

**F L U M E**

# The Misrepresentation of Modern Dads

**Advertising often perpetuates  
dated gender roles.**

**The role of Modern Dads in the  
kitchen and the supermarket is  
often overlooked**



Modern Dads was a joint piece of research between  
Flume and Premier Foods

# The purchasing power of men in grocery is overlooked



Leading research suppliers still base their recruitment on 80% men and 20% women. We think this is outdated and limiting



Advertising still endorses the role of men in the kitchen as hapless idiots



ASA has highlighted that gender stereotyping in advertising is harmful and endorses stereotypes



As men are increasingly involved in childcare and home life marketers should tap in to this vast audience

# Fatherhood has shifted: brands and research need to reflect this



Dads see parenthood as partnership



Dads don't see themselves as chief breadwinner or authoritarian



Dads want to have more involvement in their child's development



Although discipline is important, dads want to build a fun and enjoyable relationship with their children

# Identical responsibilities

## BEING INVOLVED

---

Premier Foods survey data endorses the fact that dads see themselves as taking on equal responsibility when it comes to household grocery shopping

- Today's Dads have more time and inclination to do the shopping , typically we don't recognise this when setting up research studies

## EQUALLY INTERESTED

---

Concept screening data suggests that men and women are equally interested in new products and in fact men are more inclined to trade up with significantly more of them claiming they often buy the premium range

- If our projects are female centric we potentially shut down npd faster than if we consider the views of both men and women

## IN THE KITCHEN

---

Dads are positively embracing the time they spend in the kitchen. When Premier Foods segmented over 2000 people by cooking expertise there was no difference in claimed levels of cooking expertise between men and women

- Marketers should not be writing briefs targeted at women and agencies should not be sending proposals with mum dominating the sample

# Our work with OXO

The OXO ad (A quiet night in) received positive feedback for its portrayal of dad; seen as confident, flexible and able to adapt to tricky family situations

- Press reception to the return of the new OXO family after 17 years was phenomenal
- The media loved Premier Foods distinctive asset of the OXO family and quickly picked it up on their portrayal of Modern Dad







An emotional connection in marketing communications cannot be achieved if gender equality is not recognised

Focusing on relationships is far more powerful than focussing on roles or tasks which tend to fall into stereotypes

Understanding what drives us as humans elevates insight beyond cliches

Depiction of gender should be a derision of anyone's position in the family

Avoid stereotyping by thinking about parents (rather than only Mum)

Recognize the purchasing power of men and consider them when designing research projects

Shift internal discussions away from the default of women and mums and acknowledge the reality of modern families

**F L U M E**



0121 745 5109



[hello@flume.group](mailto:hello@flume.group)