

Promoting diversity and inclusion in marketing

ICAS/EASA

29 October 2020



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

Source: Unilever



New WFA Diversity & Inclusion initiative

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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

MarketingWeek

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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 in marketing: the next steps

2 min read | News, 24 April 2020

TOPICS | UNITED STATES | STEREOTYPING & PORTRAYAL

From #Unstereotype to this week's launch of the WFA Diversity & Inclusion Task Force, the marketing industry has long been aware of the need to get smarter in how they portray people; and it's not just about window dressing – doing it right has an effect on brand perception and share price.

“Our content reaches billions of people every day; we can use that reach to positively challenge social expectations,” said Jerry Daykin, GSK's senior media director for EMEA, who is heading up the **WFA task force** with former EA marketing lead Belinda Smith.

“Diversity doesn't have to be the main subject of an advertisement,” he added. “Casually improving representation across your output helps to normalise diverse communities and reflects the world without virtue signalling.”

A new WARC Best Practice paper – **Diversity in advertising is common, but here's how to make it actually have impact** – notes how such normalisation has to be about more than just simple representation.

Using the Heat Test, a tool to measure the quantity and quality of diversity in advertising across the US, Lindsay Wade, a brand strategist at Heat New York, explains that while 92% of the companies surveyed portrayed an ad with a person of colour in a primary role, less than half were in positions of power.

Similarly, 94% of brands portrayed a woman in a primary role, but more than half were in stereotypical roles.

And when Heat started to dig deeper an even more detailed story came out: only

With support of world's top marketers



Syl Saller
DIAGEO



Marc Pritchard



Aline Santos



Raja Rajamannar



Jane Wakely



Supported by some amazing industry leaders



Belinda Smith

Global Diversity
Ambassador, WFA



Jerry Daykin

Senior Media
Director, EMEA,
GSK Consumer
Health



Jodi Harris

Global VP,
Marketing Culture &
Capabilities
AB InBev



Gráinne Wafer

Global Brand
Director Guinness
DIAGEO



**Folake Ani-
Mumuney**

CMO,
First Bank of
Nigeria



Sofia Skrypnik

Global Stakeholder
Engagement
Leader,
INGKA Group



Kim Culmone

SVP, Global Head
of Design, Barbie
Mattel



Anne Bonnaille

Associate Director,
Brand Building,
P&G



Nipa Shah

Senior Global
Brand Director
Unilever



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



WFA's First Global Diversity Ambassadors



- Practical considerations for an inclusive, creative workplace
- Insights from leading brands & brand case studies
- Focus on internal diversity and your marketing communications

wfanet.org/diversity



1. Internal diversity & inclusion

- Recruitment, retention and promotion
- Training
- Policies & language
- Right corporate culture



Mattel's Barbie Fashionistas range

2. Communicating diversity and inclusion

1. Develop a framework with checks and balances at every stage of the creative process
2. Not just about casting:
 - **Presence:** who is physically depicted in the advertisement?
 - **Perspective:** through whose lens are we seeing this character?
 - **Personality:** are your characters defined by one characteristic or something deeper? Can you imagine your character as a real person?



