

2020 MULTICULTURAL MARKETING & DIVERSITY CONFERENCE

Bob Liodice

Chief Executive Officer

ANA





ANA

AIMM

ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING

2020

A Tough Year

- COVID-19
- Economy in free fall/partial recovery underway
- Racial Injustice
- **A time for healing and revival**



**“Love.
Love the humans you serve.
Love your brands.”**

**When there is love
there is courage.”**

Mathilde Delhoume
Global Chief Brand Officer

LVMH

“It’s in our brand purpose to be conveyors of conviviality, where the world will be a better place if we build bridges and unleash the power of human connections.”



Pernod Ricard

ANN MUKHERJEE

Chair and CEO



COMCAST



Be a force
for **good...**

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer

ANA *GROWTH AGENDA*



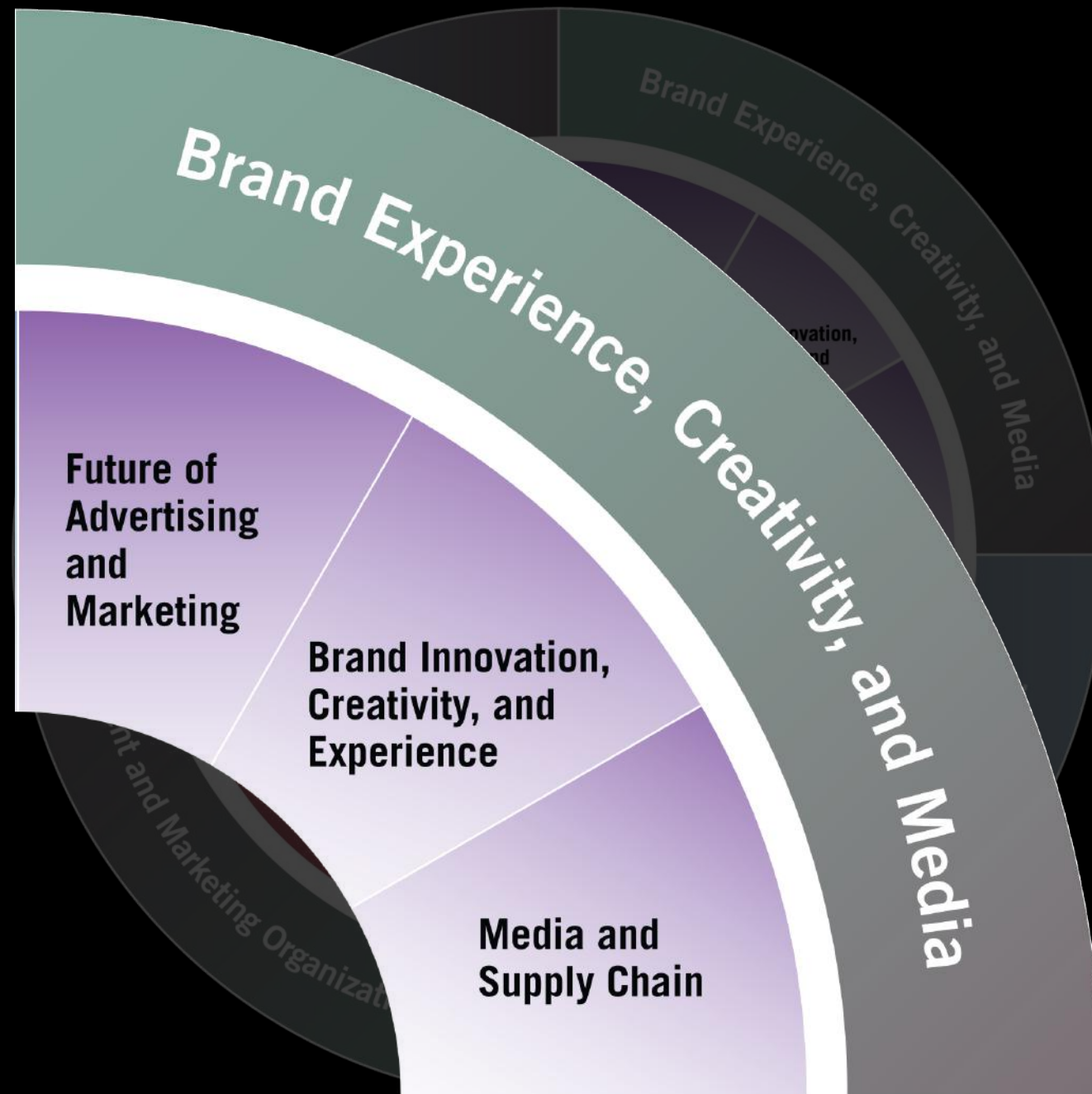


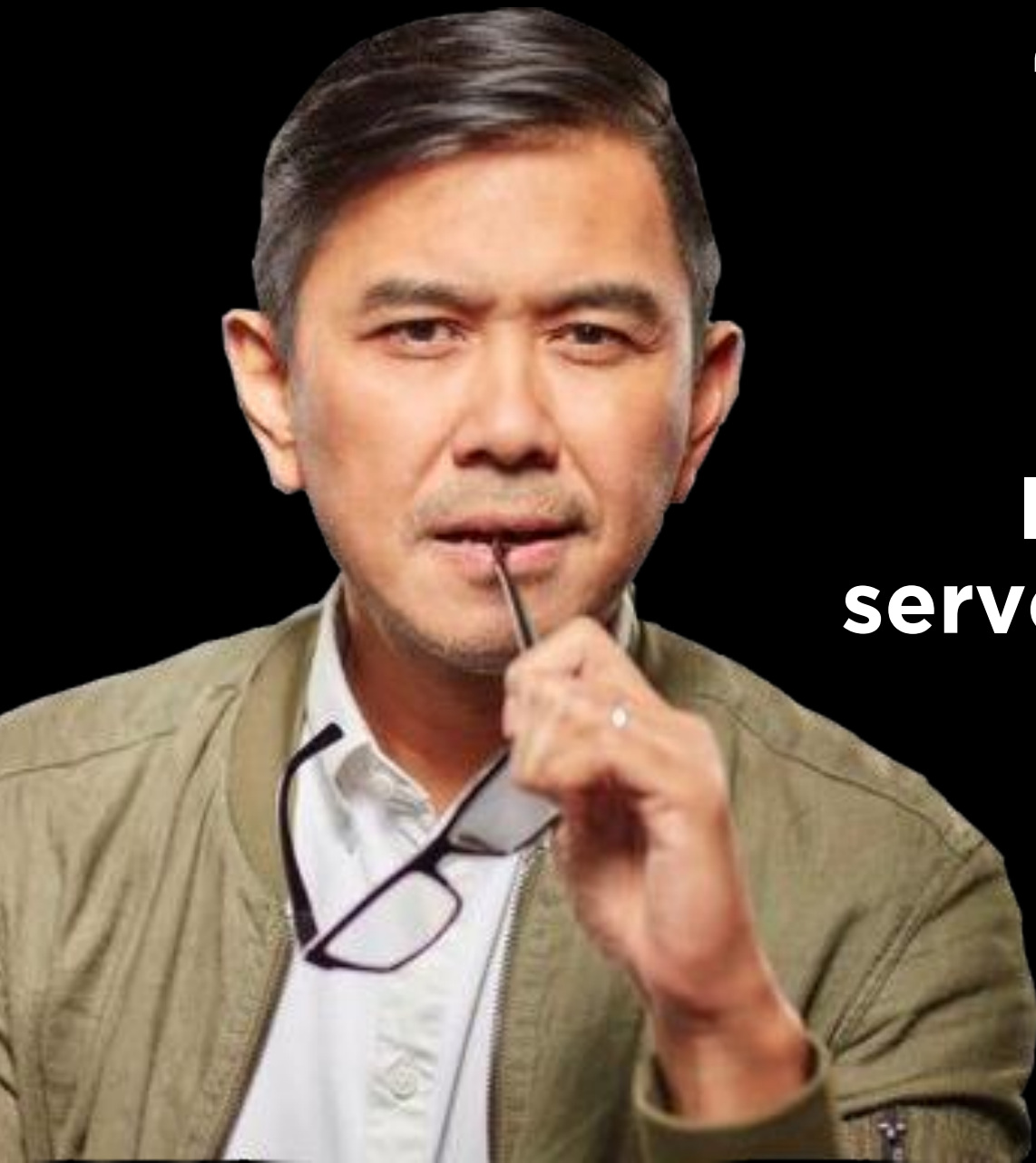
***HUMANITY
FOR GROWTH***



Microsoft

ANA **GROWTH** **AGENDA**





“The marketing profession
needs to **obsess about the
humans at the heart of
business.**”

If we can figure out how to
serve their needs, this will be a
much richer profession.”

DEAN ARAGON

Chief Marketing Officer





“The brands that people cherish and value the most will reflect **how the entire company serves people, society, and the planet.”**

This is the truth about brands that the coronavirus has revealed.”

