



Your Customer Data – A key
to deliver hyper personalized,
diverse & inclusive customer
experiences.


Marketing Automation Day

23rd November 2021

54% of consumers*
do not feel culturally represented in
online advertising.

* Research by the Geena Davis Institute on Gender in Media.

71% of consumers
expect brands to promote **diversity** and
inclusion in their online advertising.



What is **diversity and inclusion** in marketing?

One size
does

NOT
fit all



Why is **diversity**
and **inclusion** in
online
advertisement
important?



unlock customer

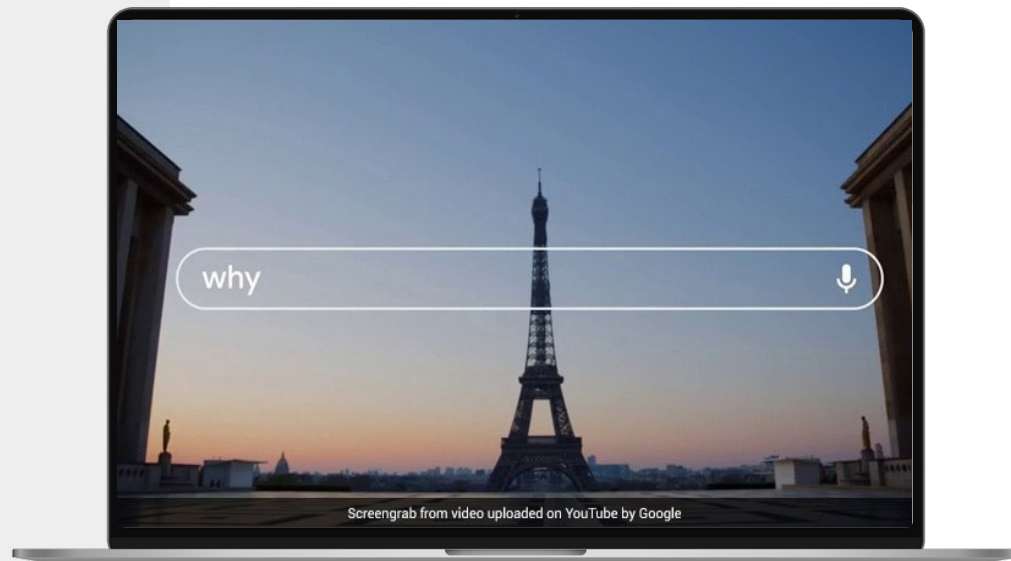


Who is this new consumer?



LET'S GOOGLE IT!

Year in search 2020



2020 – THE YEAR OF WHY?

Social distancing

COVID – 19

Health conscious

**George Floyd
Black lives
matter**

Toilet paper sold out

Social trends

New haircuts Or NO Haircuts ;)

Guy couple rights

**Looking for
Purpose**

**Keep
distractions
away**

**Against social
injustice**

Home workouts

Greta generation

Ice is melting

Natural disasters

Environment

Earth is burning

CO2

Online

Social networks

Mobile

Media

Parasite





THE THINGS THAT OFFICIAL REPORTS WON'T TELL YOU...

- More of “coming out”
- More of “aging single”
- More of “searching for love in dating apps”
- More of “accepting yourself”
- More of “in search of purpose”

Top issues at the top of the list involve...

62%

The environment

59%

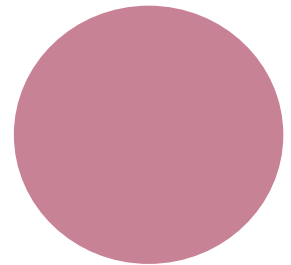
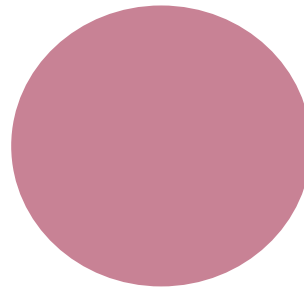
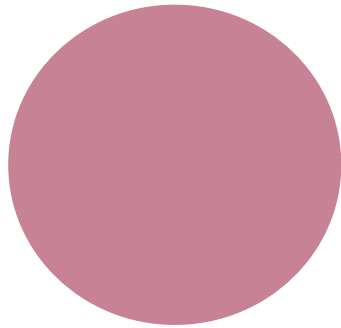
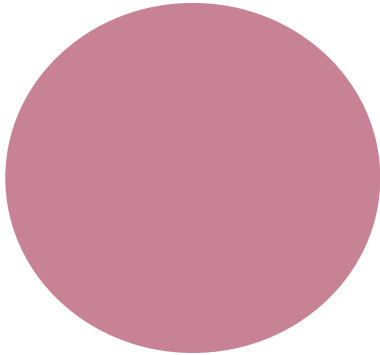
Sustainability

45%

Gender/racial equality

44%

Humanitarian issues



BRANDS, IT IS TIME TO STAND UP FOR SOMETHING

75%

Gen Z respondents
think it is vital for
brands to be
committed to
climate, racial, and
social justice
issues.

They want brands
to take the lead in
fighting for a more
sustainable future.



How is this impacting brands?

Transparency matters.

74%

Crave transparency into how companies source their products, ensure safe working conditions and their stance on important issues.

Authenticity Matters.

62%

Say their purchasing decisions are influenced by a company's ethical values and authenticity.



TRUE OMNI-CHANNEL





It's Time to
Listen.

RESEARCH !

RESEARCH !

RESEARCH !





More than just images...



Walk That Talk...

- Build accessible offers
- Highlight real stories
- Use non-assumptive language
- Diversify your channels
- Empower underrepresented groups
- Develop diverse audience personas
- Start from within



Q&A

Thank you

