The Road to Femvertising: Stereotypes and Empowerment Analysis in Turkish Television Advertisements

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Abstract

Women have been represented by stereotypes and gender roles in the advertising industry for years. A new era of strong women representations has begun with female empowerment activities in advertising. Female empowerment in advertising is called femvertising. Femvertising activities aim to destroy stereotypes in advertisements, ignore sexuality, give pro-female messages, and represent women in an authentic way. The purpose of the study is to investigate women's representations in television advertising by analyzing stereotypes and female empowerment in Turkey. For this purpose, television advertisements, broadcasting on Turkish television channels between September 2020 and November 2020, were examined by content analysis. In Turkey, television ratings and shares were lower in Summer 2020, and started to rise after September 2020. Due to the increase in ratings and shares in Fall 2020, the television advertisements broadcasted in September, October, and November 2020 were included in the research to understand women representations in Turkish television advertising.

A total of 189 television advertisements were analyzed after eliminating all repeated advertisements during this period. A coding schema was formed to examine the advertisements, and the criteria from previous studies such as gender, narrator, age, roles, characters, and empowerment activities were used in the coding schema. Findings revealed that women continue to be represented by stereotypes and shown in passive roles such as parenting and housekeeping. Female empowerment activities were used in only 28 of 189 advertisements. The research contributes to the literature of women's studies in terms of showing the latest findings related to women representations in broadcast advertising.

Keywords: women, television advertisements, female empowerment, stereotypes, gender portrayal, broadcast advertising, qualitative research.

Introduction

Advertising affects society's thoughts on gender roles and gender equality (Gilly, 1988; Rajagopal and Gales, 2002). According to social cognitive theory (Bandura, 2005), telecommunication tools spread new ideas, styles, and values worldwide through which people can learn different behaviors. Hunt (2017) showed that the advertising industry highly impacts society's needs and makes significant changes in consumer behavior thanks to the visuals, images, languages, and representations in advertisements. Prieler (2016) emphasized that watching television affects consumers' attitudes, opinions, and beliefs about gender roles and stereotypes, and stated that television advertisements have the power to shape the thoughts and behaviors of customers. Due to the phenomenal effect television advertisements have on society, objectifying women's bodies and showing women in passive roles leads to stereotypes and gender inequality.

Gender inequalities are represented in advertisements (Gilly, 1988; Furnham and Bitner, 1993; Milner and Collins, 1998; Knoll et al., 2011; Prieler, 2016) where women are characterized by passive roles, and advertisers use women bodies to satisfy men's desires (Shields and Heinecken, 2002; Andersen, 2002; Hunt, 2017). Advertisements not only portray unrealistic and perfect shaped women bodies, but also portray women roles as passive such as needy (waiting at home), or supportive (caring, cooking, cleaning) (Matlin, 1987; Sullivan and O'Connor, 1988; Rajagopal and Gales, 2002).

Cohan (2001) emphasized three main issues about the poor representations of women in advertisements as follows: (1) gender stereotypes, (2) unrealistic perfection of female body, and (3) sexual objectification of women. First, gender stereotypes portray women as easily manipulated, needy, and embarrassed; this creates passive, home-based, dependent women. Eisend (2010) showed that gender stereotypes are mostly used in the advertising industry, and women are stereotyped about four times more than men. Second, advertisements create a perfect body image, which is difficult for many women to achieve, which in turn lowered their self-confidence. Third, the sexual objectification of women causes women to try to satisfy men's needs with their bodies. This also reflects the gender inequality that shows men are superior to women. On the contrary of such poor representations of women in advertisements, female empowerment activities are highly used in contemporary advertisements of the modern age. Within the female empowerment activities, women can be represented in advertisements as more active, more confident, more powerful, more beautiful, stronger, smarter, and happier.

In the 2000s, new real women figures started to appear in advertisements with the help of female empowerment content (Dove, 2006), and these new representations of women eliminated the perception of passive, needy, and unintelligent women in society. Gill (2008) explained the reasons of change in women representations as follows: (1) women have become the target consumers of corporate and large companies since they have economic power; (2) women have started to get angry with the advertisements which represent them in needy, unintelligent, passive characters, or demonstrate them as a sexual object, or draw an unrealistic image of beauty.

While women continued to be represented by gender stereotypes such as dependent, subordinate, romantic, and emotional in the 2010s in Turkey; men were still represented in strong and dominant roles (Cankaya, 2013; Bal, 2014). In the 2020s, thanks to female empowerment activities, women are represented in advertisements in stronger, more powerful, more self-confident, and more independent roles (Sener, 2019). Female empowerment activities in advertising are called femvertising, a new trend in marketing and advertising that makes advertisers, marketers, and company executives think a lot about representations of women in advertisements. According to Becker-Herby (2016), femvertising content has become a shift that shows the way advertisers talk to women. Gender stereotypes in television advertisements have been searched in literature for years, but after 2010, there has been a robust jump in the studies that contributed to literature significantly due to the changing roles of women in today's world (Grau and Zotos, 2016), and femvertising content in advertisements that empower women.

