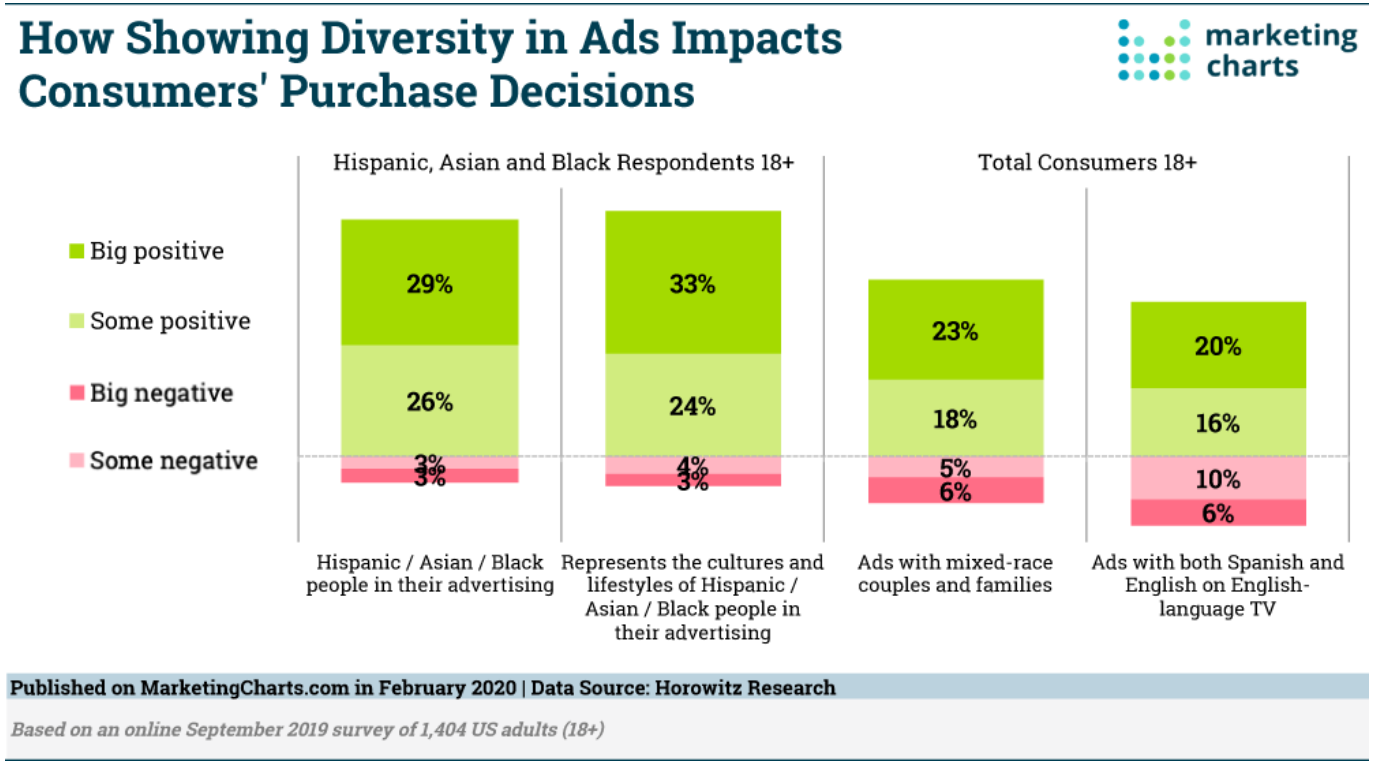
REPRESENTATION AS A WAY TO REACH EVERY CONSUMER

BLAKE WILCOX

DISENFRANCHISED GROUPS

- Racial/Ethnic Minorities
- Disabled People
- LGBTQ+ People
- Old People
- Plus-sized people

