



AIMM in 2020 –  
It's Time to #SeeALL

# AIMM

## MISSION

To create a powerful voice that elevates multicultural and inclusive marketing to promote business growth in an increasingly diverse marketplace



# The **LEADING VOICE** in Multicultural and Inclusive Marketing

We are changing the way that everyone can drive growth by helping CMO's and their teams rise above the most pressing challenges blocking them from realizing their full potential, while capitalizing on the opportunity to connect with ALL segments through culture

# AIMM PROUDLY REPRESENTS 123 MEMBER COMPANIES

## LEADERSHIP



## BOARD MEMBERS



## ADVERTISERS



## AGENCIES



## MEDIA



## RESEARCH



## NON PROFIT & TRADE ORGS



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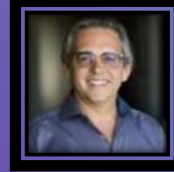
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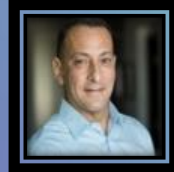
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Facebook



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CMO, Anheuser-  
Busch



Alexandra Morehouse  
CMO,  
Banner Health



Ivan Pollard  
Global CMO,  
General Mills



Tony Rogers,  
Chief Member Officer  
Sam's Club



Diego Scotti  
CMO,  
Verizon



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American  
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Board Member  
SSA & Co.



Deborah Yeh,  
CMO,  
Sephora

# AIMM's Work Has Set The Foundation to Effect Change

## AIMM Industry Leading Research and Playbooks

The Case for Change Playbook

Organizational Structure Playbook

MCM Media Forecast by PQ Media

Modern Marketing Playbook

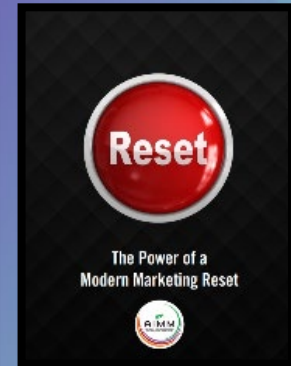
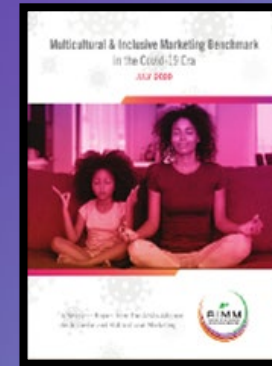
COVID-19 MC&I Marketing Benchmark Survey

The Power of a Modern Marketing Reset Report

Diversity Reports

The Future is Cultural Report

## New 2020 Resources





**AIMM is encouraging marketers to use CIIM™ to connect with consumers through culture**

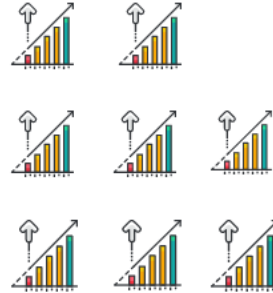
**The Cultural Insights Impact Measure™** is a powerful metric that identifies the **impact and effectiveness of cultural insights** in ads and programming and how these have the potential to **affect sales lift.**

# What is the **VALUE**?

## **Culture** Drives Business Growth



- ✓ Enhanced Brand Perception **2X**
- ✓ Increased Ad Effectiveness **2-3X**
- ✓ Lift Purchase Intent **3.0X**



The difference between the upper quartile and lower quartile for ads tested by CIIM ranges between 200-300%



# Under-Representation • Misclassification • Invisibility

## Areas of Concern

### COVERAGE

Missing Race/Ethnicity  
Data

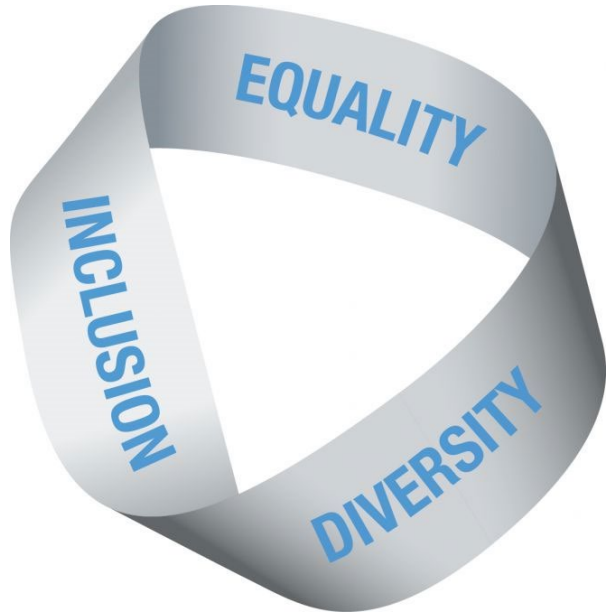
### ACCURACY

Incorrect Classification of  
Ethnicity/Race

The combination of Coverage and Accuracy yields the proportion of accurately classified individuals by segment (race/ethnicity) that are visible in providers' data



