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Towards a more inclusive
society. The power of
advertising on the issue
of diversity

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**TOWARDS A MORE INCLUSIVE SOCIETY. THE POWER OF
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ABSTRACT: This thesis investigates the transformation of inclusivity in the advertising industry, driven by the growing need for campaigns that more accurately reflect diversity, to assess the current state of inclusivity, identify challenges in its implementation, and explore its impact on society. Through a survey-based research design, the study examines various stakeholder perspectives. In the analysis section, it delves into inclusivity in current advertising through representative samples, addressing sector-specific challenges. In addition, opportunities for improving inclusivity through innovative approaches and success stories are highlighted. Ultimately, this research offers valuable contributions to promote more inclusive representations of diversity.

KEY WORDS: Advertising, Diversity, Inclusion, Society

RESUMEN: Esta tesis investiga la transformación de la inclusividad en la industria publicitaria, impulsada por la creciente necesidad de campañas que reflejen con mayor precisión la diversidad, para evaluar el estado actual de la inclusividad, identificar los retos en su aplicación y explorar su impacto en la sociedad. Mediante un diseño de investigación basado en encuestas, el estudio examina diversas perspectivas de las partes interesadas. En la sección de análisis, profundiza en la inclusividad en la publicidad actual a través de muestras representativas, abordando los retos específicos de cada sector. Además, se destacan las oportunidades para mejorar la inclusividad mediante enfoques innovadores y casos de éxito. En última instancia, esta investigación ofrece valiosas contribuciones para promover representaciones más inclusivas de la diversidad.

PALABRAS CLAVES: Publicidad, Diversidad, Inclusión, Sociedad

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1. INTRODUCTION:

The advertising industry is a strong industry that continually shapes and reflects the values, trends, and aspirations of society. In addition, in the field of contemporary communication, it is essential to recognize the significant influence of visual stimuli in shaping human perceptions and behaviors. According to research conducted by Alsharif, the profound impact of advertising on the human psyche is highlighted. It reveals that the brain processes images 60,000 times faster than text, and that 90% of the information transmitted to the brain is visual in nature. This highlights the crucial role played by the visual content of advertising in influencing cognitive processes and decision making (Alsharif et al., 2022). Advertising sector is aware of the importance of publicity in society to such an extent that global spending in 2024 will be around one trillion dollars (Graham, 2023)

In this context of advertising's influence on contemporary society, the question arises as to how many advertisements can be considered inclusive, i.e., how many advertisements actually represents the society at which it is targeted? Although advertising stands as a powerful medium for reflecting and shaping societal values and aspirations, current realities indicate that challenges persist in terms of diversity representation. Considering its immense influence, the advertising industry should contribute significantly to the correct shaping of perceptions and behaviors, yet it faces the paradox of maintaining stereotypes that exclude diverse social groups in order to fulfill the objective of such advertising publications. Alsharif's (2022) previously mentioned research highlights the speed and efficiency with which the brain processes information, thus "highlighting" the importance of visual content in advertising in influencing cognitive and decision-making processes. Linked to this, the underrepresentation of gender equality, race, sexual orientation, disability, and other dimensions of diversity in advertisements compromises the ability of advertising to fully fulfill its potential to positively impact society. The persistence of stereotypes, such as the objectification of women or the limited representation of certain ethnic groups, not only perpetuates deep-seated inequalities, but also creates barriers to building an authentic connection between brands and their diverse audiences.

In recent years, there has been a discernible shift within the advertising landscape towards greater inclusivity, marking a departure from the historically criticized for its lack of inclusivity, with campaigns that often present narrow portrayals of reality that exclude diverse perspectives. This transformation is underpinned by a confluence of factors, reflecting the evolving dynamics of our society, intensified social demands, and a strategic recognition by brands of the critical role inclusivity plays in fostering brand recognition.

Advertising, as a reflection and agent of change in society, plays a fundamental role in the construction of perceptions and attitudes. Advertising, understood as a means of mass communication, has the power to influence public opinion and, therefore, collective representation. In this context, the lack of inclusiveness in advertising has emerged as a significant challenge, contributing to the perpetuation of stereotypes and prejudices that undermine diversity. The lack of inclusivity not only reflects, but also amplifies existing social norms, contributing to the formation of barriers that hinder acceptance and equality. Traditional stereotypes ingrained in advertising, whether in terms of gender, race, sexual orientation, or ability, tend to shape expectations and limit opportunities for those who do not fit these pre-established molds. Thus, when diversity is not authentically and fully represented, whether in advertising or otherwise, the contributions of diverse groups are undervalued, perpetuating the idea that only certain standards are acceptable and valuable.

On the other hand, it is important to note that non-inclusive advertising not only affects these marginalized groups, but also creates an environment in which they normalize prejudice. There comes a time when by repeatedly showing stereotypical images, advertising can desensitize the audience to the reality, the existing diversity, thus encouraging the acceptance of distorted and simplified perceptions in society. Moreover, this phenomenon affects brands and the advertising industry in general. In recent years, companies that do not embrace diversity may face alienating a portion of their potential audience and missing the opportunity to connect more authentically with all potential consumers.

The contemporary demographic landscape is characterized by an unprecedented diversity, extending beyond traditional categories of race and gender to encompass a spectrum of

identities, including age, sexual orientation, and disability. This expansive demographic shift has compelled brands to acknowledge the imperative of representing a broader cross-section of humanity in their campaigns. As the target audience becomes increasingly diverse, advertisers recognize the need to mirror this diversity in their marketing strategies to resonate authentically with consumers. Societal demands, exemplified by movements such as Black Lives Matter and the Me Too, have exerted considerable pressure on the advertising industry to dismantle longstanding stereotypes and to ensure that campaigns represent the entire spectrum of the population. These movements have acted as catalysts for change, emphasizing the importance of including marginalized communities that have historically been overlooked or underrepresented in mainstream media. Moreover, this shift towards inclusivity is not solely a response to external pressures but also a strategic recognition by brands that embracing diversity constitutes a competitive advantage. Companies have come to realize that by authentically representing a variety of perspectives they can connect more deeply with their diverse user base. This strategic alignment with the principles of inclusivity enhances brand relevance and resonance, fostering a sense of authenticity that resonates positively with consumers. In essence, brands are recognizing that a commitment to diversity is not just a moral imperative but also a shrewd business decision.

The evolution towards inclusivity in advertising reflects a multifaceted response to the changing dynamics of society, amplified by societal demands and underscored by strategic recognition of the competitive advantages it affords brands. This paradigm shift not only addresses long-standing criticism but also positions inclusivity as a cornerstone for building meaningful connection with an increasingly diverse and discerning audience. All these factors show that there are benefits not only for brands, but also for consumers and society in general.

However, although there are factors that have allowed for a shift in terms of diversity representation, this is minimal. This is why throughout the following study, we will address the significant lack of diversity representation in the advertising landscape, highlighting how in the last decade the industry has presented minimal representations of society's heterogeneity. This lack of inclusivity takes on crucial relevance at a time when global advertising spending is projected to reach staggering figures, surpassing a trillion dollars by 2024 (PricewaterhouseCoopers, s. f.). Against this backdrop, there is an urgent

need to address the limitations present in visual representation and explore the opportunities that genuinely inclusive advertising can offer. In this context, the advertising industry faces the imperative challenge of redefining its practices and values. Advertising must not only be a catalyst for trends, but also an agent of change that promotes diversity, equity, and inclusion at all levels of society. Advertising, being such an influential tool in human behavior, has a responsibility to reflect and celebrate the diversity present in society.

This fascinating look into the cognitive mechanics of information processing emphasizes how powerful advertising is at influencing people's behavior. An important question that comes up as the advertising industry develops is how to make sure that this powerful tool is used inclusively, supporting a varied and representative story that speaks to the diversity of human experience. This query serves as the central focus of the investigation into inclusive publicity, a branch of advertising that aims to emphasize accessibility, diversity, and inclusivity in addition to captivating.

