



## Paradigm Shift in Gender Role Representation in Laundry Soap Commercials

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### Abstract

The Philippines is a patriarchal society because their former colonizers emphasized submission to the male gender. Throughout the years women struggled for their recognition and asserted their rights. However, the media portrayed them as dependent on men to reinforce their traditional roles as plain housewives who dutifully served their husbands and had to center their attention on household chores with utmost care. Using content and thematic analysis of commercials of leading laundry soap in the Philippines, namely Tide, Surf, and Champion, from 2015 to 2021, it was found that a paradigm shift has already occurred in gender roles and representation among women in the Philippines. They were initially portrayed as husband-pleasers, and eventually, they were represented as strong and independent women, which shows that they are now seen as capable of living their lives. Washing clothes was no longer shown as a way to please husbands but to make their children happy.

**Keywords:** paradigm shift, gender roles, laundry soaps, content and thematic analysis, media representation



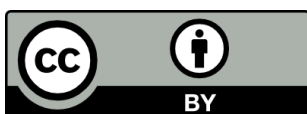


## Introduction

Women in the Philippines society, like in other countries, have specific roles to play, such as good mothers, loving and obedient children, caring and responsible wives, and many others. Part of their role as a wife is to take care of the children and instill values such as being polite, obedient, and prayerful. As a wife, they must clean up the house, wash clothes, and cook for the entire family. Oxfam Pilipinas (2022) commissioned and published the findings of The Women and Gender Institute (WAGI) of Miriam College, which found out that Filipino women are still suffering from the burden of unpaid care work. They have to work full-time, still will do a “second shift” at home and need to tend to backbreaking household chores while giving the utmost for family members.

232 respondents affirmed that conventional gender orientation standards on care work and breadwinning still prevail these days. Even though they work full-time, women are still pressured to perform more caretaking and housework. According to new research, traditional gender roles in the Philippines prevent women from climbing the career ladder. Fangqing (2017) reported in a published research paper by the Philippine Institute for Development Studies (PIDS) that traditional roles of female homemakers and male providers prevent female employees’ chances of working in the labor industries.

The media is the mirror of these traditional roles in society. It depicts realities that can be observed in the daily lives of people. International Media Support (2020) stresses that the media influence the viewer’s perceptions of the role of women in general in society and are likely to foster gender inequality. Investing in Women (2020) supports the International Media Support’s





observation that women's inequality can be manifested in advertisements.

The advertisements they analyzed mostly depict them as homemakers. Specifically, Quinto et al. (2022) showed in their study that most of the commercials of Tide detergent from 2000-2020 are not gender sensitive as the commercials automatically assigned the household chores to be done by women. It also found out the negative portrayal of women as being passive, dependent, homemakers, and their accomplishments are not highly recognized.

However, there are already changes that several researchers have found in the portrayal of women. Eirini (2020) posits that in spite of the fact that women in advertising can be portrayed in conventional and domestic jobs and excluded in empowered stature and expert settings, some advancements have been recognized and female role generalization is becoming subtler. In the Philippines, Ariel launched a campaign, #JuanWash to change the Filipino mindset in gender roles as most traditionally see laundry washing as a woman's sole responsibility. #JuanWash campaign seeks to make viewers understand anyone can do the laundry and to encourage men to do their share of laundry duties, one wash at a time. In addition, Advertising & Media Insider (2022) observed a huge change in gender role representation in India. Over the last seven years, Ariel India has continuously tackled the unequal division of domestic chores within households and encouraged men to share the burden of doing these with its #ShareTheLoad campaign. During the pandemic, Ariel India launched the #SeeEqual film that asked this intriguing question: "if men can share the load equally with other men, why are they not doing it with their wives?" Ariel India is encouraging men to be partners who recognize equal roles. This signaled a more serious talk about gender roles in India and research revealed that 83% women felt that men do not see women as equal when it comes to housework. By raising a pertinent question – "if men can share the load





equally with other men, why are they not doing it with their wives?” Ariel is sending a reminder to families that true equality can only be seen when chores are shared at home.

In 2020, the World Economic Forum released a paper entitled “There can be no human equality without gender equality.” It discusses the injustices perpetrated against women and fights for equality. Hence, the student-researcher tried to determine if inequality remains evident in powder laundry detergent commercials in the Philippines and to analyze the gender role representations from 2016 to 2021. Popular brands of powder soap were chosen and thoroughly analyzed as for the way they showed the gender roles at a given time through conventional content analysis that develops codes, categories, and themes.

### **Statement of the problem**

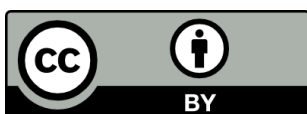
This study aimed to determine how women are portrayed in the powder laundry commercials from 2016-2021.

Specifically, it sought to answer the following:

1. What are the roles of women tackled in three leading powder laundry detergents as portrayed in three leading detergents, namely Tide, Champion, and Surf;
2. How can the changes in the portrayal of women be described;
3. What conclusions can be reached from the investigation?

