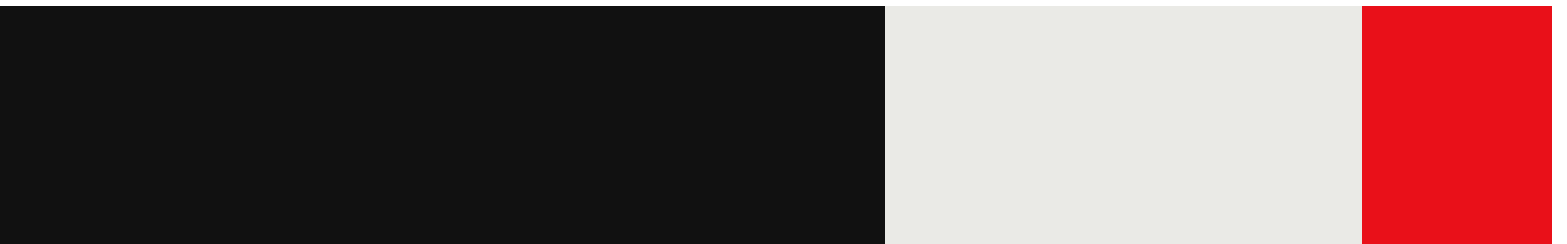


# Around the World with ... Representation in Advertising: How ads are changing to better reflect society

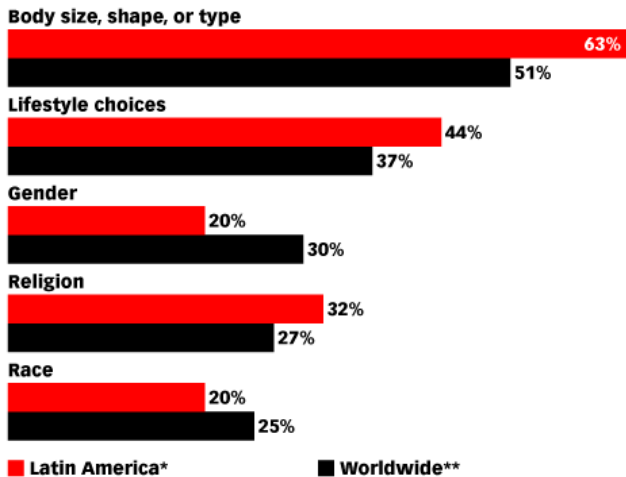
Audio



On today's episode, we discuss representation in advertising: What does it mean to ban the concept of "normal," how are some advertisers pivoting toward realism, and how are demographic groups being portrayed in ads? Tune in to listen to the discussion as eMarketer senior analyst Bill Fisher hosts senior analyst Jasmine Enberg, research director Matteo Ceurvels, and senior researcher at Insider Intelligence Man-Chung Cheung.

### Types of Discrimination that Internet Users in Latin America vs. Worldwide Have Experienced, July 2019

% of respondents



Note: ages 18+; \*among 63% of respondents who have been affected by bias; \*\*among 57% of respondents who have been affected by bias  
Source: Getty Images, "Visual GPS" conducted by YouGov, Aug 17, 2020

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