

Kellogg UK partners with the Unstereotype Alliance to eradicate gender stereotyping in advertising

Cereal giant, Kellogg's UK, has proudly joined forces with the Unstereotype Alliance in order to tackle gender-based stereotyping in both media and advertising content in Britain.

Convened by the UN Women, the United Nations entity for women's empowerment, the Unstereotype Alliance is a new coalition tackling the harmful stereotypes that are still present in UK advertising and media content. The initiative will focus on encouraging diverse, inclusive and non-stereotypical representations of marginalised groups, initially focusing on the experiences of women of colour.

As one of the country's most loved brands with a history of iconic advertising campaigns, Kellogg's in the UK is pledging to make a difference by taking a progressive approach, with the ambition to shift the cultural norm and strive for gender equality and diversity in all of its advertising.

Kellogg's is a founding member of the Alliance's UK movement, which will be made up of a coalition of brands, advertisers and marketers that share a common goal of driving change and tackling negative stereotyping. The coalition will champion the advertising industry to act as a force for good, depicting progressive portrayals of women and men and ensuring that diversity is a priority throughout the entire creative process.

Chris Silcock, Vice-President and head of Kellogg's in the UK, said: "Whether it's through TV advertising or content developed with digital influencers, what brands say and how they communicate can have profound influence. That's why it's important for us at Kellogg's to get involved with the Unstereotype Alliance and play our part to challenge gender stereotyping and help bring about change."

Phumzile Mlambo-Ngcuka, executive director of UN Women, commented: "When brands, marketers and advertisers join the Unstereotype Alliance, it is a powerful statement that they are not just selling products – they are selling change. As we advance the mission of this generation, which is to tackle inequalities of all kinds, including racial injustice, gender inequality and homophobia, I welcome the expertise and talent of this group to positively influence behaviours in the United Kingdom, to help us fulfil our mission."

-ENDS-

For more information please contact Kellogg's Press Office on pressoffice@kellogg.com or call 0161 869 5293

Notes to Editors

To find out more, visit: <https://www.unstereotypealliance.org/en>

Kellogg joins the alliance as a founding member alongside the following brands and creative agencies:

- Advertising Association
- Advertising Standards Agency
- AMV BBDO (Omnicom)
- B&Q
- Business in the Community

- Channel 4
- Creative Equals
- Diageo
- Facebook
- Google
- GSK
- Havas London
- IPA
- IPG
- ISBA
- Kantar
- Mars
- Lloyds Bank
- Sainsbury's
- Sky
- Tesco
- The Co-op
- Unilever
- Vodafone
- Waitrose
- Women in Advertising and Communications Leadership (WACL)
- WPP