



An Exploration of Female consumer perceptions of Femvertising: Heineken`s
#CheersToAll Campaign

By

Lesedi Zenani Thebe



Supervisor: Dr. Cerneels Coetzee

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ABSTRACT

In recent decades, the amount of money organisations invested in social causes has increased dramatically. Femvertising—the celebration of women's empowerment via advertisements—is a social cause which has found traction with businesses. Heineken's #CheersToAll Campaign and Always's "like a girl" challenge examples. Consumer attitude is known to be improved by high levels of perceived company-cause fit. However, in the instance of femvertising, such advertising is always obvious. Commercials from companies as different as Nike, Always (Unilever), and Under Armour have aired encouraging women to acquire or openly demonstrate traditionally masculine attributes like athleticism, ambition, decisiveness, and boldness but never on the consumption on male-targeted advertisements such as beer commercials. Most femvertising campaigns also include references to feminine characteristics, such as a focus on looks and nurture, as well as the creation of the ideal androgynous woman: attractive, yet strong; resolute, yet sensitive.

Based on company-cause fit, this exploratory study analysed the effects of femvertising on female consumer sentiment and purchase intention, women's knowledge and views of the femvertising efforts of organizations such as Heineken's #CheersToAll Campaign where the study was conducted through focus groups (Singh, Iglesias & Batista-Foguet, 2012, 542). The findings were theoretical and have practical significance for cause-related marketing experts as well as firms and advertisers considering gender welfare causes as part of their marketing strategy.

The primary research question addressed the following: "What are females' perceptions of the effectiveness of femvertising messages of Heineken's #Cheerst to all campaigns? The sample of the study is female and male participants aged between 18 – 25 who live in the Northern Part of Johannesburg. Participants were contacted via email and will be pre-screened to ensure they fit the sample parameters above. The last aspect is the unit of analysis refers to the individual. In this study, we are looking at the individual's perspective.

One of the most significant findings of the study included was that many participants argued that brands in South Africa should start using social messaging in a more

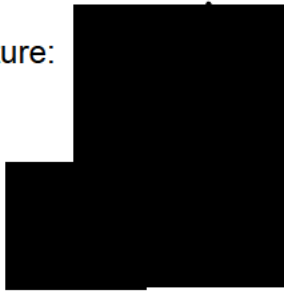
effective rather than an obvious way, such as Femvertising, in their advertising efforts, but should do so in a way that resonates with consumers. Social messaging, which creates conversation, and pushes boundaries, the ad highlights an important social issue that is lacking in a South African context.

Keywords: Femvertising, CRM, gender, corporate social responsibility, company-cause fit

DECLARATION

I hereby declare that the article research report Heineken`s #CheersToAll: An Exploration of Female consumer perceptions of Femvertising submitted for the A research project submitted in fulfilment of the requirements for the BA in Honours in Strategic Brand Communications to The Independent Institute of Education (The IIE) is my work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

Signature:

A large black rectangular box redacting the signature.

Date: 5 December 2022

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Chapter 1: Introduction

This research paper reports on the qualitative explorative study regarding Heineken's #CheersToAllCampaign: An Exploration of Female consumer perceptions of Femvertising. Based on company-cause fit, the exploratory study aimed to analyse the effects of femvertising on consumer sentiment and purchase intention. It studied men's and women's knowledge and views of femvertising and organizations that engage the concept of femvertising through focus groups. The findings will have theoretical and practical significance for Cause-Related-Marketing experts as well as firms and advertisers considering gender welfare causes as part of their marketing strategy.

The study explored previous and current research and broadens the reader's understanding of femvertising and its connection to brand resonance. An association was made between how femvertising affects or influences these notions on purchase intention.

1.1 Background and Contextualisation

In today's ever-competitive economic world, corporate sponsorship for social causes has increased dramatically during the last two decades. This shift is projected because of the excellent results that businesses have seen from their cause-related marketing (CRM) efforts (Brown & Dacin, 1997; Varadarajan & Menon, 1988). **Cause-Related Marketing** is a **Corporate Social Responsibility (CSR)** strategy that aims to induce customers to participate in prosocial activities such as environmental efforts, community involvement, and public and gender welfare (Kotler & Zaltman, 1971). One Cause Related Marketing factor that had lately acquired popularity but had not been thoroughly investigated is women's empowerment which is promoted and advocated for. Companies that have been around for almost a demand they have utilized advertising to promote and praise women on occasion. The first well-known example is Edward Bernays' Torches of Freedom march in 1929, he paid ten women to openly light cigarettes at the Easter Sunday Parade to promote smoking among women

(Gladwell, 1998). Bernays, who was paid to promote the American Tobacco Company's products, saw that women were a previously unexplored market. Philip Morris adopted the same strategy in its advertisements some decades later, with statements like "We create Virginia Slims especially for women since they are biologically superior to men" and "There's a little Eve in every woman" (Shirk, 2014). Femvertising, as it is now known, is a revised method of advertising that incorporates female empowerment stories and has been shown to have good effects on women. Despite widespread attention on the concepts of femvertising and cause-related marketing in the alcohol industry, most studies have been conducted on beauty brands such as Dove and Always, which is predominately a female industry. However, Heineken is a brand that attempted to achieve strategic communication efforts by using femvertising cause-related marketing. Heineken has launched a new worldwide campaign, "Cheers to All," produced by Publicis Italy, which takes a light-hearted look at the prejudices that come with ordering particular drinks. The clip is a montage of men and women being handed the incorrect drink, either a Heineken or cocktail, when they had ordered the opposite. The bartenders sheepishly realize the blunder as they glance around the restaurant or bar with puzzled expressions, then swap beverages to enjoy their drink of choice.

In the South African context, in 2018, radio host Dineo Ranaka used the hashtag #HoldMyBeer to start a discussion on social media about the assumption that beer is solely for males. Soon, women from all around the nation joined the discussion and gave their thoughts on how society views beer-drinking women and how beer advertising depicts women (Lotze, 2019).

According to D & DA (2020), Beer is still portrayed in advertisements as being a male drink. However, more than 31% of beer drinkers are not male. Heineken, a forward-thinking company, decided to dispel common misconceptions about drinkers and emphasize that alcohol is genderless. This notion of men and women being given different drinks based on their gender was made into a montage of relatable real-life incidents. Within a few hours of its screening, the movie got tens of thousands of supportive comments, many of which were from women who felt for the first time represented in a beer advertisement.

Although research on female representation in television advertising has been undertaken all over the world, there is a lack of contemporary studies that have been conducted in South Africa moreover on focusing on alcohol brands' portrayal of the role of females in their advertisements. The study aimed to gauge the perception and evaluation of femvertising rather than predict behaviour because of exposure to femvertising messages, through qualitative inquiry.

The study made use of past and present research on femvertising to expand the reader's knowledge of femvertising and its relationship with consumer perception of the brand and their purchase intention. An association was drawn on how the use of femvertising by Heineken influences its brand advocacy amongst South African female consumers.

The researcher used focus groups as the appropriate data collection method for the study as participants were asked open-ended questions, which allowed the researcher to gain valuable insights from participants on the research problem which was gender equality and the portrayal of gender roles by media without imposing on gender stereotypes for (Abdulla.et.al,2018). The focus group allowed participants to express clear ideas and feelings in a relaxed atmosphere. The researcher utilised thematic analysis to code and derive themes from the data gathered to answer the research objectives of 1. To contextualise Femvertising within a South African market.2. To determine how female South African consumers perceive Femvertising? 3. To explore cause-related marketing of Heineken`s Cheers to all campaign. The focus group answered the research question: "What are females' perceptions of the effectiveness of femvertising messages of Heineken`s #Cheerst to all campaigns?"

Rationale:

The purpose of this research is to explore the role of femvertising and its effectiveness and impacts on cause-related marketing and females' purchase intentions of Heineken beer. The student scholar chose femvertising as the study aims to explore the impact and relationship of femvertising with theories such as social change, cause-related marketing purchase intention and the perception of consumers on a brand such as Heineken and how the #cheers to all campaign influences their purchase intention and brand perception of Heineken. The issue is that there is little research on Femvertising in the South African context, and as a result, consumers are unaware of the effects of Femvertising on South African female consumers' brand perception and, ultimately, it is a potential strategy to achieve brand resonance (Esch et al. 2006). Such as the recent feminist movement, femvertising, which uses pro-female advertising and empowerment, has been criticized as a publicity stunt designed to boost sales. However, feminist issues such as equality, female representation, and sexism need to be understood, discussed, and transformative rather than just trendy (Veti & Shapiro 2018). South Africa and the rest of the African continent continue to battle for the value of women in society.

This research paper presents findings from a qualitative investigation on the impact of Femvertising on the brand perception and purchase intention of South African female consumers. The purpose of this study was to analyse the impact of Femvertising on brand perception by finding out whether consumers believe that brands that employ the concept of femvertising effectively and that brands can establish strong psychological and emotional ties with their customers. The purpose of this study is to determine whether brands using femvertising are genuinely empowering women or simply capitalizing on feminism in terms of brand resonance with female consumers. The beer brand Heineken was demonstrated in this investigation. A fizzy pink cocktail with a candied cherry that has one of those little umbrellas in it, with a tropical pattern. There are plenty of men who would choose that over an ice-cold Heineken®. Just like there is plenty of women who would choose that Heineken® over the cocktail. Drinks have no gender, which is why we say, cheers to whatever you ordered. And most importantly, Cheers to All! If a bartender mistakes your order, share our film with them.

Problem Statement:

Even though research on female representation in television advertising has been undertaken all over the world, no contemporary study appears to have been conducted in South Africa especially in focusing on alcohol brands' portrayal of the role of females in their advertisements.

Only a little amount of research has been conducted on the effectiveness of these campaigns and the extent to which their performance is determined by the company's business and product lines. The themes that elicit the most public attention or delete are likewise unknown.

