



SEEHER

DRIVING IMPACT: A BEST PRACTICE GUIDE FOR REPRESENTING WOMEN IN HEALTH AND WELLNESS MARKETING



Introduction



WOMEN: A Powerful Force in Consumer Spending and Healthcare

Did you know? Women drive over **\$30 trillion** in annual consumer spending and influence a staggering **85%** of all such decisions. They're also the key decision-makers in **80%** of healthcare choices. Yet, many brands, especially in healthcare, fail to truly connect with them. Research shows that over **50%** of women crave more realistic portrayals of themselves in advertising.



SEEHER: Partnering for Authentic Representation

SeeHer collaborates with leading marketers to build brands that depict women accurately, that speak to them authentically, and that recognize the complexity of their lives. These brands understand that “she” is multifaceted and empower her to make informed health decisions.

We know health is deeply personal. How we connect with and support women in their health and wellness journeys is crucial for brand success and overall healthcare improvement. By encouraging brands to represent women authentically and support their healthcare choices, we empower women to be healthier, leading to a healthier community and a stronger economy. When brands get it right, they see a whopping **500%** increase in spending!



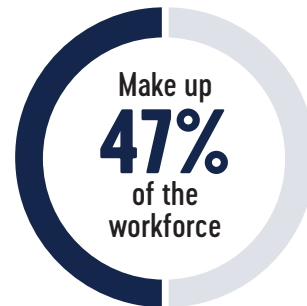
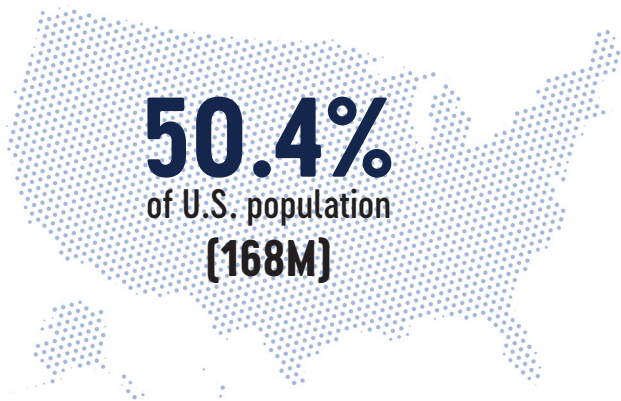
UNLOCKING SUCCESS: About the Best Practices Guide

After many conversations with SeeHer members, it was clear there is a need for a best practice guide for engaging with and representing women in healthcare advertising. This guide showcases processes, prompts, and principles used by our SeeHer members to connect with women throughout their health journeys, encompassing prevention, wellness, and chronic disease management.

Economic Power of Women

→ Women Are the Primary Power Behind Purchase Decisions and Brand Choice

WOMEN IN THE U.S. KEY FACTS



\$10T

IN BUYING POWER

66%

OF PERSONAL WEALTH IN
THE U.S. IS CONTROLLED
BY WOMEN

85%

OF PURCHASE DECISIONS
ARE MADE BY WOMEN



of products that typically
are marketed to men *are
purchased by women*

WOMEN ARE MAJORITY OF MOST MAJOR PURCHASE DECISIONS



Women Own
40%
of all private
business

Accurate Portrayal of Women = Business Growth



THE ACCURATE PORTRAYAL OF WOMEN IS IMPORTANT TO ECONOMY, BUSINESS COMMUNITY, AND WOMEN

Despite the clear purchasing power of women, most women do not see the progress that is needed to effect change in improving how they are portrayed in media and advertising:

ONLY
30%

of American consumers say that media has made a lot of progress in the past 10 years to represent women **(-10 pts vs. 2021)**

SIMILARLY

ONLY
1/3

of Pharmacy and Healthcare advertising have made a lot of progress to accurately represent women

