Exploring Gender Narratives: Femininity and Masculinity in Health and Commercial Advertising in the Philippines

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ABSTRACT

Advertising in the Philippines, much like in other cultural contexts, has long been a site where gender roles are constructed, reinforced, and contested. This study explores how femininity and masculinity are portrayed across health and commercial advertising, situating Philippine practices within broader global debates on media, identity, and consumption. Drawing on an explanatory synthesis of existing literature, the study reviews how advertisements continue to depict women as fragmented bodies and men as authoritative voices, while also tracing how local creativity, linguistic strategies, and cultural adaptation complicate these patterns.

Findings suggest that Philippine advertising both reflects and reproduces entrenched stereotypes, positioning women primarily as silent consumers and men as decision-makers. Yet, research also reveals the potential for disruption through originality, localization, multilingual play, and feminist negotiation within production practices. These strategies demonstrate that advertising, while a powerful vehicle of consumerist ideology, can also function as a cultural space where alternative gendered identities are imagined.

By foregrounding feminist critiques, sociological theories of identity, and anthropological perspectives on symbolic systems, this study contributes to a deeper understanding of advertising not merely as a tool for persuasion but as a cultural text that classifies and normalizes gender. It further underscores the need for empirical engagement with Filipino audiences and advertisers, as well as alignment with gender-sensitive policy frameworks. Ultimately, this synthesis argues for more inclusive, creative, and ethically grounded advertising practices that resonate with Filipino cultural realities while advancing gender equity.

Keywords: gender portrayals, advertising, femininity, masculinity, Philippines

INTRODUCTION

In advertising, few subjects have garnered as much scholarly and public attention as the portrayal of gender. Since the feminist awakenings of the 1960s, researchers have interrogated the ways advertisements rely on stereotypes to construct gendered meanings. This conversation has only intensified with the rise of movements such as #MeToo and Time's Up, which have reignited scrutiny over the sexualization and objectification of women in media. Within this shifting cultural climate, advertising continues to serve as both mirror and a magnifier of societal norms, reflecting familiar roles while amplifying consumerist ideals.

Critics have long argued that advertising reduces women to fragmented bodies and men to authoritative voices, thereby perpetuating entrenched hierarchies. Advertisers, however, often defend these portrayals as efficient shortcuts for message delivery in an increasingly crowded media environment. Yet even as societies move toward more inclusive principles, these simplistic tropes persist. The emergence of practices such as "femvertising" and "dadvertising" suggests attempts at disruption, but such efforts often remain entangled with commercial imperatives.

The Philippine context offers particularly valuable insights into how these dynamics unfold. In the study of Prieler and Centeno's (2013) foundational content analysis of 254 primetime television ads revealed that women were disproportionately placed in domestic settings, more likely to be shown in suggestive clothing, and rarely heard as voiceover narrators,roles predominantly assigned to men. Their follow-up comparative study [10] suggests that while overt objectification has declined, core stereotypes concerning occupation, clothing, and

voice persist across a decade. Cross-platform research by Rapanot (2018) further demonstrates that gendered portrayals shift by medium: women appeared more frequently on television, while men dominated print and radio, often framed as authoritative voices. A complementary semiotic reading of print ads [8] highlights how masculine imagery and layout choices reinforced hierarchies of authority and status.

Beyond quantitative mapping, qualitative studies deepen the picture. Semiotic analyses of branded campaigns show how masculinity is constructed through posture, props, and settings that valorize dominance while punishing deviation from hegemonic norms. Similarly, cultural-frame analyses of magazine advertising reveal how global motifs are reinterpreted through local values, reflecting the Philippines' cultural dimensions of masculinity and femininity. These works underscore the value of mixed methodologies, combining statistical coding with semiotic interpretation to capture both measurable patterns and symbolic meanings.

