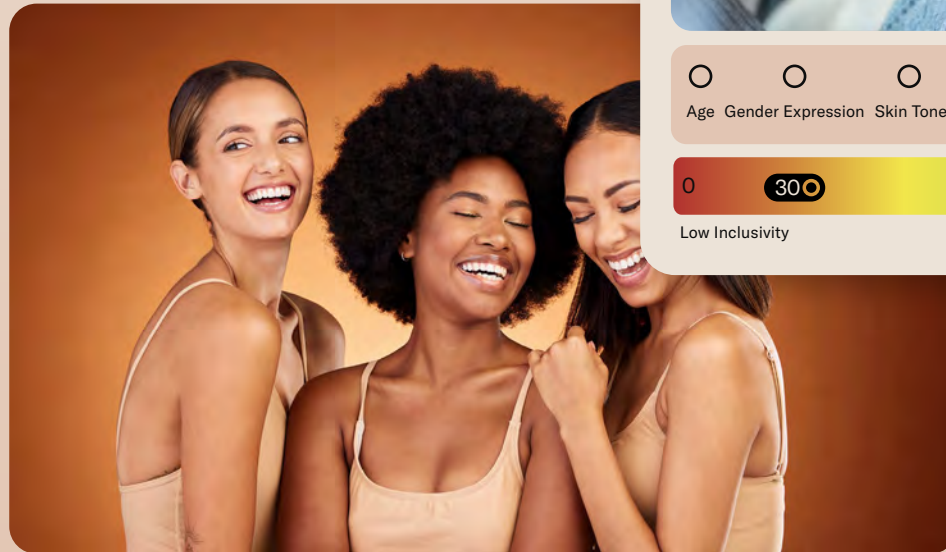
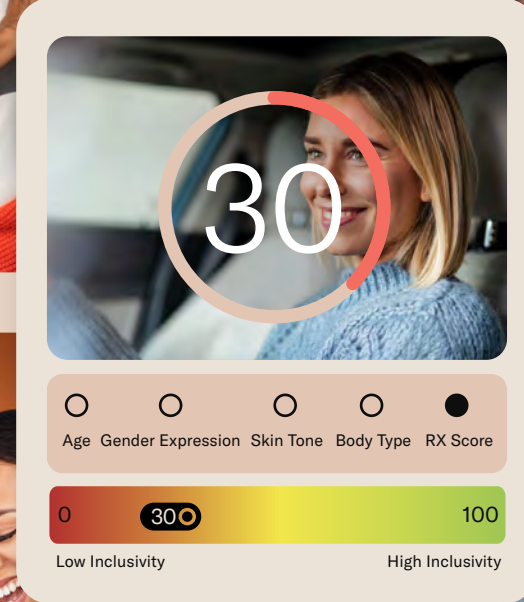


2024 Global Advertising Representation Report



Representation in Global Ad Creative

The call for inclusive advertising has never been more critical. In today's fragmented media landscape—spanning linear TV, CTV, digital and more—unifying assets and measuring content with standardized metrics is not just a moral practice, it is better for business.

There is an expectation for brands to reflect a diverse spectrum of audiences, meeting rising standards for representation, while driving deeper engagement, loyalty and business growth. Amazon's 2023 Higher Impact report backs this up citing that 67% of consumers consider DEI as a critical factor when selecting a brand, with 45% willing to pay more for products from brands that actively promote DEI.

By analyzing characteristics such as age, gender expression, skin tone and body type in creative content, alongside objects, cultural references and roles, brands can better understand the impact of their ads on all audiences.

As the industry prioritizes inclusivity, a unified standard for measuring representation serves as a critical step in moving the market forward. With AI-driven creative analysis, brands can quantify inclusivity across brands, campaigns and assets, track improvements over time, benchmark progress and identify gaps.

We can only manage what we can measure--that's why representation metrics are crucial in driving real progress.



Achieving impactful representation requires brands to embrace a technology-driven, data-centric approach to inclusivity.

Meet RX: The Representation Index for Advertising & Creative Content



Age



Body Type



Gender Expression



Accessibility (coming soon)



Skin Tone



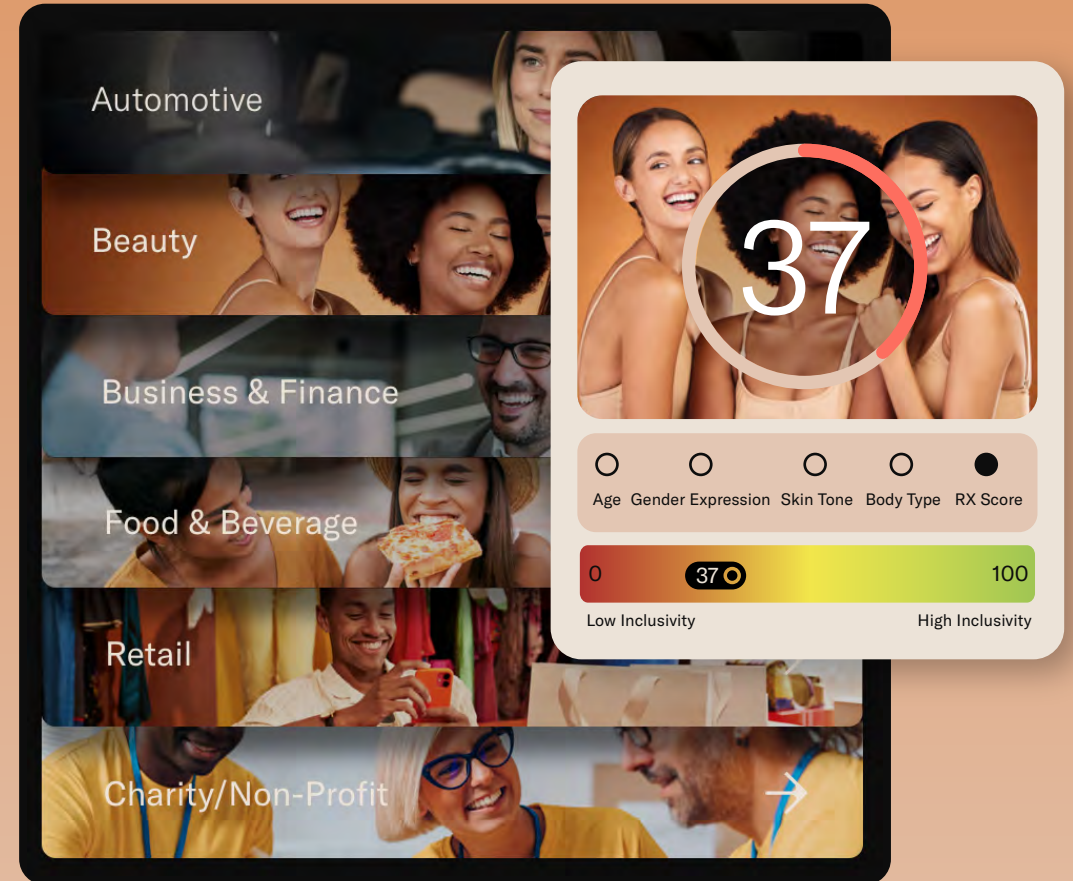
Authority (coming soon)

The Representation Index (RX) is the first real-time, AI-powered global metric that measures representation in advertising and creative content.