### **Literature Review**

The media has the power to reflect what is going on in society. Sarikakis (2013) confirms this observation as she reported at a conference that media impacts the social and cultural standards of women and how it evolves over time. She also posited that what is seen in the media only reflects the condition of women. In the conference, it was tackled that female stereotypes can

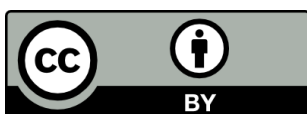




be linked to violence against women in everyday life. Stereotypes and sexism affect women's image in society and show violations of their human rights. The conference concluded that representation of women and girls has improved due to their presence in the media. But the progress seems to be slow, and trends vary from one country to another. Participants propose that there has to be a collaboration among media industries, states, and professional organizations to tackle stereotyping. They also suggest that policies should be made against sexist content yet there should still be respect for freedom of expression. Another noteworthy suggestion is that there has to be media and government collaboration that will push for an equality agenda that can include content, employment, the lack of women in decision-making positions, technological design, and both specialized and general media literacy skills.

To understand how women are portrayed in the laundry soap industry, Aryani (2013) analyzed the actions, processes and symbolic attributes of laundry soap packaging in Indonesia. They were seen as 'touching', 'hugging', 'carrying', 'holding' and 'washing' and behavioral processes within actions of 'staring', 'smiling', 'lying', 'laughing', 'looking' and 'watching'. With this, it was concluded that women are represented as being emotional figures. The laundry packaging also focuses on the beauty of women. Meanwhile, women's actions imply stereotypical images of gender roles in society, including 'taking care of children,' 'paying attention to family,' and/or 'doing household chores.'

The portrayal of women in laundry soap commercials has been an interest in various research. Hal (2021) analyzed two laundry commercials from Egypt and the United States to find out the stereotypes of women in both cultures. It was found out that in Egypt, women's main task is washing clothes. It also portrays that marriage is the primary concern of most women,





manifested through the dialogue in the romantic movie the daughter is watching. Her mother also recommended that she learn to do the washing to get married. This scenario shows that the mother reinforces women's traditional role to prepare her daughter for marriage. Meanwhile, the laundry commercial from the US presents a positive image of women who are given active roles. It shows that women can lead, influence, and achieve success. It shows confident women who are capable of meeting their target easily. However, it was observed that a brown-skinned woman in the US laundry commercial analyzed is not assigned an active role reflecting that American culture gives more influential roles than the black.

O'Reilly (2019), however, observed that there are already changes in the way women are portrayed in the advertisements particularly in laundry and food products. She reported Kantar had found that food and drink brands portray more balanced gender representation for their ads between 2010 and 2018, while the laundry and household cleaner segments showed more recent changes between 2017 and 2018. Meanwhile, Bapna (2023) reported that Procter and Gamble relaunched for the sixth year an internationally praised "Share-the-Load" campaign that encourages men to share the load of washing the laundry as it leads to a more equal and happier marriage, initiating change in gender stereotypes. The campaign is built on research which found 65% of women feel an emotional distance from their spouse, affecting the communication between partners.

Meanwhile, Solis (2016) cited the findings of Mintel, a research group which conducts an annual survey on laundry. It reported that out of 2,000 male and female consumers, 67% of men ages 18 to 34 said they were "mainly responsible for their laundry" in 2015, up from 44% in 2013. It also showed men-dominated laundry-soap commercials that "Victory Fresh"-scented Tide plus





Febreze Freshness Sport and "Bounce for Men" in 2014 had positive reactions.

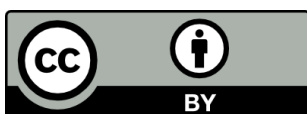
It can be observed that the progressive countries initiate the changes in the portrayal of gender roles in laundry soap commercials observed in the study of Hal in 2021. However, India's Share-the-Load campaign has shown success. With a thorough analysis of the laundry soap commercials in the Philippines, there could also be a positive indication of change.

### Methodology

This study used qualitative research methodology to understand the phenomenon under study. This was done through content analysis. Researchers can quantify and analyze the presence, meanings, and relationships of particular words, themes, or concepts using content analysis. It used a standard content analysis method using categories, codes, and themes.

Tide, Champion, and Surf powder laundry detergents were the chosen products for this study as they are the most popular ones. The inclusive year for analysis was from 2016-2021, and all the commercials were viewed from YouTube. One commercial each year for the three powder laundry detergents was used for the conventional analysis. In all, there are eighteen commercials analyzed. Included in the analysis were the models used, theme, and implications depicted in the commercials.

The gender role portrayal of women was coded as traditional if women are seen doing their expected role in household chores, and there is nothing else they are concerned about but washing or doing other household chores. For their emotional depiction, it is also categorized as traditional if they seek to please men, they sound or look emotional, they depend too much on men and they are deprived of their own happiness because they are overburdened with their chores and roles.





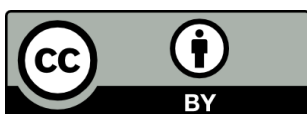
Meanwhile, the gender role portrayal was coded as modern if women were not seen doing their expected roles. Instead, they are shown as independent and capable of doing a man's job. For their emotional depiction, it is also categorized as modern if they sound or look strong-willed and know how to have fun and enjoy life. They are seen as problem-solvers and financially independent.

