



**October 15, 12:00pm - 12:45pm**

**Virtual: Zoom**

## Sag, Drag, and Bag: How Older Women Want to be Portrayed in Advertisements



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**Abstract:** Previous research has demonstrated that older women carry a stigmatized identity in society and are severely underrepresented in advertisements in all types of media around the world. Brands have been admonished to increase the presence of older women in their ads. However, it is unclear if older women wish to see models representing their chronological age or their cognitive age, and both positive and negative stereotypes of older women can cause reactance against a brand. This study uses an interpretative phenomenology analysis (IPA) approach to answer the question: how do older women want to be portrayed in advertisements? Interviews with twenty women aged 50 or older suggest that women prefer to see models close to their actual age in ads. In addition, common stereotypes in representation were reframed using participants' preferences: from ageless beauty to age-appropriate and attractive, and from traditional granny to woman of purpose. Implications for theory and practice will be discussed.

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