Developed by XR and The Female Quotient, RX offers a technology-driven approach to inclusivity, analyzing key dimensions in near real-time, such as age, gender expression, skin tone, body type and soon, accessibility and authority. This innovative standard enables marketers to track, optimize and benchmark content, ensuring that ad content and campaigns authentically represent the audiences they serve.



RX scores are available to XR customers and can be broken down at the industry, brand, campaign and asset level, inclusive of rich of analytics and benchmarking.



Creative Analysis at Scale

Nearly one million ads, from over 100 countries and 35 industries, are represented in XR's Global Advertising Representation Report, revealing the first scaled analysis of inclusivity globally.

Every asset is automatically smart tagged in the XR platform, building a data-rich creative library that is representative of advertising from around the world.

This report includes AI-analysis of three million faces, revealing leaders in inclusivity and opportunities for improvement to establish a more inclusive advertising ecosystem.

2024 Global RX Score

32

Trending 2024 global average, Jan.–Oct.

70%



of countries score above the global average for representation in content

53%



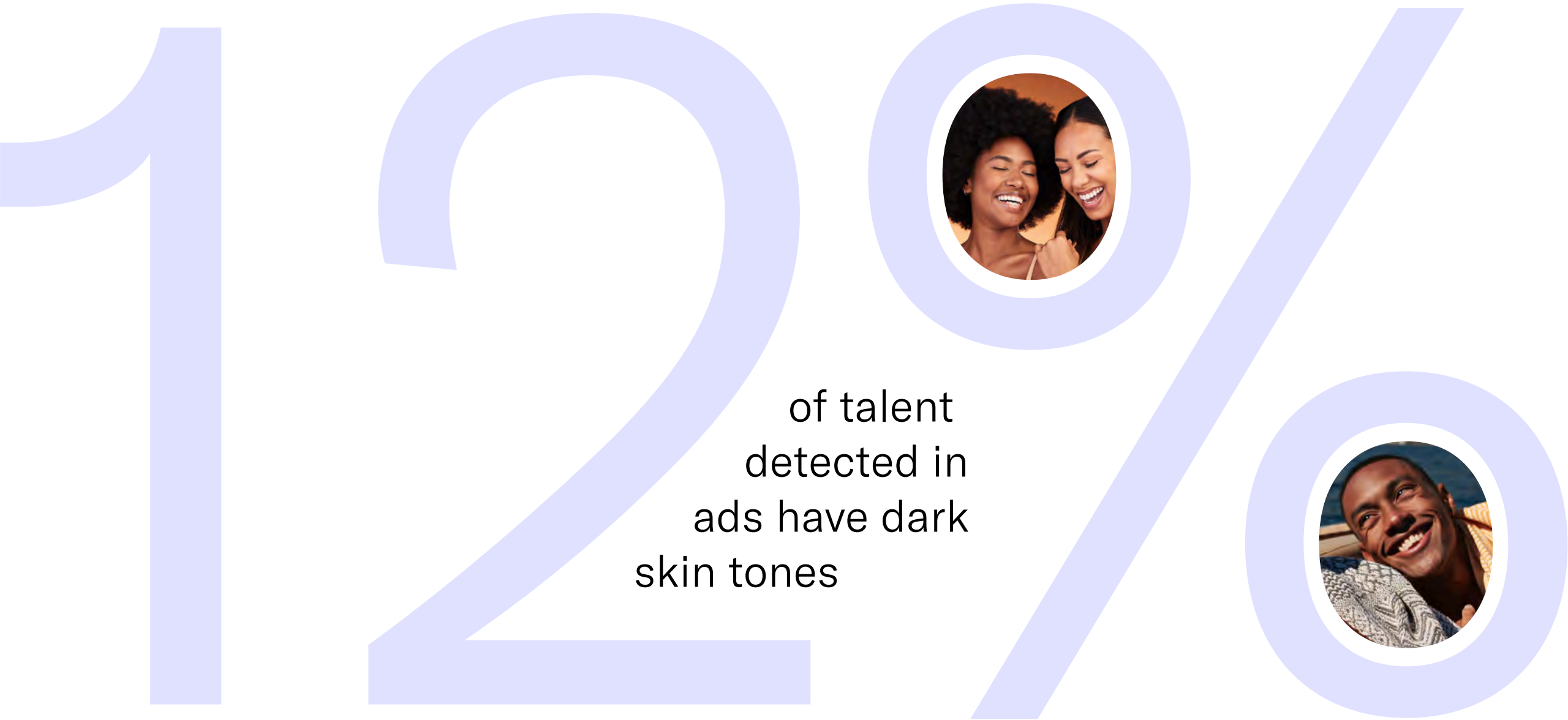
of industries score below the global average for representation in content

RX

1M Ads

100 Countries

3M Faces





44%
of talent
featured in
ads have
feminine
gender
expression



6% of screen time
features seniors



15%
of screen time
features people
with larger
body types



RX Scores Highlights

54

Highest RX Brand Score

Charities / Non-profit,
Beauty & Healthcare rank
highest as industries



19

Lowest RX Brand Score

Sports, Automotive
& Gaming rank
lowest as industries





Q&A

with Shelley Zalis,
CEO at The
Female Quotient

Why Did You Start The Female Quotient, and How Are You Working with Companies to Promote Inclusivity?

I was the only female CEO among the top 25 market research firms. While it felt isolating, it didn't stop me—it motivated me. After selling my company, I realized it was time to give back and create the support I wish I had throughout my career: girlfriends in business. At that time, there were so few women at the top, and we often competed for limited spaces. I wanted to shift that scarcity mindset to one of collaboration, where there's room for all women to rise together.

It was also time to rewrite the rules of the workplace. The workplace was designed over 100 years ago by men, for men, and I was tired of being the exception. I wanted to create a new norm—a workplace where everyone could thrive.

The Female Quotient (The FQ) was founded 10 years ago and we are in the business of equality. Today, we are the largest global community of women in business, spanning 30 industries and over 100 countries.

What Role Does Measurement Play in Building a More Inclusive Ad Ecosystem?

Media shapes how we see ourselves and each other. That's why it's critical to measure what matters. In 2016, I co-created the GEM® (Gender Equality Measure) score with SeeHer, the first industry-standard metric to assess the accurate and realistic portrayal of women and girls in media. Research shows that ads with high GEM scores result in a 20% increase in brand reputation and a 10% lift in purchase intent, proving that equality is not just the right thing to do—it's also good for business.



“Inclusivity isn't only a moral imperative; it's a business advantage. By partnering with The FQ, companies can lead the charge in shaping a more inclusive and equitable world.”

Q&A continued

To push inclusivity further, we've introduced the Representation Index (RX) in partnership with XR Extreme Reach. RX is a groundbreaking AI-powered tool that measures core dimensions of inclusivity: gender expression, body type, skin tone and age. Soon, it will expand to include accessibility and authority. With 3 million assets coded and a global reach spanning 140 countries, RX provides real-time analysis of how inclusive media content truly is. A recent ANA study also highlights that campaigns with diverse representation outperform traditional campaigns in engagement and sales, making tools like RX essential for driving both inclusivity and ROI.

What Makes RX Different from Other Inclusivity Benchmarks?

RX sets itself apart with cutting-edge AI, technology and global scale. It holistically measures inclusivity

across multiple dimensions beyond gender: age, body type, skin tone and gender expression. No other tool measures the full spectrum of representation in media with this level of depth and precision.