AND

ONLY
16%

of women say media portrays them accurately all the time **(-9 pts vs. 2021)**

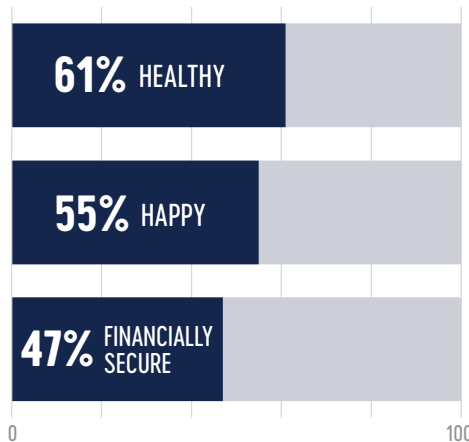
Women's Health in the U.S.

KEY FACTS:

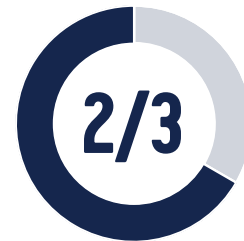
 **80%** OF *ALL* HEALTHCARE DECISIONS ARE MADE BY WOMEN



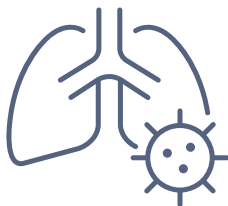
BEING HEALTHY IS THE TOP ASPIRATION OF WOMEN



Women are **50%** more likely to die within the year following a heart attack than men



of Americans with Alzheimer's disease are women



NON-SMOKING WOMEN ARE **MORE THAN 2X** AS LIKELY TO GET LUNG CANCER AS NON-SMOKING MEN



Women are **80%** of autoimmune disease patients



many women as men suffer from depression in the U.S.

WOMEN ARE EXPECTED TO SPEND **25%** MORE TIME IN POOR HEALTH COMPARED TO MEN. THAT ADDS UP TO **75 MILLION YEARS** OF LIFE LOST DUE TO POOR HEALTH OR EARLY DEATH EACH YEAR*

*According to a recent report by the McKinsey Health Institute
Sources: GWI (Global Web Index), 4Q'21 Waves, <https://www.innerbody.com/womens-mental-health-facts-and-statistics>

Immediate Ways to Support Women's Health

→ Empowering Women's Health: A Trillion-Dollar Opportunity



Studies show that investing in women's health can add a staggering **\$1 trillion** to the global economy.

Research suggests a clear link between increased health autonomy and improved well-being for women. So, the question arises: how can marketers contribute to this crucial endeavour?

The answer lies in a powerful shift: moving towards a more realistic, holistic, and authentic approach to healthcare marketing for women and critically evaluating your healthcare communication strategies.

Ask Yourself:

- Are you truly reflecting the needs and desires of the women you aim to reach?
- Do you speak to women where they are in their healthcare journey?
- Can you translate what women want into what your brand is saying?
- How can your messaging be more relevant and accurate?

By prioritizing these questions, marketers can play a vital role in empowering women to make informed health decisions, and ultimately contribute to a healthier, more prosperous world.

Consumers respond positively to brands that accurately represent women in advertising.

ACCURATELY REPRESENTING WOMEN
IN ADVERTISING RESULTS IN
10X
INCREASE IN SALES LIFT

HIGH GEM® SCORING
DRUG AND REMEDY ADS GARNER A

+43%
INCREASE IN
BRAND REPUTATION

+22%
INCREASE IN
PURCHASE INTENT

HIGH GEM® SCORING
PERSONAL CARE ADS GARNER A

+44%
INCREASE IN
BRAND REPUTATION

+46%
INCREASE IN
PURCHASE INTENT

HOW SEEHER CAN HELP

SeeHer's GEM® testing will help advertisers ensure health communications include the necessary nuances while eliminating gender bias from the representation and portrayals of women.

