

The case for greater diversity and inclusion in marketing

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120 of the world's biggest brand owners



And 60 national advertiser associations worldwide



Equality, Diversity & Inclusion is a CMO priority

86% agree diverse teams are important

*Source: 2CV, WFA, Marketer of the Future study, Jan 2020.
Base: 683 senior marketers across 31 markets*

Progressive ads are

25%

more effective

Yet marketing is still seen as out of touch with society

72%

of people feel most advertising does not reflect the world around them

63%

don't see themselves represented in most advertising

60%

don't see their community of friends, family, and acquaintances represented accurately

New WFA Diversity & Inclusion initiative

campaign

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TRENDING: SCHOOL REPORTS 2020 EXPERIENCE AWARDS CAMPAIGN PODCAST CORONAVIRUS



Simon Gwynn | April 21, 2020

How long? | 2-3 minutes

WFA unveils advertiser guide on diversity and inclusion

Resource comes on back of research showing large majority of world's population feels advertising does not represent them.

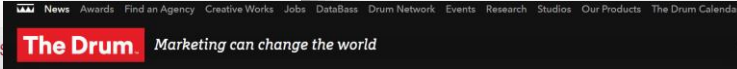


Loerke: 'Diversity matters now more than ever'

The World Federation of Advertisers has published a new guide for brand marketers and their agencies with insights and recommendations on improving on diversity and inclusion in marketing.

The report celebrates work that champions accurate and progressive representations of race and

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Will Covid-19 layoffs buckle advertising's diversity and inclusion efforts?

By Katie Deighton - 04 May 2020 12:51pm



Coronavirus is exacerbating societal inequalities, says the UN.

As agencies scramble to save on costs, furloughs, paycuts and layoffs have the potential to undo a decade's worth of progress with regards to diversity. Inclusivity advocates are now calling on agencies to keep diversity of thought top of mind when it comes to choosing who leaves a business.

Princ
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Mark

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Ball & I

Digita

There are a few indisputable truths about coronavirus: it rips apart families, it sticks pins in global economies, it spreads at alarming speeds. Then there are the disputable ones, such as the idea that it does not discriminate, an assertion that, despite the infections of a future king and Hollywood's most beloved actor, has proven to be untrue.

The worst off in society are also the worst off during a pandemic. The UN has warned that coronavirus will exacerbate inequalities for women. Data from the US Department of Labor showed unemployment rising fastest for women and people of color. The Pew Research Center found American Latinos have been the hardest hit by pay cuts so far.

Anti-Asian racism has followed the virus around the world. It is debilitating African Americans at a disproportionate rate. And in the US, it is these communities - as well as the Hispanic population

WARC

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Diversity in marketing: the next steps

2 min read News, 24 April 2020

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MarketingWeek

Insight Coronavirus Crisis The Lowdown Jobs

OPINION

Why diversity and inclusion is more important than ever right now

In times of isolation we need to prioritise diversity more than ever. Brands need to stand up to support people in bad times, as well as good.

By Jerry Daykin & Belinda Smith | 30 Apr 2020

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diversity & Inclusion Task Force. We need to get smarter in how we do it - doing it right has an impact on the bottom line.

Senior media director for EA marketing lead

“It’s not just about diversity for the sake of it,” he added. “It helps to normalise diverse marketing.”

“Diversity is common, but it’s not always obvious how such normalisation has to be achieved.”

Quality of diversity in marketing is key. As a marketing director at Heat New York, he has worked with a diverse range of clients, including one with a person of color in a position of power.

“It’s not just about diversity for the sake of it,” he added. “It helps to normalise diverse marketing.”

“The story that came out of it was that diversity is common, but it’s not always obvious how such normalisation has to be achieved.”



With support of world's top marketers



Syl Saller
DIAGEO



Marc Pritchard



Aline Santos



Raja Rajamannar



Jane Wakely
MARS



Tamara Rogers



WFA's First Global Diversity Ambassadors



Supported by some amazing industry leaders



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**Folake Ani-
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Nigeria



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Global Stakeholder
Engagement
Leader,
Ingka Group



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SVP, Global Head
of Design, Barbie
Mattel



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Chris Kenna

CEO and Founder,
Brand Advance



Sarah Jenkins

Managing
Director, Saatchi
& Saatchi London



**Kwame Taylor-
Hayford**

Co-founder, Kin



Michele Prota

Chief Talent
Officer, Forsman
& Bodenfors



Aubrey Blance

Global Head of
Equitable Design
and Impact,
Culture Amp



- Practical considerations for an inclusive, creative workplace
- Insights from leading brands
- Brand case studies

wfanet.org/diversity



Our vision

The task force will aim to become the:

1. **CONVENER** of the right individuals across the global marketing industry in order to ensure the world's top marketers speak with coherent and compelling messaging on the subject;
2. **CURATOR** of best in class examples and research supporting the case for why diversity and inclusion matter (WFA will build online repository);
3. **CATALYST** for local coalitions to help drive change at a national level which really makes a difference;
4. **CHALLENGER** to keep pushing the industry to do more by looking for new opportunities, and having tough conversations when needed.



