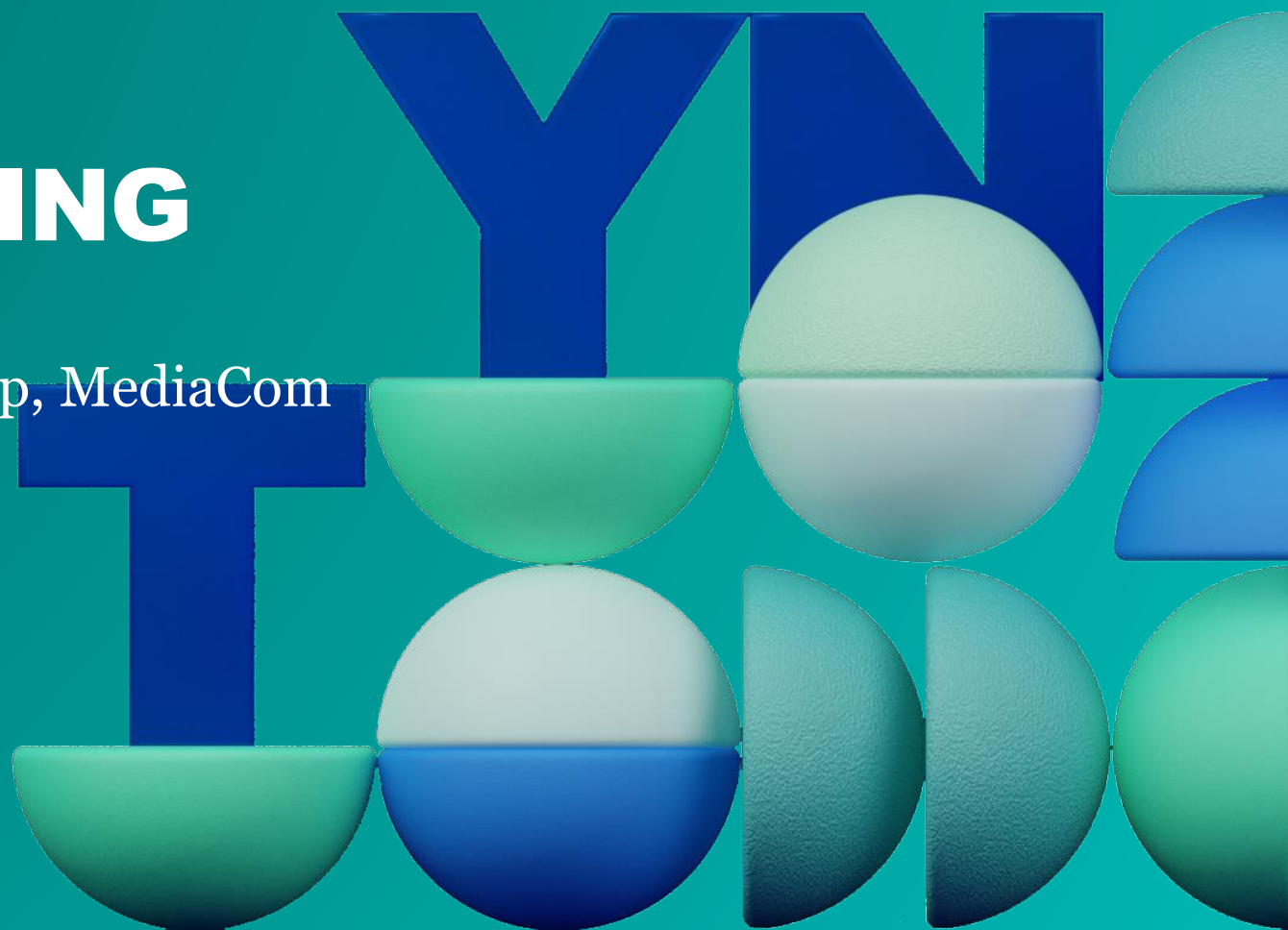


INCLUSIVE PLANNING

Anastasia Koroleva
Head of Strategy and Thought Leadership, MediaCom

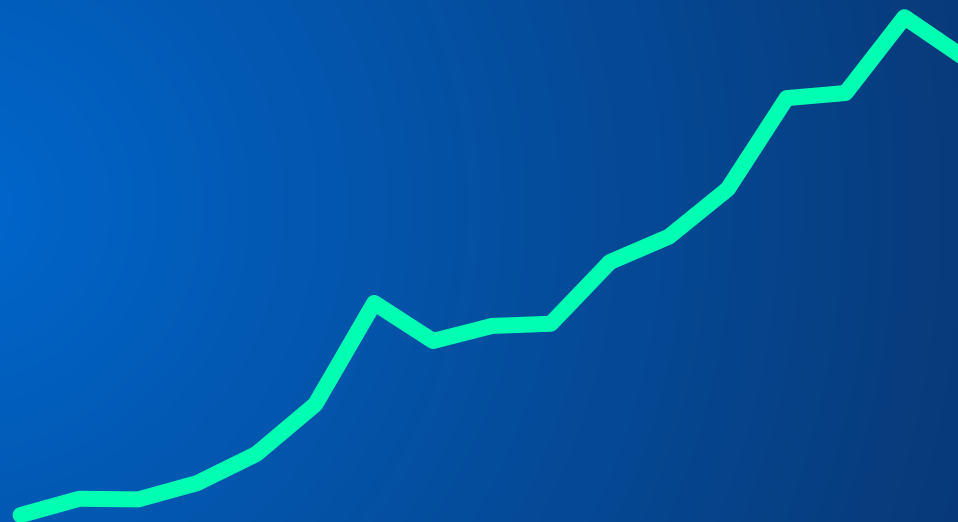
NOVEMBER 26, 2020



IS INCLUSIVE THE NEW BLACK?

“Inclusivity”

Google trends WW, Business & Industrial



The New York Times

From Inclusion to Support: How to Build a Better Workplace

McKinsey & Company

Diversity wins

How inclusion matters

May 2020

Australia Post: Building a sustainable future

Why companies should aim for inclusivity, not just diversity

Forbes 4:00pm EST

How Can You Measure Diversity And Inclusion Results? Millennials Have An Idea

entertainment

The Oscars make inclusion a requirement for best picture consideration beginning in 2024

By Brian Lowry, CNN

Updated 03:59 GMT (11:59 HKT) September 9, 2020

Harvard Business Review

Diversity and Inclusion Efforts That Really Work

by David Pedulla

May 10, 2020

2004 2006 2008 2010 2012 2014 2016 2018 2020

STILL PLANNING W25-55?