FRANK COOPER III
Global CMO

BLACKROCK

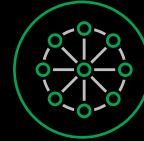


GILLETTE

MEDIA CHALLENGES



Brand-safe environments



A transparent ecosystem where we can clearly understand true value in the ecosystem (agencies & media owners alike)



Ecosystems and relationships with customers that follow all privacy laws



A clear path to understanding the transition to the evolving digital ecosystem

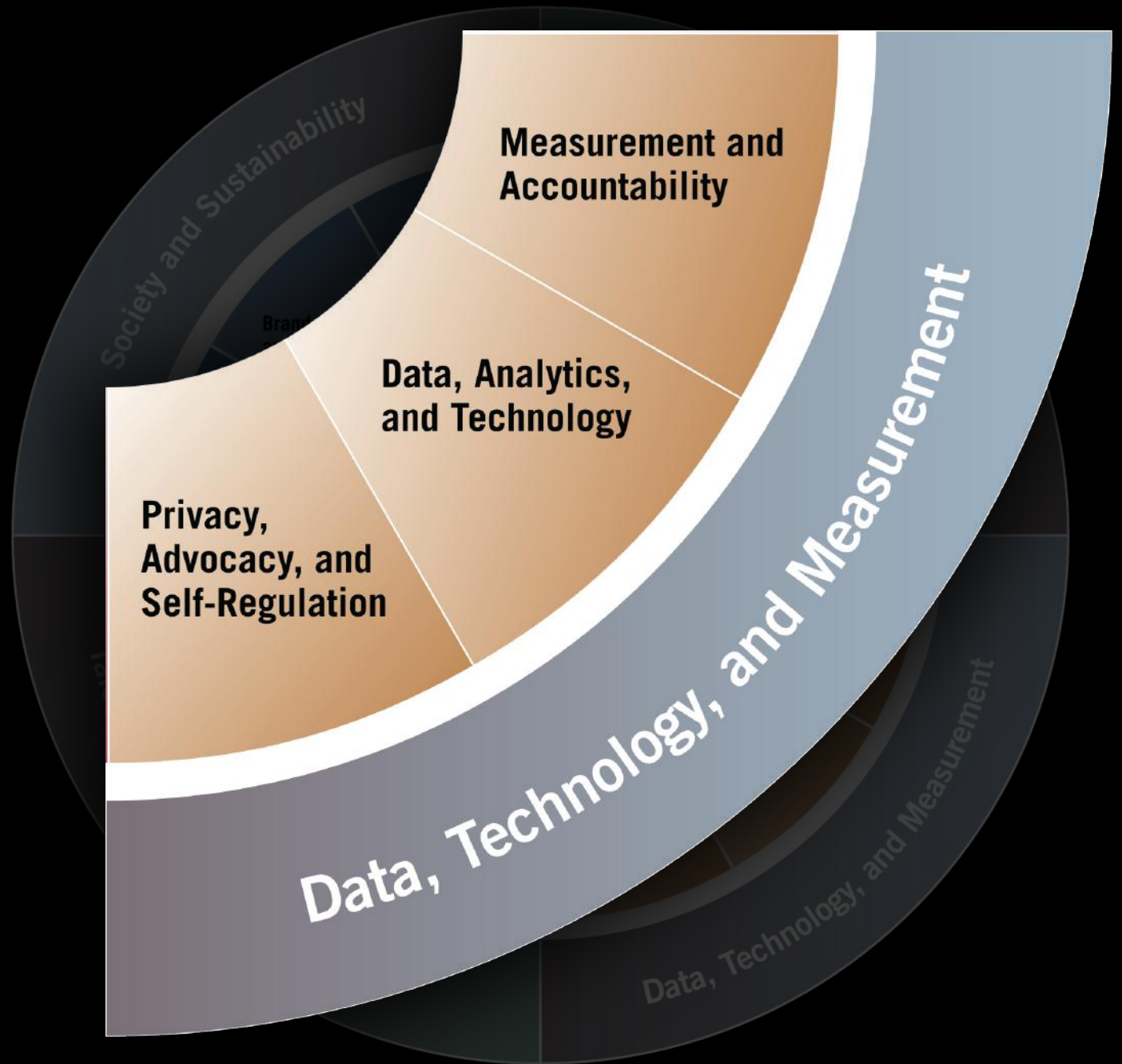


Maximize our investments across channels — more difficult in the world of walled gardens



Reform in the largest video marketplace in the world

ANA **GROWTH** **AGENDA**



**“Data is critical to how
we drive our businesses
and make decisions...**

**And we have more data
and better data than
ever before.”**



Esther Lee
EVP & Chief Marketing Officer



And, Yes...