RX is not only a metric; it's a prescription for inclusive measurement, enabling brands to create content that resonates authentically with diverse audiences. As a result, RX helps drive meaningful and measurable change across industries.

How Can Brands Apply RX to Their Business?

Brands can use RX to audit their advertising and media content, identify representation gaps and ensure their campaigns authentically reflect their audiences. By leveraging RX, brands can foster trust, drive equity and boost engagement with

consumers—key elements for building long-term brand loyalty.

RX provides brands with actionable insights to ensure their content meets the growing demand for authentic representation, enabling them to connect with audiences in meaningful ways.



“With RX, brands can now access real-time scoring for their content across digital platforms, gaining actionable insights to improve representation. By leveraging this new metric, brands can foster trust, drive equity and boost engagement with consumers—key elements for building long-term brand loyalty.”

Shelley Zalis, CEO at The Female Quotient





Global Representation Index (RX)

Measuring Inclusivity by Country

Inclusive advertising has become a global priority, embraced by brands of all sizes and across industries. Cadbury¹, Maybelline¹, Proctor & Gamble², Taco Bell³ and H&M⁴ are among those reported to be leading the charge, broadening representation across abilities, ages, gender expressions, cultural backgrounds, body types and more.

With creative distributed to over 50,000 media endpoints in 140+ countries, XR offers the largest global asset library for inclusivity measurement, setting benchmarks that guide brands worldwide. RX scores vary minimally by country within a narrow 8-point range, from 30 to 37. Brands with global reach can leverage RX to track, measure and optimize inclusivity, gaining insights into the content seen by diverse audiences across regions.

A majority of countries score higher in Gender Expression and Body Type, but lower in Skin Tone and Age, contributing to a global average of 32. These findings highlight both areas of strength and opportunities for improvement in creating representative content.



RX scores vary minimally by country, revealing a narrow 8-point range, from 30 to 37

¹ Purple Goat Agency 2024

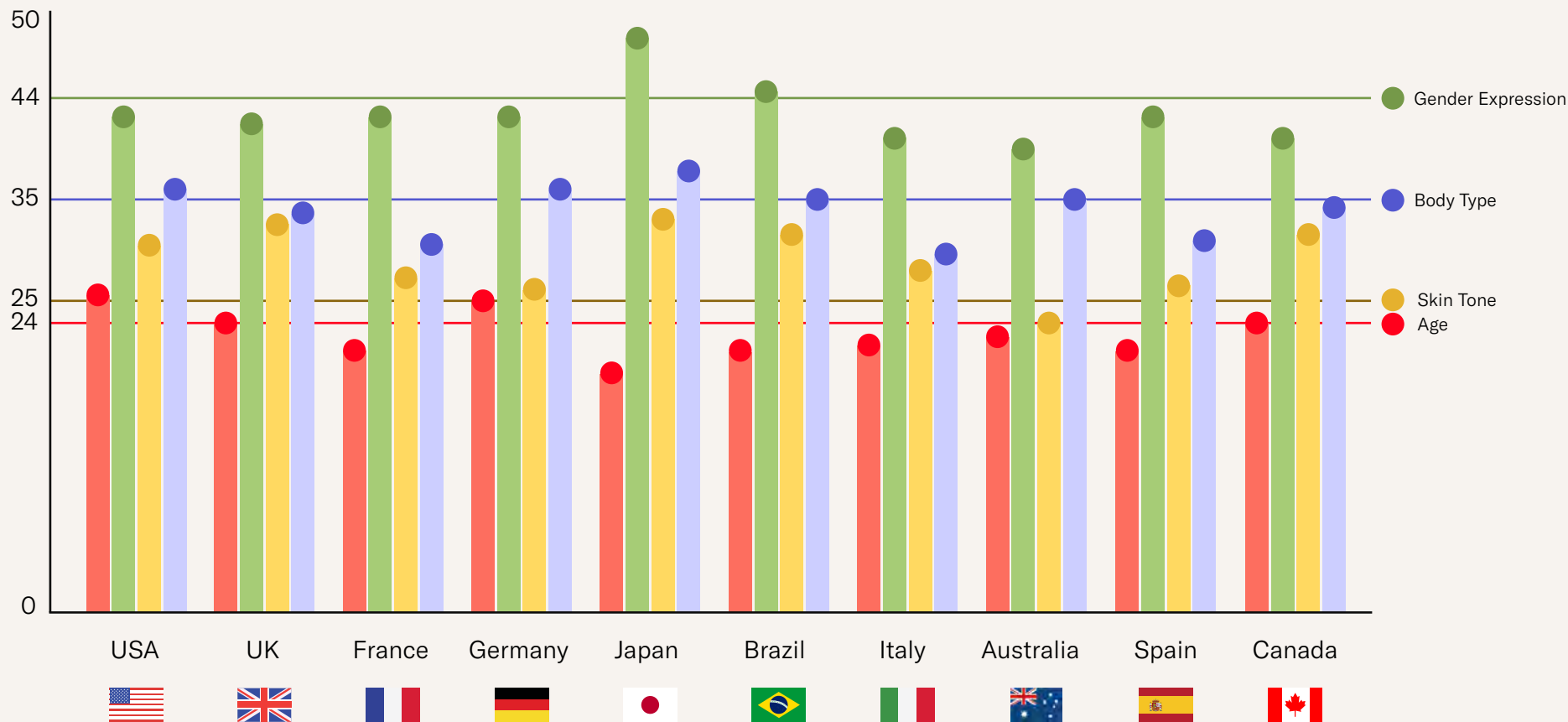
³ Marketing Dive 2022

² Fig Firm 2023

⁴ Forbes 2023

Global RX Benchmarks

By Select Countries



RX Industry Index

The RX industry index empowers brands to benchmark their inclusivity efforts within their category and track trends over time. With over 20 years of creative assets, XR offers trusted benchmarks, revealing patterns that demonstrate the state of representation and provide an industry standard for inclusivity measurement.

- ✓ **Greater Reach & Resonance:** Inclusive campaigns resonate broadly, expanding a brand's reach and customer base.
- ✓ **Enhanced Loyalty:** Audiences are more likely to connect with and remain loyal to brands that authentically represent them.
- ✓ **Business Growth:** Consumers increasingly choose brands prioritizing inclusivity, proving it drives better outcomes and growth.
- ✓ **Social Responsibility:** Inclusive marketing supports and celebrates people of all backgrounds, sizes, ages and abilities, reflecting today's diverse world.