2. STATE OF RESEARCH

Inclusive advertising has emerged as a relevant topic in the field of communication and marketing in response to the growing demand for representation and diversity in the media. In recent years, we have witnessed a remarkable transformation in social perception and demand around inclusion and diversity. Movements such as "Me Too" or "Black Lives Matter" have played a crucial role in catalyzing these demands on a virtually global level. These types of movements have not only generated significant cultural change, highlighting the need to address deep-seated inequalities, but have also influenced the way society perceives and demands inclusion. This change has extended to all spheres of society, ranging from business to education and advertising, the latter being the central focus of this research, due to its influential power.

Because the object of study is relatively new, there is no consolidated base of previous literature that addresses it from the perspective proposed in this paper.

Studies of inclusive representation in advertising began in the 1970s, however, at that time they only focused on gender and age diversity. Ahmed and Janice Belkaoui made a comparison between 1970 and 1972 in which they concluded that advertisements at that time did not portray women in the wide variety of roles they play (Belkaoui & Belkaoui, 1976) Other relevant articles on gender and age are those by Jisun An and Haewoon Kwak (An & Kwak, 2019), Chu Kyounghee (Chu et al., 2015) or the one written by Karen Middleton and Sarah Turnbull (Middleton & Turnbull, 2021). These studies spread throughout the 20th century, and it was not until the beginning of the 21st century that studies on the representation of ethnic minorities began. These studies focus primarily on the United States and the representation of African Americans and Latinos. The findings indicate that ethnic minorities are poorly represented, and often stereotypical representations are used. There is a wealth of studies on the effects of ethnic minority advertising like the one written by Jennifer Aaker and Anne Brumbaugh, (Aaker and Brumbaugh, 2008) Kim Sojou, Ka Yi Luk, Nan Xu and Binfang Xia (Kim et al., 2020), Nalini Fernandez, Christina Lee and Brett Martin. (Lee, Fernandez, & Martin, 2002); and the one by Anna Rößner, Martin Eisend and Maren Kämmerer (Rößner, Kämmerer, & Eisend, 2017). If we focus on studies that encompass diversity in general, without distinguishing on gender, race, age, or dysfunctionality, these focus on the last decade.

(Eisend et al., 2022, An & Weber, 2018). Moreover, in recent years, inclusive advertising has become an obligation, as expressed by the communication agency Kanta(*The Power of Inclusion and Diversity In Advertising*, n. d.). Many companies have studied how inclusion is a benefit for them y generates a bond with the consumer by establishing a line of values that represents the brand. In short, inclusive advertising humanizes the brand and this provides companies with the opportunity to be agents of change, fighting against the stereotypes that have historically been the protagonists of many advertisements (Indicediversidad 2022).

3. THEORETICAL FRAMEWORK

In the development of the following sections, a review of the main communication theories that influence or may influence our object of study is carried out. Furthermore, with the aim of a better understanding of the research carried out in this work, this section will describe the fundamental terms and theories that will help define the research and achieve the research objectives. This will create the theoretical basis for the study.

3.1. THEORIES OF INFLUENCE

In this regard, theories that study the power and impact of advertising on society are essential to understand the relevance and impact that inclusive advertising could have on the perception of reality.

Edward Bernays (1891-1995), known as the father of public relations, was one of the first authors to study the power of advertising to influence public opinion. In his book "Propaganda" he believed that the masses are susceptible to manipulation through propaganda techniques, including, therefore, advertising. He claimed that advertisers can use symbols, emotions and psychology to influence people's decisions and beliefs. He asserted that "however sophisticated and cynical the public may become with respect to advertising methods, it must respond to basic appeals, because it will always need food, it will crave amusement, it will crave beauty, it will respond to leadership." (Bernays, 1971)

A contemporary of Bernays, John Watson (1878-1958) was a pioneer in incorporating psychology into advertising, specifically through his theory of behaviorism. Watson argued that "a person's mind can be influenced only by placing before him those stimuli, those situations and objects and words which were present when the reactions were originally learned" (Buckley, 1982) In this sense, Watson's findings provided a conceptual framework that enabled advertisers to design more effective strategies by focusing on the stimulus-response relationship.

The theories of Bernays and Watson were just a few examples of the many authors who superficially studied the power of advertising that laid the groundwork for other thinkers

such as Erving Goffman, who took the understanding of social influence to a deeper level with his theory of "Framing". In his work "Frame Analysis" (1974), Goffman argues that the presentation of information has a significant impact on people's interpretation and understanding of social reality. According to this theory, cognitive frames act as lenses through which people perceive and understand the world around them. (Craib, 1978)

Ultimately, another prominent author who based his studies on how communication impacts the understanding of reality was George Gerbner, who developed the Cultivation theory. This theory holds that prolonged exposure to the media shapes individuals' perception of the real world. According to Gerbner, the media not only reflect reality, but also construct it, thus influencing the attitudes, beliefs, and values of the audience. This theoretical perspective underscores the importance of media messages in shaping social perception and the construction of shared reality. By emphasizing how repeated exposure to certain media content can influence audience perceptions and beliefs, Cultivation theory highlights the relevance of critically analyzing advertising messages and their impact on society. This approach provides a valuable conceptual framework for understanding how inclusive advertising can contribute to changing social perceptions and foster greater inclusion and diversity in media representation. (Griffin et al., 2019)

3.2. DIVERSITY AND SOCIAL IDENTITY THEORY

Diversity is a multifaceted concept that defies easy definition due to its myriad contexts and dimensions. With etymological roots in the Latin word "diversitas," it denotes any form of difference or variety within a group. The Dictionary of La Real Academia de la Lengua Española (2023) defines diversity as: "Variety, dissimilarity, difference". The idea of diversity is broadly applicable in many fields and refers to the differences that can exist between people, animals, groups, objects, opinions, choices, and many other categories. In this context, we will concentrate on diversity at the level of the individual, focusing on intrinsic factors that are essential to each person's identity (Fundación BBVA, 2024). Examples of these factors include race, which refers to the categorization of people into distinct groups based on physical and biological attributes such as skin color or ethnicity; gender, which encompasses the expectations and roles that society assigns to male, female, mixed or undefined identities; and sexual orientation, which refers to a person's pattern of physical, emotional or romantic attraction to others of the same gender,

different gender, both genders or neither; and functional diversity, which focuses on inclusion and respect for people with diverse motor or intellectual abilities, replacing terms such as "disability" and combating discrimination and exclusion. Tolerance, social justice, and the promotion of scenarios open to dialogue and difference are the pillars of these elements of diversity.

Diversity goes beyond demographic categories and encompasses a variety of aspects, such as cultural background, religious beliefs, socioeconomic status and cognitive abilities. People's experiences and interactions within society are shaped by these intersecting identities, which contributes to the complexity of human diversity. In addition, diversity includes both visible and invisible aspects, such as neurodiversity and mental disorders, highlighting the complexity and richness of human variation. In contemporary discourse, diversity is recognized as a fundamental value and a catalyst for innovation, creativity, and societal progress (Unesco, 2022).

Most of the existing theories related to diversity are focused on the field of sociology and psychology, even so, they are essential to understand the importance of showing human diversity in advertising, especially the Social Identity Theory (SIT). This theory is one of the theories that has generated most research in recent years and was proposed by Henri Tajfel and deepened by his disciple John C. Turner. TIS arises from Tajfel's reflection on intergroup problems after surviving the Nazi Holocaust. To understand the theory, it is first necessary to explain a couple of concepts.

- Social Identity: part of the individual self-concept that derives from the knowledge of belonging to a social group together with the emotional and evaluative meaning that such belonging entails (Tajfel, s. f.)
- Social Categorization: Cognitive process by which we group objects, people, or events that we consider similar, to reduce the cognitive effort involved in understanding reality. (Tajfel, s. f.)