IKEA | 'ThisAbles' campaign

Race and ethnicity

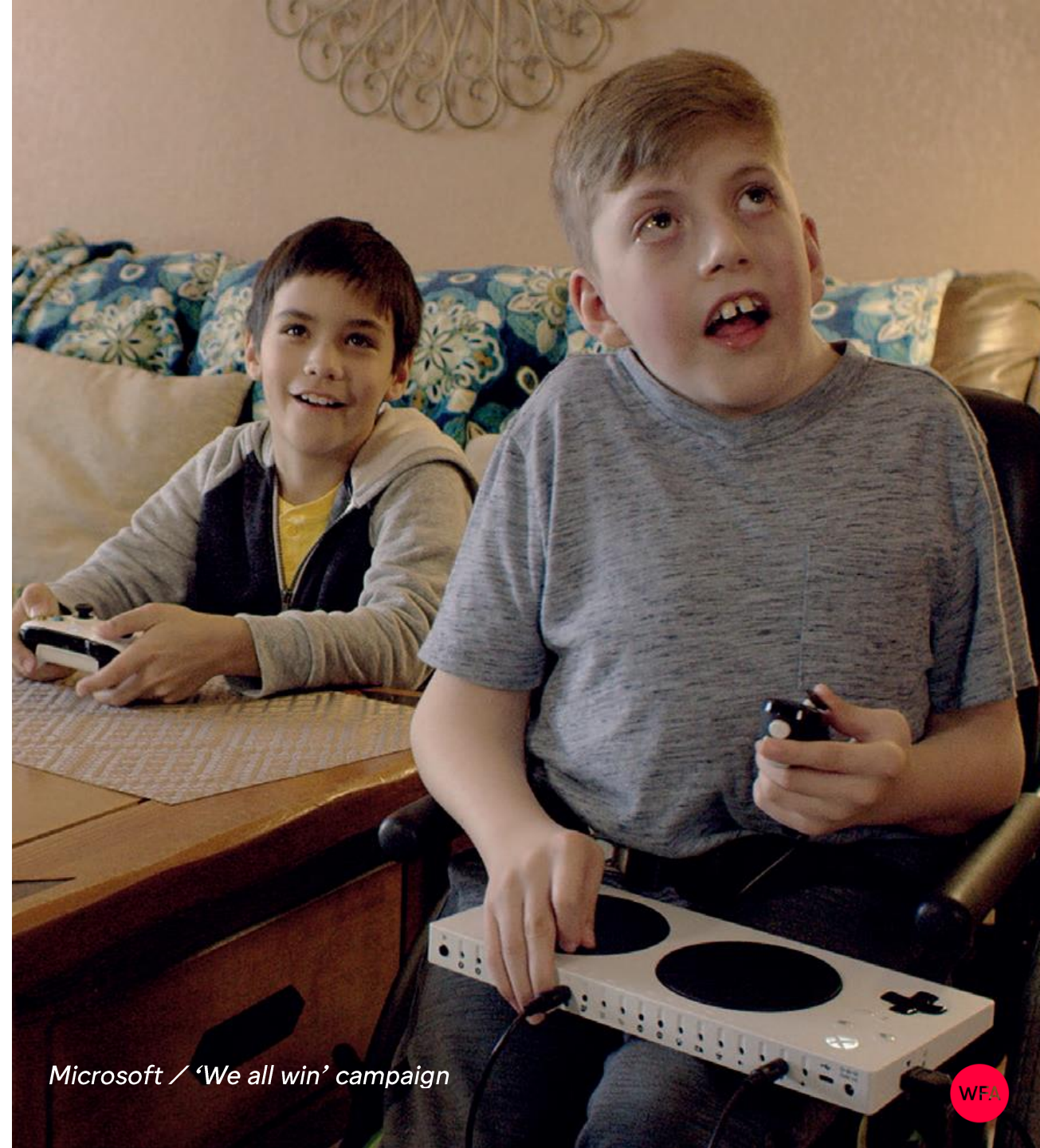
- **Familiarise yourself with common racial stereotypes** and take care not to reinforce them in your advertising.
- Are you hiring for ‘culture fit’? Instead **try to think of hiring for ‘cultural add’**, seeing difference as an asset to your team, rather than creating a team of people who think the same way.
- **Avoid unintended bias in the office.** Many phrases that seem innocuous in common workplace conversation are actually incredibly offensive and prejudiced. This extends to discriminating against an employee’s hairstyles or clothing.
- **Have regular conversations** and discussions about diversity in your business, not just when something goes wrong in your publicity.



