

**Template to
eliminate
content bias**

Keys to fighting bias

There are many places where bias can enter the creative process. From script to choice of director, its necessary to address potential biases from start to finish. It's crucial to hold teams accountable to help identify and eliminate biases.

Tools to Strengthen Accountability

- Lean into trusted industry partners, (i.e. #SeeHer, 4A's and ANA), to measure the representation of race, gender, ethnicity and identity in your work
- Where possible, create your own measurement tools to hold teams accountable to produce unbiased work

Establish Training

- Partner with industry partners, (i.e. #SeeHer, 4A's and ANA), to create mandatory content bias trainings for brand and agency teams to help identify bias throughout the creative process from research to production.

Pressure Test Creative

- Work closely with diverse agency leads to create an inclusive work panel to pressure test creative before release, to ensure accurate representation of all communities.