Recent scholarship also highlights the creative dimensions of Philippine advertising. Paredes, Bautista, and Dui (n.d.) show that originality and cultural relevance in advertising creativity elicit strong emotional responses among Filipino millennials, influencing how they process and engage with ads. In the study conducted by Fondevilla it illustrates how global motifs, such as giant-robot nostalgia, are localized in ways that feel distinctly Filipino, showing that originality is not limited to invention but also emerges through adaptation. Language strategies add another layer: While in the study of Ambion it demonstrates how multilingual advertising positions English as a marker of modernity and prestige, on the other hand, in the study of Tejano it reveals how translanguaging and humor in fast-food signage foster identity and relatability.

Production practices also warrant attention. Baldo Cubelo documents how Filipino women ad makers negotiate feminist discourses in creating beauty product campaigns, sometimes resisting co-optation to produce more empowered portrayals. At the same time, Lacap, Cruz, and Bayson highlight how advertisers strategically deploy foreign endorsers, such as BTS, to cultivate trust and loyalty among Filipino audiences. Together, these findings reveal tensions between local creativity and global influence, between feminist negotiation and commercial co-optation.

Despite this growing body of literature, gaps remain, particularly in health and wellness advertising, one of the most heavily promoted product categories across platforms [7]. Women in these ads are often linked to beauty, youth, and consumer value, but systematic analysis of how gendered roles, such as caregiver, patient, or professional, are represented is limited [7 &10]. Addressing this gap is crucial, as health communication not only markets products but also shapes public understandings of gender, care, and authority.

This study positions itself within these ongoing debates, synthesizing both international and Philippine-based scholarship to illuminate the ways gender continues to be constructed in advertising. By drawing on feminist critiques, sociological theories of identity, and anthropological perspectives on symbolic systems, it aims to unpack the persistence of stereotypes while also tracing emerging practices that gesture toward inclusivity and cultural resonance. In doing so, this work contributes to a deeper understanding of advertising not only as a site of consumption but also as a cultural system that classifies, organizes, and normalizes gender roles. The following sections will outline the methodological framework, review relevant literature, analyze findings, and propose directions for more equitable and authentic representations of gender in advertising.
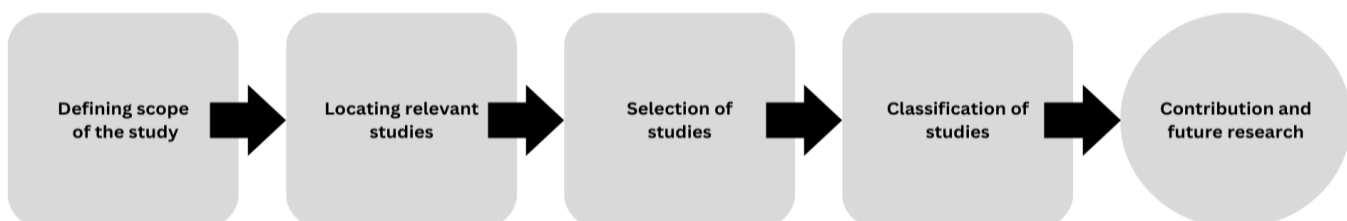
Conceptual Framework

Figure 1, presents the conceptual framework used in the study

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Statement of the Problem

Despite the extensive scholarly attention dedicated to gender portrayals in advertising over the past six decades, persistent gender stereotypes continue to pervade marketing communication. From the feminist movements of the 1960s to contemporary social justice initiatives like #MeToo and Time's Up, societal awareness of gender representation in media has heightened, yet stereotypical depictions persist. This poses ethical concerns regarding the reinforcement of traditional gender roles and the perpetuation of gender inequalities.

Moreover, while advertisers justify the use of gender stereotypes for their efficiency in conveying messages, questions arise regarding the societal impact of such portrayals. How do consumers interpret and internalize gendered messages in advertising? To what extent do these representations influence consumer attitudes, beliefs, and purchasing decisions? Additionally, the slow adaptation of advertising depictions to reflect evolving gender roles raises concerns about the industry's responsiveness to societal changes.

