

GDI

Popular UK Brands Appearing Next To Misogynistic Narratives

GDI has studied a selection of popular UK brand ads appearing on misogynistic disinformation stories.

This deck focuses on stories that have adversarial narratives that falsely claim:

- The feminist movement as destroying men's masculinity.
- Questioning gender is against human nature.
- Feminism censors, bans and legislates.
- Successful women will not find partners.
- Feminism is to blame for men's "toxic" masculinity.
- Feminism harms women.
- Women in the military are a national security risk.

Ad tech servicing these ads & funding these stories:

DianomiTM

Google

RTB HOUSE =

Popular brands funding these stories:

barbican

POLITICO

Harrods

M&S



THE
NATIONAL
GALLERY

trivago



TOPSHOP

Shark

VisionExpress
Opticians 



GDI

Ad-tech policies regarding misogynistic content:

Ad Server ^	Topic	Is there a Public Policy?	Policy Line
Dianomi	misogyny	No	None
Google	misogyny	Yes	"We do not allow content that: incites hatred against, promotes discrimination of, or disparages an individual or group on the basis of their...gender, gender identity,..."
RTB House	misogyny	Yes	RTB House prohibits any content which targets personal characteristics, as follows: religion, sex, sexuality, skin color or ethnic origin

Google **RTBHOUSE** =

While these two companies have ad policies, they seem to not be fully enforced.

Dianomi[™]

This company has no relevant policy covering misogynistic publisher content.

GDI

barbican

Brand:
Barbican

Ad served by:
Google

Site:
Conservative Woman

Disinformation:
Misogyny

conservativewoman.co.uk/despite-womens-fear-after-sarah-tragedy-its-crazy-to-start-a-man-blaming-mayhem/

Thursday, August 19, 2021

Jean Dubuffet Brutal Beauty barbican

TCW *Defending Freedom*

ABOUT US COVID-19 BREXITWATCH BBC WATCH CULTURE WARS STATESIDE

Home > Culture Wars > Despite women's fear after Sarah tragedy, it's crazy to start a man-blaming...

Despite women's fear after Sarah tragedy, it's crazy to start a man-blaming

mayhem

By **Nicholas Orlando** - Ma

Facebook Twitter WhatsApp

Feminist cries for equality, a battle won years ago, have degenerated into howls for increased state protection from men. They have morphed into the complaint that institutionalised misogyny poses an existential threat to women, that **specific legislation** is needed to deal with it, and that we must *#educate our sons*.

Feminists have spent several decades pulling men down. They 'challenged' and undermined those structures and institutions that protected them and acted as social controls on men.

Masculinity has been demeaned and deemed unacceptable in Western society and respect for men and male attributes has been all but destroyed on the altar of gender equality.

www.googleadservices.com/pagead/acik?sa=L&ai=CosRYY1QeYaXPJeSBmweV_LHAC9WmulV64LNsJoO1sDXwuQnEA

Shark

Brand:
Shark

Ad served by:
Google

Site:
Conservative Woman

Disinformation:
Misogyny

conservativewoman.co.uk/international-moaning-day-feminisms-main-achievement/

Shark Summer Sale Shop Now

`<script src="https://googleads.g.doubleclick.net/dbm/ad?dbm_c=AKAmf-DJ7atllS4IPctx1UzW-KyOaHXiiGoevMd8rlmi5rh7etza_hZbeisUzmxPwntN2QZW_2"`

TCW *Defending Freedom*

ABOUTUS ▾ COVID-19 BREXITWATCH BBC WA

1e > Culture Wars > International moaning day – feminism’s main achievement

International moaning day – feminism’s main achievement

By **Kathy Gyngell** - March 8, 2021

Facebook Twitter WhatsApp Email

``

shutterstock | GET 10 FREE IMAGES

HAPPY 7TH BIRTHDAY

The Conservative Woman is seven years old today. We chose International Women’s Day to launch our counter-cultural site in 2014 with this post we are republishing today. Nothing has happened since to change our view. Female entitlement is even more the order of the day as the embattled male treads on eggshells and daily self-censors to survive in the workplace at all.

