



A MEDIA LANDSCAPE FOR EVERYONE

Tiernan O Moráin,
Diageo



**Did you feel
represented?**



37%

Don't feel advertising represents the diversity in Irish Society

WFA launches Guide to Progressive Gender Portrayals in Advertising

In my nervousness for this speech and my moments of doubt, I've told myself firmly,

‘If not me, who? If not now, when?’



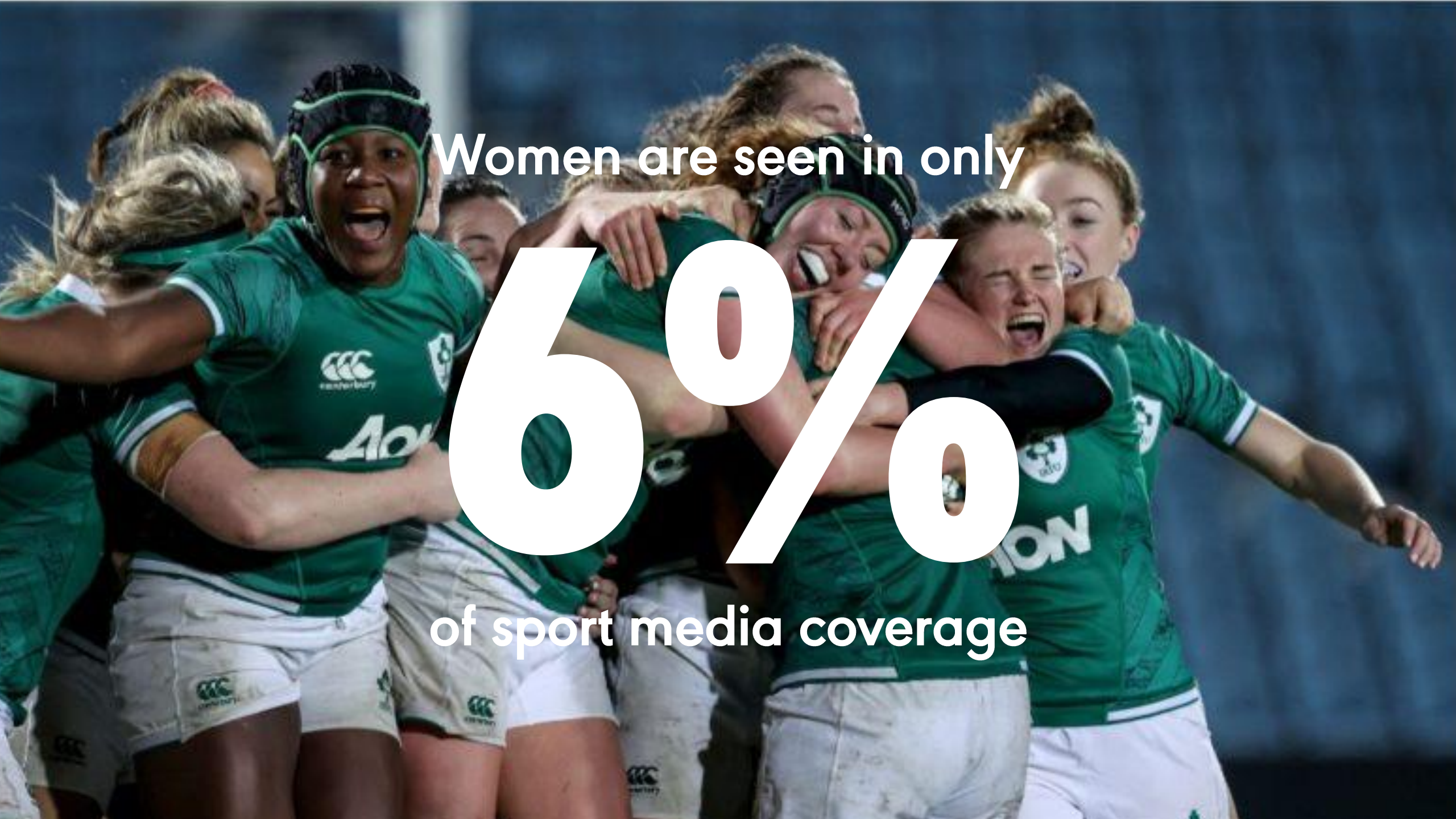
Diageo Presents Making Gender Equal Advertising a Reality

Unstereotype Alliance and WFA call on the ad industry to fight racism and inequality