Furthermore, the role of advertisers in perpetuating or challenging gender stereotypes requires examination. Are advertisers consciously reinforcing traditional gender norms for commercial gain, or are they genuinely striving to reflect evolving societal attitudes towards gender? Understanding the motivations and strategies behind advertising practices is crucial for promoting responsible and inclusive representations.

In light of these considerations, this research seeks to provide a comprehensive overview of gender portrayals in advertising, examining their historical evolution, contemporary trends, and societal implications. By addressing these issues, this study aims to contribute to a deeper understanding of the complex relationship between advertising, gender, and society, and inform efforts towards more equitable and authentic portrayals in marketing communication.

METHODOLOGY

This study employed an explanatory synthesis approach, which is particularly useful for making sense of a wide range of existing scholarship and secondary materials. The aim was not to generate new primary data but rather to systematically bring together existing studies, reports, and publications to identify and classify the product gendering techniques commonly used in advertising. Because the focus is on the Philippine context, only literature and secondary data available within the Philippines were considered.

The process began with defining the scope of the review. Guided by previous scholarship, the review was limited to works published after 1970, the period when advertising researchers first began to explore gendered product presentation in depth. This temporal boundary ensured that the synthesis would capture contemporary perspectives while also acknowledging the historical evolution of gender portrayals in advertising.

Once the scope was established, a structured search strategy was developed. Key concepts central to the study were first identified: advertising, advertisements, gendered products, gender cues, gendering techniques, masculinity, femininity, and gender typing. To make the search more comprehensive, commonly used synonyms were also included, such as gender polarization, gender operationalization, gender suitability, and gendering. To avoid a narrow or biased keyword set, an unaided elicitation task was conducted: five Filipino academicians in the fields of communication, sociology, and gender studies were consulted and asked to suggest alternative terms and local expressions that could capture the essence of gendered advertising practices in the Philippine context. This step allowed the study to integrate culturally relevant language into the search process.

The actual search for materials was carried out across multiple levels. First, digital databases accessible in the Philippines, Philippine-based journals, government agency publications (e.g., the Philippine Commission on Women, National Commission for Culture and the Arts), and gray literature such as policy briefs and NGO reports. This broadened the search beyond international publication houses and acknowledged the importance of context-specific knowledge production.

After the inclusion–exclusion process, a curated body of literature remained. These texts included a mix of quantitative, qualitative, empirical, and conceptual studies, as well as applied reports and advocacy documents.

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Each work was read closely, and relevant insights were extracted regarding how advertisers gender products, whether through visual imagery, language, symbolic cues, or cultural associations.

Finally, the extracted findings were organized and thematically classified into gender-typing cues. These categories were compared across different studies to trace patterns, tensions, and evolutions over time. The synthesis remained descriptive and explanatory in nature, avoiding opinion or normative judgments. Instead, the goal was to map the landscape of product gendering practices in Philippine advertising and to clarify how these practices have been conceptualized, critiqued, and sustained in scholarly and applied discourse.

Lastly, the methodology combined systematic searching, careful inclusion–exclusion screening, and thematic synthesis of secondary sources available in the Philippines. This approach enabled a rigorous yet contextually grounded review of how gender continues to be encoded into advertising practices.

RESEARCH DESIGN

Research Objectives

A. To conduct a comprehensive exploration of gender portrayals in advertising through a qualitative synthesis of existing literature.

B. To identify historical trends, theoretical frameworks, and empirical findings related to gender representations in advertising.

C. To analyze how advertising perpetuates or challenges traditional gender stereotypes and norms.

D. To examine the impact of gendered advertising on societal perceptions, consumer behaviors, and gender equality efforts.

Research Approach

This research is a purely Qualitative Literature Review that utilizes a qualitative approach, focusing exclusively on the synthesis and analysis of existing literature to provide insights into gender portrayals in advertising.

Data Collection Methods

A systematic search of academic databases, journals, books, and other relevant sources is conducted to gather literature on gender portrayals in advertising. Search terms include keywords related to gender, advertising, stereotypes, representation, and media.

