



Ezequiel Hodari
VISUAL DESIGN



Creando
Marcas
con Valor



Orbiton



**servicios de
inspección
mediante el uso
de drones**





— Manoj Raghunandan



example, paying attention to the unique health needs of African Americans and Hispanics in this country. They were paying attention to health inequity and bringing education and knowledge to those communities...And, since 2019, this brand, which already had incredible household penetration, has grown household penetration by 5 percentage points. And I'm so proud of that team because, you know what? Fifty-seven percent of that household penetration came from African American and Hispanic households."

Raghunandan also provides an important global perspective, reminding us that DEI has a powerful role in marketing around the world.

"We're working really hard in India, for example, to put women at the forefront of a lot of the work we do. They are incredibly important. I want to give a big shout-out to our sanitary protection team. Talking about periods in India is not something that's happening all the time. But that's a conversation that needs to happen, particularly among fathers and daughters. They created this incredible campaign, where they broach that topic and that conversation, where they show support for women — particularly for young girls — so they could be in an environment that was conducive to them better managing their period, which is better for their health."

Another global example comes from the Neutrogena brand:

"We are doing a lot of work to help dermatologists better understand different skin colors. You know, you talk to dermatologists, and I think there's a stat that 47 percent of them would say they're not prepared to help Black or Hispanic patients. So how do we help them be more aware and more educated so we can have better health outcomes and skin outcomes? That's done through the Neutrogena brand. And that's done globally."

Viewing DEI as a "job we all have to do in our real life," Raghunandan is hesitant to relegate it to one function or area. "It's the job of every single employee every single day to create an environment where all of us can be our authentic selves."

He points to the power of Employee Resource Groups in shaping company culture and creating action:

"If you can use your Employee Resource Group to help your DE&I efforts blossom, that's incredible...When people join these organizations, they join from a place of personal affinity, or from a desire to do more to help a community. So, you're already starting from a place of strength. And, I have to tell you, when you have people who care, you have one of the most powerful vehicles for change that you could ever have."

ALLIANCE FOR INCLUSIVE AND MULTICULTURAL MARKETING | 59

THE GROWTH ACCELERATORS

AIMM has always deemed three elements — creativity, analytics, and purpose — to be foundational to unlocking growth across M&C marketing programs. McKinsey's comprehensive study of the top 100 companies in the world, which it refers to as "the 100 best," are achieving "dramatically higher average growth rates. The research shows using the full growth triple play can boost average growth rates by 2.3 times compared to companies that don't use any of the three elements."

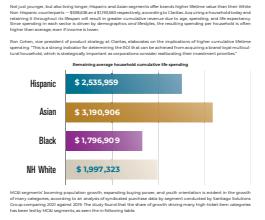
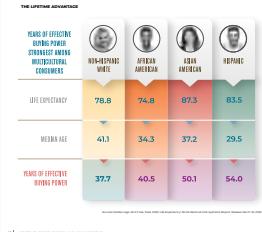
Creativity, analytics, and purpose are at the very heart of the Cultural Inclusion Accelerator™, a toolbox empowering marketers with a suite of innovative value-driven metrics around diversity, inclusion, and purpose. The Cultural Inclusion Accelerator™ has been designed to help Accelerator new metrics address marketers' needs to prove and accelerate growth through more authentic cultural relevance, DEI reflections, and the full value of diverse-owned and/or diverse-targeted media, measuring what's critical for optimizing modern marketing strategies.

Cultural relevance is so much more than mere representation. Culture plays a key role in deepening the art and science of connecting with all audiences, with particular strengths for diverse audiences. Since the creation of the research tool CIMA, which is part of the Cultural Inclusion Accelerator™, culture has been significantly improved in the industry's ability to quantify the power of culture, creating growth-oriented growth metrics connecting relevance and culture insights as defined by consumers themselves, to purchase intent, sales lift, brand opinion, brand trust, and ad effectiveness.

With clearer proof than ever, the industry can take bolder, more innovative action in the design and development of M&C marketing programs. Independent attribution studies have shown that cultural relevance and the persuasion it generates explain 66 percent of a campaign's success. The role of brands to set baseline, minimum standards, and higher cultural relevance goals, representing culture by infusing it earlier and embed it throughout the marketing process.