THE NATIONAL GALLERY

Brand:
National Gallery

Ad served by:
Google

Site:
Conservative Woman

Disinformation:
Misogyny

conservativewoman.co.uk/international-moaning-day-feminisms-main-achievement/

International moaning day – feminism’s main achievement

By **Kathy Gyngell** - March 8, 2021



The Conservative Woman is seven years old today. We chose International Women’s Day to launch our counter-cultural site in 2014 with this post we are republishing today. Nothing has happened since to change our view. Female entitlement is even more the order of the day as the embattled male treads on eggshells and daily self-censors to survive in the workplace at all.

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https://www.googleadservices.com/pagead/aclk?sa=L&ai=CdZuc8lleYdXgKtbl1rA..._mVGI206ddj6M

POLITICO

Brand:
Politico

Ad served by:
Google

Site:
Conservative Woman

Disinformation:
Misogyny

← → ↻ conservativewoman.co.uk/now-male-feminists-want-to-manipulate-mens-masculinity/ ☆

Wednesday, August 18, 2021 f t

POLITICO
**London
Influence**

POLITICO's latest newsletter on campaigning, lobbying and political influence in the U.K.

[Sign up today](#)

TCW *Defending Freedom*

[ABOUT US](#) ▾ [COVID-19](#) [BREXITWATCH](#) [BBC WATCH](#) [CULTURE WARS](#) [STATESIDE](#) 🔍

Home > Culture Wars > Now male feminists want to manipulate men's masculinity

Now male feminists want to manipulate men's masculinity

By **Edward Dadd**

[f](#) Facebook
[t](#) Twitter
[w](#) WhatsApp

<https://adssettings.google.com/whythisad?reasons=AB3afGEAAAYtW1tbW251bGwsWzEsMI0sbnVsbCxudWxsLG51bGw>

Moreover, our societies already venerate a form of masculinity where men sacrifice their own safety for the protection of women. To use the evil acts of a minority of males to condemn men and pursue a radical social agenda is quite shameful.

The fact that many of the most vociferous proponents of reconceptualising masculinity are male seems rather telling. I question the extent to which those seeking to chastise men, manliness, and masculinity are genuinely concerned for the women they claim to be helping.

Instead, I believe that some men wish to create a new hierarchy of male virtues, in order to favour the more effeminate, 'liberal' man.