STATE OF DIVERSITY



61%

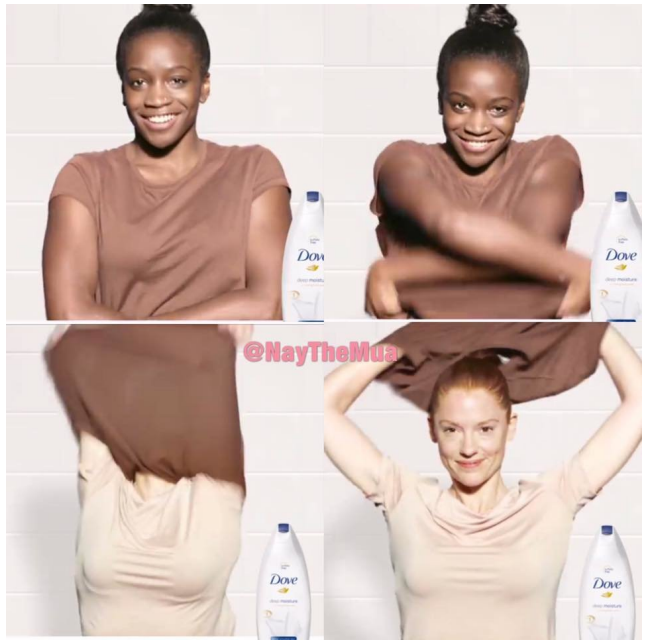
of consumers think diversity in advertisements is important