## Results and Discussion

### Surf

The Surf brand launched its business in 1959 to provide people with great cleaning and fragrant laundry powders now available worldwide in various variants: bars, powders, liquids, tablets, and capsules. In 2002, Surf launched the hugely successful '99 Stains' formula that can remove 99% of the most common stains and help customers save money. In 2007, Surf became well known for its pleasant fragrances, so Surf built a platform that included "Essential Oils" when there was a rising trend of aromatherapy. Their products have an uplifting scent even after thoroughly washing and cleaning your clothes.

In 2016, the new Surf product, Surf Powder with Fabcon, is still available on YouTube (<https://www.youtube.com/watch?v=MRhpNTWZP3Y>). The 15-second advertisement has a background setting in a forest or somewhere rural, perhaps to set the idea that washing clothes is a traditional responsibility of women. The signature mascot was also used to make the advertisement look fun. The woman in the video was wearing a bright pink shirt with no make-up, hair was tied, and it could be interpreted that she is a conservative wife. Meanwhile, the man was wearing a simple gray shirt and seemed to be a very pleased husband when he was handed white







clothes. This can be interpreted that the Surf with Fabcon can add happiness to the marriage. The wife feels happy and proud that she made her husband happy with her laundry's quality and good scent. (Paragas et al., n.d.) supports this observation. They claim that stereotypical gender roles and activities affecting all genders are still present in Philippine advertisements, while Cheng & Leung (2014) confirm that women are often portrayed in housekeeping roles.

In 2017, Surf launched the Surf Fabric Conditioner Blossom Fresh, which is still available on YouTube (<https://www.youtube.com/watch?v=kVVQjvboo3g>). The commercial opens with the wife preparing to do the laundry while her husband and daughter are playing with a gadget. The house is no longer set in a rural area, unlike in 2016. However, the wife seems to be doing most of the household chores as evidenced by the fact that her husband and daughter are playing with a gadget. Still, Surf Fabric Conditioner Blossom Fresh keeps the family more content. But since the husband was seen having fun with their daughter, it shows the power of men more dominant in the family. In support of these findings, Paragas et al. (n.d.) found that 27% of female characters were submissive, compared to only 11% of their male counterparts, relative to the others in their ad. In addition, 9% of men were in an authoritative position, compared to only 4% of women.

In 2018, Surf launched the Surf Fabric Conditioner with Magical Bloom. The commercial can be viewed at <https://www.youtube.com/watch?v=Cx5D027SpWg>. The exposure of the mascot was at length. The husband and wife are both shown touching a newly washed white sheet. This implies that both husband and wife share the laundry's challenges and difficulties. The next scene is a group of women, a child, and a man in a picnic scene. This shows that women are seen having fun and not overburdened with washing. This change in the portrayal of the family can be supported by Perez & Gutierrez (2017), who explained the term femvertising, where





advertisements present women in stronger, more dignified—as opposed to traditional and decorative—portrayals. Body positivity, cultural diversity, and gender equality are all emphasized in this advertising line.

In 2019, the Surf Fabric Conditioner opened up with a mother and daughter both wearing red blouses (<https://www.youtube.com/watch?v=VQ1MAXUVoRg>). They are playing hide and seek. Among the commercial messages is that Surf Fabric Conditioner has a lovely and strong smell that one can easily spot even in a blindfold by just following the scent. And another is that mothers can have quality time with their kids because it effectively cleans laundry. One thing that is missing in the commercial is the presence of the husband. The mother is not trying to please anyone here but is happy with her child. Prieler and Centeno (2013) affirm this new portrayal of women. They posit that female characters are now dominant in the ads due to women being the primary target audience, owing to their position as most TV viewers.

In 2020, Surf launched the Surf Antibacterial, available on YouTube (<https://www.youtube.com/watch?v=eq5yo9u2aOU>). The 30-second advertisement began with a young lady entering the house, and it was indicated that she had gone out; her younger sister told her that since she went out, she was carrying bacteria and stopped her from entering. The advertisement showed the typical family set-up during the pandemic. The mother finally entered and assured the youngest that she would use an antibacterial Surf laundry product. The mother is seen as the expert in solving the issues in the house and can settle the arguments of her kids just by herself. The background setting is the living room of a well-off family. The place looks modern and seems to be situated in a city. It is noticeable that there is no father present nor mentioned, and it could be interpreted that the only mother and the two kids live in the house. There is no



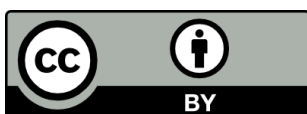


romantic scene in this commercial as compared with the 2016 Surf commercial. Instead, the children were seen so happy with their mom. This can be interpreted as the independence of women and ability to function in the household even if there is no father present. Towards the end, the mother settled the conflict between the younger and daughter's children, proving that single mothers can resolve conflict. Ramirez (2022) observes that in Filipino movies, single parents are seen as effective in resolving disputes in the family, too.