Consumers are more likely to respond positively to a company's CRM campaign if the CRM issue is aligned with the company's mission or business strategy, according to academics (Menon & Kenon, 2003). The number of thinking people puts into their relationship with a brand, the exact types of ideas created, and customers' opinions of the brand are all influenced by the match between the company and the cause.

Gender stereotypes have recently been accompanied by messages of empowerment, such as sexual assertiveness, 'me time,' the advocacy of equal gender representation, and the celebration of women through celebrations like International Women's Day. Diageo, a worldwide alcoholic beverage company, is an official supporter of International Women's Day. Other examples include Smirnoff's Equalizing Music Campaign, which aims to improve gender representation in the music industry by hosting a series of music events with female headliners and curating a Spotify playlist of female artists, allowing the brand to successfully associate itself with gender equity.

Most of the studies which the student scholar has gathered in terms of the past literature and methodologies have been quantitative in nature and the results do not

have enough in-depth findings that will assist researchers in gathering insights from society, as the way brands choose to communicate with their consumers.

Purpose Statement:

Women are still largely objectified in male-dominated alcohol advertising in South Africa. The research problem is gender equality and the portrayal of gender roles by media without imposing gender stereotypes (Abdulla.et.al,2018). This study aims to gauge the perception and evaluation of femvertising rather than to predict behaviour because of exposure to femvertising messages, through qualitative inquiry.

Research Question:

What are females' perceptions of the effectiveness of femvertising messages of Heineken`s #Cheerst to all campaigns?

Objectives:

1. To contextualise Femvertising within a South African market.
2. To determine how female south African consumers perceive Femvertising?
3. To explore cause-related marketing of Heineken`s Cheers to all campaign.

Structure of the paper

Chapter 1: Introduction This Chapter includes elements like background and context to the study as well as the motivation for doing the study. A problem statement and purpose statement will be discussed as well as the inclusion of the research questions and objectives. The chapters will be briefly discussed to give an overview of the structure of the paper.

Chapter 2: Literature Review Conceptualisation of key concepts will be addressed to provide the reader with a better understanding of concepts relevant to the study. This literature review chapter will cover the theoretical foundation and how it links to the research problem. It will provide details of the issues/problem being investigated and the literature review will link the problem and current literature.

Chapter 3: An overview of the paradigm used to approach this study will be covered in this chapter. The research methodology will include a discussion of the application and relevance of the data collection methods employed, as well as a full explanation of the research topic, pertinent research questions, and the design used to examine the problem. This chapter offers information about the population and sampling technique utilized and how it was used, as well as specifics regarding the unit of analysis, sample group, and size. There will be a discussion of the specific techniques followed during data collecting as well as the materials and resources employed. We will examine the data analysis method that was used and how it was put into practice.

Chapter 4: Findings and Interpretation of Findings This chapter discusses the findings based on analysed data presented in a narrative format. An interpretation, discussion and insights into the findings in terms of the broader context of the research problem will be discussed. Findings will be linked to previous literature and the trustworthiness of the findings will be considered since a qualitative research approach will be employed.

Chapter 5: Conclusion and recommendations the final chapter provides interpretation, discussion and insights into the findings in terms of how the research

question(s) were answered, the research problem solved, and the research goal reached. The implications of findings for future practices will be discussed. Conclusions will be given including an evaluation of the success of the research and possible future actions and/or research, to examine and determine the heuristic value of the study. It also covers the ethical implications as well as limitations and delimitations of the study and how they were addressed.

Chapter 2: Literature Review

The student scholar began exploring the literature on (a) corporate social responsibility, including cause-related marketing and company-cause fit; and (b) the reception of women empowerment advertising messages including framing perspective (c) Feminism (d) Femvertising the student scholar reviewed the conceptualization of key concepts will be covered to give the reader a better understanding of the study's concepts.

The theoretical background and how it relates to the research problem will be covered in this chapter of the literature review. It will detail the issues/problems under investigation, while the literature evaluation will connect the subject to current literature.

Advertisement gender roles have been appreciated in a variety of fields. The misinformed message about female roles, according to Whipple and Courtney (1985), could influence the general audience's opinion of females, such as stupidity, discrimination toward feminism, and degrade female self-dignity.

According to Atkin's (1993) research, the media has emphasized the good images of beer drinking in ads, movies, television shows, and even public service announcements. Horton (1992) discovered that quick pace, catchy melodies, smiling faces, and a pleasant, hustle and bustle atmosphere are frequently employed features to attract a youthful audience by evaluating various beer advertisements. These advertisements, on the other hand, sent out distorted messages, as follows.

Beer advertisements appeal to male teenagers by evoking certain cultural customs. For example, consuming alcohol can change a young boy into an adult.

Femvertising

According to an early study, the social influence of female sexualization and stereotyping in commercials has risen in recent decades. Gould (1995) was the first to look into the relationship between sexuality and advertising. Gould (1995) verified that the usage of sexualization has significantly impacted consumer behaviour throughout history. According to the study, males are more erotophilic than females, which contrasts with males' positive attitudes toward sex. (1995, Gould) Stereotyping can be classified into several sub-components for female and male gender roles, according to Eisend (2010), which Deaux and Kite (1993) separated into the correlations of appearance, social status, emotions, and mentality.

Since then, researchers have shown that imposing stereotypical labels on females for their gender has improved, and the subject of what constitutes a good or bad advertisement has arisen (Lipman 1991; Eisend, 2010). The movement is still being battled for (SheKnows Media, 2022; Vawter, 2015). Samantha Skey, the chief executive officer of SheKnows Media, was the genius behind the movement's expansion by putting a label on the Femvertising Awards in 2014 (SHE Media, n.d.; Samantha Skey, n.d.) that defined it (SHE Media, n.d.; Samantha Skey, n.d.).

The definition of femvertising in the context of the exploratory study can be described as "...advertising that employs pro-female talent, messages and imagery to empower women and girls" - Gillespie (2016). Femvertising is a new advertising approach that tries to disrupt gender stereotypes and can be a vehicle for social change if done correctly. According to SheKnows Media's poll, 70% of respondents agree that companies should take responsibility for utilizing their advertising and messaging to promote good messages to women and girls, demonstrating society's desire for brands to interact with customers on social issues (SheKnows Media, 2016).

This illustrates the changing environment in which consumers, particularly female consumers, find themselves, as well as the fact that millennials want brands to actively

participate in improving causes such as the gender pay gap, gender equality, and workplace sexism, to name a few of the many issues that directly affect women today (SheKnows Media, 2014). In relooking at history and examining the efforts of alcohol brands today, especially in the Fast-moving consumer goods industry, we have seen a shift in the way in which companies have represented males in predominately male-dominated industries. However, experts state that gendered marketing is still a reality in every facet of life. However, experts warn that actual change is required to unlock many of the qualities that these alcohol advertisements and products tap into - enjoyment, freedom, and empowerment.

Corporate Social Responsibility

CSR stands for Corporate Social Responsibility. CSR is a company's social or environmental initiative that helps society in the long run. It is defined as a company's "responsibility to take action to safeguard and advance both society's overall welfare and the interests of organizations" (Davis & Blomstrom, 1975, p. 6). Early charitable activities by public-spirited firms marked the beginning of corporate involvement in social causes (Strop & Neubert, 1987). The motivations, on the other hand, were diverse. According to Keim (1978), certain corporate philanthropy endeavours have intended to increase profits. Others have been carried out just for the benefit of others. For decades, corporate philanthropy was restricted by law to donations that could be justified as being in the investors' best interests (Morris & Biederman, 1985). Socially responsible initiatives come in a variety of shapes and sizes.

Company Cause-Fit:

When promoting a certain service or product, a firm must pay close attention to the messages it sends out, as these might influence customers' perceptions of the content and how they link it with the brand. One strategy is to focus on a relevant topic that is logically related to a company's goal or ideals (Chandler & Werther, 2014). The connection between a company's brand or product and the cause it supports is known as company cause fit (Varadarajan & Menon, 1988). "Company-cause fit" is important because it influences: (1) how much thought people put into a relationship (e.g., increased elaboration about the firm, the social initiative, and/or the relationship itself

when there are perceived inconsistencies with prior expectations and information), (2) the specific types of thoughts generated, and (3) evaluations of the relationship. Company-cause fit can be achieved in a variety of ways. For example, fit can occur if the company's consumer base intersects with the target population supporting a specific social cause (Nan & Heo, 2007). (Nan & Heo, 2007). If a firm and a social cause share similar ideals, the fit might be excellent (e.g., the American Red Cross and first-aid products from Johnson & Johnson). The improvement in customer perceptions of the firm because of a good company-cause fit (Menon & Kahn, 2003) most likely reflects public perceptions about the company's motivations in pursuing a social cause (Elving, 2013; Kim & Lee, 2012). The attribution theory (Jones & Davis, 1965; Kelley, 1967,1972), which states that people make conclusions based on how they perceive a subject's motives, explains these perceptions. When Forehand and Grier (2003) investigated the attribution theory in marketing research, they discovered that customers attribute two sorts of motives to companies: public-serving (beneficial components outside the organization) and company-serving (beneficial elements within the company) (benefiting the company itself). Consumers will see a firm's acts as public-serving if the possible profit to the company is not significant, but they will respond adversely if they believe the actions are company-serving. In the context of CSR, consumer perceptions of sincerity play a crucial role in program effectiveness (Kim, 2011).

Moreover, is more likely to be viewed as genuine? Consumers view a company's objectives to be legitimate when the social purpose featured in corporate messaging is directly tied to the company's business, according to Forehand and Grier (2003). Furthermore, Nan and Heo (2007) observed that when a company's socially responsible initiatives were in line with the company's objective, consumers favoured it. This signifies pro-women's-empowerment messages. The following section will address this question.

Theoretical Foundation

Individuals should be considered as social actors who are continually playing on a socio-culturally built stage, according to Berger and Luckman's theory of social

construction of reality (1966). Their acts are, influenced by their perceptions of reality and one another. These images are drawn from cultural narratives that are shaped by one's geographical and historical context. However, a tendency to penalize less powerful groups, such as women and ethnic or religious minorities, unites them across geography and time. These social "constructions" of reality are constantly in conversation with mediated narratives, as they are not only reflected but also formed and reinforced them. Gender communication that is scripted was not studied until the 1970s. *Gender*, by Erving Goffman, was then published in 1979. By being not only reflected in mediated content but also shaped and reinforced by it.