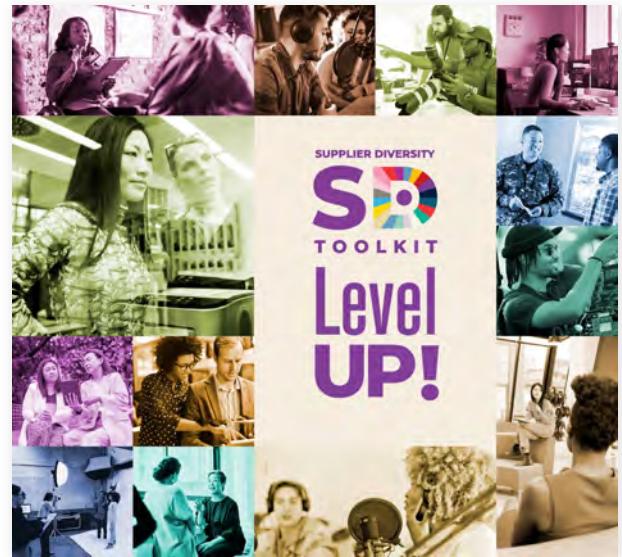
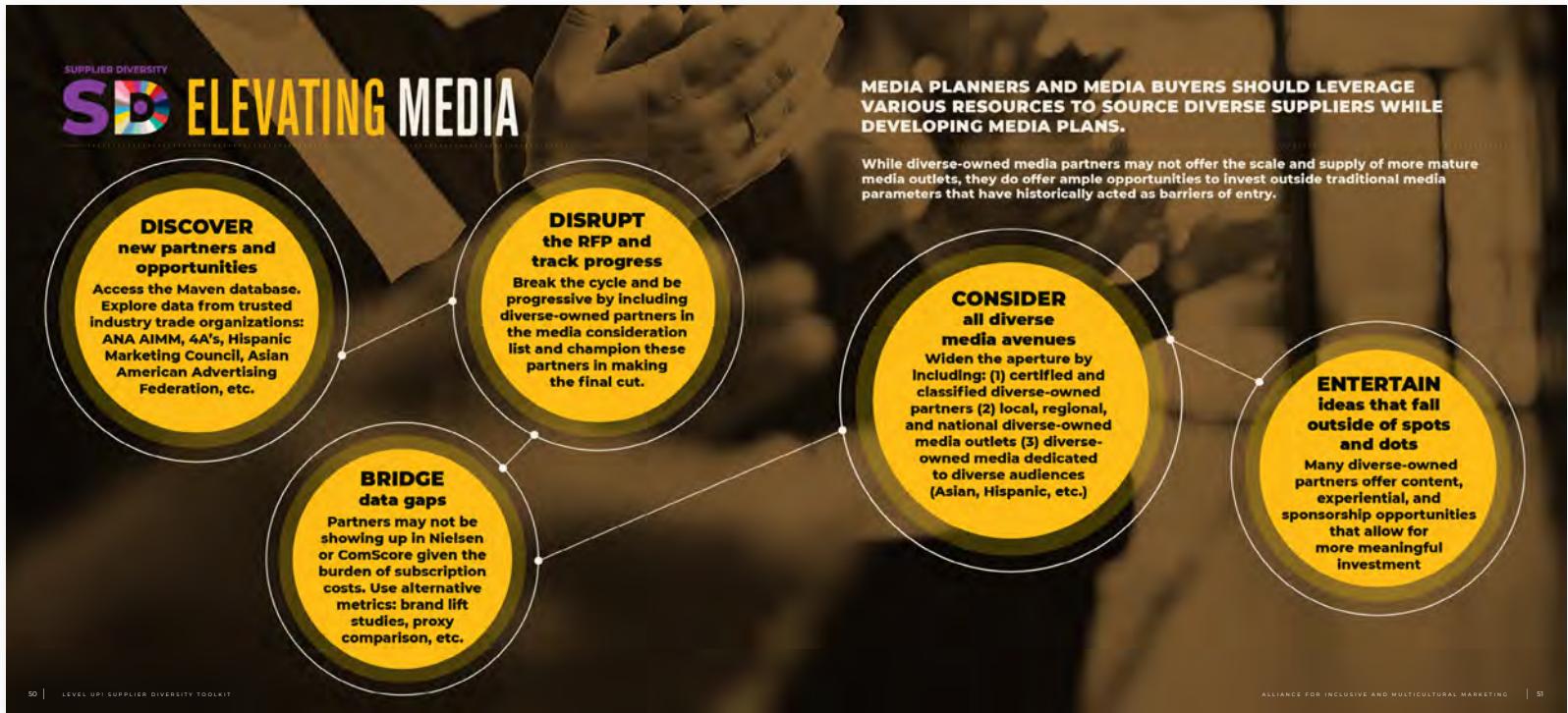
"Through AIMM and CIMA, we have the opportunity to see the quantifiable effects DEI efforts can have on your business," states Manoj Raghunandan, president, global self-care and consumer experience organization for Johnson & Johnson Consumer Health. "We see the benefit in terms of growing your top line, your bottom line — but, most importantly, winning the hearts and minds of your consumer, which is the greatest thing you can do for your growth."

