



STEPPING UP TO LEAD WITH **MULTICULTURAL MARKETING**

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Chief Brand Officer

ANA Multicultural
November 17, 2020



**FORCE FOR GOOD &
FORCE FOR GROWTH**

Priorities



**PROTECTING
P&G PEOPLE**



**SERVING
CONSUMERS**



**SUPPORTING
COMMUNITIES**







Gillette

THE NEW ROUTINE

GROOMING TIPS FOR YOUR
NEW ROUTINE

Questions about grooming at home?
Ask in the comments and our
Barber Council will get you an

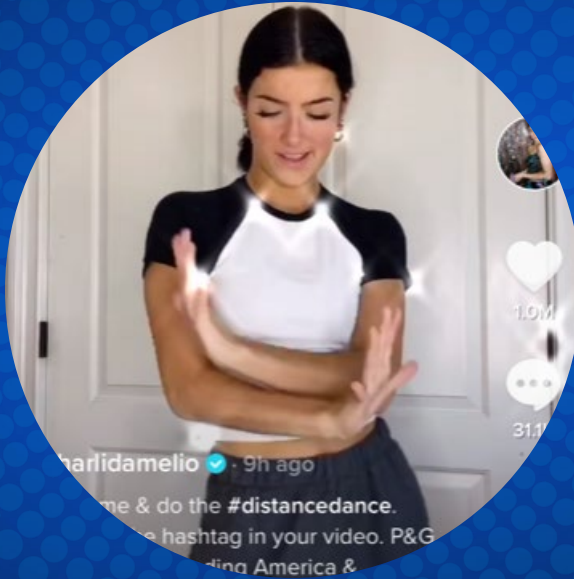
**MASK ON,
SHINE ON**



KEEP YOUR
HEALTHY
DR. FRANK













ESTAMOS UNIDOS
de AMÉRICA



| P&G



© CBS NEWS SPECIAL

JUSTICE FOR ALL

WITH GAYLE KING

TUESDAY 10/9c

#JUSTICEFORALL

JOHN LEWIS
CELEBRATING A HERO

TUESDAY 10/9c

© CBS







A close-up, blue-tinted photograph of a woman's face. She is wearing a thick, textured knit hat. Her eyes are looking slightly upwards and to the right. The word "ACTION" is overlaid in the center of the image in a bold, white, sans-serif font.

ACTION

A close-up, low-key photograph of a person's face, focusing on the right eye and the bridge of the nose. The lighting is dramatic, highlighting the texture of the skin and the intensity of the gaze. The background is dark and out of focus.

OUR LIVES

MATTER

STEP UP

WITH DETERMINED ACTION

The P&G logo is centered within a blue circle that has a white outline. The circle is filled with a gradient of blue, transitioning from a lighter shade at the top to a darker shade at the bottom. The letters 'P&G' are written in a white, serif font.

P&G

The text 'EQUALITY, INCLUSION & SYSTEMIC CHANGE' is centered within a black circle that has a white outline. The circle is filled with a solid black color. The text is written in a white, sans-serif font.

**EQUALITY,
INCLUSION
& SYSTEMIC
CHANGE**

The ANA AIMM logo is centered within a white circle that has a white outline. The circle is filled with a white background. The text 'ANA' is written in a green, sans-serif font. Below it, 'AIMM' is written in a large, bold, black, sans-serif font. At the bottom, 'ALLIANCE FOR INCLUSIVE AND MULTICULTURAL MARKETING' is written in a smaller, black, sans-serif font. The logo is surrounded by a colorful, multi-colored arc at the bottom, with colors including orange, red, purple, and green.