# Commitment to Systemic Change Campaign



As ANA-AIMM we pledge to hold ourselves and the industry accountable for promises made to rid our industry of systemic racism and institutional bias

# 205 CORPORATIONS AND 368 MARKETERS COMMITTED TO CHANGE



- |   |   |   |  |  |  |   |  |
|---|---|---|--|--|--|---|--|
| <p><i>Marc Pritchard</i><br/><b>MARC PRITCHARD</b><br/>Chief Brand Officer,<br/>Procter &amp; Gamble and<br/>AIMM Co-Chair</p>                                    | <p><i>Bob Liodice</i><br/><b>BOB LIODICE</b><br/>CEO, Association of<br/>National Advertisers and<br/>AIMM Co-Chair</p> | <p><i>Tony Rogers</i><br/><b>TONY ROGERS</b><br/>Chief Member Officer, Sam's<br/>Club and AIMM Co-Chair</p>                         | <p><i>John Dillon</i><br/><b>JOHN DILLON</b><br/>Chief Brand Officer &amp;<br/>EVP, Denny's and AIMM<br/>Vice Chair</p>      | <p><i>Alicia Enciso</i><br/><b>ALICIA ENCISO</b><br/>Chief Marketing Officer,<br/>Nestlé and AIMM Incoming<br/>Vice Chair</p>            | <p><i>Michael Lacorazza</i><br/><b>MICHAEL LACORAZZA</b><br/>EVP &amp; Head of Integrated<br/>Marketing, Wells Fargo and<br/>AIMM Founding Chair</p> | <p><i>Lisette Arsuaga</i><br/><b>LISETTE ARSUAGA</b><br/>Co-President, DMJ and<br/>AIMM Co-Founder</p>                                      | <p><i>Gilbert Davila</i><br/><b>GILBERT DAVILA</b><br/>Co-President, DMJ and<br/>AIMM Co-Founder</p>                           |
| <p><i>Bill Duggan</i><br/><b>BILL DUGGAN</b><br/>Group EVP, Association of<br/>National Advertisers</p>   | <p><i>Carlos Santiago</i><br/><b>CARLOS SANTIAGO</b><br/>President, SSG and<br/>AIMM Co-Founder</p>                     | <p><i>Paul Alexander</i><br/><b>PAUL ALEXANDER</b><br/>Chief Marketing &amp;<br/>Communications Officer,<br/>Eastern Bank</p>       | <p><i>Jennifer Bell</i><br/><b>JENNIFER BELL</b><br/>Chief Marketing Officer,<br/>eSSential Accessibility</p>                | <p><i>Bowme Bergsma</i><br/><b>BOWME BERGSMAN</b><br/>Chief Marketing Officer,<br/>Piedmont Healthcare</p>                               | <p><i>Lynne Biggar</i><br/><b>LYNNE BIGGAR</b><br/>Chief Marketing &amp;<br/>Communications Officer, Visa</p>  | <p><i>Lynn Blashford</i><br/><b>LYNN BLASHFORD</b><br/>Chief Marketing Officer,<br/>White Castle</p>  | <p><i>Natalie Boden</i><br/><b>NATALIE BODEN</b><br/>President &amp; Founder,<br/>BODEN</p>                                    |
| <p><i>Jennifer Breithaupt</i><br/><b>JENNIFER BREITHAUPT</b><br/>Global Consumer Chief<br/>Marketing Officer, Citi</p>  | <p><i>Amanda Brinkman</i><br/><b>AMANDA BRINKMAN</b><br/>Chief Brand Officer,<br/>Duke</p>                              | <p><i>Donnie Broxson</i><br/><b>DONNIE BROXSON</b><br/>Chief Executive Officer,<br/>Acanto</p>                                      | <p><i>Alana Burns</i><br/><b>ALANA BURNS</b><br/>Chief Marketing Officer,<br/>Southern New Hampshire<br/>University</p>      | <p><i>Emily Calhoun</i><br/><b>EMILY CALHOUN</b><br/>Chief Marketing Officer,<br/>AL SAC</p>   | <p><i>David Chitel</i><br/><b>DAVID CHITEL</b><br/>Founder &amp; Chief Executive<br/>Officer, JOE Agency</p>   | <p><i>Alex Corral</i><br/><b>ALEX CORRAL</b><br/>Chief Executive Officer,<br/>J&amp;J Agency</p>  | <p><i>Sean Cunningham</i><br/><b>SEAN CUNNINGHAM</b><br/>President &amp; CEO,<br/>Video Advertising Bureau</p>                 |
