



ADVERTISING CAMPAIGNS FEATURING MESSAGES TIED TO DIVERSITY & INCLUSION INCREASE BUSINESS OUTCOMES

New VAB Study Finds Marketers' Inclusivity Campaigns Grow Digital Interactions, Online Engagement and Sales

NEW YORK – August 18, 2020 – [VAB's](#) newest study, [Do The Right Thing: How Diversity & Inclusion Drives Brand Outcomes](#), finds there is a significant correlation between advertising campaigns that include core messages tied to diversity and inclusiveness and business success. *Do The Right Thing's* findings are the result of VAB's analysis of hundreds of advertising campaigns and more than 3,300 TV spots from over 50 brands across multiple categories spanning the last five years. More than 20 case studies of national brand diversity and inclusion campaigns are included from businesses such as Denny's, Johnnie Walker, Nike, Target, ThirdLove and Ulta Beauty, among others.

"Creating increased customer activation and brand growth in the current economic and business environment is a major challenge for marketers," said Sean Cunningham, president & CEO at VAB. "Motivating underleveraged customer segments with messages that genuinely resonate can ignite business results. *Do The Right Thing* provides statistical evidence that embracing diversity and inclusion as a core brand component leads to positive business outcomes, such as increased engagement across each stage of a customer's path to purchase, as well as growth in sales."

Finding: Inclusive advertising campaigns drive strong awareness and increase attention for brands.

Earlier this year, general merchandise retailer Target released an ad featuring The Honey Pot company founder, Beatrice Dixon, in support of minority female-owned businesses. According to VAB's analysis, the ad had one of the highest attention scores of all Target ads among viewers. Additionally, Honey Pot sales increased 20-30 percent across its retailers a month following the campaign launch. Case study: page 12

Finding: Marketers embracing topics that sharply resonate with consumers, see improved engagement metrics, including increases in social conversations, online video views and search queries.

In 2016, Scotch whisky brand Johnnie Walker released an ad in both English and Spanish as part of its Keep America Walking campaign with visuals presenting an authentic representation of America's cultural diversity and a message of unity and inclusion. Viewer response was overwhelmingly positive for the ad (90 percent), especially taking into account it debuted the day of the presidential election. VAB found the ad helped increase

the brands' digital interactions and drove two-thirds of its total earned digital interactions over the last five years. Case study: page 18

Finding: Inclusive advertising campaigns grow a business's bottom line.

In September 2018, Nike debuted the first in a series of commercials based on the theme of people pursuing their biggest dreams. The initial spot centered on visuals of athletes competing in various sports, while also touching on gender, disabilities and other diversity issues. The ad featured and was narrated by former NFL quarterback-turned-activist Colin Kaepernick declaring, "Believe in something, even if it means sacrificing everything." Nike introduced the ad at the beginning of its third quarter, resulting in record-breaking sales and the company achieving its highest third quarter revenue up to that point in time. Subsequently, record-breaking sales have been achieved in each quarter since the launch of its Dream Crazy commercial featuring Kaepernick through early 2020. Case study: page 31

"Do The Right Thing can help marketers learn how to better engage multicultural audiences by understanding campaign themes and strategies that major brands have proven to be successful," said Danielle DeLauro, EVP at VAB. "There has been much discussion about the financial benefits of companies who champion diversity and inclusiveness among its leadership ranks. Also including a broader, more diverse audience in marketing campaigns not only makes sense from a representation viewpoint, but it has a significant impact on business outcomes, too."

Methodology

VAB utilized data from third-party measurement services such as iSpot.tv and Comscore, along with publicly-available company sales data for its analysis. Hundreds of advertising campaigns and more than 3,300 TV spots from over 50 brands across multiple categories spanning the last five years were investigated resulting in the findings included in Do The Right Thing: How Diversity & Inclusion Drives Brand Outcomes.

About VAB

[VAB](#) is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in smarter, more educated decisions. VAB develops unique market insights and answers questions from a marketer's perspective, tackling the toughest issues with fresh thinking and supporting data.

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