

Check the stereotypes in your creativity

 By Leigh Andrews

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Things got off to a reflective note at the 2019 DStv Seminar of Creativity with a reminder to join the UN Women's Unstereotype Alliance, as the stereotypes stop with you.



Anne Githuku-Shongwe, representative of UN Women South Africa's Multi-Country Office, addressing the DStv Seminar of Creativity. Image via Al Nicoll © via Gallo Images.

Thabang “Tipi” Manyelo – a voice-over artist and Loeries alumni himself as the winner of multiple awards for his snappy copywriting skills, such as South Africa’s first One Show ‘Best Of Show’ in the radio discipline and the Loeries 2017 Young Creative Of The Year – kept proceedings running smoothly as master of ceremonies.



#Loeries2017: Why young creative Thabang ‘TipiDang’ Manyelo is a “masala tin of flavour”

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He started by showing a clip from UN Women's Unstereotype Alliance campaign video, which puts gender diversity front and centre with the tagline 'the problem is not seeing the problem':

Manyelo's next task was to introduce Loeries CEO Andrew Human, who welcomed attendees to a fantastic speaker lineup of creatives from across the world.

Human also emphasised the importance of the Loeries being the first official ally partner of the Unstereotype Alliance in the region, which is a crucial move in the right direction for the industry.



#Loeries2019: Welcome UN Women's Unstereotype Alliance SA chapter!

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Human then introduced Anne Githuku-Shongwe, representative of UN Women South Africa's Multi-Country Office, who said:

“ Every morning when I wake up, the decision I make on what soap to use, what breakfast to eat and what car to drive has already been influenced by everyone in this room, As creatives, you are powerful. ”

UN Women aims to drive gender equality globally, but stereotypes are so pervasive that we all need to do our bit to raise awareness and drive action.



#Loeries2019: Our responsibility of better representation in advertising, media

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The Unstereotype Alliance was launched at Cannes Lions in 2017 as a way to bring people together, as well as to inspire creatives on an individual level.

As you're selecting words and images, as you're putting together creative campaigns set to be viewed by the masses, think about whether each decision you make reinforces stereotypes or not.



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She also hinted at specific awards aimed at work that serves to 'unstereotype' coming to both Cannes Lions and Loeries, and concluded:

“ Check your stereotypes at the door and do what you can to support this global campaign! Advertising truly can benefit society. ”

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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