

The Power Of Inclusion For Data Equity & Research Quality

December 2024





**There is no such thing as a
single-issue struggle,
because we do not lead
single-issue lives.**

- Audre Lorde

People Expect Brands To Act

Businesses have a duty to contribute to society, not just to make profits

84%

GLOBAL

75%

U.S.

I tend to buy brands that reflect my personal values

70%

GLOBAL

69%

U.S.

I try to buy products from brands that act responsibly, even if it means spending more

65%

GLOBAL

57%

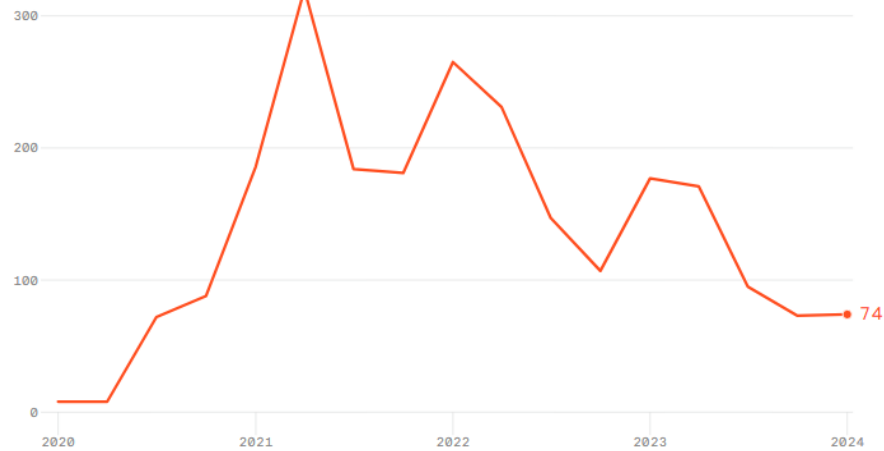
U.S.

Source: Ipsos Global Trends 2024

We Are Going Through A Period Of Transition Where Brands Are Reframing, Reaffirming, And Readjusting Their Inclusion Initiatives

Mentions of "DEI" or "diversity, equity and inclusion" in quarterly earnings calls

Quarterly; Q1 2020 to Q1 2024



Data: AlphaSense; Chart: Axios Visuals

Conversation In The Media Signal A Shift In How DEI Is Discussed



US Companies Adjust Diversity Policies Amid New Challenges.

1 in 5 Companies Reduced Planned Pride Month Participation Over Fears of Backlash

Harley-Davidson Ditches Diversity Programs After Conservatives Accuse Company Of Going 'Totally Woke'

'D. E. I. Goes Quiet'

'DEI Has Some Prominent Critics- But It's Actually Becoming More Popular'

Gen Z Choose Brands Putting ESG, Purpose Ahead Of Profit

Despite DEI Pushback, New Report Show Companies Stay Committed To DEI

Still, We Continue To See Strong Evidence That Inclusion Is An Important Driver For Growth

CMOs Take Note: The Hispanic Marketing Imperative Is Business, Not Politics

What the Changing Demographics in the U.S. Mean for Your Brand The time to start building an inclusive brand is now. [🔗](#)

2024 U.S. Latino GDP Grows by 13% to \$3.6 Trillion; The World's Fifth-Largest Economy is Now Projected to Surpass Japan and Germany by 2027

