

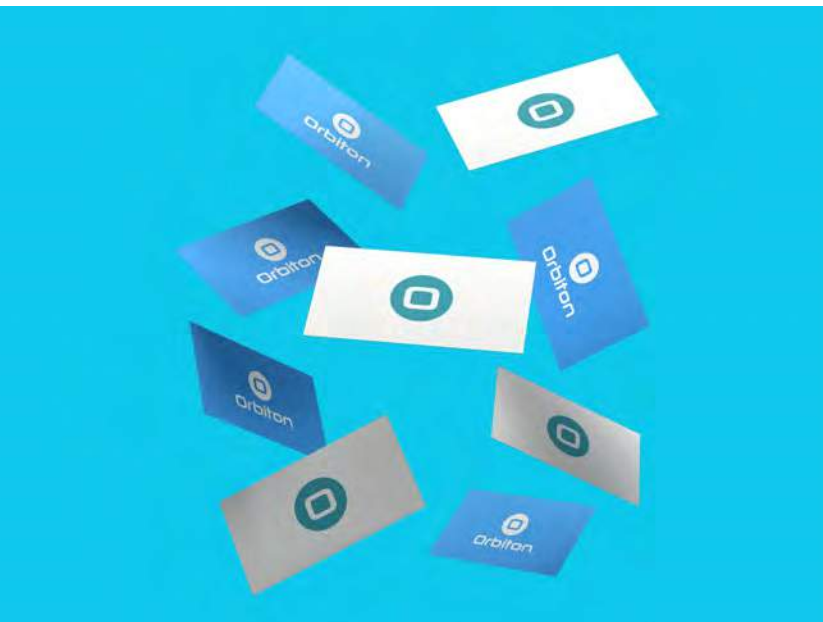
Ezequiel Hodari
Visual Design



**Creando
Marcas
con Valor**



servicios de inspección mediante el uso de drones





“YOUR MANAGEMENT MAY NEED A LITTLE BIT OF THE BUSINESS CASE BEFORE YOU GIVE THEM A LITTLE BIT OF THE RIGHT THING TO DO”

- Manoj Raghunandan

example, paying attention to the unique health needs of African Americans and Hispanics in this country. They were paying attention to health inequity and bringing education and knowledge to those communities...And, since 2019, this brand, which already had incredible household penetration, has grown household penetration by 5 percentage points. And I'm so proud of that team because, you know what? Fifty-seven percent of that household penetration came from African American and Hispanic households.”

Raghunandan also provides an important global perspective, reminding us that DEI has a powerful role in marketing around the world.

“We're working really hard in India, for example, to put women at the forefront of a lot of the work we do. They are incredibly important. I want to give a big shout-out to our sanitary protection team. Talking about periods in India is not something that's happening all the time. But that's a conversation that needs to happen, particularly among fathers and daughters. They created this incredible campaign, where they broach that topic and that conversation, where they show support for women — particularly for young girls — so they could be in an environment that was conducive to them better managing their period, which is better for their health.”

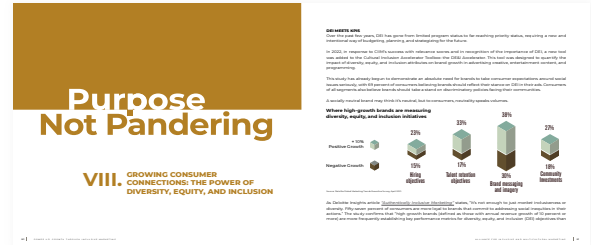
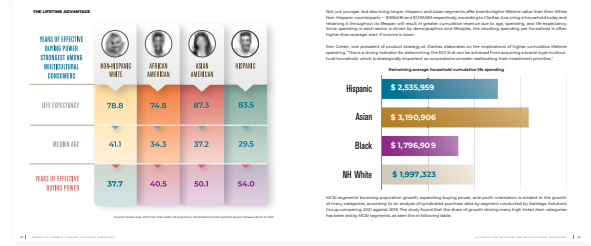
Another global example comes from the Neutrogena brand:

“We are doing a lot of work to help dermatologists better understand different skin colors. You know, you talk to dermatologists, and I think there's a stat that 47 percent of them would say they're not prepared to help Black or Hispanic patients. So how do we help them be more aware and more educated so we can have better health outcomes and skin outcomes? That's done through the Neutrogena brand. And that's done globally.”

Viewing DEI as a “job we all have to do in our real life,” Raghunandan is hesitant to relegate it to one function or area. “It's the job of every single employee every single day to create an environment where all of us can be our authentic selves.”

He points to the power of Employee Resource Groups in shaping company culture and creating action:

“If you can use your Employee Resource Group to help your DE&I efforts blossom, that's incredible...When people join these organizations, they join from a place of personal affinity, or from a desire to do more to help a community. So, you're already starting from a place of strength. And, I have to tell you, when you have people who care, you have one of the most powerful vehicles for change that you could ever have.”