In 2021, Surf launched the Surf Active Clean, which can still be viewed on YouTube (<https://www.youtube.com/watch?v=ynkokLQgEkA>). The scene opens with the daughter saying she will join a singing competition, so both the mother and the daughter agree that they need a makeover. The mother emphasizes thriftiness to her daughter and says that they do not have to spend a lot to get good quality clothes and laundry soap. They went to the thrift shop to pick up a dirty white dress that would later be cleaned with Surf. Both the daughter and the mother are happy with the cleaning power of Surf Active Clean. Like in the 2020 commercial, the mother here is shown as a problem solver with bright ideas. In this commercial, the mother does not seek to please a husband but wants to give everything in the best way she can. Again, in this commercial, the mother is seen as a problem solver.

Ramirez (2022) points out that solo parents are the counselors and problem solvers of their sons and daughters. This can be seen in the mother's advice to be thrifty while solving the problem to get a makeover for the singing contest.

Table 1 shows the summary of the content analysis done for Surf. It can be noticed that from 2018-2021, women had modern roles, while in 2016-2017, they still had traditional roles.





**Table 1.**

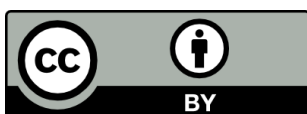
Portrayal of Gender Roles in Surf Commercials from 2016-2021

Year	Variant	Models	Gender roles	Theme	Implication
2016	Surf with Fabcon	Simple husband and wife	Traditional She washes the clothes; the husband appreciates it.	White and good-smelling laundry can please a husband.	Women need to do the laundry well to be considered an ideal wife.
2017	Surf Fabric Conditioner Blossom Fresh	Husband, wife, and daughter	Traditional The wife washes and the husband plays with the daughter.	The wife does most of the household chores, especially the laundry, while the husband can relax and play with their daughter.	A woman's primary role is to serve her family, and doing the household chores is her prime responsibility.



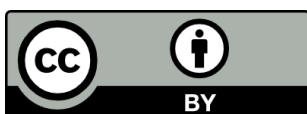


2018	Surf Fabric Conditioner Magical Bloom	Husband and wife	Modern  Both husband and wife both implied to share the load of washing and spend quality time with friends.	Surf's long-lasting fresh floral scent so the family can enjoy wearing good-smelling clothes while they are traveling.	The husband shares household workload.
2019	Surf Fabric Conditioner	Mother and child	Modern  No father figures.  No one washes.	The good and strong smell of Surf Fabric Conditioner can help the mother trace her daughter even in a blindfold.	The mother does not seek to please her husband. She is having fun with her daughter.





2020	Surf Antibacterial	Mother and two children	Modern No father figure Woman washes clothes to settle arguments of her kids.	Surf has antibacterial properties so the mother used it to pacify the fear of her younger daughter to get infected by the virus.	The mother is seen as happy around her kids. She manages the household herself and manages household issues herself.
2021	Surf Active Clean	Mother and daughter	Modern No father figure. Mother does not ask for help for needs. Washing is shown to solve a child's problem.	The daughter is joining a singing competition, so she needs a makeover. The mother teaches her to save so they opt to go to a thrift shop to buy a dress. The mother uses Surf to whiten the clothes from the thrift shop.	The mother figure shows both the role of men to provide as in buying clothes and solve problems and the nurturing side of women as in teaching values.

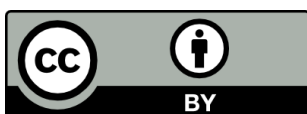




## Tide

Tide was launched in the Philippines in 1957 and became a national hit because the use of laundry powder for housewives was unheard of. At that time, they did not only use it for clothes but used it to wash dishes and utensils too. Procter and Gamble with scientist David Byerly was determined to develop a heavy-duty laundry detergent in the 1930s, unfortunately, Project X had to be cancelled 7 years after it was launched. Scientist David Byerly worked on Project X in secret for 14 years after, and when he discovered a laundry detergent that cleans all types of stains Procter & Gamble immediately launched it to Tide consumers all over the world, and it is used until today. In 1959, Tide launched "value for money" testimonial ads when traditional bar makers in the Philippines considered Tide as expensive and led to waste because it is in powder form. Tide is a well-known product worldwide with a wide laundry range that can remove everyday stains and dirt and does not cause damage to the clothes.

In 2016, Tide relaunched its original variant, plus bright White is still available on YouTube (<https://www.youtube.com/watch?v=jR5d7si0xJE>). The 50-second advertisement starts with a scene in a Chinese temple going out to the rows of women clothed in dirty white. The women acted as if they were going to be in a martial arts battle. It says they will take on repetitive scrubbing. They will do everything to remove dirt and stains as they are the “savior of the white clothes”. Then the clothes washers scrubbing with different cleaning tools. The entire idea of the commercial is that laundry washers, especially women, consider washing as a difficult struggle but they will not give up until they reach the ideal kind of whiteness. Until Tide comes, and they are seen so amazed. Finally, they proudly show their white clothes without the repetitive scrubbing. The commercial ends with a claim from Tide saying that white garments can be possible with



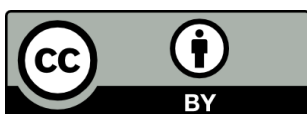


Tide. In this commercial, it can be seen that washing clothes is the primary duty of women.

