

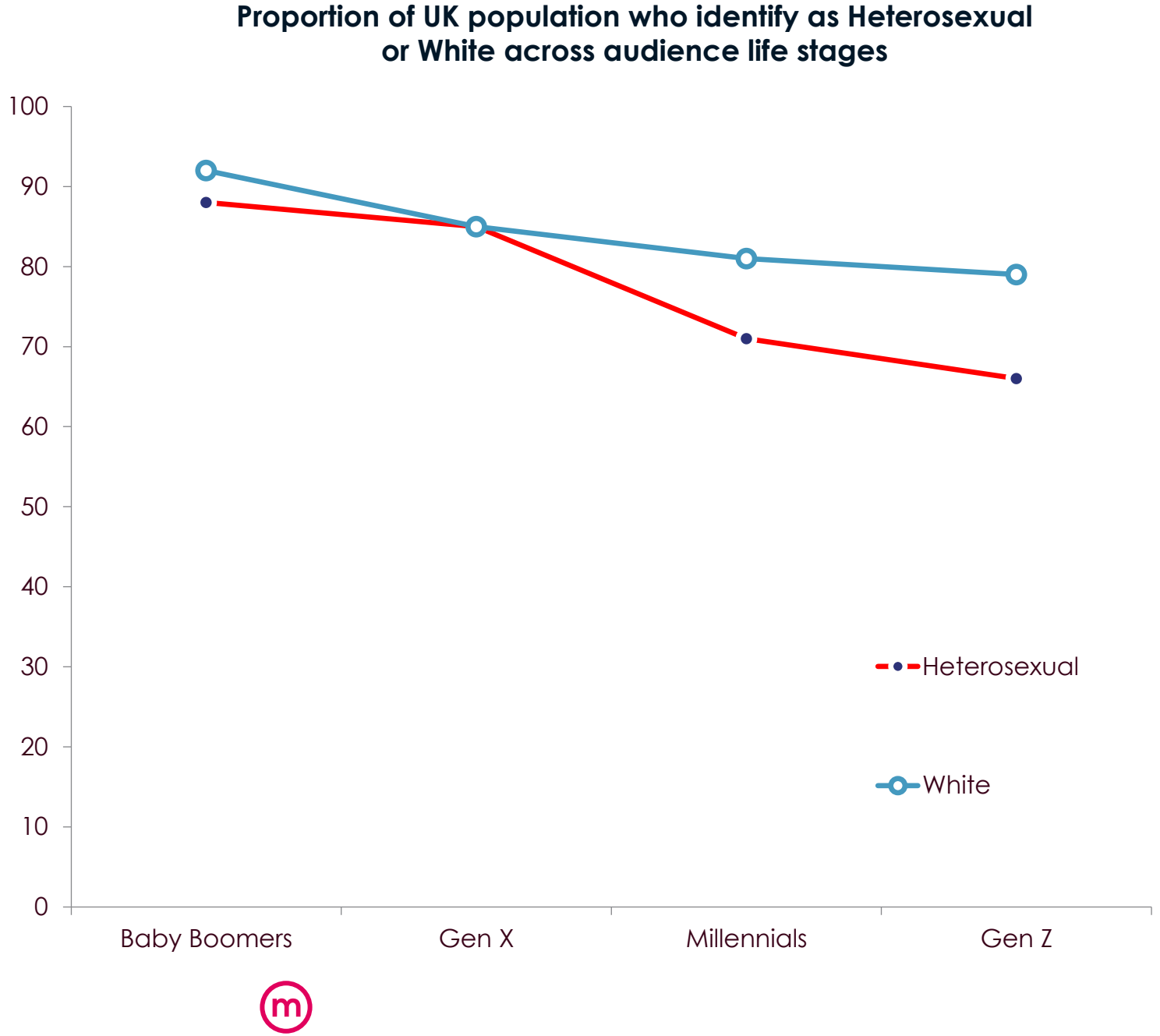
Inclusivity in Planning

Ruth Chalisey
MediaCom

Diversity is the future of our audiences, and therefore our businesses

In 2011:

- 9.1% of under 5s were Muslim
- 31% of people with mixed ethnicity were under 10