Brand:
Ryman

Ad served by:
Google

Site:
Quillette

Disinformation:
Misogyny

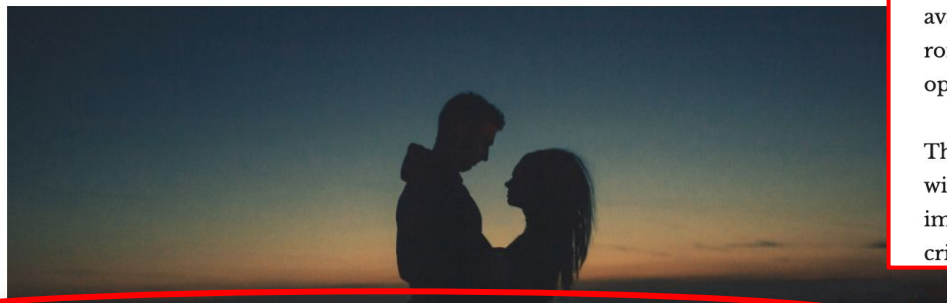


BIOLOGY, CULTURE, RECOMMENDED, SCIENCE, SCIENCE / TECH, SEX, TOP STORIES, TOP STORIES

Published on June 28, 2021

Mate Selection for Modernity

written by Vincent Harinam

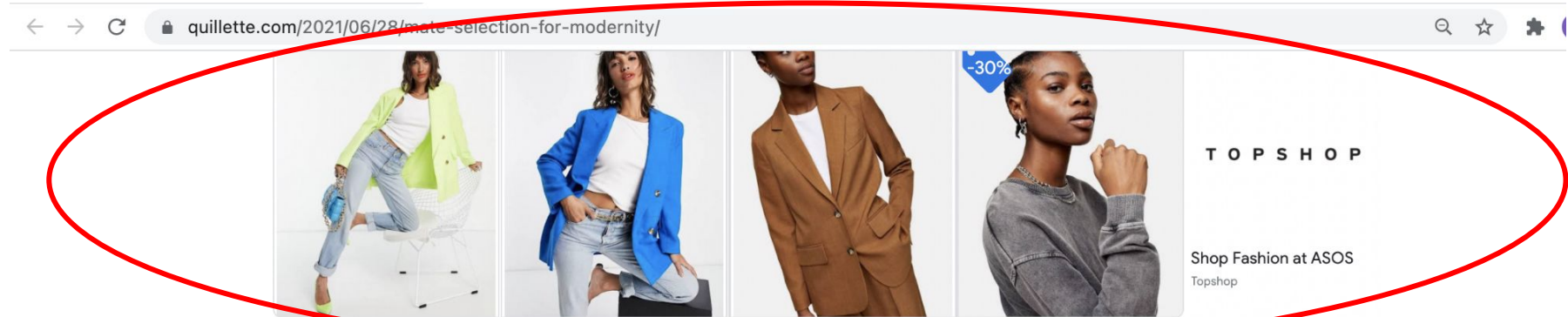


This mathematical model offers key insight into our unbalanced sexual marketplace. The number and weight of a woman's mate preferences is negatively correlated with the number of eligible mates that are available to her. Thus, the distance of a prospective mate to a woman increases with each new preference she adds. Put simply, the more you demand, the less you receive.

More generally, there's a disconnect between what women want and what is actually available to them. Whereas greater male attainment increases the number of romantic options a man has, greater female attainment reduces the number of options a woman has.

This imbalance in the sexual marketplace is not a good thing. A society teeming with lonely women and sexually frustrated men is one hurtling toward disaster. It is imperative that we, as a society, think carefully about solutions to this burgeoning crisis.

TOPSHOP



Brand:
M&S

Ad served by:
Google

Site:
Quillette

Disinformation:
Misogyny

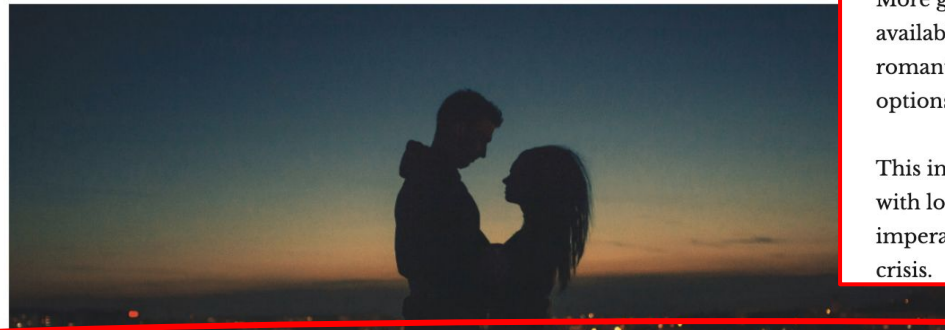
BIOLOGY, CULTURE, RECOMMENDED, SCIENCE, SCIENCE / TECH, SEX, TOP STORIES, TOP STORIES

WHO WE ARE

Published on June 28, 2021

Mate Selection for Modernity

written by Vincent Harinam



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https://www.googleadservices.com/pagead/aclk?sa=L&ai=Ck_FJSVUeYdHWIPaGzAbMwKvAAqevodRixL6y070Nx4WZ8aAWEAEg08vOMGC7zrqD0AqgAeCZItQDyAEJqQIBbp07x5mzPuACAKgDAcgDmwSqBlkCT9Co2m



