

# DIVERSITY AND INCLUSION

Sustainable growth for brands  
all over the world

**Natalya Kiryanova**

CEO Wavemaker

A close-up photograph of a hand holding a piece of cardboard. The cardboard has the words 'EQUALITY IS DIVERSITY' written on it in black marker. The hand is positioned at the bottom left, with fingers gripping the edge of the sign. The background is a blurred outdoor scene with a blue sky and some indistinct structures.

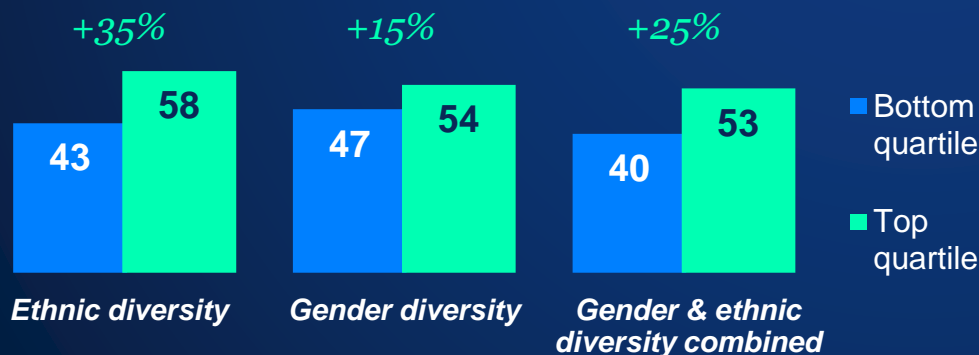
EQUALITY  
IS  
DIVERSITY

**2020 was marked  
by global events  
that had  
a huge impact  
on SOCIETY  
and mobilized  
**THE DIVERSITY AND  
INCLUSION AGENDA****

# D&I has been widely researched

## McKinsey & Company

In 2018 has issued a report **Delivering through Diversity**, Data shows that companies with diverse leadership boards perform better financially



## KANTAR



In 2019 launched **Inclusion index report**, a proprietary tool to benchmark and address D&I at a broader company level

Source: [McKinsey](#), [Kantar](#)

# Brands are being publicly ranked on their D&I capabilities



# Big brands are creating D&I roles

This role aims to find new ways to make an impact and further ensure that inclusion and diversity occurs at all levels, and in all areas of the talent lifecycle at H&M.

Source:

<https://apnews.com/article/725fc0006d4f474b8577ca8ae41bb2a1>



H&M hired a new  
Head of I&D  
for North America,  
Ezinne Kwubiri

# WPP are currently developing an accountability framework to deliver WPP's D&I commitments



*To establish permanent change, we'll be creating ongoing inclusion-focused feedback and strategy systems that will allow us to not only build but maintain representation throughout our corporation.*

## 2020

Establish metrics to measure progress

## 2021

Goals and measures rolled out globally

**Diversity and inclusion  
may seem foreign  
to Russia.**

**But that's not true.**





2010



2020



# LOCAL BRANDS STEP UP





**Avgvst выпустил подвеску в поддержку квир-издания «Открытые»**


10% выручки с продаж будут переданы журналу

Текст: *Софья Аулик*  
15.11.19, 10:25   

Российский ювелирный бренд Avgvst выпустил серебряную подвеску с буквами O, V и T. Так основательница марки Наталья Брянцева решила поддержать тех, кто открыто проявляет свою идентичность.





 \_gloriajeans\_ • Подписаться ...

 \_gloriajeans\_ • Gloria Jeans ты можешь быть собой! Мы всегда рады тебе независимо от возраста, пола, цвета кожи, религии, взглядов. Всем мир! 🌍

