



Drive Brand Growth Through Inclusion

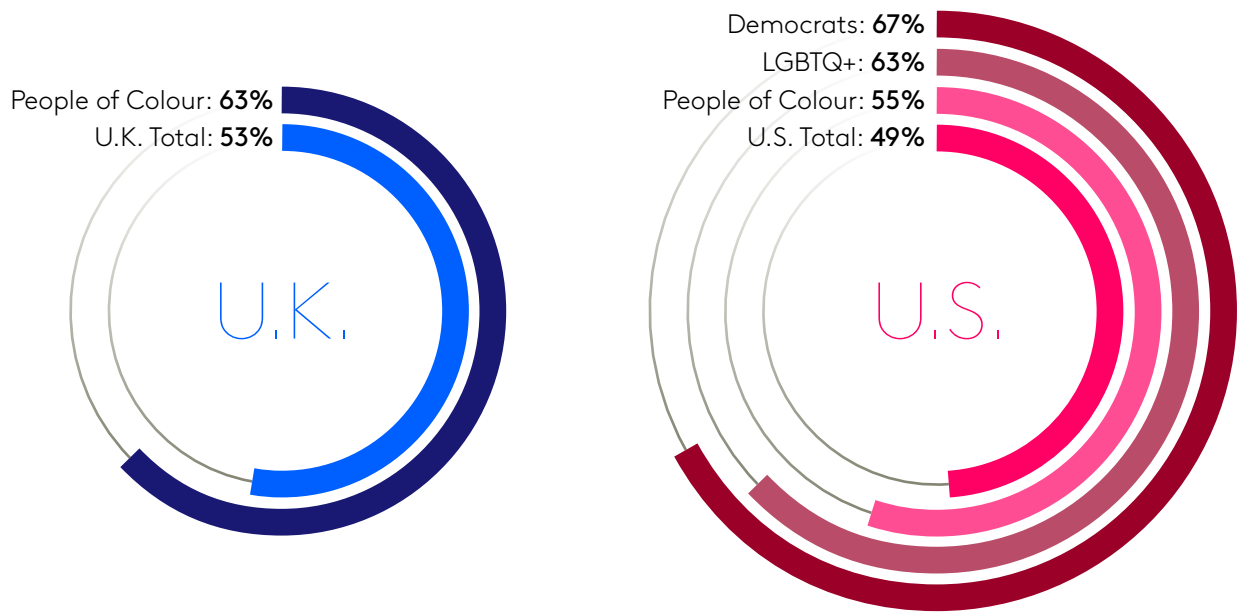
Discover how Kantar's **Brand Inclusion Index** can help you build better connections with under-served groups by tracking how they perceive your brand and how you can improve your inclusion efforts.

What we buy is often determined by a brand's diversity and inclusion efforts. Half of all consumers feel this way, but the impact is even more acute among the groups that are often excluded, such as people of colour or LGBTQ+ people.

"It is important to me that the brands I buy from actively promote diversity and inclusion in their own business or society as a whole"

In the U.K., for example, agreement with the statement is **53%** across the whole population but **63%** among all People of Colour.

In the U.S., The same pattern can be seen, where **49%** of the total population agree compared to **55%** of People of Colour, **63%** of the LGBTQ+ community, and **67%** of Democrats.



Diverse groups have huge spending power, and our new **Brand Inclusion Index** will reveal how they perceive your brand's efforts on diversity, equity and inclusion – what consumers see, feel, think, and how they consider your brand as a result. It will enable you to rank your performance against other brands as well as guiding you on the best way to improve.