Brand:
HSBC

Ad served by:
Google

Site:
Quillette

Disinformation:
Misogyny

The screenshot shows a web browser displaying an article on Quillette.com. The URL is `quillette.com/2021/06/28/mate-selection-for-modernity/`. The page features a navigation menu with 'Features', 'Science / Tech', and 'Podcast'. An advertisement for HSBC is prominently displayed, circled in red. The ad text reads: 'Switch to an HSBC Advance Account'. Below this, it states: 'To qualify for Advance, pay in £1,750 a month / £10,500 over 6 months and be approved for an arranged overdraft of £1,000+. T&Cs apply.' The ad also includes the HSBC UK logo and a 'Find out more' button. The article itself is titled 'Mate Selection for Modernity' and is written by Vincent Harinam. The article text, also circled in red, discusses a mathematical model of mate selection. At the bottom of the browser window, a small code snippet is visible: `vascript>window.open(window.clickTag)`.

This mathematical model offers key insight into our unbalanced sexual marketplace. The number and weight of a woman's mate preferences is negatively correlated with the number of eligible mates that are available to her. Thus, the distance of a prospective mate to a woman increases with each new preference she adds. Put simply, the more you demand, the less you receive.

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FINANCIAL
TIMES

Brand:
Financial Times

Ad served by:
Dianomi

Site:
Zero Hedge

Disinformation:
Misogyny

← → ↻ zerohedge.com/political/us-womens-soccer-te

SPONSORED FINANCIAL CO

swatpants.com

US Women's Soccer Team Is Actually Overpaid Relative To Men

BY TYLER DURDEN

MONDAY, AUG 02, 2021 - 05:00 AM

Authored by Mike Shedlock via MishTalk.com.

The U.S. Women's Soccer Team just filed an appeal in a gender discrimination lawsuit. Let's review the case...

- I think the US men's team needs to file a lawsuit citing this court case as evidence they are being discriminated against
- Explained eloquently and without a lot of emotion for or against. This vid was seemingly an honest evaluation of the situation to help this guy see the situation clearly. Thanks Nate.
- My 6 year old Daughter tries the same thing with candy... "Sorry Miss you chose your candy, you can't have brother's too". Now stop crying!

Correct Conclusion

SWAT PANTS
Wir hassen Weihnachten. Aber hier sind 50% Rabatt.
MEINE GRÖSSE BESTELLEN

Nigel Farage Investigates: Britain's New Divide
Fortune & Freedom

Israel's worrying fourth wave
Financial Times

7 Ways to Build Wealth Once Your Portfolio Reaches £500,000
Fisher Investments UK

LIVE BAHAMAS
Damianos Sotheby's INTERNATIONAL REALTY

http://www.dianomi.com/click.epl?pn=86977&offer=19156526&savid=225585&said=6520&adv=8763&cf=1258.298.zerohedge.190919&unique_id=YR@RX40kG9ecdndaHVuYKAAAAAs&smartrefrer=htt...



Brand:
Sotheby's
International

Ad served by:
Google

Site:
Zero Hedge

Disinformation:
Misogyny

← → ↻ zerohe

US Women's Soccer Team Is Actually Overpaid Relative To Men

BY TYLER DURDEN MONDAY, AUG 02, 2021 - 05:00 AM

swatpants.com

Authorited by Mike Shedlock via MishTalk.com.

The U.S. Women's Soccer Team just filed an appeal in a gender discrimination lawsuit. Let's review the case...

swatpants.com

at the tax benefits of a ad our free guide.