But we need to combat tokenism in the ad industry

Just

32%

of marketers engage with the LGBTQ+ community independently of Pride, despite

84%

of LGBTQ+ consumers calling for it and

67%

being more willing to spend with a brand that engaged with the LGBTQ+ community



*Source: https://karmarama.com/2020/06/30/positive-perception-of-lgbtq-representation-within-advertising-drops/. Photo by **Sharon McCutcheon** from **Pexels***

In 2020 MediaCom launched Inclusive Planning; an approach that makes inclusivity the foundation of our media planning

INCLUSIVE PLANNING





Photo by David Alberto Carmona Coto from Pexels



Audience insights are critical to Inclusive Planning, ensuring our audience and comms strategies are based on

real insights, not stereotypes

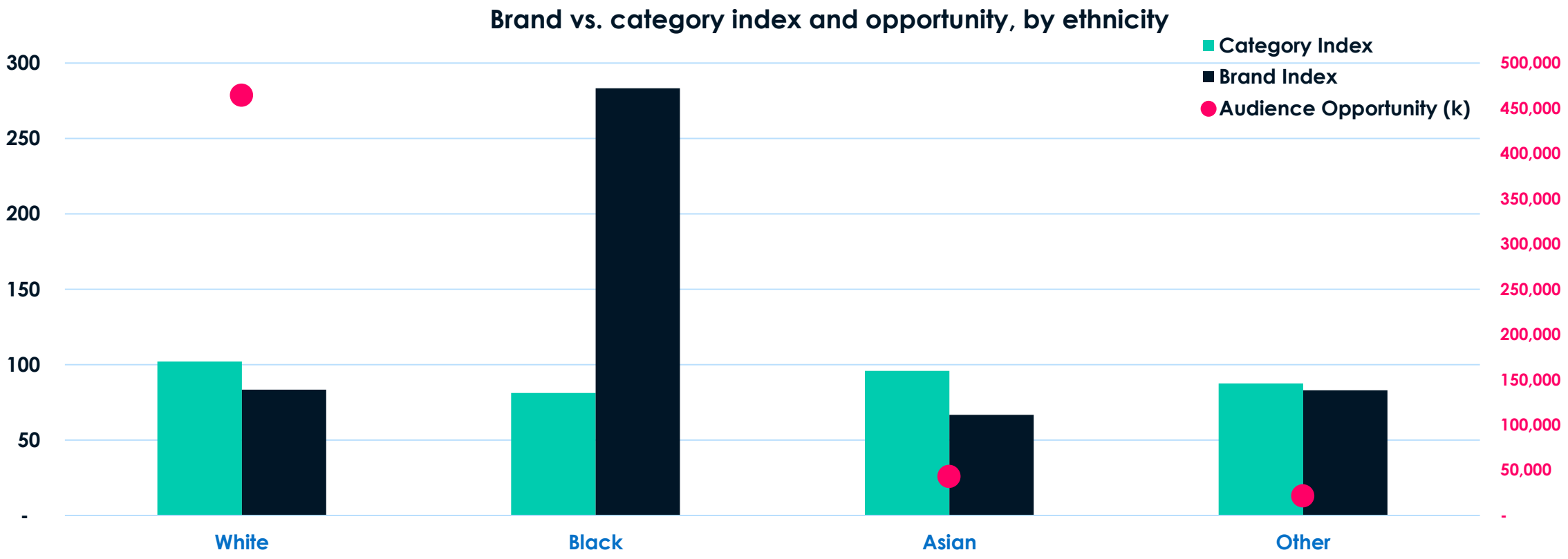
Photo by Tara Winstead from Pexels

Inclusive Planning uses data to identify opportunities amongst diverse audiences



Diverse audience growth analysis identifies **penetration gaps** for our client's brands

We have developed a planning tool that identifies growth opportunities amongst diverse audiences