Targeting w25-55
brands ignore

65%

**of total yoghurt
consumers**

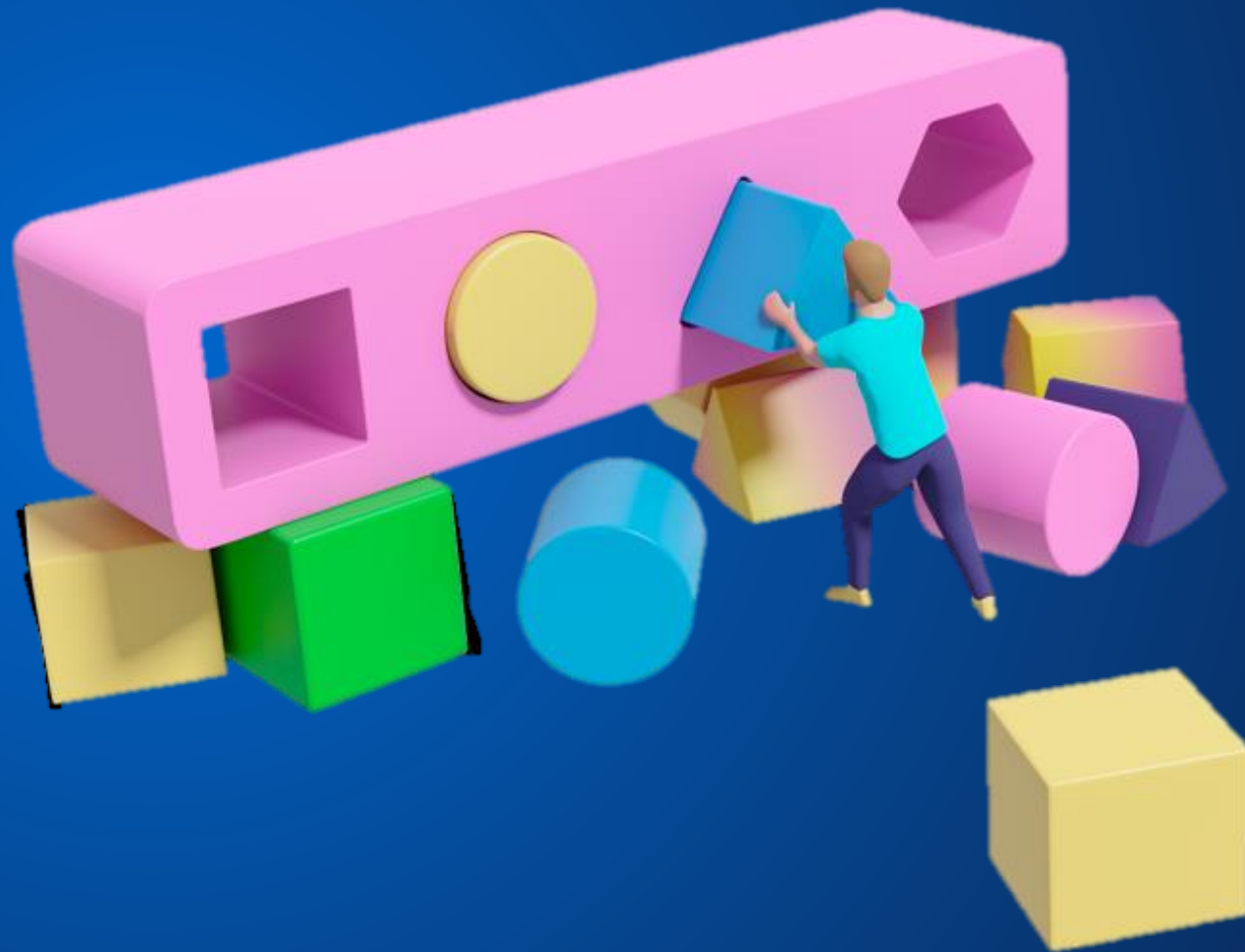
Creative
“bull’s eye”



25-35 y.o. Blonde,
married, with 2 kids

SEGMENTATION OR SEGREGATION?

