

RED C Breakfast Club 2023

Reaching Him Right

Marketing to Men

#REDCBreakfastClub

#SeeMoreClearly



We have conducted fresh research to understand what masculinity means and looks like today

Nat Rep Survey with 486 men

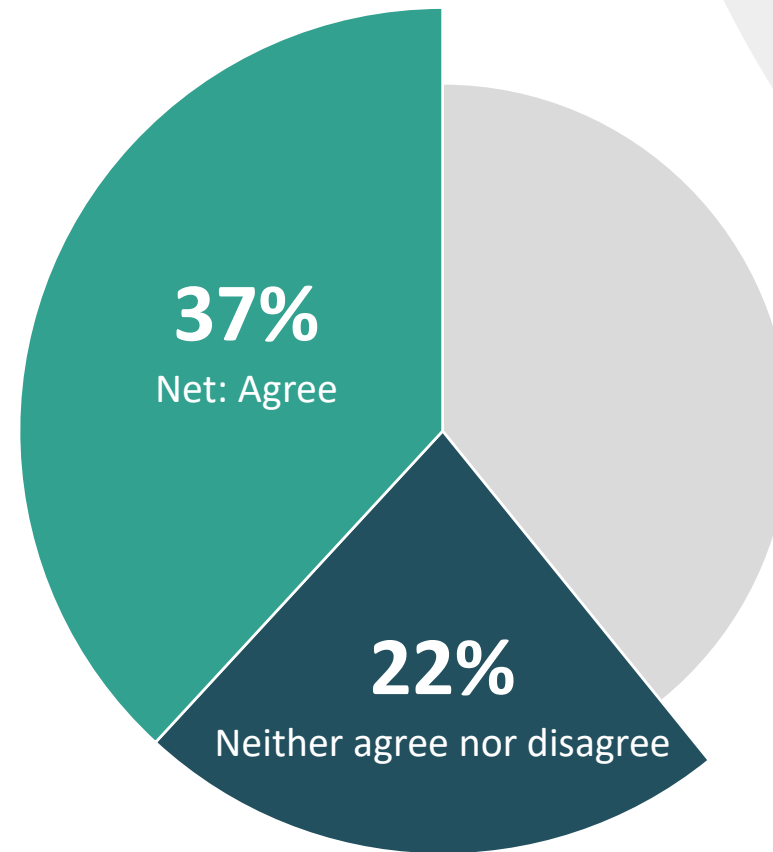


Deep-dive qual research with men across different life-stages



It's challenging times for everyone, but I suppose a specific challenge that I find as a man is that it can be confusing as to what's being expected of you in society now.

- Male, 43



Irish Men:
It's a confusing time to be a man

Masculinity is in a state of flux, and while the role of man has evolved in many ways, expectations have not progressed to the same degree



'Traditional' man



Financially successful



Physical strong/tall



Stoic



Leader & confident

Adhering to presentations



'Modern' man



Family focused



Emotionally open



Sensitive



Open-minded



Presenting as you feel appropriate

It leaves men wondering where do they fit



You're expected to be non-sensitive and stoic but also express your feelings.

- Male, 34



It feels like there are two options; try navigate the change or feel vilified and rebel





Even Bond has changed.

- Male, 49

Navigation doesn't always feel easy



I don't want it to come across like I'm bemoaning. But there can be an attitude of men are trash, men don't matter. Like, I've had that said to me in conversations, social situations, multiple times, sort of a throwaway comment.

I sometimes feel as a person who tries to be a good man, that I can be mistaken or lumped in with bad men who commit terrible things. And you can be expected to just take that, just take it on the chin and don't let it get to you. You know, absorb comments and have that traditional non-sensitivity in a world where you're also expected to be open. I do genuinely find it's difficult to navigate.

