



Ezequiel Hodari
VISUAL DESIGN



**Creando
Marcas
con Valor**



servicios de inspección mediante el uso de drones





**"YOUR MANAGEMENT
MAY NEED A LITTLE BIT
OF THE BUSINESS CASE
BEFORE YOU GIVE THEM
A LITTLE BIT OF THE
RIGHT THING TO DO"**

- 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."

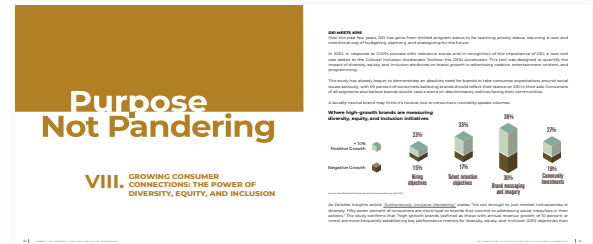
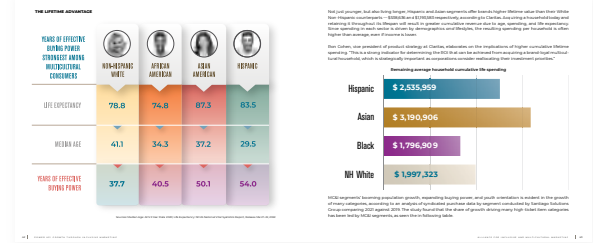
Another global example comes from the Neutrogena brand:

"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 DEI 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."



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III. EXECUTIVE SUMMARY

THE GROWTH ACCELERATORS

AIMM has always deemed three elements — creativity, analytics, and purpose — to be foundational to unlocking growth across MCM market segments. Now, McKinsey confirms companies that use all three of these elements, which it refers to as "the growth triple play," 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.

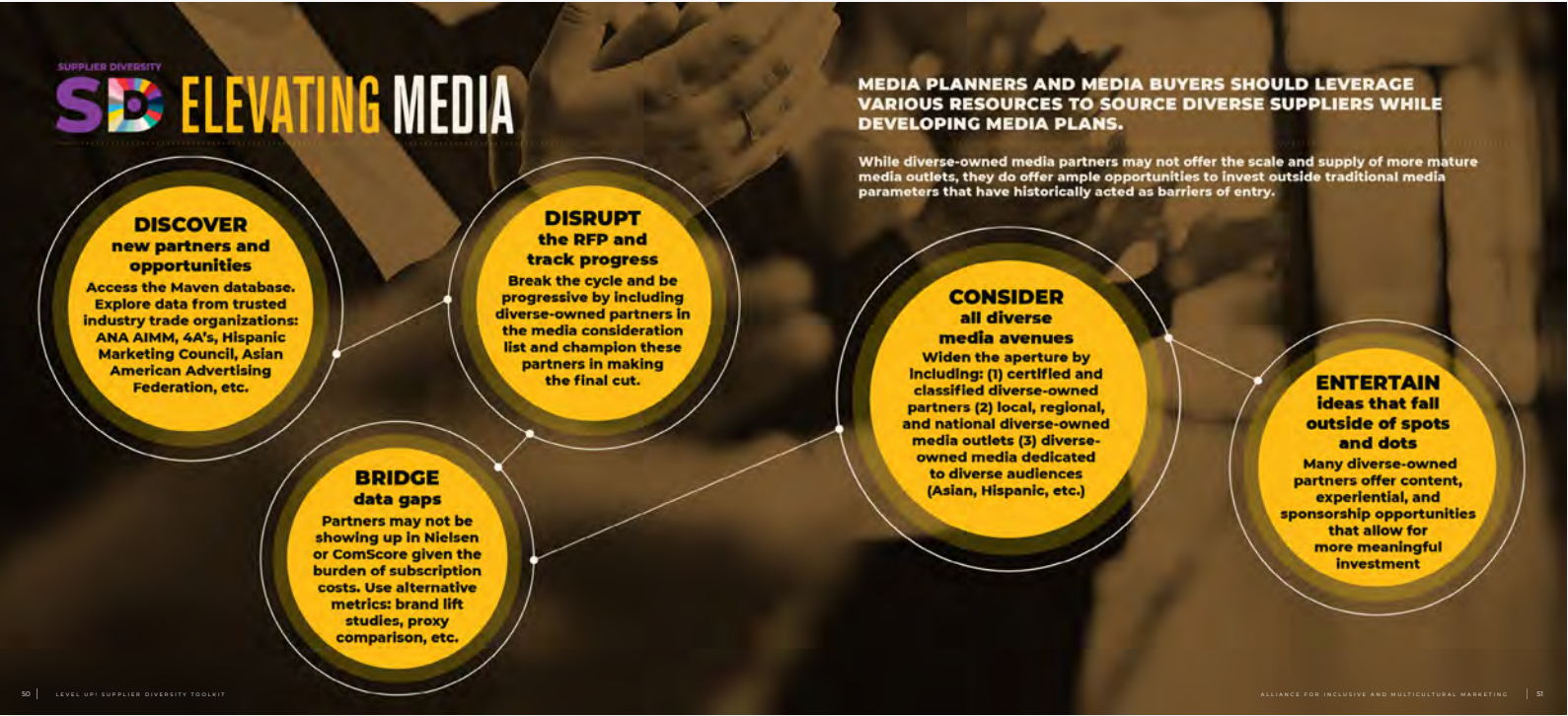
Creativity, analytics, and purpose are at the very heart of the Cultural Inclusion Accelerator™, a toolbox empowering marketers with a suite of innovative value-driven metrics around diverse segments to guide and inform a brand's cultural journey. The Cultural Inclusion Accelerator™ new metric address 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 CIM, which is part of the Cultural Inclusion Accelerator™ toolbox, there has been significant improvement in the industry's ability to quantify the power of culture. CIM provides meaningful growth metrics connecting relevance and cultural 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 MCM marketing programs. Independent attribution studies have shown that cultural relevancy and the persuasion it generates explain 66 percent of a campaign's sales lift. This has led hundreds of brands to set baselines, minimum standards, and higher cultural relevance goals, reorienting culture by infusing it earlier and embedding it throughout the marketing process.