RX Industry Index

Above Global Average

Global Average

Below Global Average

Charity /
Non-Profit

42

Pet Care

33

Technology &
Computing

32

Home & Garden

30

Beauty

37

Entertainment

32

Travel

32

Gaming

30

Healthcare

35

Food &
Beverage

32

Real Estate

32

Automotive

30

Business &
Finance

33

Retail

32

Legal

32

Sports

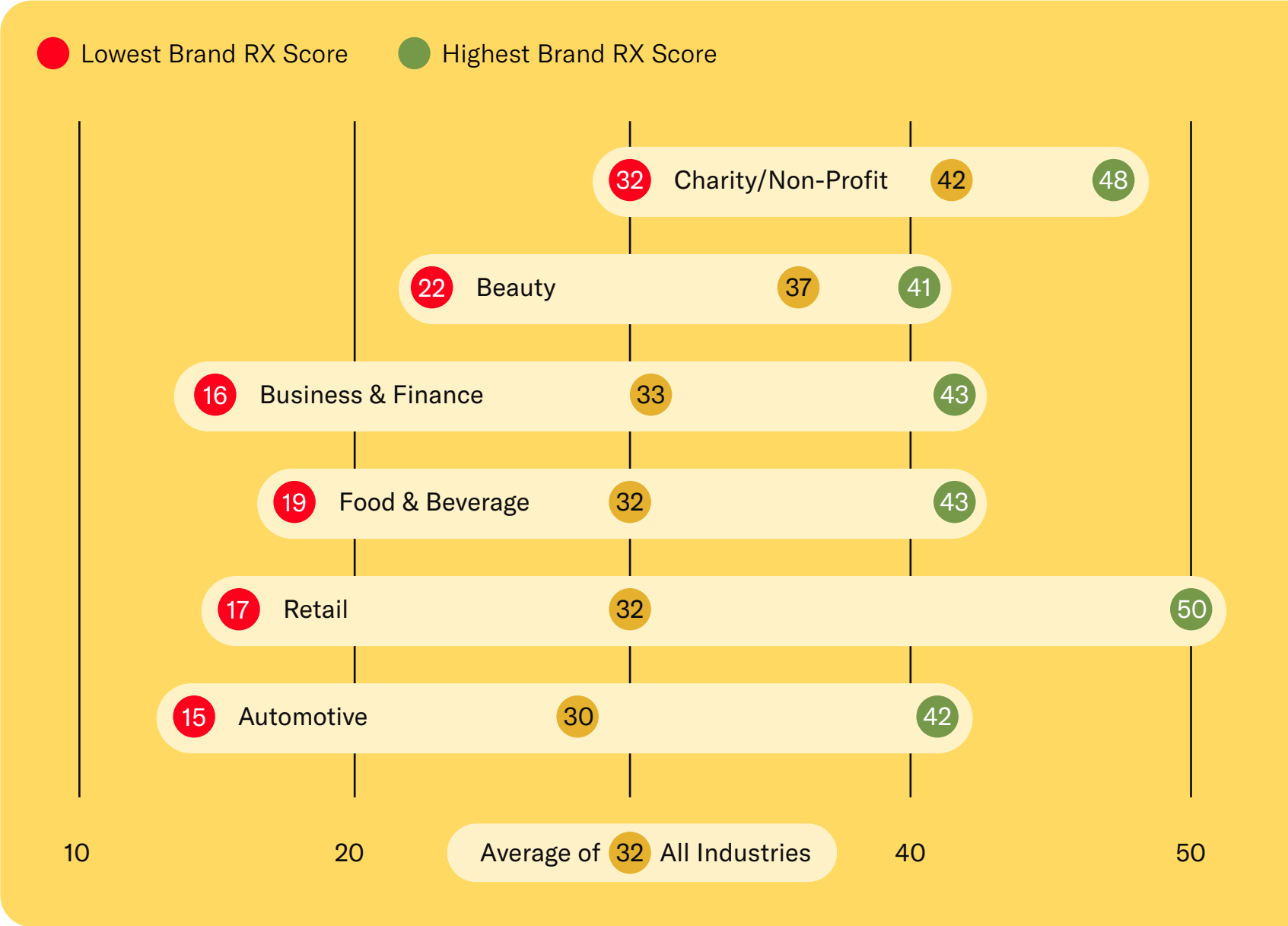
28

RX Industry Index

Brand Variation

While some industries show consistent inclusivity, others reveal wide variations in representation across brands.

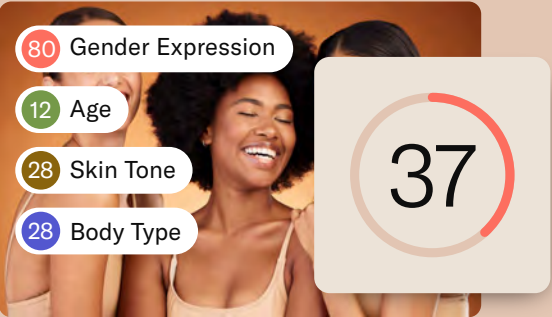
- **Charity/Non-Profit leads** with the highest average RX score and a strong upper range, showcasing consistent inclusivity across brands.
- **Retail's inclusivity varies widely**, highlighting both top performers and significant gaps.
- **Automotive lags behind**, with the lowest RX score and a weak average, underscoring the need for improvement in representation.



Industry Spotlight

Key themes from major industries

Beauty



Gender Expression: Leads in representing feminine talent.

Age: Overlooks older demographics, with 87% of talent aged 20-39.

Skin Tone: Only 11% of talent has darker skin, missing opportunities to connect with a wider audience.

Body Type: Relies heavily on conventional standards, with just 16% plus-size representation.

Food & Beverage



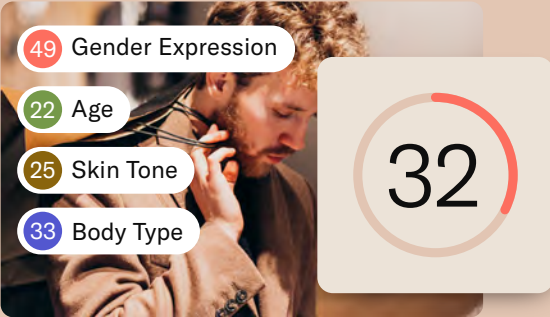
Gender Expression: Moderate diversity, but room to better reflect societal dynamics.

Age: Only 10% of talent are over 50, missing representation of older consumers with significant purchasing power.

Skin Tone: Slightly above average, yet only 14% of talent have darker skin.

Body Type: Includes 22% plus-size talent, signaling the need for broader representation.

Retail



Gender Expression: Shows progress toward gender parity in retail advertising.

Age: Only 9% of talent are over 50, missing representation of older consumers with substantial spending power.

Skin Tone: Low representation of darker skin tones, with just 8% of talent featured.

Body Type: 25% of talent is plus-size, performing better than most industries.

Automotive



Gender Expression: Skews male-centric, missing the opportunity to engage women, who influence 85% of car-buying decisions and make up 62% of buyers*.

