



THE RESEARCH FINDINGS

Reaching Him Right

Understanding to Better
Connect with Men

#REDCBreakfastClub

#SeeMoreClearly



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

UK Nat Rep Survey with 997 men



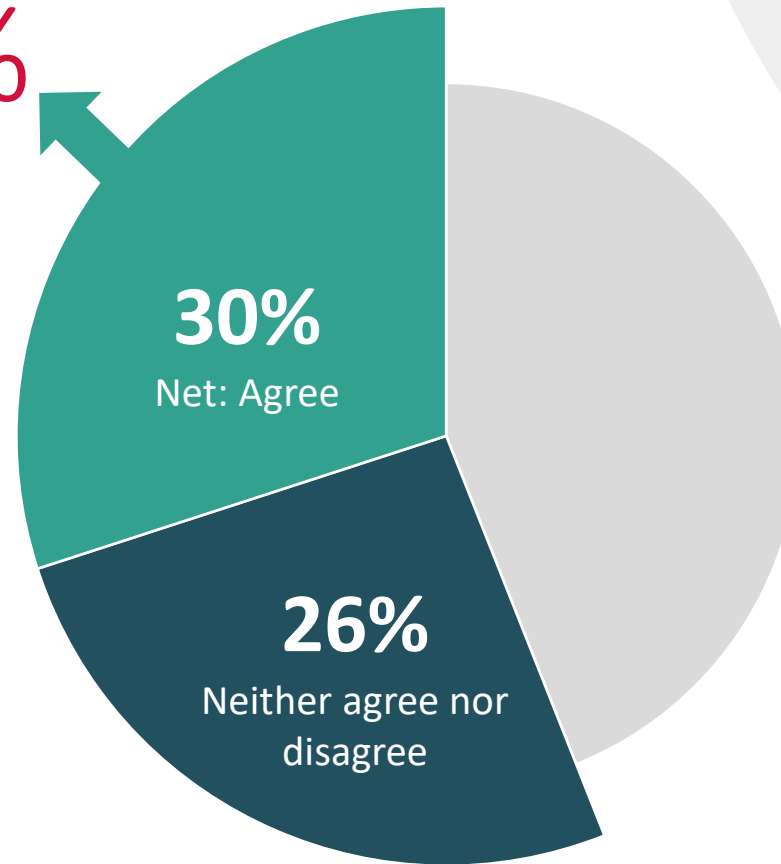
Deep-dive qual research with men across different life-stages



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

41%
of men 18-34



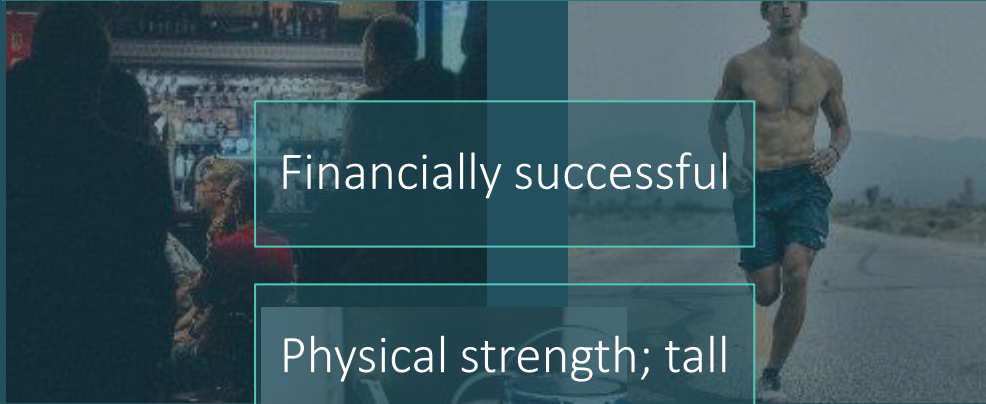
UK Men:

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

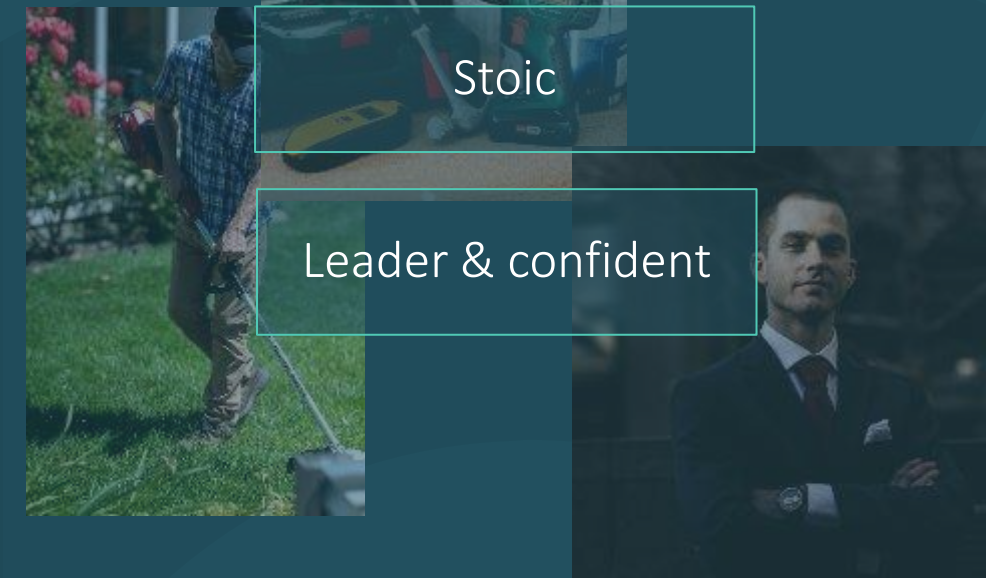


Financially successful

Physical strength; tall

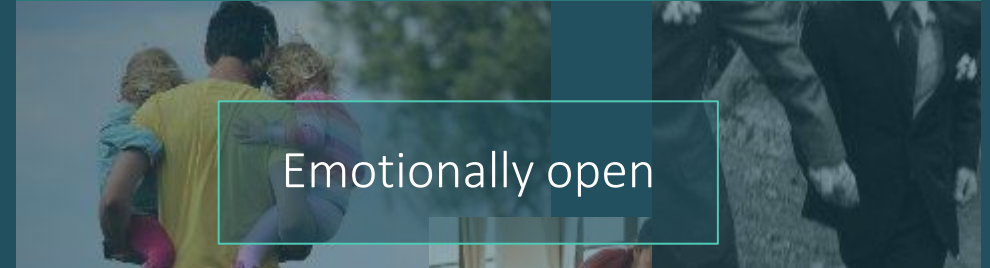
Stoic

Leader & confident



'WHERE
DO
I
FIT?'