- Male, 28

Ultimately the ambition is to be a good person – a kinder version of masculinity versus the traditional

- Being present for your people
- Someone people are proud of
- Secure (rather than “successful”)
- Someone who’s credibly labelled “nice”
- Achieving balance
- Someone people feel safe around



Overcommitting in an extreme sense to the original codes can be an alternative response to the changes felt

Rise of Toxic and Hyper Masculinity



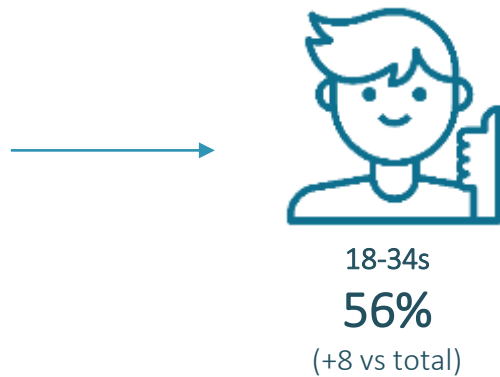
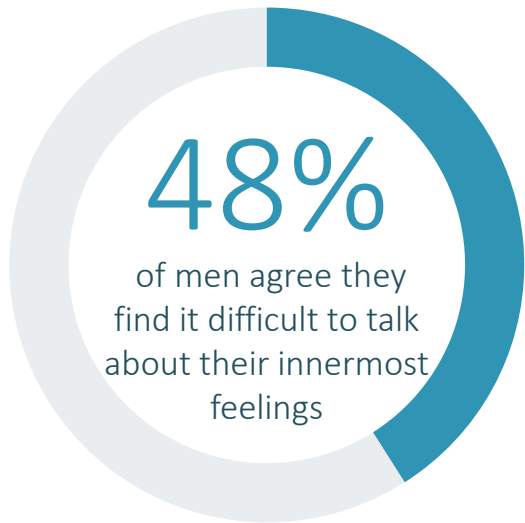
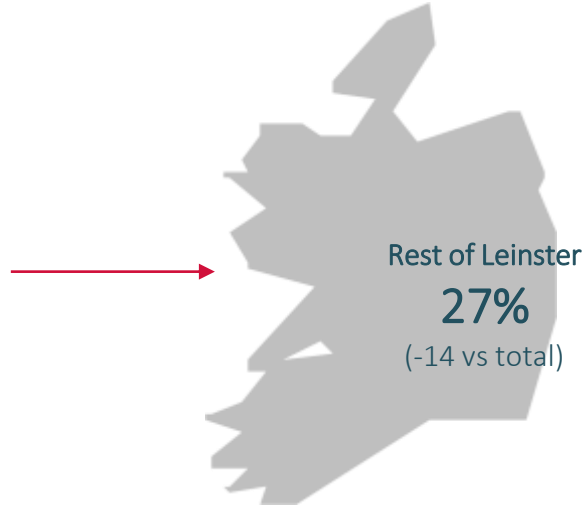
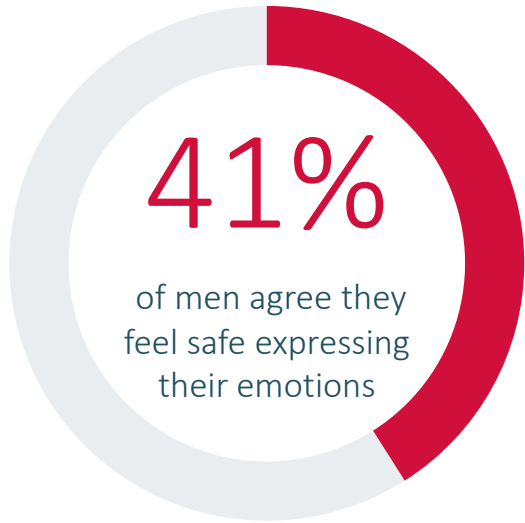
Men talk about this approach leading to suppression.

By rejecting the navigation approach, you don't get the benefits of "modern man" values.