Studies, articles, and publications included in the review meet predetermined inclusion criteria, such as relevance to the topic, publication in peer-reviewed journals, and availability of full-text access.

Publications that do not meet the inclusion criteria, such as opinion pieces, editorials, and non-academic sources, are excluded from the review.

Data Analysis

Data collected from the literature review is analyzed using thematic analysis techniques. Themes, patterns, and trends related to gender portrayals in advertising will be identified and synthesized to provide a comprehensive overview of the topic.

Key concepts, theories, and empirical findings from the literature were coded and categorized based on their relevance to the research objectives. This process involves iterative review and refinement to ensure accuracy and consistency.

Proper citation and attribution will be employed to give credit to the authors and sources of the literature

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reviewed.

Efforts are made to critically evaluate and synthesize literature from diverse perspectives to minimize bias and ensure a comprehensive understanding of the topic.

Population and Locale of the Study

The primary population for literature retrieval consists of academic studies, articles, and publications related to gender portrayals in advertising. This includes research conducted by scholars and researchers in fields such as communication, marketing, sociology, psychology, and gender studies.

Peer-reviewed journals serve as the primary sources for academic literature on the topic. Relevant journals may include, but are not limited to, the Journal of Advertising, Journal of Consumer Research, Gender, Work & Organization, and Sex Roles.

Proceedings from academic conferences in relevant disciplines, such as the International Communication Association (ICA) or the Association for Consumer Research (ACR), may also contain valuable research on gender and advertising.

Books and book chapters authored by experts in the field or dedicated to the study of gender representations in advertising will be included in the literature retrieval process.

The literature retrieval process will have a global scope, encompassing academic publications from various countries and regions around the world. This ensures a comprehensive and diverse collection of research on gender portrayals in advertising.

Literature will be retrieved primarily from online academic databases, libraries, and repositories. Key platforms may include PubMed, Google Scholar, and academic publisher websites.

Literature included in the retrieval process will meet predetermined inclusion criteria, such as relevance to the topic of gender portrayals in advertising, publication in peer-reviewed journals or reputable academic sources, and availability of full-text access.

Literature that does not meet the inclusion criteria, such as non-academic sources, opinion pieces, editorials, or studies with methodological flaws, will be excluded from the retrieval process.

Ethical Considerations

All retrieved literature will be accessed and used in compliance with copyright laws and regulations. Proper citation and attribution will be employed to give credit to the authors and sources of the literature retrieved.

Care will be taken to ensure that all retrieved literature is properly cited and referenced to avoid plagiarism. Any direct quotations or paraphrased content will be appropriately attributed to the original sources.

Limitations

The limitation of this study is its reliance on secondary data. By drawing exclusively from existing literature, reports, and archival sources available in the Philippines, the analysis is necessarily shaped by the scope and depth of what has already been published. While this explanatory synthesis provides a valuable overview of gendering techniques in advertising, it does not generate original empirical evidence. The findings should therefore be understood as reflective of how prior scholars and institutions have documented the phenomenon, rather than as a direct measurement of current advertising practices.

Another challenge lies in the availability and accessibility of academic literature. Relevant studies on gender portrayals in advertising may not always be easy to obtain, as some are housed behind subscription-based databases or institutional paywalls. Furthermore, the retrieval process is constrained by language barriers; works

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not available in English may be overlooked despite their potential value. Although efforts were made to identify and, where possible, include studies written in Filipino and other local languages, some perspectives may still be absent due to these structural limitations.

These constraints imply that the present synthesis, while comprehensive, cannot claim to fully capture the diversity of scholarship on gender portrayals in advertising. The population and locale of literature retrieval, largely shaped by what is accessible within Philippine academic and institutional contexts, frame the contours of this study. Nonetheless, they also provide an important foundation for recognizing the need for broader, more inclusive approaches to knowledge gathering.