**... that includes data for
Multicultural Media and
Marketing**



pqmedia
CUSTOM MEDIA RESEARCH

KEY FINDINGS

Multicultural Marketing
represents only

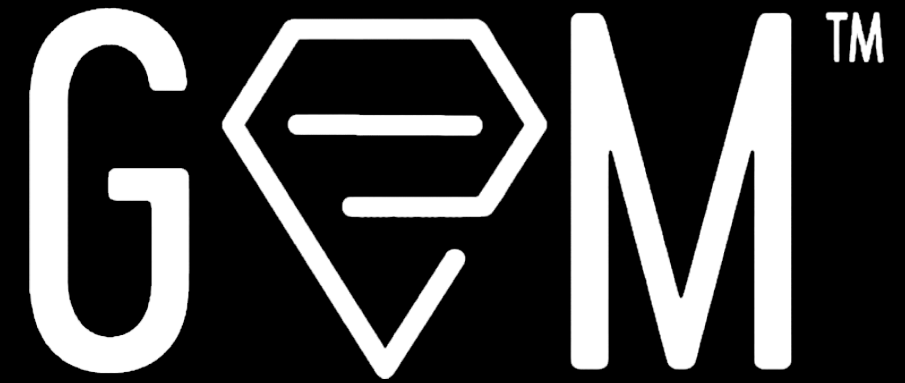
5%

of the total advertising spend

Only

55%

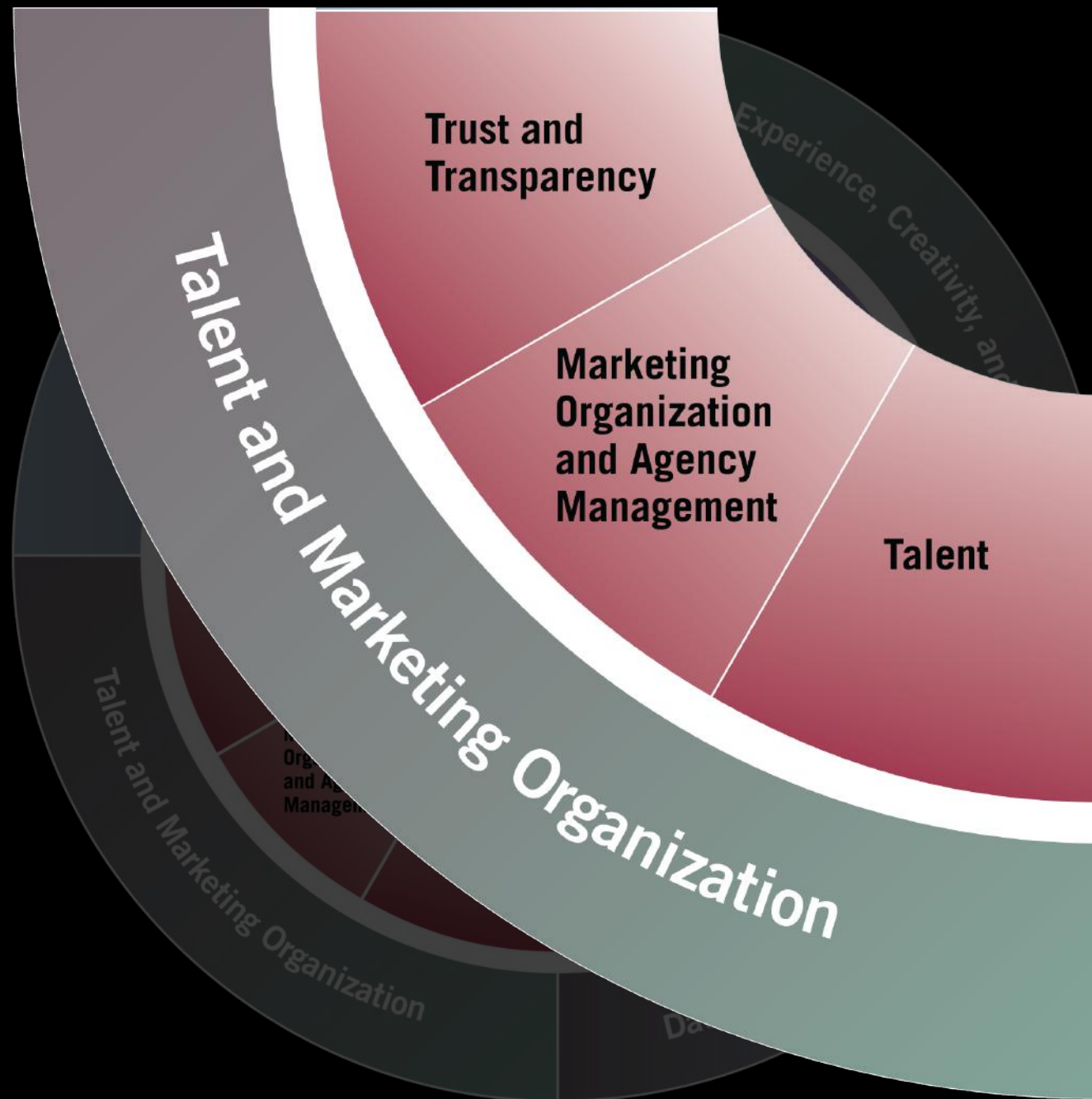
of marketers employ
Multicultural Marketing