Gender Advertising, by Erving Goffman (1979), was one of the first books to provide an in-depth examination of men's and women's desired social performances, suggesting that advertisements assist to transform perplexing social happenings and expectations into understandable and apparent signals. Arguing that advertisements often highlight gendered "celebrations ... performed either by persons acting to one another or acting in concert before a congregation" (p. 1), Goffman enumerated and pointed to the visual and textual cues that routinely depict women as childlike, submissive, daydreamers, and needing instruction from men.

Goffman's categorizations, while thorough, may not have captured the whole spectrum of differences in advertisements representing women. In the 1970s, there was "women empowerment" advertising, but Gornick (1979) claims that women were not viewed as believable or realistic by the public. Gornick (1979) posits One has to only look at an advertisement showing a woman carrying an attached case or reading *'The Wall Street Journal'* on a coat in a laboratory setting—the words "For the woman with a mind of her own" scrawled across the ad—and then consult one's instinctive incredulity, to know the truth ... There comes suddenly to mind the memory of old-time vaudevillians in black-face—powerless people "playing" even more powerless people—and it occurs that these images in advertising of women playing at being serious people are a true mock-up of life... (p. ix)

To understand the significance of how women are portrayed in advertisements, we must first grasp that these images have social consequences that go beyond a company's bottom line. Advertisements are an example of mediated representations

of reality that have been found to alter the mental pictures of audiences (Scheufele, 1999). Moreover, in the case of many alcohol advertisements which employ the methods of femvertising do these images of representation still fail to land in the minds of the consumer?

Theoretically, depicting women as citizen consumers in the manner of males is insufficient to abolish misogyny and overturn the gendered status quo. This is due in part to the fact that attitudes (a term used here to roughly equate mental representations) are incredibly difficult to change. Evidence that contradicts one's perceptions about a product or an issue is unlikely to cause a rapid (or any) shift in attitude (O'Keefe, 2015). In some cases, as Gawronski and Strack (2004) report, the cognitive dissonance that arises from the pondering of arguments that contradict one's own beliefs may change explicit attitudes (i.e., "I believe men and women should be equal") but not implicit attitudes ("I spontaneously and unconsciously associate women with the home and men with the office.")

Consumer reaction to feminist advertisements. Not only because they reflect rehearsed representations of women's authority, but femvertising messages have historically lacked trust. Many people believe that corporate social initiatives related to women's empowerment are disingenuous since few organizations have a business or a mission expressly tied to gender equality (used in this study as a synonym for feminism). The movement has been dubbed "commodity feminism" by Goldman, Heath, and Smith (1991), while Baxter (2015) has labelled the latest wave of women-empowerment commercials "fake activism." Feminist messages have a long history of being stolen for marketing objectives, according to academics. This appropriation is particularly visible in the marketing of beauty goods, as evidenced by a four-decade analysis of Seventeen commercials with feminist subtext (Budgeon & Currie). However according to (Atkinson et, ana l.2021) alcohol brand marketing portrays women's alcohol consumption as a feminine activity and an integral part of 'doing' a mix of traditional, post-feminist, and feminist femininities. Slimming, grooming, trendy clothing and accessories, deep friendships, and the successful management of

women's numerous social duties were all promoted as key aspects of 'having all' (i.e., friend, mother, worker).

Due to the neoliberal ideology of the consumer-citizen, women's empowerment slogans are still used to market items and stimulate purchases in the twenty-first century (Mol, 2009). For example, Nickelodeon's productions build an implicit relationship between consumer brands and individual (feminist) empowerment through portrayals of strong females who are also avid consumers (Banet-Weiser, 2004). (Banet-Weiser, 2004). In both commercials and news articles, consumption of certain products—including elite and mainly pricey things produced by self-identified feminist designers like Prada and Diane von Furstenberg—has been cast as a path to empowerment (Mendes, 2011; Sterna Dori & Kenseth, 2014). In a modern political atmosphere of systemic gender discrimination, such "'feminist' purchases are merely forms of consumer self-therapy" (Marcus Reker, 2016, p. 2).

Similarly, traditional and potentially harmful feminine features and stereotypes were portrayed as the norm, in ways that appeared to reinforce traditional and potentially harmful feminine traits and stereotypes (Atkinson et al. 2021). Whilst the enjoyment and sense of empowerment women may gain from appearance-based activities and identities should not be overlooked, such examples perpetuated the importance of appearance to how women are valued in society to promote alcohol use (Atkinson et al. 2021). In a post-feminist and fourth-wave feminist setting, where all things pretty and conventionally feminine – makeup, painted nails, shoes, clothes, accessories, shopping – are celebrated, such images are less likely to be viewed as negative stereotypes by women and hence have a wider appeal.

Heineken`s Use of Femvertising:

Heineken is attempting to broaden its target demographic to include women with a new ad campaign that highlights some of the industry's stereotypes, including the assumption that beer is for men and cocktails are for women (Williams, 2020). Heineken`s campaign attempts to point this out in 2020 but judging how familiar the scenarios in the ad are, perhaps we do (Williams, 2020).

Heineken Brand Development and Communications Director Maud Meijboom say, "The idea for this ad was inspired by real-life events that everyone can connect to." "Part of breaking down preconceptions is addressing them, and we wanted to do it in a fun way

Conceptualisation:

Table 1: Conceptualisation of key concepts:

Concept	Definition	Context
<i>Femvertising</i>	SheKnows Media, which honours one winner in the category each year, defines femvertising as "advertising that uses pro-female talent, messages, and images to empower women and girls." It gained traction in 2004 with Dove's "Real Beauty" ad, but it has now become a veritable bandwagon in recent years.	Femvertising is a new advertising strategy that this study investigates as well as its relation to brand resonance and social change.
<i>Corporate Social Responsibility</i>	CSR is a company's social or environmental initiative that helps society in the long run. It is defined as a company's "responsibility to take action to safeguard and advance both society's overall welfare and the interests of organizations" (Davis & Blomstrom, 1975, p. 6). Early charitable activities by public-spirited	The improvement in consumer perceptions of the firm as a result of a good company-cause fit (Menon & Kahn, 2003) is most likely due to public perceptions of the corporation's motivations in pursuing a social cause (Elving, 2013; Kim & Lee, 2012).

	firms marked the beginning of corporate involvement in social causes (Strop & Neubert, 1987).	
<i>Company Cause Fit</i>	The connection between a company's brand or product and the cause it supports (Varadarajan & Menon, 1988) is known as company cause fit. "Company-cause fit is important because it influences: (1) how much thought people give to a relationship (e.g., increased elaboration about the firm, the social initiative, and/or the relationship itself when perceived inconsistencies with prior expectations and information," (2) the specific types of thoughts generated, and (3) evaluations of the two objects,".	The component that sways consumers to regard femvertising as a positive phenomenon rather than the alternative—an advertising trend that commodifies the third-wave feminist—seems to be company-cause fit—how well a company's philanthropic acts correspond with its goal, vision, and values.
<i>Heineken`s #CheersToAll</i>	Heineken has introduced a significant ad campaign in Australia, Cheers to All, which takes a light-hearted spin on the stereotypes associated with ordering specific beverages,	Just like there is plenty of women who would choose that Heineken® over the cocktail. Drinks have no gender, which is why we say, cheers to whatever you ordered.

	promoting the brand's attitude that everyone should feel free to enjoy their preferred choice of beverage (Heineken, 2022).	And most importantly, Cheers to All! If a bartender mistakes your order, share our film with them.
<i>Cause-Related Marketing:</i>	Cause-related marketing is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives.	Femvertising is a cause-related marketing tool that allows firms to sell their products and services while also advocating for gender equality and women's empowerment (Szwedo,2020).
<i>Gender Stereotyping:</i>	Gender stereotypes are widespread beliefs about the characteristics and qualities attributed to men and women in society. These so-called gender norms often dictate the role men and women are expected to play in society (Sikdar & Sumit 2008)	Gender stereotypes in advertising play an essential role in the development of Femvertising and therefore in this study. The way men and women are portrayed in the media specifically advertising is why femvertising became a springboard to dispel these 9 gender stereotypes.

Theoretical Framework and Foundation: Gender Advertising Theory By Erving Goffman (1979)

This study makes use of Gender Advertising, by Erving Goffman's (1979) theory of advertising. The basis for the exploration of relevant theories of marketing communications in the form of customer relationships, brand perception being the focus of the study.

Individuals should be considered as social actors who are continually playing on a socio-culturally built stage, according to Berger and Luckman's theory of social construction of reality (1966). Their acts are, influenced by their perceptions of reality and one another. These images are drawn from cultural narratives that are shaped by one's geographical and historical context. However, a tendency to penalize less powerful groups, such as women and ethnic or religious minorities, unites them across geography and time. These social "constructions" of reality are constantly in conversation with mediated narratives, as they are not only reflected but also formed and reinforced by them. Gender communication that is scripted was not studied until the 1970s. Gender, by Erving Goffman, was then published in 1979. By being reflected in media content, and shaped and reinforced by it.

Gender Advertising, by Erving Goffman (1979), was one of the first books to provide an in-depth examination of men's and women's desired social performances, suggesting that advertisements assist to transform perplexing social happenings and expectations into understandable and apparent signals. Arguing that advertisements often showcase gendered "celebrations ... performed either by persons acting to one another or acting in concert before a congregation" (p. 1), Goffman enumerated and pointed to the visual and textual cues that routinely depict women as childlike, submissive, daydreamers, and needing instruction from men.