Segmentation starts with the category and segregates less promising groups



INCLUSIVITY IS ABOUT BUILDING RELATIONSHIP WITH ALL BUYERS REALLY

**Think
of how to be heard
by everyone:**

**use right language
to turn your
brand's face to all**

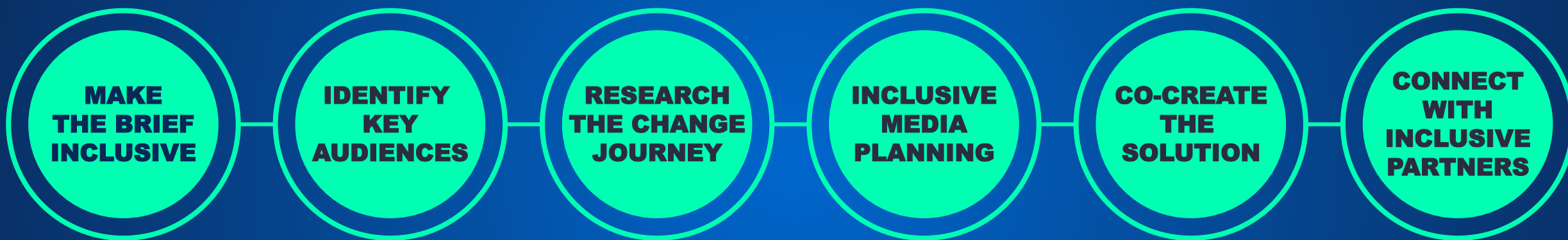
**Think
of the future:**

**young generation
is more tolerant.
Prove to be inclusive
to be their choice**

**Think
of the neglection risk:**

**ignoring a small group
you also miss
connection with those
who are close to them**

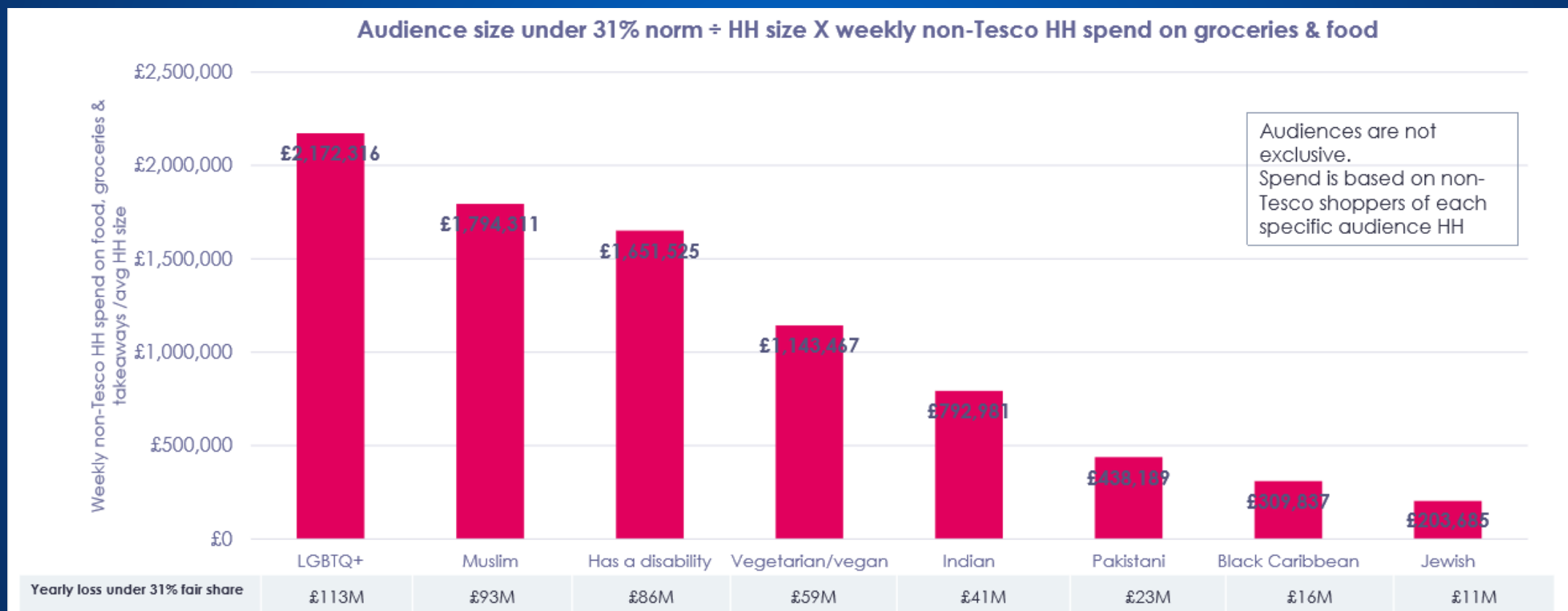
INCLUSIVE PLANNING



We work with you to help make inclusive planning central to your connection plan starting from brief.

This includes engaging with our Cultural Consultants to embed diverse voices into your planning from day 1.