The aim of the study is to investigate women representations in television advertisements broadcast on Turkish national television channels in terms of gender stereotypes and empowerment content. Data were collected from television advertisements broadcasted on three most watched national television channels in Turkey in Fall 2020, which is a period of the COVID-19 pandemic. Due to this special period, some advertisements were directly related to the products aimed at combating COVID-19. These advertisements are not excluded from the research to show time-specific results in this qualitative study. Content analysis, which can explain the portrayal of women and men in advertising studies (Verhellen et al., 2016), was

used in data analysis. The research contributes to the literature of women's studies in terms of showing the latest findings related to women representations in Turkish television advertising.

Literature Review

Women representations in advertisements has been one of the most important issues in advertising research for over five decades (Grau and Zotos, 2016). As advertising impacts society's perception in terms of sex roles, there have been some concerns about the representations of women in advertising, (Gilly, 1988). Since television advertisements can influence consumers' attitudes, behaviors, and beliefs, it is important to identify women representations and gender stereotypes in television advertisements (Prieler, 2016).

In 1975, it was found that 70% of authorities in television advertisements in the United States (US) were male (McArthur and Resko, 1975). In 1993, 57% of British advertisements used men as authorities, compared to 39% of women, and this showed that men continue to be portrayed in more authoritative roles, but the gap between males and females is starting to close (Furnham and Bitner, 1993).

Using content analysis, Gilly (1988) revealed differences in gender portrayal in the US, Mexican, and Australian television advertisements, and found an interesting insight into cultural differences in female portrayal. The study showed that there were larger differences in gender portrayal between the US and Mexican advertisements, and Australian advertisements were found as superior to the US advertisements in terms of representation of sex roles.

Milner and Collins (1998), using the Hofstede (1984)'s cultural dimensions, compared Turkish advertisements with the US, Mexican, and Australian advertisements. According to the Hofstede's masculinity index, Turkey is a feminine country, while the USA, Mexico, and Australia are masculine countries. They obtained that the differences in gender portrayal in terms of productivity were high in masculine countries and lower in the feminine country, Turkey.

Despite the changes in the roles of women and men in the 2000s, it is seen that gender stereotypes are still used in television advertisements. Knoll et al. (2011) proved that women are portrayed in dependent roles four times more than men on a public television channel in Germany, and 1.4 time than men on a private television channel. In the 2010s, in Turkey, it was proven that representations of women in television advertisements did not change much with compared to 1990s (Karaca and Papatya, 2011). Traditional representations of gender that support stereotypes have been preserved in Turkish television advertisements, and women have been fictionalized as characters devoid of control and authority (Cankaya, 2013).

In Turkey, women are still portrayed as subordinate, needy, and passive characters in the roles of mothers and wives, who do housework, cooking, and cleaning (Dumanli, 2011; Karaca and Papatya, 2011; Bal, 2014; Nas, 2015; Aydin and Aslaner, 2015; Aydinlioglu, 2019). Unlike women, men are characterized by dominant, powerful, and self-confident manners (Cankaya, 2013). In addition to stereotypes, using women as sexual objects in television advertisements still exists. It was stated that gender identity in Turkey is built from a male perspective (Bati, 2010). Many previous studies proved that the idealization of women bodies and the sexual objectification of women continued in the 2010s (Bati, 2010; Dumanli, 2011; Gudekli and Celik, 2014; Aydin, 2014; Aydin and Aslaner, 2015).

To eliminate the traditional representations of gender, which support stereotypes, there is a new perspective in advertising called femvertising that shows the empowerment of women. In literature, the main aims of femvertising are described as ignoring gender stereotypes, eliminating sexual objectification of women, and using real women instead of using models and perfect bodies in advertisements (Becker-Herby, 2016). Femvertising was used for the first time in 2015 by She Media, a digital media company, in the contest where Femvertising Awards were given to advertisement campaigns consisting of pro-female images, talents, and messages

(Femvertising Awards, 2020). In Turkey, there have been very few companies that use femvertising content in their advertising campaigns until 2020 such as Dove (2006), Orkid (2014), Nike (2017), Atasay (2017), Selpak (2018), and Elidor (2019). Inceoglu and Onayli-Sengul (2018) conducted a research on femvertising activities in Turkish television advertisements and found out that gender stereotypes started to change in Turkey. Women started to criticize gender roles, to reject to exist only in the role of mother and wife, to want to exist in every platform of social lives, not to accept the ideal understanding of beauty imposed by society, and to refuse to comply with it.