FORBES > LEADERSHIP > LEADERSHIP STRATEGY

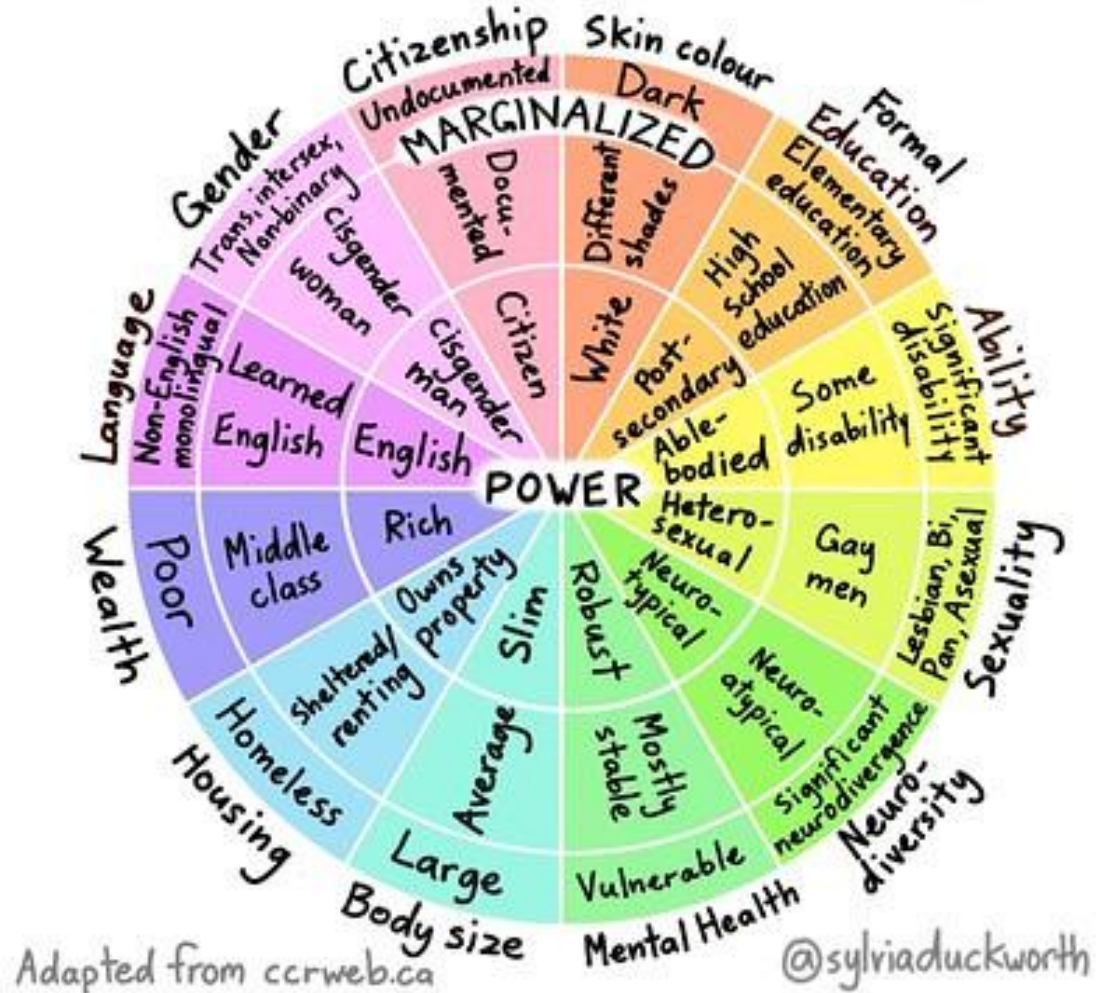
Why U.S. Corporations Need To Promote Greater Workplace Diversity

How Inclusive Brands Fuel Growth

Significant demographic shifts redefining U.S. workforce and marketing strategies

The Power Of Inclusion For Data Equity And Research Quality Is About Being More Expansive

WHEEL OF POWER/PRIVILEGE



Meta's Focus On Inclusion Created The Opportunity

Marketing Inclusion Vision 😊

Build a brand in which all people feel welcomed, represented and supported

Goal: Drive positive perception of our brand and innovations

- AUDIENCE RESEARCH & INSIGHTS**
- INCLUSIVE BRAND MANAGEMENT**
- INCLUSIVE PRODUCT POSITIONING**
- INDUSTRY PARTNERSHIPS & EVENTS**

At the corner of heart and grit™ Creative X Summit Week October 22-24th, 2024 Hudson Yards New York, NY 10001 #NYCX24

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6 Ipsos Principles Of Inclusive Design Inspired Our Research Collaboration

1

FORGET THE CONCEPT OF THE AVERAGE USER.

We are evolving. There is no average. Always consider those on the margins.

2

PRIORITIZE PROGRESS OVER PERFECTION

Iterate. Experiment. Take small steps to reach new audiences. Don't delay progress for perfection.

3

ENSURE THE DESIGN TEAM AND DATA ARE CROSS CULTURAL

Affinity bias is part of human nature. Interrupt it by integrating diverse people and data sets.

4

DISPROPORTIONATELY REPRESENT THOSE DISPROPORTIONATELY IMPACTED

Examining the most affected reveals system failures and genius workarounds.