| <p><i>Gonzalo Del Fa</i><br/><b>GONZALO DEL FA</b><br/>President,<br/>Group M Multicultural</p>   | <p><i>Sarah Kate Ellis</i><br/><b>SARAH KATE ELLIS</b><br/>President &amp; Chief<br/>Executive Officer, GLAAD</p>       | <p><i>Joy Palotico</i><br/><b>JOY PALOTICO</b><br/>President, Lincoln &amp; Chief<br/>Marketing Officer,<br/>Ford Motor Company</p> | <p><i>Rachel Ferdinand</i><br/><b>RACHEL FERDINAND</b><br/>Chief Executive Officer,<br/>Frito Lay North America</p>          | <p><i>Marina Filippelli</i><br/><b>MARINA FILIPPELLI</b><br/>Chief Executive Officer,<br/>Orci</p>                                       | <p><i>Russell Findlay</i><br/><b>RUSSELL FINDLAY</b><br/>US Chief Marketing<br/>Officer, McDonald's</p>  | <p><i>Morgan Flatley</i><br/><b>MORGAN FLATLEY</b><br/>US Chief Marketing<br/>Officer, McDonald's</p>                                       | <p><i>Horacio Gavilan</i><br/><b>HORACIO GAVILAN</b><br/>Chief Marketing Officer,<br/>Culture Marketing Council</p>            |
| <p><i>Rick Gomez</i><br/><b>RICK GOMEZ</b><br/>Chief Marketing, Digital &amp;<br/>Strategy Officer, Target</p>  | <p><i>Michael Gray</i><br/><b>MICHAEL GRAY</b><br/>President/CEO,<br/>G&amp;G Advertising</p>                           | <p><i>Shelley Haus</i><br/><b>SHELLEY HAUS</b><br/>Chief Marketing Officer,<br/>L'Oréal Beauty</p>                                  | <p><i>Tiyale Hayes</i><br/><b>TIYALE HAYES</b><br/>SVP, Consumer Insights<br/>and Marketing Planning,<br/>BET Networks</p>   | <p><i>Gail Horwood</i><br/><b>GAIL HORWOOD</b><br/>Chief Marketing Officer,<br/>Kellogg's</p>  | <p><i>Julia Huang</i><br/><b>JULIA HUANG</b><br/>Chief Executive Officer,<br/>Interbrand</p>   | <p><i>George W. Ivie</i><br/><b>GEORGE W. IVIE</b><br/>CEO, Executive Director,<br/>Media Rating Council</p>                                | <p><i>Tim Jones</i><br/><b>TIM JONES</b><br/>Chief Executive Officer,<br/>Publicis Media Americas</p>                          |
| <p><i>David Kenny</i><br/><b>DAVID KENNY</b><br/>Chief Executive &amp; Diversity<br/>Officer, Nielsen</p>   | <p><i>Kelley Kenny</i><br/><b>KELLYN KENNY</b><br/>SVP &amp; Chief Marketing<br/>Officer, Hilton</p>                    | <p><i>Jeffrey Liberman</i><br/><b>JEFFREY LIBERMAN</b><br/>President &amp; Chief Operating<br/>Officer, Entravision</p>             | <p><i>Howard Lichtman</i><br/><b>HOWARD LICHTMAN</b><br/>Partner &amp; Co-Founder,<br/>Ethnicity Matters</p>                 | <p><i>Alex Lopez-Negrete</i><br/><b>ALEX LOPEZ-NEGRETE</b><br/>President and CEO,<br/>Lopez Negrete Communications</p>                   | <p><i>Karla Lucia</i><br/><b>KARLA LUCIA</b><br/>Executive Director,<br/>AIMM</p>  | <p><i>Antonio Lucio</i><br/><b>ANTONIO LUCIO</b><br/>Global Chief Marketing Officer,<br/>Facebook</p>                                       | <p><i>Greg Lyons</i><br/><b>GREG LYONS</b><br/>Chief Marketing Officer,<br/>PepsiCo Beverages North<br/>America</p>            |
| <p><i>Steve Mandala</i><br/><b>STEVE MANDALA</b><br/>President/<br/>Ad Sales &amp; Marketing,<br/>Univision Communications</p>                                    | <p><i>Carlos Martinez</i><br/><b>CARLOS MARTINEZ</b><br/>Consultant</p>   | <p><i>Renetta McCann</i><br/><b>RENETTA MCCANN</b><br/>Chief Inclusion Experience<br/>Officer, Publicis Group</p>                   | <p><i>Kirk McDonald</i><br/><b>KIRK McDONALD</b><br/>Chief Business Officer,<br/>Xandr</p>                                   | <p><i>Kevin McGurn</i><br/><b>KEVIN MCGURN</b><br/>President, Sales &amp;<br/>Distribution, Vevo</p>                                     | <p><i>Laura Molen</i><br/><b>LAURA MOLEN</b><br/>President, Advertising<br/>Sales and Partnerships,<br/>NBCUniversal</p>                             | <p><i>Alexandra Morehouse</i><br/><b>ALEXANDRA MOREHOUSE</b><br/>Chief Marketing Officer,<br/>Banner Health</p>                             | <p><i>Monique Nelson</i><br/><b>MONIQUE NELSON</b><br/>Chair &amp; Chief Executive<br/>Officer, UniworlD Group</p>             |