After examining previous studies in literature, the main research questions were formed regarding the representations of women. The study examines stereotypes and empowerment contents in Turkish television advertisements. Since there have been few television advertisements consisting of femvertising in Turkey, gender stereotypes and empowerment contents were analyzed, as the road to the femvertising, in television advertisements in the study. Therefore, the main research questions of the study were developed as below:

RQ1: Are women represented in Turkish television advertisements by gender stereotypes?

RQ2: Are women represented in Turkish television advertisements by empowerment contents?

To analyze these research questions, gender, age, narrator, roles (parenting, housekeeping, or working), analysis of the characters (celebrity, professional experts, and activity level), and empowerment contents (empowerment contents and anti-empowerment activities) in television advertisements were analyzed.

Research Methodology
Data Collection

In this qualitative study, television advertisements broadcasted on Turkish television channels were investigated to analyze women representations. Television advertising was selected as a scope of the study as it is still the best media to reach large numbers of consumers. Social media advertising is also an option to reach large audiences, however, television advertising is still ranked first among all advertising types in Turkey (Karadas, 2019).

Turkish consumers trust television advertising more than social media advertising. In the research of Radio and Television Supreme Council (2018), the main media tools are listed as television, newspaper, radio, news websites, and social media channels, respectively, according to the trust levels of Turkish consumers. Television is the most influential, trustful, and cost-effectiveness media, has the widest reach among all media tools, and consumers can interact with the message in the advertisement more easily than social media, as they prefer to watch television at home or in their spare time (Karadas, 2019; Forbes, 2019).

The activity of watching television has also increased during the COVID-19 pandemic, the period in which the research was conducted. According to the Nielsen report (Forbes, 2020), home media consumption has changed during the pandemic and watching television has become the second most popular media activity after listening to music. Kologlu (2020) wrote that in March 2020, when the virus was first seen in Turkey, the number of consumers watching television in Turkey increased from 40 million to 43 million. These numbers are expected to increase after the curfew.

The research was conducted in December 2020 and consists of the television advertisements broadcasted on national Turkish television channels in September, October, and November 2020. The reason of selecting this period is that watching television started to increase in these months. According to the data from the Television Audience Research Company (2020), ratings (RTG), which represent the average viewing rate of programs for a given period in total television viewing, were as follows: 13.36% in July, 13.22% in August, 15.55% in September, 16.85% in October, and 19.99% in November. Table 1 below shows the television watching rate, and it can be seen from Table 1 that total television watch increased

in Fall 2020. Another reason for using television advertisements broadcasted in September, October, and November 2020 is to reach the latest television advertisements broadcasted on Turkish national television channels since the research was conducted in December 2020.

While drawing the research framework, it was also decided which television channels were included in the research. According to the report of the Television Audience Research Company (2020), the first top channels with the highest share among thirty-five national Turkish television channels were Atv, Fox, and Show Tv. **Table 1** below shows data regarding the most watched channels included in the research. The average share of Atv in the research period was 11.07, the average share of Fox in the research period was 9.19, and the average share of Show Tv in the research period was 6.79.

Table 1. Data regarding the most watched channels included to the research

	September, 2020		October, 2020		November, 2020	
	RTG (%) *	Share **	RTG (%)	Share	RTG (%)	Share
Total TV Watch ***	15.55	100.00	16.85	100.00	19.99	100.00
ATV	1.44	9.27	2.01	11.96	2.40	11.98
FOX	1.49	9.59	1.54	9.16	1.77	8.83
SHOW TV	0.98	6.33	1.12	6.63	1.48	7.42

* RTG (rating): Per minute of average audience ratio at a specific time, program, or ads.
** Share: Share of total monitoring.
*** Total TV Watch: It includes all television watching in a certain period. It accepts all television viewing, regardless of the channel watched, as a single channel.
Source: Television Audience Research Company, 2020.

Sampling Procedure

The aim of the study is to investigate the women representations in the advertisements broadcasted on Turkish national television channels in Fall 2020. According to the research framework, 189 television advertisements broadcasted on Atv, Fox, and Show Tv, which were the most watched television channels in September, October, and November 2020, were analyzed. Information about the advertisements can be seen in the Appendix 1.

Some advertisements were eliminated from the research due to the following reasons. First, some companies use different versions of an existing television advertisement, so a product may have different types of television advertisements. For instance, companies can use a short version of an existing television advertisement instead of broadcasting a long and full version of an advertisement. To prevent overlapping, all repeated advertisements were excluded from the research, and only one advertisement for a brand was included to the research. Second, there were some public advertisements such as Yesilay, Losev, and Tema advertisements broadcasted on these television channels during the research period. They were excluded from the research since the research focuses on commercial advertisements rather than public advertisements.