Kovach (2016) supports this finding and says that laundry is a repetitive and relatively time-consuming task. It is a female-typed task which is less optional, and one is less able to postpone it.

In 2017, Tide with Freshness of Downy was launched. The commercial is still on YouTube (<https://www.youtube.com/watch?v=W5HgZA-6rdQ>). It opens up with a mother with fans on her hands. Later, her kids will also be seen with fans, and together, they will try to dry up the clothes with a fan and with the help of an electric fan so that the clothes will not smell bad. But later, the mother laments that the clothes still smell bad even with a fan. Then Tide comes to the rescue. And she will be amazed that Tide makes clothes smell good and fresh. The next scene shows the mother washing with the pouring rain as its background. She later sniffs the clothes and feels so pleased, including her kids. The audio claims that Tide clothes can smell good even during the rainy season. In the 2016 commercial, the mother is portrayed as someone who will do everything, even if it is difficult, to provide her family with good-smelling clothes. Instead of a husband helping her with the laundry, the kids are seen as supportive of her. To support this observation, Kovach (2016) emphasized that one of the most studied areas concerns the division of labor in the household, with the most persistent finding being that women do more housework than men.

In 2018, still promotes the Tide with the Freshness of Downy. It can still be viewed at ([https://www.youtube.com/watch?v=5nUwrd13H\\_M](https://www.youtube.com/watch?v=5nUwrd13H_M)). The scene starts with three mothers in front of a laundry basin. They all wearing simple house dresses at first. One of them proudly claims that there is nothing else that can be compared with the fragrance of her laundry powder. Then another mother holding Tide laundry powder amazes them that it is even more fragrant than the common







one they are using. They all look so happy smelling clothes with fabric conditioner peels. Then the three mothers will enter a dream scene wearing party clothes. Other mothers will join them, and they will sing in unison, declaring that a new Tide variant smells better when it is open, used for washing, and when worn. The dream sequence ends. This shows that the ultimate happiness of women comes from doing household chores. Whether they are wearing house dresses and party clothes, their role in washing clothes remains the same. Kovach (2016) recognizes the gender gap in doing household chores, and women complete a larger share of total housework as well as core housework, house cleaning, preparing meals and cleaning them up, and doing the laundry.

In 2019, Tide P6 (six) original variant plus bright white was promoted again for the rainy season. It can be viewed on YouTube (<https://www.youtube.com/watch?v=SDJSFWWfHZ4>). This time, it shows a man wearing bright white pants and a shirt. The setting of the commercial is a muddy place with tricycles, horse carriages and old buildings. There are also children playing basketball on the muddy street. He claims that he is Mr. Umbrella because he uses umbrellas to shield himself from the splashes of mud along the street he takes. For several times, he is seen being able to protect his all-white get-up until a bounces ball that causes a muddy splash on his get-up. He complains about the fact that it is hard to remove mud stains. Then Tide's original variant appears on the screen and the mud disappears. The next scene shows a comparison between the leading brand and Tide P6. It explains Tide works better with just a little scrub. This commercial is different from the other Tide Laundry commercials because no women laundry washers will do everything to make clothes cleaner and good smelling. There is a cool guy who admits that he is the one washing his clothes. This deviates from the norm that only women wash clothes. Acosta (2017) reports that P&G launched its JuanWash Campaign, which seeks to





establish that washing clothes is not just the role of women. It also aims to establish gender equality in doing household chores.

In 2020, Tide promoted a new product called Tide Perfect Clean, which is still available on YouTube. The second 30-second advertisement from Tide starts with two women chatting and are warned by a woman patroller to distance themselves and then remind them to wear a mask. The scenario was set during the pandemic. The advertisement did not have a big star in it anymore like Vic Sotto; all the characters are ordinary people. The patroller continuously says the word "not allowed" even to a woman who is wearing a mask because she is using a brand x laundry soap. She insists on using bleach and scrub for better cleaning power. The woman who is wearing a mask is holding a dark white shirt but when the new product of Tide swipes through the shirt, it turns whiter and brighter. They also show the advantage of using Tide with Perfect Clean. The advertisement does not romanticize the idea of washing anymore. The women like to have clean clothes but not intended to please a husband. Moreover, the woman patroller shows that she has power and position. This makes it different from the other Tide commercials where they are shown merely as laundry washers. However, Paragas et al. (n.d.) does not see this as an improvement as they think that "Traditional gender roles continue to prevail in ads."

Tide Perfect Clean came up in 2021 and can still be viewed on YouTube ([https://www.youtube.com/watch?v=PgQB8n\\_IT0o](https://www.youtube.com/watch?v=PgQB8n_IT0o)). It has a melodramatic song playing with Luis Manzano singing that a woman feels sad for how her old clothes look now. The drama queen laments the fact that she tried her best to make them look new, but she failed. But Luis Manzano introduces Tide Perfect Clean, and with a powerful cleaning action, the old clothes become perfectly white and look as good as new. This commercial still shows that washing clothes is the





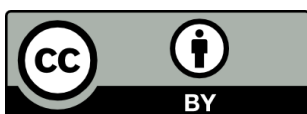
role of women, but it does not imply that it is for the delight of someone else. It is for her happiness and contentment. Her melodramatic portrayal confirms the findings of Paragas et al. (n.d.) that a bigger share of female (12%) than male (5%) characters are shown in the Philippine ads as “over-engaged and without emotional control.”