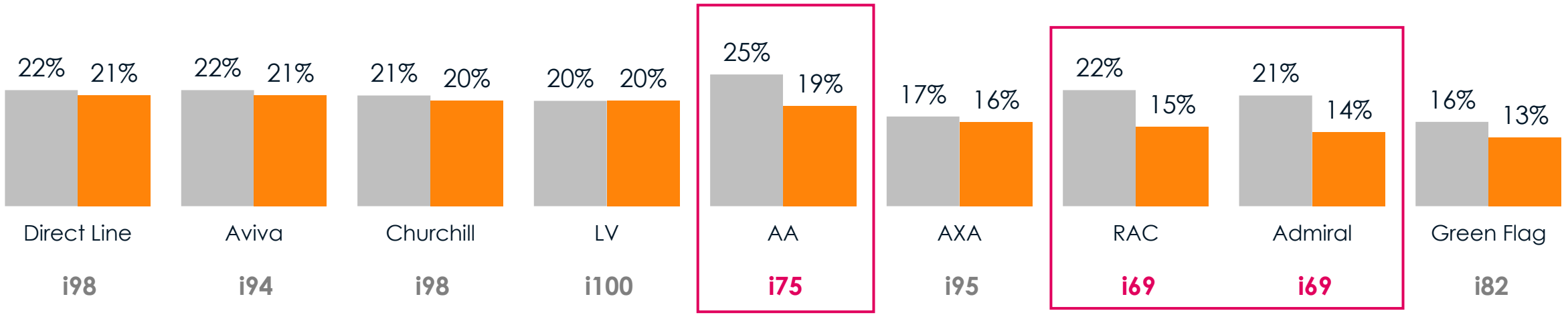


And we're using YouGov data to explore beyond brand reach, to understand brand affinity gaps by audience

51% are aged 18-34
i182

24% live with parents
i189

Corporate reputation – Insurance brands
LGBTQ adults aged 18+ - % scores indexed vs. All UK adults

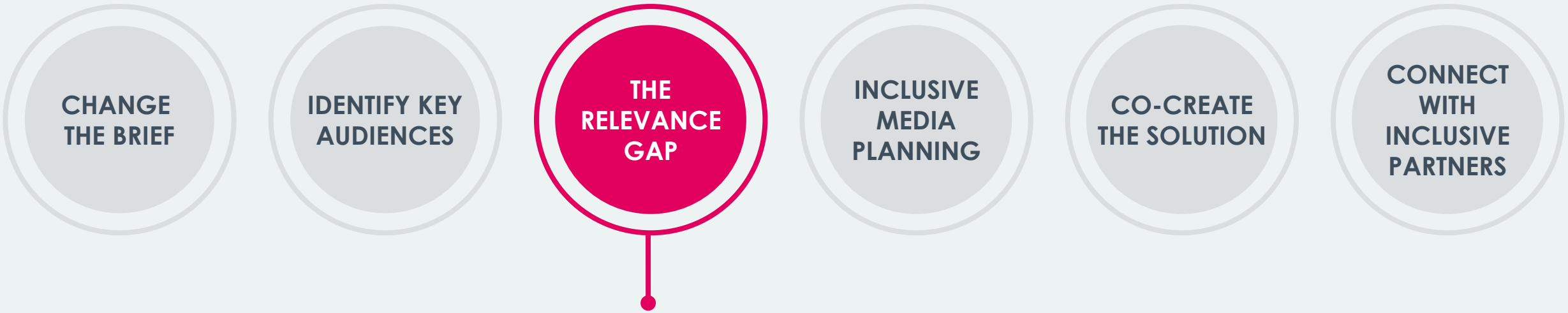


27% agree I trust my insurance company
i79

46% agree "Financial matters confuse me"
i130

"Imagine you were looking for a job (or advising a friend looking for a job). Which of the following insurance providers would you be PROUD to work for?" (MC)
YouGov Profiles – March 2021; data rolled for previous 52 weeks

However, to provide a deeper understanding of the reasons for gaps in engagement we are running bespoke research for our clients