These concepts are interrelated according to Tajfel's theory, since a social categorization is fundamental to define our social identity, since when we divide people into social groups, we begin to connect ourselves and these groups to an emotional value and to specific characteristics. What does this have to do with the importance of showing diversity in advertising? In the context of advertising, the representation of human

diversity is essential because it directly affects how social groups are perceived and, therefore, how identities are constructed.

3.3 INCLUSION AND INCLUSIVE ADVERTISEMENT

Inclusion from Latin "incluso" is defined as the action and effect of including (Real Academia de la Lengua Española, 2023). Inclusion seeks to promote and guarantee that every person is "part of" and not "separated" from reality and society. There are different types of inclusion, such as educational inclusion or social inclusion, the latter being the type of inclusion closely related to advertising. Social inclusion is the process of making it possible for any person who is different from the rest, who is in a situation of marginalization or segregation, to participate fully in society. This concept can be reflected in what is now called inclusive advertising.

Inclusive advertising is a critical aspect of contemporary marketing strategies, aimed at reflecting and celebrating the diversity present in society. It goes beyond merely showcasing products or services to encompass a broader societal message of acceptance, equality, and representation. Inclusive advertising is characterized by its commitment to eliminating discrimination and stereotypes, ensuring that all individuals are portrayed authentically and respectfully, regardless of their background, identity, or characteristics.

Discrimination, as defined by Amnesty International (2023), refers to the unjustified distinction that prevents individuals from enjoying their human or legal rights on an equal basis with others. In the context of advertising, discrimination can manifest in various forms, normally it is based on perpetuating harmful stereotypes.

Stereotypes, as conceptualized by Cardwell (1999), are generalized beliefs about particular categories of people. All preconceived ideas are stereotypes and help organize our world, but they also bias how we approach it. According to Pettigrew & Hammann (2016) stereotypes are thought to be a natural byproduct of categorization. When we classify someone, what we actually do it to incorporate them into a group and, in this way, we assign to them all the characteristics that are embedded in our cognitive schemas related to that category. All this information is stored in our cognitive models and activates automatically when we need it (Fiske y Taylor, 2013). Stereotypes are also

common beliefs. They are transmitted and maintained through social influence processes and validated by all members. The degree to which we identify with our groups will also influence the degree to which we accept group consensus on stereotypes toward others. One of the most common cultural processes of how stereotypes are formed is through social learning, that is, through imitation and observation, the latter being directly related to advertising and the media, the central motive of this research.

As Angulo (2012) points out: "in today's world, the media constitute the social field 'par excellence' in the production and consumption of representations and, as a consequence, they become a powerful means of opinion formation insofar as these representations provide social groups with interpretative models of reality and, at the same time, shape the definition (and legitimization) of certain social values" (Ibáñez Angulo, 2012, p. 94).

Understanding and addressing the influence of stereotypes in advertising is essential to promoting a more inclusive and equitable society.

4. METHODOLOGY

In order to achieve the objectives proposed above: Is current advertising inclusive and what impact does it have on society? a mixed methodological approach was used, combining quantitative and qualitative methods to obtain a complete and rigorous view of the subject of study.

Firstly, a survey was carried out with the aim of collecting data on the opinions and attitudes of Spanish society towards inclusive advertising and the representation of diversity. The survey was carried out by means of a structured questionnaire with closed and open-ended questions administered to a representative sample of the Spanish population. The data obtained have been statistically analyzed to identify significant trends and relationships. This survey employed a structured questionnaire with a representative sample of the Spanish population, utilizing both closed-ended questions to gauge preferences and frequency of noticing inclusive ads, and open-ended questions to delve deeper into perceptions of effectiveness and what constitutes "inclusive advertising" itself. This research is particularly important considering the growing emphasis on diversity and inclusion in marketing, with limited specific data available on Spanish audiences' perceptions. Secondly, a content analysis was carried out in order to examine how diversity is represented across various advertising categories in Spain.

Secondly, a content study was done to look at how diversity is portrayed in different Spanish advertising categories. The commercials for food and drink, cleaning supplies, fashion, fragrances, and cosmetics were the main focus of this investigation. The content will be analyzed using predefined categories (e.g., gender representation, age portrayal, ethnic diversity) that were probably developed based on previous study on diversity in advertising. The approach will also allow for "pop-up" categories, which will enable researchers to record any unexpected themes or representations that surface during the investigation. This all-encompassing strategy guarantees a careful analysis of the ways in which these commercials depict diversity.

4.1.SURVEY

Regarding the typology of the design of this part of the research, it is distinguished by its field and cross-sectional nature. This design is justified by the uniqueness of the data collected, all of them fresh and collected at a specific time. Unlike longitudinal studies that observe phenomena over time, our research focuses on a precise instant, capturing a static picture of the reality studied. This strategic choice allows us to obtain a detailed and up-to-date snapshot, essential for understanding the ongoing dynamics and relationships between variables in the context examined.

Our criteria for choosing Google Forms as a survey platform is based on its accessibility and ease of initial data collection and subsequent data analysis. Before starting with the relevant questions, the survey asks for a series of data such as age, gender, or place of reference in order to make later a socio-demographic segment and further develop a comparative analysis between different age groups or other variables that are considered significant. Although it was important to create detailed profiles of the survey participants, it was decided not to include the educational level variable because it was considered not relevant for the purpose of the research. It was determined that the variable would not provide significant information for the analysis because the advertising under study is aimed at the entire population, regardless of their educational level. As for political ideology, its inclusion was examined to explore possible correlations with attitudes toward inclusiveness in advertising. However, this question was discarded due to the risk that participants might feel uncomfortable and therefore, that there was a possibility that the responses obtained might be biased and unreliable, which could compromise the validity of the data collected.

With a total of 11 questions, the survey addresses a variety of issues related to inclusion in advertising, from societal perception to the impact on purchasing decisions. It also examines the perceived importance of diverse representation in advertising, how it affects societal perception and how brands are helping to change society. In addition, practical aspects such as the impact on purchasing decisions and the use of assistive technologies to make it more accessible are discussed. Finally, the survey ends with an invitation to the subject to freely share their opinion on the topic.

4.2. ADVERTISEMENTS

For this part of the study, 25 ads were carefully selected and grouped into five categories: fashion, perfumery, cosmetics, food, and cleaning. Within each category, five different ads were analyzed, spanning several years, in order to analyze whether there has been a change as the years have gone by. In addition, an evaluation scale of 1 to 5 has been established, where 1 represents a total lack of inclusion, and 5 represents an exceptionally inclusive representation. The target audience will be considered throughout the analysis in order for the analysis to be accurate. Categories of analysis include:

- Gender equality: how are gender roles and relations portrayed in the ad? Are there gender stereotypes or is equality and diversity promoted in the representations?
- LGTBIQ+ Diversity: Are LGTBIQ+ people included in an authentic and respectful way? Are different sexual orientations and gender identities portrayed in a positive way?
- Physical Stereotypes: Does the advertisement perpetuate unattainable beauty stereotypes or promote a positive and diverse body image? Are different body types and appearances portrayed in an equitable manner?
- Age: Are people of different age groups shown in an equitable and respectful manner? Are age-related stereotypes avoided and a positive representation of all stages of life promoted?
- Race: Is racial diversity included in the ad in a meaningful way? Are racial stereotypes avoided and an authentic representation of different ethnic groups shown?
- People with physical disabilities: Are people with physical disabilities represented accurately and respectfully, and are accommodations and accessibility included to ensure that everyone can participate and understand the ad's message?

- People with mental disabilities: Are people with mental disabilities accurately and respectfully represented, and are accommodations and accessibility included to ensure that everyone can participate in and understand the message of the ad?