| <p><i>Roberto Orci</i><br/><b>ROBERTO ORCI</b><br/>President,<br/>Orci Consulting</p>   | <p><i>John Osborn</i><br/><b>JOHN OSBORN</b><br/>Chief Executive Officer,<br/>OMD</p>                                   | <p><i>Ingrid Otero-Smart</i><br/><b>INGRID OTERO-SMART</b><br/>President &amp; Chief Executive<br/>Officer, Cassano McCann</p>      | <p><i>Giancarlo Pacheco</i><br/><b>GIANCARLO PACHECO</b><br/>Co-Founder &amp; Chief Executive<br/>Officer, Plan C Agency</p> | <p><i>Alonso Palencia</i><br/><b>ALONSO PALENCIA</b><br/>Co-Executive Director,<br/>LATV</p>   | <p><i>Alberto Pardo</i><br/><b>ALBERTO PARDO</b><br/>Chief Executive Officer &amp;<br/>Founder, Admotive</p>   | <p><i>Michelle Peluso</i><br/><b>MICHELLE PELUSO</b><br/>SVP Digital Sales &amp; Chief<br/>Marketing Officer, IBM</p>                       | <p><i>Ivan Pollard</i><br/><b>IVAN POLLARD</b><br/>SVP &amp; Global Chief<br/>Marketing Officer,<br/>General Mills</p>         |
| <p><i>Manoj Raghunandanam</i><br/><b>MANOJ RAGHUNANDANAM</b><br/>President of Global Self Care<br/>&amp; Office of Marketing Value,<br/>Johnson &amp; Johnson</p> | <p><i>Mark Revermann</i><br/><b>MARK REVERMANN</b><br/>Vice President, Business<br/>Integration, Fluent360</p>          | <p><i>Diego Scotti</i><br/><b>DIEGO SCOTTI</b><br/>Executive Vice President<br/>&amp; Chief Marketing Officer,<br/>Verizon</p>      | <p><i>Nita Song</i><br/><b>NITA SONG</b><br/>President &amp; Chief Momentum<br/>Officer, IW Group</p>                        | <p><i>Marki Small</i><br/><b>SIR MARTIN SOBRELL</b><br/>Founder &amp; Executive<br/>Chairman of S4 Capital and<br/>Founder of WPP</p>    | <p><i>Jim Speth</i><br/><b>JIM SPETH</b><br/>Partner,<br/>Sequent Partners</p>   | <p><i>Edna Torres</i><br/><b>ELSA TORRES</b><br/>EVP, Network &amp; National,<br/>Spanish Broadcasting System<br/>/ AIRE Radio Networks</p> | <p><i>Matt Tushnet</i><br/><b>MATT TUSHNET</b><br/>President,<br/>Target 10</p>  |
| <p><i>Lorraine Twohill</i><br/><b>LORRAINE TWHILL</b><br/>Chief Marketing Officer,<br/>Google</p>   | <p><i>Matthew Vandoye</i><br/><b>MATTHEW VANDOYE</b><br/>Director, US Marketing,<br/>Ford Motor Company</p>             | <p><i>Lee Yann</i><br/><b>LEE YANN</b><br/>Co-Founder &amp; Chairman,<br/>Captura Group</p>   | <p><i>Deborah Wahl</i><br/><b>DEBORAH WAHL</b><br/>Global Chief Marketing<br/>Officer, General Motors</p>                    | <p><i>Rosemary Waldrip</i><br/><b>ROSEMARY WALDRIP</b><br/>VP, Marketing,<br/>Music Audience Exchange</p>                                | <p><i>Aaron Walton</i><br/><b>AARON WALTON</b><br/>Chief Executive Officer,<br/>Walton Isaacson</p>  | <p><i>Tim Wang</i><br/><b>TIM WANG</b><br/>Founder &amp; Principal,<br/>TDW+Co</p>  | <p><i>Reggie Ware</i><br/><b>REGGIE WARE</b><br/>Chief Executive Officer,<br/>BlackDoctorOrg</p>                               |
| <p><i>Francis Wearden</i><br/><b>FRANCIS WEARDEN</b><br/>Chief Executive Officer,<br/>FPO Marketing, LLC /<br/>Roger Christian &amp; Company, Inc</p>             | <p><i>Matt Weisbecker</i><br/><b>MATT WEISBECKER</b><br/>Chief Revenue Officer,<br/>H Code</p>                          | <p><i>William White</i><br/><b>WILLIAM WHITE</b><br/>Chief Marketing Officer,<br/>Walmart</p>                                       | <p><i>Jane Wildman</i><br/><b>JANE WILDMAN</b><br/>President, CHD,<br/>Executive Advisor Digital<br/>Transformation</p>      | <p><i>McGhee Williams Osse</i><br/><b>MC GHEE WILLIAMS OSSE</b><br/>Co-Chief Executive Officer,<br/>Burrell Communications<br/>Group</p> | <p><i>Allison Witherspoon</i><br/><b>ALLISON WITHERSPOON</b><br/>Vice President, Marketing,<br/>Nissan</p>   | <p><i>Douglas Wood</i><br/><b>DOUGLAS WOOD</b><br/>Partner,<br/>Reed Smith LLP</p>  | <p><i>David Wright</i><br/><b>DAVID WRIGHT</b><br/>Chief Marketing &amp;<br/>Commercial Officer,<br/>Minor League Baseball</p> |