LITTLE WHALE CAY | PRIVATE ISLAND | BERRY ISLANDS | BAHAMAS | \$35M

LIVE BAHAMAS

Damianos Sotheby's INTERNATIONAL REALTY

Correct Conclusion

BESTELLEN

Build Wealth Once Your reaches £500,000

nts UK

https://www.googleadservices.com/pagead/aclk?sa=L&ai=CSbCwXpEfy...b8GY_AzAaMm4-YDuKn2p9jusXogYcOp7OUzhMQASDaq654YLvOuoPQCqABYjyt_APIQLgAgCoAwHIAwiqBL4CT9CGRrxQASfz07...

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Brand:
Waitrose

Ad served by:
Google

Site:
Spiked

Disinformation:
Misogyny

The screenshot shows a web browser displaying an article on the Spiked website. The URL is <https://spiked-online.com/2021/08/04/why-arent-we-celebrating-female-athletes-actual-achievements/>. The article title is "Why aren't we celebrating female athletes' actual achievements?". A red circle highlights a Waitrose advertisement featuring three bouquets of flowers. A red box highlights a paragraph of text in the article that discusses Naomi Osaka and Simone Biles. The text in the red box reads: "Fast forward to 2021 and, if anything, sports coverage seems to celebrate those who fail to push human capacity to its extremes – particularly women. Take the celebration of [Naomi Osaka](#) – not for her many achievements in tennis but for her openness about mental health. The Japanese tennis player stopped doing media interviews and then withdrew from the French Open earlier this year, citing mental-health issues. Similarly, American gymnast [Simone Biles](#) recently withdrew from some of her Olympics events, also citing mental-health reasons. Like Osaka, Biles has been showered with praise for doing so. Apparently, female athletes are blazing a trail by *not* pushing themselves to the limit."



Brand:
SpecSavers

Ad served by:
Google

Site:
Spiked

Disinformation:
Misogyny

Why aren't we celebrating female athletes' actual achievements?

We seem to be more interested in their vulnerability than their strength.



ELLA WHELAN
COLUMNIST

4th August 2021



Fast forward to 2021 and, if anything, sports coverage seems to celebrate those who fail to push human capacity to its extremes – particularly women. Take the celebration of [Naomi Osaka](#) – not for her many achievements in tennis but for her openness about mental health. The Japanese tennis player stopped doing media interviews and then withdrew from the French Open earlier this year, citing mental-health issues. Similarly, American gymnast [Simone Biles](#) recently withdrew from some of her Olympics events, also citing mental-health reasons. Like Osaka, Biles has been showered with praise for doing so. Apparently, female athletes are blazing a trail by *not* pushing themselves to the limit.

Share

Reference ONLINE40 In Store
[Specsavers Opticians and Audiologists - Slough](#)



Brand:
M&S

Ad served by:
Google

Site:
Rumble

Disinformation:
Misogyny

rumble.com/vgdrj3-dr-warren-farrell-toxic-masculinity-origins-and-the-regressive-nature-of-fe.html

rumble Videos Search Sign In

Dr Warren Farrell: Toxic Masculinity Origins and the Regressive Nature of Feminist Victimhood [CLIP]

American Thought Leaders ✓ · Published May 2, 2021 · 1,984 Views

Rumble — Watch the full episode on Epoch TV https://ept.ms/335Vyqt

What is a remarkable common link between the overwhelming majority of mass shootings in America?

Is male privilege really to blame for so much of society's ills?

And why is it a mistake for society to focus so much on the issues women face, while ignoring or not prioritizing challenges men might encounter?

M&S Beautiful Bouquets at M&S

Michael Yon: The Incentives That...

American Thought Leaders

www.googleadservices.com/pagead/aclk?sa=L&ai=C6b6FvAkdYZ6ZlufzAafnbqAC9Hloapkt_XMu-sNht2H99kbEAEg5fXIQWC7zrqD0AqgAbTg_cDyA...QKibZzf8xC3PuACAkgDAcgDmwSqBMkCT9BxHPSKXrVmJ9c

TOPSHOP

Brand:

TopShop

Ad served by:

Google

Site:

AmGreatness

Disinformation:

Misogyny

amgreatness.com/2021/06/02/alpha-ma



The examples are endless now, but liberal feminists happily ignore them. Perhaps this is their stealthy way of finally fixing that pay gap they're always blabbering about: just allow men to become us.