'Modern' man

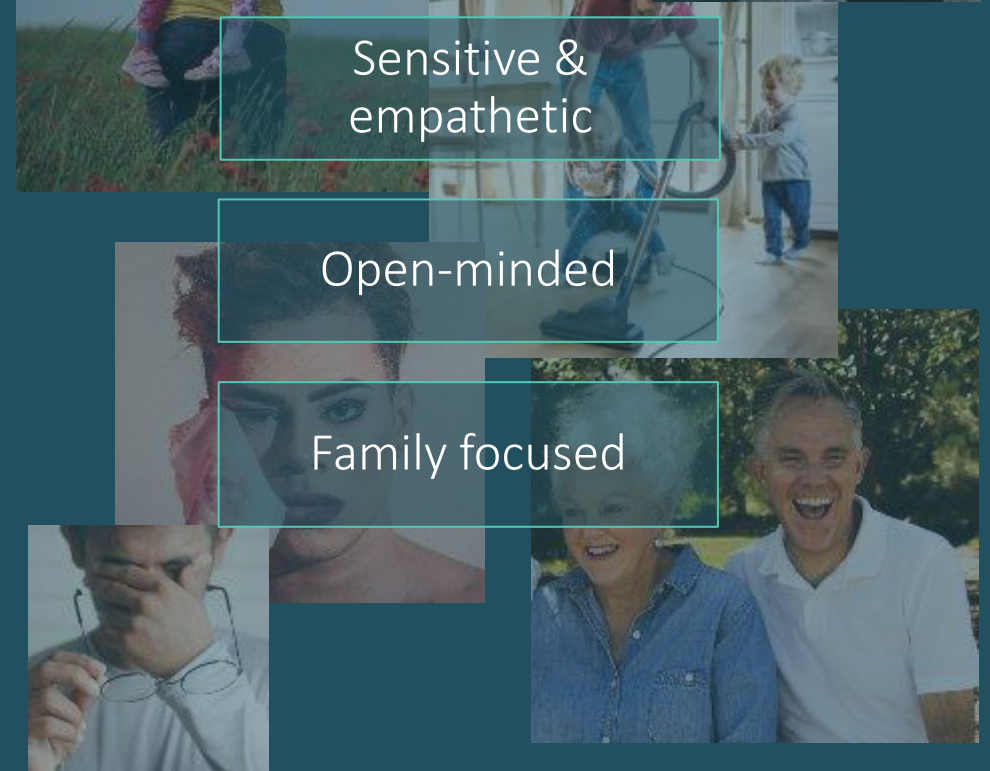


Emotionally open

Sensitive &
empathetic

Open-minded

Family focused



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 can be hard to have banter when you don't know what you can and can't say

- Male, 28

Being a dad is also evolving

Trying to create a new model of fatherhood



A man in today's world means doing everything all at the same time, juggling all the competing pressures
- *Male, 42*



Masculinity (in and of itself) is less relevant today than ever before. Be a good human and, by default, you'll be a good man – simple as that.
Male, 45



In the past, men have thought that their only task was to bring home the money. My Dad never changed a nappy in his life. I change all the nappies.
- *Male, 45*



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



Navigation doesn't always feel easy



I don't want it to come across like I'm moaning. 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. 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



Any role model I've had in the past has turned out to be, at worst, a **misogynist** or, at best, someone who has **bad personality traits** that I would not aspire to replicate
- *Male, 45*



The 'Modern Gentleman' is a kinder version of masculinity



I place my values around **being a gentleman**: personable, kind, considerate, chivalrous, tolerant
- *Male, 23*





**CAMPAIGN
AGAINST
LIVING
MISERABLY**



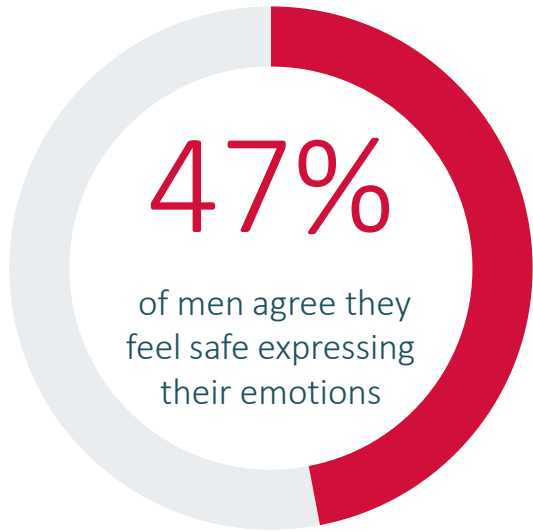
Widespread positivity about how changes and flux in “being a man” have progressed openness about mental health



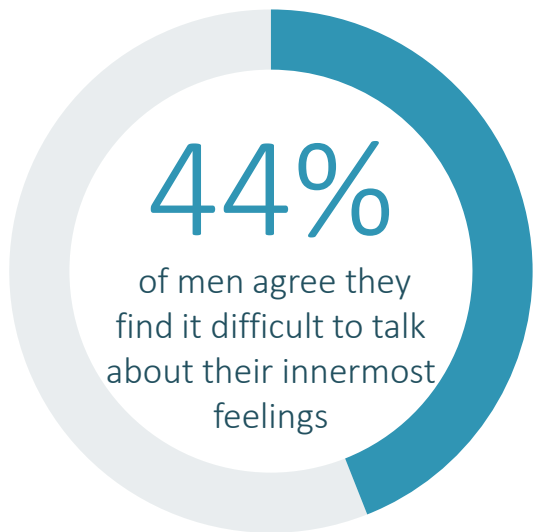
I don't put on false fronts or pretend to be someone I'm not...that being said, I do hide my feelings when I'm struggling inside. Is this me changing my 'masculinity' because I don't want to appear weak? Maybe, subconsciously.