WAVIO/SEESOUND

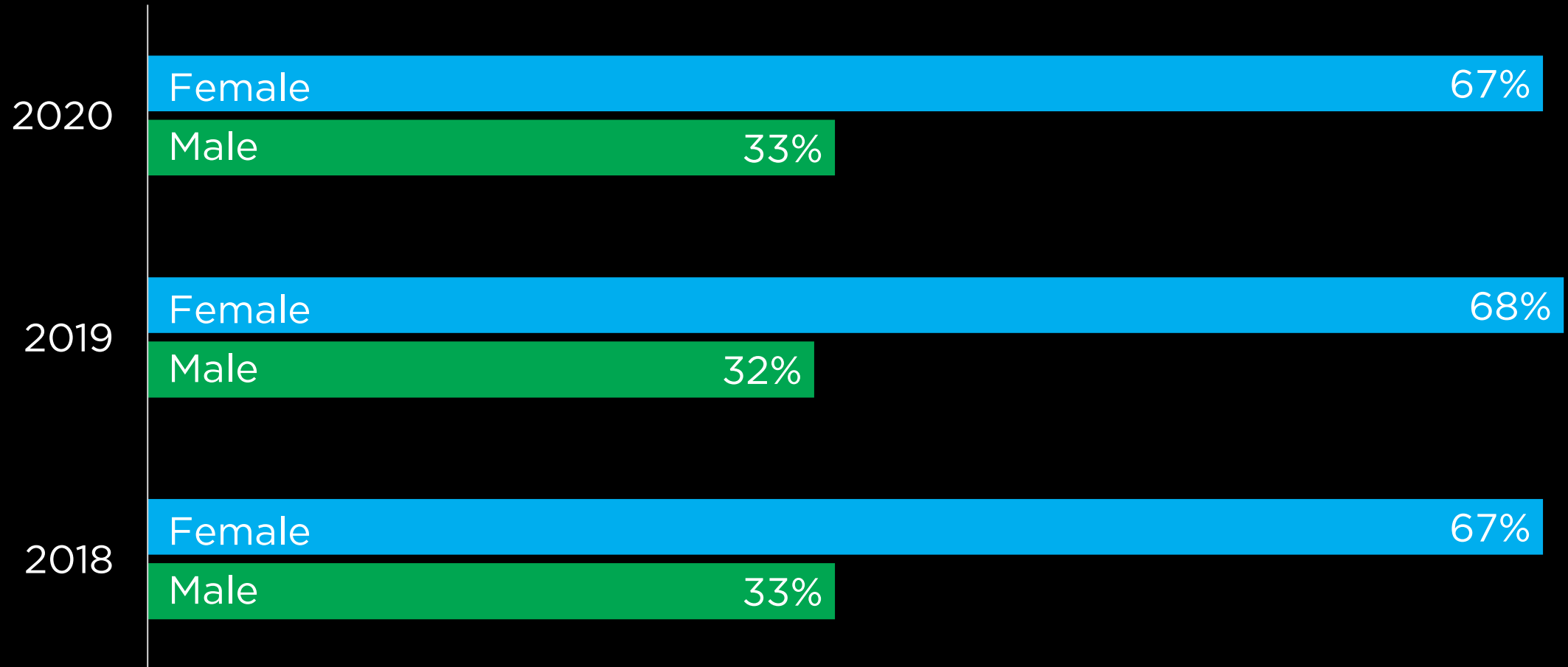
ANA **GROWTH AGENDA**





A DIVERSITY REPORT FOR THE ADVERTISING/ MARKETING INDUSTRY

ANA MEMBERSHIP GENDER

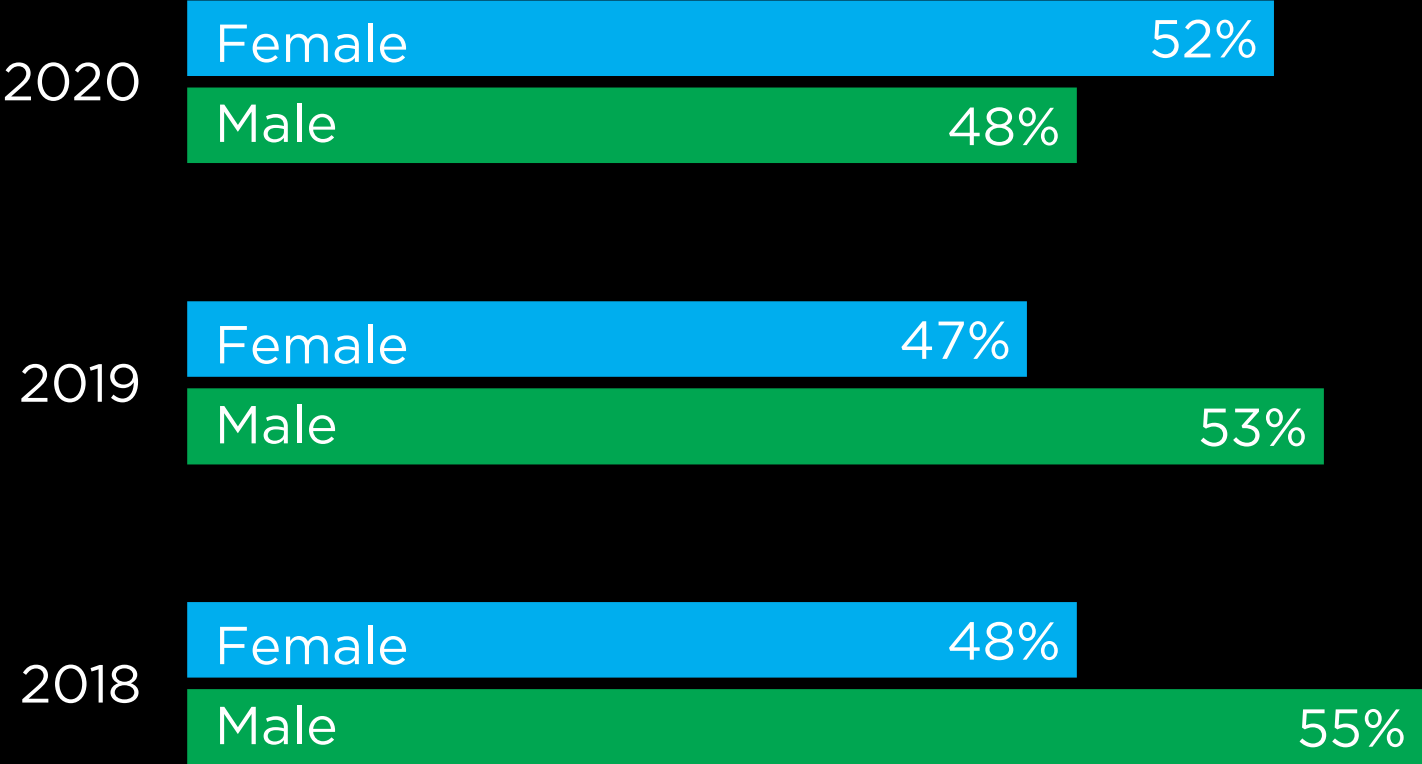


ANA MEMBERSHIP ETHNICITY

	Caucasian	African-American/ Black	Asian	Hispanic	Other
2020	74%	6%	10%	8%	2%
2019	75%	6%	9%	8%	2%
2018	74%	6%	10%	8%	2%

CHIEF MARKETING OFFICERS

GENDER



CHIEF MARKETING OFFICERS ETHNICITY

	Caucasian	African-American/ Black	Asian	Hispanic
2020	88%	3%	5%	4%
2019	88%	3%	5%	4%
2018	87%	3%	5%	4%



NIKE

CERTIFIED DIVERSE SUPPLIERS FOR MARKETING AND ADVERTISING

OCTOBER 2020

In May 2020, the ANA published [“The Power of Supplier Diversity.”](#) That study revealed a large majority (75 percent) of ANA members have strategic plans in place to hire diverse suppliers for their overall organizations, but only 40 percent have such strategies specifically for marketing and advertising services. Furthermore, according to the study, finding diverse suppliers for marketing and advertising services is a challenge.

