

The Power of Portrayal:

Representation in Cannes Lions Film and Film Craft Shortlisted and Winning Work, 2006 to 2023



Google

∞ Meta

Purpose and methodology

Representation matters. Through representation and portrayals, people feel seen, validated, and learn about the world in which they live. But does on-screen representation in advertising reflect our reality? To answer this question, this study carries out an assessment of character representation in Cannes Lions Film and Film Craft shortlisted and winning work from 2006 to 2023. We also partnered with Google to analyse perceived gender screen and speaking time in 2022 and 2023 film and film craft shortlisted and winning work, enabled using Machine Learning technology.

Representation Overview

Who Was Included?

FIGURE 1

Gender Representation in Cannes Lions Film and Film Craft Creative Work from 2006 to 2023

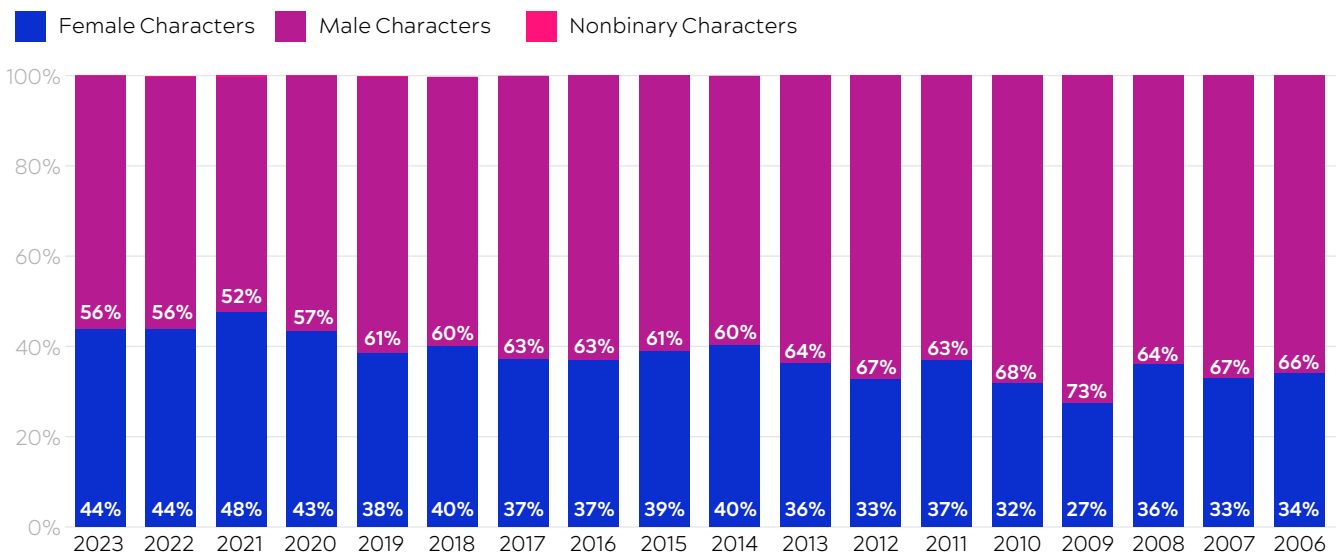
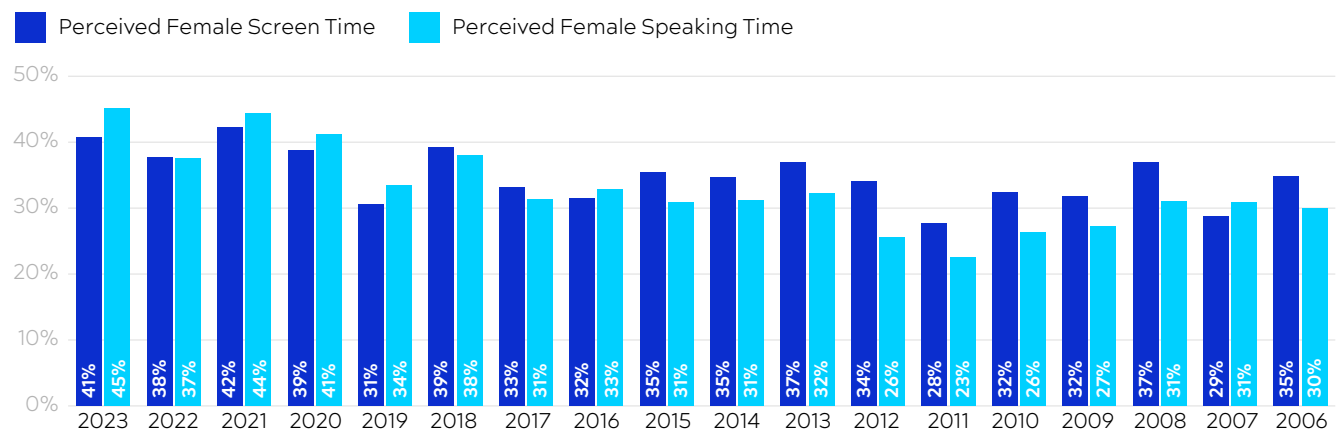


