



GROWTH FRONTS

2025



ABOUT THE ANA'S ALLIANCE FOR INCLUSIVE AND MULTICULTURAL MARKETING (AIMM)

- ✓ AIMM is the leading industry voice sitting at the intersection of multicultural and inclusive marketing & DEIB, powered by a collective of industry leaders who are committed to being best-in-class practitioners of diverse-led growth
- ✓ **Mission:** to be a powerful force in setting the new industry standards for driving business growth and equity for all in our diverse marketplace
- ✓ AIMM represents the interest of the entire marketing/advertising ecosystem
 - 50% Brands/Client-Side Marketers
 - 50% Media, Research, Non-Profit Organizations and Multicultural & Mass Market Agencies

Segment Focus: AAPI, Black/AA, Hispanic, LGBTQ+, Native/Indigenous, People with Disabilities & Veterans, Aging



TO FULFILL OUR COMMITMENT
AIMM IS **INCREASING VISIBILITY
AND ACCESS TO INVEST IN AND
DEVELOP DIVERSE-OWNED AND
TARGETED MEDIA IN ORDER TO
BETTER UNDERSTAND THIS
UNIVERSE AND ACHIEVE EQUITY
IN THE MARKETPLACE**



GROWTHFRONTS

EVENT &
ONLINE MARKETPLACE



GROWTHFRONTS

EVENT &
ONLINE MARKETPLACE



It's about investing in endemic platforms AND diverse owned and targeted

- ✓ Annual event will be held on February 26 and 27 at The Glasshouse in NYC
- ✓ Will feature ~125 diverse publishers representing Black, Hispanic, Asian, LGBTQ and People with Disabilities
- ✓ Event provides platform for 1:1 connections as well as enlightening sessions, panel discussions, new research, and industry progress updates
- ✓ AIMM's GrowthFronts online Marketplace offers the most comprehensive and extensive diverse media database, which includes customized profiles and media kits for Diverse Owned and Targeted companies

AIMM's Diverse Media
GROWTHFRONTS

bridges the gap between
intent and action by
connecting diverse
owned & targeted
media entities with
buyers and marketers

MEDIA
REPRESENTED



Video



Digital



Print



Audio



Content/Integration

SEGMENTS
REPRESENTED



Asian



Black/AA



Hispanic



LGBTQ+



Native/Indigenous

**2025 - AIMM will consider including Veteran/PwD-owned and Women-owned/diverse-targeted media companies*

*

Investment Steering Committee Members



Danielle Spikener
Head of Inclusive
Marketing
Kraft Heinz



Stephen Paez
EVP Cultural Investment
and Innovation
Publicis



Kathleen Coffey
Founder & CEO
*Media
Frameworks/MAVEN*



Daniel Levine
VP, Strategic Partnerships
and Data Sales
Guideline



**Brianne Boles-
Marshall**
Diverse Media
Strategy and
Investment Lead
General Motors



Michael Roca
Executive Director,
Elevate
Omnicom Media Group



Elizabeth Campbell
Senior Director,
Cultural Engagement
McDonalds



Charlotte La Niar
Senior Director N.A.
Multicultural Media
Procter & Gamble



Nakesha Holley
Media Strategy and
Activation, Media
Platforms Team Leader
Verizon



