



# REFLECTIONS ON STEREOTYPES

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# ADVOCACY AS MOVING

Policies

People

Practices

Perceptions



# WHAT HAS WORKED

## RESEARCH

- **Media**
- **Audiences**



# WHAT HAS WORKED

## DOING THINGS WITH OTHER

- Geena Davis Institute
- CSS
- Futures
- Puddle
- New Macho



# WHAT HAS WORKED

## CALL OUT AND CALL IN

- Point out what doesn't work
- Acknowledge what does
- Media as people



# WHAT HAS WORKED

## MEET THEM WHERE THEY ARE

- Value of online spaces
- Mr Beast Vs. The Super Bowl

### IN PERSON MALE SPACES COMPARED TO ONLINE MEN'S SPACES

2 billion

monthly active users



52M

monthly active users



100M

monthly active users



75M

monthly active users



140M

monthly active users



30M

monthly active users



2M

Boy Scouts across different orgs

500k-2M

per Gym Chain

750k

in US College Fraternities

35k

in F3 Nation workout groups

*Analysis for Equipundo by Puddle and Mash Up Americans*

Sources: Statista, Pew Research Center

# WHAT HAS WORKED

## BE CLEARER

- Healthier masculinity?
- Untweetable
- Formulaic Approaches