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THE GROWTH ACCELERATORS
 AMM has always deemed three elements — creativity, analytics, and purpose — to be foundational to unlocking growth across M&A market segments. Now, McKinsey confirms companies that use all three of these elements, which is referred to as “the growth triple play,” are achieving “dramatically higher average growth rates. The research shows using the full growth triple play can boost average growth rates by 2.3 times compared to companies that don't use any of the three elements.”

Creativity, analytics, and purpose are at the very heart of the Cultural Inclusion Accelerator™, a toolbox empowering marketers with a suite of innovative value-driven metrics around diverse segments to guide and inform a brand's cultural journey. The Cultural Inclusion Accelerator new metrics address marketers' needs to grow and accelerate growth through more authentic cultural relevance, DEI reflections, and the full value of diverse-owned and/or diverse-targeted media, measuring what's critical for optimizing modern marketing strategies.

Cultural relevance is so much more than mere representation. Culture plays a key role in deepening the art and science of connecting with all audiences, with particular strengths for diverse audiences. Since the creation of the research tool CIM, which is part of the Cultural Inclusion Accelerator Toolbox, there has been significant improvement in the industry's ability to quantify the power of culture. CIM provides meaningful growth metrics connecting relevance and cultural insights, as defined by consumers themselves, to purchase intent, sales lift, brand opinion, brand trust, and ad effectiveness.

With clearer proof than ever, the industry can take bolder, more innovative action in the design and development of M&A marketing programs. Independent attribution studies have shown that cultural relevancy and the persuasion it generates explain 16 percent of a campaign's sales lift. This has led hundreds of brands to set baseline, minimum standards, and higher cultural relevance goals, reorienting culture by infusing it earlier and embedding it throughout the marketing process.

“Through AMM and CIM, we have the opportunity to see the quantifiable effects DEI efforts can have on your business,” states Manoj Raghunandan, president, global self-care and consumer experience organization for Johnson & Johnson Consumer Health. “We see the benefit in terms of growing your top line, your bottom line — but, most importantly, winning the hearts and minds of your consumer, which is the greatest thing you can do for your share growth.”



SUPPLIER DIVERSITY
SD ELEVATING MEDIA

MEDIA PLANNERS AND MEDIA BUYERS SHOULD LEVERAGE VARIOUS RESOURCES TO SOURCE DIVERSE SUPPLIERS WHILE DEVELOPING MEDIA PLANS.

While diverse-owned media partners may not offer the scale and supply of more mature media outlets, they do offer ample opportunities to invest outside traditional media parameters that have historically acted as barriers of entry.

DISCOVER new partners and opportunities
Access the Maven database. Explore data from trusted industry trade organizations: ANA AIMM, 4A's, Hispanic Marketing Council, Asian American Advertising Federation, etc.

DISRUPT the RFP and track progress
Break the cycle and be progressive by including diverse-owned partners in the media consideration list and champion these partners in making the final cut.

CONSIDER all diverse media avenues
Widen the aperture by including: (1) certified and classified diverse-owned partners (2) local, regional, and national diverse-owned media outlets (3) diverse-owned media dedicated to diverse audiences (Asian, Hispanic, etc.)

ENTERTAIN ideas that fall outside of spots and dots
Many diverse-owned partners offer content, experiential, and sponsorship opportunities that allow for more meaningful investment

BRIDGE data gaps
Partners may not be showing up in Nielsen or ComScore given the burden of subscription costs. Use alternative metrics: brand lift studies, proxy comparison, etc.

50 | LEVEL UP! SUPPLIER DIVERSITY TOOLKIT

ALLIANCE FOR INCLUSIVE AND MULTICULTURAL MARKETING | 51

SUPPLIER DIVERSITY
SD TOOLKIT
Level UP!

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AIMM PLEDGE*

We pledge to hold ourselves and the industry accountable for promises made to rid our industry of systemic racism and institutional bias.

SUPPLY CHAIN INTERVENTIONS

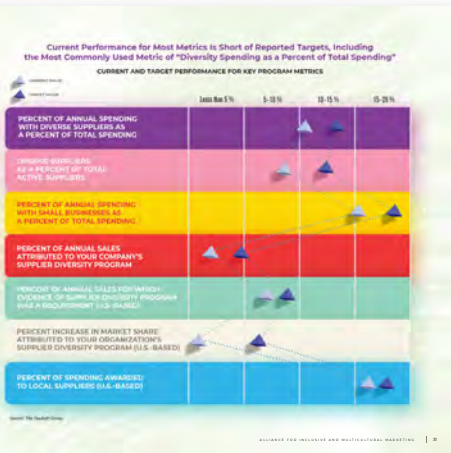
We will continue to work to achieve an equitable creative supply chain through strategic investments in agencies, broadcasters, suppliers, and producers that are owned or run by Black, Hispanic, Asian, Indigenous, LGBTQ+, and People with Disabilities segments.