5. ANALYSIS:

5.1.SURVEY

Before beginning the analysis of the responses and possible conclusions, a detailed summary of the demographic profile of the sample under study in this paper is provided. The sample, composed of a total of 196 individuals, reflects a diversity in terms of age and gender. Particularly noteworthy are the participants in the 45-54 age group, with a significant representation of 55 women and 13 men, representing 34.52% of the total. This is followed by individuals in the 55 to 64 age group, with 31 women and 17 men. Conversely, the groups with the least representation in this sample are those belonging to both extremes, i.e., those under 18 years of age (4 subjects) and those over 65 (11 subjects). This demographic analysis provides an essential overview to understand the age and gender distribution in the sample, which is fundamental for the subsequent interpretations and conclusions of this study. Table 1 provides a close look at all subjects with their respective genders and ages.

Gender and Age	Number of answers	% of total answers
Under 18 Female	1	0,51
Under 18 Male	3	1,53
18-24 years Female	30	15,31
18-24 years Male	10	5,10
25-34 years Female	10	5,10
25-34 years Male	4	2,04
35-44 years Female	8	4,08
35-44 years Male	3	1,53
45-54 years Female	55	28,06
45-54 years Male	13	6,63
55-64 years Female	31	15,82
55-64 years Male	17	8,67
65 years and older Female	9	4,59
65 years or older Male	2	1,02
TOTAL ANSWERS	196	100,00

Table 5.1 Demographic Profile

To continue with the analysis, the results of the sample will be presented question by question.

- 1. Have you noticed the presence of advertisements that represent diversity in terms of gender, race, sexual orientation, disability, etc?
 - o The data analysis shows interesting patterns in the perception of the presence of advertisements that represent diversity in terms of gender, race, sexual orientation and disability, among other aspects. Overall, 85.79% of respondents said they had noticed this diversity in advertisements. It stands out that 24.37% of the total are women aged 45 to 54. Women aged 18 to 24 and 55 to 64, with around 13%, follow in percentage. In particular, 48 women and 12 men between the ages of 45 and 54 responded affirmatively. To a lesser extent, a similar trend is observed in the 18-24 and 55-64 age groups. On the other hand, the proportion of participants who have noticed this diversity in advertisements is lower among the younger and older age groups.

Have you noticed the presence of advertisements that represent diversity in terms of gender, race, sexual orientation, disability, etc.?				
	YES	NO	YES (%)	NO (%)
Under 18 Female	1	0	0,510204082	0
Under 18 Male	2	1	1,020408163	0,51020408
18-24 years Female	27	3	13,7755102	1,53061224
18-24 years Male	10	0	5,102040816	0
25-34 years Female	9	1	4,591836735	0,51020408
25-34 years Male	2	2	1,020408163	1,02040816
35-44 years Female	8	0	4,081632653	0
35-44 years Male	3	0	1,530612245	0
45-54 years Female	48	7	24,48979592	3,57142857
45-54 years Male	12	1	6,12244898	0,51020408
55-64 years Female	26	5	13,26530612	2,55102041
55-64 years Male	11	6	5,612244898	3,06122449
65 years and older Female	8	1	4,081632653	0,51020408
65 years or older Male	2	0	1,020408163	0

Table 5.1.1 "Have you noticed the presence of advertisements that represent diversity in terms of gender, race, sexual orientation, disability, etc.?"

- 2. On a scale of 1 to 5 (1 being not at all important and 5 being extremely important), how important do you think inclusive representation in advertising is?
 - Perception varies by demographic group, based on an analysis of responses on the importance of inclusive representation in advertising, on a scale of 1 to 5 (1 being not at all important and 5 being extremely important). Overall, it is observed that the majority of participants across all age and gender groups value inclusive representation in advertising, giving it a score of 3 to 5. However, there are some trends evident:
 - Both men and women place more importance on it in the younger age groups (under 24), with a significant proportion of responses of 4 to 5.
 - Responses in the middle age groups (25 to 54 years) are more diverse, but most value the importance of inclusive representation in advertising, with a higher number of responses of 4 to 5.
 - Although most people over 55 still consider inclusive representation in advertising important, with a significant proportion of responses of 3 to 4, scores tend to be slightly lower in the more advanced age groups.
 - Although the majority of people over 55 still consider inclusive representation in advertising important, with a significant proportion of responses from 3 to 4, scores tend to be slightly lower in the older age groups.
 - Although the majority of people 55+ still consider inclusive representation in advertising important, with a significant proportion of responses of 3 to 4, scores tend to be slightly lower in the more advanced age groups.

- These findings suggest that while the importance of inclusive representation in advertising is widely recognized, people's perceptions may vary by age and gender.

On a scale of 1 to 5 (1 being not at all important and 5 being extremely important), how important do you think inclusive representation in advertising is?					
	1	2	3	4	5
Under 18 Female	0	0	0	0	0
Under 18 Male	0	0	0	0	0
18-24 years Female	0	1	5	10	11
18-24 years Male	1	1	5	2	0
25-34 years Female	0	0	2	4	2
25-34 years Male	0	0	1	2	1
35-44 years Female	1	0	3	1	2
35-44 years Male	0	0	1	2	0
45-54 years Female	1	5	8	13	23
45-54 years Male	4	0	4	2	3
55-64 years Female	1	3	7	7	12
55-64 years Male	2	1	3	2	7
65 years and older Female	1	0	3	2	1
65 years or older Male	0	0	1	0	1

Table 5.1.2 “On a scale of 1 to 5 (1 being not at all important and 5 being extremely important), how important do you think inclusive representation in advertising is?”

- 3. Do you think inclusive advertising has a positive impact on society's perception of diversity?
 - The responses to the question of whether inclusive advertising improves society's perception of diversity are revealing. Overall, 73.47% of the people who participated in the survey are of the opinion that this impact is beneficial. It is striking that 10.7% of respondents do not think the question is relevant or did not have the opportunity to previously express their opinion on the matter. This group does not have a clear opinion on the subject. In addition, it has been observed that women have a more favorable perception of inclusive advertising than men, especially in the 18-24 and 45-54 age groups. This indicates that people's perception of inclusive advertising varies by gender and age, which can have a

significant impact on a company's marketing and communication strategies.

Do you think inclusive advertising has a positive impact on society's perception of diversity?						
	YES	NO	I DON'T KNOW	YES (%)	NO(%)	I DON'T KNOW (%)
Under 18 Female	1	0	0	0,510204082	0	0
Under 18 Male	1	1	1	0,510204082	0,510204082	0,510204082
18-24 years Female	22	4	4	11,2244898	2,040816327	2,040816327
18-24 years Male	5	4	1	2,551020408	2,040816327	0,510204082
25-34 years Female	8	1	1	4,081632653	0,510204082	0,510204082
25-34 years Male	4	0	0	2,040816327	0	0
35-44 years Female	7	0	1	3,571428571	0	0,510204082
35-44 years Male	2	0	1	1,020408163	0	0,510204082
45-54 years Female	44	5	6	22,44897959	2,551020408	3,06122449
45-54 years Male	8	3	2	4,081632653	1,530612245	1,020408163
55-64 years Female	24	6	1	12,24489796	3,06122449	0,510204082
55-64 years Male	11	6	0	5,612244898	3,06122449	0
65 years and older Female	5	1	3	2,551020408	0,510204082	1,530612245
65 years or older Male	2	0	0	1,020408163	0	0
TOTAL ANSWERS	144	31	21	73,46938776	15,81632653	10,71428571

Table 5.1.3 "Do you think inclusive advertising has a positive impact on society's perception of diversity?"

- 4. Do you think that advertising can play a role in promoting a more inclusive society?
 - o The percentage of affirmative answers to the question on whether advertising can help create a more inclusive society is higher. Overall, 79.59% of respondents believe that advertising can help create a more inclusive society. However, no significant differences in terms of gender and age have been demonstrated. Therefore, both women aged 18-24 and 45-54 believe that advertising plays an important role in the inclusiveness of society. This finding indicates that most people are aware of the ability of advertising to promote social inclusion, regardless of their gender and age.