Goffman's (1979) categorizations, while thorough, may not have captured the whole spectrum of differences in advertisements representing women. In the 1970s, there was "women empowerment" advertising, but Gornick (1979) claims that they were not viewed as believable or realistic by the public. Gornick (1979) posits One must only look at an advertisement showing a woman carrying an attaché case or reading '*The Wall Street Journal*, or wearing a white coat in a laboratory setting—the words "For the woman with a mind of her own" scrawled across the ad—and then consult one's instinctive incredulity, to know the truth ... There comes suddenly to mind the memory of old-time vaudevillians in black-face—powerless people "playing" even more powerless people—and it occurs that these images in advertising of women playing at being serious people are a true mock-up of life... (p. ix)

To understand the significance of how women are portrayed in advertisements, we must first grasp that these images have social consequences that go beyond a company's bottom line. Advertisements are an example of mediated representations of reality that have been found to alter the mental pictures of audiences (Scheufele, 1999). Moreover, in the case of many alcohol advertisements which employ the methods of femvertising do these images of representation still fail to land in the minds of the consumer?

Theoretically, depicting women as citizen consumers in the manner of males is insufficient to abolish misogyny and overturn the gendered status quo. This is due in part to the fact that attitudes (a term used here to roughly equate mental representations) are incredibly difficult to change. Evidence that contradicts one's perceptions about a product or an issue is unlikely to cause a rapid (or any) shift in attitude (O'Keefe, 2015). In some cases, as Gawronski and Strack (2004) report, the cognitive dissonance that arises from the pondering of arguments that contradict one's own beliefs may change explicit attitudes (i.e., "I believe men and women should be equal") but not implicit attitudes ("I spontaneously and unconsciously associate women with the home and men with the office.")

Consumer reaction to feminist advertisements.

Advertisers reflect rehearsed representations of women's authority, but femvertising messages have historically lacked trust. Many people believe that corporate social initiatives related to women's empowerment are disingenuous since few organizations have a business or a mission expressly tied to gender equality (used in this study as a synonym for feminism). The movement has been dubbed "commodity feminism" by Goldman, Heath, and Smith (1991), while Baxter (2015) has labelled the latest wave of women-empowerment commercials "fake activism." Feminist messages have a long history of being stolen for marketing objectives, according to academics. This appropriation is particularly visible in the marketing of beauty goods, as evidenced by a four-decade analysis of Seventeen commercials with feminist subtext (Budgeon & Currie). However according to (Atkinson et, ana l.2021) alcohol brand marketing portrays women's alcohol consumption as a feminine activity and an integral part of 'doing' a mix of traditional, post-feminist, and feminist femininities. Slimming, grooming, trendy clothing and accessories, deep friendships, and the successful management of women's numerous social duties were all promoted as key aspects of 'having all (i.e., friend, mother, worker).

Due to the neoliberal ideology of the consumer-citizen, women's empowerment slogans are still used to market items and stimulate purchases in the twenty-first century (Mol, 2009). For example, Nickelodeon's productions build an implicit relationship between consumer brands and individual (feminist) empowerment through portrayals of strong females who are also avid consumers (Banet-Weiser, 2004). (Banet-Weiser, 2004). In both commercials and news articles, consumption of certain products—including elite and pricey things produced by self-identified feminist designers like Prada and Diane von Furstenberg—has been cast as a path to empowerment (Mendes, 2011; Sternadori & Hagseth, 2014). In a modern political atmosphere of systemic gender discrimination, such "'feminist' purchases are merely forms of consumer self-therapy" (Marcus Reker, 2016, p. 2).

Similarly, traditional, and potentially harmful feminine features and stereotypes were portrayed as the norm, in ways that appeared to reinforce traditional and potentially harmful feminine traits and stereotypes (Atkinson et, al .2021). Whilst the enjoyment and sense of empowerment women may gain from appearance-based activities and identities should not be overlooked, such examples perpetuated the importance of appearance to how women are valued in society to promote alcohol use (Atkinson et, a l.2021). In a post-feminist and fourth-wave feminist setting, where all things pretty and conventionally feminine – makeup, painted nails, shoes, clothes, accessories, shopping – are celebrated, such images are less likely to be viewed as negative stereotypes by women and hence have a wider appeal.

Heineken`s Use of Femvertising:

Heineken is attempting to broaden its target demographic to include women with a new ad campaign that highlights some of the industry's stereotypes, including the assumption that beer is for men and cocktails are for women (Williams,2020). Heineken`s campaign attempts to point this out in 2020 but judging how familiar the scenarios in the ad are, perhaps we do (Williams,2020).

Heineken Brand Development and Communications Director Maud Meijboom say, "The idea for this ad was inspired by real-life events that everyone can connect to." "Part of breaking down preconceptions is addressing them, and we wanted to do it in a fun way.

Chapter 3: Research Methodology

Introduction:

The researcher made use of a focus group as this was the most appropriate data collection method for the study. The researcher made use of focus groups as it allows participants to open-ended questions, the researcher gained valuable insights from participants on the research problem which was gender equality and the portrayal of gender roles by media without imposing gender stereotypes (Abdulla.et.al,2018). The focus group allowed participants to express clear ideas and feelings in a relaxed atmosphere. The researcher utilised thematic analysis to code and derive themes from the data gathered to answer the research objectives of .1. To contextualise Femvertising within a South African market.2. To determine how female south African consumers perceive Femvertising? 3. To explore cause-related marketing of Heineken`s Cheers to all campaign. The focus group aimed to answer the research question: What are females` perceptions of the effectiveness of the femvertising messages of Heineken`s #Cheerst to all campaigns?

The primary research question is:

What are females` perceptions of the effectiveness of the femvertising messages of Heineken`s #Cheerst to all campaigns?

Research Paradigm:

Positivism, interpretivism, and critical realism are the three main paradigms for scientific inquiry. Positive thinkers believe that science may enlighten people and improve the world. Positivism is an approach to the natural sciences where the use of natural sciences methodologies is utilized to explore specific events (du Plooy-Cilliers, Davis and Bezuidenhout, 2014). As a reaction to positivism's lack of empathy and narrow-mindedness, as well as how it emphasizes the causal aspect of universal laws, critical realism was created. Since the scientific and social sciences differ, critical realism acknowledges that people's perceptions of quality shape how reality is experienced. Critical realists think that we must change social relations by exposing, criticizing, and amending any unjust practices in society.

This study, which can be characterized as interpretivism, examines the Femvertising phenomenon in terms of how it affects customer purchase intention and cause-related marketing. As this study seeks to understand customer behaviour toward feminist advertising, interpretivism seeks to understand human behaviour (du Plooy-Cilliers, Davis and Bezuidenhout, 2014). A paradigm is an approach to thinking, doing, and looking. Interpretivism is the paradigm that is best suited for exploring Femvertising and its effects on consumer purchase intention and cause-related marketing. Different places frequently serve as the compass for the three main research traditions. The student scholars' research is influenced by perspectives in terms of interpretivism, which are described in the following premises.

Research Paradigm The paradigm used for this qualitative study is interpretivism. Interpretive scholars interpret the world around them, using an epistemological position of someone co-creating and sharing knowledge and creating relationships that augment the understanding of different viewpoints (UK Essays, 2013). The interpretative paradigm allows the collection of 'rich' data, usually through qualitative data, however quantitative. The research carried out is subjective and often influenced the researcher's views (UK Essays, 2013). 12 3.1.3 Interpretivist Paradigm Positivism, interpretivism, and critical realism are the three most common research paradigms. Positivism is a natural science approach in which natural science methods are utilized to investigate specific occurrences. Positivism is based on the belief that science may

enlighten people and improve the world (du Plooy-Cilliers, Davis and Bezuidenhout, 2014). The no humanistic and small-mindedness of positivism, as well as how it emphasizes the causal aspect of universal laws, spawned critical realism. Critical realism recognizes that the scientific and social sciences are distinct in that people's perceptions of quality shape how they experience reality. Critical realists think that it is their responsibility to transform social relations by exposing, criticizing, and changing any unjust behaviours in society.

The goal of this study is to evaluate perceptions of consumers and evaluations of femvertising rather than to anticipate behaviour because of exposure to femvertising messages, qualitative inquiry was the best method of study (McCracken, 1988). Interpretivism seeks to understand human behaviour, much as this study seeks to understand how women react to femvertising (du Plooy-Cilliers, Davis, and Bezuidenhout, 2014).

A paradigm is a method of thinking, doing, and looking at the world. Interpretivism is the paradigm that is best adapted to the study of. Different positions generally guide the three prominent research traditions. The nominalist viewpoint is the ontological premise that guides my research because it deals with nominalist ideas such as gender, feminism, and equality. The interpretative perspective, as a view of what social science is, is the epistemological premise that my research gravitates toward the most. Focus groups will be chosen to address the research question as they provide greater flexibility in question creation and follow-up, as well as the opportunity for participants to clarify their thoughts and opinions (Stewart, Sharndasani, & Rook, 2006; Wimmer & Dominick, 2010)

Research Approach and Design:

Seven people were included in a single focus group that was used to collect qualitative data. It was presumable that a focus group's group dynamic would allow for interaction between members, allowing them to build on one another's responses and viewpoints and providing a venue for an open debate. Group dynamics are an essential component of focus groups, and replies were encouraged to be discussed so that

participants may engage in a discussion about a particular subject and expound on ideas and remarks that were raised. This approach of gathering data enables group discussion to broaden the variety of responses and prompt forgotten specifics of individual beliefs or experiences (Creswell et al, 2016)

Due to the nature of the research being a qualitative method, was possible to discuss individual behaviours and viewpoints about the questions about brand resonance, purchase intentions, social change, and female empowerment. The goal of the qualitative approach is to comprehend, investigate, or describe people's activities, perceptions, intentions, and relationships among them.

Based on the chosen paradigm, the research design enables the researcher to employ a strategy that best suits the sort of research by acting as a plan. The strategy "helps the researcher move from the underlying philosophical assumptions," defining the participant selection criteria, the data gathering techniques, and the necessary data analysis methods (Creswell et al, 2016:72). With the help of the chosen research design, the researcher can choose the most suitable strategy to forecast both the study's execution and organizational structure. A research area that has emerged because of societal changes is referred to as exploratory research in qualitative research. It is based on the theory that it will assist in obtaining.