Data Analysis

Data analysis was constituted after determining the data collection method and sampling. The most widely used data analysis techniques in communication studies are content analysis, semiotics analysis, and discourse analysis. Discourse analysis was used in previous studies to analyze gender portrayal in Turkish television advertisements (Cankaya, 2013; Nas, 2015; Sener, 2019; Aydinlioglu, 2019). Aydinlioglu (2019) analyzed one of the famous jewelry brands in Turkey using discourse analysis to show femvertising content in their advertisements.

Discourse analysis was not used in the present study since visual characters were examined instead of verbal characters.

Semiotics, developed by Saussure at the beginning of the 20th century, is the science of symbols and signs that examines the relationships between signs and their meanings (Allen, 2017). Semiotics uses signs to represent what they stand for in the minds of people (Manning and Cullum-Swan, 1994). Semiotics analysis was carried out in Turkish advertisements to examine the representations of women and reveal the hidden and unspoken meanings of signs (Bati, 2010; Gudekli and Celik, 2014; Aydin and Aslaner, 2015; Inceoglu and Onayli-Sengul, 2018; Yildirim, 2019).

Apart from semiotics and discourse analyses, content analysis is used in communication studies and makes the unobserved context of data analyzable (Krippendorff, 1989). In many previous studies, content analysis was performed to analyze television advertisements and examine stereotypes (Gilly, 1988; Furnham and Bitar, 1993; Milner and Higgs, 2004; Dumanli, 2011; Karaca and Papatya, 2011; Aydin, 2014; Prieler, 2016; Verhellen et al., 2016). Content analysis was used in the present study since the advertisements were examined according to the criteria revealed in literature. Television advertisements were analyzed based on the criteria using coding technique. The coding schema, shown in Table 2 below, is generated based on the studies in literature (Gilly, 1988; Furnham and Bitar, 1993; Knoll et al., 2011; Verhellen et al., 2016). In this coding schema, gender, narrator, age, the roles in advertisements (parenting, working, and housekeeping), the analysis of the characters in advertisements (celebrity, professional expert, and activity level), and the female empowerment contents were analyzed to clarify how women were represented in Turkish television advertisements in terms of gender stereotypes and female empowerments.

Table 2. Coding schema

No.	Criteria	Coding
1	Gender	1: Female; 2: Male
2	Narrator	0: Not available; 1: Woman; 2: Man;
3	Age	1: Young; 2: Middle-aged; 3: Older
4	Parenting	1: Yes; 2: No
5	Working	1: Yes; 2: No
6	Housekeeping	1: Yes; 2: No
7	Professional expert	1: Yes; 2: No
8	Celebrity	1: Yes; 2: No
9	Activity	1: Yes; 2: No
10	Empowerment content	1: Yes; 2: No
11	Anti-empowerment content	1: Yes; 2: No

Data were analyzed by coding the criteria in Excel sheets. After coding the criteria, data were analyzed in the SPSS 22 statistical program. The quantitative presentations of qualitative data are shown in the tables below using descriptive statistics and frequencies.

Findings

One hundred and eighty-nine television advertisements were analyzed using content analysis. It was found out that advertisements were classified under 15 industries, shown in Table 3 below such as 1: Food; 2: Non-alcoholic beverage; 3: Jewelry; 4: Retail; 5: Furniture; 6: Cleaning; 7: Technology (Combination of electronics and communication technologies); 8: Personal care (combination of beauty products and skincare products); 9: Electrical appliances; 10: Digital (product categories are mobile applications, online store, bitcoin, secure payment); 11: Health care (product categories are supplements and pills especially for Covid-19); 12:

Home improvement; 13: Automotive (products related to car, gas, and fuels); 14: Financial services (banking, insurance); 15: Textile. The details of brand names, product categories, and industries of products in television advertisements analyzed in the study are shown in the Appendix 1.

Table 3. Industries of products shown in advertisements

Industries	Frequency	Percent
Food industry	35	18.5
Personal care industry	32	16.9
Digital industry	22	11.6
Cleaning industry	20	10.6
Financial services industry	11	5.8
Health care industry	9	4.8
Technology industry	9	4.8
Automotive industry	9	4.8
Non-alcoholic beverage industry	9	4.8
Home improvement industry	7	3.7
Electrical appliances industry	6	3.2
Textile industry	6	3.2
Jewelry industry	6	3.2
Retail industry	5	2.6
Furniture industry	3	1.6
Total	189	100.0

After analyzing industries of products shown in the advertisements, the findings related to the coding schema were examined. The first variable in the coding schema was gender. Findings showed that the sample was divided into two parts as the advertisements that show only-products (N=56) and the advertisements that use people (N=133). The numbers of females are 95 (50.3%), the numbers of males are 38 (20.1%), and the numbers of only-product shown advertisements are 56 (29.6%).

