



opmg | OMNICOM PRECISION
MARKETING GROUP

How data-informed **diversity**,
equity and **inclusion** efforts
can elevate your brand

THE
QUIRK'S EVENT





Meet the Speakers



Tony Holey

Chief Diversity, Equity & Inclusion Officer,

OPMG



Mike Billingsley

Chief Executive Officer,

OnePulse



OnePulse

- ◆ **Founded in 2013**
- ◆ **Consumer opinion platform**
- ◆ **Specializes in agile research via “bite sized” mobile surveys**
- ◆ **Received £2M funding in 2021**
- ◆ **Community of 600K+ global consumers**



OPMG

- ◆ **Founded in 2017**
- ◆ **Group of 11 agencies & consultancies**
- ◆ **Specializes in digital transformation, product design, tech implementation**
- ◆ **39 offices in 26 countries**
- ◆ **Created DE&I operating system pillars and employee resource groups**



sparks & honey

RAPP

Critical Mass

COE

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MARKETING GROUP

Agencies & Consultancies

I C

A N

O R G



smart digital



CREDERA

hangar
worldwide





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MARKETING GROUP

Market Research Partners

qualtrics^{XM}



OnePulse

 **recollective**

 **dscout**


mfour

c_space



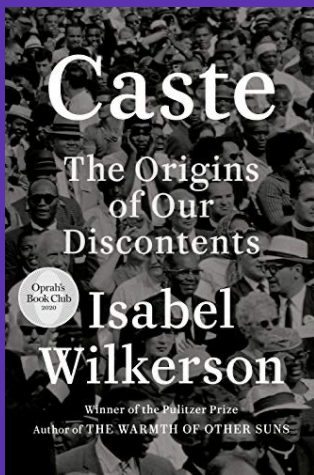
omni



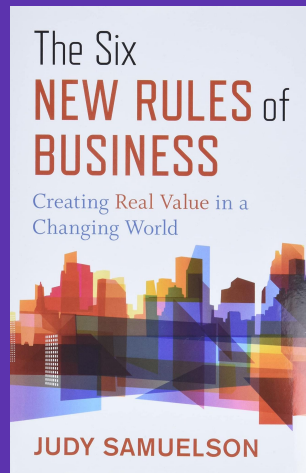
 **OnePulse**



Framing the Challenge



“Caste is insidious and therefore powerful because it is not hatred, it is not necessarily personal. It is the worn grooves of comforting routines and unthinking expectations, patterns of a social order that have been in place for so long that it looks like the natural order of things.”



“Success is no longer defined by the balance sheet. Reputation, trust and other intangibles drive business value, employees give voice to risk and competitive advantage, and culture is king.”



The U.S. is More Diverse Than Ever

- ◆ **Diverse groups make up 43% of the U.S. population.** White non-hispanic population decreased 6% from 2010.
- ◆ Population of Blended HHs + Multi-Cultural HHs is now **53% of US population < 50 years of age.**

REPORT

New 2020 census results show increased diversity countering decade-long declines in America's white and youth populations

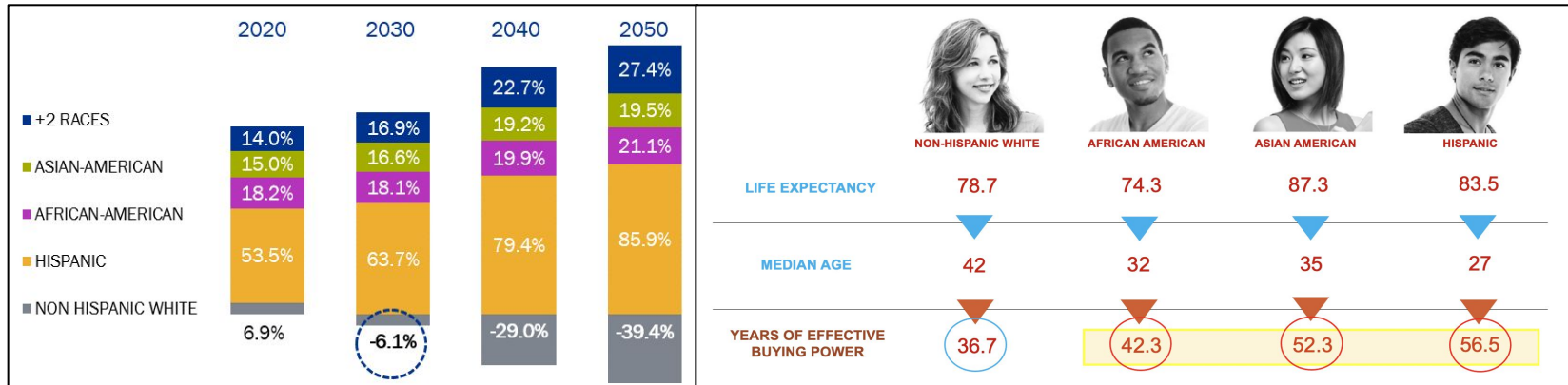
William H. Frey - Friday, August 13, 2021

