

## A Fresh Take

Staying ahead of evolving dynamics in the marketplace and our culture

# 6 Strategies for Developing Inclusive Campaigns That Drive Outcomes






## Inclusive messaging is the key to resonating with all audiences today.

When brands create campaigns that showcase **diverse lives and stories**, it grabs consumers' attention.

Inclusive messaging that specifically resonates among diverse segments can often reverberate across a wider audience of allies and advocates and increase positive sentiment around a brand.

This piece provides guidance on six strategies for inclusive campaigns that drive engagement, attention and sales for brands across audiences.



“We need to break with a **habitual mindset that there is a general market**. We live in a totally diverse country with many cultures, we are not homogeneous, **there is no average consumer.**”

**Marc Pritchard**

Chief Brand Officer, Procter & Gamble  
*ANA Masters of Marketing, keynote address, 10/27/22*

# 6 Strategies for Developing Inclusive Campaigns That Drive Outcomes

**1**

**Recognize** the importance of creating culturally diverse advertising to heighten relevancy across all audiences

**2**

**Understand** the nuance of diverse consumers to create campaigns that are truly relevant to them, whether through relatable stories or in-language messaging

**3**

**Customize** creative messaging with personalized and authentic stories to drive attention

**4**

**Empathize** with consumers by providing relevant products and services tailored to their specific needs

**5**

**Expand** inclusivity messaging beyond individual segments to create deeper connections across audiences by engaging 'allies' and 'advocates' as well

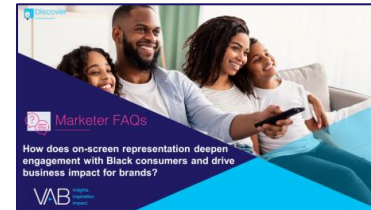
**6**

**Act** by establishing your brand's position as an ally and advocate through purposeful partnerships

1

# Recognize the importance of creating culturally diverse advertising to heighten relevancy across all audiences

- ▶ Regardless of their identity, more than half of all audiences believe advertisers should have inclusive messaging in order to effectively resonate with the evolving demographics of today's consumers



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**'It is important for companies to create advertising that is culturally diverse in order to stay relevant'**  
% of respondents who agree

**81%**

**Black**

**74%**

**Hispanic**

**74%**

**LGBTQ**

**73%**

**Asian**

**65%**

**Native American**

**61%**

**non-Hispanic White**

Source: VAB analysis of MRI-Simmons USA Study, Fall 2021; A18+.

# 2

## Understand the nuance of diverse consumers to create campaigns that are truly relevant to them, whether through relatable stories or in-language messaging

▶ Marketers can drive engagement and sales by creating authentic campaigns that are inclusive of different cultures, identities and languages



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### % of respondents who agree with the following statements



# 71%

'I am more likely to **start watching a television show or movie** because **characters with similar identities** are represented'\*

(Among LGBTQ A18+)



# 69%

'I feel really good about **seeing celebrities** in the media that **share my ethnic background**'

(Among Black A18+)



# 65%

'I believe that companies who advertise in Spanish **respect my culture and want my business**'\*\*

(Among Hispanic A18+)

Source: MRI-Simmons, Spring 2022 Doublebase Study, A18+. \*MRI-Simmons, LGBTQ and Gender Identity Study, October 2021. \*\*Based only on respondents of Spanish or Hispanic origin which represents 17% of A18+ population.

# 3

## Customize creative messaging with personalized and authentic stories to drive attention

- ▶ The success of campaigns that highlight different identities and cultures shows how brands who tailor their messaging with personalized, authentic stories can better engage diverse audiences



[Click here for the full report](#)

### Holiday-related campaigns with Spanish-language messaging and authentic Hispanic stories

Ad Attention Index against total P18+



#### 'Ven por ingredientes' TV Spot

(Flight duration: 11/7/2021-12/21/2021)



**119**  
Ad Attention Index



#### 'Navidea y come de todo' TV Spot

(Flight duration: 11/8/2021-12/24/2021)



**110**  
Ad Attention Index



#### 'The Recipe' TV Spot

(Flight duration: 11/1/2021-12/31/2021)



**108**  
Ad Attention Index

**How to read:** 'Ven por ingredientes' (119 index) had 19% less interruptions than other ads in the context of the media placement with a 100 score being average.

Source: Creative from iSpot.tv, time period of airing 11/1/21 – 12/31/21, Ad Attention Index within iSpot.tv's Attention Analytics. Index scale is 0-200 with an 100 index seeing ad performance as expected. Note: Ad Attention Index is based on total viewers, not specifically Hispanic or Spanish-language consumers. [Click above images to watch TV spots.](#)

# 4

## Empathize with consumers by providing relevant products and services tailored to their specific needs

▶ Delivering on the unique desires of a specific segment can result in deeper engagement across all audiences



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Microsoft aired a :60 ad during Super Bowl LIII showcasing their latest Xbox Adaptive Controller. Entitled 'We Will Win,' the spot featured a handful of children with physical disabilities who talked about their love of video games and how these games allow them to bond with their friends.

The message was one of inclusion and empowerment for young people with disabilities and the ad ended with the inspirational line, 'when everybody plays, we all win.'

Results: Microsoft invested over \$10 million to air this one-minute spot once during the Super Bowl and with such a large, captive audience its no surprise this garnered the highest viewer attention for an Xbox ad during our measurement period.