As a second variable, using a female or a male narrator was analyzed. According to the result, 5 advertisements do not use any narrators (2.6%), 75 advertisements use female for narrators (39.7%), and 109 advertisements use male narrators (57.7%).

Afterwards, analysis was conducted on findings within 133 advertisements that use women and men. The distribution of age among these 133 advertisements is as follows: the numbers of advertisements that use young people are 67 (50.37%), the numbers of advertisements that use middle-aged people are 64 (48.12%), the numbers of advertisements that use older people are 2 (1.50%).

Table 4. Roles, characters, empowerment contents

	Frequency	Percent
Roles		
Parenting	28	21.05
Working	27	20.30
Housekeeping	23	17.29
Characters		
Celebrities	29	21.80
Professionals	11	8.27
Activity	65	48.9

Empowerment		
Empowerment content	28	21.1
Anti-empowerment content	22	16.5

The roles, characters, and empowerment contents are analyzed in Table 4 above. According to the findings related to the roles, 28 of 133 people (21.05%) are represented in the parenting role, 27 people (20.30%) are represented in the working role, 23 people (17.29%) are represented in the housekeeping role. The findings related to the characters showed that celebrities are used in only 29 advertisements and professional experts are used in only 11 advertisements. 65 advertisements have active contents where people walk or do something instead of passively waiting. The findings related to the female empowerment contents revealed that only 28 out of 133 advertisements include empowerment contents such as self-confident and powerful women. On the contrary, 22 advertisements contain anti-empowerment contents such as women with less authority, dependent and controllable.

Table 5. Women vs. men in ages, roles, characters, and empowerment contents

	Women		**Men**	
	Frequency	**Percent**	**Frequency**	**Percent**
Ages				
Young adult people	53	79.10	14	20.89
Middle-aged people	42	65.62	22	34.37
Older people	0	0	2	100
Roles				
Parenting	22	78.57	6	21.42
Working	17	62.96	10	37.03
Housekeeping	18	78.26	5	21.73
Characters				
Celebrities	20	68.96	9	31.03
Professionals	4	36.36	7	63.63
Activity	48	73.84	17	26.15
Empowerment				
Empowerment content	23	82.14	5	17.85
Anti-empowerment content	18	81.81	4	18.18

The distribution of women and men in terms of ages, roles, characters, and empowerment contents is analyzed in **Table 5** above. It is obtained that 79.10% of young adults are represented by young women, and the remaining 20.89% of young adults are represented by young men. It was similar for middle-aged people, while only men represents elders. The other finding showed that mostly women are used in parenting (78.57%) and housekeeping (78.26%) roles. In the working role, women are used more than men (62.96%) but this ratio is the least one among all women's roles. The ratio of the working role (37.03%) is the highest among all men's roles. Other findings related to characters in advertisements showed that companies prefer women (68.96%) more than men (31.03%) when they follow the strategy of using celebrities in advertisements. On the contrary, companies prefer men (63.63%) more than women (36.36%) when they decide to use professional experts in their advertisements. Mostly women (73.84%) are represented in an active role in advertisements. Lastly, the comparison of women and men representations regarding the empowerment activities is examined. It is shown that women are mostly used in empowerment content (82.14%) and anti-empowerment content (81.81%). This showed that women engage in both empowerment and anti-empowerment

activities in advertisements. It is not only that men make women passive, but also women represent themselves in passive and needy roles in advertisements.

Conclusion

In this qualitative assessment, a total of 189 television advertisements broadcast on national Turkish television channels in Fall 2020 are analyzed in terms of stereotypes and empowerment contents to understand women's representations, or femvertising. The first research question considered was whether women are represented by stereotypes or not. As a result of the study, it can be said that women are still represented by stereotypes in many television advertisements in Turkey.

Consistent with previous studies (Schneider and Schneider, 1979; Furnham and Bitner, 1993), women are represented in advertisements as relatively younger than men. More women than men are portrayed in young adult characters. Women are still represented in parenting and housekeeping roles, whereas men are portrayed as professional experts and narrators. Similar to these findings, previous studies showed that women are represented in needy and dependent roles (Dumanli, 2011; Knoll et al., 2011; Karaca and Papatya, 2011; Bal, 2014; Nas, 2015; Aydin and Aslaner, 2015; Verhellen et al., 2016), while men are represented in independent roles, and men are portrayed as narrators and interviewers (Brett and Cantor, 1988; Furnham and Bitner, 1993). In terms of activity level, it was found out in literature that men are represented more active than women (Gilly, 1988; Milner and Higgs, 2004). On the contrary, in the study, it was revealed that women are represented more physically active than men.