FIGURE 2

Analysis of Perceived Female Screen Time and Speaking Time in Creative Work from 2006 to 2023



Note: For the 2023 and 2022 analysis, we partnered with Google's MUSE team to apply ML-enabled Representation Pipeline (RP). For a full description of the methodology, refer to Appendix B.

FIGURE 3

Aggregated Racial Representation in Cannes Lions Film and Film Craft Shortlisted and Winning Work from 2006 to 2023

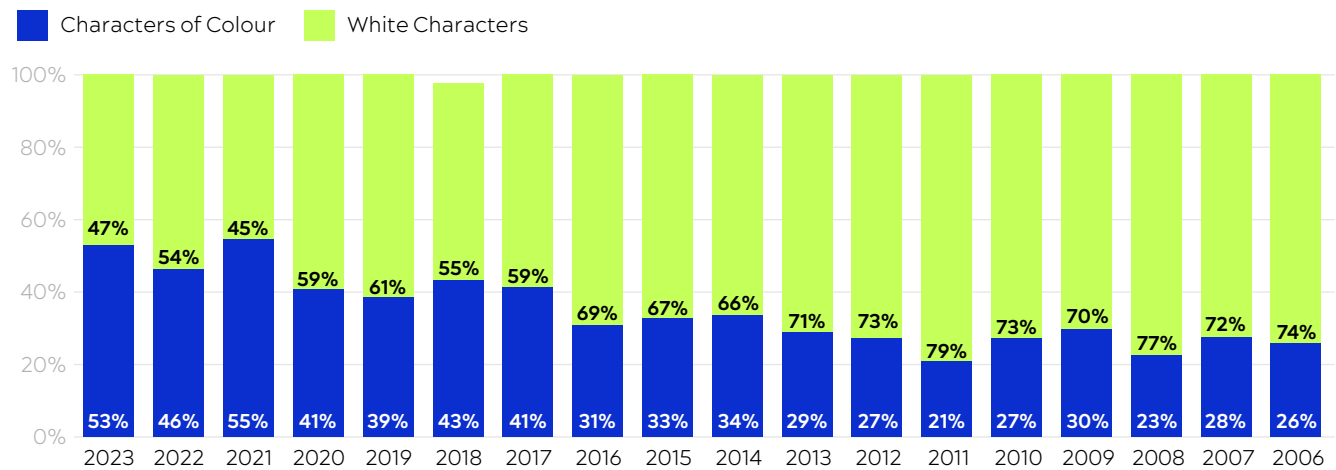
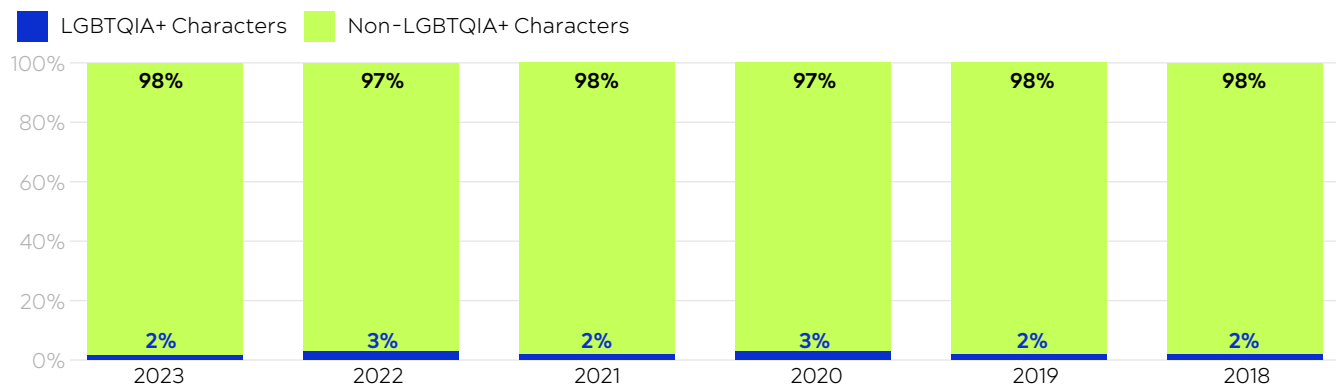