Lisa Torres
President, MC
Practice
Publicis



**Heather
Roff**
AVP, Media
L'Oreal

2024

GROWTHFRONTS

HIGHLIGHTS



**WFA President's
Awards 2024**

Winner

2024 EVENT SPONSORS

VISIONARY

verizon^v

LUMINARY



LEADER



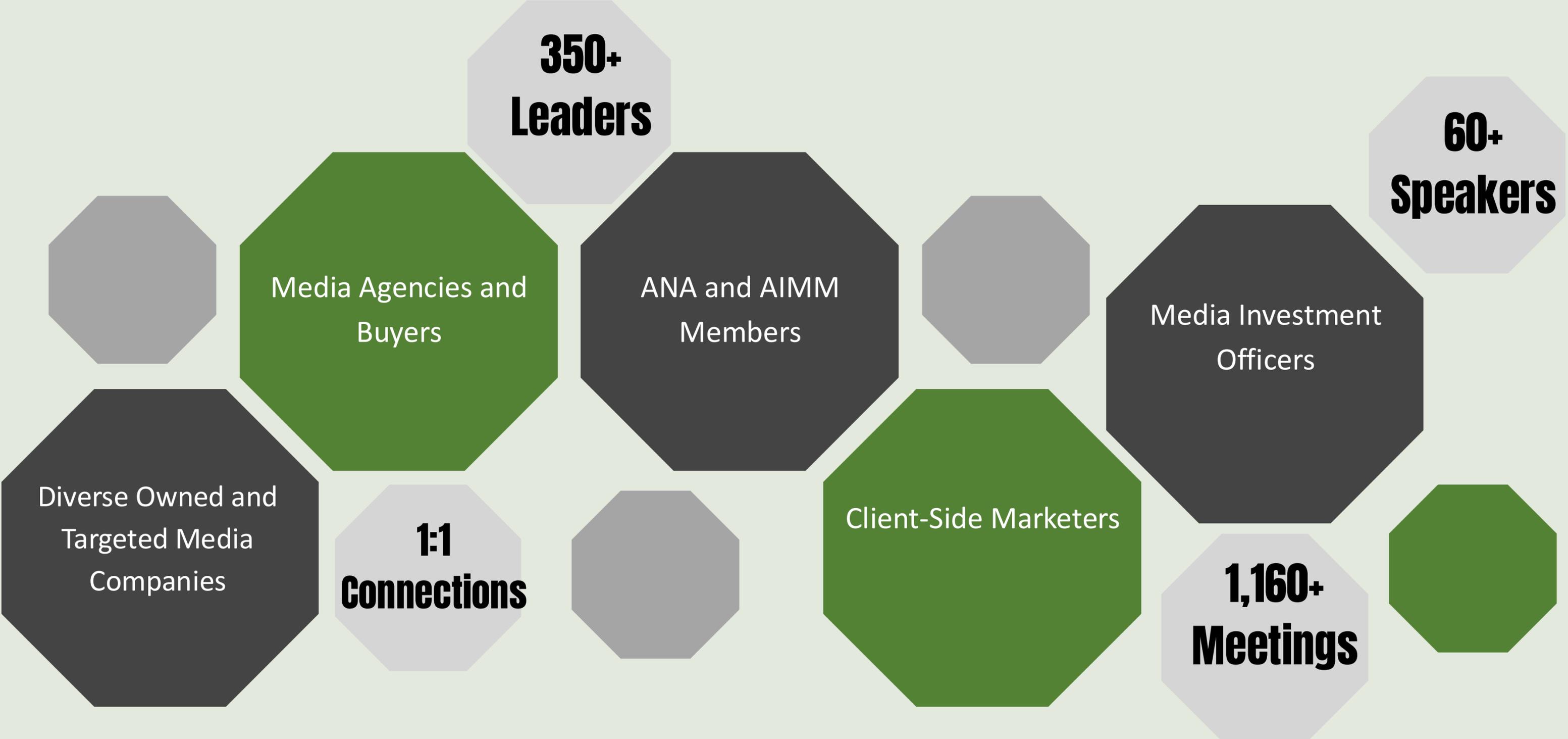
SUPPORTER



FRIEND



who WAS invited & What Took Place



**350+
Leaders**

**60+
Speakers**

Media Agencies and
Buyers

ANA and AIMM
Members

Media Investment
Officers

Diverse Owned and
Targeted Media
Companies

**1:1
Connections**

Client-Side Marketers

**1,160+
Meetings**

Results & Impact

2024

Over 1,160 meetings between 75 DOTM's and media buyers/client-side marketers took place.

On average, each media entity completed 16 meetings on event day (some had up to 20)

Increased participation:

- 2023 - 40 DOMs Participated
- 2024 - 75 DOMs, almost double the 2023 event
- 2025 - AIMM will invite up to 125 DOMs

91%

of participants
said that the GrowthFronts exceeded or met most
of their expectations

GROWTHFRONTS

Metrics on 2022 Growthfronts Showcasing Impact:

- Our GrowthFronts 2022 first class of 40 showed a \$136.3 million investment increase in 2023, followed by \$58.1M in the first half of 2024.
- The 2023 vs. 2022 increase translates to a 33% year-on-year increase versus a 10.5% increase for all DOMs in the same period.
 - GFs class increased 3.1x faster than all DOMs, representing 85% of all DOMs increase during that period.
- In the first half of 2024 vs. the first half of 2023, the GF's first-class jumped by \$58M or 26% compared to a 7.2% increase for all DOMs in the same period.
 - AIMM's GFs class increased 3.6x faster than all DOMs, representing 105% of all DOMs increase during that half-year period.
- Cumulatively, from 2023 to June 2024, the GF first class has increased \$194.3M, a 102% jump from their 2022 annual revenue.

RESULTS

DIVERSE OWNED MEDIA GREW BY

9%

PARTICIPATING ENTITIES RECEIVED

\$115M

IN INCREMENTAL INVESTMENTS

REPRESENTING

34%

OVERALL GROWTH



**JOIN AIMM IN
INCREASING
EQUITY AND
IMPACT THROUGH
TARGETED AND
DIVERSE OWNED
MEDIA!**

Diversify Your Media Portfolio

Invest in Diverse Owned and/or
Targeted Media companies

Accelerate MC&I Growth by
Boosting Purchase Intent by 30+%

Visit the GrowthFronts Marketplace
to begin discovering and engaging!





For More Information, Please

Contact:

Lisette Arsuaga

Lisette@dmi-consulting.com