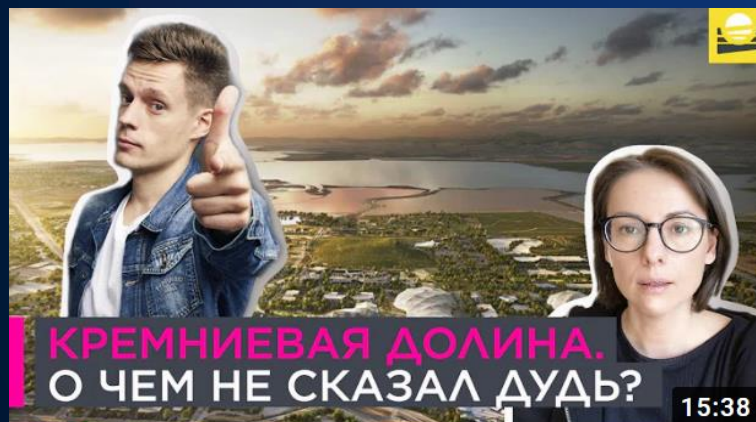
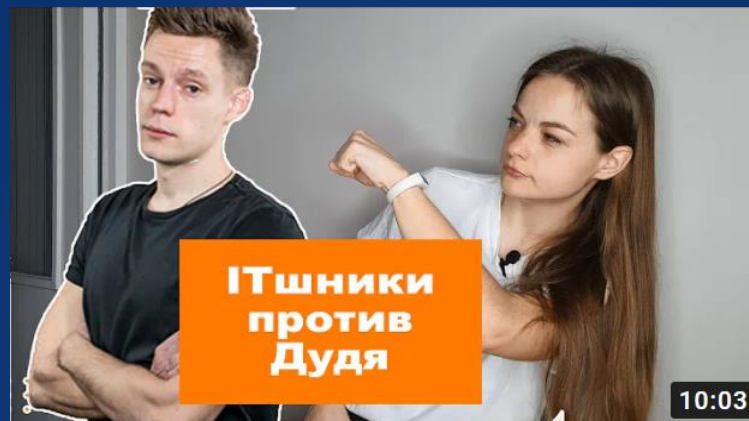
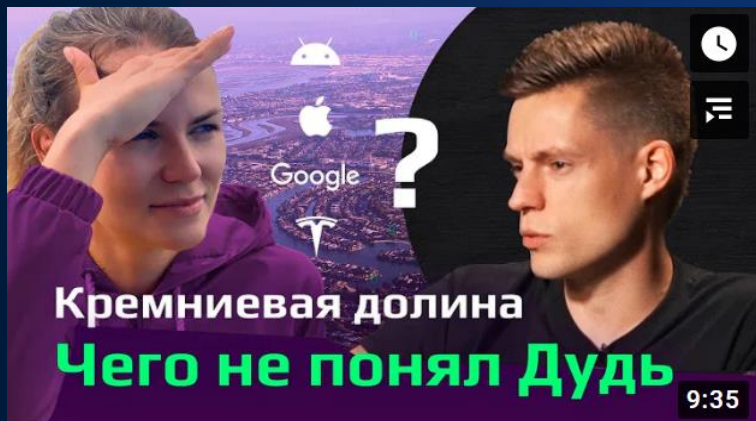
До 31.08. в розничных магазинах и на сайте GJ действует акция: 1000 бонусных рублей за каждую 1000₽ в чеке. Использовать бонусы можно с 1 сентября и до конца года, количество покупок не ограничено! Спешите! 🏃‍♀️

You can always be yourself with Gloria Jeans!  
We are always happy to see you regardless of your age, gender, skin color, religion or worldview.



 Ты какая-то не такая Опубликовать

# Yuri Dud's film about silicon valley provoked social backlash





**By championing  
diversity and inclusion,  
we as an industry can help  
create a better society  
and drive business growth**

# By embracing diversity and inclusion...



Leading brands blaze a trail for **next level equity** communication

Development teams **create fantastic products**

Planning teams develop **inclusive targeting solutions**

# By addressing diversity Colgate created an unorthodox brand equity campaign



**63%**

Inspires to smile  
whatever happens

**42%**

Imbues with  
optimism

# Diverse teams create fantastic products: Netflix algorithm challenge



When unrelated teams from different professions around the globe joined forces, they beat the company's existing program for predicting users' movie ratings based on previous ones



CALLE DE  
ALVAREZ  
GATO

ALFREDO ROIL DE LINNAJ  
- MADRID -



TeleMadrid

**Our clients have products targeted  
at all types of customers**

**We need a diverse workforce  
that represents the wider world  
to develop and deliver  
real and relevant strategies**





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