In June, ANA and its diversity initiative, The Alliance for Inclusive and Multicultural Marketing (AIMM), published an open letter titled, [“ANA/AIMM Commitment to Equality, Inclusion, and Systemic Change.”](#) The letter called for the development of an equitable creative supply chain through strategic investments in agencies, broadcasters, suppliers, and producers owned or run by Black, Hispanic, Asian, Indigenous, and LGBTQ+ people, and people with disabilities.

As a follow-up to the above, we have curated this list of Certified Diverse Suppliers, which will be updated on a regular basis. If you have suggestions for diverse suppliers, or other comments, please email us at diversesuppliers@ana.net.



#	COMPANY	TYPE	WEBSITE	CERTIFICATIONS					
				NMSDC	WBENC	NGLCC	WOSB	MBE	OTHER
1	1820 Productions	Video Production	1820productions.com	NMSDC					
2	1964 Agency	Agency	1964agency.com					MBE	
3	9thWonder	Agency	9thwonder.com					MBE	
4	AAAZA	Agency	aaaza.com	NMSDC					
5	Acento	Agency (Cross-Cultural)	acento.com	NMSDC					
6	AdlOptics	Agency Auditors	adopadvisors.com			NGLCC			
7	Advertising Audit Services International	Contract Compliance Auditing	adauditservintl.com	NMSDC				MBE	
8	Advertising Production Resources (APR)	Production Consultancy	apro.com		WBENC				
9	Alice Ellis Casting	Agency (Talent)	elliscasting.com		WBENC				
10	The Allen Lewis Agency	Agency	theallenlewisagency.com	NMSDC					
11	ALOM	Marketing Program Material Ordering and Fulfillment	alom.com				WOSB		WBE
12	American Urban Radio Networks	Media Company (Radio)	aurm.com	NMSDC					
13	Anchor Media Services LLC d/b/a Anchor Trading	Corporate Trade/ Media Buying	anchortrading.com						SDVOB NVBDC

NMSDC: National Minority Supplier Development Council • WBENC: Women's Business Enterprise National Council • NGLCC: National LGBT Chamber of Commerce • WOSB: Woman-Owned Small Business
 MBE: Minority Business Enterprise • MWBE: Minority/Women-owned Business Enterprises • WBE: Women Business Enterprise • WMBE: Women/Minority Business Enterprise • WMBC: Woman/Minority Business Certification
 WEConnect: International Women-Owned Business • SDVOB: Service-Disabled Veteran-Owned Business • D-U-N-S: Dun and Bradstreet Number • SBE: Small Business Enterprise