We will double down on cross-industry partnerships to enable a higher degree of engagement and investment.

*Full AIMM pledge goes to <https://www.aimm.com/our-commitment-to-systemic-change-pledge>.

52 | LEVEL UP! SUPPLIER DIVERSITY TOOLKIT

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NEURODIVERSITY

What is "Neurodiversity" ?
A word used to explain the unique ways people's brains work. Being neurodivergent means having a brain that works differently from the average or "neurotypical" person.

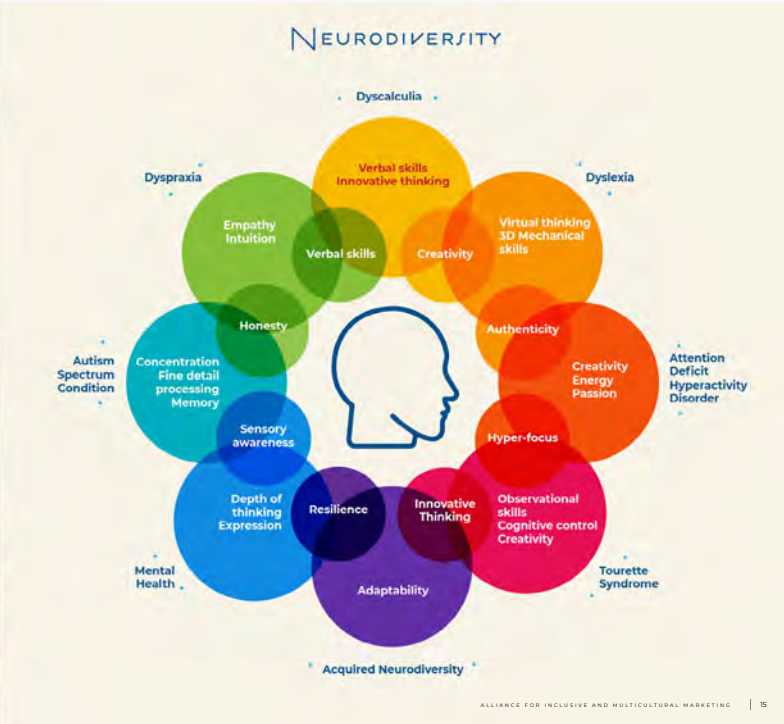
Neurodiversity describes the variation in the human experience of the world, in school, at work, and through social relationships. Driven by both genetic and environmental factors, an estimated **15-20%** of the world's population exhibits some form of neurodivergence.

Neurodiverse people include those with conditions such as:

- Autistic spectrum disorder (ASD)
- Attention deficit hyperactivity disorder (ADHD)
- Developmental speech disorders
- Dyslexia
- Dysgraphia
- Dyspraxia
- Dyscalculia
- Dysnomia
- Tourette syndrome



14 | UNDERSTANDING PEOPLE WHO ARE DISABLED



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AUTHENTIC AND INCLUSIVE MARKETING THAT MATTERS

Make Sure That Partnerships are formed with individuals or entities that are culturally relevant, inclusive, credible and have reach.

Use The Appropriate Terminology and accurately translate for proper messaging. Different words, meaning, and accents can affect interpretations.

Build Stereotypes Represent the diversity of race/ethnicity. Align casting representation with language, role, context and target audience.

Appreciate and Celebrate Do not appropriate.

Understand The Cultural Nuances That Exist Within The Segment, Their Unique Values and Lifestyles

- Skin tones/body sizes
- Socioeconomic levels
- Countries of origin/US Born vs. Foreign born
- Acculturation levels
- Issues that matter to the segment and sensitivity to messaging brand make successful connections

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U.S.A. CONSUMER LOYALTY

Generation Zers with a disability are more likely to buy from places that support a cause.

People with disabilities will shop the most accessible options; therefore businesses should prioritize accessibility.

Studies showed that people with disabilities are more than **70%** more likely to buy from a business that openly supports and hires people with disabilities.



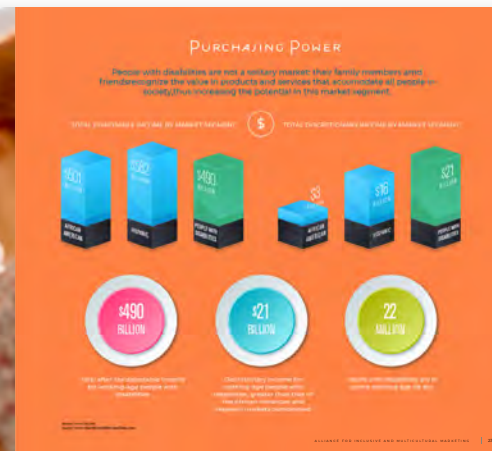
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PURCHASING POWER

People with disabilities are not a solitary market; their family members and friends recognize the value in products and services that accommodate all people—so they're increasing the potential in this market segment.

