

Top 10 facts/ about sexual harassment/ in our industry

1 / It's far too common
In 2018, we conducted the first ever study of sexual harassment in the advertising and marketing industry. It revealed the shocking fact that 41% of us have either experienced or witnessed sexual harassment in our careers.

2 / It's not a thing of the past
Just as disturbing, it's clear that this problem is not a historical issue. In fact, our latest research suggests that 9% of respondents have been harassed in the last 12 months.

3 / It affects men and women
While women are roughly twice as likely to have been harassed as men, the fact that nearly 1 in 10 men have experienced it shouldn't be overlooked. This is a problem that affects everybody and demands a collective solution.

4 / It affects minorities most
Our latest research also shows that BAME employees and members of the LGBTQ+ community are much more likely to be harassed. This is a further form of discrimination that has gone unchallenged for too long.

5 / It's under-reported
Despite the terrible toll of sexual harassment in advertising, 83% of those who experience it, don't officially report it. Similarly, witnesses rarely challenge it. While this is often understandable, we need to create a culture where it's easier to speak out.

6 / It's time to put an end to this
In the face of such shocking statistics, our sector's leading bodies have come together, to form timeTo. It's an alliance between the Advertising Association, NABS and WACL—backed by the IPA and ISBA. Its aim is simple: to end sexual harassment in advertising, once and for all.

7 / It's time for action
timeTo has been clear from the start that we need to change behaviour, not just generate more hot air. So our first step has been to create a Code of Conduct, explaining exactly what is, and isn't, acceptable. You can read the Code at timeto.org.uk

8 / It's up to industry leaders to lead
Over 250 organisations have already endorsed the Code. But that won't change anything if the leaders of these organisations don't actively champion it, day in, day out. In fact, 51% of those who have been harassed say that business leaders need to do more—so if you're in a position of responsibility, this is your moment to step up.

9 / It's complicated, we know
We know this is a difficult issue. We can't capture its complexities in a list like this, or any other ad. So, over the next year, we'll be announcing a series of new initiatives, designed to tackle specific behaviours in depth—including specialist training sessions, which we hope the whole industry will sign up for.

10 / We're here to help
Nobody should have to put up with sexual harassment. So we're not going to rest until it's been completely eradicated from our industry. But in the meantime, if you have been affected by it, you should know that there's help available. For free, confidential and impartial advice, call the NABS Advice Line on 0800 707 6607, 9am–5.30pm on weekdays.

Where do you draw the line?
It's timeTo end sexual harassment
in the advertising industry
timeTo.org.uk