aef

**THE ANA
EDUCATIONAL
FOUNDATION**

ALL DISCONNECT STUDIES HAVE AN ACTION PLAN

TALENT



*MADE
Program*

DIVERSITY



*Inclusion
Index*

ANALYTICS



*Case
Studies*

STRUCTURAL

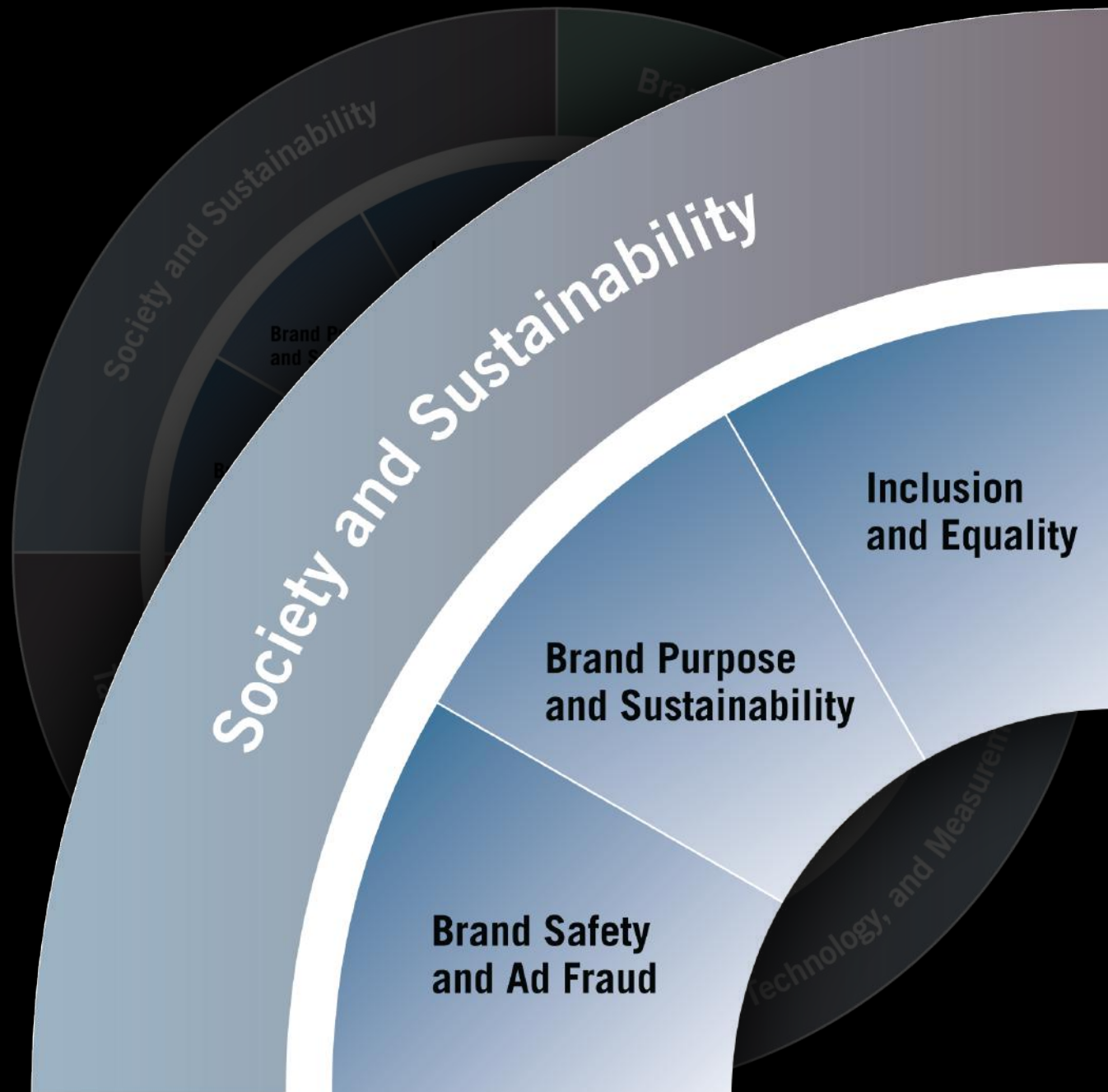


*Entry-Level
Commitment*



AEF INTERN

ANA **GROWTH** **AGENDA**



OBJECTIVES / MANDATES

Achieve equal
representation in
advertising and media

Eliminate systemic
investment inequalities in
advertising and media

Accurately portray all
humanity to eliminate bias
and racism

Eliminate hateful content





EMMYs



ANA/AIMM Commitment to Equality, Inclusion, and Systemic Change

from America's Marketers, Media Companies, Agencies, Production Companies, and Service Providers

At ANA and AIMM, we strongly believe that every person — regardless of race, ethnicity, sexual orientation, gender identity, ability, religion, age, or culture — should have equal rights, equal representation, opportunities, support, understanding, respect, consideration, voice, and the ability to achieve their full potential. For more than 20 years, we have used our collective voices, reach, and commitment to create an industry that is more inclusive, understanding, and reflective of diverse segments. Although we have done a lot, it is not enough.

As we experience unprecedented loss due to the novel coronavirus, Black and Brown communities continue to face an age-old virus that has infected America for four centuries: racism. As America marches for an end to racism, injustice, and inequality against Blacks, the marketing and advertising industry is here to say we see you, we hear you, we are with you, and we commit to do everything in our individual and collective power to end systemic racism and achieve equality and justice.

As marketers and industry leaders, we commit to unflinchingly examining our own history and current practices to shine a light on systemic and institutional biases that exist within the industry. We can no longer accept the shortcomings of many of our diversity and inclusion initiatives. We commit to examining why they haven't done enough and what action is needed to advance. And we commit to interventions that will have an immediate and sustained impact on equality, inclusion, and systemic change in our ecosystem and in our society.

- **We will achieve representation that better reflects our country's demographics throughout the industry:** marketers, media companies, agencies, production companies, and service providers. This means equity in representation at every level, access, and voice — in other words, a seat at the table. In our yearly diversity reports to the industry, we will include clear actionable steps and guidelines for companies to achieve parity and extend that work to the balance of the industry.
- **We will conduct courageous conversations and work with our membership's Employee Resource Groups (ERGs) to understand the systemic inequities throughout the industry so that together we can establish programs that can fix these systems.**



#SeeALL



SEEALL 2020

SEEHER

ANA

SEEHER GROWTH MISSION

To accurately portray
all women and girls in
marketing, advertising,
media, and entertainment,
so they see themselves
as they truly are and
in all their potential





SeeHER



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ANA Chairman & Chief Brand Officer



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