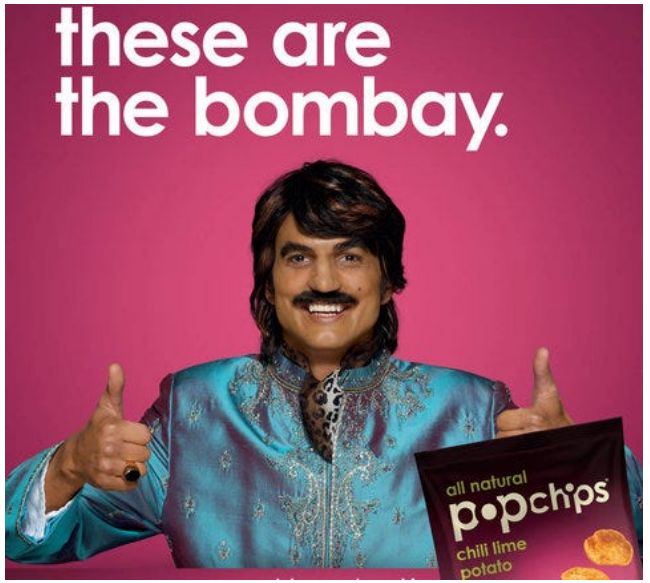
38%

of consumers are more likely to trust a brand with visible diversity commitments

MISREPRESENTATION: RACE

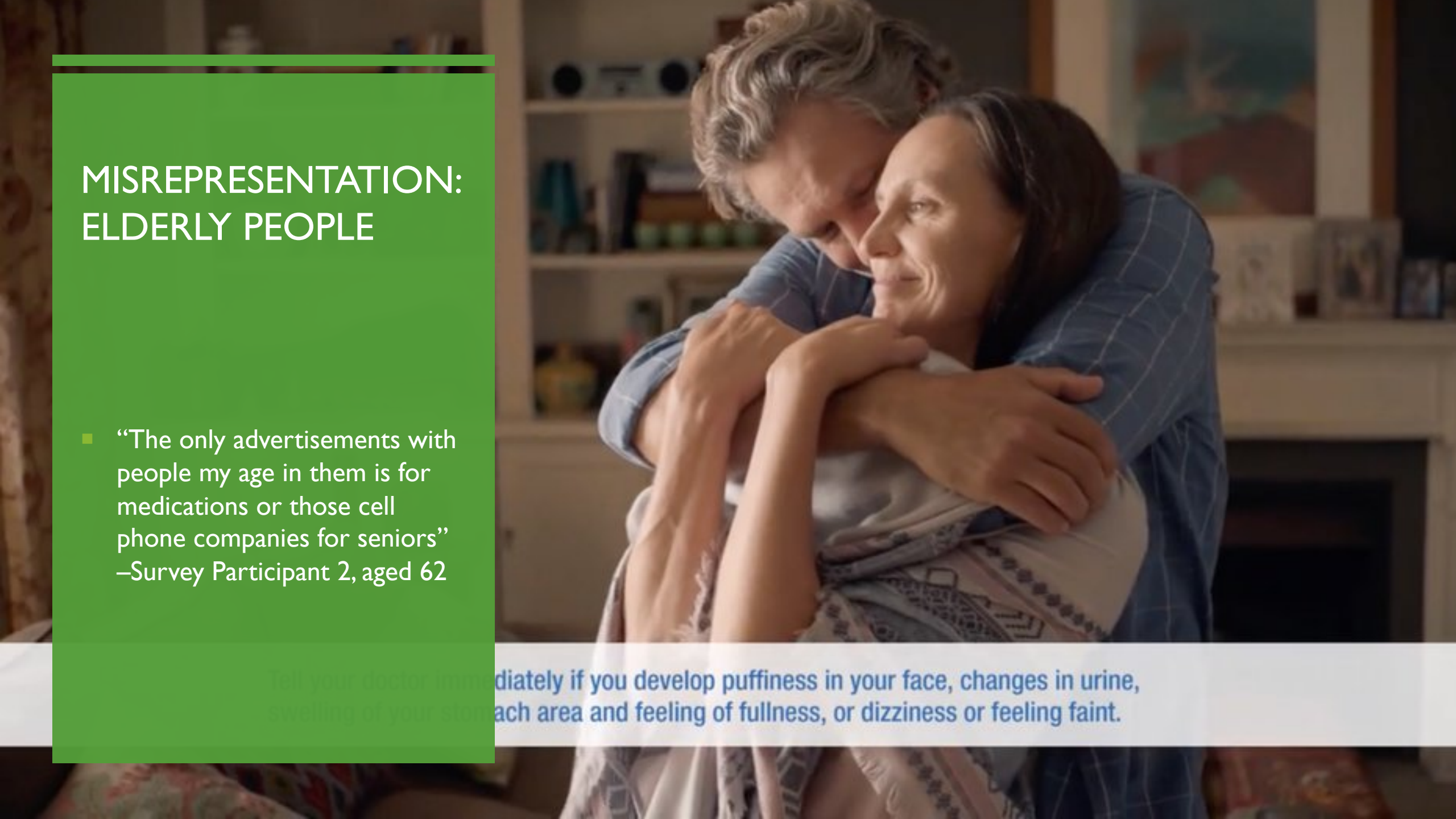
WHILE OFTEN UNINTENTIONAL OR AN "OVERSIGHT", RACISM IN ADS IS STILL PREVALENT





MISREPRESENTATION: ELDERLY PEOPLE

- "The only advertisements with people my age in them is for medications or those cell phone companies for seniors" –Survey Participant 2, aged 62