28 | POWER OF GROWTH | INCLUSIVE MARKETING



marketing consulting

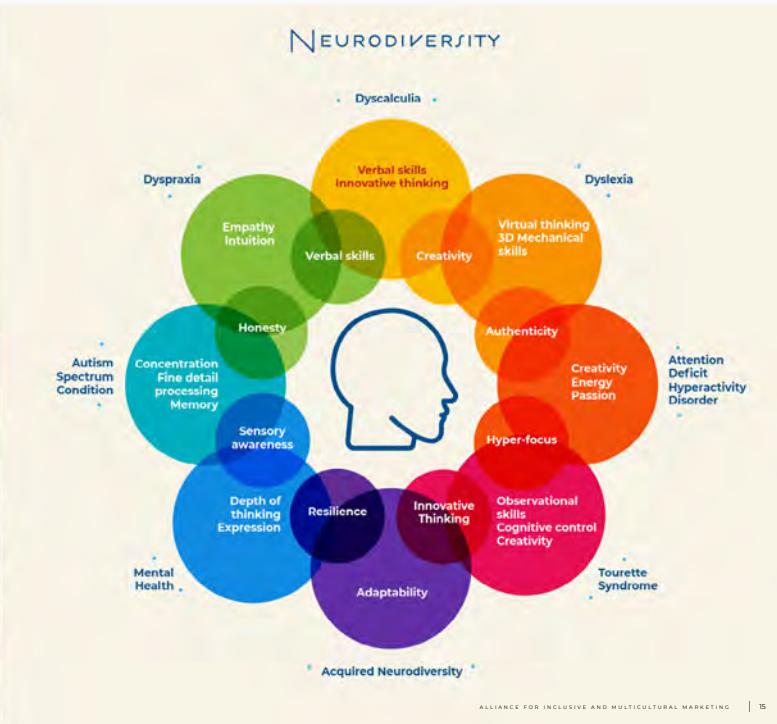




marketing consulting



A young child with glasses is shown playing with wooden sticks on a table, illustrating neurodiversity. The image is part of a slide with a green header and a blurred background.



marketing consulting



Make Sure That Partnerships
are formed with individuals or entities that are culturally relevant, inclusive, credible and have reach

Use The Appropriate Terminology
and accurately translate for proper messaging. Different words, meaning, and accents can affect interpretations.

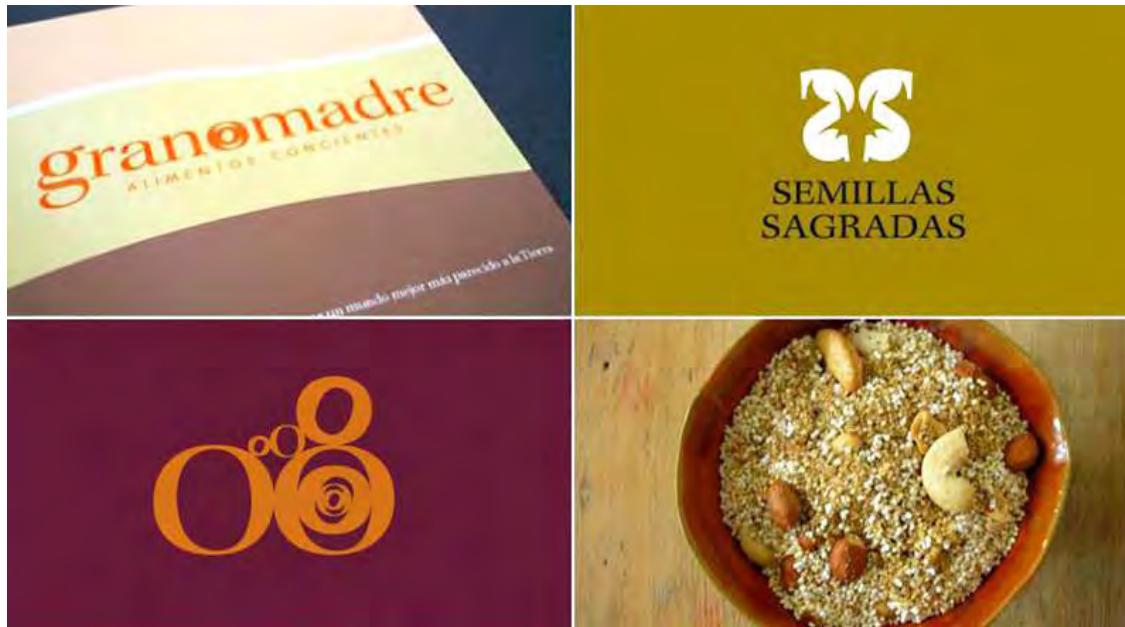
Avoid Stereotypes.
Represent the diversity of race/ethnicity. Also, casting representation with language, role, context and target audience.