ET CREATIVE EQUALS
**CREATIVE COMEBACK
MUMBAI**
March 2022



GUINNESS

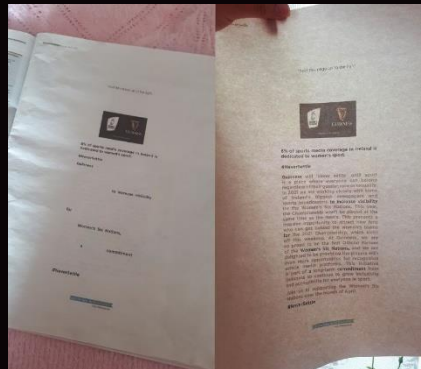


Women are seen in only

60%

of sport media coverage

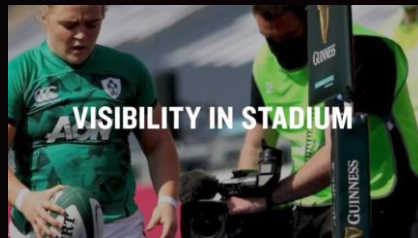
CHANGE THE NARRATIVE



**DISRUPTIVE
ADVERTISING**

AMBASSADORS

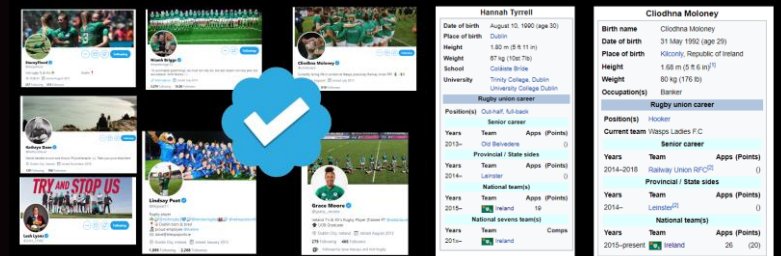
MEDIA RELATIONS
74 pieces of coverage



IN STADIUM



CRM



**TWITTER
& WIKI**

Our big learning?

**JUST GET
STARTED**



SINGLETON
STORIES

Prod. SINGLETON STORIES		
Roll	Scene	Take
10	6	1
Director NMM		
Camera K.D.		
1/021	Day	Sync



1. IDENTIFY KEY SPACES IN ORDER TO SUPPORT D&I IN IRELAND



Inclusivity & Equality in Sport

LGBTQ+ Communities

Supporting Accessibility & Disability

Modern Irish Sociability

2. PARTNER WITH MEDIA OWNERS THAT DEMONSTRATE PROGRESSIVE VALUES

Progressive Publishers & Partners

gen

Ireland's 2021 LGBTQ+ sporting highlights

From gold medals in Tokyo to record-breaking wins in Tallaght Stadium, this year has certainly seen Irish athletes triumph.

SPORT & FITNESS | 21 DECEMBER, 2021. WRITTEN BY ALICE LINEHAN.