Coca-Cola / 'The phonetic can' campaign

Ability

- Consider employing **Universal Design principles** for workplace accessibility
- **Adding subtitles** is one of the easiest things you can do to increase the accessibility of an advertisement.
- Ensure that your website is compatible with **text-to-speech add-ons**.
 - Even **optimising your website for handheld devices** makes a difference, as larger fonts and easier navigation make mobile websites are generally the preferred choice for those with visual impairments.
- **Assess the social culture of your workplace**: hold social events in which everyone can participate; make your office pet-friendly to allow service animals; allow for flexible start times, remote working and adjustable break times



Microsoft / 'We all win' campaign

Sexuality

- If you are going to depict an LGBTQ+ relationship in your advertising, **do not make the nature of the relationship ambiguous to avoid the issue.**
- **Avoid stereotypes** of overly effeminate men, masculine women, or duplicitous bisexuals.
- **Be careful with your everyday office language** and the assumptions it produces. Common conversation topics such as children, partners, and sex can be uncomfortable for LGBTQ+ people when heterosexuality is implied.
- **Do not suggest that your co-workers should dress a certain way** to ‘look more masculine/feminine’.
- **Stand up for your colleagues** if an inappropriate joke seems to have offended them.



AB InBev / 'All love is love' campaign

Gender identity

- **Adapt your Equal Opportunities policies** to include language inclusive of those with non-cisgender identities.
- Adapt any **health insurance benefits to be inclusive** to all your employees.
- Ask yourself if you really need to use an employee's legal name as opposed to their **preferred name**.
- **Consider implementing a gender-neutral dress code.** If there must be a male/female distinction, then allow your transgender employees to choose between the two.
- **Considering allowing your transgender employees to use the facilities they wish to.** Consider making your toilet facilities gender-neutral. It is best practise to consult an employee who is transitioning at work on when they want to access the appropriate resources.



Mattel / 'Creatable World'