Reframing How to Authentically Represent Women

WOMEN EXPERIENCE MULTIPLE CONDITIONS SIMULTANEOUSLY THROUGHOUT THEIR LIFE STAGES

Top utilized female-dominant conditions by age range



15-24

- Acne
- Contraception
- IUD/UTI
- Menstruation
- Migraine
- Mood Disorders
- Vaginitis



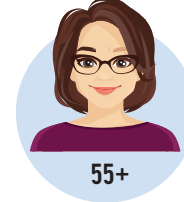
25-39

- Contraception
- IUD/UTI
- Menstrual disorders
- Mood Disorders
- Nutritional deficiency
- Pregnancy
- Skin Conditions



40-54

- Asthma
- IUD/UTI
- Mood Disorders
- Nutritional deficiency
- Perimenopause/
Menopause
- Skin Conditions
- Thyroid



55+

- Fractures
- Menopause
- Mood Disorders
- Nutritional deficiency
- Osteoporosis/
orthopedic conditions
- Thyroid
- UTI

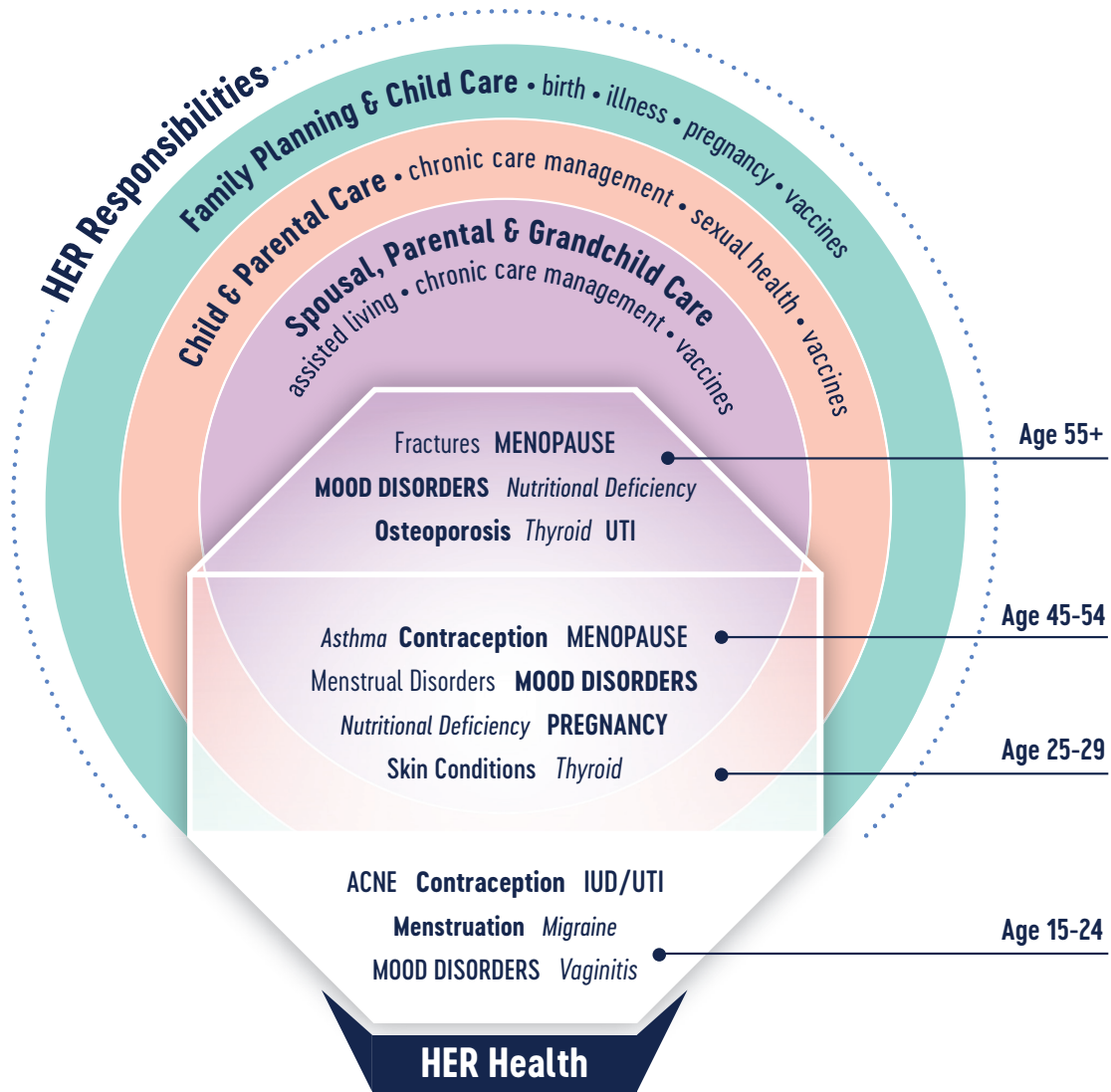
	Teen/Puberty	Young Adult	New Mom	Mom of Teens	Empty Nesters
Baby Care			●————●		
Beauty	●————●				●
Family Planning		●————●			
Feminine Health	●————●			●	
Incontinence					●————●
Menopause				●————●	●
Mental Health	●————●				●
Nutrition	●————●				●
Sexual Health	●————●				●
Skincare	●————●				●