MISREPRESENTATION: LGBTQ+

"GAY ADS ONLY EXIST IN JUNE" –PARTICIPANT 3

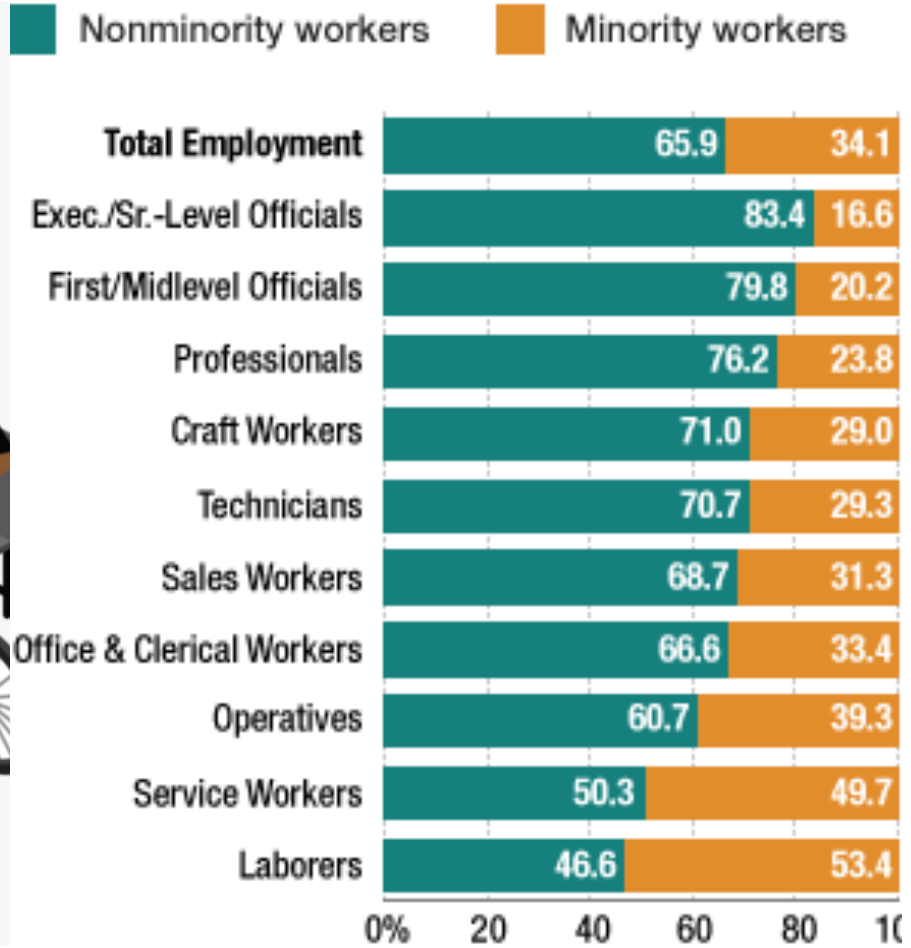
MISREPRESENTATION: FAT PEOPLE

STILL OFTEN USED AS A PUNCHLINE

NON-STEREOTYPICAL, RESPECTFUL DEPICTIONS DRIVE SALES AND LOYALTY

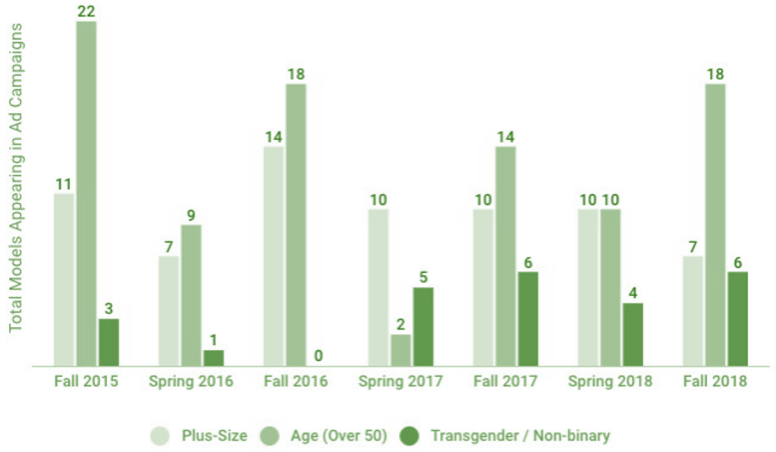
- Positive, simple imagery can create positive relationships with consumers, all without relying on stereotypes.
- "Thank you very much Cheerios for making a commercial that represents MY family! My 4-year-old has a commercial that represents HER family! Please do NOT back down to the narrow population that is an ever-dwindling minority in this country!" – commenter on Cheerio's ad