The qualitative data was gathered by the student scholar via a single focus group with seven participants. The focus group dynamic allowed for interaction between participants, allowing them to build on each other's responses and perspectives while also providing a place for open discussion. In exploratory research, it is critical to discover and comprehend the meaning of participants' viewpoints on a given topic. Focus groups, in particular, "properly seek solutions to problems by evaluating various social circumstances and the individuals who inhabit these settings," (Berg, 2009, p. 8). Furthermore, focus groups assist to generate or operationalize second-degree conceptions and scientific ideas through stimulating thought (Calder, 1977). This expected finding was something we thought would be beneficial in a future survey on consumer impressions of femvertising messages, which this exploratory study is meant to be a steppingstone.

The focus group's group dynamics are important, and members were encouraged to discuss their responses so that they could have a dialogue about a certain topic and expound on the thoughts and remarks that were shared. This type of data collecting allows for group dialogue, which helps to broaden the variety of responses and reintroduce forgotten personal perspectives or experiences (Creswell et al, 2016:95). The participants in the focus groups were given a brief overview of the study.

Population and sampling methods

The target population for the study of Femvertising's influence on female South African consumers' purchase intention and perception of Heineken as a popular beer brand was narrowed down to the accessible population, which included female consumers in South Africa between the ages of 18 and 25, who drink Heineken or similar beer brands similar in nature, and who have been exposed to various advertising, which was often online campaigns, social media communication, and who have been exposed to various advertising, which was often online campaigns.

The population refers to four aspects: The first is the target population, which refers to the ideal target (Pascoe, 2018). The population of the study were female participants for the focus group who are women aged between 18 – 25 who live in the Northern Part of Johannesburg as the target population was easily accessible for the student scholar and is feasible and can therefore be described as human in terms of units of analysis. Participants were contacted via email and were pre-screened to ensure they fit the sample parameters above. The last aspect is the unit of analysis which refers to the individual. In this study, we are looking at the individual's perspective.

Namely, participants in this study were selected using non-probability sampling methods. Convenience sampling, since the participants were already known and in contact with researchers and therefore easily accessible for conducting the study (Du Plooy-Cilliers, 2014: 142). Convenience sampling is the appropriate method due to the smaller scale of the study and time and budget constraints. The sample group for this qualitative study consisted of one focus group consisting of seven participants.

Data Collection Methods

Seven people were included in a single focus group that was used to collect qualitative data. It was anticipated that a focus group's group dynamic would allow for interaction between participants, allowing them to build on one another's responses and viewpoints and providing a venue for an open conversation. Group dynamics are an essential component of focus groups, and replies were encouraged to be discussed so that participants may engage in a discussion about a particular subject and expound on ideas and remarks that were raised. This approach of gathering data enables group discussion to broaden the variety of responses and prompt forgotten specifics of individual beliefs or experiences (Creswell et al, 2016:95).

Through the data collection methods ask participants how they define women's empowerment; thus, the results will be constrained. Most of them appeared to accept at face value the superficial definition implied in most femvertising messages, which was based on individual agency and self-confidence in overcoming all obstacles, rather than universal empowerment based on women's social and sexual freedom and guaranteed equal pay. Future research should not just investigate what constitutes "women's empowerment," but also investigate the relationship between their opinions on feminism and their willingness to listen to femvertising messaging.

The goal of this focus group was to gain more about how Femvertising is seen by South African women and how that impacts females' perceptions. The advantages of the data collection methods through focus groups will include the in-depth nature of responses as well as the emergence of surprising findings and insights. One of the most important aspects of an exploratory study is that replies are not limited to specific questions, as seen in a focus group. Respondents have more time to think about their replies in the discussion since disagreements occur within the focus group, which is another advantage. Participants may respond based on what they believe the researcher wants to hear in these environments (Creswell et al, 2016).

Participants in the focus groups were given a brief introduction to the research topic as well as an explanation of the ground rules. The researcher used opening questions to assist ease members into the focus group process and to develop a rapport with the participants. To begin, an icebreaker beer discussion was started, followed by two #Cheers to All campaigns produced by Heineken's advertisements were screened to gauge initial reactions to the brand's marketing efforts. The first commercial was titled "Heineken | Cheers to all," and it depicted gender stereotypes as part of Heineken's Cause-Related campaign.

Two adverts were shown as examples of Femvertising to form the basis of the discussion and gain immediate perceptions on the topic. These two adverts were Cheers to whatever you ordered!

Combined with the Femvertising print ad, "Cheers to whatever you ordered!" The purpose of this focus group was to learn more in-depth information about how Femvertising is seen by South African females and how it affects brand perception and resonance. The in-depth nature of the comments and the appearance of unexpected facts and insights were two benefits of this focus group. A focus group makes it clear that one important aspect of an explorative study is that replies are not restricted to answers to questions. Another benefit is that focus group participants have more time to consider their answers during discussions because of internal disagreements. In these situations, there is a chance that individuals will respond depending on their perceptions of what the researcher wants to hear.

The focus group has the drawback that some individuals could dominate the conversation. As focus groups are discursive, some participants can be reluctant to express their thoughts out of fear of being criticized. The focus group's outcome also hinges on the researcher's ability to remain objective and avoid taking the initiative while asking pointed questions. To ensure that certain research questions are addressed, the researcher must elicit diverse responses while adhering to the established questions in the guidelines (Pickering & Watts, 2008).

Data Analysis

The data of the research study was employed through qualitative analysis and interpretation, the data was insights, then and the researcher delve into the data, and identified and described patterns and/or themes that emerged from the data by interpreting its meaning.

The study's data analysis method is qualitative content analysis, which refers to the material as text and can thus be referred to as textual analysis interchangeably. Content analysis is a method for compiling and refining large amounts of text into easily understandable content classifications for examination. This style of analysis is suited for this study because it concentrates on and clarifies the content and context of the text, allowing the researcher to draw valid findings (Du Plooy-Cilliers, 2014). Content analysis is a deductive technique, in which the researcher uses a conceptual framework to identify unique codes within the text that may be grouped and linked to constructing specific themes (Du Plooy-Cilliers, 2014). The data analysis procedure in this study was directed by the conceptual framework, by the theoretical framework of Gender Advertising theory, by Erving Goffman (1979), as outlined in the conceptualisation section above.

The following step-by-step process was employed during the **data analysis** process of the research:

The researcher will identify overall themes as well as in-depth insights into the participants' thoughts and perceptions of femvertising as it related to advertising by analysing the topics with the use of the guideline questions.

The following procedures were used throughout the analysis:

Data familiarization:

The focus group transcripts were read and re-read to get a better understanding of the data.

Initial code creation:

A list of codes was created, and comparisons of coding and text were performed. This step was completed once the researcher was comfortable with the data and allowed for a wide range of reactions to emerge, expanding the scope of the exploratory study's potential discoveries and insights. Concepts were also categorized. Concepts are also known as coding units, and the researcher creates a set of concepts to represent a collection of text or data relevant to the investigation (Du Plooy- Cilliers,2014).

Discovery of themes:

Similar ideas and codes that are related to the coding units were combined into categories. Concept mapping was developed based on a combination of an inductive (raw data) and deductive (previously conducted theories and studies) coding scheme (Du Plooy-Cilliers,2014). Initial themes will be established as codes made patterns in responses, relevant to the research objectives of the study.

Review of themes:

Once semantic themes are identified and explored these themes will be described as being surface level, thereafter, latent themes that assess underlying respondent assumptions will be identified.

Defining and naming themes:

Finally, latent themes will then be defined and named to simplify the data analysis process and the reporting of findings and insights.

Findings were reported:

Findings will be drawn up and the interpretations of themes or categories based on conclusions will be drawn.

4 RESULTS/FINDINGS AND INTERPRETATION

Following is a discussion of the key themes and findings that emerged from the qualitative data, followed by a comprehensive reporting of findings based on specific research objectives. Findings from this qualitative exploitative study often influence femvertising on female South African consumers' purchase intention and brand perception are reported in this way.

Findings and Discussion:

Key Themes:

Themes	Main ideas:
Contextualisation of Femvertising within a South African market.	• Femvertising in a predominantly male-dominated beer market. • Beer brands and their role in integrating female consumers in their advertisements. • The awareness of Females and males on the concept of Femvertising and its efforts.
The perception of female and male consumers of how Heineken and beer brands use Femvertising.	• Perception of female consumers on Heineken's efforts of Femvertising. • Perceptions of female and male consumers on whether Heineken successfully used Femvertising as a form of cause-related marketing.
The impact of advertising on female consumers.	• The impact of the concept of femvertising on female and male consumers. • The impact of femvertising on females who are beer drinkers.

	• Beer advertisements impact female consumers.
Are beer brands like Heineken displaying qualities of advertising?	• Beer advertisements effectively communicating • Brand communications effectively representing female beer drinkers/female consumers.

Contextualisation of Femvertising within a South African market.

To gain context on how South African contextualise femvertising two advertisements were shown to the participants. The reoccurring question was “what does femvertising mean” most of the participants attempted to describe what femvertising is however once it was explained to them using the key concepts of this research paper, participants would have not known that the cause-related marketing campaign done by Heineken Global was to use femvertising to empower and debunk stereotypes. It is evident in Participant 1’s response that they did not know what advertising means in this context. The advert was shown to the participants for the second time at the per participant to understand the femvertising efforts.

A follow-up question was asked to gain further context asked an initial question regarding first impressions of the term femvertising was posed to the group, the aim was to elicit first impressions and ideas regarding the phenomenon, before explaining the concept in detail. Participants ascribed the term to be female advertising that was aimed at women and feminists. Coupled with this participant 4 expressed that they (Heineken) do not have a target audience and when the beer was made it was not targeted towards females and so why is it that now yeah why is it that now women have to be why does it why is why they feel the need to create an advert which is targeted towards the woman.

Perception of female and male consumers of how Heineken and beer brands use Femvertising.