Who benefits here? Men, of course. It is men who benefit from modern feminism's embrace of gender identity—but a certain kind of man. “Not all men” is a phrase liberal feminists scoff at in the context of sexual violence against women, but it works well here.

Alpha Males Are the New Feminists

American feminism has moved beyond merely missing the point to actively harming women.

By Anna Danvers



June 2, 2021



<https://www.googleadservices.com/pagead/acik?sa=L&ai=CQmdcazcdYZ...>

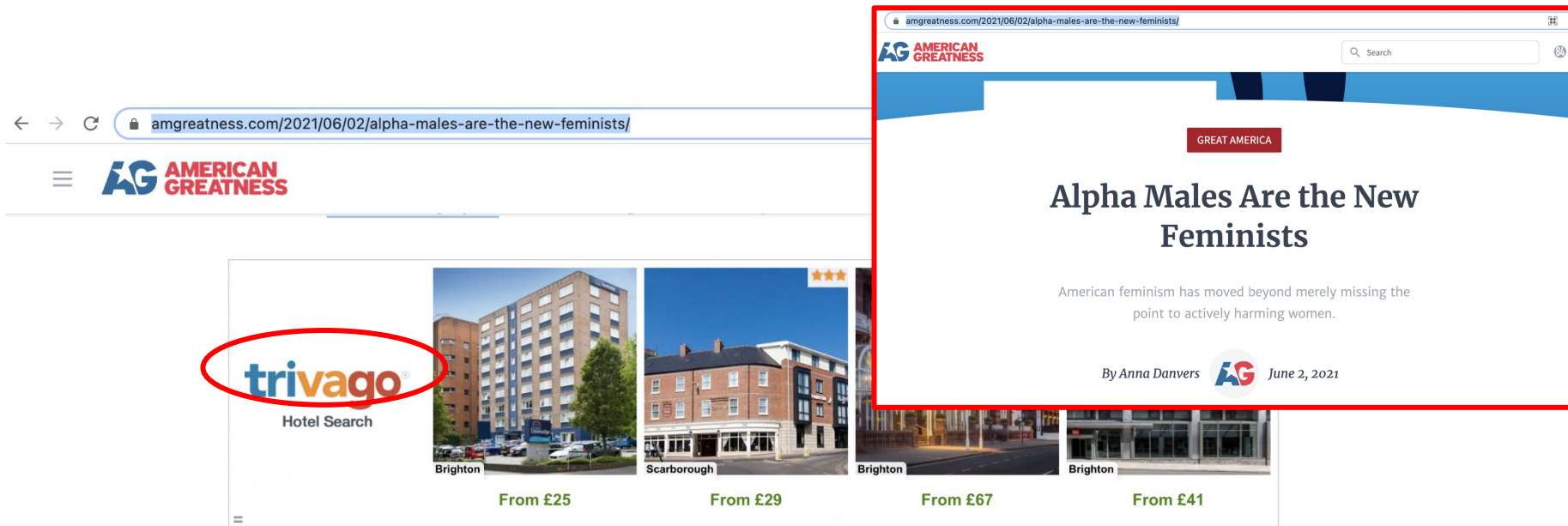


Brand:
Trivago

Ad served by:
Google

Site:
AmGreatness

Disinformation:
Misogyny




amgreatness.com/2021/06/02/alpha-males-are-the-new-feminists/

AG AMERICAN GREATNESS

GREAT AMERICA

Alpha Males Are the New Feminists

American feminism has moved beyond merely missing the point to actively harming women.

