example: “they are speaking.” “I listened to them.” “The backpack is theirs.” “They can get it themselves”</p> <p>or (by elimination):</p> <p>“[Insert specific name] was speaking.” “The backpack is [insert specific name eg. Anne’s].” “Anne can get it alone”.</p> <p>Refer to them as their roles eg. Student, Employee.</p> <p>Alternative to ‘he/she’ is ‘she/he/they’</p>	<p>Pronoun set : she/her/hers/herself</p> <p>Example: “she is speaking. I listened to her. The backpack is hers. She can get it herself”</p>

Always ask someone for their pronouns (don't say 'preferred' pronouns as it implies choice) and never assume their gender by the way they look to you. Never assume that the name on their legal documentation is how they like to be referred to.

It is also important to understand the language that is involved in describing gender, sex characteristics and sexuality to be fully inclusive and respectful of all people. Gender, sex and sexuality are all separate concepts and often misunderstood. It is a misconception that our gender is directly linked to our biological sex or sexuality. It is also crucial that our choices in casting and talent also reflects a diverse community without tokenism or over-representing minorities either.

LGBTQIA+ FRIENDLY

SEX	GENDER	SEXUALITY
Biological sex characteristics have historically been described as either female or male but we know that people are born with natural variations and some have undergone surgical transitions.	Gender is how you understand who you are and how you interact with others. Historically this was understood as male and female but we know now there are many variations. Gender can be expressed in different ways such as behaviour and physical appearance. It is the internal sense of who you are. It is not a choice. Similar to being left or right handed, it is how you were born with your internal wiring established. Some choose to live according to their natural gender but some do not.	Sexuality or sexual orientation describes sexual attraction and choice in sexual or romantic partner/s. Some say that while gender is about who you wake up as in the morning, sexuality is about who you go to bed with . You also do not have to have dated someone of a certain sexuality or gender to know which preferences you have, either.

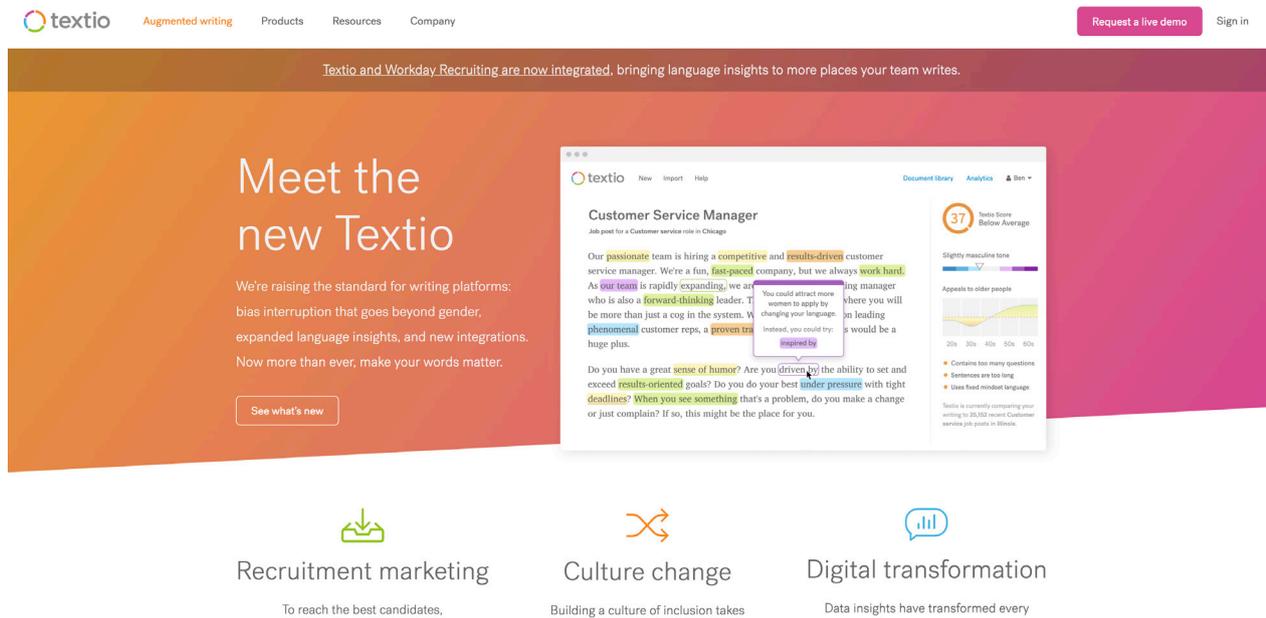
Ask yourself if you would ask a heterosexual person of their sexuality or sexual preference? It is unlikely. Therefore it is often irrelevant to bring up sex, gender or sexuality in conversation or copy at all.