The Healthcare Journey for Women Is Nonlinear and Complex

From menstruation to menopause, contraception to motherhood, chronic disease management to caregiver management — her mind, body and spirit are consistently managing more.

As you think about how you speak with her, remember: The more you can do to support her broader healthcare experiences the more your brand will deepen engagement with her.

HER MENTAL AND PHYSICAL HEALTH REALITY



- Women need a broad range of products and services to support her whole self regardless what traditional age demographics have historically set forth

- Average female care represents **56%** of overall medical spend; **69%** during years 25-39

- Female care utilization represents **60%** of total claims; **49%** higher than male utilization

Rethinking HOW to Authentically Represent WOMEN in Healthcare Advertising

As you start to think about your marketing strategy, ask yourself how your brand can place an emphasis on HER so that your content and creative empowers her to make informed healthcare decisions.



BEST PRACTICES MARKETING TO WOMEN	BEST PRACTICES HEALTHCARE MARKETING TO WOMEN
<p>Break free from clichés: Ditch the damsel in distress, the superwoman, or the nagging wife tropes.</p>	<ul style="list-style-type: none"> • Think about how her visible and non visible health conditions impact her life and not just depict her needing to get better for the betterment of others.
<p>Represent her as a self-empowered, intersectional person, with diverse motivations, needs, and experiences: Don't fall into the trap of showing only a narrow definition of health and wellness</p>	<ul style="list-style-type: none"> • Consider her holistic well-being: Integrate her overall well-being into your approach. • Acknowledge her multifaceted life: Recognize the multifaceted nature of her life when developing healthcare messaging. • Are you over-indexing on exceptionalism versus realism in how you are portraying women's health needs?
<p>Focus on her agency</p>	<ul style="list-style-type: none"> • Emphasize her decision-making power: Empower her choices in healthcare. • Highlight her self-advocacy: Encourage her to be her own healthcare advocate. • Focus on her ability to act: Support her in taking control of her health.
<p>Get real: Create storylines that reflect the complexities of women's lives. Show them juggling careers, caregiving, and personal aspirations.</p>	<ul style="list-style-type: none"> • Healthcare marketing needs to bravely embrace traditionally taboo content. Show women's mental health more authentically, weight more realistically, and reproductive health more inclusively. • Hyper-target and message to LGBTQ+, neurodiverse, disabled and women of size
<p>Women behind the camera: Increase female representation in creative teams: directors, writers, casting directors, etc.</p>	<ul style="list-style-type: none"> • Ensure that women's healthcare needs and challenges are clearly understood by all the people creating and bringing the content to life.

Rethinking the Creative Development Process



Whatever type of creative asset you're producing, here are some considerations to make sure your creative authentically represents her, is empowering to her healthcare decision-making, and demonstrates an understanding of the complex healthcare continuum she is living within.