Appreciate and Celebrate.
Do not appropriate.

Understand The Cultural Nuances that Exist Within The Segment, Their Unique Needs and Idiosyncrasies

- Skin tones/Body sizes
- Socioeconomic levels
- Countries of origin/ancestry. Born vs. Foreign born
- Acculturation levels
- Issues that matter to the segment and sensitivity to messaging brand make successful connections.





una forma más
conciente de
alimentación

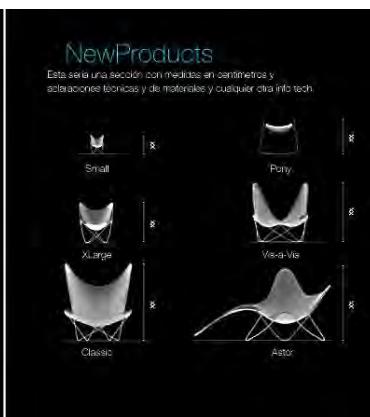
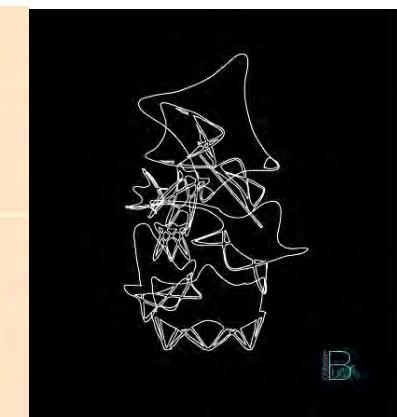
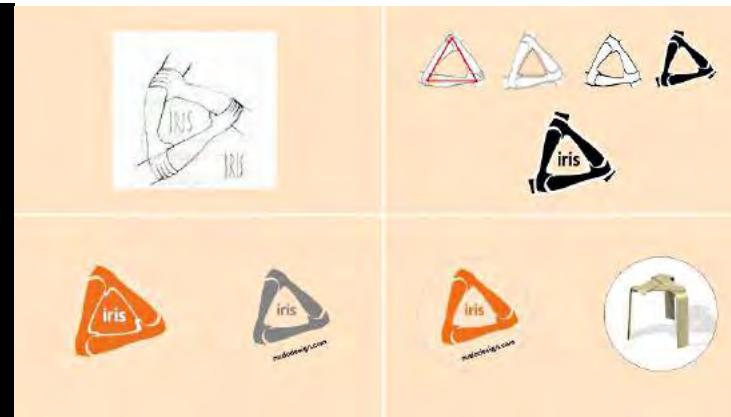
granomadre
ALIMENTOS CONCIENTES