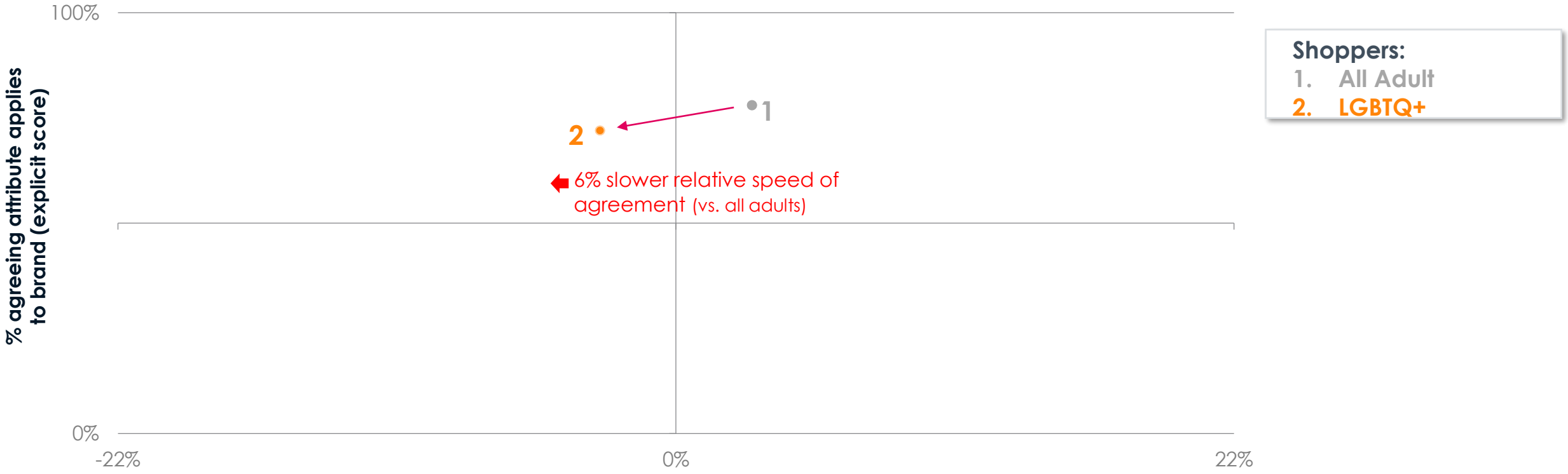


Bespoke qualitative and quantitative research with experts who specialise in researching diverse audiences and sensitive topics.

More detailed quant research enables a deeper understanding of brand resonance gaps. For example, using Implicit Response Testing…

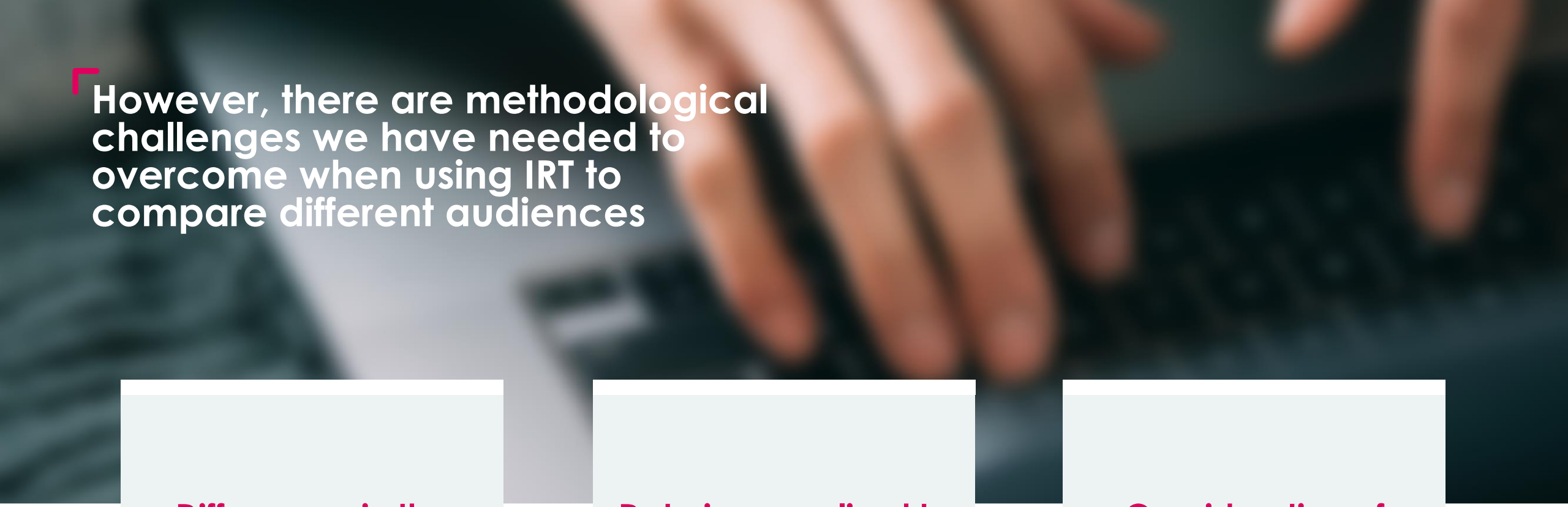
Strength of agreement between **Retail brand** and **"An inclusive company"**