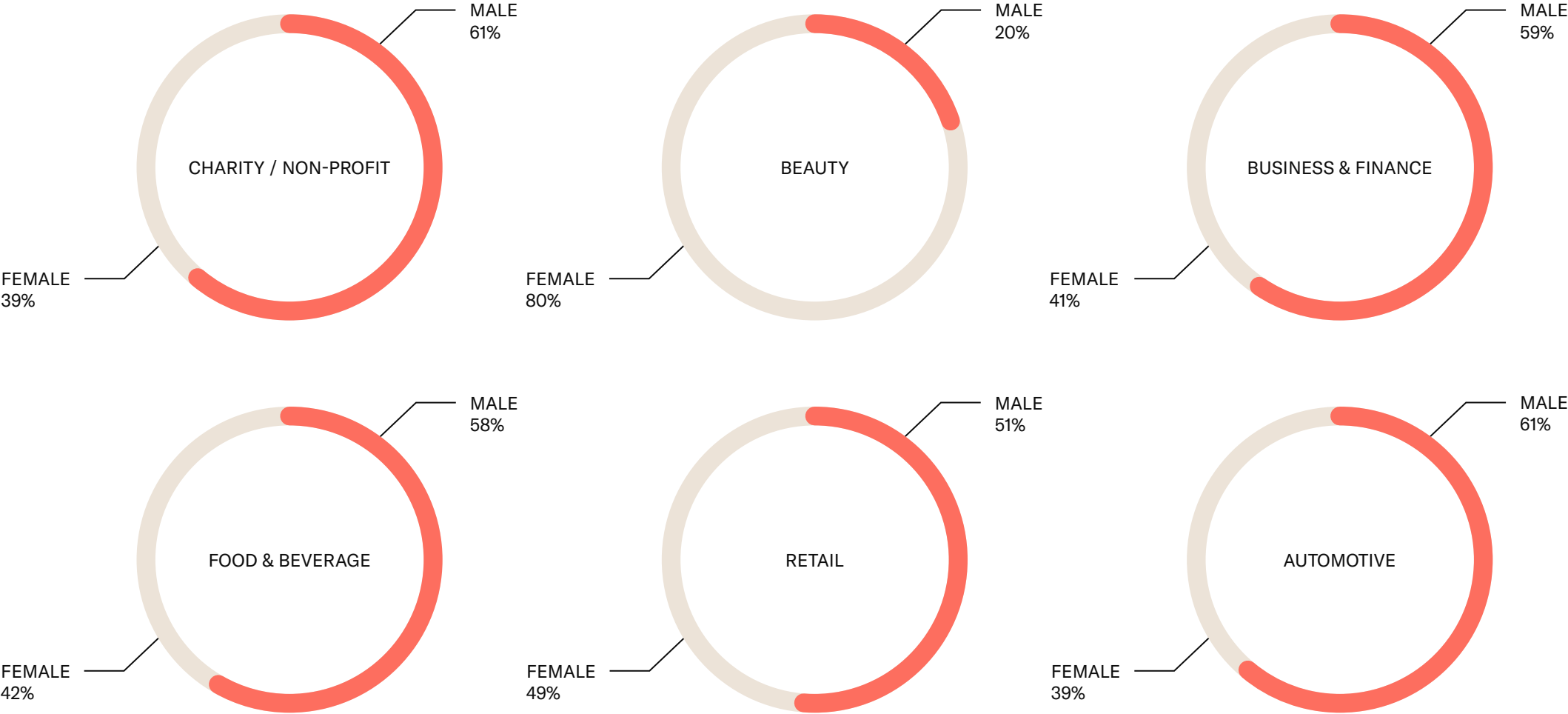
Age: 90% of talent are under 50, reflecting a focus on younger adults typical of car marketing.

Skin Tone: Automotive is light skinned dominant, with only 18% of talent representing darker skin tone.

Body Type: With 29% plus-size talent, automotive advertising leads in body inclusivity.

RX Industry

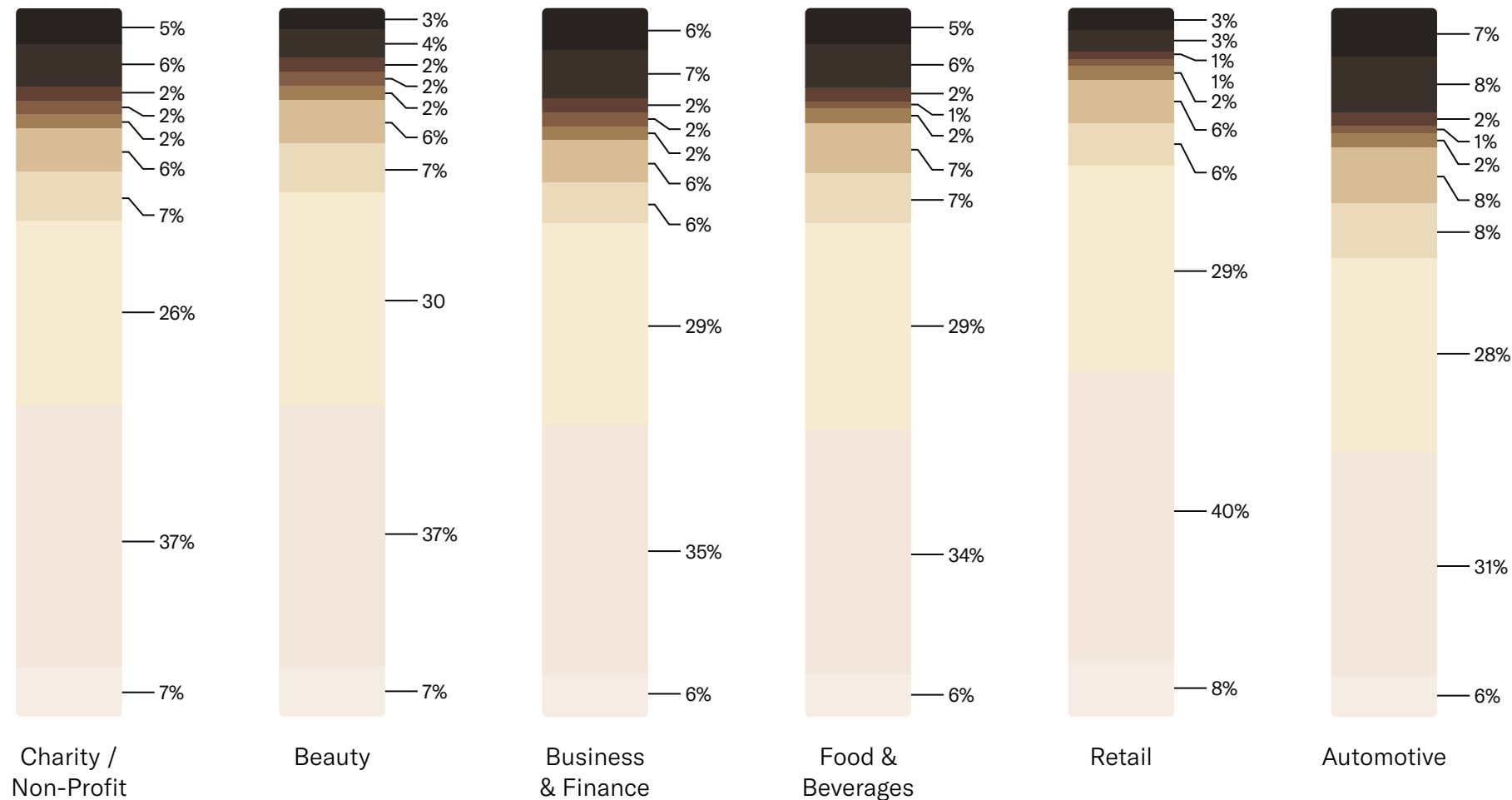
Gender Expression Split



RX Industry

by Skin Tone

(Monk skin tone scale)