Do you think that advertising can play a role in promoting a more inclusive society?						
	YES	NO	I DON'T KNOW	YES (%)	NO(%)	I DON'T KNOW (%)
Under 18 Female	1	0	0	0,510204082	0	0
Under 18 Male	2	0	1	1,020408163	0	0,510204082
18-24 years Female	23	3	4	11,73469388	1,530612245	2,040816327
18-24 years Male	6	3	1	3,06122449	1,530612245	0,510204082
25-34 years Female	9	0	1	4,591836735	0	0,510204082
25-34 years Male	3	1	0	1,530612245	0,510204082	0
35-44 years Female	8	0	0	4,081632653	0	0
35-44 years Male	1	0	2	0,510204082	0	1,020408163
45-54 years Female	53	1	1	27,04081633	0,510204082	0,510204082
45-54 years Male	8	4	1	4,081632653	2,040816327	0,510204082
55-64 years Female	24	4	3	12,24489796	2,040816327	1,530612245
55-64 years Male	13	3	1	6,632653061	1,530612245	0,510204082
65 years and older Female	9	0	0	4,591836735	0	0
65 years or older Male	2	0	0	1,020408163	0	0
TOTAL ANSWERS	162	19	15	82,65306122	9,693877551	7,653061224

Table 5.1.4 “Do you think that advertising can play a role in promoting a more inclusive society?”

- 5. Does diverse representation in advertising affect your decision when choosing products or services?
 - o 64.8% of respondents answered negatively, which shows that diversity in advertising does not affect their decision. In people over 35 years old, this response is stronger. There are no significant differences in this trend by sex or gender. Therefore, when making consumption decisions, both men and women have a similar tendency not to be affected by diversity in advertising. This result indicates that, despite efforts to include diverse representations in advertising, for the majority of the surveyed population it does not appear to be an important factor in making purchasing decisions. This result indicates that, despite efforts to include diverse representations in advertising, for the majority of the population surveyed it does not appear to be an important factor in making purchase decisions. This is especially true for older participants.

Does diverse representation in advertising affect your decision when choosing products or services?				
	YES	NO	YES (%)	NO(%)
Under 18 Female	1	0	0,510204082	0
Under 18 Male	0	3	0	1,530612245
18-24 years Female	14	16	7,142857143	8,163265306
18-24 years Male	3	7	1,530612245	3,571428571
25-34 years Female	4	6	2,040816327	3,06122449
25-34 years Male	2	2	1,020408163	1,020408163
35-44 years Female	3	5	1,530612245	2,551020408
35-44 years Male	1	2	0,510204082	1,020408163
45-54 years Female	16	39	8,163265306	19,89795918
45-54 years Male	2	11	1,020408163	5,612244898
55-64 years Female	11	20	5,612244898	10,20408163
55-64 years Male	7	10	3,571428571	5,102040816
65 years and older Female	4	5	2,040816327	2,551020408
65 years or older Male	1	1	0,510204082	0,510204082
TOTAL ANSWERS	69	127	35,20408163	64,79591837

Table 5.1.5 “Does diverse representation in advertising affect your decision when choosing products or services?”

- 6. Have you changed your purchasing preferences due to inclusive advertising campaigns?
 - o 61.7% of the surveyed population responded negatively, indicating that they have not changed their purchasing preferences due to inclusive advertising campaigns, according to the analysis of responses on whether inclusive advertising campaigns have changed their purchasing preferences. Regardless of age and gender, this response is consistent across most demographic groups. People aged 45 to 54 years have been found to have the highest proportion of negative responses, at 77.3%. No significant differences in this trend are observed by sex or gender overall. These findings indicate that inclusive advertising campaigns do not seem to have a significant impact on the purchase preferences of the majority of the surveyed population, despite their presence.

Have you changed your purchasing preferences due to inclusive advertising campaigns?				
	YES	NO	YES (%)	NO(%)
Under 18 Female	1	0	0,510204082	0
Under 18 Male	0	3	0	1,530612245
18-24 years Female	13	17	6,632653061	8,673469388
18-24 years Male	2	8	1,020408163	4,081632653
25-34 years Female	3	7	1,530612245	3,571428571
25-34 years Male	2	2	1,020408163	1,020408163
35-44 years Female	3	5	1,530612245	2,551020408
35-44 years Male	1	2	0,510204082	1,020408163
45-54 years Female	12	43	6,12244898	21,93877551
45-54 years Male	2	11	1,020408163	5,612244898
55-64 years Female	9	22	4,591836735	11,2244898
55-64 years Male	3	14	1,530612245	7,142857143
65 years and older Female	4	5	2,040816327	2,551020408
65 years or older Male	0	2	0	1,020408163
TOTAL ANSWERS	55	141	28,06122449	71,93877551

Table 5.1.6 “Have you changed your purchasing preferences due to inclusive advertising campaigns?”

- 7. Do you think brands should be responsible for promoting inclusiveness in society?
 - o According to the analysis of the responses, the majority of the population, 77.55%, believes that brands should be responsible for promoting inclusiveness in society. However, in certain demographic groups, there are some gender differences. For example, women show a higher proportion of affirmative responses (86.67%) compared to men in the 18-24 age group. Compared to men, women also show a higher proportion of affirmative responses (81.8%) in the 45-54 age group. These results indicate that, although everyone agrees that brands are responsible for promoting inclusivity, these gender differences in certain demographic groups may be crucial to better understand perceptions and attitudes towards this issue.

Do you think brands should be responsible for promoting inclusiveness in society?				
	YES	NO	YES (%)	NO (%)
Under 18 Female	1	0	0,510204082	0
Under 18 Male	1	2	0,510204082	1,020408163
18-24 years Female	26	4	13,26530612	2,040816327
18-24 years Male	6	4	3,06122449	2,040816327
25-34 years Female	9	1	4,591836735	0,510204082
25-34 years Male	3	1	1,530612245	0,510204082
35-44 years Female	8	0	4,081632653	0
35-44 years Male	2	1	1,020408163	0,510204082
45-54 years Female	45	10	22,95918367	5,102040816
45-54 years Male	7	6	3,571428571	3,06122449
55-64 years Female	23	8	11,73469388	4,081632653
55-64 years Male	10	7	5,102040816	3,571428571
65 years and older Female	8	1	4,081632653	0,510204082
65 years or older Male	1	1	0,510204082	0,510204082
TOTAL ANSWERS	150	46	76,53061224	23,46938776

Table 5.1.7 “Do you think brands should be responsible for promoting inclusiveness in society?”

- 8. Do you think brands should use assistive technologies, such as captions or audio descriptions, in their ads to make them more accessible?
 - o 94.42% of respondents, according to the analysis of responses, believe that brands should use assistive technologies such as subtitles or audio descriptions in their ads to make them more accessible to people with physical disabilities. There are no significant differences in this percentage by gender or age and it is consistent across most demographic groups. These findings indicate that the surveyed population agrees that advertisements should be made more accessible through the use of assistive technologies.

Do you think brands should use assistive technologies, such as subtitles or audio descriptions, in their ads to make them more accessible?				
	YES	NO	YES (%)	NO(%)
Under 18 Female	1	0	0,510204082	0
Under 18 Male	3	0	1,530612245	0
18-24 years Female	29	1	14,79591837	0,510204082
18-24 years Male	9	1	4,591836735	0,510204082
25-34 years Female	10	0	5,102040816	0
25-34 years Male	4	0	2,040816327	0
35-44 years Female	8	0	4,081632653	0
35-44 years Male	3	0	1,530612245	0
45-54 years Female	53	2	27,04081633	1,020408163
45-54 years Male	10	3	5,102040816	1,530612245
55-64 years Female	31	0	15,81632653	0
55-64 years Male	17	0	8,673469388	0
65 years and older Female	8	1	4,081632653	0,510204082
65 years or older Male	2	0	1,020408163	0
TOTAL ANSWERS	188	8	95,91836735	4,081632653

Table 5.1.8 “Do you think brands should use assistive technologies, such as captions or audio descriptions, in their ads to make them more accessible?”