Base: LGBTQ+ shoppers aware of the brand



0% = no difference with average speed for audience

*Q2. IRT Module **Base:** LGBTQ+ shoppers: All aware of brand (193)*
Please note that implicit data has been 'normalised' per audience to correct for any profiling differences



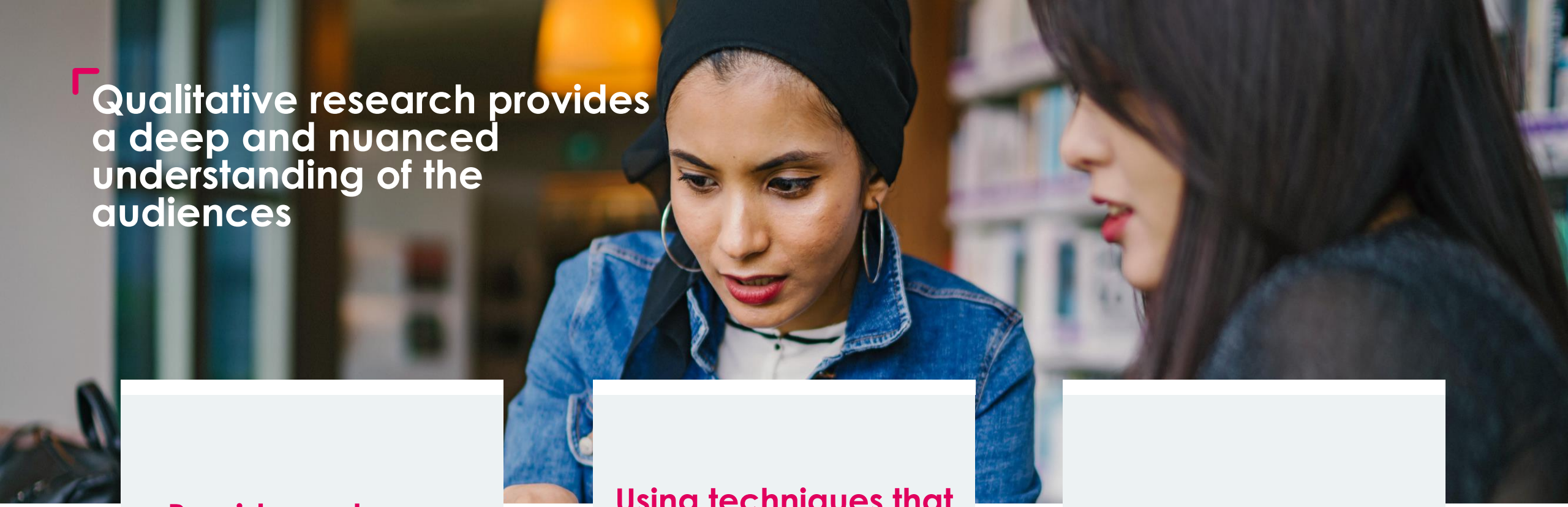
However, there are methodological challenges we have needed to overcome when using IRT to compare different audiences