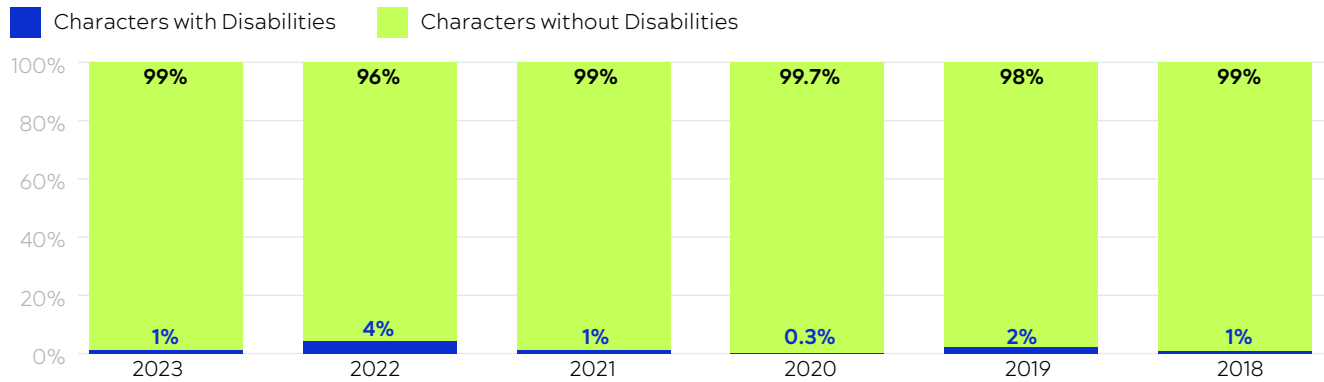
FIGURE 4

LGBTQIA+ Representation in Cannes Lions Film and Film Craft Shortlisted and Winning Work from 2018 to 2023