By Anna Danvers  June 2, 2021

Hotel Search

Brighton From £25

Scarborough From £29

Brighton From £67

Brighton From £41

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Not all men want to badger their way into women's dressing rooms and reduce women to spectators at our own sports. Not all men want to perform a hypersexualized caricature of

https://adclick.g.doubleclick.net/clk?sa=L&ai=C6_r5CQ4dYe2BD7XEzAbL...



Brand:
Postal Museum

Ad served by:
Google

Site:
AmGreatness

Disinformation:
Misogyny

amgreatness.com/2021/06/02/alpha-males-are-the-n

AG AMERICAN GREATNESS

GREAT AMERICA

Alpha Males Are the New Feminists

American feminism has moved beyond merely missing the point to actively harming women.

BOOK ONLINE
postalmuseum.org

Book Online [BOOK NOW](#)
postalmuseum.org/attractions

Skip Ad ▶

Ad : (0:00) ⓘ

```
ns class="adsbygoogle adsbygoogle-noablate" data-adsbygoogle-status="done" style="display: none !important;" data-ad-status="unfilled"><ins id="aswift_0_expand"
```

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POLITICO

Brand:
Politico

Ad served by:
Google

Site:
AmGreatness

Disinformation:
Misogyny

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POLITICO London Influence
POLITICO's latest newsletter on campaigning, lobbying and political influence in the U.K.
[Sign up today](#)

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POLITICO's latest newsletter on campaigning, lobbying and political influence in the U.K.
[Sign up today](#)

The doctrine also teaches teenagers that saying no to sex based on someone's genitalia is "transphobic," so girls are no longer allowed to say no to sex for any reason they please, or no

https://adsettings.google.com/whythisad?reasons=AB3afGEAAAZNW1tbW251bGwsWzEsMI0sbnVsbCxdWxsLG51bGwsbnVsbCxbjEwMDY4ODYiXSudWxsLG51bGwsbnVsbCxdWxsLG51bGwsbnV...



Brand:
Ryman

Ad served by:
Google

Site:
Big League Politics



Disinformation:
Misogyny

← → ↻ bigleaguepolitics.com/as-women-continue-to-fail-air-force-removes-running-and-pushups-from-mandatory-training/ ☆


Big League Politics HOME CAMPAIGN 2024 THE SWAMP CULTURE GUNS NATIONAL SECURITY ECONOMY WATCH

As Women Continue to Fail, Air Force Removes Running and Pushups From Mandatory Training

Jul 1, 2021 gab P f t in R


Sponsored Links



Really Useful 84L Plastic Storage Box W710xD440xH380mm Clear 84LC
Ad · Ryman Business

MAGAcoin.io

Sponsored Links



Really Useful 84L Plastic Storage Box W710xD440xH380mm Clear 84LC
Ad · Ryman Business

Ads by Google

Stop seeing this ad

Why this ad? ▶



Brand:
Trivago

Ad served by:
RTB House

Site:
Big League Politics

Disinformation:
Misogyny

← → ↻ bigleaguepolitics.com/as-women-continue-to-fail-air-force-removes-running-and-pushups-from-mandatory-training/

HOME CAMPAIGN 2024 THE SWAMP CULTURE GUNS NATIONAL SECURITY ECONOMY WATCH

POLL: Do you trust the COVID guidance given by the CDC?

YES

NO

The Air Force [has announced](#) that running and pushups will be removed from mandatory training, as women continue to fail to live up to the standards that have been required for men.

Airmen will now have the option of walking instead of running during a “choose your own adventure” testing, which may as well have been a Babylon Bee parody story from three years ago but is now our actual reality under President-imposed Joe Biden.

https://optout.rtbhouse.com/?utm_source=optout_icon&oot=D7KIPtJVo1u...