Finally, as general conclusions of the survey results, we could highlight the following. Firstly, the research conducted to answer the question “Is current advertising inclusive and what is its impact on society?” has provided detailed insight into the perception of diversity in advertising and its impact on society. Several important conclusions have been reached through the analysis of a sample of 196 people of various ages and genders. First, it can be observed that 85.79% of the respondents acknowledged having seen advertisements that showed diversity in terms of gender, race, sexual orientation and disability. This finding demonstrates that the importance of inclusive representation in advertising is increasing. Differences were found in the perception of the importance of inclusive representation in advertising based on demographic group. Although the majority of participants rate inclusiveness with scores of 3 to 5 on a scale of 1 to 5, a particular trend is observed among age groups. Younger participants tend to score higher, while older participants tend to score slightly lower. However, they still believe that inclusive representation is important.

The impact that inclusive advertising has on the way society views diversity is also an important issue. 73.47% of respondents believe that inclusive advertising improves the perception of diversity. However, a significant percentage of the participants do not have

a clear opinion on this, indicating that there is room for improvement in the understanding and appreciation of inclusive advertising in society. The majority of respondents (64.8%) claim that diverse representation in advertising does not affect their purchasing decisions, despite their positive perception of inclusive advertising. This finding raises questions about the effectiveness of inclusion in advertising in influencing consumer behavior, particularly in older participants. In addition, it was found that inclusive advertising campaigns helped the majority of respondents maintain their purchase preferences (61.7%). This lack of change in purchase preferences may indicate that inclusive advertising campaigns have not yet succeeded in connecting with customers or affecting their purchase decisions.

However, the majority of people agree (77.55%) that brands are responsible for promoting inclusiveness in society. This demonstrates a widespread belief that brands act as agents of social change and that they are responsible for transmitting and promoting inclusive values in their advertising messages. Finally, the majority of respondents (94.42%) agree that brands should use assistive technologies, such as subtitles or audio descriptions, to make their ads more accessible to people with physical disabilities. The positive attitude towards the inclusion of assistive technologies indicates that the value of accessibility in advertising is recognized.

5.2.ADVVERTISEMENTS

In addition to quantitative research, this study was based on a qualitative analysis of twenty-five advertisements divided into five sections. These ads were evaluated using a scale of 1 to 5 based on several factors, including gender (G), physical stereotypes (PS), age (A), intellectual disability (ID), and physical disability (PD). (tables in appendix). It is important to emphasize that in some cases no value was given to the variables because they were not relevant. For example, in the case of gender, if the ad is aimed only at women, it is understood that only people of that sex appear in the ad. As in the LGTBQ+ group section, if the advertisement does not refer to any type of couples, it is concluded that it is not necessary to show couples of this group either.

The findings from this qualitative analysis provide useful information on how diversity is represented in various advertising sectors:

- Cosmetics: Diversity representation in the cosmetics sector has been a constant topic of debate. The inclusion of men in the target audience remains limited, despite significant progress. The following are the ads analyzed:
 - DOVE "REAL BEAUTY": This ad, launched in 2004, was revolutionary for its focus on women's body diversity. However, given that the protagonists are predominantly young, a common criticism is that there is no representation of older women.
 - MAYBELLINE "COLOR SENSATIONAL": Although the women in the ad were racially diverse, body and age diversity was not highlighted. Inclusion could have been broadened to reflect a wider range of female beauty.
 - RARE BEAUTY "POSITIVE LIGHT TINTED MOISTURIZER BROAD SPECTRUM SPF20": This brand has been noted for being racially inclusive and challenging conventional beauty norms. But it still focuses on younger women and does not include older women.
 - MAC COSMETICS "WHATSYOURTHING": This ad is one of the most inclusive in the market, showing women of all races, ages and physiques. It is also notable for including a man briefly, which represents a step towards the inclusion of men in the cosmetics industry.
 - LANCOME "ADVANCE GENIFIQUE": despite launching in 2015, this ad is limited to white, young women. Racial inclusion and age representation are areas that could be significantly improved.

- Fashion: Although there are still problems with representing body and gender diversity, the fashion industry has shifted towards inclusivity. These are the ads analyzed:
 - SISLEY "THE FASHION JUNKIE": This ad generated controversy because it depicted drug addiction, but also lacked diversity in terms of

- gender, race and age. Its message would have been enhanced if it had included models of a wider variety.
- BALENCIAGA "SPRING COLLECTION 22": Although the brand has demonstrated its commitment to racial and gender inclusion, it continues to focus on models who meet conventional beauty standards. In future campaigns, body and age diversity could be more evident.
 - BENETTON "UNHATE": Benetton has represented a wide range of ages, races and sexual orientations, standing out as the most inclusive ad. However, the lack of representation of people with disabilities needs to be addressed.
 - H&M "LET'S CHANGE" Although H&M has exhibited diversity in terms of age, race, and sexual orientation, the inclusion of different body types, especially plus-size, could improve the representation of body diversity.
 - NEW BALANCE "WE GOT NOW": Although the campaign is inclusive in terms of race and gender, the body and age representation is limited. Inclusion of people of diverse ages and bodies would be a major step towards true inclusivity in fashion.
- Perfumery: Despite some attempts at diverse representation, the perfume industry often perpetuates gender stereotypes and oversexualization. Older people are hardly included, and stereotypical barriers are not broken. I will not give a detailed description of the ads analyzed since they are all equal in terms of inclusiveness.
 - Food and Beverage: This sector shows a general trend towards inclusivity, although gender and racial stereotypes persist in some ads.
 - MINISTRY OF AGRICULTURE "ETG JAMON SERRANO" stands out for its inclusion of people of diverse ages and physiques, however, it has no racial or LGTBIQ+ representation.
 - COCA-COLA "MASTER PIECE" represents a variety of variables, but does not include people with physical or mental disabilities.

- CHOCOLATES VALOR “VALOR Y VOLAR”: shows diversity in terms of gender, age and race, but only depicts heterosexual couples, making it less inclusive.
 - BIMBO "ES QUERER": Despite showing people of diverse ages, it still maintains gender stereotypes by showing mainly women as caregivers and does not show LGBTIQ+ couples.
 - LECHE ASTURIANA "YO BEBO LECHE" is similar to the Ministry of Agriculture's inclusion ad with lacks racial and LGBTIQ+ representation.
- Cleaning products: The cleaning products sector shows signs of improvement in inclusion, despite its history of discrimination.
- ROOMBA "THE CALL": Includes gender, age, stereotypes, and race, but does not represent LGBTIQ+.
 - FAIRI "SUPER MUM": perpetuates gender stereotypes and excludes other groups by featuring only women and associating them with home care and children.
 - RAID "FRIDGE": represents diversity in terms of gender, race, and age, making it a positive example of inclusion in the cleaning products sector.
 - BOSCH "LIKE A BOSCH": highlighted as the most inclusive in the industry, representing a wide range of diversity in terms of gender, age, physique, and sexual orientation.
 - DON LIMPIO: Maintains gender stereotypes and excludes other groups, as does the Fairy ad.

Qualitative analysis of the ads provides a more detailed perspective on diversity representation in advertising by highlighting both progress and areas for improvement in several areas. Despite significant advances in racial and gender inclusion, a lack of representation of disability, LGTBIQ+ and age diversity is found. Despite the gradual decrease in stereotypes, there is still a long way to go to ensure truly diverse representation in all aspects of advertising. These findings complement the findings of the quantitative research and provide a broader understanding of the current state of inclusion in advertising and its impact on society. have made progress toward inclusion,

it is clear that a greater commitment to diversity and equitable representation is needed to promote a more inclusive and thoughtful advertising culture.