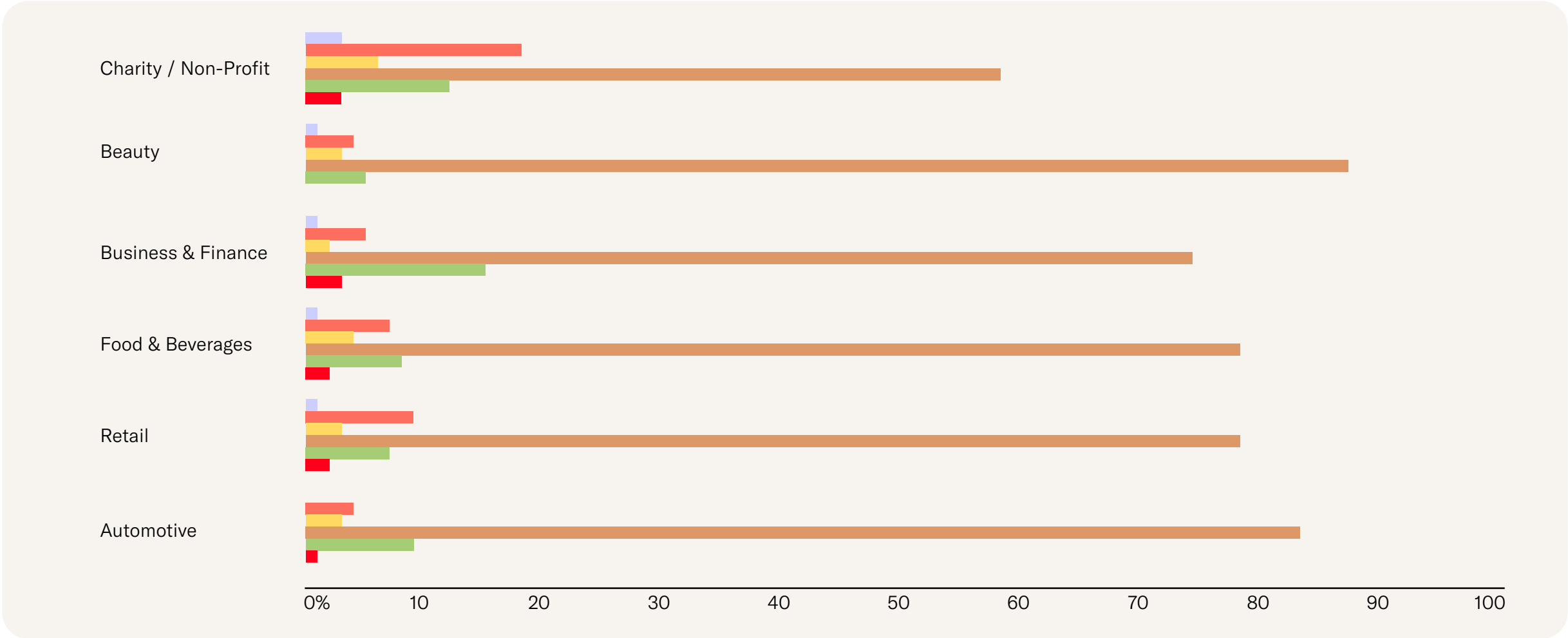


RX Industry

Age Split

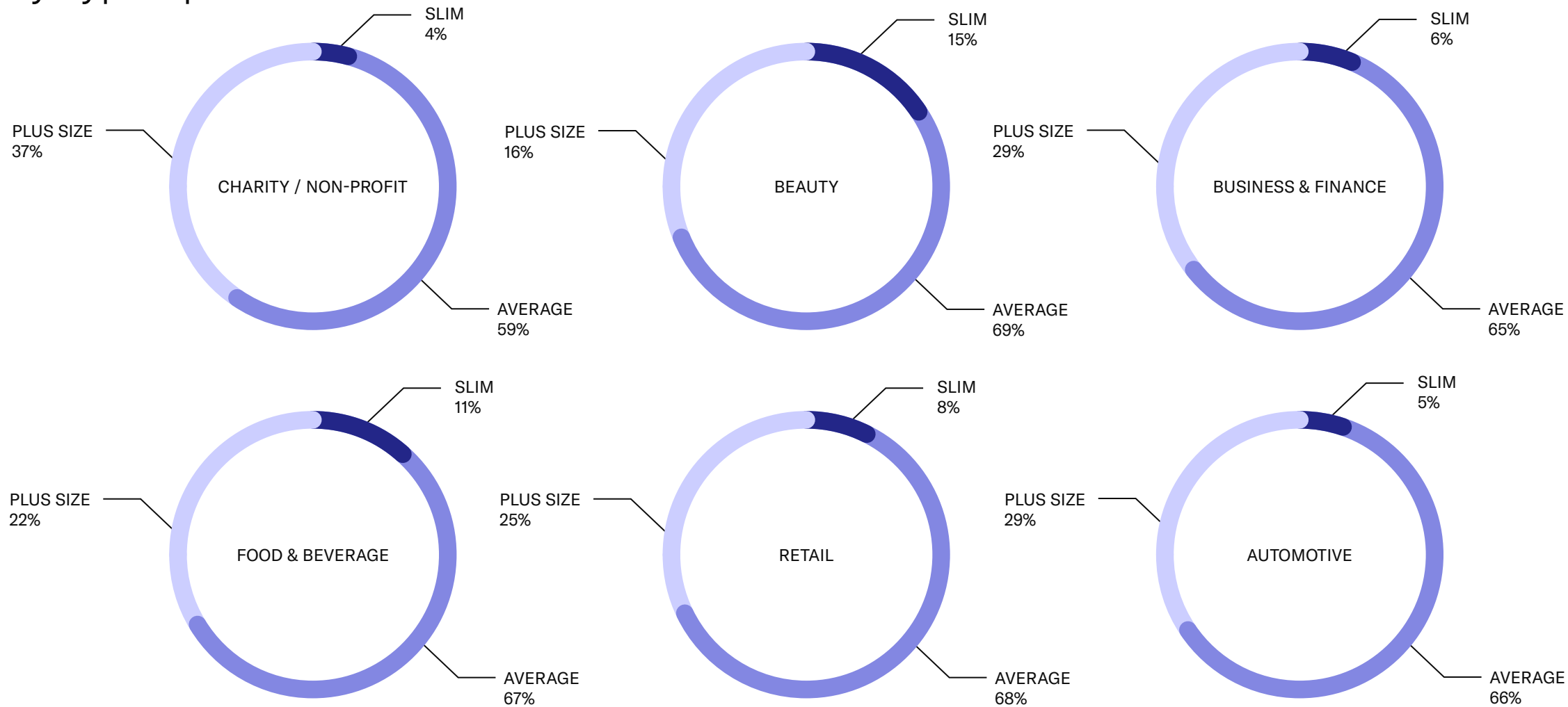


Age groups reflected in years



RX Industry

Body Type Split



Breaking Down Representation in Live Sports

Explore RX for the 2024 Olympics & Super Bowl LVIII





2024 Olympic Leaderboard

RX Scores for
the Summer Games

The RX analysis of Olympic ads reveals areas of progress and setbacks in terms of representation overtime, comparing the games of 2020 to 2024. Despite 2024 being called the 'gender parity' Olympics, the RX score for gender expression dropped from 60 in 2020 to 54 in 2024. Skin tone also decreased with RX scores falling from 38 to 32.

Conversely, age revealed a modest improvement, increasing from 38

to 40, while the most significant progress was in body type, where the score doubled from 17 to 34, demonstrating a stronger commitment to representing diverse physiques.

Overall, the RX score rose slightly from 38 in 2020 to 40 in 2024, showing marginal improvement, but highlighting considerable room for growth.

