

Sexist ads, that's enough!



ARE YOU SHOCKED BY AN ADVERTISEMENT OR ANOTHER MESSAGE IN THE MEDIA?

There is always a way to report it!

How to identify a sexist message?

Observe

- The environment in which the women are depicted
- The activities they are engaged in
- The clothes they are wearing
- The way their body is used

Be wary of messages containing

- Beauty standards
- Sexualized women
- Gender-based stereotyping
- The use of feminism with marketing purpose (femvertising)

Identify the nature of the message

SCENARIO 1

I am shocked by a **non-commercial message** broadcast on the radio or on television

How can I file a complaint?

- A.** I contact the broadcaster
 - ☹️ Not satisfied with the response?
- B.** I contact the Canadian Broadcast Standards Council
 - ☹️ Not satisfied with the response?
- C.** I contact the Canadian Radio-television and Telecommunications Commission (CRTC)

SCENARIO 2

I am shocked by a **commercial content**

How can I file a complaint?

A. I contact the Ad Standards

⚠️ WARNING

- Complaints are examined under the Canadian Code of Advertising Standards. Check it out!
- Identify the medium in which the ad appears so you can better prepare your complaint!



Still finding limitations to file your complaint?

Don't give up!
You can still:

- ✓ Contact the company directly
- ✓ Share your complaint on social media to challenge the brands
- ✓ Send a letter to the media

Don't forget

- Act quickly
- Be precise writing your complaint
- Document your complaint using the code of ethics
- Use good arguments



For more details before preparing and filing your complaint, read the *Companion Guide to Filing a Complaint against Sexist and Sexual Images and Messages in the Media*. www.ydesfemmesmtl.org/en/sexist-ads

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