Table 2 shows the summary of the content analysis done for Tide. It can be noticed that from 2019-2021, women started having modern roles while in 2016-2018, they still have traditional roles. But it can be noticed that in 2019, they made a big leap in their "Mr. Suwabe" advertisement where there was just a man in the advertisement and was proud to be the one washing his garments.

**Table 2**

**Portrayal of Gender Roles in Tide Commercials from 2016-2021**

Year	Variant	Models	Gender role	Theme	Implication
2016	Tide Original+ bright whites	Several women were laundry washers.	Traditional  All of the women wash  Washing is a long and difficult	The women's laundry washers will do everything and exert all efforts to whiten the clothes they are washing.	Washing is difficult, but no one shares the workload with women. She is alone in this journey.



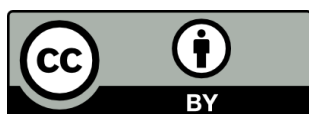


			process but women endure it.		
2017	Tide with Freshness of Downy	A mother and children	Traditional  The mother needs to show extra effort in doing household chores.	The mother is trying her best to dry up the laundry she washed during the rainy season.	Women feel content if they can fulfill their household roles like washing clothes.
2018	Tide with Freshness of Downy	Three laundry washers in simple clothes.  Several laundry washers in party clothes still washing.	Traditional  All women are washing.  They have to keep washing and all they do is to wash.	Women laundry washers feel so happy when there is a newer and better laundry powder to make washing easier and can make the clothes smell more fragrant.	The lives of women revolve around doing household chores, especially washing clothes. They have to be excellent in washing clothes





2019	Tide P6 original variant + bright whites	A man in an all-white get-up	Modern Men wash clothes.	A man in an all-white get-up uses an umbrella to shield himself against mud. He initially succeeds but a ball bounce on the muddy street and it splashes on him.	Washing clothes is not just a task to be done by men.
2020	Tide Perfect Clean	Women laundry washers and a woman patrol	Modern Women obey other women, not men.  Women reason out.  Women insist what they think is	A woman patrol enters the scene to check on how the COVID-19 protocols are followed. She also checks on how a mother is washing clothes. Tide swipes in and a dirty white shirt becomes	The woman patrol shows power by ensuring that social order is imposed, and ideal washing techniques are followed.  Women are not seen as



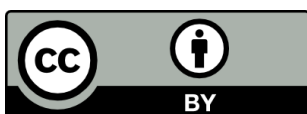


			right.	instantly clean.	submissive and  can reason out if  they think they  are right.
2021	Tide  Perfect  Clean	A popular TV  host and a  woman  laundry  washer	Modern  Women wash but  for her own  benefit.	A drama queen  feels sad that she  cannot make the old  clothes look white  and clean.	Women can be  emotional in  dealing with  problems. They  seek for their  happiness.

### Champion

In 1997, Peerless Products Manufacturing Corporation launched Champion in detergent brands and at that time it was the first major local laundry detergent brand in the Philippines. The corporation came up with a high-quality product that was fused with a commitment to give consumers access to a new and effective laundry detergent that was on the budget and they were successful even without mainstream advertising. Their products can wash away all stains while keeping clothes soft and protect colored clothes from any damage.

In 2016, Champion built an image for its honesty. Its 30-second advertisement can be viewed on YouTube (<https://www.youtube.com/watch?v=0fk4hVstJd0>). The advertisement starts with Susan Roces, a veteran Filipino actress, showing the admiration of mother. Non- traditional

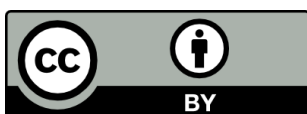




roles of women are shown next. First is a mother who works as a rent-a-car driver. She says that she can do everything for her children and then she is actually driving a car. A devoted volunteer teacher is shown next. She is reading a book to children whom she loves like her own children. Susan Roces describes mothers being honest and they are the inspiration of Champion in providing the best quality laundry powder soap. Fangqing (2017) reports that traditional gender roles are hindering women from progressing up the career ladder. However, she recognizes the changes in the status of women in the Philippine society. In her article, she interviewed Jo-Ann Capuz, a Manila-based senior recruitment consultant at Monroe Consulting. She said that women can already be seen in male-dominated industries like engineering.

In 2017, Champion released an anniversary advertisement, and is still available on YouTube (<https://www.youtube.com/watch?v=1thbowZXgYo>). The 31-second video shows the honest service of Champion for forty years. It starts with Susan Roces, a movie and TV actress saying that an honest and sincere kind of relationship lasts long. She shows the three facets of loyal users of Champion. The first is an elderly woman who said that they have been using Champion since she was married and continued using it until her grandchildren were born. The second is a father who emphasized that he was the one who preferred using Champion since he graduated, and the third and last is a mother who is pregnant mentioning that she has been using Champion even while she was single. It can be noted that in this commercial a father image was used stating that he has been loyal to Champion. This means that Champion tried to promote gender equality in its 2017 commercial. However, there were more women than men in this commercial.

