Gender Stereotype Post Workshop Worksheet

**Pick a product that you use in your daily life and think whether the product is specifically advertised to either male or female audiences.**

**Brand:……………………………………………………………………………………………..**

**Product:……………………………………………………………………………………..…..**

**Why do you think the product is targeting a specific gender?**

**How would the product be marketed differently if it was targeted to the opposite gender?**

**Do you think the products that are targeting a specific gender can be changed to be gender-neutral products? If so, how?**

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<http://www.plastikstudios.com/inaparahlleluniverse>

**What does this company do to show gender equality through advertisements and sales of products?**

**What else could this company do to fight gender stereotypes?**

**What are some examples of gender-neutral advertisements and products today? How successful are they in the mainstream market?**

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