2020 Olympics

RX score



2024 Olympics

RX score

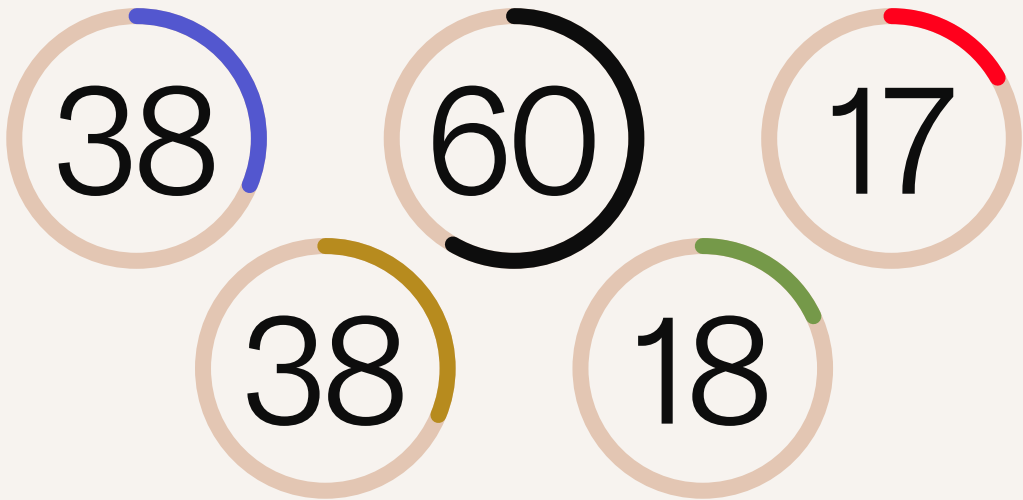


Olympics RX Score

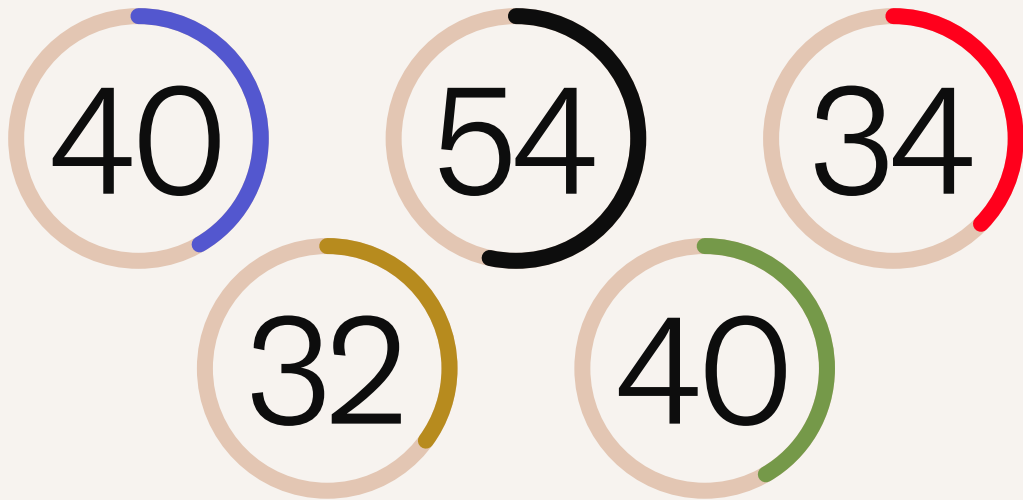
by Key Dimension

- RX
- Skin Tone
- Gender Expression
- Age
- Body Type

2020 Olympics



2024 Olympics





2x

increase in
plus size
representation
in 2024,
compared to
2020 Olympics



2020

45%

of talent on
screen had dark
skin tones



2024

22%

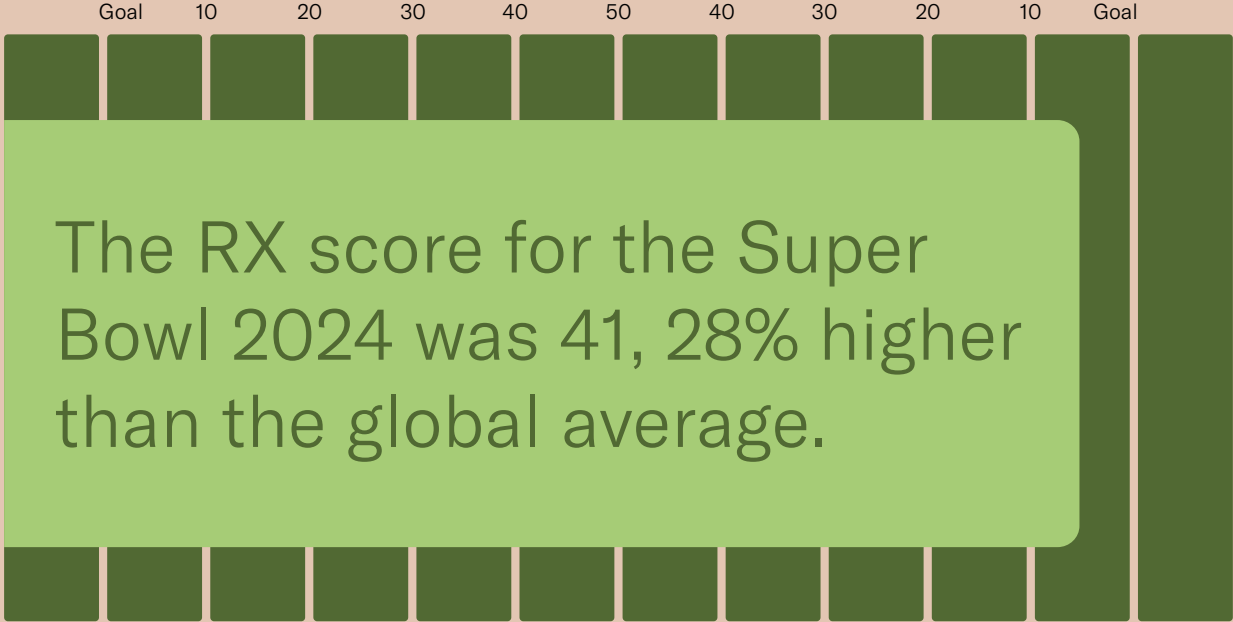
of talent on
screen has dark
skin tone

Representation Trends from Super Bowl 2024

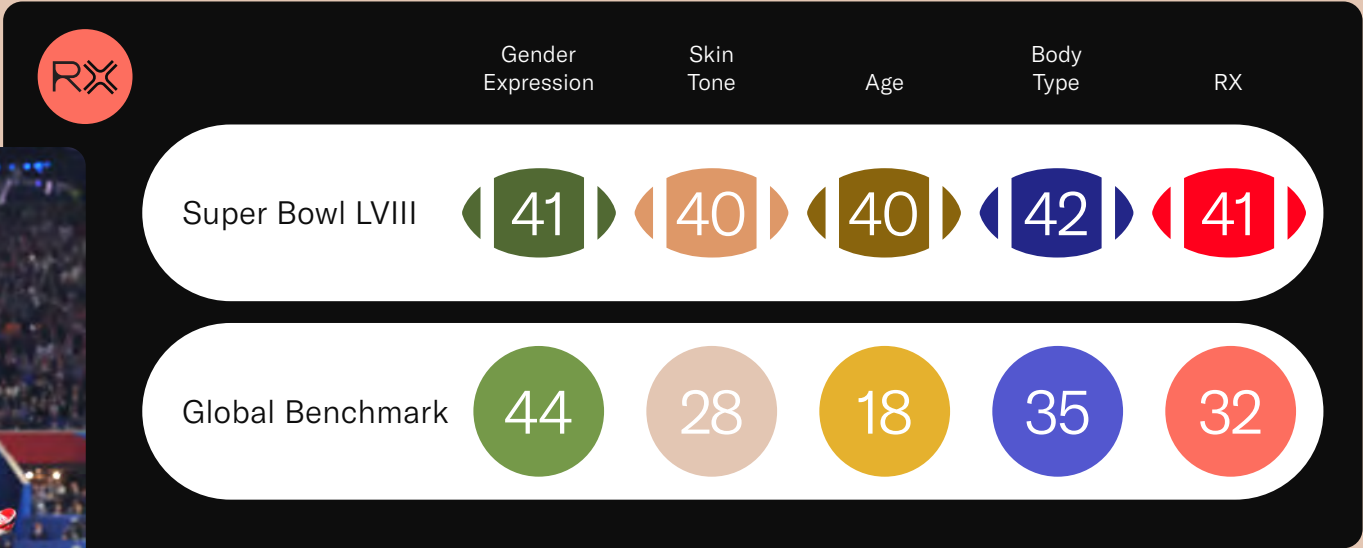
Live events like the Super Bowl are cultural touchpoints that don't just reflect trends; they shape them.

