



## STRATEGY RECOMMENDATIONS

# Reaching Him Right

Understanding to Better  
Connect with Men



#REDCBreakfastClub

#SeeMoreClearly

**Reaching Him Right:  
what can brands do to  
get it right**



# There are at least four ways men find themselves addressed through marketing



1. Being without affirmations

2. Being the butt of the joke

3. Being an alienating relic

4. Being an unreachable ideal



# There are of course brand remedies- manifesto format



There's a right way and a wrong way to address the issue head-on



[@brian-ve3jv](#)

I love having my moral compass guided by a multi national company, never realised how bad I am and how much I need to apologise for being born male.

LYNX



# And some brand remedies that are more product-centric

PROBLEM SOLVER



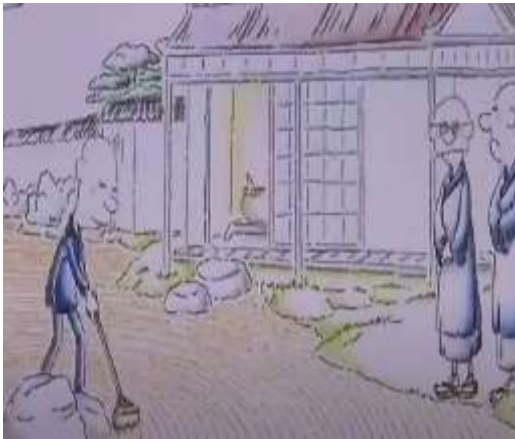
MALE AUTHORITY



ANTI-ICON



COMPLETE MALE



# To connect with and shape the multi-dimensional male, marketing needs to take account of these six insights



1



Mono-dimensional stereotypes are no longer the best route to male engagement- there is room for diversity

2



But as we can see from Bud Light trans ad furore, some men are still reluctant to countenance unorthodox depictions of maleness- they want to celebrate traditional male values, without the toxicity

3



Whilst men aspire to look like Chris Hemsworth, they don't want to be reminded of how unattainable that is as an ideal. It's like James Bond: every man hates him, and every man wants to be him

# To connect with and shape the multi-dimensional male, marketing needs to take account of these seven insights



4



Men derive status from their increasingly substantial domestic role

5



Men are not ready to abandon their proclivity for **slagging, deflationary** humour

6



There is **widespread frustration with male depiction in advertising**; it is not a minority preoccupation

# What marketers need to do: four key principles



## 1. LAUGH WITH, NOT AT

When leveraging male traits, ensure the portrayal is sympathetic and humorous: the goal is to laugh with, not at.

## 2. STOP THE BASHING

Don't worry about alienating women, because positive depictions of men are far more likely to engage and carry them along than outmoded man-bashing.

## 3. RESPECT THE TOUCHSTONES

Some things are nonetheless immutable like the male appetite for competitive humour, surreality, wit.  
If it's funny and not nasty, then it's in.

## 4. BUILD IT & THEY WILL COME

Men are crying out for the social justification to behave bigger, better and bolder. If you want a better return on investment, then stretch definitions of maleness in every positive dimension.



# THANK YOU

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