- *Male, 46*

While things have improved, they're still not great



Single men
Just 39%
(vs 50% married/
cohabiting)



18-34s
51%
(+7% vs total)



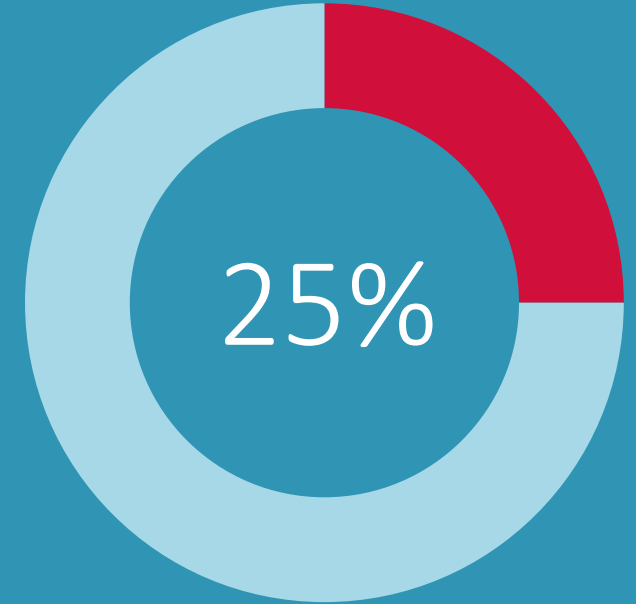


It feels like men have to be in a relationship: no one trusts single men. Without a partner, there is no male fulfilment

- *Male, 40*



Deeper connection can be a real struggle for men



Men feel they don't have
deep, close friendships
*(a further 23% neither agree
nor disagree)*

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



If change shifts too quickly it opens up more opposition, seen by the likes of Andrew Tate and his rhetoric on masculinity

- *Male, 34*

Rise of Toxic and Hyper Masculinity

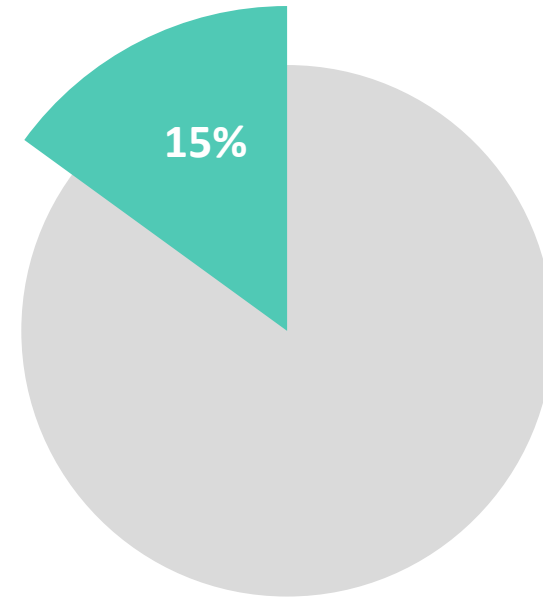


Men talk about this approach leading to suppression.

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

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

TRADITIONAL

MODERN



PADDYPOWER.

LE LABO[®]
GRASSE - NEW YORK

WEEKDAY



Brands that advertise to men have a very explicit purpose, whereas advertising to women sells a feeling, it's much more based in emotions
- Male, 22



Gillette[®]





Advice to my younger self

Be true to yourself

Be less closed & love harder

Less concern about others' opinions of you

Learn life skills

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.



THANK YOU

REDC

charlotte@redcresearch.co.uk
Kirsty.Koch@redcresearch.co.uk



Agenda

9.05-9.25

RED C, Kirsty & Charlotte: our new research on masculinity today

9.25-9.45

Sign Salad, Mark Lemon: How culture & semiotics affect how men respond to brands & products

9.45-10.05

RED C, Robin McGhee: What can brands do to get it right

10.05-10.25

Five by Five, Emmeline Kite: Building campaigns that better target men

10.25-10.30

Questions?

Please put questions into the Zoom chat! One of our team will do our best to respond as the session progresses and in our final 5 minutes

RED C Breakfast Club 2023

Reaching Him Right

Marketing to Men

#REDCBreakfastClub
#SeeMoreClearly