PRE-PRODUCTION

In pre-production, consider things like storyline, setting, casting, roles, and character development. From the start, ask yourself if you have:

- Develop female characters that are in leadership or influential positions.
- Make sure you do research and have a clear understanding of your consumer/patient so in this stage you are developing suitable methods and materials to communicate.
- Is the character represented beyond a mother, caregiver, or chief family health officers and reflective of her/she/them as multi-dimensional or an intersectional identity?
- Bringing to life the nuanced truth of people's experiences rather than building a story based on perceived stereotypes.
- Question every single creative detail – including things like music, clothing, and environment – to avoid reinforcing stereotypes.
- Settings should clearly reflect true lived experiences.
- Stay clear of clichés.
- Make your casting parameters clear to your partners and include product benefits as well as side effects that will lead to authentic representation.
- Consider the production team and ensure female representation.

PRODUCTION

During production, pay close attention to clothing, culture, hair, makeup, language, voiceover, photography, video, and product portrayal.

When you move to the production phase, be mindful that one poor creative decision has the power to undo all your great work during pre-production.

- Cast female characters that are truly representative of your consumers (race, ethnicity, ability, etc.).
- Be aware of the nuances in a person's appearance, like clothing, hair, and make-up. These details can add authenticity but can also risk perpetuating stereotypes.
- Ensure that the characters appear authentic and multi-dimensional.
- Consider women as voiceover talent.
- Consider using custom photography, as it can be difficult to achieve authenticity when you're looking for stock photos.
- When you're developing a character, bear in mind that it's impossible for a single character to universally represent all women, so instead try to depict a unique, individual personality.



Rethinking the Creative Development Process



POST-PRODUCTION

In the world of content, post-production is just as crucial as creative. Sound design, coloring, editing, and graphics are all areas where these nuances can either make or break your message.

- Work with partners that can help make sure the final product genuinely resonates and connects with your audience.
- When making video editing decisions, are you giving female characters enough screen time, or are you keeping them out of the most important scenes in your video?
- Do female characters have meaningful, spoken roles?
- When you're selecting music to accompany your photos and creative, consider using female artists.
- Seek out critical and constructive feedback of the work that you can act on.
- Testing your work before and after it goes out into the world should be a continuous process, from start to end. Refine the work as necessary.
- Make sure the content you produce is in a format that is accessible based on ability, disability, or the health condition you are addressing.

Key Questions

- Is my creative and production team representative of my audience?
- Is my content empowering and representative?
- Will she feel heard, seen, educated?
- Have I measured the right data indicators?
- Have I represented her throughout the creative development and production process?
- Have I thought about media purchase from her perspective?
- Have I taken into account her non-linear health experience?

Measuring and Monitoring

RETHINKING MEASURING AND MONITORING

Even with the best intentions and due diligence to ensure women have been accurately represented in your advertising campaigns and your marketing, understanding where and how women are interacting with your content, measuring its impact, and adjusting creative and messaging based on pre-and/or in-market testing will be imperative to successfully engaging and connecting with women.

A great starting point is the utilization of SeeHer's GEM® Suite of Tools and Creative Best Practices.

What is the Gender Equality Measure (GEM®)?

- GEM® is the global gold standard for gender equality measurement.
- It is the first data-based methodology and the only measurement of its kind to quantify gender bias in advertising and content.



- ESOMAR Award Winner for ad effectiveness measurement
- Largest global database of ads tested: **300K+**, with **73K** in global markets
- Creative testing in 14 countries representing **90%** of global ad spending
- Brand health and sales correlations across gender, race/ethnicity and language
 - ▶ High GEM® scoring ads has been correlated to double digit lifts in brand reputation, brand choice, purchase intent, calls to action and brand loyalty
 - ▶ High GEM® scoring ads have also been correlated to **2-5X** increases in sales
- **8 years** of Global Multiplatform Normative Data and Benchmarks

What Does It Evaluate?

GEM® evaluates gender equity in content and advertising for any platform, based on four dimensions asked of a nationally representative consumer panel of men and women.

