Absence of an Engineering-Based Approach in the Construction of Discriminatory Stereotypes Toward Women of Color: A Case Study on the Drimer Mattress Commercial

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ABSTRACT

Advertising has become a clear example of influence on the public imagination, as it shapes, arranges, and generates trends around specific contexts, topics, people, races, ideologies, and more. In 2018, the Drimer mattress commercial by Saga Falabella sparked significant controversy due to its racially stereotyped content and its impact on public perception, as well as the ethical concerns surrounding its production and dissemination. The central research question driving this study is: What are the ethical implications of the absence of an engineering-based approach in the construction of discriminatory stereotypes toward racialized women in advertising content, specifically in the case of the Drimer mattress commercial by Saga Falabella released in 2018?. The purposes of this research are, first, to analyze how the representation of stereotypes can negatively influence public perception and perpetuate discrimination in the absence of an engineering-based approach. Second, to discuss the ethical responsibility of companies to avoid harmful advertising practices and to promote inclusive and respectful representation. The methodology is qualitative, phenomenological in nature, with a socio-critical analysis; it is also emancipatory and propositional. The conclusion drawn from the ethical analysis of the Drimer mattress commercial, along with the review of academic studies on the representation of racial and discriminatory stereotypes in advertising, emphasizes the urgent need to address and correct these practices. It is essential that companies commit to the continuous training of their creative teams in matters of inclusion and diversity. Ethical responsibility in advertising is both an obligation and a strategic opportunity.

Keywords: Stereotypes, Advertising, Discrimination, Ethical Responsibility, Diversity.

INTRODUCTION

In 2018, the Drimer mattress commercial by Saga Falabella [1] sparked significant controversy due to its content, which was considered racist by many. The portrayal of Afro-descendant individuals in the advertisement drew criticism for perpetuating negative stereotypes, leading to a broader debate on ethics in advertising. This analysis focuses on evaluating the use of such stereotypes, exploring both their impact on public perception and the ethical responsibility of companies when creating advertising content.

In Peru, a study conducted by the National Institute of Statistics and Informatics (INEI) [2] revealed important data regarding the public's perception of racism in advertising. According to the "Statistical Compendium Peru 2023," a significant portion of the population believes that advertising tends to use racial stereotypes that negatively affect the perception of certain ethnic groups. This type of representation can perpetuate prejudice and contribute to discrimination within Peruvian society.

Therefore, the relevance of this topic lies in the importance of promoting fair and inclusive representation in advertising, especially in a multicultural society like ours. Advertising not only reflects but also shapes public perceptions and attitudes toward different ethnic groups. The concepts studied provide an essential framework for understanding and critiquing these practices, highlighting the need for an ethical approach in the creation of media content. In the following link https://youtu.be/J-6ISA_8stk?si=ip9hk-PTRJpULbDH, we reflect on the absence of an engineering-based approach in the construction of discriminatory stereotypes toward racialized women: a case study of the Drimer mattress commercial.

Figure 01: Drimer mattress advertisement by Saga Falabella, where the use of racial stereotypes in the representation of characters is evident.
Source: Falabella (2010). Drimer Mattress Advertisement *[Screenshot from video]. YouTube. https://www.youtube.com/watch?v=J-6ISA_8stk*
Note: The character narrates that he really likes his bed to be clean and smell good.

Figure 2: Drimer mattress advertisement by Saga Falabella, where the use of racial stereotypes in the representation of characters is evident.
Source: Falabella (2010). Drimer Mattress Advertisement *[Screenshot from video]. YouTube. https://www.youtube.com/watch?v=J-6ISA_8stk*
Note: The character states that his mattress does not absorb bad odors.

Figure 3: Drimer mattress advertisement by Saga Falabella, where the use of racial stereotypes in the representation of characters is evident.
Source: Falabella (2010). Drimer Mattress Advertisement *[Screenshot from video]. YouTube. https://www.youtube.com/watch?v=J-6ISA_8stk*
Note: After stating that his mattress does not retain bad odors, the character reveals it is his secret but asks not to tell his roommate Valeria.