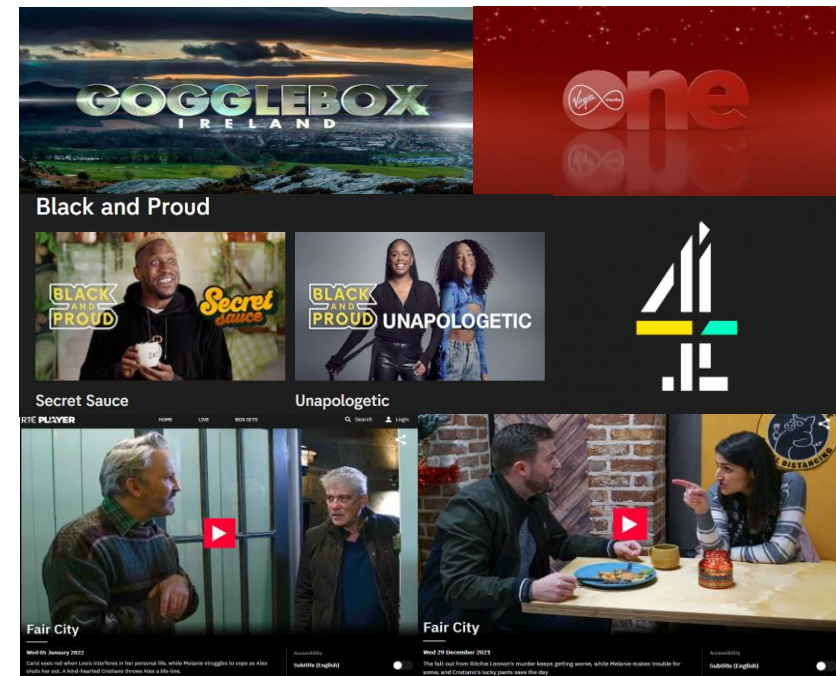


IMAGE: TWITTER: @UL / TWITTER: @KATIE_MCCABE11 / JACK DUNNE / INSTAGRAM: @KELLIE_HARRINGTON14

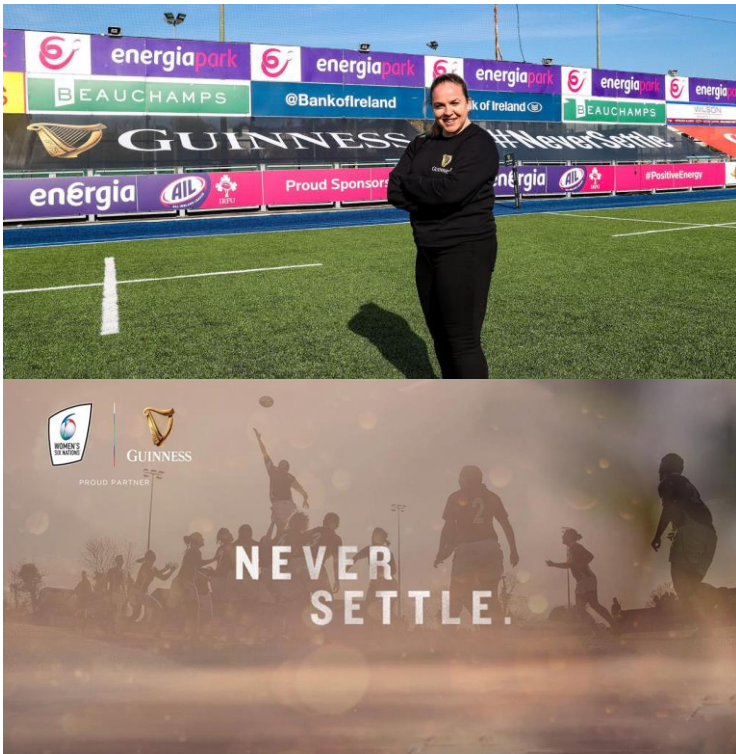
Progressive Podcasts



Progressive Mainstream



WE ARE ONLY JUST GETTING STARTED



Guinness supports Women in Rugby with #NeverSettle campaign, continue to drive awareness of inequality in the sport



Rockshore teaming up with RTÉ's Go Outside & Play, with the aim of increasing accessibility of Ireland's outdoor & coastal attractions



Diageo Beer portfolio celebrates modern irish sociability & partners with Gogglebox and Virgin media

**Global Alliance
for Responsible
Media**



**Brand Safety Floor &
Sustainability Framework**

THIS ARTICLE CONTAINS DOWNLOADS ①

🕒 1 minute read

An initial document to provide GARM members with a common understanding of key definitions and categories.

Uncommon industry
collaboration to improve digital
safety

3. We reviewed our "Block Lists"

KEY RESOURCES

**Establishing
shared, universal
safety standards
for advertising &
media**





SUBSCRIBE TO
THE ADVOCATE

ADVOCATE



TRENDING

Politics

Election

Commentary

Culture

Photography

Lists

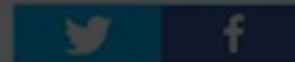
73%

of safe stories on LGBTQ+ websites
are incorrectly flagged as brand
unsafe.



TRANSGENDER

8:38 AM



EDITOR'S PICKS

WHAT OTHER WORDS ARE BEING BLOCKED?





Love Island now open to non-binary contestants

6 Shares



ELLEN FITZPATRICK

Finally.

The lead up to Love Island is back in full swing with the applications for the new series officially opened but this year, they're making some big changes.

After years of viewers begging for ITV to make the show more diverse, they've finally listened and are now allowing people of all sexualities and gender identities to apply,

0.5%

OF INVENTORY ACROSS ALL IRISH MAJOR PUBLISHERS WOULD BE ACCESSIBLE BY BRANDS IF THESE WERE REMOVED FROM THE BRAND SAFETY TECH



Britain's Got Talent star Johnathan Goodwin paralysed for life after...

3 SHARES



Selling Sunset fans: Emma's olympic swimming...