Agreement with the following is asked:

- I think highly of the way women are **PRESENTED**.
- Women are presented in a **RESPECTFUL** manner.
- It is **INAPPROPRIATE** how women are featured.
- Women are presented in a manner where they can be seen as good **ROLE MODELS** for other women and young girls.

How Is It Calculated?

- Consumer responses are indexed to ads of the same format, platform, and market within the GEM® database to produce an overall GEM® score, and scores/indices by each of the GEM® pillars (Presented, Respectful, Appropriate, and Role Model).
- GEM® scores are provided by respondent gender, age, and race and ethnicity.

Measuring and Monitoring

GEM® CREATIVE BEST PRACTICES

Embed GEM® insights into your marketing strategy by understanding the GEM® predictive drivers and creative best practices. Show how your brand can emphasize that your content and creative empower her to make informed healthcare decisions.



GEM® CREATIVE BEST PRACTICES MARKETING TO WOMEN	BEST PRACTICES IN HEALTHCARE MARKETING TO WOMEN
<p>Representation: Be intentional about representing women across all intersectionalities, including gender expression, race, ethnicity, body type, age, sexual orientation, and religion.</p>	<ul style="list-style-type: none"> • Think about how her health condition impacts her life and not just about how getting better is better for others. • Don't fall into the trap of showing only a narrow definition of health and wellness.
<p>Male/Female Equity: Consider equity in creative and programming that includes both male and female characters. Men are often unconsciously given a greater weight in consumers' minds. Think through speaking time, screen time, and the roles of each character. In line with messaging and targeting goals, represent female characters as self-empowered and intersectional, with diverse motivations, needs, and experiences.</p>	<ul style="list-style-type: none"> • Consider her holistic well-being: Integrate her overall well-being into your approach. • Acknowledge her multifaceted life: Recognize the multifaceted nature of her life when developing healthcare messaging. • Are you over-indexing on exceptionalism versus realism in how you are portraying women's health needs?
<p>Portrayal: Create storylines that reflect the complexities of women's lives. Show them juggling careers and caregiving, pursuing their own passions and personal aspirations. Underlying the narrative should be a focus on women having agency over their own lives and being multidimensional.</p>	<ul style="list-style-type: none"> • Emphasize her decision-making power: Empower her choices in healthcare. • Highlight her self-advocacy: Encourage her to be her own healthcare advocate. • Focus on her ability to act: Support her in taking control of her health.
<p>Women behind the camera: Increase female representation in creative teams: directors, writers, casting directors, etc.</p>	<ul style="list-style-type: none"> • Healthcare marketing needs to bravely embrace traditionally taboo content. Show women's mental health more authentically, weight more realistically, and reproductive health more inclusively. • Hyper-target and message to LGBTQ+, neurodiverse, disabled and women of size • Ensure that women's healthcare needs and challenges are clearly understood by all the people creating and bringing the content to life.

Representing Her in Healthcare Advertising



At SeeHer, we promote “if you can see her, you can be her,” which is why we believe that as leaders in the authentic representation of women in marketing, media, and advertising, our best practice guide is foundational for all health and wellness advertising. This guide showcases processes, prompts, and principles used by our industry-leading partners to connect with women throughout their health journeys, encompassing prevention, wellness, and chronic disease management.

It’s time to move beyond stereotypes. Women are a powerful and diverse audience with unique motivations, needs, and experiences. Let’s celebrate their whole selves, not just their roles as caregivers. Let’s understand what truly drives and inspires them.

By humanizing their narratives and focusing on mindsets, we can break free from outdated ideas that tie women’s worth to their nurturing abilities. Real women’s voices should be at the heart of our communication strategies.

Let’s target women inclusively, across all social contexts. Demographics and diagnoses are just one piece of the puzzle. We should focus on messaging that resonates with mindsets and motivations.

Tools like GEM® can help ensure our creative accurately reflects the richness and complexity of women’s lives.