"Through AIMM and CIM, 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 share growth."





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NEURODIVERSITY

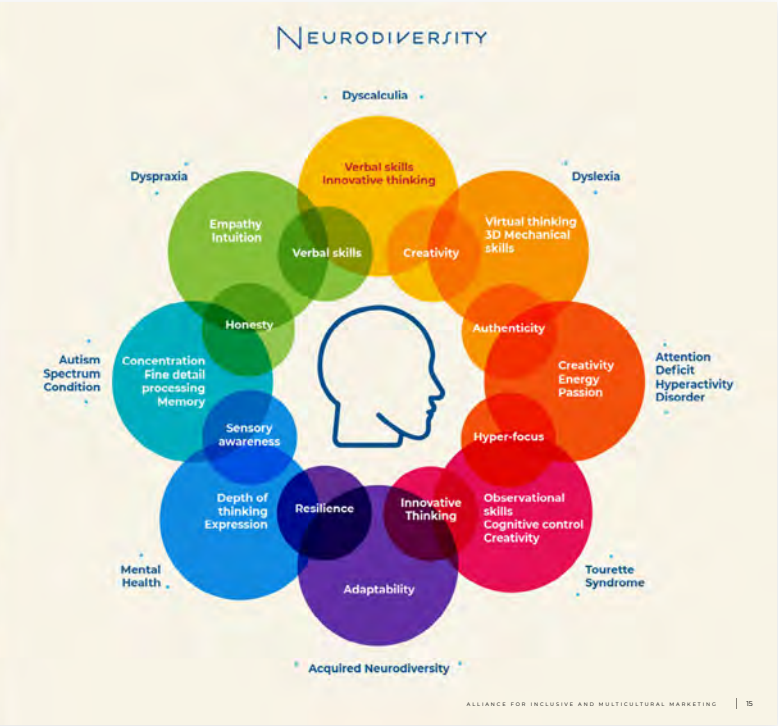
What is "Neurodiversity" ?
A word used to explain the unique ways people's brains work. Being neurodivergent means having a brain that works differently from the average or "neurotypical" person.