9 SHARES



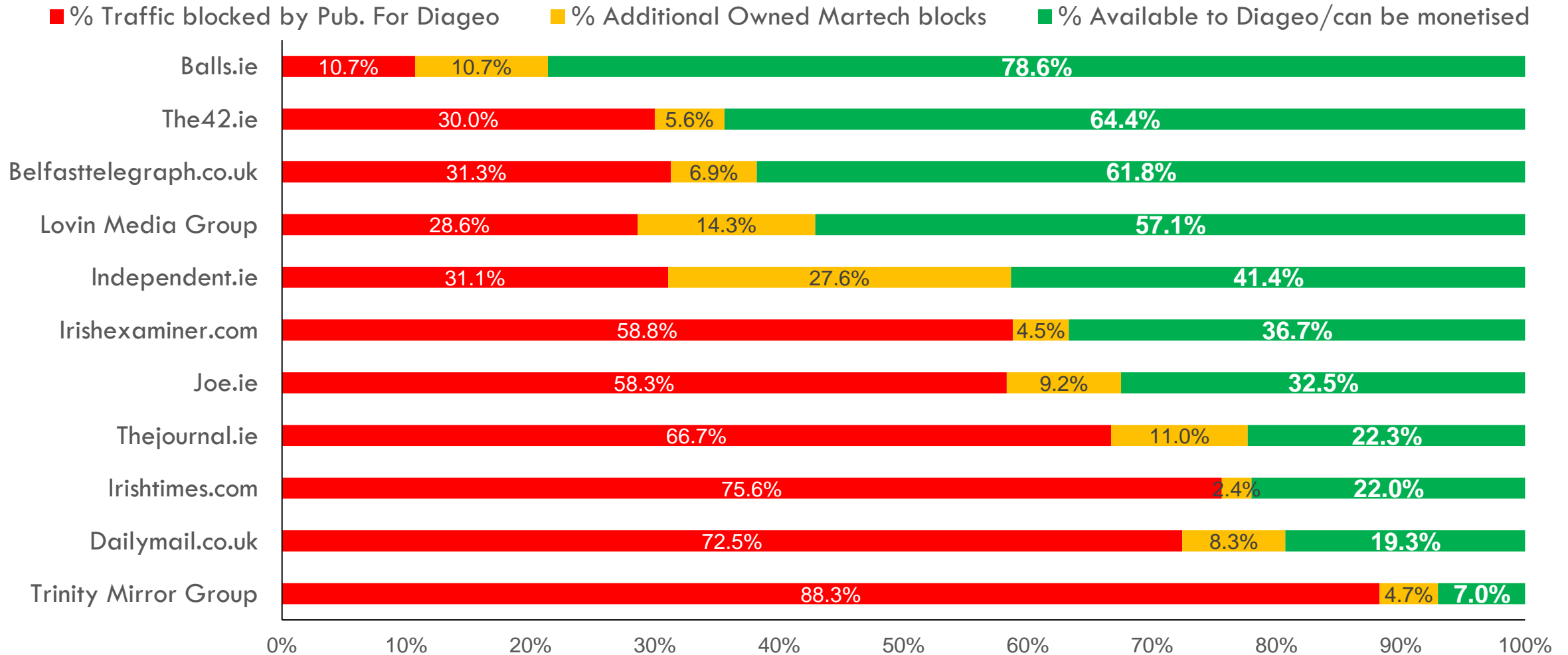
Presumed-dead woman bangs on own coffin during funeral

47 SHARES



Phoebe Bridgers

COMPARATIVE BLOCKING ANALYSIS BY PUBLICATION



WHY DOES THIS MATTER?

“So, inside our personal information bubbles, our assumptions, our blind spots, our prejudices aren’t challenged, they’re reinforced. And naturally we’re more likely to react negatively to those consuming different facts and opinions. All of which deepens existing racial and religious and cultural divides”

Former U.S. President Barack Obama delivering a keynote address about how information is created and consumed. Stanford University 21st April 2022



WOMEN ARE SEEN
IN 6% OF SPORT
MEDIA COVERAGE.

NEVER
SETTLE

Your MISSION

MY HUSBAND LOVE
HIM GUINNESS PUNCH



GUINNESS

HAPPY INTERNATIONAL WOMEN'S DAY



...

Poppy
@poppy_g_c
England Rugby Player#208. Saracens.3xPremiership winner-2xGrand slam winner -
World Cup silver medalist. stormzy tweeted me 29/01/18



THANK YOU