Figure 4: Drimer mattress advertisement by Saga Falabella, where the use of racial stereotypes in the representation of characters is evident.
Source: Falabella (2010). Drimer Mattress Advertisement *[Screenshot from video]. YouTube. https://www.youtube.com/watch?v=J-6ISA_8stk*
Note: The character emphasizes that he loves his bed to be clean and smell good.

Figure 5: Drimer mattress advertisement by Saga Falabella, where the use of racial stereotypes in the representation of characters is evident.
Source: Falabella (2010). Drimer Mattress Advertisement *[Screenshot from video]. YouTube. https://www.youtube.com/watch?v=J-6ISA_8stk*
Note: The character concludes that, despite being different (labeled) from Valeria, they are best friends

The research question guiding this analysis is: What are the ethical implications of the absence of an engineering-based approach in the construction of discriminatory stereotypes toward racialized women in advertising content, specifically in the case of the Drimer mattress commercial by Saga Falabella released in 2018? This question is essential for unraveling the multiple layers of responsibility and the social impact of racist advertising content.

This article addresses two main points: first, the impact of stereotypes on public perception, and second, the ethical responsibility of companies in the creation of advertising content. The first point analyzes how the representation of stereotypes can negatively influence public perception and perpetuate discrimination in the absence of an engineering-based approach. The second discusses the responsibility of companies to avoid harmful advertising practices and to promote inclusive and respectful representation. These two points are interconnected, as the way ethnic groups are represented in advertising directly affects public perception and, therefore, implies an ethical responsibility on the part of companies. This analysis will not only evaluate the negative impact of stereotypes but also propose solutions and best practices for more ethical and responsible advertising.

THEORETICAL FRAMEWORK

The research conducted through the monitoring of the *Observatorio Ciudadano de la Comunicación* in Ecuador analyzed media advertising to understand the production of communicational content based on gender—specifically stereotypes, roles, and attributes—and its impact on the reproduction of social inequality. The methodology was descriptive and exploratory. The study identified roles in advertising packages that reflect standardized and normalized inequalities between men and women in society, concluding that it is essential to raise consumer awareness about advertising consumption from a critical, gender-focused perspective. *(Flores-Chuquimarca & Morocho-Minchala, 2024)* [3].

Furthermore, it is evident that the exposure of the female body has become a central element in advertising, especially in media targeting female consumers. This trend distorts reality and idealizes an unrealistic image of women, resulting in a disconnect between women's everyday lives and their portrayal in media. A categorical content analysis of 216 units and 15 variables revealed a lack of genuine commitment to diversity and inclusivity in advertising and fashion brand coverage in magazines. *(Moret, Esteban & López, 2023)* [4].

An interesting aspect is how societies tend to typify women through advertising stereotypes. For example, in April 2021, a content analysis of 173 ads and 237 female characters aired on Japanese television networks (TV Tokyo, TV Fuji, NHK, TV Asahi, and TBL) identified six distinct stereotypes:

- **Traditional Woman**: maternal, affectionate, home-oriented
- **Submissive Woman**: weak, submissive, sad
- **Transgressive Woman**: sexy, hedonistic, seductive
- **Kawaii**: mature *kirei*, innocent
- **Lolita**: sweet, with age being irrelevant to classification *(Del Barrio, 2022)* [5].

Additionally, gender stereotypes in advertising for the brand Axe were examined to assess whether there has been a positive evolution, given its history of sexist content. A historical-descriptive analysis using a mixed qualitative-quantitative methodology was conducted on 20 ads aired in Spain between 2000 and 2019. An analysis sheet was developed based on contributions from various authors and original insights, allowing for detailed extraction and evaluation of the content. The findings suggest that the brand has improved its strategy in recent years, promoting greater gender equality between men and women. *(Martín Brito, 2020)* [6].