Future research can address these gaps in two ways. First, through empirical fieldwork: conducting content analyses of Philippine advertising campaigns, surveys or focus groups with diverse audiences, and interviews with advertisers and creative professionals. Second, through expanded literature retrieval efforts: making systematic attempts to access non-English sources, local institutional repositories, and gray literature such as NGO reports and government studies. By combining these strategies, scholars will be able to produce a richer and more grounded account of how gender is constructed, represented, and contested within Philippine advertising.

Data Collection Procedure

This involves clearly portrays the boundaries and focus areas of the research. It includes identifying the specific aspects of gender portrayals in advertising to be examined, defining key terms and concepts, and establishing criteria for inclusion/exclusion of studies.

The process of identifying and retrieving academic literature and research relevant to the study's scope. This typically involves conducting systematic searches of academic databases, online libraries, and other relevant sources using predefined search terms and criteria.

Involves the systematic screening and evaluation of retrieved studies to determine their relevance and suitability for inclusion in the review. Studies are assessed based on predetermined inclusion/exclusion criteria, such as topic relevance, study design, methodological rigor, and publication quality.

Organizing the selected studies into meaningful categories or themes based on their key characteristics, methodologies, findings, or theoretical frameworks. This classification process helps to identify common patterns, trends, and areas of consensus or divergence across the literature.

Summarizing the key findings and insights derived from the reviewed literature and discussing their implications for theory, practice, and future research. This section may identify gaps or limitations in the existing literature and propose directions for further inquiry or areas for future research to address.

This involves systematically extracting relevant information from the selected studies, including key findings, methodologies used, theoretical frameworks employed, and any other pertinent details. Data extraction may be conducted using predefined templates or coding schemes to ensure consistency and accuracy.

Summarizing the extracted data to provide concise overviews of each study's objectives, methods, results, and conclusions. This step helps to distill the essential information from the literature and facilitate comparison and analysis. Integrating and synthesizing the summarized data from multiple studies to identify common themes, patterns, and trends across the literature. This process involves comparing and contrasting findings, identifying areas of consensus or disagreement, and generating overarching insights.

Treatment of data

Analyzing the synthesized data to draw meaningful conclusions and interpretations regarding the research questions or objectives of the study. This may involve identifying relationships between variables, exploring theoretical implications, and generating new insights or hypotheses based on the literature.

Discussing the implications of the analyzed data in relation to the broader context of the research topic. This may include discussing the theoretical and practical significance of the findings, addressing any limitations or gaps in the literature, and proposing directions for future research.

Drawing conclusions based on the treatment and analysis of the literature, summarizing the key insights derived from the data, and highlighting their implications for theory, practice, and future research in the field.

RESULTS AND DISCUSSION

Summary

This study presents how advertising constructs femininity by reducing women to fragmented bodies while embedding these portrayals within broader consumerist agendas. Drawing on feminist critiques, anthropological perspectives, and sociological theories, it illustrates how ads not only reflect but also shape social values, reinforcing gender roles while offering glimpses of resistance through creative practices.

The findings highlight that advertising functions as a system of classification, assigning meaning, value, and identity to both products and consumers. In doing so, it shapes how individuals perceive themselves and others within a consumption-oriented society. Insights from scholars such as Dahrendorf and Goffman further illuminate how advertising operates through social performance, while DaMatta reminds us to interpret identity not solely through the lens of individualism but also within collective cultural contexts.

Ultimately, advertising in the Philippine setting demonstrates a dual character. On one hand, it perpetuates long-standing stereotypes of women as silent consumers defined by their bodies. On the other hand, originality, localization, linguistic play, and feminist negotiation within production practices show potential for reimagining gendered identities in ways that resonate more authentically with Filipino culture.

In recognizing this duality, we see advertising not only as a mechanism of cultural continuity but also as a space for transformation, where entrenched ideologies can be challenged, and more inclusive, empowering representations can begin to take root.