The participants in the focus group resonated with other beer brands such as Castle lite and cider brands which are of a different product classification than Heineken beer. Most participants perceived Heineken as evident in their “Cheers to all Campaign.” Participants such as participant 1 resonated more with brands such as Castle light which are Heineken’s direct competitors. The responses to the perception of beer brands such as Heineken were as follows:

Participant two in their response stated that they had resonated with the castle light advertisement called “I am more than that by Caste Lite resonates with them as they felt that it was a real depiction of femvertising and cause-related advertising as it tells you as an individual that you are more than a stereotype that society imposes on you. The **participant** compared the cheers to all campaigns with the “I am more than that” advertisement and realised that they are both trying to do away with gender stereotypes within the beer industry. This showed that the participant had somewhat of an understanding of femvertising based on how the researcher contextualised it in the study. The **second participant** stated that unfortunately, the participants answered this in the space of a consumer and not in the capacity of a future strategist like a researcher, the second participant stated, “think to answer this as a consumer, I think the people who should be asked questionnaires and that brand custodians and brand communicators should ask the consumers how they feel rather than what they think we feel”. However, they do feel that they are doing a great job, their advert is more about awareness and empowerment rather than selling, I would understand if the advert was intended to sell to the ladies, from an awareness and empowerment point of view it is perfect, and I understand it. However, brand strategists need to improve the way they communicate with their audiences. On the other hand, **participant 5** said the advert was well-executed and they know there are a lot of females who drink, for instance, once my aunts drink beer and some of their colleagues drank beer and they are women.

I would say the advert should not be women or female-focused, shoutout out to Heineken for doing it for women, but we now get that you are trying to be too intentional by doing the advert the way you’re doing it. Looking at other alcohol brands’ adverts especially when you look at brands like Savana, you will always see both genders

interchangeable with brands such as hunters dry it was not focused on gender, but it was done unintentionally. A lot of women and women and men already drink hunters dry or savanna and no one is going to look at them like “you’re drinking a female \drink” or “you’re drinking a boy drink “. I think moving forward for advertising efforts, for brand awareness or for females to be uplifted I do not think they used the right approach by focusing on females swapping drinks alone. It needs to be less obvious. Advertising should be purely neutral.

Participant 1: *I agree with participant 2. Advertising should be purely neutral. There should not be a label on how brands advertise by giving it a name such as “femvertising” or any names to label what they are trying to do. We live in a world where men have a lot of making up to do by levelling the playing field between men and women and doing away with all the stereotypes, we need to grow as men and part of starting the conversation with stereotypes and levelling the playing field is by putting out advertisements such as the ones which are seen in the Heineken Cheers to All advert. That is my opinion I don’t mind it I think the advertisement is good, but it serves a purpose.*

The impact of femvertising on female consumers:

When analysing the responses by the participants there was a mixed response in terms of the impact that femvertising has on female consumers, specifically in predominately male-dominated alcoholic beverages such as alcohol. The participants resonated with adverts which are cause-related such as the “I am more than that” advertisement by Castle Lite. However, when showing the Heineken Cheers to all campaigns the responses were directed towards other alcoholic beverages such as ciders (Hunters Dry and Savanna). Rather than Heineken which was the chosen brand of the research. Based on the below responses femvertising of the Heineken advertisement was not seen in the South African market of Heineken but rather seen as an attempt. Participants did feel as though female-stereotyped brands such as Bernini were the topic of discussion in terms of “feminism and female empowerment”

Participant 1: *The brand that I know which I have seen done this is no hair if you have seen it in stores the girl product is more expensive and the boy product is cheaper. Even Nivea does this, I do not see it in adverts normally males and females are in the*

ad but, we do know that products do favour the male species more. Now that I am partaking in this focus group, and I understand what femvertising I think the advert by the castle is

Participant 3: *“Okay, okay I would say uhm, the castle ad because you are more than a title, you’re more than a name, I am more than that, and also with the Bernini ad even though it is targeted towards females and we can say it’s a female drink I can still say that like when you do hopefully drink it you feel classy and that you are drinking something expensive, so I would say both of them have good ...yeah characteristics ...yes I resonate with them.”*

Heineken displays qualities of femvertising through female representation:

A recurring theme amongst participants’ responses was stereotyping and representation of females, it was mentioned numerous times throughout the focus group discussion, especially when participants analysed the Femvertising adverts shown. Most of the participants felt that Heinekens cheers to all campaign advertisements need to be more localized and played more on television and displayed more in prints. Participants feel as though there was somewhat of an attempt at Femvertising from their understanding of the concept, but it was not successful in terms of female representation. The participants mentioned femvertising campaigns which were unrelated to Heineken’s cheers to campaigns and resonated with personal care brands such as Nivea which they resonated closer with.

Participant 5: *I feel like women are not well represented in beer advertisements because society believes that beer should be drunk by males and ciders should be drunk by women and yeah that’s how I feel. If it was more impactful, we would have seen more of their adverts.*

Participant 2 *believes that the advertisement was trying to show that they feel as though males and females do not have a gender-specific drink.*

Participant 5: *I think their advertising was done great; this advert was trying to challenge the stereotype of beer drinkers.*

Participant 4: *I agree with participant 5 they could do something more; I feel like there is something different. They could have made the advert more inclusive by having both genders drinking a beer to make it less obvious to us.*

Participant 1: *I think if they had to give both genders the same drink, the message would have been less impactful.*

The lack of social messaging in advertising in a South African context

After being exposed to adverts with social messaging at its core, in the form of femvertising, many participants argued that brands in South Africa should start using social messaging, such as Femvertising, in their advertising efforts, but should do so in a way that resonates with consumers. Social messaging, which creates conversation, push bound which creates series, and highlights important social issues is lacking in a South African context. Since social messaging, such as Femvertising which addresses gender inequality and female empowerment is rooted in an emotional context, participants said they were more likely to relate to a brand that dives into addressing social issues as it provokes emotional connections and feelings. The participants feel as though they have not seen enough advertisements by brands such as Heineken and they are always male-dominated Participants argue that Heineken needs to be less obvious about their femvertising efforts in their advertisements by levelling the playing field.

Reliability and Validity/Trustworthiness

Reliability and validity are related to the measurability of results and are most often used in quantitative research. Trustworthiness consists of the following dimensions: credibility, transferability, dependability, and confirmability (Du Plooy- Cilliers, 2014). The pre-testing phase within this study, where the focus group questions were pilot-tested can help ensure the reliability of the study. It is pertinent for a researcher to establish that the study's findings are credible, transferable, dependable and confirmable in corroborating the research in terms of trustworthiness.

Credibility

This refers to confidence in the qualitative researcher's truth of the research findings.

The credibility of findings is often determined by the accuracy of how the data was interpreted. This can be increased by the amount of time spent on analysing, coding and interpreting the findings. (Du Plooy- Cilliers, 2014).

Transferability

This refers to the ability of the findings to apply to other contexts, thus the extent to which the results and analysis can be applied beyond a specific research project. These contexts can include similar situations, similar populations, and similar phenomena (Du Plooy- Cilliers, 2014). Transferability is achieved by using in-depth descriptions to show that the study's findings can be justifiably applied to another setting. Therefore, it is the responsibility of the researcher to describe the findings described in sufficient detail to be applied to similar situations.

Dependability

This refers to the quality of the process of integration that takes place between the data collection method, data analysis and the theory produced from the data (Du Plooy- Cilliers, 2014). Therefore, the study must be able to be repeated, enough information from the study should allow for similar findings to be obtained if the study was to be replicated. Dependability can be achieved when an outside audit is conducted, therefore, an outside person can review and examine the study in question to ensure that the findings are consistent and could be repeated.

Confirmability

This dimension of trustworthiness refers to the degree of neutrality in the research study's findings: therefore, researchers must take steps to ensure that findings emerge from data and not their predispositions (Du Plooy- Cilliers, 2014). To achieve confirmability the researcher must ensure that personal bias and motivation do not skew the interpretation. As the researcher an audit trail will be provided that will feature every step of the data analysis, ensuring that the study's findings accurately depict the respondents' findings.

5 CONCLUSIONS

The study aimed to answer the research question: What are females' perceptions of the effectiveness of the femvertising messages of Heineken's #Cheers to all campaigns? Through uncovering truths about their perceptions of the Cheers to All Campaign through femvertising and by the brand's use of this form of activism to engage and build meaningful connections with women. This section analyses findings from the study, how they answer the research questions and discusses implications for future studies.

5.1 Concluding Contributions to Research:

The main objectives of the study were to contextualise Femvertising within a South African market. To determine how female south African consumers perceive Femvertising? and lastly to explore cause-related marketing of Heineken's Cheers to all campaign.

Consumer reception of feminist ads: Femvertising messages have long lacked credibility not simply because they represent staged performances of women's power. Few companies have a business, or a mission explicitly related to gender equality (used in this paper as synonymous with feminism), and corporate social efforts related to women's empowerment have been and continue to be viewed as insincere by many. Goldman, Heath, and Smith (1991) referred to the trend as "commodity feminism," and Baxter (2015) labels the latest wave of women-empowerment advertisements "faux activism." Scholars have observed a long history of feminist messages being appropriated for marketing purposes. Femvertising that shows women breaking stereotypes is empowering and can be an agent for social change. In a broader context, femvertising, is a social messaging tactic, however brands that employ social messaging influence consumers' resonance with the brand.