With the Super Bowl representing the biggest advertising stage of the year, XR is helping brands raise the bar for inclusivity and set a standard for the industry in 2025 and beyond through the adoption of the new Representation Index (RX).

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99% of ads included closed captioning, showing progress in accessibility



Super Bowl 2024 Breakdown

Gender Expression

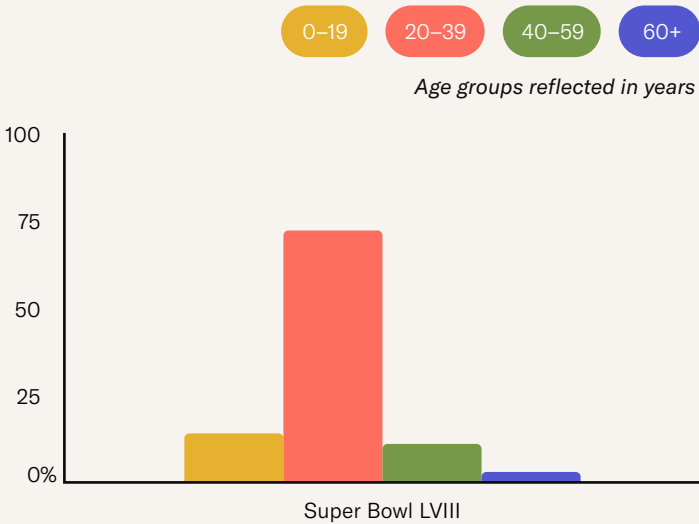
59% of ads featured masculine expressions, compared to 41% feminine.



People with a masculine gender expression are featured more.

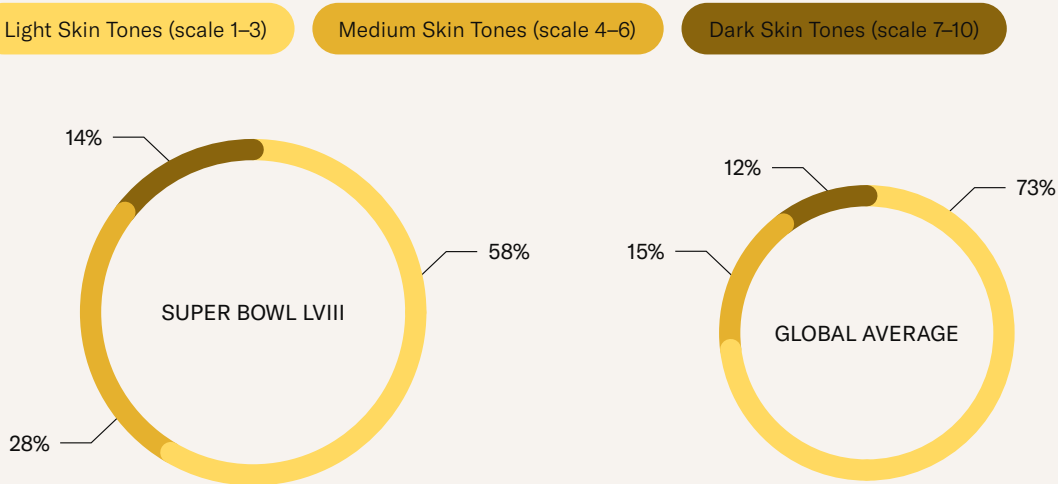
Age

Ads featured more young adults, with over 86% of talent under 40 years old.



Skin Tone

Even though light skin tones still dominate, there is a more inclusive split of medium and dark skin tones compared to the global average.



It's Game Time

Turn Representation Insight Into Action

Step into the next era of impact by measuring inclusivity in advertising content.

Real progress requires real change—RX can help lead the way in creating advertising that truly reflects the world we live in.



Together, we can champion change.

Key Takeaways for Making Representation Matter

1. Embed Representation in the Creative Process:

Make inclusivity a foundational metric in your creative brief. By understanding the demographics, experiences and values of your target audience, you can begin with the end in mind and create content that resonates authentically. Continuously evaluate your content during development to ensure it aligns with representation goals.

2. Prioritize Accessibility to Increase Audience Reach:

Create content that is inclusive of individuals with disabilities, ensuring people are authentically represented and features like captions, alt text and audio descriptions are included.

3. Continuously Audit Content:

Analyze past ads to identify gaps in representation and inclusivity. This includes having a holistic understanding of content and looking across key attributes such as gender expression, age, body type, skin tone and accessibility to identify gaps and opportunities for improvements.

4. Use AI, Data-Driven Tools:

Leverage RX for a standard metric for representation globally to consistently measure and track progress across your creative assets. Utilizing AI-driven platforms to analyze key dimensions in content reduces unintended biases and enables an ongoing, always-on approach to measuring inclusivity in advertising.

5. Monitor Performance to Track and Optimize:


Measure the impact of your inclusive campaigns using a standard representation metric alongside engagement and measurement data. By leveraging creative intelligence to understand your content and track the performance, marketers can identify opportunities to optimize and adapt content to changing audience dynamics.

Unlock your  score.

Appendix

Methodology of the Global Advertising Representation Index & Trends Report

The Global Advertising Representation Index was developed by XR Extreme Reach to assess and compare the state of advertising inclusivity across industries and countries.

Experience  in action. [Learn more.](#)

Methodology

This report leverages data from over one million video ads delivered by XR Extreme Reach across over 100 countries. The AI-analysis includes approximately three million faces detected within these ads, representing one of the most comprehensive studies of inclusivity in media content to date.

To ensure accuracy in assessing diversity and representation, we utilized advanced detection models to identify demographic details such as age, gender expression, skin tone and body type. These models are fine-tuned to detect nuances in representation and are capable of distinguishing a broad spectrum of identities.

For this report, XR's proprietary analysis evaluated representation across 4 primary dimensions: age, gender expression, skin tone and body type. The RX Score measures the diversity of each ad on a scale from 0 to 100, with higher scores reflecting a broader range of representation.





About XR

XR is a global technology platform that integrates data across creative, media and production to maximize business value and ROI. It empowers thousands of brands, agencies, publishers and studios to create, distribute and optimize advertising on any screen worldwide. With over a billion brand assets powered by its AI-driven platform, XR also transacts over \$1.5 billion in talent, crew and vendor payments. Operating in 140 countries, XR has offices across North America, Europe, Asia and Australia.

Learn about how you can partner with XR at www.xr.global.

For more information on the RX Score, visit:
<https://www.xr.global/rx-score>