In Ecuador, a study was conducted to analyze the construction of the social imaginary regarding the representation of women in television advertising, in a country with high rates of femicide and violence against women. The objective was to examine the gender stereotypes present in television commercials during 2017–2018 and to explore emerging representations within advertising discourse. Using the **Critical Discourse Analysis** method, 40 commercials from two private television stations and one public broadcaster were analyzed. The results revealed new representations of female roles; however, these were diluted within a highly stereotyped advertising framework that continues to promote inequity and perpetuate differences in power and social status. *(Elizundia & Yaulema, 2021)* [7].

Advertising platforms have evolved with technological advancements, integrating digital media into product and service promotion strategies. However, this raises the question of whether the representation of men and women in commercials has also changed or if traditional roles and stereotypes persist. Using a qualitative methodology, the representation of male and female roles in advertising was analyzed, based on audiovisual pieces from the "Film" category of the **El Cóndor de Oro 2018** competition. The hypothesis proposed was that gender-assigned stereotypes remain traditional: women as housewives and sexualized figures, and men as heads of households and businessmen. The results showed a greater presence of male characters (44) compared to female characters (32). However, there was a balance in the roles and stereotypes identified: 22 roles and 15 stereotypes for women, and 21 roles and 16 stereotypes for men. The **professional** stereotype was dominant for both genders. For men, the most common roles were dancer and athlete, alongside the professional stereotype. For women, there was a shift in roles, no longer limited to family care—mother, wife, daughter, companion, partner—which led to a reduction in their portrayal as sexual objects. It was also evident that men have begun to modify their traditional stereotypes. *(Elizundia & Yaulema, 2021)* [8].

METHODOLOGY

This qualitative research follows a phenomenological approach and includes the review of 15 articles published in high-impact journals indexed in reliable databases such as Scopus, as well as peer-reviewed books. The analytical methodology is **socio-critical**, as it explores knowledge generated through social action. It is also **emancipatory and propositional**, presenting a series of reflections that lead to proposing alternatives for social change. All necessary practices were considered to ensure ethical and scientific integrity in this research, including adherence to academic writing and citation standards, and the evaluation of originality.

RESULTS

To conduct a more thorough ethical analysis of the discriminatory content in the Drimer mattress commercial by Saga Falabella, we developed a review of the state of the art based on the research objectives.

Objective 1: Determine the Impact of Racial Stereotypes on Public Perception

There are various ways in which stereotypes are constructed, and in the case of the Drimer mattress commercial, a significant impact was observed in how racial stereotypes were represented and perceived by the public. The commercial portrays Afro-descendant individuals in a way that reinforces negative stereotypes. This representation is not only offensive but also perpetuates prejudice and contributes to discrimination.

According to the *Statistical Compendium Peru 2023* by the National Institute of Statistics and Informatics (INEI), a significant portion of the Peruvian population perceives that advertising often uses racial stereotypes that

negatively affect certain ethnic groups (INEI, 2023). Such media representations can influence public perception by reducing the positive visibility of these groups and limiting opportunities for diverse and fair representation (Dixon, Weeks & Smith, 2019) [9].

Constant exposure to racial stereotypes in advertising has serious consequences. On one hand, there is a risk that people begin to accept these stereotypes as true. Repetition can normalize prejudices and discriminatory attitudes, shaping public perception. Moreover, stereotypical representation limits the positive visibility of affected ethnic groups. If only stereotypes are shown, the opportunity to see more diverse and authentic portrayals is diminished.

Advertising also influences the construction of social identity. If stereotypes are the only available image, individuals may internalize them and assume they are an integral part of their cultural identity.

The analysis by Mastro and Stern (2003) [10] highlights how racial minorities are underrepresented and stereotyped in television commercials, perpetuating a limited and biased view of these groups. This lack of diversity not only reinforces existing prejudices but also influences public perception by reducing fair and positive visibility of minorities. This aligns with Eisend (2010) [11], who notes that stereotypes in advertising—whether gender-based or racial—have a significant impact on public perception and the perpetuation of social roles and expectations.