5.3 SUMMARY:

Last but not least, the comparative analysis of the theoretical basis, the survey and the study of advertisements shows a remarkable commonality in the understanding of the importance of inclusion in advertising. Both the theories of influence and the survey results emphasize how diverse representation in advertising reflects social reality and can influence public perceptions and attitudes. This alignment emphasizes the importance of more inclusive advertising to reflect the diversity of society and foster greater acceptance and understanding among different groups. In addition, the benefit of inclusive advertising is highlighted, supported by Gerbner's cultivation theory and survey results. Entrenched stereotypes can be challenged by exposure to advertising messages that inclusively represent diverse identities and experiences. This can also foster a more positive and respectful view of diversity. These findings demonstrate that inclusive advertising can not only affect people's perceptions but can also help build fairer and more inclusive societies. In short, the combined analysis of theory and empirical evidence highlights the need to continue moving toward advertising that reflects and celebrates society's diversity.

6. CONCLUSIONS

This study closely examines the path to more inclusive advertising and shows a complex intersection between fundamental theories, empirical data, and societal perceptions. Although most people agree that inclusiveness in advertising is essential to reflect the diversity of society, there is a difference between how this premise can be used in real life and in theory. Theories of advertising influence, such as those of Bernays, Goffman and Gerbner, provide a solid basis for understanding how representation in advertisements affects social perceptions and helps create collective identities. However, the survey findings and analysis of the ads show that the perception of inclusion in advertising differs significantly from reality. The politicization of inclusion in areas such as gender, race and the LGTBQ+ community has generated a negative response in some sectors of society, which is reflected in the critical comments towards inclusion in the survey.

"Without also taking into account that it can reach children, who should not be involved in ideologies of any kind" "You should not force. When you force it, you lose the ultimate goal" "I think a prudent use is fine, but I think many of them are abusing its use in certain areas/groups and I think it is more sales oriented than because they really believe in it" (QUOTE SURVEY)

In addition, the lack of representation of people with disabilities in advertisements shows a significant disparity between inclusive rhetoric and actual advertising practice. According to the report carried out by the Audiovisual Council of Andalusia, people with disabilities are present in 37 of the 4,506 advertisements analyzed, which represents 0.82%. (Audiovisual Council of Andalusia, 2021).

The observation that inclusion and diversity in advertising seem to be more of a political or economic strategy than a real social commitment raises deep reflections on the nature of inclusion in today's society. When inclusion is approached primarily as a means to gain votes or economic benefits, rather than being seen as an intrinsic and fundamental value for equity and social justice, it risks trivializing its importance and reducing it to a mere marketing tool. In fact, what this current approach achieves is that inclusion becomes a mere appearance devoid of meaning and real impact on people's lives.

In this context, it is necessary to reconsider the approach to truly diverse and inclusive advertising. Inclusion in advertising must reflect a true commitment to diversity and equity in society, beyond a mere commercial strategy. This involves not only greater representation of underrepresented groups, such as people with disabilities, but also an advertising narrative that addresses diverse identities and experiences in an authentic and respectful way. Advertising has the potential to be a powerful tool for promoting inclusion and acceptance in society; however, to achieve this, it must reflect a genuine commitment to the values of diversity and equity, beyond political or economic considerations. Only in this way can we move toward a truly inclusive society where everyone is valued, recognized and respected equally.

Reflection on the nature of inclusion and diversity in contemporary society leads us to recognize that these fundamental principles of social justice go beyond mere matters of image or superficial representation. True inclusion and diversity must be values rooted in all aspects of public and private life and permeate social, economic and cultural structures. Because inclusion is a reflection of deeper problems rooted in society as a whole, the problem cannot be addressed through advertising alone. This leads us to question whether the problem is really the result of advertising or whether it is a symptom of deeper, ingrained inequalities in our culture and social structures. It is important to understand that promoting and defending the values of inclusion and diversity is essential in all areas of society, from education and employment to politics and culture. Addressing the problem at its roots requires a collective commitment to challenge and change the power structures and systems of discrimination that keep certain groups excluded and marginalized. To ensure equal opportunities and respect for diversity in all spheres of life, concrete actions are required at the political, economic and cultural levels.

Finally, the future of inclusive advertising must move towards a more genuine and respectful representation of human diversity in all its forms. As society evolves and becomes more aware of the importance of inclusion and equity, advertising is also called to transform to reflect these values in their entirety. One trend we are likely to see is a more focused approach to authenticity and true representation of diversity, rather than simply adopting a superficial approach to meet certain quotas or societal expectations. Advertisers and brands will be more committed to understanding and representing the

experiences and perspectives of a wide range of people, avoiding stereotypes and clichés that may be alienating or inauthentic. The future of inclusive advertising will also depend on technology. Brands will be able to tailor their campaigns to reach diversified audiences more effectively and meaningfully thanks to the advancement of artificial intelligence and the personalization of advertising messages. To ensure that people with disabilities can also access and participate in advertising in an equitable manner, this will include incorporating accessibility tools. In addition, society and consumers will be more aware and responsible in the future for inclusive advertising. Brands that fail to take an inclusive and respectful stance will risk criticism and boycotts from an increasingly diversity- and representation-conscious audience.

Social movements such as Black Lives Matter and Me Too have demonstrated their ability to change society by exposing profound injustices and inequalities. These movements have changed public perception and institutional policies and practices. In this sense, true inclusion and diversity may not be achieved through publicity alone, but also through the influence and constant pressure of social movements that advocate for equity in all walks of life. The fundamental principle of social justice is that true inclusion must go beyond advertising strategies and permeate all facets of society. We will only have made real progress toward a more just and equitable society when inclusion becomes inherent in our way of thinking and acting, without needing to be emphasized as an additional attribute.

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8. APPENDIX

8.1 APPENDIX 1: SURVEY

LUGAR DE RESIDENCIA *

Tu respuesta _____

EDAD *

- Menos de 18 años
- 18-24 años
- 25-34 años
- 35-44 años
- 45-54 años
- 55-64 años
- 65 años o más

GÉNERO *

- Masculino
- Femenino
- No binario
- Prefiero no decirlo

¿Has notado la presencia de anuncios publicitarios que representan la diversidad * en términos de género, raza, orientación sexual, discapacidad, etc.?

- Sí
- No

En una escala del 1 al 5 (1 siendo nada importante y 5 siendo extremadamente importante), ¿cuán importante crees que es la representación inclusiva en la publicidad? *

- 1 2 3 4 5
-

¿Crees que la publicidad inclusiva tiene un impacto positivo en la percepción de la sociedad hacia la diversidad? *

- Sí
- No
- No se

¿Consideras que la publicidad puede desempeñar un papel en la promoción de una sociedad más inclusiva? *

- Sí
- No
- No se

¿La representación diversa en la publicidad afecta tu decisión al elegir productos o servicios? *

- Sí
- No

¿Has cambiado tus preferencias de compra debido a campañas publicitarias inclusivas? *

- Sí
- No

¿Puedes mencionar algunas marcas que consideres inclusivas en sus campañas publicitarias? *

Tu respuesta _____

¿Crees que las marcas deben ser responsables de promover la inclusividad en la sociedad? *

- Sí
- No

¿Crees que las marcas deberían utilizar tecnologías de asistencia, como subtítulos o descripciones de audio, en sus anuncios para hacerlos más accesibles? *

- Sí
- No

¿Consideras que la publicidad debería incluir elementos que faciliten la comprensión para personas sordas o con discapacidades auditivas? *

- Sí
- No

¿Tienes alguna opinión adicional sobre la inclusividad en la publicidad y su relación con la inclusión social?