FIND GROWTH OPPORTUNITIES AMONGST DIVERSE AUDIENCES



FIND GROWTH OPPORTUNITIES AMONGST DIVERSE AUDIENCES



Pride online
June



Back to School



FLS October

Halloween
October

Black &
Muslim
communities



Christmas
November -
December

LGB, Black &
Muslim
communities



August –
September

Black &
Muslim
families

Clubcard September



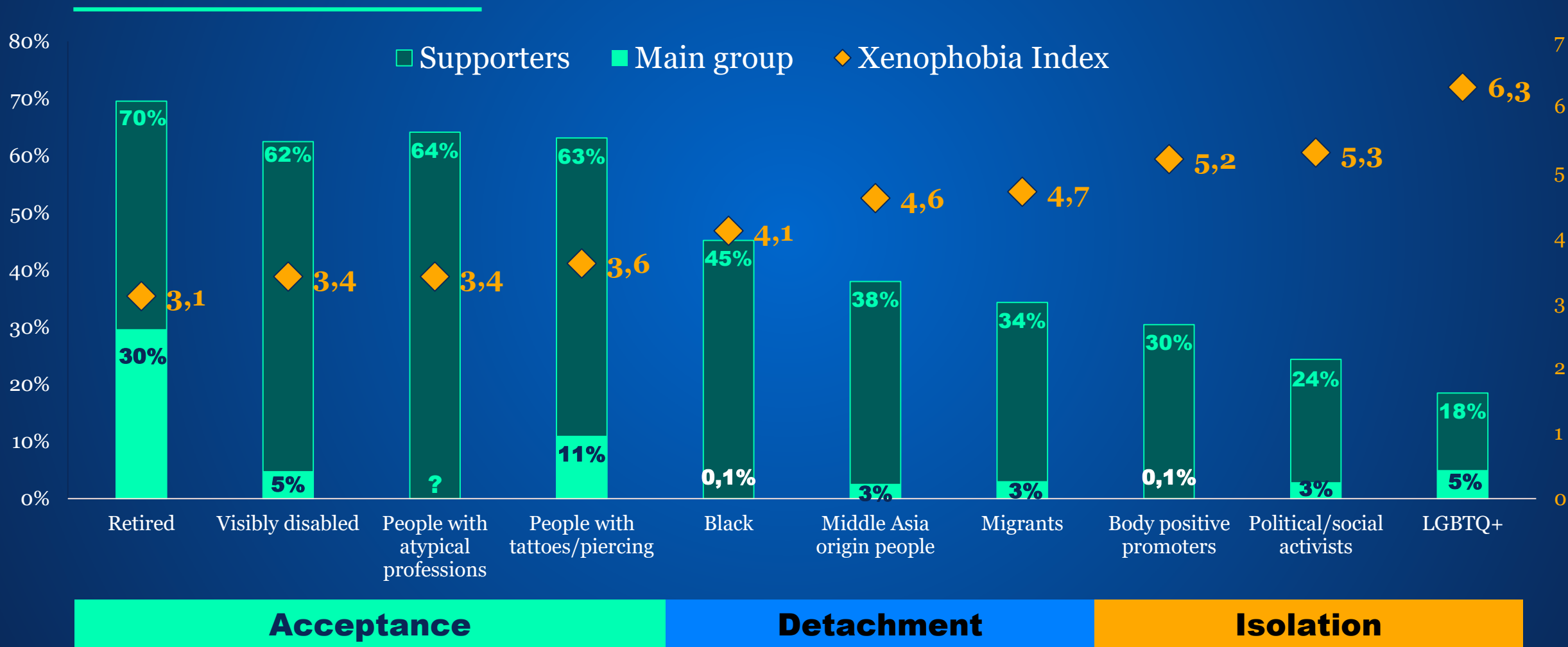
Physically
disabled
and LGB
audiences

LGB, Muslim
& Black
communities