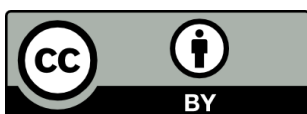
In 2018, Champion released Champion Supraclean advertisement and is still available on





YouTube (<https://www.youtube.com/watch?v=Ao3EPLODGIs>). The 15-second advertisement begins with a mother and daughter. The daughter confides sadly to her mother that her dress has turned yellowish. Local artist Judy Ann-Santos appears, saying that Champion Supraclean provides the problem in this situation. She is in a supermarket where the brand can be bought. The advertisement reveals a survey that 9 out of 10 Pinays who use Champion Supra Clean agree that cleaning any stain on their clothes is effective. Then the daughter shows a clean white dress while the mother smiles in the background. This shows the problem-solving ability of mothers, and they aim to give the happiness of their children. Pinto (2017) reported that K V Sridhar, founder & chief creative officer of Hyper Collective, believes that current laundry ads reflect the changes in times.

In 2019, Champion still promotes Champion Supraclean. The 30-second advertisement begins with a local artist named Judy Ann-Santos, who begins with a dialogue saying that people would say that mothers must stay at home to take care of the children and be a good housewife (<https://www.youtube.com/watch?v=D3N3j5csQNs>). The screen then shows her sons whose shirts are stained. Judy Ann-Santos cheers up to say that mothers are more capable than what people say before endorsing Champion Supra Power. It compares an X product to their new Champion Supra Power detergent. The next clip shows the mother finishing the laundry before entering her home where the children helped her with making sure the baby is sleeping. Judy Ann-Santos then emphasizes that the Champion Supra Power detergent is for the strong women taking care of the house and the children. The advertisement, although it describes that women are supra or super mothers, reinforces the traditional roles of women in child-care and laundry washing. Although this 2019 commercial of Champion reinforces the traditional belief that women should “stay







home” to watch over the children, it shows the ideal image of a patient mother who stays calm and loving to her kids amid stressful situations. The mother in the story is also able to inculcate care as they volunteer to take care of a baby sibling. She can also discipline them as the children encourage one another to stay quiet for the baby. Dalhag (2019) explains that full-time mothers are ideal mothers who nurture the family’s well-being.

In 2020, Champion still advertise its Supraclean variant. The 30-second advertisement, which can be viewed on YouTube (<https://www.youtube.com/watch?v=3LUIWukRhFE>) begins with the dialogue of Judy Ann Santos saying that she admires single mothers. The single mother in the video works in the market cutting up meat, can do plumbing, and takes care of her children independently. Cutting up meat with a butcher knife and plumbing are usually seen in society as a men’s work but she is able to single-handedly do so without assistance. The advertisement shows the comparison of an X product to their new product Champion Supra Detergent Powder, that can clean stained clothes thoroughly. The son tells his mom later that he idolizes her. They are shown playing basketball together. They feel so happy toward the end because the mom could shoot the ball. Judy Anne Santos wraps up the advertisement by saying Champion is for the supra mothers. Moaje (2022) reports that In the Philippines, there are at least 14 to 15 million solo parents recorded, according to a study by the Department of Health. Stack & Meredith (2018) explored the financial hardship of single parents who experience multiple aspects of poverty. They found out that the single parents in their study described making difficult compromises to afford basic needs and often focused their resources on their children. Participants talked about how they tried to protect their children from poverty by skipping meals and working more hours.

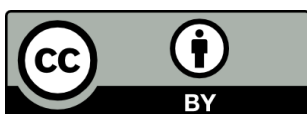
In 2021, Champion came up with a Supra Power Twin Pack. The 15-second advertisement





is still on YouTube. It begins with a woman who has no family present squeezing her clothes to dry it. The voice over says that one should squeeze out laundry, not one's pocket. Then the advertisement introduces their new product Champion Supra Power Twin Pack emphasizing that it only costs P8. The next clip shows the woman who stands in front of her house showing that she has done the laundry and she is so proud of it. Although the laundry washer shows strength in squeezing the white shirt, it could be noticed that there is still no man in the advertisement. Quinto et al. (2022) most of the men in the laundry soap they analyzed were seen to do the laundry, and women were limited to doing the household chores.

Table 3 shows the summary of the content analysis done for Champion. It can be noticed that in 2016, women started having modern roles. The mother in the ad was shown driving a rent-a-car van. In 2017, Champion both have a traditional and modern depiction of gender roles. In 2018, they tried to empower women but in 2019, they opted to portray an overworked woman and the host opens with a statement that women are expected to stay home. Its 2020 commercial is a salute to single mothers who can play various roles for her son. And in 2021, they are back with modern/traditional gender role portrayal.