ANA
AIMM
ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING

STEP

1

EQUAL REPRESENTATION IN THE CREATIVE & MEDIA SUPPLY CHAIN

=

=

=

=

STEP

1

EQUAL REPRESENTATION IN THE CREATIVE & MEDIA SUPPLY CHAIN

MARKETERS

AGENCIES

PRODUCTION
CREWS

MEDIA
PROVIDERS

STEP

1

EQUAL REPRESENTATION IN THE CREATIVE & MEDIA SUPPLY CHAIN

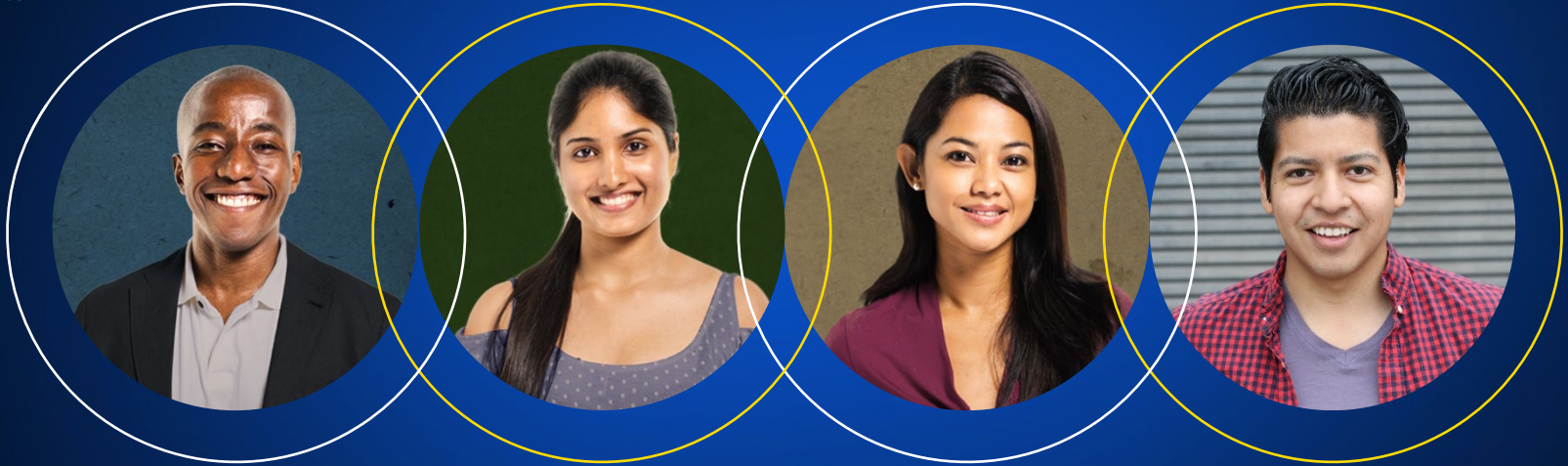


50% WOMEN | 50% MEN

STEP

1

EQUAL REPRESENTATION IN THE CREATIVE & MEDIA SUPPLY CHAIN



40% RACE AND ETHNICITY

13% Black | 18% Hispanic | 6% Asian-Pacific | 2% Native American



Old Spice





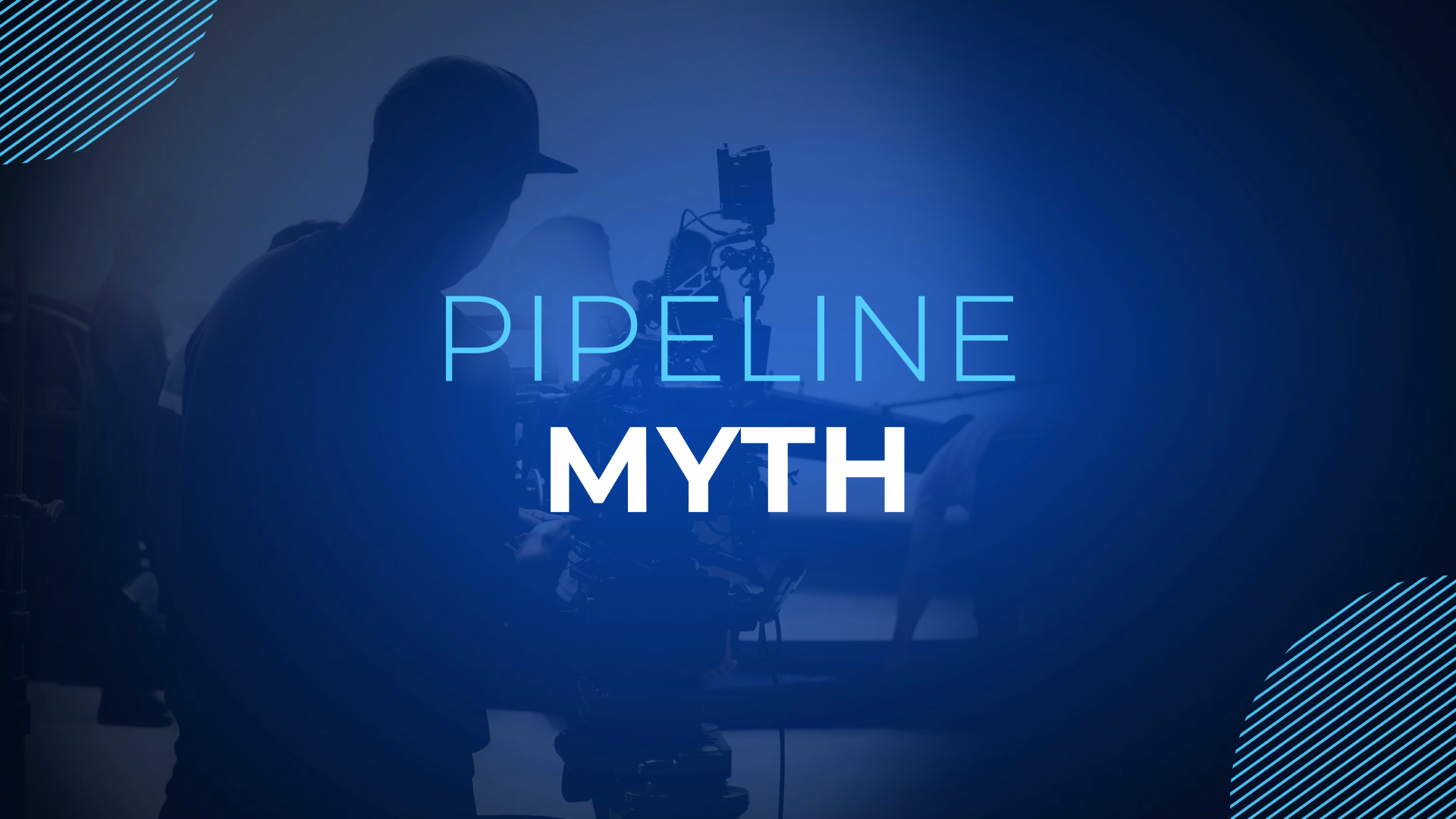
**DOUBLE DIGIT
GROWTH
PAST YEAR**







<5%
DIRECTORS




PIPELINE
MYTH



Queen Collective



ACCOUNTABILITY DASHBOARD

	GOAL	BRAND	AGENCY	PRODUCTION	MEDIA
WOMEN	50%				
RACE & ETHNICITY	40%				

STEP

2

ELIMINATE

SYSTEMIC INVESTMENT INEQUALITIES





ELIMINATE

SYSTEMIC INVESTMENT INEQUALITIES

5%

INVESTED IN
BLACK, HISPANIC,
ASIAN AND NATIVE
AMERICAN OWNED
BUSINESSES





ELIMINATE

SYSTEMIC INVESTMENT INEQUALITIES

5%


INVESTED IN
BLACK, HISPANIC,
ASIAN AND NATIVE
AMERICAN OWNED
BUSINESSES



40%

US MULTICULTURAL
POPULATION





THE SYSTEM
WAS BUILT FOR THE
MAJORITY



ELIMINATE **SYSTEMIC INEQUALITY**



ACCESS



ELIMINATE **SYSTEMIC INEQUALITY**

A flow diagram consisting of two black circles with white outlines, connected by a white arrow pointing from left to right. The left circle contains the word 'ACCESS' in white, and the right circle contains the word 'INVESTMENT' in yellow. The background is a dark blue gradient with decorative light blue diagonal lines in the top-left and bottom-right corners.

ACCESS

INVESTMENT

ELIMINATE SYSTEMIC INEQUALITY

ACCESS



BET★



TV ONE
REPRESENT.

INVESTMENT



TELEMUNDO



UNIVISION

LNTV

ELIMINATE SYSTEMIC INEQUALITY

ACCESS

The diagram consists of two large circles on a dark blue background. The left circle is black with a white border and contains the word 'ACCESS' in white. A white arrow points from the right side of this circle to the left side of the right circle. The right circle is also black with a white border and contains the word 'INVESTMENT' in yellow, surrounded by eight white dollar signs (\$ \$ \$ \$ \$ \$ \$ \$) arranged in two rows of four.