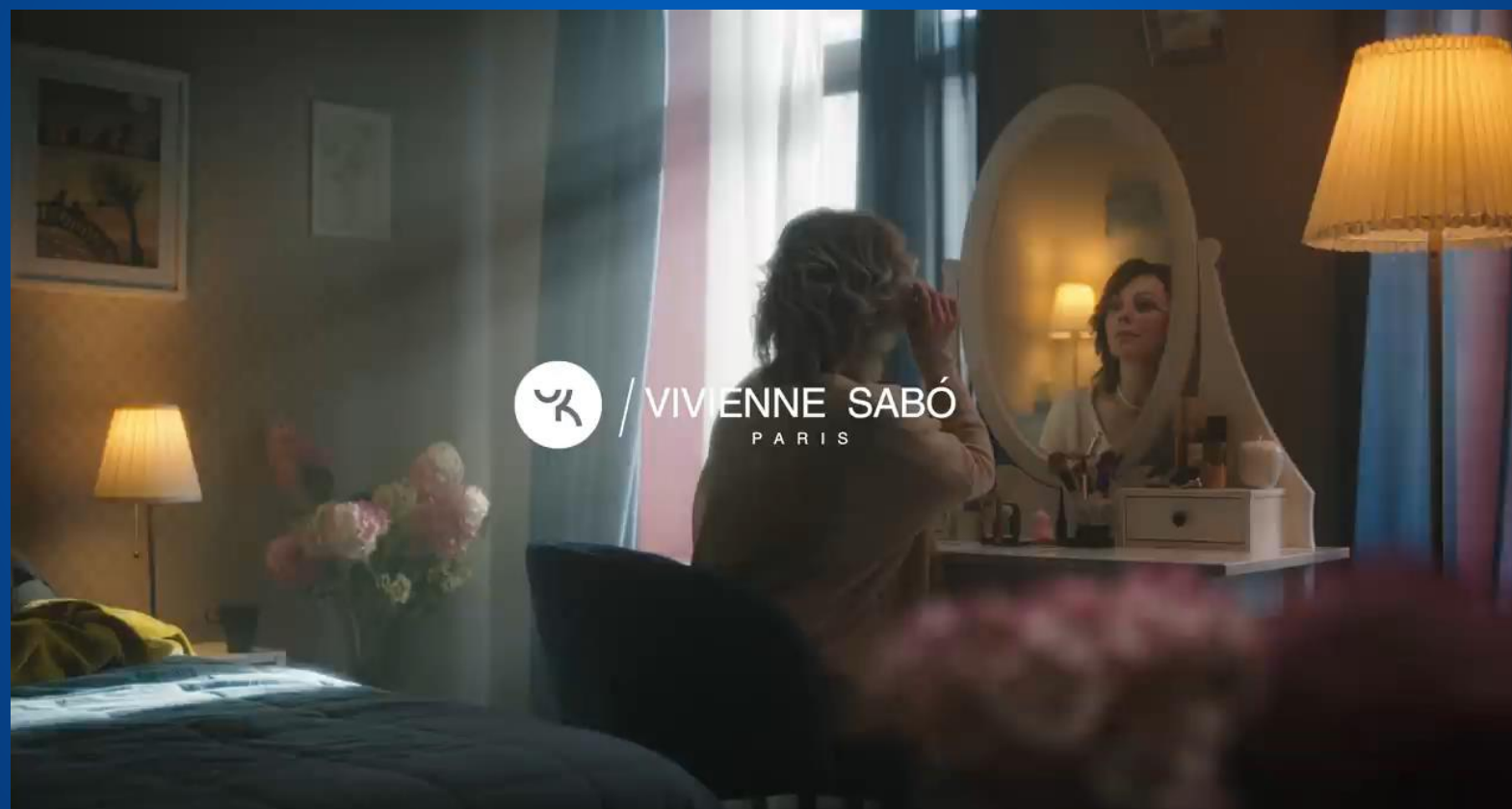
No Tesco
campaign this
year, but many
other times in the
year we can talk
to this
community...

RUSSIA: THE WAY YO INCLUSION



Source: MediaCom Russia survey, 2020, Sample = 903

YOU CAN DO IT



5 STEPS TO INCLUSIVE PLANNING

IN RUSSIA

1

Check
the
gaps

2

Mind
reaction
risks

3

Learn
the
language

4

Use media
and content
to hit the
right people

5

Once
started,
never stop

THANK YOU!



group^m

MINDSHARE 

MEDIACOM

Wavemaker