The second research query was if women are represented by empowerment activities or not. It was found out that only 28 advertisements showed strong female empowerment activities whereas 22 advertisements used anti-empowerment activities such as portraying needy and passive women.

In only 28 advertisements, women are represented in powerful roles that support female empowerment activities. In these advertisements, women are independent, empowered, and self-confident. For example, women travel alone, drive independently, walk freely, and shop alone, while men perform cleaning and doing chores. In these advertisements, female empowerment activities are used instead of stereotypes or clichés, stereotypes are eliminated from the advertising strategy, and women are represented without stereotypes.

It was also found out that in 22 advertisements, women are portrayed by stereotypes, as one of the ways of anti-empowerment content. These women were represented by the following characters: (1) women in passive characters, who have lack of control and authority; (2) women who play in a secondary role (for instance a man is a professor and a woman who has less authority is an assistant of the professor); (3) women who feel that they have to be beautiful every time; (4) women who think that they have to clean their houses to make their husbands happy; (5) women who play the role of mother in the kitchen while the rest of the family are watching television; (6) women who believe that men are the paterfamilias; and (7) women who are needy and waiting for the solution, especially from a man.

Although 28 advertisements in the study consisted of female empowerment activities, they cannot be considered as the example of femvertising strategy since they could not succeed in developing a general femvertising strategy in their advertising strategies. For example, they just showed some strong women characteristics, but did not develop an advertisement consisting of a femvertising perspective. It can be said that only four of them used strong femvertising content. These four brands and their femvertising slogans were as follows: Koton Company (2020a) "Remove the tags", Koton Sportswear (2020b) "Respect to the life", Molped (2020) "Girl's promise", Elidor (2020) "Pink". These companies used not only strong women representations but also femvertising strategy in their overall advertising strategy. As only four

of 28 advertisements used femvertising content, it can be said that there is no strong femvertising content in Turkish television advertising yet.

In the world, the advertisements consisting of female empowerment activities and the numbers of femvertising contents in the overall advertising strategy have been improving day by day. Stampler (2014) reported that the top ten companies considered by women to be doing it right, include Nike, Hanes, Olay, Dove, Always, Pantene, Playtex, Covergirl, Under Armour, and Sears. In Turkey, the companies using femvertising strategy are very limited today and these companies can be summarized as follows: Dove (2006), Orkid (2014; 2015), Nike (2017), Atasay (2017), Selpak (2018), Elidor (2019), Koton (2020a; 2020b), Molped (2020), Elidor (2020).

Femvertising activities increase loyalty and satisfaction levels of women. The attitudes of women towards brands that use femvertising contents is expected to be more positive than those that lack of femvertising contents (Drake, 2017). It is shown that femvertising activities can be a part of corporate social responsibility activity of any company that wants to support social causes for female empowerment (Abitbol and Sternadori, 2019), and this makes a huge impact on women who care about social responsibility activities. Femvertising activities make women feel more confident and independent. With the help of femvertising, the image of women will be strengthened, and with the help of this new image women will be able to achieve what they want to do, and this will make them stronger. It is expected that the numbers of femvertising campaigns will increase in the near future, especially in emerging countries such as Turkey.

Limitations and Further Studies

The research was designed with qualitative methods, and therefore the results cannot be generalized. Since the research was conducted during the COVID-19 pandemic, there were some changes in the nature of broadcasted advertisements due to this particular period. Some companies may create advertisements related to this specific period, and broadcast more advertisements related to products used in relation to COVID-19 such as wet wipes, digital businesses, and health insurance. In addition, some companies may create advertisements about discounts to increase sales since consumers' shopping activities decrease during this period. Hence, companies may broadcast more advertisements for announcing discounts to make consumers buy more. Due to such characteristics of this special period, conducting a research during a regular period and comparing results with studies executed during this special period is advised.

The second limitation is related to the duration of the research, which covers three months of a year. To obtain more comprehensive data regarding broadcasted advertisements, it is recommended to expand the research period and conduct a comparative longitudinal study between certain years.

The third limitation is related to the public service advertising. Since this study only analyzed commercial advertisements, nonprofit organizations' advertisements and governmental advertisements were not included to the research. However, there are many nonprofit institutions in Turkey such as Cagdas Yasami Destekleme Dernegi (Association for Supporting Contemporary Life) and Turk Egitim Vakfi (Turkish Education Foundation), which support female empowerment activities and use television advertising aggressively. In future research, it is suggested to include television advertisements of public companies in studies conducted to analyze femvertising activities from a broader perspective.