INVESTMENT
\$ \$ \$ \$ \$
\$ \$ \$

ELIMINATE SYSTEMIC INEQUALITY

ACCESS



```
graph LR; A((ACCESS)) --> B((INVESTMENT));
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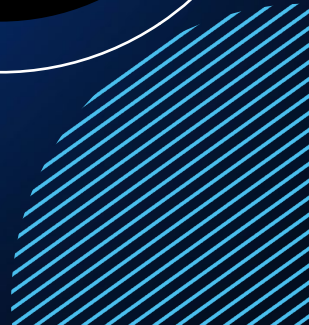
INVESTMENT

ELIMINATE SYSTEMIC INEQUALITY

ACCESS

INVESTMENT

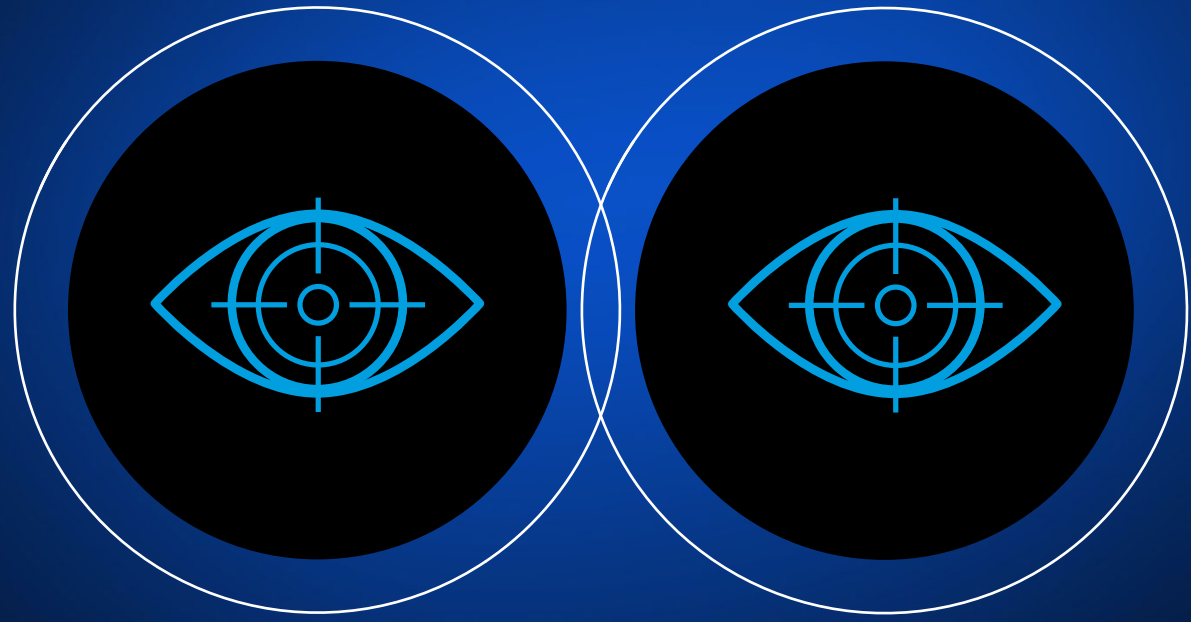
GROWTH

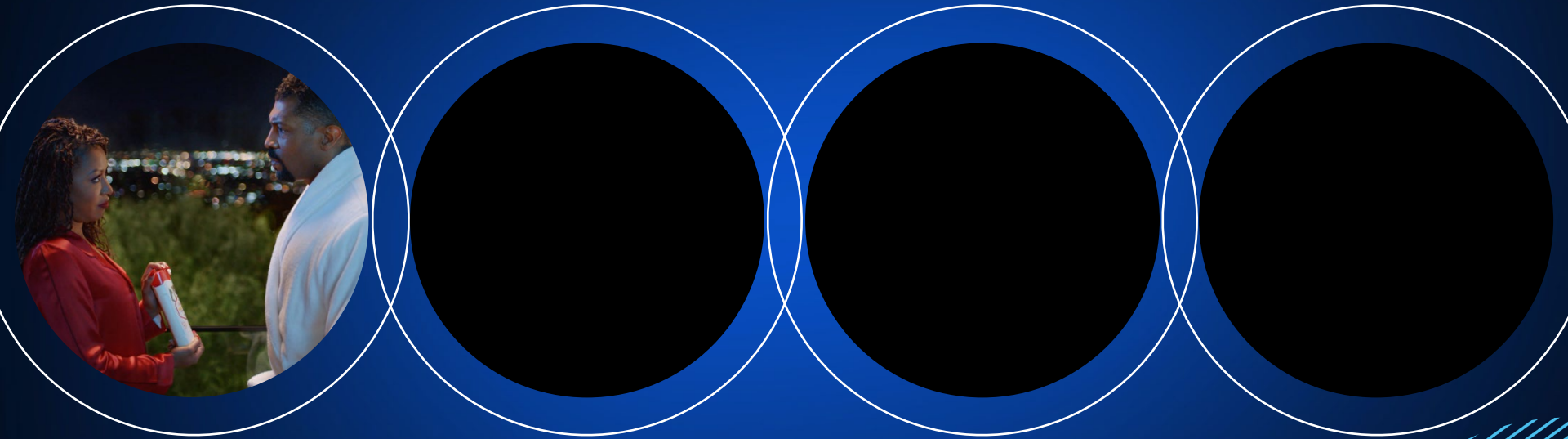




ACCURATELY

PORTRAY ALL HUMANITY















IMPROVING



IMPROVING



<5% SPEAKING ROLES





IMPROVING



<5% SPEAKING ROLES



1-2% LEADING ROLES



STEP

4

ELIMINATE

HATEFUL CONTENT ONLINE





ELIMINATE