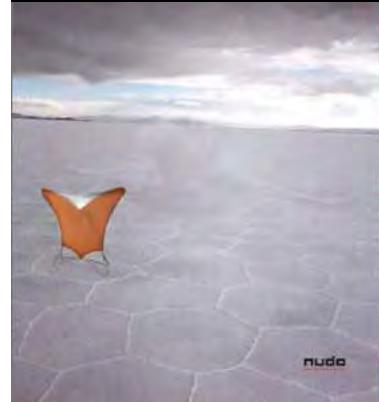
trygg

indumentaria
inteligente
para el
movimiento





innovación en diseño industrial desde la tecnomorfología



nudo
DESIGNMORPHOLOGY

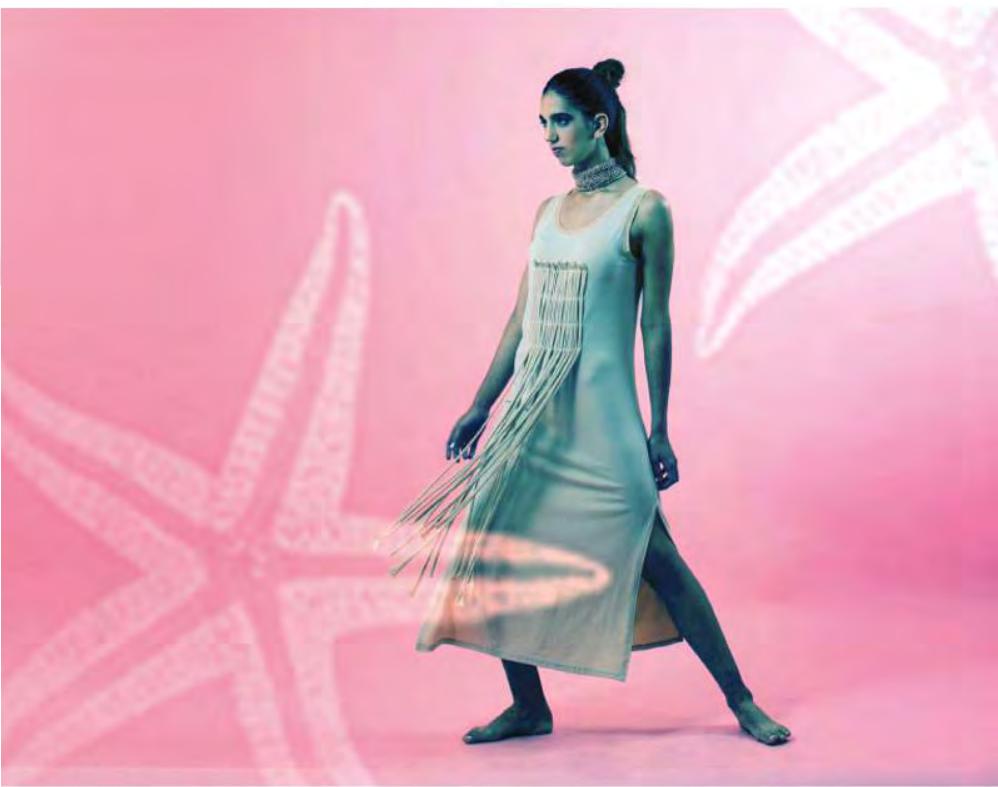


BabyBasic®



cuidado de la
piel y el
cabello del
bebé





diseño
textil y de
indumentaria





**21distritos,
proyecto de
dinamización
artística**



granomadre
ALIMENTOS CONCIENTES



azafrán
INTERIORES



ABISMO



INDÓMITO



BabyBasic



VACAVALIENTE



after
all
WISEDRINK



nudo
DESIGNMORPHOLOGY

RED LATINOAMERICANA
DE FOOD DESIGN

KAIRA
ART JEWELRY

ADG Andrew
Design
Group, Inc.

Datarisk

BAIRES
FAST & GOOD

0+0
C

ONEHAPPYCOW

TERGUS
ecoleather tiles

il Diverso
GELATERIA e BAR

DOT zero

UNO
SUSHI

PAC PUEBLO
ALVAREZ
CULTURAL

jugables

portoluz

ESTUDIO
SINGERMAN & MAKON
ECONOMÍA Y TURISMO

MORAY
BRAVA

DARUMA

cohandesigngroup

Pool
Master

hot house

EZEQUIEL HODARI

IDENTIDAD VISUAL

MOTION GRAPHICS

BRAND DESIGN

DIRECCIÓN DE ARTE

WWW.EZEQUIELHODARI.COM

INFO@EZEQUIELHODARI.COM

+34 652 64 74 10

 EHODARI

 LINKEDIN.COM/IN/EZEQUIELHODARI

PASEO LA MAIGMONA 5
SAN JUAN DE ALICANTE
03550, ALICANTE
ESPAÑA