**Objective: Foster an industry that embraces equality, and raises the bar on our D&I efforts so that we can finally achieve full equality**

- 1. We will achieve representation that better reflects our country's demographics throughout the industry: marketers, media companies, agencies, production companies, and service providers.**



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3. We will accelerate the use of AIMM's #SeeALL campaign to eliminate bias through the accurate portrayal of race, identity, and culture in advertising and media programs. We will hold ourselves and the industry accountable by measuring ads and programming with AIMM's Cultural Insights Impact Measure (CIIM™).



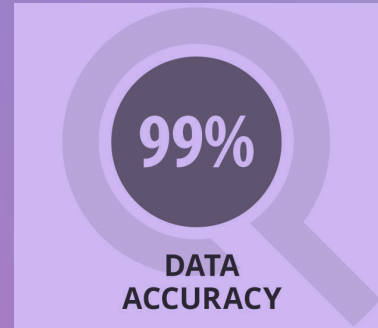
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6. We will continue to work until we achieve an equitable creative supply chain
7. We will double down on cross-industry diverse partnerships to enable a higher degree of engagement with and understanding of diverse communities.



# EVERY DROP CREATES THE RIPPLES AND WAVES TO END INEQUALITY



**EVEN THE MIGHTIEST WAVE  
IS BORN FROM MILLIONS OF DROPS.**

Ending racial inequality requires a tidal wave of change.

Every action, building into a movement.

Every call made to a legislator to demand action.

Every dollar donated to drive change.

Every effort to end systemic and institutional biases.

Every courageous moment to speak up against injustice.

Every decision that celebrates the diversity of our nation.

Every alliance in support of diverse businesses and communities.

Every action - no matter how imperfect or small - makes a difference.

**DROP BY DROP, TOGETHER WE WILL END INEQUALITY.**



**Take  
Action  
Today.**

## Augmented Impact of Pledge through Partnership with P&G

Every drop creates a ripple effect, use your voice  
and take the first step to end inequality by signing  
the pledge below:

**STAND  
AGAINST HATE SPEECH IN  
SOCIAL MEDIA**

[SEE MORE ↓](#)

**SPEAK UP  
FOR THE ACCURATE  
REPRESENTATION OF CULTURE  
IN ADS**

[SEE MORE →](#)

**CONTRIBUTE  
TO ORGANIZATIONS THAT  
PROVIDE EQUAL  
OPPORTUNITIES FOR DIVERSE  
TALENT IN FRONT AND BEHIND  
CAMERA**

[SEE MORE ↗](#)

**SUPPORT  
PROGRAMMING THAT  
EMPOWERS AND CULTURALLY  
CONNECTS WITH DIVERSE AND  
INCLUSIVE SEGMENTS**

[SEE MORE ↗](#)



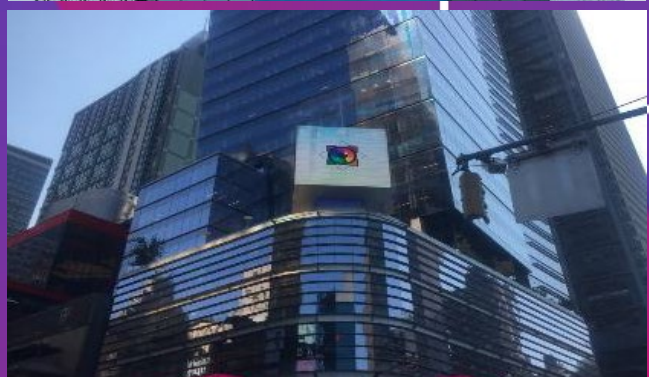
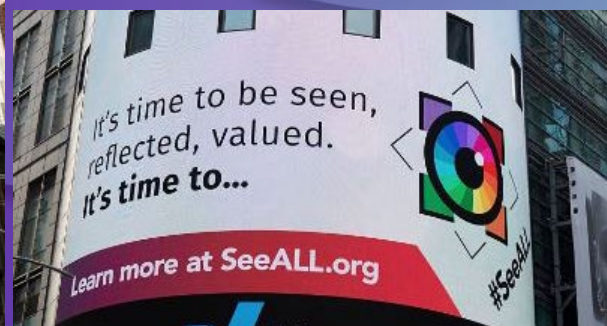
# AIMM

## #SeeALL Movement



**#SeeALL**

AIMM's #SeeALL is an industry-wide movement to drive increased accurate representation of Multicultural and Inclusive segments in ads and programming by prioritizing the use of cultural insights in the content in order to connect with consumers at the heart, thus maximizing corporate growth



Advertising Week 2019 kicked off launch of industry movement with times square takeover – Sept 2019

# Open Letter To the Industry Propelling Sustainable Change

# ADWEEK

September 23, 2019



**AN OPEN LETTER TO BRANDS, MARKETERS, ADVERTISERS:**

It's time to #SeeALL.