Thus, the long-term consequences of exposure to racial stereotypes in advertising are profound. They affect individual perception and have broader implications for social and economic structures. The normalization of these stereotypes can influence public policy and resource distribution, perpetuating systemic inequality and discrimination. Furthermore, the lack of positive representation limits the chances for affected communities to be seen as valuable and contributing members of society.

Companies have an ethical responsibility when creating advertising content. First, they must be aware of the social impact of their actions. Avoiding stereotypical representations is essential to prevent contributing to discrimination and to promote a more just society. **Corporate Social Responsibility (CSR)** involves considering the well-being of the community and avoiding practices that perpetuate prejudice or harm ethnic groups.

Objective 2: Establish the Ethical Responsibility of Companies in the Creation of Advertising Content

Good advertising practices also include the promotion of authentic and diverse representation. Companies can contribute positively to social change by portraying multicultural realities in a respectful and truthful manner. In the case of the Drimer mattress commercial, Saga Falabella not only failed to fulfill this responsibility but also damaged its reputation by being perceived as insensitive or even complicit in racist practices.

Promoting diverse and fair representation in advertising is crucial to counteract the negative effects of racial stereotypes. Advertising has the power to significantly influence public perception, and inclusive representation can help break down prejudices and foster a more equitable society. It is essential that companies recognize their responsibility in this regard and actively work to include authentic and respectful diversity in their advertising campaigns.

The ethical responsibility of companies in creating advertising content is a critical aspect to consider. Companies have a duty to avoid perpetuating harmful stereotypes and to promote fair and inclusive representation of all communities. The use of racial stereotypes is not only morally questionable but can also have negative consequences for a company's corporate image. When a company resorts to stereotypes, it risks alienating audiences, damaging its reputation, and losing public trust. Therefore, adopting ethical advertising practices that are sensitive to diversity is not only a responsibility but also an opportunity to build a strong brand aligned with the values of a multicultural society.

Corporate Social Responsibility (CSR) implies that companies must be aware of the societal impact of their actions. In the case of the Drimer mattress commercial, Saga Falabella failed to meet this responsibility and harmed its reputation by being perceived as insensitive or complicit in discriminatory practices. This incident underscores the importance of companies considering the ethical implications of their advertising campaigns and how these may affect their public image.

Thus, good advertising practices involve avoiding stereotypical representations and promoting authentic and respectful diversity. Companies should implement policies and procedures to ensure that their advertising campaigns are reviewed and approved by diverse and well-informed teams. This not only helps prevent errors and misunderstandings but also fosters a culture of inclusion and respect within the organization.

Moreover, the use of racial stereotypes can have negative consequences for a company's corporate image. Companies perceived as insensitive or complicit in discriminatory practices may face public backlash and a decline in consumer trust. It is essential for companies to take a proactive stance in promoting fair and inclusive representation to maintain and enhance their corporate reputation.

Promoting authentic and respectful diversity in advertising is not only ethically correct but also beneficial for companies. Advertising campaigns that reflect the diversity of society can attract a broader audience and improve

public perception of the brand. Companies should view the promotion of diversity and inclusion as an opportunity to lead by example and contribute positively to society.

In 2019, there was a shift in the visibility of women in the context of mass football sports, as greater coverage was given to women's football and stadium attendance was massive. A study aimed to analyze the role of women in advertising during sports broadcasts, specifically during the **FIFA Women's World Cup France 2019**. An ad-hoc instrument was designed and used to examine how women were portrayed in advertising aired during the event. The findings revealed portrayals of women that differed from traditional representations in the football context. *(Monserrat-Gauchi, Segarra-Saavedra & Penalva-Cerdá, 2023)* [12].