SEEHER Resources



GEM® NORMS:

- **Drugs and Remedies: 102 index**
- **Personal Care/Beauty: 112 index**

Source: Advertising Benchmark Index, SeeHer, GEM® Category Benchmarks, 2022 and 2023

RESONANT PORTRAYALS & STORYTELLING: SEEHER WRITE HER RIGHT GUIDES

- ▶ **Women's Guide** - <https://www.seeher.com/wp-content/uploads/2020/12/SeeHer-WriteHerRight-V2.pdf>
- ▶ **API Women's Guide** - <https://www.seeher.com/wp-content/uploads/2022/12/WriteHerRight-API-Guide.pdf>
- ▶ **Black Women's Guide** - <https://www.seeher.com/wp-content/uploads/2021/03/WriteHerRight-FINAL-PDF.pdf>
- ▶ **Latina's Guide** - <https://www.seeher.com/wp-content/uploads/2021/10/WriteHerRight-Latina-Storytelling-Guide.pdf>

PREDICTIVE THEMES & DRIVERS:

- ▶ <https://www.seeher.com/wp-content/uploads/2022/11/Strive-For-More-White-Paper-2022-final.pdf>

RESEARCH PARTNERS:

- ▶ ABX
- ▶ Circana
- ▶ Ipsos

SEEHER

SeeHer's Gender Equality Measurement (GEM®) and the Suite of Trainings, Tools, and Thought Leadership are consistently evolving to provide members with timely, actionable insights to help grow business through accurate representation and authentic portrayal of women and girls in all content. Research needs are identified in collaboration with the SeeHer Team, SeeHer's member community, and the broader industry. For more information or to discuss future research needs, interested parties can reach out to Christine Guilfoyle, President of SeeHer, at cguilfoyle@ana.net.

Collaborators



MARY CASPERSON

Mary Casperson is a data-obsessed marketing, brand, and strategy executive, and recipient of the 2022 CVS Health CEO Award. She has led strategic marketing efforts for the CVS Health & Wellness front store business, building brand marketing platforms, driving awareness, growth, and brand loyalty, while identifying ways to integrate within the broader enterprise. Mary led the development of a Women's Health platform, #HereforHer, focusing on breaking down barriers related to women's health, ultimately winning numerous awards, including a Bronze Effie and two David Ogilvy Awards.

Prior to joining CVS Health, Mary led consumer and brand marketing strategies at Epsilon-Catapult Marketing, The Mars Agency, Georgia-Pacific, and OfficeMax. Mary holds a Master of Science in Integrated Marketing Communication studies from Northwestern University.



BRAD SANTELER

Brad Santeler is the Sr. Director of Marketing Management, Corporate Marketing at Abbott. In his role, Brad oversees paid media for the Abbott brand as well as develops and leads various enterprise-wide initiatives (e.g., Responsible Marketing, Brand Safety, Creative Effectiveness) to help build marketing best practices.



CASSANDRA SINCLAIR

Cassandra is a transformative force in health and wellness marketing and communications, internationally recognised for orchestrating remarkable growth for both brands and businesses of global healthcare clients and their advertising agencies. Renowned for her strategic acumen and profound understanding of the ever-evolving complexities of the healthcare landscape worldwide, Cassandra specializes in cultivating and leading teams who craft powerful, scientifically driven, culturally relevant marketing campaigns that motivate and change behaviors to productively impact the pathway of innovative products to improve patient lives.

Passionate about appreciating differences and disparities within demographics, subcultures and therapeutic categories, Cassandra understands how essential that is to ultimately ensure creative healthcare communications are accurate, compelling and competent. Groundbreaking initiatives demonstrating that include the widely acclaimed, multi-award winning "The Most Beautiful Sound" campaign (Cannes, Clio, NY Festivals, D&AD, London International, ANDY) partnering with Harvard to pioneer capturing the sound of cancer dying to inspire positive patient outcomes. Cassandra is also proud of her co-authorship of the consequential "Health on Her Terms" SeeHer Report revealing compelling new research evidencing clear and actionable gaps and opportunities in marketing to women.