Age

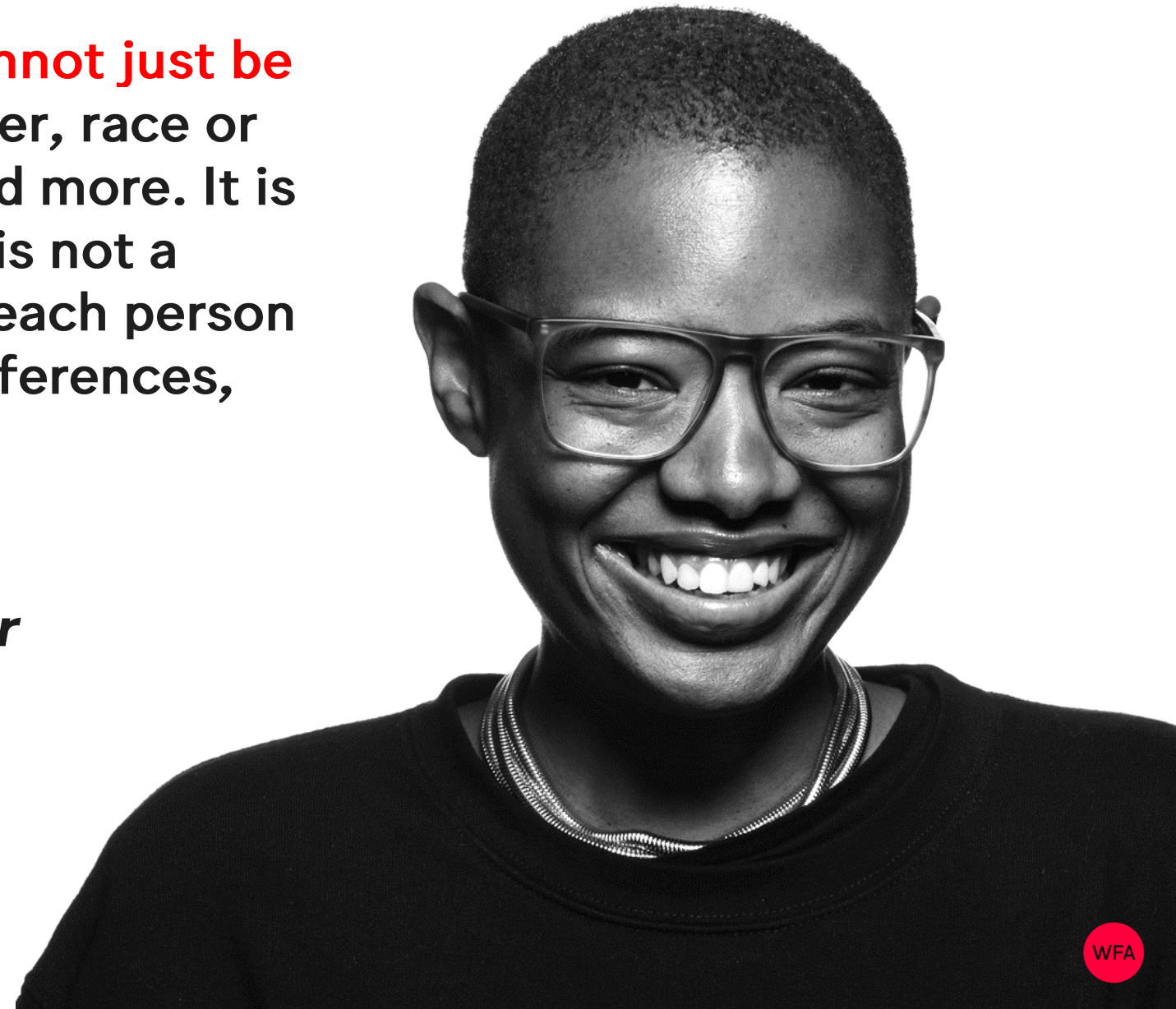
- Avoid playing into **stereotypes associated with older people**, particularly those that portray them as **fragile, inactive, lonely, or incompetent with technology**.
- Do not buy into **the myth of hiring ‘cheaper’ younger workers** over those with expertise and knowledge. Older adults with stimulating, meaningful roles can continue to work effectively way beyond their 60s.
- **Do not immediately pass up older people for opportunities** such as conferences, training schemes and promotions on account of their age.
- **Offer a ‘returnship’** for those wanting to come out of retirement. Make adequate provisions for flexible timetables, reading accessibility and remote working.
- **Support public policy initiatives such as strengthening age discrimination legislation** which currently has little impact, increased training and re-skilling opportunities to increase employability.
- Encourage older workers to **mentor** the younger ones and vice versa.



L'Oréal x Vogue / 'The Non-Issue'

“Diversity by its very definition cannot just be one thing. It’s not just about gender, race or ethnicity. It’s about all of them and more. It is in acknowledging that “diversity” is not a single, monolithic thing, and that each person has their own experiences and preferences, that we will truly succeed.”

***Belinda Smith,
WFA Global Diversity Ambassador***



Five actions you can take right now

1 Focus
Identify your purpose as an organisation and use it to inform everything you do. Don't try to cover all bases; keep it relevant to your brand. It is much better to do one thing well than many things averagely.

2 People
Look at the hiring and HR procedures you have in place and consider broadening where you recruit from. Mentor new employees and invest in their development. Challenge the status quo and diversify your thinking.

3 Content
Ensure that diversity, and the intersectional nature of that diversity, is built into all your creative briefs, right down to artistic direction. Carry out an audit of your existing content and partnerships to make sure that they align with your brand's message.

4 Media
Be aware of how your organisation's activities contribute to the wider digital ecosystem and make sure that you are elevating the right actors in the media.

5 Attitude
Be a decent human being – honestly, the best thing anyone can do in workplace culture is to encourage others to be open-minded, communicative, and treat others as complex individuals while listening to their concerns. Bring that attitude to everything your company does.