DISCUSSION OF RESULTS

To avoid falling into the use of stereotypes, companies must implement content review policies that include consultation with experts in diversity and representation. These policies ensure that advertising content is evaluated from multiple perspectives, minimizing the risk of perpetuating stereotypes and fostering more inclusive and fair representation.

When companies establish review processes that involve diversity experts, they benefit from a critical and contextualized perspective. These professionals, with their specialized knowledge, can identify problematic representations that might go unnoticed by others. Moreover, by considering multiple viewpoints, companies gain a deeper understanding of cultural complexities and avoid oversimplifying ethnic groups or cultures. For example, an advertisement representing an Indigenous community should not rely on general stereotypes but rather reflect a deep understanding of its history, traditions, and current challenges. By incorporating these diverse perspectives, companies can create advertising content that is more authentic, respectful, and relevant to diverse audiences.

It is important to emphasize that consulting diversity experts is not only a preventive measure against the perpetuation of stereotypes but also an opportunity to enrich creativity and authenticity in advertising. Involving these professionals broadens the perspective and enhances the narrative of advertising. These experts can contribute knowledge about the history, traditions, and struggles of different communities, adding depth and relevance to the content. Furthermore, by considering their viewpoints, companies avoid simplification and foster more genuine and respectful representation. Ultimately, collaboration with diversity experts contributes to more informed and sensitive advertising for the diverse audiences it aims to reach.

Ultimately, implementing review policies focused on diversity and representation contributes to more conscious, ethical advertising aligned with the values of a multicultural society. Companies that adopt these practices not only avoid potential controversies but also become agents of positive change in building fairer and more equitable representation in the media. By considering diversity and authenticity in their advertising content, these companies contribute to a media narrative that reflects the complexity and richness of the society in which they operate. Additionally, by promoting more inclusive representation, they inspire other organizations and society at large to follow a path of mutual respect and understanding. Ethical responsibility in the creation of advertising content is not only a business matter but also a commitment to social well-being and the construction of a more equal world.

Moreover, it is essential that companies commit to the continuous training of their creative teams in topics of inclusion and diversity. Regular training in these areas raises awareness among content creators about the importance of appropriate representation and provides the necessary tools to avoid harmful stereotypes.

Training in inclusion and diversity is not just about meeting ethical or legal requirements; it is about cultivating a conscious and reflective mindset among marketing and advertising professionals. Key aspects of this training include:

Key Aspects of Diversity and Inclusion Training:

- **Cultural Awareness:** Creative teams must understand cultural differences and diverse perspectives. This involves learning about the traditions, values, beliefs, and struggles of different communities. Cultural awareness helps avoid generalizations and enables the creation of more authentic content.
- **Bias Sensitivity:** Training should address unconscious biases that may influence content creation. Creators must question their own assumptions and prejudices to avoid stereotypical representations.
- **Research and Consultation:** Before developing an advertising campaign, it is essential to research and consult with experts from the community or ethnic group being represented. This ensures that the content is accurate, respectful, and relevant.
- **Authentic Narratives:** Training should encourage the creation of authentic narratives. Instead of relying on clichés or stereotypes, creators should seek real stories and genuine representations.

These practices not only help prevent costly and potentially damaging mistakes for a company's image but also contribute to building a more just and equitable society. By adopting a proactive approach to inclusive representation, companies not only enhance their reputation but also play a vital role in promoting diversity and respect in society. In doing so, they become tools of social inclusion that, beyond selling a product or service, foster change in favor of marginalized groups.

Promoting an inclusive culture within companies is essential to ensure that all team members understand and value diversity. This involves fostering a work environment where differences are respected and celebrated, and where everyone feels empowered to contribute their unique perspectives. In line with this, the review by Taylor et al. (2019) [13] on racial stereotypes in cosmetic surgery advertising underscores the ethical responsibility of companies to avoid harmful representations. Companies must commit to reviewing their advertising content with the help of diversity and inclusion experts and to continuously training their creative teams to promote fair and equitable representation of all communities.