The findings of this study reaffirm that advertising plays a powerful role in shaping cultural understandings of femininity, often reducing women to fragmented and silent bodies. By focusing on physical attributes rather than portraying women as whole individuals, advertisements commodify female identity and reinforce traditional gender expectations. This process reflects not only the reproduction of societal ideologies but also the way consumer culture thrives on turning bodies into objects of desire and consumption.

Feminist critiques and anthropological approaches deepen this understanding by showing how such portrayals commodify women's bodies while simultaneously influencing how consumers construct their own identities. In this sense, advertising is not merely reflective of culture, it actively participates in creating and normalizing gender roles.

Recent Philippine-based scholarship broadens this conversation by emphasizing the creative dimensions of advertising and their effects on audiences. For example, Paredes, Bautista, and Dui demonstrate that advertising creativity, particularly when rooted in originality and cultural relevance, elicits strong emotional responses and heightens engagement among Filipino millennials in interactive media spaces. Their findings suggest that while traditional portrayals of femininity persist, creative strategies that resonate with local experiences can open pathways toward more meaningful and less objectifying connections between consumers and brands.

This point is further illustrated in Fondevilla's work on giant-robot nostalgia, which highlights how global motifs are reinterpreted within a Philippine context. Rather than being passive recipients of foreign imagery, advertisers actively reframe cultural symbols to align with local humor, values, and sensibilities. This shows that originality is not confined to inventing new symbols; it can also emerge through creative localization. Importantly, such practices reveal that gendered portrayals may also be reframed in culturally grounded ways, offering potential resistance to reductive stereotypes.

Language use in advertising provides another layer of insight. Ambion's research on multilingual ads in Amadeo illustrates how the deliberate use of English signals modernity and prestige, positioning products within broader hierarchies of class and aspiration. Meanwhile, Tejano's study on translanguaging and humor in fast-food signage shows how linguistic play fosters relatability, rapport, and originality in brand communication. Together, these findings highlight how advertising functions as a classification system, organizing not only products but also meanings, values, and identities. Language choice thus becomes a creative tool that can both reinforce and challenge gender norms.

Attention to production practices further enriches the discussion. Baldo Cubelo's study reveals how Filipino women ad makers actively negotiate feminist discourses in the creation of beauty product advertisements. Their perspectives demonstrate that production is not a neutral process but a site of contestation, where creative decisions can either perpetuate objectification or foster more empowered portrayals of women. Conversely, Lacap, Cruz, and Bayson's research on parasocial relationships with global icons such as BTS shows how advertisers leverage foreign celebrity influence to cultivate trust and loyalty among Filipino consumers. These findings underscore the tension between global and local forces, demonstrating how both are strategically mobilized in shaping consumer identities.

Taken together, these studies affirm that advertising is not just a mirror but also a molder of cultural and gendered identities. It commodifies women's bodies, adapts foreign cultural symbols, manipulates language for social positioning, and negotiates feminist discourses within production. At the same time, the Philippine context illustrates that creativity, originality, and localization can disrupt entrenched patterns of objectification, opening possibilities for more empowering and culturally resonant representations.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Advertisements often depict women as fragmented beings, focusing on specific body parts rather than presenting them as whole individuals. This fragmentation serves the purpose of promoting consumer goods and services, as different body parts become associated with various products and their supposed benefits.

The emphasis on the female body in advertising diminishes the importance of other aspects of womanhood, such as intellect, emotions, and personal agency. Women are depicted primarily as physical beings whose desires and needs are expressed through the consumption of products, reinforcing traditional gender roles and limiting the representation of women to mere consumers.

Women are also portrayed as silent figures, with their desires and identities mediated through products rather than their own voices. This silencing reduces them to passive consumers and perpetuates societal norms that prioritize materialism over women's agency.

At the same time, studies on advertising in the Philippine context show how creativity and local relevance can influence audience perceptions and offer pathways to challenge stereotypes. Paredes, Bautista, and Dui demonstrate that advertising creativity strongly engages Filipino millennials, influencing not just purchase intent but emotional and experiential responses, suggesting opportunities for more meaningful portrayals. Similarly, Fondevilla highlights how local media recontextualizes foreign motifs, showing that originality can emerge from cultural adaptation rather than replication.

