

# Facebook Releases New Report on the Benefits of Gender-Positive Messaging

Posted by [Derek A. Lackey, Editor](#) / August 05, 2017

Im not sure how I feel about Facebooks latestIQ Insights reportinto the benefits of gender equity-based messages for brands.

Titled How Gender-Positive Ads Pay-Off, the report incorporates the results of a survey of more than 1,500 people in the US, with researchers finding that people responded 8-10% more positively to brands that engaged in gender-positive advertising, among other things.



Which is a powerful message for sure, it clearly underlines the importance of promoting equality. But should that be for marketing purposes? Should you need such measures to pay-off as inferred in the report title?

Its safe to assume that Facebooks message is not necessarily to promote equality as a means to boost your brand messaging, but more as a matter of principle youre unlikely to see backlash from consumers for doing so. But even so, shouldnt this just be a given? Its not really like a preference, like saying you like dogs or cats more - equality is something makes common, human sense. Yes, you should be looking to engage in gender-positive advertising, but more operatively, you should absolutely not be creating sexist ads.

In the further notes from the report, Facebook better illustrates its point



This is a more operative point, that moving away from gender stereotypes of times past should be encouraged, but still, the implication that you should consider using the issue as a vehicle for promotion in itself feels a little off.

Nevertheless, the full report does underline some important themes and notes on equality, which Facebook closes out with this statement:  
Marketing doesn't just reflect culture...

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