Men's definitions of success are becoming increasingly diverse. Money is no longer the sole measure of their success.

We need to use creative approaches and media strategies to make young people "around the world" realize that "every man has his own understanding and definition of success."

people's definitions of male success and their portrayals remain stuck in unchanging stereotypes.

Now
Please imagine
a successful man

A crisp suit, arms crossed, business settings, a handsome and fit appearance...
That's right,
you think just like AI, with stereotype.

INSIGHT

AI perpetuates stereotypes, but humans are the source of breaking them.

The essence of AI is formulaic programming, constantly adding tags to establish models;

Whereas the essence of humans is to think critically, tear off labels, break stereotypes, and establish unique identities.

Stereotypical Pull: If the T2I model continues to generate images consistent with stereotypes of identity groups when given neutral or non-stereotypical prompts, this phenomenon is called "Stereotypical Pull." Global Image Diversity Analysis: Researchers calculated the average cosine similarity between images generated for different identity groups. It was observed that the similarity scores between default representations and "stereotypical" images were generally higher than those between default representations and "non-stereotypical" images. —

CREATIVE THINKING

Although we come from different countries and have completely different media environments, there are some common details.

We find that…when we register or log in to various digital platforms, the platform often performs "real person" verification to distinguish between humans and machines/programs.

MEDIA IDEA

WHO IS THE SUCCESSFUL MAN?

Creative Medium: Captcha (on any platform!)

We aim to reach young people worldwide who use media platforms through this "human-machine interaction" verification medium.
By doing so, we hope to break the target audience's stereotypes of the image of successful men, providing them with choices and encouraging them to think, while simultaneously enriching the image library in both directions.

Who is the successful men?
Find out all of them to complete the authorization.

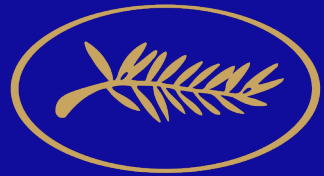**STEP1**

STEP2

VERIFY

Are you sure you want to submit?
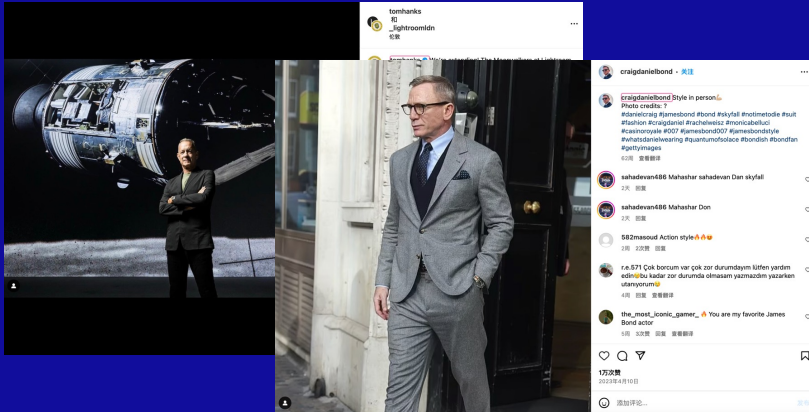Kindly remind that "successful men" are diverse and unlimited.

STEP3

Thank you for telling us who they are, and who you are
making contributions to the diversification of successful
Click here to learn more about #WhoIsTheSuccessfulM

EXECUTION

FESTIVAL DE CANNES

Film celebrities social posts
「**Who is the successful man?**」

Captcha on different platforms

FORBES SUCESSFUL MEN BILLBOARD

Who is the successful men?
Find out all of them to complete the authorization.

VERIFY

Who is the successful men?
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VERIFY

Who is the successful men?
Find out all of them to complete the authorization.

VERIFY

Learn more about the campaign by scanning the QR code

OOH

Forbes | Redefining the image of successful men

Filter list by: OLDEST YOUNGEST WOMEN INDUSTRY ▾ COUNTRY/TERRITORY ▾

Redefining the image of successful men

RANK	NAME	NET WORTH
1	Elon Musk	$214.1 B
2	Jeff Bezos	$200.4 B
3	Bernard Arnault & family	$191.6 B
4	Larry Ellison	$176.1 B

Roadmap

Time	**2 Weeks** *Pre Heat Stage*	**During Cannes Film Festival 2025** *Peak Stage*	**8 Weeks** *Extended Stage*

Target Audience

1. GenZ Men who are deep user of digital media/platforms. (Core)
2. Other young audience actively on digital, for example women and non-binary people. (Secondary)
3. General public, with out age limitation, who are open and flexible to new things.

Objective

Generate a wave of social discussion before the official launch	Increase influence on the largest extent	Attracting the attention of the general public, consciously lead discussion on the topic and stimulate social buzz

Key Tactic & Platform

The Joint Captcha Campaign
#WhoIsTheSuccessfulMan

Video   **Social**   **Music/Audio**   **Game**

Netflix × Cannes Film Festival
Invite popular film celebrities to lead the Ranking of the most successful man in the movie history

Tiktok(Douyin) Challenge
Upload videos or press likes to pick up the most successful man around us

Podcast
#The Evolution of Society's Definition of Successful Men Over 70 Years
#There Are No Keywords for a Successful Man

YouTuber Video
#How should successful men dress? Wear whatever you comfortable!
#Don't "be a man," be a real man.

FORBES SUCESSFUL MEN BILLBOARD

Media Buy

OOH @key cities globally	**OOH** @Cannes	**OOH (Updated)** @key cities globally

PR Media Release & KOL

Programmatic Digital Ads

WHY IT WORKS?

Unlimited platforms.

Graphical verification codes are commonly used for login authentication across various online platforms. Through a campaign, these platforms can be linked together, leveraging the broadest influence to approach Gen Z men from multiple channels.

Unlimited countries.

Stereotypes and biases about successful men exist in many countries. This insight holds true globally, making it possible to develop a larger-scale, more impactful international project.

Unlimited audience.

Although the primary discussion centers on men, stereotypes are societal constraints imposed on men. This idea allows women and non-binary people to join the conversation, encouraging everyone to reflect on their own perceptions.

Unlimited forms.

This idea is highly extensible. Besides using graphical verification codes to improve advertising library algorithms, it can also be implemented through text to help change ChatGPT's understanding of this stereotype issue, or via video. Any format can be utilized.

Unlimited influence.

This approach is simple, easy to understand, and engage with, meaning it has a low entry barrier. Through simple activities, it can start changing perceptions among some audiences, genuinely helping to optimize advertising platform algorithms, thereby gradually influencing advertisers and industry professionals, and ultimately shifting societal perceptions.

WHO IS THE SUCCESSFUL MAN?

BACKGROUND

In today's era, success no longer has a fixed definition. People's understanding of life success has gradually shifted from material wealth and fame to simple happiness and fulfillment. However, in our advertising media, the image of successful men is still defined by stereotypes. This limits Gen Z young men's vision of the future and makes them feel misrepresented.

OBJECTIVE

We need to reach as many young male-dominated groups as possible to encourage them to rethink the definition of success and update their perception of the image of successful men.

INSIGHT

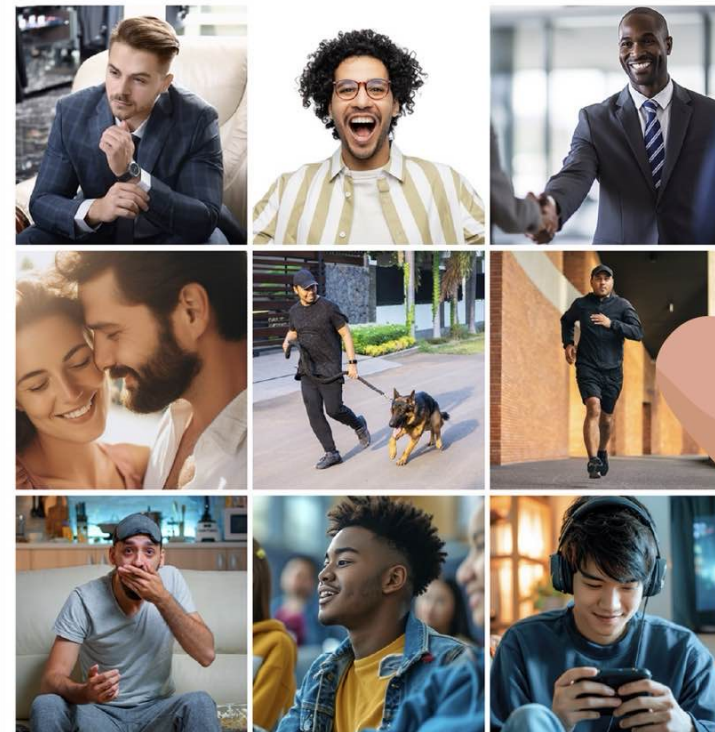AI perpetuates stereotypes, but humans are the source of breaking them.

IDEA

Who is the successful man?

EXECUTION

- Through an interactive human-machine verification interface, using images, text descriptions, and various other methods, we can reassess and update people's perceptions of successful men.
- Use the data from the verification process to iterate on the image of "successful men" in advertising media libraries.
- Generate campaign posters from this UGC content and distribute them across various online and offline channels.
- Collaborate with different platforms to vote for the most successful male image in film, the most successful male character in games, etc.
- Utilize resources such as artists, PR, and KOLs to expand the campaign's influence.

Who is the successful men?
Find out all of them to complete the authorization.

VERIFY