5

ANTICIPATE INTERSECTIONAL EXPERIENCES

No group is a monolith. Ensure you understand the impact of salient identities converging.

6

ADD GOOD FRICTION

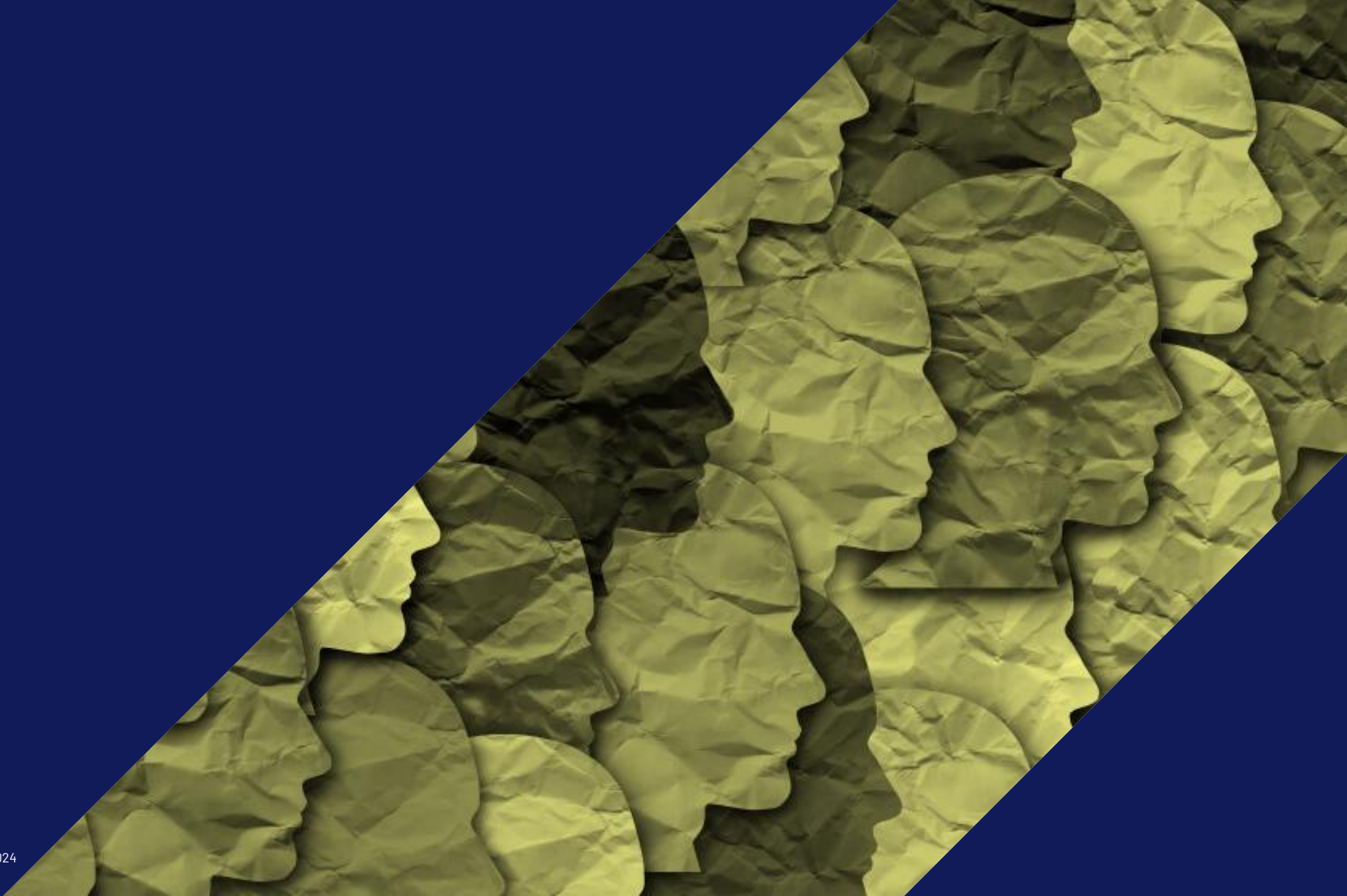
In design, friction is often seen as a pain point. However, at critical points in the consumer journey, human input or 'good friction' can be valuable. Be human-first.

LET'S DISCUSS & REFLECT...

A 'Fireside Chat' with Victoria & Janelle



Q&A



THANK YOU!