Fourth, consumers' exposure to advertisements was not analyzed in the research since the main aim of the study was to investigate women representations with stereotypes and empowerment activities, as the road to femvertising. However, exposure to an advertisement is

important when analyzing consumer behavior. In future studies, it is suggested to analyze consumers' actions towards advertisements consisting of strong femvertising content.

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Appendix 1.

	Brand in Ad	Product category	Industry
1	Frito Lay	Chips	Food
2	Activex	Wet wipe	Personal care
3	Pandora	Jewelry	Jewelry
4	Bim	Discount grocery	Retail
5	a101.com.tr	Online discount grocery	Digital
6	Doğtaş	Furniture	Furniture
7	Ülker Chocolate	Chocolate	Food
8	Penti	Apparel	Textile
9	ABC Parfumia	Detergent	Cleaning
10	Eti Wanted	Chocolate	Food
11	Vileda	Mop	Cleaning
12	Kelebek	Furniture	Furniture
13	Şok	Discount grocery	Retail
14	Vodafone	Gsm operator	Technology
15	ABC	Detergent	Cleaning
16	A101	Wet wipe	Cleaning
17	Eti Crax	Cracker	Food
18	Philips Lumea	Epilady	Personal care
19	Ülker Metro	Chocolate	Food
20	Arzum	Household equipment	Electrical appliances
21	Vivense	Furniture	Furniture

22	Dr. Oetker	Pudding	Food
23	Dardanel	Fish	Food
24	Demirdöküm	Heating boiler	Electrical appliances
25	Eti Benimo	Cookie	Food
26	Deezer	Online app	Digital
27	Dorbi	Pudding	Food
28	Fuse tea can	Cold beverage	Non-alcoholic beverage
29	hepsiburada.com.tr	Online store	Digital
30	Coca cola	Cold beverage	Non-alcoholic beverage
31	Sprite	Cold beverage	Non-alcoholic beverage
32	Fanta	Cold beverage	Non-alcoholic beverage
33	Fuse Tea 1L	Cold beverage	Non-alcoholic beverage
34	SamsungGalaxy	Mobile phone	Technology
35	Filiz	Pasta	Food
36	Alarko	Heating boiler	Electrical appliances
37	EkremCoşkun	Restaurant	Retail
38	Media Markt	Online electronics	Digital
39	Ice Therapy	Depilatory cream	Personal care
40	Naturagen	Supplement	Health care
41	Fairy	Dishes detergent	Cleaning
42	Alo Platinum	Detergent	Cleaning
43	DysonPure	Air cleaner	Electrical appliances
44	Morhipo	Online store	Digital
45	Nescafe	Coffee	Non-alcoholic beverage
46	Nestle Damak	Chocolate	Food
47	Fibabanka	Banking	Financial services
48	DysonAirwrap	Hair stylist	Personal care
49	ImuneksFarma	Supplement	Health care
50	ArielOxi	Detergent	Cleaning
51	Ocean	Supplement	Health care
52	Weber	Home painting	Home improvement
53	Philips	Vacuum cleaner	Electrical appliances
54	Kocak Ring	Jewelry	Jewelry
55	Paribu	Bitcoin	Digital
56	Tat Gurme	Soup	Food
57	Ford Kuga	Car	Automotive
58	Şekerbank	Banking	Financial services
59	Vavacars	Car dealers	Automotive
60	Eti Karam	Cookie	Food
61	Fuzulev	Home improvement	Home improvement
62	MadameCoco	Home improvement	Home improvement
63	Eti Company	Snack company	Food
64	Koton Company	Apparel	Textile
65	Orkid	Menstrual pad	Personal care
66	Eti Tutku	Cookie	Food
67	Dove	Shampoo	Personal care
68	Redbull	Cold beverage	Non-alcoholic beverage
69	Signal	Toothpaste	Personal care