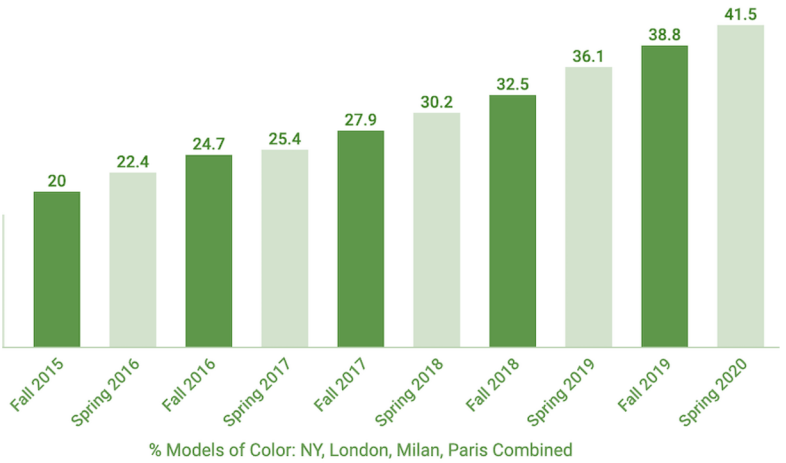
HOW TO ENSURE RESPECTFUL ADVERTISING TO DISENFRANCHISED GROUPS



- Diverse creative team
- Diverse board
- Diverse Actors and Models

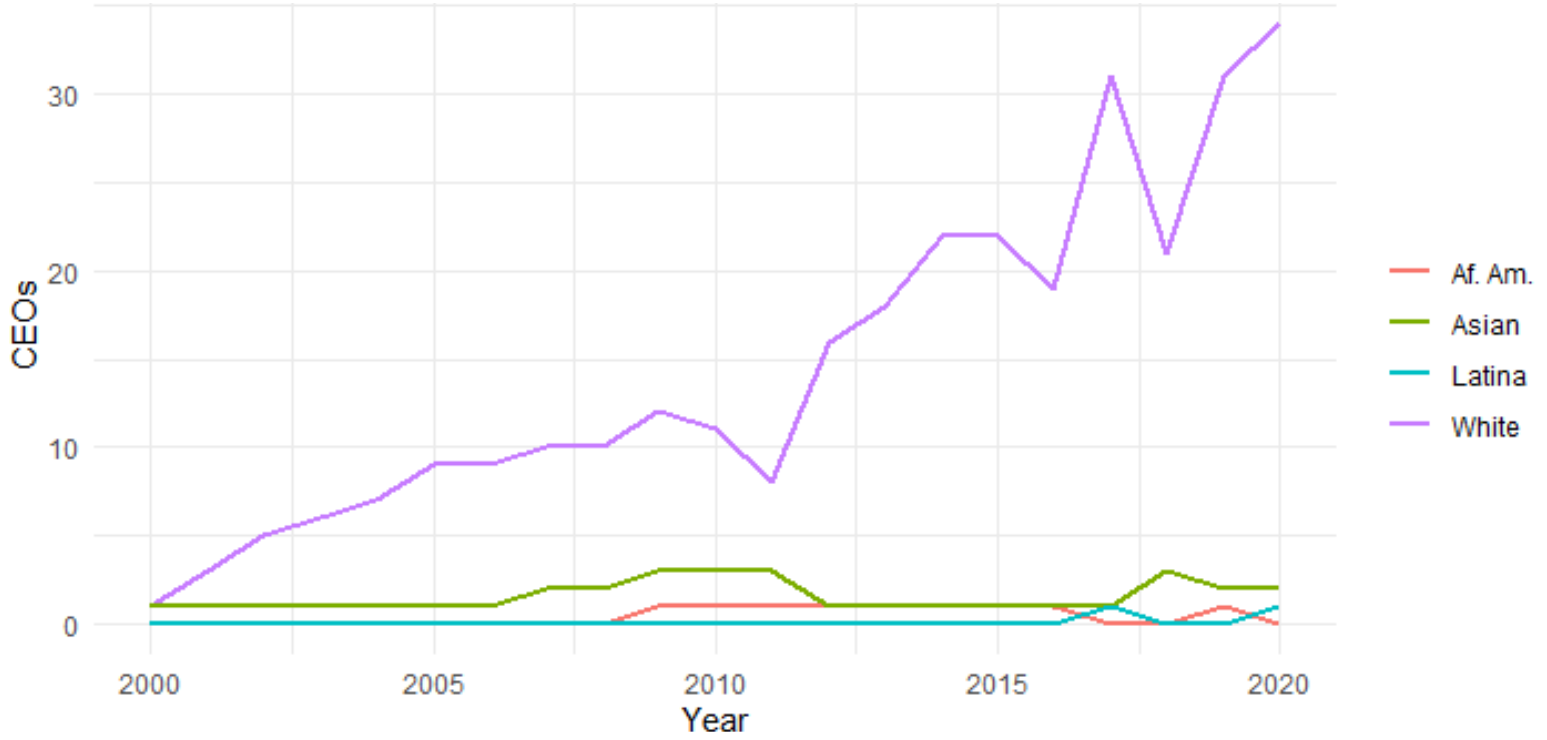
HOPE FOR THE FUTURE





- Most groups discussed are getting more representation by the year
- After 2020's racial justice reignition, many companies are reconsidering what D,E, & I really means and how it can be applied

Table 1: New "New CEOs" (new appointments), by year, 2000-2020						
	White women	African Americans	Latinx	East Asians	South Asians	TOTAL
2000	0	0	0	0	1	1
2001	3	2	0	0	0	5
2002	2	1	2	0	0	5
2003	1	0	0	0	0	1
2004	1	1	2	2	1	7
2005	1	2	3	0	0	6
2006	3	1	1	1	1	7
2007	3	1	1	1	2	8
2008	3	2	1	1	2	9
2009	1	1	1	1	0	4
2010	0	0	1	0	2	3
2011	5	1	3	1	3	13
2012	5	1	1	0	1	8
2013	4	0	2	0	0	6
2014	4	0	1	1	1	7
2015	0	1	6	0	3	10
2016	5	0	3	0	0	8
2017	7	0	1	1	1	10
2018	2	0	3	1	0	6
2019	10	2	4	0	1	17
2020	7	0	0	0	3	10
TOTAL	67	16	36	10	22	151



CEO DEMOGRAPHICS BY YEAR

THANK YOU

ANY QUESTIONS?