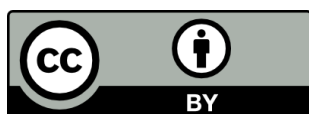




**Table 3**

Portrayal of Gender Roles in Champion Commercials from 2016-2021

Year	Variant	Model	Gender role	Overall theme	Implication
2016	Original Champion	Rent-a-car driver  Volunteer teacher	Modern  They portray two roles; one shows that they do a man’s job and one is that women can still be nurturing.	The women are admired for their honesty, and they can perform non- traditional work. They are not seen washing clothes but unconditional love making them an inspiration for Champion.	Women can do extreme sacrifices. They can take risks and do not feel the need to follow popular norms.
2017	Original Champion	- Grandmoth er and granddaugh ter	Modern/Traditional  It is modern because a man was included among	Sincere and honest relationships last long.	Men wash clothes but the number of women in the ad shows that they mostly wash



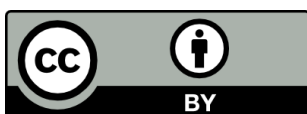


		-Father and daughter -Pregnant woman	those who wash clothes.  It is traditional because most of the women wash clothes.	In this video, a father says that he has used Champion since college.	clothes.
2018	Champion Supraclean	Mother and daughter	Modern  No man/husband figure  Women rely on her strength to solve problems.  Does not rely on anyone.  Not emotional	The mother is seen as a problem solver whose greatest happiness is to see her daughter	Children can rely on their mothers.





2019	Champion Supraclean	A mother with several children	Traditional  The host opens that women are expected to stay home.  Her reproductive role is maximized with 4 young children and 1 baby.	Mothers are expected to stay home to take care of the children. A young boy is aware that his mother is overworked and helps her with her needs.	Women are overburdened with childcare. Although she manages them well, there are too many of them to finish all the tasks of washing, disciplining, nurturing and guiding them.
2020	Champion Supraclean	A single mother and her son	Modern  Women can do men's jobs like plumbing.  They can provide and show unconditional love.	Single mothers can do everything to provide the best for their children. They can do the tasks of men without complaint. They do it out of	Women can empower themselves.





			They can play sports.	love.	
2021	Champion Super Power Tipid Pack	A woman laundry washer	Modern/ Traditional  Modern - She washes for her own benefit.  They are strong.  Traditional - Washing is on them.	Washing with Champion Tipid Pack is affordable.	It shows the traditional role of women.

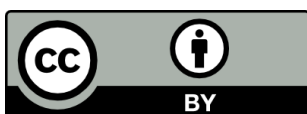




## Conclusions and Recommendations

The following are the conclusions that can be drawn from the study and the recommendations for further improvement in the gender role representation in advertisements in the Philippines.

1. Tide and Surf started depicting women as submissive and self-sacrificing. Doing the laundry was initially their burden. However, since 2018, Surf has shown a woman to be happier as she shares the workload with her husband. She spends quality time with her family and friends, too. In 2019, Tide came up with "Mr. Suwabe," a stylish white man who washes clothes. Then after, Surf and Tide show women who are not submissive to husbands, look independent, problem solvers and self-assured.
2. Champion took a different route starting with a woman being recognized for doing the extra mile for her child and working as a rent-a-car driver in 2016. A father was also included in its 2017 advertisement, and he proudly says that he washes clothes. In 2018, an independent mother is seen as a problem solver, but in 2019, an overworked mother with five children can be seen. Her traditional role "to stay home and take care of many children" is reinforced in this commercial. In 2020 a single mother with non-traditional tasks like that of a butcher and plumbing was portrayed. In 2021, it featured a strong woman squeezing out clothes without a family and just content by herself.
3. There is a paradigm shift in the portrayal of women since in the past, they were seen most of the time portraying their traditional roles that manifested in advertisements (Investing in Women 2020).
4. Advertisements of powder laundry detergents are trying to portray women in a different





light most evidently in the 2018-2021 commercials of Tide and Surf and in the 2016-2018 then 2020 of Champion. Women are now seen as capable of doing men's jobs. This contradicts the finding of Quinto (2022) that there is gender inequality in the gender role representation of women in powder laundry commercials. Not only this, they can also be happy without a man by their side.

### Recommendations

1. Surf, Tide, and Champion can also launch a campaign like the Ariel Philippines and India to promote all together that washing laundry is not exclusive for women.
2. They have to be consistent in their gender role portrayal so that recall of the modern roles of women in the society will be consistent, too.
3. The ability of women to handle domestic matters and career growth can also be emphasized, not just their homemaking and child-rearing skills.
4. The paradigm shift in men doing household chores and women doing men's jobs have to be supported in all forms of media, including social media so more evident changes can be established.
5. Future researchers may analyze the gender role representations in other products related to washing such as fabric conditioners and stain removers using the codes used in this study.







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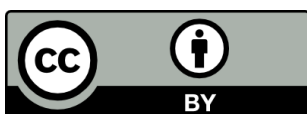
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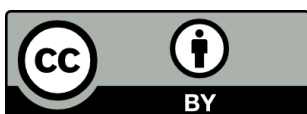
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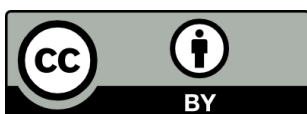
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