70	Omo	Detergent	Cleaning
71	Eti Cin	Cookie	Food
72	Sompo	Health insurance	Financial services
73	Febreeze	Indoor deo	Cleaning
74	Eti Wafer	Wafer	Food
75	Şahin	Pepperoni	Food
76	Koton Men	Apparel	Textile
77	Koton Sportswear	Apparel	Textile
78	Taç	Bedclothes	Home improvement
79	Arko	Moisturizing cream	Personal care
80	hepsiexpress.com	Online store	Digital
81	Axa	Health insurance	Financial services
82	Lenovo	Computer	Technology
83	Iyzico	Secure payment	Digital
84	Sütas Yogurt	Dairy	Food
85	Heinz	Ketchup	Food
86	Opet	Gas station	Automotive
87	Atasay	Jewelry	Jewelry
88	arabam.com	Online car seller	Digital
89	Groupama	Car insurance	Financial services
90	lastikborsasi.com	Online store	Digital
91	Duru	Shower gel	Personal care
92	tavukdunyasi.com.tr	Online restaurant	Digital
93	cimri.com.tr	Online store	Digital
94	Biboya	Home painting	Home improvement
95	Blue Diamond	Jewelry	Jewelry
96	Eti Brownie	Cookie	Food
97	sigortam.net	Online insurance	Digital
98	Castrol	Car oil	Automotive
99	yemeksepeti.com.tr	Online food order	Digital
100	Eti Popkek	Cake	Food
101	Teknosa	Electronics	Retail
102	Zen	Jewelry	Jewelry
103	Sütas Ayran	Dairy	Non-alcoholic beverage
104	Axess	Credit card	Financial services
105	Arko Spray	Moisturizing cream	Personal care
106	Duracell	Battery	Technology
107	evkur.com.tr	Online home improvement	Digital
108	Papia Pure&Soft	Toilet paper	Personal care
109	Sensodyne	Tootpaste	Personal care
110	Molfix	Diaper	Personal care
111	Bingo Oxyjen	Detergent	Cleaning
112	TEB	Banking	Financial services
113	Molped	Menstrual pad	Personal care
114	Paradontax	Toothpaste	Personal care
115	Finish Quantum	Dishes detergent	Cleaning
116	İpana	Toothpaste	Personal care
117	Prima	Diaper	Personal care

118	Elidor	Shampoo	Personal care
119	Sütas Milk	Dairy	Food
120	Sefamerve	Apparel	Textile
121	Emotion	Deo	Personal care
122	Carrefour	Fish	Retail
123	Oppo Reno 4	Mobile phone	Technology
124	Maybelline	Mascara	Personal care
125	D Smart	Sport channel	Technology
126	Eti Gold	Chocolate	Food
127	Mahal Bomonti	Gated community project	Home improvement
128	Vestel	Household equipment	Electrical appliances
129	Sebamed	Dandruff shampoo	Personal care
130	Ülker Biskrem	Cookie	Food
131	Liqui Moly	Engine oil	Automotive
132	Eminevim	Home improvement	Home improvement
133	Garanti	Banking	Financial services
134	arçelik.com.tr	Online household	Digital
135	Atiker	Autogas systems	Automotive
136	Trendyol market	Online grocery	Digital
137	Ülker Mcvities	Cookie	Food
138	Ing	Banking	Financial services
139	Ülker Godiva	Chocolate	Food
140	Casper	Laptop	Technology
141	ShellVPower	High octane gasoline	Automotive
142	Ülker Çizi	Pastry	Food
143	Türkiye Finans	Banking	Financial services
144	Ülker Wafer	Wafer	Food
145	sahibinden.com	Online store	Digital
146	Bebelac	Formula	Food
147	Enterogermina	Probiotic	Health care
148	Aptamil	Formula	Food
149	Dp	Shampoo	Personal care
150	Kocak Company	Jewelry	Jewelry
151	Pharmaton	Supplement	Health care
152	Kinder	Cookie	Food
153	Calgon	Lime remover	Cleaning
154	Papia	Towel paper	Personal care
155	Yumoş	Detergent	Cleaning
156	Rinso	Detergent	Cleaning
157	Knor	Soup	Food
158	Vim	Cleaner	Cleaning
159	Domestos	Cleaner	Cleaning
160	FairyPlatinum	Dishes detergent	Cleaning
161	Lysol	Wet wipe	Cleaning
162	Gillette	Shaving	Personal care
163	Huawei	Watch	Technology
164	Sultan	Pepperoni	Food
165	Orzax Day2day	Supplement	Health care

166	Bepanthol Baby	Rash cream	Personal care
167	You-plus	Supplement	Health care
168	Selpak	Toilet paper	Personal care
169	Opel Grandland X	Car	Automotive
170	Samsung Qled	TV	Technology
171	Avansas.com	Online office supplier	Digital
172	Volkwagen Tiguan	Car	Automotive
173	Pepsi	Sponsorship	Non-alcoholic beverage
174	Canped	Menstrual pad	Personal care
175	Hametol	Moisturizing cream	Personal care
176	Naturepro	Shampoo	Personal care
177	Doritos	Chips	Food
178	Cif	Cleaner	Cleaning
179	KuveytTurk	Banking	Financial services
180	Bepanthol Ointment	Repairing cream	Personal care
181	N11	Online store	Digital
182	Supradyn	Supplement	Health care
183	Nbl probiotic	Supplement	Health care
184	Solo	Wet wipe	Cleaning
185	Bepanthol Sensidaily	Moisturizing cream	Personal care
186	akakce.com	Online store	Digital
187	LcWaikiki	Apparel	Textile
188	mizalle.com	Online clothing store	Digital
189	Mustela	Rash cream	Personal care