As marketers, our role is simple: deliver growth. Today's modern family - our customer - is increasingly multicultural by nature and we must make sure our work reflects that. For this reason, our companies should reach out to consumers in relevant and meaningful ways that ultimately have the ability to connect with our customers while lifting corporate growth. Everyone should feel included and valued. It's time to celebrate diversity. Highlight what makes us different and what brings us together as a society.

According to the US Census, more than 40% of the U.S. population identifies as Hispanic, African American, Asian or of mixed ethnicities. We all can and must elevate the importance of reaching multicultural consumers - strive to deliver relevant communication appropriately suited for them when and where they are most receptive. Media planning should be holistic; marketers' investments should allow them to connect genuinely with ALL consumers through a mix of both dedicated channels and non-ethnic/race dedicated media in order to optimize business outcomes. Regardless of the platform, marketers should connect via cultural insights in order to maximize impact.

A recent study, "U.S. Multicultural Media Forecast 2019", conducted by PQ Media on behalf of the ANA's Alliance for Inclusive and Multicultural Marketing (AIMM), estimated that multicultural media investments account for only 5% of the industry's overall marketing. Marketers are missing the opportunity to connect with consumers if they believe that "one size fits all", improving on this while maintaining healthy spending in national media is a business imperative. Let's challenge ourselves to drive growth in our business and in doing so, to bring America with us.

Step up and take a bold stand. If not us, then who? If not now, then when? Join the ANA and AIMM. It's time to #SeeALL.



www.anaaimm.net

An Initiative of the ANA's Alliance for Inclusive and Multicultural Marketing

www.seeall.org

## We Believe...

More than ever, consumers now expect to be seen

To be reflected. To be respected.

Brands can make **lasting, meaningful connections** by doing more than scratching the surface.

Diverse casting may be a start, but it's not enough.

It's time to **go further and deeper.**

To touch hearts with **cultural insights** that truly connect.

To emphasize what **unifies us** and what makes us **unique.**

Consumers are telling brands to **"show us you know us."**

They are demanding marketers to **See ALL.** See ALL of us.

**#SeeALL** the ways we live and love.

**#SeeALL** the ways we celebrate and fascinate.

**#SeeALL** our preferences and concerns.

Expand your brand's world view so you can experience the growth your brand deserves.

It's time to make the commitment to **#SeeALL.**

See ALL of Us - who we are and who we can be to you.

Join AIMM @ #SeeALL

 Ty Ragan Chief Marketing Officer The Hershey Company	 Bob Eckstein Senior Director of Brand Marketing PepsiCo	 Michael J. Perry Chief Marketing Officer The Coca-Cola Company	 Johnnie Williams Chief Marketing Officer The Coca-Cola Company	 Loretta England Senior Director of Brand Marketing PepsiCo	 Robert Kaplan Senior Director of Brand Marketing PepsiCo
 Bill Dwyer Senior Director of Brand Marketing PepsiCo	 Carlos Lopez Senior Director of Brand Marketing PepsiCo	 Jennifer Lopez Senior Director of Brand Marketing PepsiCo	 Alan Ruffin Senior Director of Brand Marketing PepsiCo	 Jeff Green Senior Director of Brand Marketing PepsiCo	 Robert Kaplan Senior Director of Brand Marketing PepsiCo
 Jay Friedman Senior Director of Brand Marketing PepsiCo	 Eric Fendley Senior Director of Brand Marketing PepsiCo	 Howard Kaplan Senior Director of Brand Marketing PepsiCo	 Chris Greider Senior Director of Brand Marketing PepsiCo	 Shelley Paine Senior Director of Brand Marketing PepsiCo	 Nolan Riley Senior Director of Brand Marketing PepsiCo
 Wes Lind Senior Director of Brand Marketing PepsiCo	 Alex Suprenant Senior Director of Brand Marketing PepsiCo	 Antonio Lago Senior Director of Brand Marketing PepsiCo	 Steve Gifford Senior Director of Brand Marketing PepsiCo	 Eviy Mancilla Senior Director of Brand Marketing PepsiCo	 Pamela Marchand Senior Director of Brand Marketing PepsiCo
 Laura Anderson Senior Director of Brand Marketing PepsiCo	 John O'Connell Senior Director of Brand Marketing PepsiCo	 David Taylor Senior Director of Brand Marketing PepsiCo	 Robert Kaplan Senior Director of Brand Marketing PepsiCo	 Steve Gifford Senior Director of Brand Marketing PepsiCo	 Eviy Mancilla Senior Director of Brand Marketing PepsiCo
 Howard Kaplan Senior Director of Brand Marketing PepsiCo	 Steve Gifford Senior Director of Brand Marketing PepsiCo	 Eviy Mancilla Senior Director of Brand Marketing PepsiCo	 Pamela Marchand Senior Director of Brand Marketing PepsiCo	 Steve Gifford Senior Director of Brand Marketing PepsiCo	 Eviy Mancilla Senior Director of Brand Marketing PepsiCo