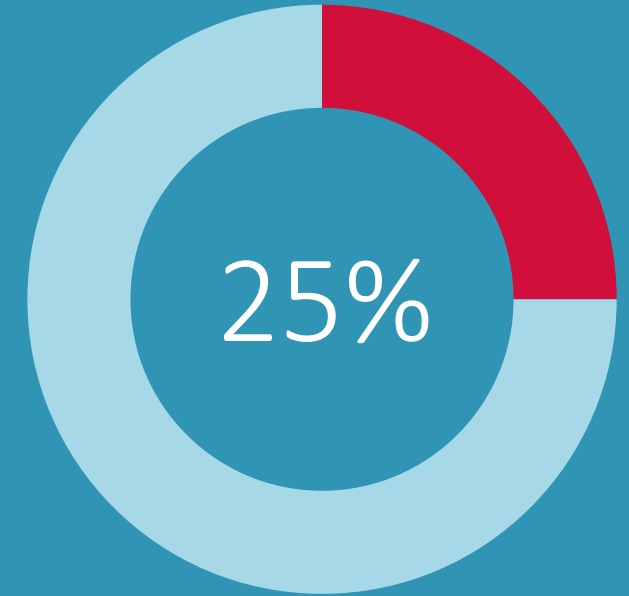
Widespread positivity about how changes and flux in “being a man” have progressed openness about mental health

While things have improved, they're still not great





Deeper connection can be a real struggle for men



Men feel they don't have deep, close friendships
(a further 18% neither agree nor disagree)





If you're talking to somebody new, like you're sat beside somebody in a pub or you got sat beside somebody at a wedding, a man will generally gravitate towards sport as a topic and if you don't know anything about it, it's an immediate shutdown. It's like a social slap in the face for the two of you. Like it's a real faux pas.

- Male, 41



57%

of men agree being interested in sport is an important avenue for men to communicate





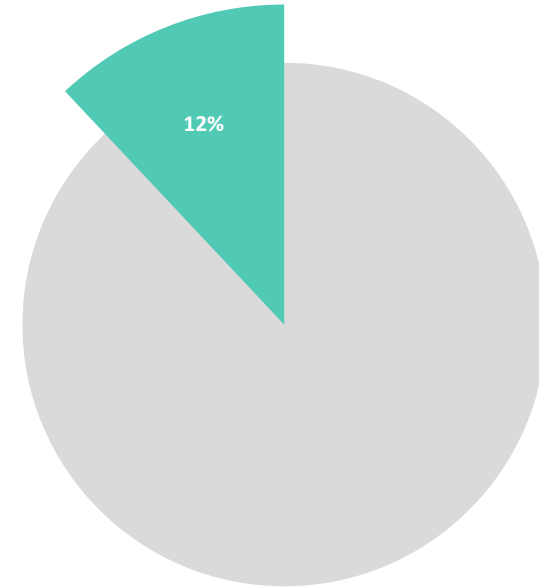
There's a superficiality to some male relationships because of the way "connections" are formed

When it comes to brands there's often a superficiality to their portrayal of men – and men feel it



While top of mind representation of men can deliver in terms of recall and mental availability...

...very few brands felt to be credibly pushing into modern male values and connecting at a deeper level.



agree that media representation of masculinity today reflect their views



Advice to my younger self

Be who you are

Conform less

Nobody cares as much as you think they do

Be more empathetic and open

TRADITIONAL

MODERN



PADDYPOWER.



BOSS
HUGO BOSS

Gillette®

UFC

Calvin Klein



Cadbury



I'd probably say that advertising that's geared towards women is more emotionally charged, like brands are looking to get an emotional response, whereas with men, they're not.

- Male, 25



Change in roles and values has happened quickly and led to conscious rejection by some.

Brands need to learn from this to avoid conflict – slow and gentle.





THE SEMIOTICS FINDINGS

Reaching Him Right

Understanding to Better
Connect with Men



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THANK YOU

For more information, please contact

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