Thumbs Up or Thumbs Down on Breaking News & Commentary

THE INTERNET'S CONSERVATIVE HOMEPAGE

For More Information:

info@disinformation.org
www.disinformationindex.org



Brand:
M&S

Ad served by:
Google

Site:
AmGreatness

Disinformation:
Misogyny

amgreatness.com/2021/06/02/alpha-males-are-the-new-feminists/

AG AMERICAN GREATNESS

Search

GREAT AMERICA

Alpha Males Are the New Feminists

American feminism has moved beyond merely missing the point to actively harming women.

By Anna Danvers June 2, 2021

HOT PRICE DROP PRICE DROP

M&S Beautiful Bouquets at M&S

https://www.googleadservices.com/pagead/aclk?sa=L&ai=C19RNjQ4dYfL9l_uj/_0B-7ad6ArRyKGqZLf1zLvrDZzo7ZfWgXABIMuJ1iNgu866g9AKoAG004P3A8gBCakCRIULeqQhtz6oAwHIA8sEqgSSAK_QQLey0sRkK_6bZOYW4HRru...

Home > Culture Wars > Now male feminists want to manipulate men's masculinity

Now male feminists want to manipulate men's masculinity

By Edward Dadd - May 5, 2021



evidence of the need to 'rethink masculinity'. However, male violence towards women already puts the perpetrator far beyond the pale in the Western world.

Moreover, our societies already venerate a form of masculinity where men sacrifice their own safety for the protection of women. To use the evil acts of a minority of males to condemn men and pursue a radical social agenda is quite shameful.

The fact that many of the most vociferous proponents of reconceptualising masculinity are male seems rather telling. I question the extent to which those seeking to chastise men, manliness, and masculinity are genuinely concerned for the women they claim to be helping.

Instead, I believe that some men wish to create a new hierarchy of male virtues, in order to favour the more effeminate, 'liberal' man.

Our schools and universities are already filled with enough cultural Leftist propaganda without the self-anointed male feminists telling our young boys in

France's vaccine civil war



Brand: The National Gallery

Ad served by: Google

Site: Conservative Woman

Disinformation: Misogyny

Harrods

Brand:
Harrods

Ad served by:
Google

Site:
Quillette

Disinformation:
Misogyny

← → ↻ [quillette.com/2021/06/28/mate-selection-for-modernity/](https://www.quillette.com/2021/06/28/mate-selection-for-modernity/) 🔍 ☆ ⚙️ C

things are, the more a mate matches your preferences. Conroy-Beam and Buss's mathematical model was as such:

$$1 / \sqrt{\sum_1^n (p_n - t_n)^2}$$




where n = the number of traits, p = a person's preference value, and t = a mate's trait value.

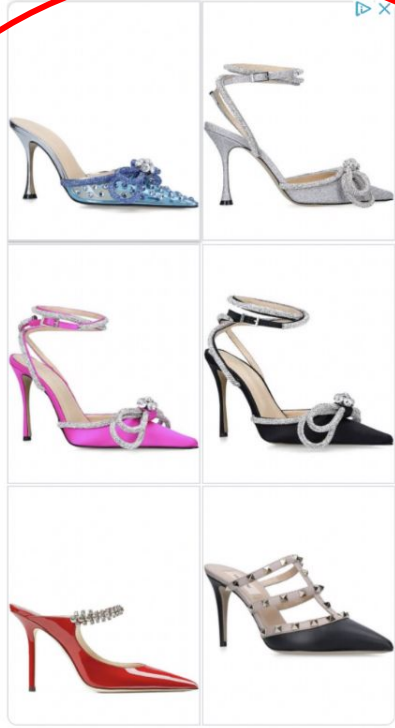
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This imbalance in the sexual marketplace is not a good thing. A society teeming with lonely women and sexually frustrated men is one hurtling toward disaster. It is imperative that we, as a society, think carefully about solutions to this burgeoning crisis.

SHARE



Shop Online at Harrods
Harrods

Vincent Harinam is a data scientist, law enforcement consultant, and PhD candidate at the University of Cambridge. You can follow him @vincentharinam.

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