**'We All Win' TV spot - \$10.4 MM**  
 1 Airing (Super Bowl LIII): 2/3/19  
 95.5 MM HH IMPs




*click banner above images to watch spot*

**Business Outcomes**

**Ad Attention Score: 98.8**  
 On average, the ad was viewed for 99% of its duration before interruption.

**Brand Attention Index: 188**  
 88% fewer interruptions than the average Xbox ad during the measured time period.

**Attention Ranking: #1**  
 Ad ranked #1 in viewer attention among 116 Xbox ads that aired between 1/1/16 – 6/30/20.

Source: VAB analysis of iSpot.tv TV occurrence data and attention analytics, time period: 1/1/16 – 6/30/20, estimated media spend. Impressions represent US TV HHs and include activity within measured national broadcast and cable TV linear, national time-shifted, local, VOD and OTT. Attention scoring is based on national aired impressions viewed live/same day and played from the beginning. Interruptions = changing the channel, skipping the ad (via DVR), turning off the TV device or pulling up the programming guide.

# 5

## Expand inclusivity messaging beyond individual segments to create deeper connections across audiences by engaging ‘allies’ and ‘advocates’ as well



[Click here for the full report](#)

- ▶ Supporting a specific segment of the population can generate ripple effects well beyond that one group and resonate with a wider circle of allies and advocates who want to see others acknowledged and celebrated

### 5.3%

% of the U.S. A18+ population that identifies as LGBTQ+

% of that are supportive of the LGBTQ community\*

68%

(A18+)

80%

(A18-24)

72%

(A25-44)

64%

(A45-64)

59%

(A65+)

% of A18+ who agree with the following statements\*

### 61%

‘I believe brands should **support the LGBTQ community all year**, not just during gay pride month’

### 60%

‘Today, I think **most companies / brands should support** the LGBTQ community’

### 46%

‘I am **more likely to purchase a product / service** from a company / brand that supports the LGBTQ community’

Source: Source: VAB analysis of MRI-Simmons Winter 2022 Study. LGBTQ represents A18+ that identify as LGBTQ. \*MRI-Simmons, LGBTQ and Gender Identity Study, October 2021. Based on respondents who ‘strongly agree’ or ‘somewhat agree.’

# 6

## Act by establishing your brand’s position as an ally and advocate through purposeful partnerships

- ▶ Consumers engage more with brands that strive to empower, and stand in solidarity with, them and their community



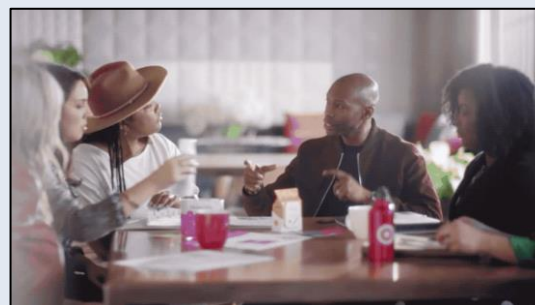
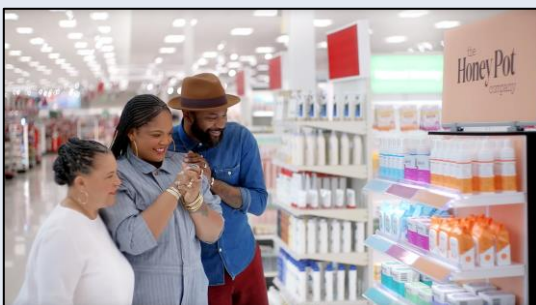
Click here for the full report

Target released an ad entitled ‘Entrepreneur: The Honey Pot’ as part of their ‘*Founders We Believe In*’ series. The spot featured Beatrice Dixon, owner of *The Honey Pot*, who talked about how difficult it was for her to start her own company, while expressing gratitude to Target for helping her overcome obstacles and paving the way for her to get shelf space in other retailers.

Results: One of the highest attention scores of all Target ads, Honey Pot sales increased 20-30% across its retailers a month after the campaign launched.

### ‘Entrepreneur: The Honey Pot’ TV spot - \$15.3 MM

6-Week Flight: 2/1/20 – 3/16/20  
4,473 Airings / 1,244.8 MM HH IMPs



click banner above images to watch spot

### Business Outcomes

**Ad Attention Score: 96.8**

On average, the ad was viewed for 97% of its duration before interruption.

**Brand Attention Index: 170**

70% fewer interruptions than the average Target ad during the measured time period.

**Brand Attention Ranking: #8**

Ad ranked #8 in viewer attention among 296 Target ads that aired between 1/1/16 – 6/30/20.

Source: VAB analysis of iSpot.tv TV occurrence data and attention analytics, time period: 1/1/16 – 6/30/20, estimated media spend. Impressions represent US TV HHs and include activity within measured national broadcast and cable TV linear, national time-shifted, local, VOD and OTT. Attention scoring is based on national aired impressions viewed live/same day and played from the beginning. Interruptions = changing the channel, skipping the ad (via DVR), turning off the TV device or pulling up the programming guide.

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# Key Marketer Takeaways

- ▶ Authentic inclusivity messaging can resonate well beyond individual groups as people from *all* audiences want to see advertising that accurately reflects the evolving demographics **of today's consumers** across races, cultures, identities and abilities.
- ▶ Brands that establish themselves as an advocate for diverse audiences can build deeper connections with all consumers and generate stronger engagement and outcomes.

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We are committed to providing marketers with the data and insights they need to develop thoughtful, inclusive campaigns & strategies. To find out more on the unique media consumption behaviors and cultural trends of multicultural consumers, visit the VAB's **Multicultural Marketing Resource Center.**



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How will engaging Hispanic shoppers help me win the holiday season?



How does on-screen representation deepen engagement with Black consumers and drive business impact for brands?



Do The Right Thing  
How Diversity & Inclusion Drives Brand Outcomes



How can I best use video to connect with influential Asian American consumers?



What is the market opportunity for the LGBTQ+ community?

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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

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