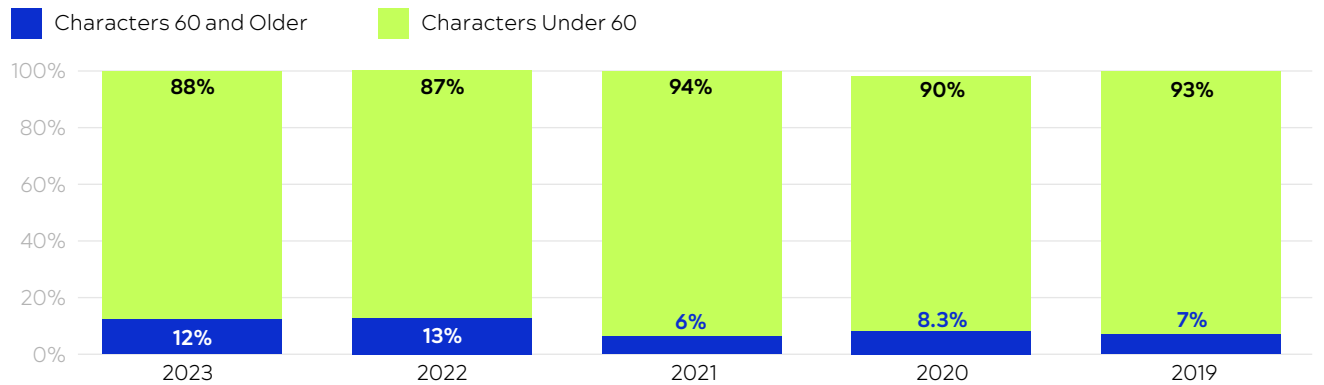
Note: LGBTQIA+ characters were not measured from 2006 through 2017.

FIGURE 5

Disability Representation in Cannes Lions Film and Film Craft Shortlisted and Winning Work from 2018 to 2023

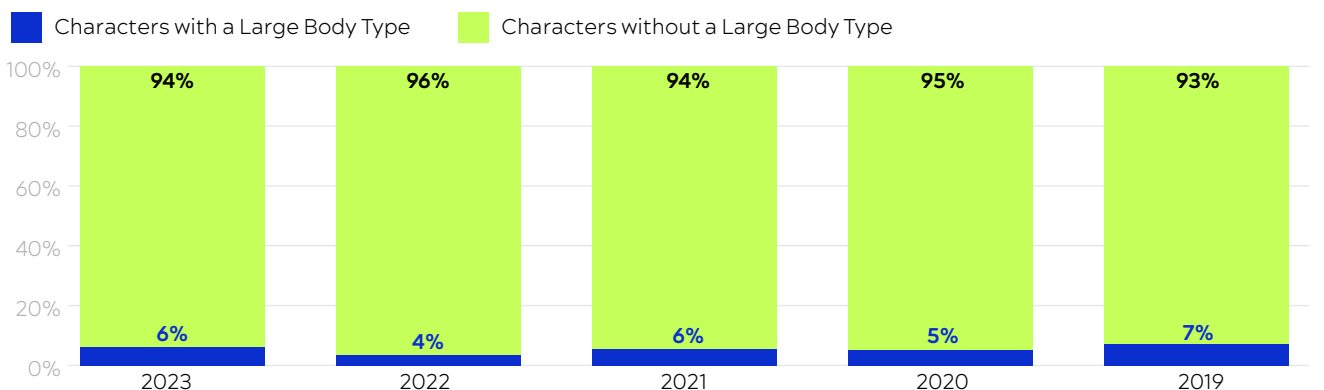
Note: Characters with disabilities were not measured from 2006 through 2017.

FIGURE 6

Age Representation of Characters in Cannes Lions Film and Film Craft Shortlisted and Winning Work from 2019 to 2023

Note: Characters ages 60 and older were not measured from 2006 through 2018.

FIGURE 7

Body-Type Representation in Cannes Lions Film and Film Craft Shortlisted and Winning Work from 2019 to 2023

Note: Character body type was not measured from 2006 through 2018.

Now what?

- ◆ **Aim for gender parity in screen time.**

Be conscientious about who is on screen and for how long. Achieve gender parity by 2025 by making conscious choices to increase the share of female characters' screen time.

- ◆ **Increase and diversify LGBTQIA+ characters and their portrayals.**

Feature queer celebrities and characters across all campaigns, not only in ones about the LGBTQIA+ community. Tell dynamic stories about queer characters.

- ◆ **Make disabilities visible in advertising to reflect our world.**

Purposefully feature disabled people of all ages with diverse disabilities (e.g. physical, mental health, cognitive) doing a variety of activities (e.g. exercising, working, playing).

- ◆ **Combat unconscious bias by partnering with organizations like the Geena Davis Institute.**

Unconscious bias affects us all. Team up with us to reshape the narrative in advertising and subvert stale stereotypes.