Consumers, who can identify their individuality connect emotionally and psychologically to a brand that employs social messaging, increasing brand

resonance. The brand's identity and core values need to be aligned with the social messaging the brand aim to portray. Consumers feel it is important for brands to be authentic and are aware of brands that may be using Femvertising as a commodity, or a tick box exercise to be seen as employing cause-related marketing, however, customers find brands such as Castle Lite, Nivea and Bernini as brands which are authentic in femvertising compared to Heineken. Cause-related marketing and the use of brands such as Heineken using it authentically impact female consumers and the way they perceive brands that are doing good and advocating for social change, not just in their communication messaging but their business practices. Female and males South African consumers believe that Femvertising can have a positive influence on gender equality in South Africa if they are communicated authentically, by producing well-thought-out content which levels the playing field rather than the disparities of male and female stereotypes. Consumers see brands as conversation starters regarding social issues such as gender representation in predominantly male-targeted adverts and brands such as Heineken Conversations regarding social change and can use their voices for good. Femvertising is generally seen as empowering by South African consumers, however, some consumers fear that femvertising is more relatable to overseas audiences as they have not seen localised efforts of international brands such as Heineken effectively using femvertising as means of cause-related marketing

Theoretical implications:

The practical consequences for businesses that pursue femvertising are that these messages may and should be used creatively to promote gender equality. The messages should be in line with what the company is recognized for or at least what they practice. Furthermore, businesses should go beyond simply advocating for women's empowerment in their marketing and start living what they teach. Changes in present workplace policies, for example, will be viewed as authentic in corporate messaging.

Limitations must be considered when interpreting the results of this study. To begin with, one focus group (which consists of female consumers) did not allow for the saturation of offered perspectives on all the issues we posed. The study did not allow for both opinions of gender groups as opposed to this study this focus group focuses on one gender which is females. Limitations are uncontrollable factors in one's study

analysis, such as the research budget, resources, information, and time. For example, the cause-related marketing by use of alcohol brands use of female South African consumers influenced by femvertising might be limited down to female South African consumers in Gauteng.

The correctness and effectiveness of the research results were reinforced by identifying the study's limits. Researchers examining a certain scope of a study do not have complete control; they do not have complete control over all aspects of the study. For instance, some persons did not pass the screening process before the focus group those who were chosen but did not attend the focus group (Du Plooy-Cilliers, 2014). The lack of a control group in this study constituted a serious restriction.

Heuristic Value

As a result, there is limited research on Femvertising in the South African context, and as a result, alcohol brands have yet to identify the influence of femvertising on female consumers' Perceived effectiveness of femvertising in changing perceptions and purchase intentions toward products and brands such as Heinekens Cause-related Marketing and advertising. Perceptions toward product/ alcohol brands such as Heineken in South Africa. The relationship between Cause-related marketing, brand authenticity, and femvertising effectiveness has yet to be demonstrated, particularly in the context of South Africa. There is a lack of femvertising employed by South African firms to impact consumer perceptions of brand authenticity, according to limited literature. The study's theoretical framework included *Gender Advertising, by Erving Goffman (1979) for the body of knowledge of Cause-Related marketing and femvertising*. In terms of future studies, it is suggested that a bigger sample be used for both the qualitative and quantitative aspects of the study to improve the external validity and generalizability of the findings. Future research would be better if there were fewer time constraints. This subject offers the possibility of obtaining sponsorships to help fund future research. Increasing the number of advertisements shown to participants will also improve the study's quality. This research is expected to contribute to a greater understanding of Femvertising and a conversation about how

Femvertising may be used by marketers to help sustain impactful and purposeful messaging among customers.

Final remarks

Brands who want to engage with female customers can benefit from femvertising. Additionally, there is no one secret to successful femvertising. If brands consider the diversity of females in terms of their backgrounds, lifestyles, needs, aspirations, fears, and other factors, and connect authentically to their identity, marketers can be inventive and create new, positive depictions of women and girls in advertising in addition to the five advertising themes previously mentioned. Although there are differing opinions on whether femvertising genuinely empowers women, it is undeniably true that these advertisements can raise cultural awareness and spark dialogues about social issues.

Femvertising is often viewed as empowering and has a favourable impact on female South Africans' impressions of brands. Femvertising is one component of a range of social messaging methods, and consumers are more receptive to marketers that use it. It is advised that more research be done about femvertising and its viability in a South African setting.

Ethical Considerations:

A crucial component of research is ethical considerations because they guarantee the validity of the findings (Bezuidenhout & Davis, 2014). The following were the study's ethical considerations.

All participants in this study had to be older than 18 and they had to agree to have their focus groups and interviews filmed by signing a consent form. Since the subjects were volunteers, no rewards were given. Participants were informed that the study was for academic purposes and that the results will be available to them. All participants' privacy and anonymity were always prioritized during the research. The focus group met online in a password-protected, private group with only study participants present. The participants had the option to opt out of the study, as well as to remove any responses or remarks if they so desired.

All participants were aware of the study's academic goals and how their responses will be used. The anonymity and confidentiality of respondents were maintained throughout the qualitative sections of the study. To avoid prejudice and interference with the research process, it was vital to retain the participants' anonymity. This study employed only willing participants, with no monetary or other incentives offered in exchange for participation, and respondents were allowed to delete their comments or responses at any time. Respondents have full access to the study's results. The focus group guidelines were carefully reviewed and followed to prevent influencing responses. The researcher's password-protected laptop was used to store all of the obtained data, which will be deleted after five years. After receiving ethical approval from the academic institution, the primary data collecting for the project only then started.

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Appendices or Annexures

Appendix A:

An Exploration of Female consumer perceptions of Femvertising: Heineken's #CheersToAll Campaign

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Lit Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics
<i>What did you want to achieve?</i> To evaluate perceptions of female consumers and evaluations of femvertising rather than to anticipate behaviour because of exposure to femvertising messages, qualitative inquiry seemed to be the best method and will be the proposed method of study (McCracken, 1988).	<i>What is the main question you wanted to answer?</i> What are females' perceptions of the effectiveness of femvertising messages of Heineken's #Cheers to all campaigns?	The issue is that there is little research on Femvertising in the South African context, and as a result, consumers are unaware of the effects of Femvertising on South African female consumers' brand perception and, ultimately, it is a potential strategy to achieve brand resonance (Esch et al. 2006).	<i>Gender Advertising, by Erving Goffman (1979) (Jones & Davis, 1965; Kelley, 1967,1972)</i>	This study makes use of Gender Advertising, by Erving Goffman's (1979) theory of advertising. The basis for the exploration of relevant theories of marketing communications in the form of customer relationships, brand perception being the focus of the study.	Paradigm This study, which can be characterized as interpretivism, examines the femvertising phenomenon in terms of how it affects customer purchase intention and cause-related marketing. As this study seeks to understand customer behaviour toward feminist advertising, interpretivism seeks to understand human behaviour (du Plooy-Cilliers, Davis and Bezuidenhout, 2014).	Qualitative Approach Population Population Parameters Target population women aged between 18 – 25 who live in the Northern Part of Johannesburg	Focus groups with a population sample of 8 females and 2 males	All participants need to be aware of the study's academic goals and how their responses will be used. The anonymity and confidentiality of respondents were maintained throughout qualitative sections of the study
Research Problem:	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations
<i>What is the problem that you wanted to solve?</i> Women are still largely objectified in male dominated alcohol advertising in South Africa	<i>What were the smaller objectives you used to solve the problem?</i> 1.To contextualise Femvertising within a South African market. 2.To determine how female south African consumers perceive Femvertising ? 3.To explore cause related marketing of Heineken's Cheers to all campaign.	<i>What are the key concepts that you needed to conceptualise?</i> Corporate Social Responsibility Femvertising Company – Cause -Fit Heineken's Cheers To All Campaign Cause-Related marketing	<i>What theory or theories informed the study?</i> Goffman's (1979) theory of advertising			Sampling method Convenience Sampling Non-probability sampling Size: 8	Unit of Analysis Content Analysis Data Analysis Method(s) Coding	The study did not allow for both opinions of gender groups as opposed to this study this focus group focuses on one gender which is females. Limitations are uncontrollable factors in one's study analysis such as the research budget, resource availability, information, and time. For example, the cause-related marketing by use of alcohol brands used by female South African consumers influenced femvertising might be limited down to female South African consumers in Gauteng.

Appendix B:

CONSENT FORM

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Lesedi Zenani Thebe, and I am a student at the IIE's Vega Online School I am currently conducting research under the supervision of Dr Cerneels Coetzee about Heineken's #CheersToAll: An Exploration of Female consumer perceptions of Femvertising. I hope that this research will enhance our understanding of the exploratory study and will aim to analyse the effects of advertising on consumer sentiment and purchase intention. It studies men's and women's knowledge and views of femvertising and organizations that engage in it through focus groups. The findings will have theoretical and practical significance for Cause-Related-Marketing experts as well as firms and advertisers considering gender welfare causes as part of their marketing strategy I would like to invite you to participate in my study. To explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study?

I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve). You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study?
Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study?
• Your inclusion in this study is completely voluntary. • If you do not wish to participate in this study, you have every right not to do so. • Even if you agree to participate in this study, you may withdraw at any time without having to explain your decision.
Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at IIE's Vega Online School, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.
What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my **BA Honours in Strategic Brand Communication**. You may ask me to send you a summary of the research if you are interested in the outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Lesedi Zenani Thebe

[REDACTED]

[REDACTED]

The contact details of my supervisor are as follows:

Dr Cerneels Coetzee

[REDACTED]

[REDACTED]

Participant or respondent consent

I, [REDACTED], agree to participate in the research conducted by LESEDI ZENANI THEBE about an exploratory that day dayllaimsm to analyse the effects of femvertising on consumer sentiment and purchase intention. It studies men's and women's knowledge and views of femvertising and organizations that engage in it through focus groups. The findings will have theoretical and practical significance for Cause-Related-Marketing experts as well as firms and advertisers considering gender welfare causes as part of their marketing strategy.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

- I agree to be interviewed for this research.
- My confidentiality will be ensured. My name and personal details will be kept private.
- My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
- I may choose not to answer any of the questions that are asked during the research interview.
- I may be quoted directly when the research is published, but my identity will be protected.