Why is D&I so important and what can we do about it?



Belinda Smith

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GUCCI'S CONCRETE PLAN TOWARDS MORE DIVERSITY INVOLVES IMMEDIATE DESIGN HIRES [UPDATED]

The luxury house will put multiple, long-term initiatives into action, as well as create a new role — global director for diversity and inclusion — within its New York City headquarters.

FASHIONISTA · UPDATED: JUL 30, 2019 · ORI

Macy's, Inc. Creates Bold Vision To Advance Diversity and Inclusion and Ensure The Company Reflects The Diversity Of The Customers and Communities Served

September 10, 2019

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CMO Strategy →

REEBOK DENIES REPORT THAT BEYONCÉ CRITICIZED IT FOR LACKING DIVERSITY

ESPN writer claims the singer left a meeting because there was no diversity in the room.

By [Adrienne Pasquarelli](#). Published on April 05, 2019.



rip

NEWS >

Agency diversity improvements 'marginal at best and too slow in pace' finds IPA

By [Rebecca Stewart](#) · 29 April 2020 00:01am



1,857 views | Feb 28, 2019, 01:09am EST

How Do You Solve The Diversity Problem In Marketing?



Janice Gassam Senior Contributor @ Diversity & Inclusion
I help create strategies for more diversity, equity, and inclusion.



MARKETING DIVE Deep Dive Library Events

BRIEF

ANA: Marketing industry still struggling with diversity efforts

















**LESS
TALK
AND
MORE
ACTION**

Uniquely WFA

- A Global Perspective
- Engaging Functional Leads and Decision Makers
- Extending Beyond the Press Release
- Optimizing for Impact and Culture Shift



- Move beyond the CHRO to the CEO
- Hold leaders accountable
- Focus on talent at the top
- Pay Equity and Promotion Parity
- Decrease churn
- No more “culture fit”, “intangibles”, or “style”



“... recognize people’s demands to be seen, to be heard and to be served.”



Raja Rajamannar





Jerry Daykin

Senior Media Director for EMEA
GSK Consumer Health



Representation Matters

It's important for all of us all to see role models that reflect our own diversity.



Representation in our Adverts

Diversity can be a deliberate focus of our comms, or often simply a powerful casual inclusion.

...enjoy a
father's day hug.



Advertising Funds the Internet

Where we spend our money shapes the content that does, or doesn't exist.



Hate Speech & Fake News

Bad actors have leveraged the digital ecosystem to fuel negative content, with real world impact.

GLOBAL ALLIANCE FOR RESPONSIBLE MEDIA



Take Control of our Media

Ensure we are making the most of existing brand safety protections, whilst pursuing new ones.



Representation in our Media

Brand safety is important, but overly blunt settings can exclude audiences. Find and partner with diverse media titles.



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Global VP, Marketing Culture & Capabilities
AB InBev



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Global Brand Director Guinness
DIAGEO

Diageo Progressive Gender Portrayal

Our brands begin
and end with culture



Why is this important to Diageo?

Our performance ambition:
to create the best performing, most trusted and respected consumer products company in the world

Levi's, Circles campaign, global, 2017





Syl Saller, chief marketing officer, says:

“As advertisers we have the power to normalise gender equality by what we choose to show in our ads, and who we choose to produce them. The advertising industry is moving in the right direction to achieving greater gender diversity, but it must move quicker.”

Understanding different cultures

Re-expressing popular culture as female centric

From a matriarchal archetype to many identities

Women challenging norms through comedy

Pushing back on pressure to marry young

Reclaiming public space as safe

Challenging female roles through safe online spaces



Representation

Perspective

Our Framework



Agency

Characterisation

Together is better

- Developed with UN and Unilever Progressive Gender Portrayal framework open shared via WFA
- Closing the gap – working with our agencies to close the creative leadership gap
- Creative Equals – London, NYC, Mumbai
- All work to include women in the triple bid system. Free the Work
- Measurement : Gender bias questions to Optimizer and Creative Impact studies



FREE
THE
W[👁]ORK



Join our Diversity & Inclusion community

GO TO

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