# Example of Support from AIMM Member Companies

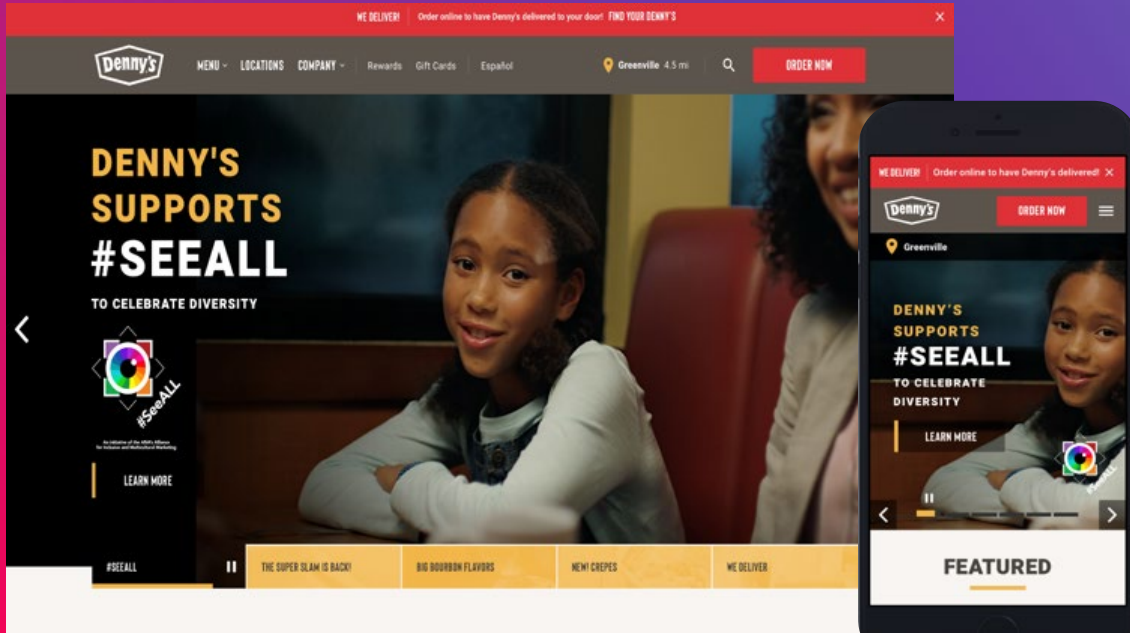


**SOUTHERN NEW HAMPSHIRE UNIVERSITY SUPPORTS #SEEALL**

Learn more at [SeeALL.org](https://SeeALL.org)

snhu

#SeeAll



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**DENNY'S SUPPORTS #SEEALL**

TO CELEBRATE DIVERSITY

LEARN MORE

#SEEALL

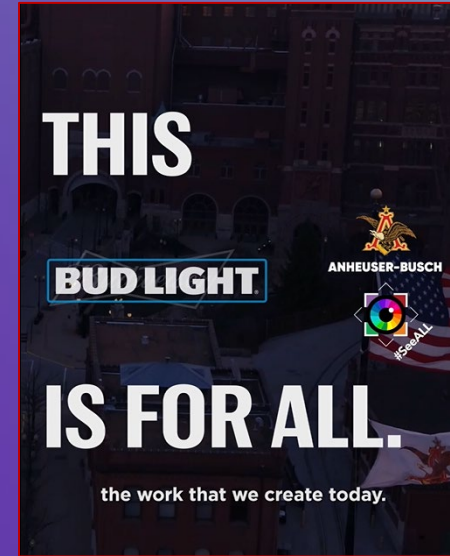
THE SUPER SLAM IS BACK! BIG BOORBN FLAVORS NEW! CREPES WE DELIVER

WE DELIVER! Order online to have Denny's delivered to your door! FIND YOUR DENNY'S

Denny's ORDER NOW Greenville

DENNY'S SUPPORTS #SEEALL TO CELEBRATE DIVERSITY LEARN MORE

FEATURED



**THIS**

**BUD LIGHT**

ANHEUSER-BUSCH

#SeeAll

**IS FOR ALL.**

the work that we create today.





**#SeeALL**

In 2021, at a time when Americans are fighting for equity, social justice and even their lives, AIMM has a responsibility to rally the industry together and get people out of their comfort zones, in order to foster a world of holistic cultural representation and equity for all

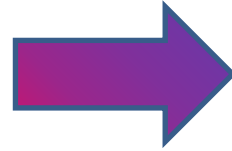


# #SeeALL

To commemorate the one-year anniversary of #SeeALL movement, AIMM shifted its attention from Madison Avenue to Hollywood, with a message that highlighted the need for greater representation and cultural connections in programming.



**MADISON AVE**



**HOLLYWOOD**

# Letter to the Entertainment Industry: Hollywood Reporter

Thanks to the support of IW for designing the ad and to OMD for gaining the space as an in-kind contribution to AIMM!





Billy Porter



Jamie Chung



Lin Manuel Miranda

Thank you to WI and TDW agencies for engaging these amazing celebrities and gaining their participation



Isis King



Nicole Scherzinger



Daniel Dae Kim

#SeeALL  
Anniversary With  
A Call To Action  
To Hollywood.