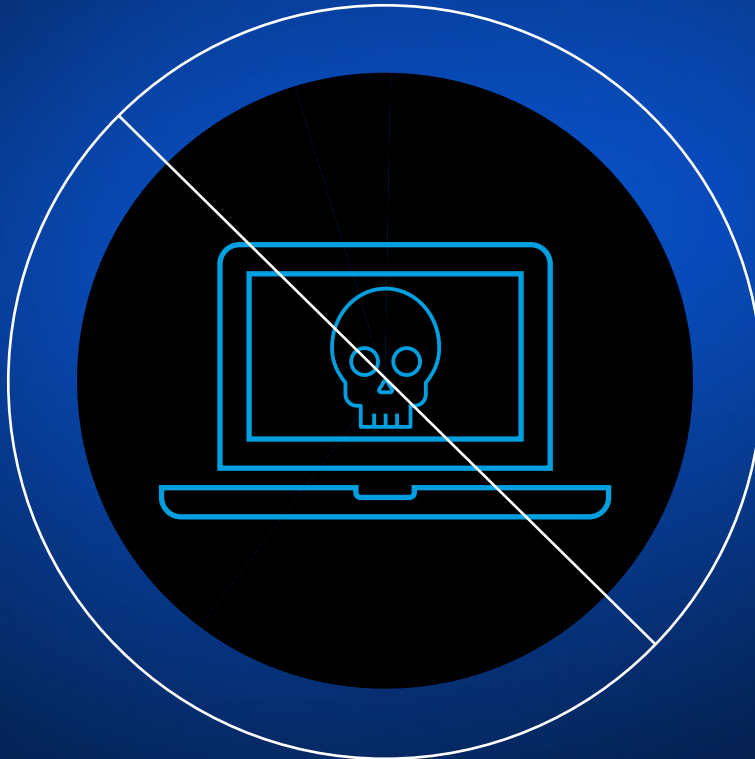
HATEFUL CONTENT ONLINE



ENFORCEMENT

TRANSPARENT
**COMMON
METRICS**

THIRD-PARTY
AUDITING



BRAND SAFE
ALTERNATIVES

ELIMINATING
HATEFUL
CONTENT SHOULD BE
TABLE STAKES





NO!

STEP **5**

CREATE **CONTENT FOR GOOD**



COVID-19
**CAN'T
CANCEL
PRIDE**



1

**ACHIEVE
EQUAL
REPRESENTATION**

2

**ELIMINATE
SYSTEMIC
INVESTMENT
INEQUALITIES**

3

**ACCURATELY
PORTRAY
ALL HUMANITY**

4

**ELIMINATE
HATEFUL
CONTENT ONLINE**

5

**CREATE
CONTENT FOR
GOOD**



STEP UP TO LEAD WITH
MULTICULTURAL MARKETING



**FORCE FOR GOOD &
FORCE FOR GROWTH**



Thank You