[REDACTED]	
Signature	Date 4 Sep 2022

CONSENT FORM

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access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you. What will happen to the information that participants provide? Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my BA Honours in Strategic Brand Communication. You may ask me to send you a summary of the research if you are interested in the outcome of the study. What happens if I have more questions about the study?
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Do I have to participate in the study?
• Your inclusion in this study is completely voluntary. • If you do not wish to participate in this study, you have every right not to do so. • Even if you agree to participate in this study, you may withdraw at any time without having to explain your decision.
Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at IIE's Vega Online School, will

have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

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What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Lesedi Zenani Thebe

[REDACTED]

[REDACTED]

The contact details of my supervisor are as follows:

Dr Cerneels Coetzee

[REDACTED]

Participant or respondent consent	
I, , agree to participate in the research conducted by LESEDI ZENANI THEBE about an exploratory study that will aim to analyse the effects of femvertising on consumer sentiment and purchase intention. It studies men and women's knowledge and views of femvertising and organizations that engage in it through focus groups. The findings will have theoretical and practical significance for Cause-Related-Marketing experts as well as firms and advertisers considering gender welfare causes as part of their marketing strategy. This research has been explained to me and I understand what participation in this research will involve. I understand that: • I agree to be interviewed for this research. • My confidentiality will be ensured. My name and personal details will be kept private. • My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research. • I may choose not to answer any of the questions that are asked during the research interview. • I may be quoted directly when the research is published, but my identity will be protected.	

	
Signature	Date: 08/18/2022

CONSENT FORM

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I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve).

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or decide not to answer particular interview questions.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

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- If you do not wish to participate in this study, you have every right not to do so.
- Even if you agree to participate in this study, you may withdraw at any time without having to explain your decision.

Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at IIE's Vega Online School, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.
What will happen to the information that participants provide?
Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my BA Honours in Strategic Brand Communication . You may ask me to send you a summary of the research if you are interested in the outcome of the study.
What happens if I have more questions about the study?
Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate. You should not agree to participate unless you are completely comfortable with the procedures followed. My contact details are as follows: Lesedi Zenani Thebe 

[REDACTED]

The contact details of my supervisor are as follows:

Dr Cerneels Coetzee

[REDACTED]

[REDACTED]

Participant or respondent consent

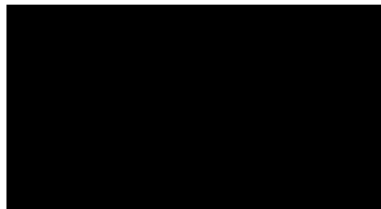
I, [REDACTED] agree to participate in the research conducted by LESEDI ZENANI THEBE about an exploratory study that will aim to analyse the effects of femvertising on consumer sentiment and purchase intention. It studies men and women's knowledge and views of femvertising and organizations that engage in it through focus groups. The findings will have theoretical and practical significance for Cause-Related-Marketing experts as well as firms and advertisers considering gender welfare causes as part of their marketing strategy.

This research has been explained to me and I understand what participation in this research will involve.

I understand that:

- I agree to be interviewed for this research.
- My confidentiality will be ensured. My name and personal details will be kept private.
- My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
- I may choose not to answer any of the questions that are asked during the research interview.

- I may be quoted directly when the research is published, but my identity will be protected.



Signature

Date 18/082022

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The contact details of my supervisor are as follows: Dr. Carneels Coetzee [REDACTED]

Participant or respondent consent
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		22/09/2022
Signature		Date

Explanatory information sheet and consent form for participants

To whom it may concern,

My name is **Lesedi Zenani Thebe**, and I am a student at the IIE's Vega Online School I am currently conducting research under the supervision of **Dr. Cerneels Coetzee** about Heineken's #CheersToAll: An Exploration of Female consumer perceptions of Femvertising. I hope that this research will enhance our understanding of exploratory study will aim to analyse the effects of advertising on consumer sentiment and purchase intention. It studies men women knowledge and views of femvertising and organizations that engage in it through focus groups. The findings will have theoretical and practical significance for Cause-Related-Marketing experts as well as firms and advertisers considering gender welfare causes as part of their marketing strategy

I would like to invite you to participate in my study. To explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for

more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

What will I be doing if I participate in your study?

I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve).

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

- Your inclusion in this study is completely voluntary.
- If you do not wish to participate in this study, you have every right not to do so.
- Even if you agree to participate in this study, you may withdraw at any time without having to explain your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at IIE's Vega Online School, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

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Lesedi Zenani Thebe

[REDACTED]

[REDACTED]

The contact details of my supervisor are as follows:

Dr Cerneels Coetzee

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Participant or respondent consent

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- I may be quoted directly when the research is published, but my identity will be protected.

	
Signature	Date: 08/18/2022

Explanatory information sheet and consent form for participants
To whom it may concern,

My name is **Lesedi Zenani Thebe**, and I am a student at the IIE's Vega Online School I am currently conducting research under the supervision of **Dr Cerneels Coetzee** about Heineken's #CheersToAll: An Exploration of Female consumer perceptions of Femvertising. I hope that this research will enhance our understanding exploratory study will aim to analyse the effects of advertising on consumer sentiment and purchase intention. It studies men and women's knowledge and views of femvertising and organizations that engage in it through focus groups. The findings will have theoretical and practical significance for Cause-Related-Marketing experts as well as firms and advertisers considering gender welfare causes as part of their marketing strategy

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Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at IIE's Vega Online School will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.
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You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Lesedi Zenani Thebe

[REDACTED]

[REDACTED]

The contact details of my supervisor are as follows:

Dr. Cerneels Coetzee

[REDACTED]

[REDACTED]

Participant or respondent consent

I, _____, agree to participate in the research conducted by LESEDI ZENANI THEBE about exploratory study will aim to analyse the effects of femvertising on consumer sentiment and purchase intention. It studies men and women's knowledge and views of femvertising and organizations that engage in it through focus groups. The findings will have theoretical and practical significance for Cause-Related-Marketing experts as well as firms and advertisers considering gender welfare causes as part of their marketing strategy.

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- I may be quoted directly when the research is published, but my identity will be protected.

Signature	Date 4 sep 2022

ANNEXURE B: (FOCUS GROUP INTERVIEW GUIDELINE)

<https://www.eiu.edu/ihec/Krueger-FocusGroupInterviews.pdf>

First Steps with Focus Group Studies

1. Decide whether focus groups are appropriate
2. Decide who to involve
3. Listen to your target audience
4. Put your thoughts in writing

Bulleted Outline

Welcome

Introduce moderator and assistant

Our topic is ...

The results will be used for ...

You were selected because ...

Guidelines

No right or wrong answers, only differing points of view

We're tape recording, one person speaking at a time

We're on a first-name basis

You don't need to agree with others, but you must listen respectfully as others share their views

Rules for cellular phones and pagers if applicable. For example, we ask that your turn off your phones or pagers. If you cannot and if you must respond to a call, please do so as quietly as possible and rejoin us as quickly as you can.

My role as moderator will be to guide the discussion

Talk to each other

Opening question

Beginning the Focus Group Discussion

The first few moments in focus group discussion are critical. In a brief time, the moderator must create a thoughtful, permissive atmosphere, provide ground rules, and set the tone of the discussion. Much of the success of group interviewing can be attributed to the development of this open environment.

The recommended pattern for introducing the group discussion includes:

(1) Welcome, (2) Overview of the topic (3) Ground rules and (4) First question. Here is an example of a typical introduction:

Good evening and welcome to our session. Thanks for taking the time to join us to talk about femvertising and Heineken's use of it. My name is Lesedi Thebe and assisting me Mpumi Mthembu. We're both with the IIE's Vega School. I am studying a BA Honours in Strategic Brand Communications and I am currently completing my research module to fulfil the requirements of this degree, the reason why I have called you today is so I can gather your thought on the topic of femvertising and how it is done in the alcohol FMCG industry and whether you think it has been done effectively. You were invited because we would like to know your thoughts

as young female South Africans so we can have a deeper understanding on how industries can effectively communicate to their audiences

.

There are no wrong answers but rather differing points of view. Please feel free to share your point of view even if it differs from what others have said. Keep in mind that we're interested in your thoughts of the concept of femvertising.

You've probably noticed the microphone. We're tape recording the session because we don't want to miss any of your comments. People often say very helpful things in these discussions, and we can't write fast enough to get them all down. We will be on a first name basis

Recorder (Assistant Moderator) Skills

1. Help with equipment
2. Arrange the room
3. Welcome participants as they arrive
4. Sit in designated location
5. Take notes throughout the discussion
6. Operate recording equipment
7. Do not participate in the discussion
8. Ask questions when invited
9. Give an oral summary
10. Debrief with moderator
11. Give feedback on analysis and reports

tonight, and we won't use any names in our reports. You may be assured of complete confidentiality. The reports will go back to my res Academic Supevisor. Well, let's begin. We've placed name cards on the table in front of you to help us remember each other's names. Let's find out some more about each other by going around the table.

Asking Questions that Yield Powerful Information

Use open-ended questions

What did you think of the #CheersToAll Campaign?

How did you feel about the #CheersToAllCampaign?

Do you know the term femvertising?

What do you like most about the #CheersToAllCampaign?

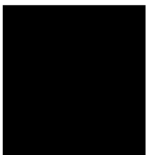
Do you think Heineken used Femvertising in their advertisements?

Generic Questions

Example #1

1. Do you know the concept of femvertising?
2. Think back to a time where you have seen femvertising in an alcohol advertisement and which one stood out to you the most?
3. Think back over the past year of the things that (Heineken) did. What Femvertising advertisement Heineken did well?
4. What other beer advertisements having elements of femvertising did you like the most?
5. Are you a beer drinker?
6. Do you feel women are well represented in beer advertisements?
What do you feel when seeing beer advertisements?
7. How do you think companies such as Heineken effectively communicate femvertising?
8. Do you buy Heineken beer?
9. When you drink Heineken beer how does it make you feel?
10. Do you drink other beer other than Heineken?
11. How do you think Heineken has communicated their messaging in the #CheersToAllCampaign?
12. What views do you have on beer companies using femvertising to level the playing field.

Focus Group Voice Recording Raw Data:



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ANNEXURE C: CONTENT

Video A: <https://youtu.be/dD6r53DWxwk>

PRINT ADVERTISEMENT:



