A Checklist for Ethical and Inclusive Online Gaming Advertisements

- ☐ Does the ad include diverse genders, ethnicities, and roles?

- ☐ Are women shown as active participants rather than passive figures?

- ☐ Does the ad avoid reinforcing harmful stereotypes?

- ☐ Is the tone inclusive and welcoming to all audiences?

- ☐ Is there a risk of reinforcing harmful stereotypes through clothing, body language, or role assignment?

- ☐ How this ad adchallenges traditional gender stereotypes?

- ☐ Have you evaluated the ad to ensure it reflects cultural sensitivity while adhering to ethical practices

- ☐ Are the cultural elements in the ad respectful and authentic to the target audience?

- ☐ Do music and visuals support an inclusive narrative?