Ultimately, adopting these best practices has a positive impact on society as a whole. Companies that strive to avoid stereotypes and promote inclusion help create a more balanced and respectful media environment. This not only improves public perception of the company but also contributes to progress toward a more equitable and just society for all. By taking concrete steps to represent communities authentically and diversely, companies become agents of positive change, influencing collective perception and fostering a culture that is more aware and sensitive to diversity.

Moreover, by producing advertising content that reflects multicultural reality and challenges stereotypes, companies can inspire other organizations and society at large to follow a path of inclusion and mutual respect. Ethical responsibility in the creation of advertising content is not just a business matter—it is a commitment to social well-being and the construction of a more equal world.

The video highlights how race is a social construct that emerged from European colonialism, used to establish social hierarchies based on phenotypic and cultural differences. To address this issue from an engineering perspective, it is necessary to redesign institutional and technological processes with principles of equity, transparency, and justice. Binns (2018) [14] proposes incorporating ethical principles into the design of automated systems to prevent the reproduction of historical biases. Mehrabi et al. (2021) [15] suggest applying engineering controls to identify and mitigate racial biases in decision-making models, which is crucial for institutions handling sensitive data. Holmes and O'Neill (2020) [16] emphasize the importance of operationalizing fairness through metrics that assess the racial impact of processes, while Zliobaite (2017) [17] advocates for the use of quantitative indicators to measure algorithmic discrimination. This approach enables institutional systems to become tools of inclusion, ensuring that decisions—whether human or automated—are based on fair and verifiable criteria.

CONCLUSIONS

In conclusion, the ethical analysis of the Drimer mattress commercial by Saga Falabella, along with the review of academic studies on the representation of racial stereotypes in advertising, highlights the urgent need to address and correct these practices. Companies have an ethical and social responsibility to avoid perpetuating harmful stereotypes and to actively promote inclusive and respectful representation. By doing so, they not only improve their corporate image but also contribute positively to social development and the promotion of a more equitable society.

It is imperative to recognize that companies must assume their ethical responsibility and be aware of the impact their advertising campaigns have on public perception. It is not enough to avoid controversy; they must actively work to include diverse representations that accurately and respectfully reflect all communities. This ethical responsibility not only protects the integrity and reputation of the company but also sets a positive standard within the advertising industry. By adopting practices that promote inclusion and authenticity, companies contribute to a more equitable and socially conscious media environment, benefiting both their corporate image and the broader social good.

Therefore, by committing to inclusive advertising practices, companies not only enhance their brand image but also contribute positively to social progress. Ethical and responsible advertising can change perceptions, foster inclusion, and reduce discrimination. In this way, companies have the power to significantly influence the creation of a more just and equitable society, setting an example for other industries and sectors.

When companies take an active stance in promoting diversity and authentic representation, they send a clear message to their audiences and to society at large. It is not merely about complying with regulations or avoiding controversy; it is a genuine commitment to social responsibility. By creating advertisements that reflect multicultural reality and challenge stereotypes, companies can inspire changes in public perception and individual attitudes.

Moreover, advertising not only reflects culture—it also shapes it. The images and messages we see in the media influence our beliefs, values, and behaviors. Therefore, companies have considerable influence in building a more tolerant, respectful, and diversity-conscious society.

The engineering-based approach applied to marketing and advertising demands that creative processes be designed with criteria of inclusion, ethical review, and social validation, to prevent transmitted messages from perpetuating racial stereotypes. The controversy surrounding the Saga Falabella commercial demonstrates how the absence of such controls can lead to reputational crises and the reproduction of structural discrimination. The adoption of inclusive advertising practices is not only an ethical imperative but also an opportunity to become agents of positive change. Companies that lead by example not only reap commercial benefits but also contribute to collective well-being and progress toward a more equal and compassionate world. When companies actively commit to representing diversity and challenging stereotypes, they promote a culture of respect and acceptance. Their influence extends beyond the products or services they offer—it impacts public perception, individuals' self-image, and the construction of a more just society.