Differences in the make up of audiences can affect speed of response

Data is normalised to place all audiences on a level playing field

Consideration of audience differences goes beyond just looking at IRT…

Qualitative research provides a deep and nuanced understanding of the audiences

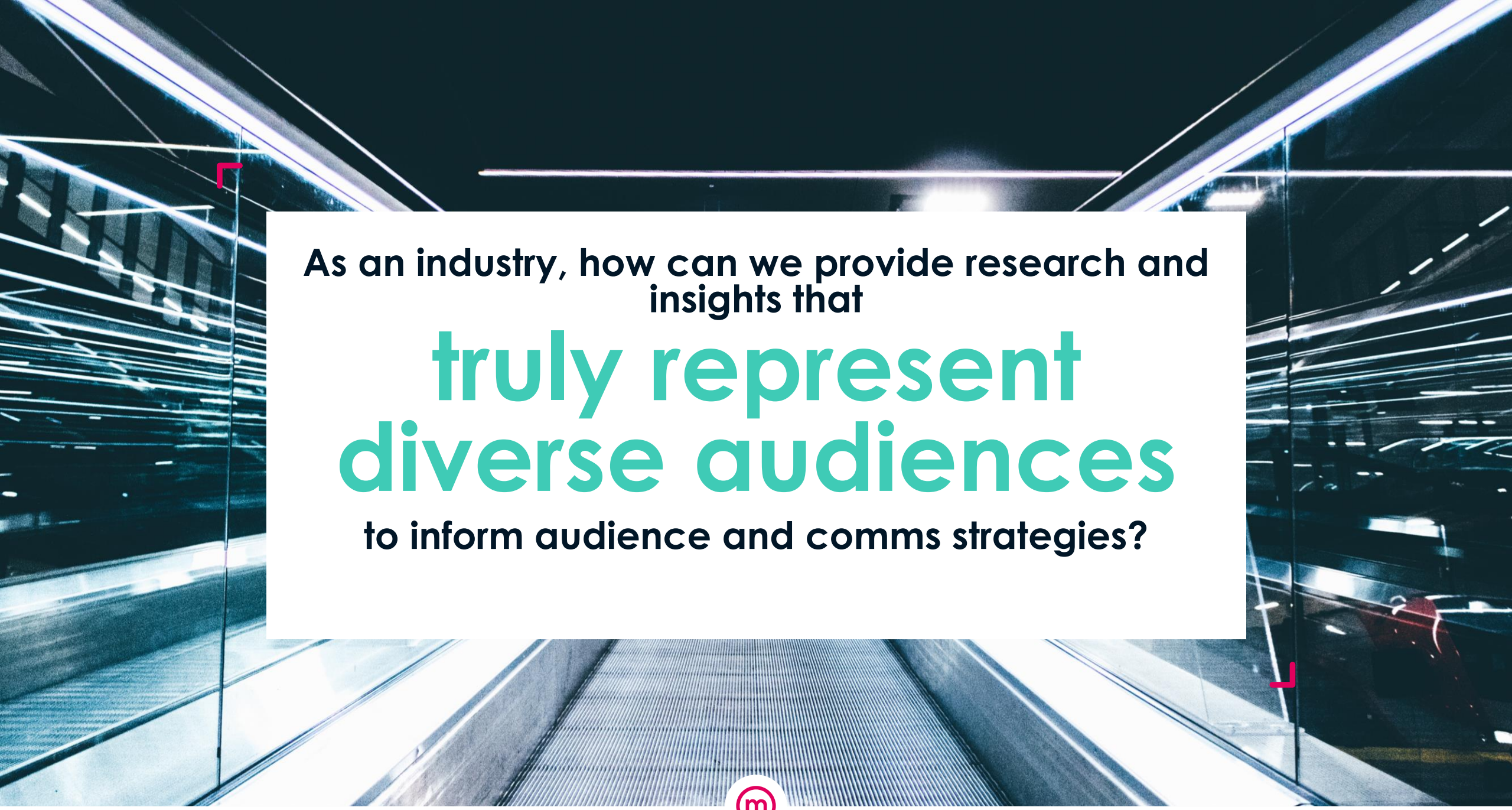


Provides a deeper understanding of *why* the brand resonance gaps exist

Using techniques that move beyond the rational and understand their lived experiences

Enables more nuanced audience understanding

Photo by mentatdgt from Pexels



As an industry, how can we provide research and insights that

truly represent diverse audiences

to inform audience and comms strategies?

Photo by Tomasz Frankowski on Unsplash