Language-based strategies further illustrate how advertising shapes social identity. Ambion finds that multilingual advertising in Amadeo reflects deliberate choices to signal modernity and local identity, while Tejano shows how translanguaging humor in fast-food ads fosters relatability and cultural intimacy. Both studies reveal that linguistic creativity can ground advertising in everyday Filipino experiences, avoiding rigid stereotypes.

Production practices also reveal negotiations of meaning. Baldo Cubelo's study shows that women ad makers in the Philippines actively engage with feminist discourses, resisting and reshaping representations in beauty

product campaigns. Meanwhile, Lacap, Cruz, and Bayson demonstrate how transnational strategies, such as using K-pop celebrity endorsers, are localized to foster trust, credibility, and loyalty among Filipino consumers.

Taken together, these findings underscore the complex interplay between gender norms, consumer culture, and creative strategies. While advertising still perpetuates objectification and narrow portrayals of femininity, locally grounded creative practices demonstrate the possibility of more inclusive, culturally relevant, and empowering representations.

Recommendations

Advertisers should move toward representing women more diversely and holistically, moving away from the narrow focus on fragmented body parts and physical beauty alone. Campaigns that highlight women's intellect, emotions, talents, and achievements would not only counteract stereotypes but also provide audiences with more authentic and empowering portrayals of femininity. As Baldo Cubelo's study shows, women ad makers themselves play a crucial role in this shift, since their standpoint and creative decision-making can help reshape how femininity is represented in beauty product advertising.

In addition, women's voices must be amplified rather than silenced in advertisements. Instead of depicting them as passive consumers whose needs are mediated through products, advertisers can portray women as active participants, decision-makers, and leaders. Evidence from Paredes, Bautista, and Dui demonstrates that originality and creativity in advertising do not just attract attention but also build emotional engagement among Filipino millennials, suggesting that campaigns which foreground agency rather than stereotypes can resonate more powerfully with audiences.

Language also offers a rich resource for making advertisements more culturally grounded and inclusive. Ambion's study on multilingual advertising and Tejano's research on translanguaging humor both show how local linguistic practices can signal identity, relatability, and even playfulness. Incorporating multilingual and humorous strategies into advertising allows campaigns to connect more closely with Filipino audiences, while simultaneously breaking away from homogenized, imported portrayals of gender roles.

At the same time, advertisers should strive to balance global and local cultural influences. Fondevilla's analysis of Japanese pop culture motifs in Philippine media illustrates how foreign elements can be reimagined for local resonance, while Lacap, Cruz, and Bayson's findings on K-pop celebrity endorsements reveal how transnational icons like BTS can be adapted to Filipino cultural contexts. This balance between global and local strategies creates originality while ensuring that portrayals remain relevant and meaningful to Filipino audiences, without resorting to objectification.

More broadly, advertisers should commit to inclusive and ethical advertising practices that avoid harmful gender stereotypes and embrace diversity in gender identities and expressions. Such ethical commitments are essential for cultivating a more equitable media landscape where campaigns are not only commercially successful but also socially responsible. Parallel to this, promoting media literacy, especially among young audiences, is vital. By equipping consumers to critically analyze gendered portrayals, they can resist objectification and develop an appreciation for ads that are creative, culturally grounded, and empowering.

Finally, collaboration between policymakers, advertisers, academics, and activists is crucial for sustaining change in the industry. Policies that support diversity and gender equality in advertising should be complemented by research and industry practices that highlight successful local innovations. Studies such as those of Paredes et al., Ambion, Tejano, Baldo Cubelo, and Lacap et al. provide valuable models for how originality and inclusivity can be achieved. Continued research and knowledge-sharing will ensure that advertising evolves not only as a commercial practice but also as a cultural force capable of shaping more equitable and inclusive representations of gender.

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