THIS MARKET IS AS BIG AS MARKET RESEARCH: \$

THIS MARKET IS AS BIG AS MARKET RESEARCH: \$



- 1.90 BILLION PEOPLE WITH DISABILITIES
- 4.21 BILLION PEOPLE WITH FAMILY MEMBERS AND FRIENDS
- 22 MILLION PEOPLE WITH DISABILITIES WHO ARE ALSO FAMILY MEMBERS AND FRIENDS

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una forma más
conciente de
alimentación

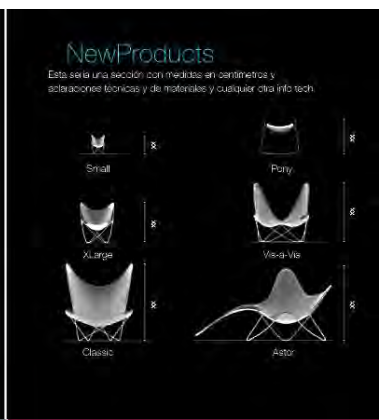
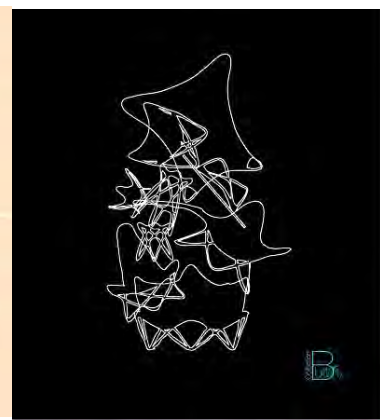
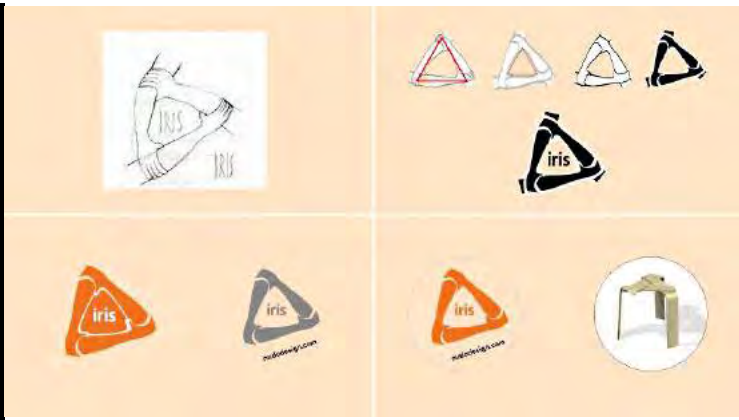
granomadre
ALIMENTOS CONCIENTES



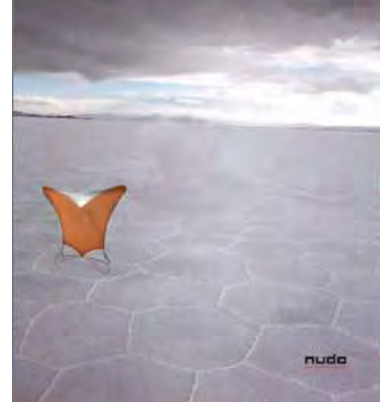
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indumentaria
inteligente
para el
movimiento





innovación en diseño industrial desde la tecnomorfología





BabyBasic



cuidado de la piel y el cabello del bebe





diseño textil y de indumentaria





21 distritos, proyecto de dinamización artística



granomadre
ALIMENTOS CONCIENTES



azafrán
INTERIORES



ABISMO



INDŌMITO



SIGISMUNDI
KINESIOLOGIA Y REHABILITACION

BabyBasic



VACAVALIENTE



after
all
WISE DRINK



nudo
DESIGNMORPHOLOGY

RED LATINOAMERICANA
DE FOOD DESIGN

KAIRA
ARTJEWELRY

ADG Andrew
Design
Group, Inc.

Datarisk

BAIRES
FAST & GOOD

OH
ONEHAPPYCOW

TERGUS
ecoleather tiles

ilDiverso
GELATERIA e BAR

DOT ZERO

WHO
SUSHI

PAC PUEBLO
ALVAREZ
CULTURAL

jugables

portoluz

ESTUDIO
SINGERMAN & MAKON
ECONOMÍA Y TURISMO

MORAY
BRAVA

DARUMA

cohandesigngroup

Pool
Master

HotHouse

EZEQUIEL HODARI

IDENTIDAD VISUAL

MOTION GRAPHICS

BRAND DESIGN

DIRECCIÓN DE ARTE

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