DEFINITIONS OF COMMONLY USED TERMS

TERM	DEFINITION
Binary/Non-Binary	Binary refers to the typical male and female terms, and non-binary suggests there are more than just the two genders.
Lesbian	A lesbian is sexually or romantically attracted to other women.
Gay	A gay person is sexually or romantically attracted to others of the same sex and/or gender as themselves.
Bisexual	A bisexual or 'Bi' person is sexually or romantically attracted to others of the same sex and/or gender as themselves as well as other genders.
Asexual	A person who doesn't experience sexual attraction but experiences romantic attraction towards others.
Pansexual	A person who is sexually or romantically attracted to others of all genders, binary or non-binary.
Heterosexual	Often referred to as 'straight', a heterosexual person is attracted to people of the opposite gender to themselves (eg. male or female)
Queer	This used to be a derogatory term and some older LGBTQIA+ people may be sensitive to this, but it can be used as an umbrella term for diverse genders or sexualities. If someone identifies as Queer, that can mean that they are similar to a Pansexual with attraction to others of all genders, binary or non-binary.
Transgender	A person whose gender does not exclusively align with the gender they were assigned with at birth. Non-binary transgender people do not exclusively align with female or male, while an agender person has no gender.
Cisgender	A cisgender person is someone who aligns with the sex they were assigned with at birth and isn't trans or gender diverse.

A tool for copywriting in job ads to remove gender bias.

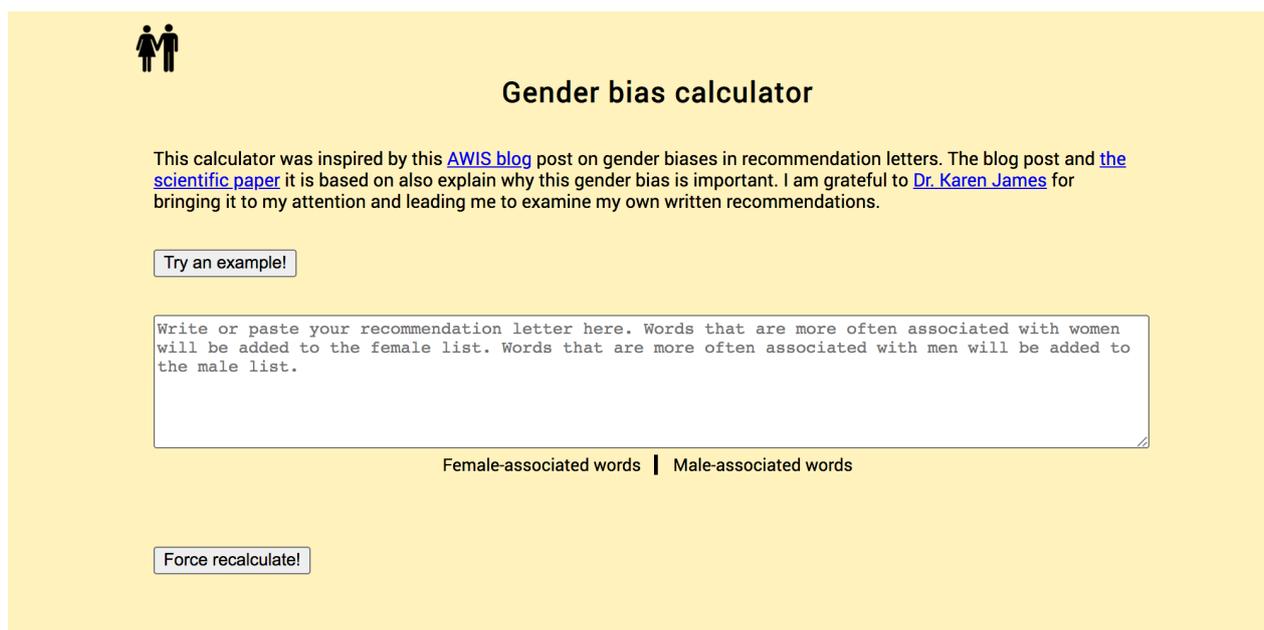
- **Textio.com**



The screenshot shows the Textio website interface. At the top, there is a navigation bar with links for 'Augmented writing', 'Products', 'Resources', and 'Company'. A 'Request a live demo' button and a 'Sign in' link are also present. The main content area features a large orange and pink gradient background with the text 'Meet the new Textio'. Below this, there is a 'See what's new' button. The central focus is a screenshot of the Textio application interface, which displays a job ad for 'Customer Service Manager' and provides various analytics and suggestions to reduce gender bias. The interface includes a 'Slightly masculine tone' indicator, a '37' score, and a 'Below Average' label. It also shows a line graph for 'Appeals to older people' and a list of issues like 'Contains too many questions' and 'Sentences are too long'. Below the screenshot, there are three icons representing 'Recruitment marketing', 'Culture change', and 'Digital transformation', each with a brief description of its impact.

A tool for copywriting in any communications

- **tomforth.co.uk/genderbias**



The screenshot shows the 'Gender bias calculator' tool. It features a yellow background and a black icon of two people. The title 'Gender bias calculator' is prominently displayed. Below the title, there is a paragraph explaining the tool's inspiration and purpose. A 'Try an example!' button is located below the text. A large text input area is provided for users to paste their recommendation letters. Below the input area, there are two columns for 'Female-associated words' and 'Male-associated words'. A 'Force recalculate!' button is positioned at the bottom of the tool.