Tu respuesta _____

8.3 APPENDIX 3: LINKS ADVERTISEMENTS

- DOVE: <https://www.youtube.com/watch?v=wpM499XhMJQ>
- BALENCIAGA: <https://www.youtube.com/watch?v=H5zSHFBjohE>
- H&M <https://www.youtube.com/watch?v=gFQmapcvglS>
- BENETTON: https://www.youtube.com/watch?v=iV_JkYGJ8Eo
- NEW BALANCE: <https://www.youtube.com/watch?v=q9kpLmjBly0>
- OLD SPICE: <https://www.youtube.com/watch?v=uLTiowBF0kE>
- ADOLFO DOMINGUEZ: <https://www.youtube.com/watch?v=Ew1Kyxxhey8>
- PACO RABANNE: <https://www.youtube.com/watch?v=i81-Y1eS3kM>
- ANTONIO BANDERAS: <https://www.youtube.com/watch?v=ctPu9VHiFKk>
- VALENTINO: <https://www.youtube.com/watch?v=qDtH0Au976s>
- MAYBELLIN: <https://www.youtube.com/watch?v=eTc99K-ZNT0>
- RARE BEAUTY: https://www.youtube.com/watch?v=6KZPR_Mm6T0
- MAC COSMETICS: <https://www.youtube.com/watch?v=546jjH5vbBc>
- LANCOME: <https://www.youtube.com/watch?v=njKEZgRNo1I>
- ROOMBA: <https://www.youtube.com/watch?v=Wmu1DINW4vY>
- FAIRY: <https://www.youtube.com/watch?v=ZcPXjRUzPRI>
- DON LIMPIO: https://www.youtube.com/watch?v=CS1_dz_V4F0
- BOSCH: <https://www.youtube.com/watch?v=aajfjTckrsg>
- MINISTERIO DE AGRICULTURA:
<https://www.youtube.com/watch?v=XkHcSoHhNUw>
- COCA-COLA: <https://www.youtube.com/watch?v=VGa1imApfdg>
- BIMBO: <https://www.youtube.com/watch?v=q2Dn1HN0MMA>
- CHOCOLATES VALOR:
https://www.youtube.com/watch?v=7RG5YgLN_8o
- LECHE ASTURIANA: <https://www.youtube.com/watch?v=nz-teaiHoEk>

8.4 APPENDIX 4: ADVERTISEMENTS ANALYSIS

Basic information about the advertisement				Each section will be assigned with a number from 1 (min) to 5 (max) according to how much inclusion is represented in the advertisements								From 1 (min) to 5 (max) how inclusive is the advertisement to those people	
TYPE	YEAR	TITLE	TARGET AUDIENCE	G	LGBTQ+	PS	R	A	ID	PD	ID	PD	
FASHION	2007	SISLEY "The Fashion Jankie"	YOUNG WOMAN			0	0		0	0	0	0	
FASHION	2022	BALENCIAGA "Spring 22 Campaign"	MAN AND WOMAN	5		0	3	0	0	0	0	0	
FASHION	2019	BENETTON "Unhate"	ALL AUDIENCE	5	5	5	5	5	0	0	0	0	
FASHION	2021	H&M "Let's change. In every detail"	WOMAN		5	3	5	5	0	0	5	5	
FASHION	2024	NEW BALANCE "WE GOT NOW"	MAN AND WOMAN	5	0	0	5	0	0	0	0	0	

Basic information about the advertisement				Each section will be assigned with a number from 1 (min) to 5 (max) according to how much inclusion is represented in the advertisements								From 1 (min) to 5 (max) how inclusive is the advertisement to those people	
TYPE	YEAR	TITLE	TARGET AUDIENCE	G	LGBTQ+	PS	R	A	ID	PD	ID	PD	
COSMETICS	2004	DOVE "Real Beauty"	ALL AUDIENCE			5	3	0	0	0	0	0	
COSMETICS	2009	MAYBELLIN "Color Sensational"	WOMAN ALL AGES			0	3	0	0	0	0	0	
COSMETICS	2020	RARE BEAUTY "Positive Light Tinted Moisturizer Broad Spectrum SPF 20"	WOMAN ALL AGES			5	5	0	0	0	0	0	
COSMETICS	2023	MAC Cosmetics "WhatsYourThing"	WOMAN ALL AGES			5	4	5	0	0	0	0	
COSMETICS	2015	LANCOME "Advance Genifique"	WOMAN MIDDLE AGE			0	0	2	0	0	0	0	

Basic information about the advertisement				Each section will be assigned with a number from 1 (min) to 5 (max) according to how much inclusion is represented in the advertisements								From 1 (min) to 5 (max) how inclusive is the advertisement to those people	
TYPE	YEAR	TITLE	TARGET AUDIENCE	G	LGBTQ+	PS	R	A	ID	PD	ID	PD	
CLEANING PRODUCTS	2022-2023	ROOMBA "La llamada"	ALL AUDIENCE (EXCEPT CHILDREN)	4	0	4	4	4	0	0	0	0	
CLEANING PRODUCTS	2020	FAYRI "Super Mum"	ALL AUDIENCE (EXCEPT CHILDREN)	0	0	3	0	2	0	0	3	3	
CLEANING PRODUCTS	2015	RAID "Fridge"	ALL AUDIENCE (EXCEPT CHILDREN)	5	0	4	3	3	0	0	3	3	
CLEANING PRODUCTS	2023	BOSCH "Like a Bosch"	ALL AUDIENCE (EXCEPT CHILDREN)	5	5	4	3	5	0	0	3	3	
CLEANING PRODUCTS	2010	Don Limpio	ALL AUDIENCE (EXCEPT CHILDREN)	3	0	3	0	3	0	0	3	3	

Basic information about the advertisement				Each section will be assigned with a number from 1 (min) to 5 (max) according to how much inclusion is represented in the advertisements							From 1 (min) to 5 (max) how inclusive is the advertisement to those people	
TYPE	YEAR	TITLE	TARGET AUDIENCE	G	LGBTQ+	PS	R	A	ID	PD	ID	PD
PERFUME	2010	OLD SPICE	MAN		0	0	3	0	0	0	0	0
PERFUME	2014	ADOLFO DOMINGUEZ AGUA DE ROSAS	WOMAN		0	0	0	0	0	0	0	0
PERFUME	2012	PACO RABANNE "Lady Million"	WOMAN	0 (sexualizati on woman)	0	5	5	0	0	0	0	0
PERFUME	2017	ANTONIO BANDERAS	YOUNG MAN		5	0	0	0	0	0	0	0
PERFUME	2020	VALENTINO "Born in Roma"	MAN AND WOMAN	4	0	0	4	0	0	0	0	0

Basic information about the advertisement				Each section will be assigned with a number from 1 (min) to 5 (max) according to how much inclusion is represented in the advertisements							From 1 (min) to 5 (max) how inclusive is the advertisement to those people	
TYPE	YEAR	TITLE	TARGET AUDIENCE	G	LGBTQ+	PS	R	A	ID	PD	ID	PD
FOOD AND DRINKS	2015	MINISTERIO AGRICULTURA "ETG Jamon Serrano"	ALL AUDIENCE	5	0	5	0	5	0	0	5	5
FOOD AND DRINKS	2023	COCA-COLA "Master Piece"	ALL AUDIENCE	5	5	3	5	3	0	0	0	0
FOOD AND DRINKS	2022	CHOCOLATE VALOR "Volar Tradicionales"	ADULTS	5	0	5	5	5	0	0	4	4
FOOD AND DRINKS	2024	BIMBO - "Es querer"	ALL AUDIENCE	0 (Woman just mom)	0	4	4	5	0	0	5	5
FOOD AND DRINKS	2023	LECHE ASTURIANA "Yo bebo Leche"	ALL AUDIENCE	5	0	5	0	5	0	0	5	5