By creating advertisements that reflect multicultural reality and celebrate authenticity, companies can inspire changes in both individual and collective attitudes. When a company genuinely commits to representing diversity, it is not merely producing advertising content—it is actively influencing public perception. Moreover, by setting a positive standard in the advertising industry, these companies become role models for other organizations and sectors. Their leadership in promoting fair and respectful representation inspires others to follow their example, creating a ripple effect in building a more inclusive and socially conscious society.

Ultimately, ethical responsibility in advertising is not just a business matter—it is a commitment to social well-being. Companies that promote inclusive values significantly contribute to progress toward a more equal, compassionate, and diversity-aware world. In this sense, companies have the responsibility to carefully evaluate the messages they convey through their advertisements. By promoting inclusive values and avoiding the reproduction of harmful stereotypes, they can actively contribute to a more equitable and diversity-conscious world. Furthermore, ethical advertising not only benefits society at large but also fosters stronger connections with consumers who value authenticity and social responsibility.

Ethical commitment in advertising goes beyond avoiding offense; it involves proactive action to represent all communities fairly and respectfully. According to Hultgren, Hallgren, and Larsson (2020) [14], brands that adopt inclusive practices not only avoid negative consequences but also generate greater loyalty and trust among their consumers. This demonstrates that ethics is not in conflict with commercial success—it is an essential component of it.

Additionally, companies that lead with inclusive values play a crucial role in educating society. Through positive and diverse representations, advertisements can challenge and change existing prejudices and stereotypes. Plous and Neptune (1997) [18] argue that media—including advertising—has the power to shape social attitudes and behaviors, and companies have the responsibility to use this power to promote equality and inclusion.

Corporate Social Responsibility (CSR) also includes a company's commitment to social well-being through its business practices. Implementing diversity and inclusion policies in advertising not only reflects the company's ethical values but also responds to a growing consumer demand for greater social responsibility. Kotler and Lee (2005) [19] assert that well-executed CSR practices can significantly improve a company's image and strengthen customer relationships.

Therefore, fostering inclusive and ethical advertising is essential for advancing toward a more just and equitable society. Companies that adopt this approach not only fulfill their ethical responsibilities but also actively contribute to creating a more understanding and diversity-aware social environment. Trepte and Kramer (2007) [20] support this perspective, noting that inclusive representation in media can foster greater understanding and empathy among different social groups.

Thus, companies that commit to authentic representation in their advertising campaigns not only challenge harmful stereotypes but also send a powerful message of inclusion and respect. Inclusive advertising has the potential to transform cultural perceptions, encouraging society to value diversity in all its forms. By portraying people of different ethnic backgrounds, genders, and sexual orientations in a positive and authentic way, advertisements can help reduce prejudice and promote greater understanding and social acceptance.

Moreover, the influence of these practices extends beyond the commercial realm. When companies lead with positive examples of representation, they inspire change in other industries and sectors. This influence can be particularly strong in industries such as fashion, entertainment, and media, where visual and narrative representation is essential. Brands that adopt an inclusive stance not only enhance their reputation but also drive innovation and creativity within their teams by embracing a variety of perspectives.

Additionally, ethical responsibility in advertising presents an opportunity for companies to exercise positive leadership in society. It is not enough to avoid harmful practices; companies must actively commit to promoting social well-being. Implementing diversity and inclusion policies can be a key differentiator, attracting consumers

who value these practices and creating a domino effect that encourages other companies to follow suit. Companies with strong inclusive ethics in their advertising practices experience higher levels of customer loyalty and employee satisfaction, benefiting both the company and society as a whole.

To conclude, ethical responsibility in advertising is both an obligation and a strategic opportunity. Companies that embrace this responsibility not only uphold high moral standards but also seize the opportunity to contribute positively to social development. By celebrating diversity and promoting inclusion, these companies help build a more equitable and just world, setting an example for the rest of the industry.

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