Thank you to **WI**  
for the creation  
of this  
masterpiece for  
AIMM and to  
**OMD** and **ABC**  
**and NBC**  
**Networks** for  
their work and  
support of the  
broadcast of this  
spot



# Media Report

## Press Release Results To-Date:

**Total Potential Audience: 78 million**

**Total Impressions: 777,393,504**

## Media Reach via EMMY's and ABC NY and LA

**:30 MM households+**

**:60 spot ran 4x in NY and 7x in LA**

## Media reach via NBC's People's Choice Awards

**:15 spot ran nationally**

**Reached nearly 700K people nationwide**





# The Time is NOW

## 2021 Plan

# 2021 OBJECTIVE: BUSINESS & BRAND GROWTH

## AIMM'S ALIGNMENT WITH ANA'S GROWTH AGENDA



# #1

## Brand Experience, Creativity and Media: Drive More Human Brand Experiences

- ❑ Amplify #SeeAll

- ❑ Audit and address understanding, capabilities and buy-in of MC&I segments "beyond the choir" in order to maximize growth

- ❑ Address the need for a more diverse supply chain and support for more diverse partnerships & programs by serving as a conduit between companies, agencies and organizations- highlighting those with minority certification



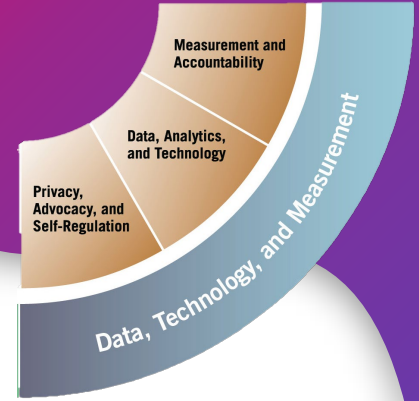
**THE  
HUMAN  
BRAND**





# #2

## Data, Technology and Measurement: Harness the True Promise of Data and Technology



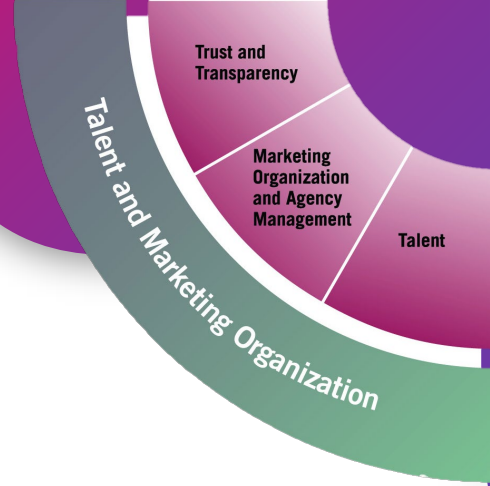
- ❑ Establish CIIM metric as **THE** gold standard industry measure to assess the impact of culture in both programming and advertising
- ❑ Ensure data is accurate and that vendors are transparent about the information they are providing marketers so that attribution of growth can be given to the right segments



# #3

## Talent and Marketing Organization: Achieve True Diversity and Inclusion Throughout Marketing's Talent Pool

- ❑ Prioritize Diversity Equity and Inclusion (DEI)
- ❑ Achieve equity in representation of all segments throughout the corporate leadership, including a seat/voice at the table
- ❑ CMO accountability tool



# #4

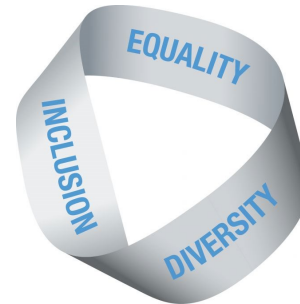
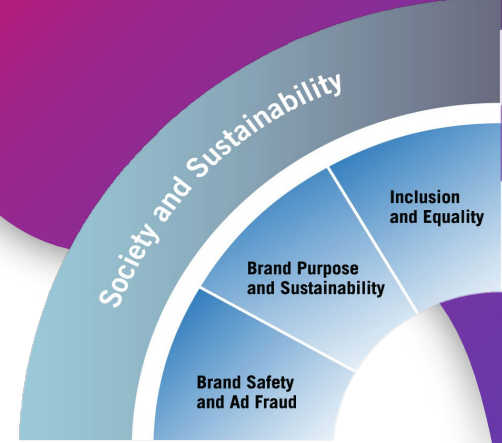
## Society and Sustainability: Foster More Equitable and Sustainable Societies

### ❑ Ignite #SeeALL Movement In Hollywood And Madison

- Further galvanize momentum and call-to-action in order to eliminate bias and promote inclusivity/fair representation in ads and programs

### ❑ Boost AIMM Membership, Impact and Branding

- AIMM will then become the undeniable leader on all things DEI, Multicultural and Inclusion



# The Time Is Now...

Join the movement to effect change in our industries



For more information, visit us at: [www.anaaimm.net](http://www.anaaimm.net)  
Contact: Karla Lucia [karla@anaaimm.net](mailto:karla@anaaimm.net)