Tracking your progress on the brand inclusion journey

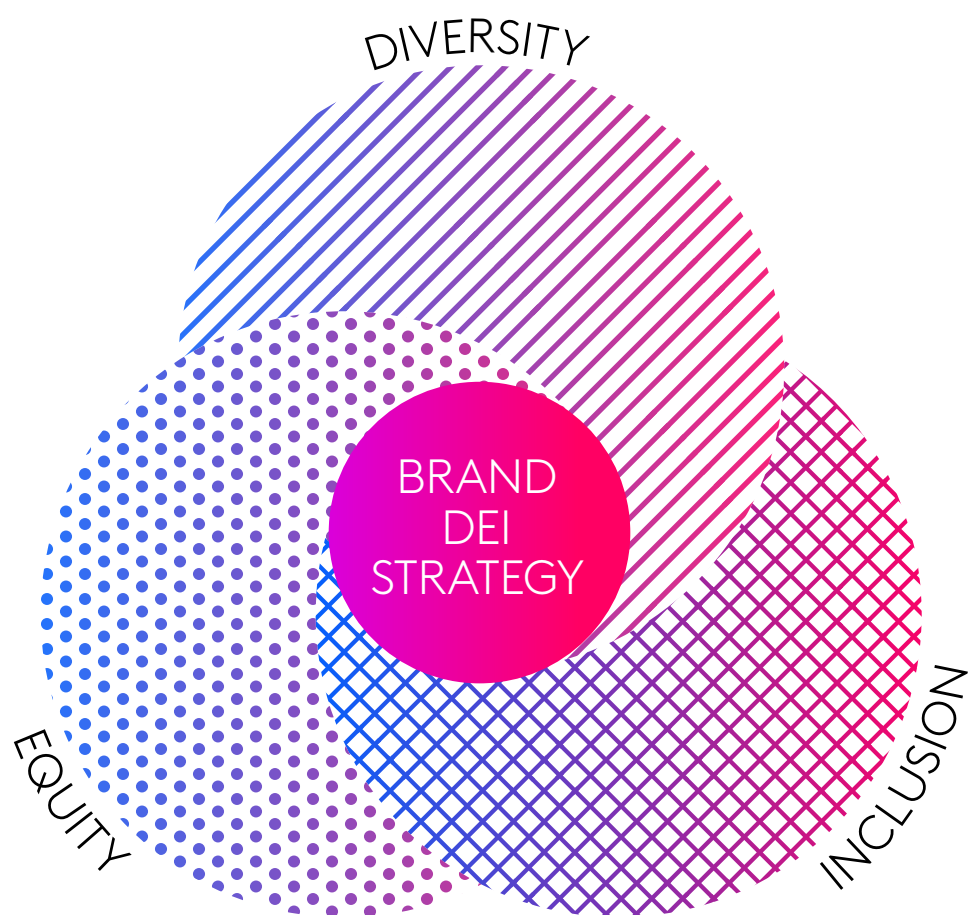
As diverse populations start to represent more than half the population in the US, for example, and many companies looking to previously underserved groups for growth, every brand needs to be perceived as inclusive if it wants to maintain or grow its share and revenue.

Kantar's **Brand Inclusion Index** helps you to assess performance across four key dimensions – DEI strategy, diversity, equity and inclusion. Our analysis covers the absence of negative actions, the presence of positive initiatives as well as the depth of the commitment when other groups feel threatened by the attention you are showing these groups.

We can also help you dig deeper via tools such as Creative Testing to measure how inclusive your ads are perceived to be, identify business opportunities and help you set the scale of your ambitions when it comes to inclusion commitments.

The Brand Inclusion Index Components

- At the core, the BRAND DEI STRATEGY** that informs how the brand shows up in the marketplace, and most importantly, how brave the brand is in relation to social issues. Brand bravery is what fuels and strengthens the brand's DEI initiatives.
- EQUITY:** The systems the brand puts in place to operate and engage with people internally and in the marketplace.
- DIVERSITY:** the brand's intentional attempt to positively represent people of diverse backgrounds, celebrate individual's uniqueness, and treat everyone well and as equals.
- INCLUSION:** the effort the brand makes to integrate everyone – especially those who tend to be left behind – and make people feel accepted, respected, and valued. Ultimately, to create a sense of belonging with the brand.



About the study

The **Brand Inclusion Index** currently covers the UK and the US. It is based on a nationally representative quantitative designed to ensure that the opinions of under-served groups. Inclusive demographics ensured gender expansive, age inclusive, disability (individual and household), socio-economic, geographic, LGBTQ+, political ideology, and other factors are fully represented.

Get in touch

To know more about how we can help you in your inclusion journey contact our experts or visit www.kantar.com/sustainability
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 Or get in touch with your Kantar local representative.