Neurodiversity describes the variation in the human experience of the world, in school, at work, and through social relationships. Driven by both genetic and environmental factors, an estimated **15-20%** of the world's population exhibits some form of neurodivergence.

Neurodiverse people include those with conditions such as:

- Autistic spectrum disorder (ASD)
- Attention deficit hyperactivity disorder (ADHD)
- Developmental speech disorders
- Dyslexia
- Dysgraphia
- Dyspraxia
- Dyscalculia
- Dysnomia
- Tourette syndrome

14 | UNDERSTANDING PEOPLE WHO ARE DISABLED



UNDERSTANDING PEOPLE WHO ARE DISABLED
Educational Fact Pack Resource

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CALL TO ACTION



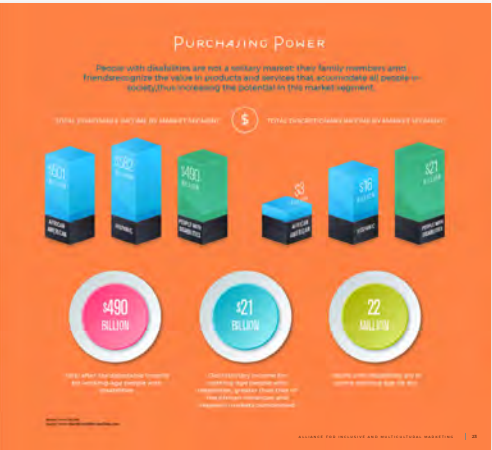
U.S.A CONSUMER LOYALTY

Generation Zers with a disability are more likely to buy from places that support a cause.

People with disabilities will shop the most accessible options; therefore businesses should prioritize accessibility.

Studies showed that people with disabilities are more than **70%** more likely to buy from a business that openly supports and hires people with disabilities.

17 | ALLIANCE FOR INCLUSIVE AND MULTICULTURAL MARKETING





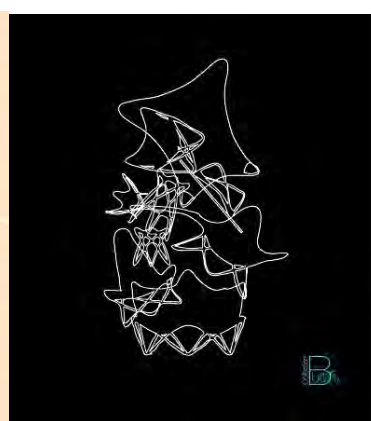
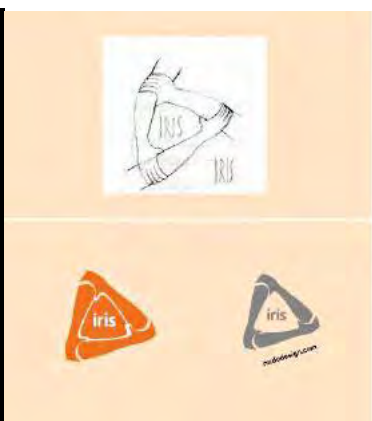
**una forma más
conciente de
alimentación**

granomadre
ALIMENTOS CONCIENTES



indumentaria
inteligente
para el
movimiento





innovación en diseño industrial desde la tecnomorfología

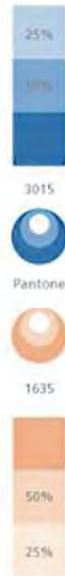




BabyBasic



cuidado de la
piel y el
cabello del
bebé





diseño textil y de indumentaria







RED LATINOAMERICANA
DE FOOD DESIGN

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ARTJEWELRY

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Group, Inc.

Datarisk

BAIRES
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oHc

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ecoleather tiles

ilDiverso
gelateria e bar

DOT zero

WHO
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ALVAREZ
CULTURAL

jugables

portoluz

ESTUDIO
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ECONOMÍA Y TURISMO

MORAY
BRAVA

DARUMA

cohandesigngroup

Pool
Master

HotHouse

EZEQUIEL HODARI

IDENTIDAD VISUAL

MOTION GRAPHICS

BRAND DESIGN

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