	< 50	50 +
% of Total US Population	66%	34%
UnBlended NHW Pop	47%	66%
UnBlended MC + Blended Pop	53%	34%



The Future is Multi-Cultural

- ◆ **A Majority** of Future Population Growth and Buying Power is Driven by Multi-Culturals
- ◆ Buying power for African, Asian and Native Americans **increased 5X since to \$3 trillion since 1990**. Hispanic American buying power has **increased 8X**.

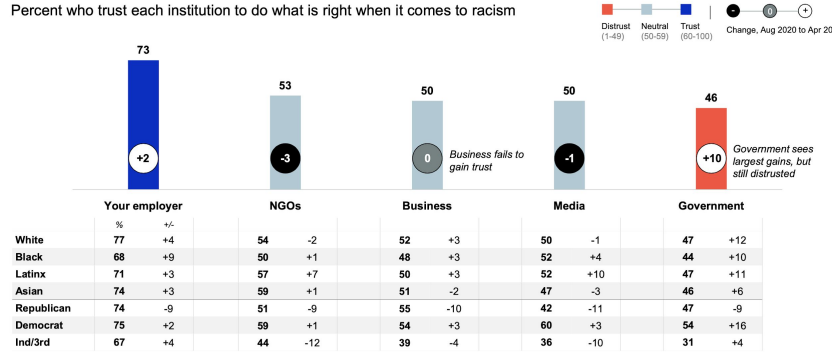




Business is the most trusted institution

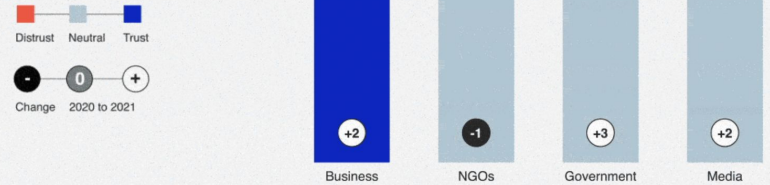
MY EMPLOYER ONLY INSTITUTION TRUSTED WITH RACISM RESPONSE

Percent who trust each institution to do what is right when it comes to racism



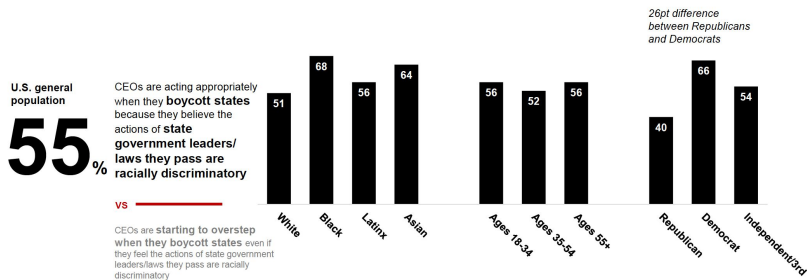
BUSINESS BECOMES ONLY TRUSTED INSTITUTION

Percent trust (Global 27)



BROAD SUPPORT FOR CEOs TO ACT BEYOND THE BUSINESS

Which do you agree with more?



8 IN 10 EXPECT CEOS TO ACT; ZERO TOLERANCE FOR RACISM AT WORK

Percent who believe that CEOs must do each action in response to systemic racism and racial injustice





DE&I Leadership, Past and Present

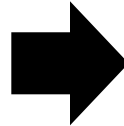
EXPERIENCE LEVELS	PASSION ROOTED IN	STRATEGIC PLAN	LEADERSHIP
<p>THEN</p> <ul style="list-style-type: none">• Race Relations• EEO• Affirmative Action <p>NOW</p> <ul style="list-style-type: none">• Business• HR/Talent• Marketing• Comms• Race Relations & More!	<p>THEN</p> <ul style="list-style-type: none">• Advocacy• Right Wrongs• Fight Injustices <p>NOW</p> <ul style="list-style-type: none">• Business Integration• Economic Empowerment• Advocacy• Fight Injustices	<p>THEN</p> <ul style="list-style-type: none">• Recruitment Pipeline• Philanthropy• Celebrate Diversity <p>NOW</p> <ul style="list-style-type: none">• DE&I Rooted in All Facets of Business• Focus on Inclusion• Workforce, Workplace & Marketplace	<p>THEN</p> <ul style="list-style-type: none">• No DE&I Leader; Part Time Role• Sits in Legal or HR• Limited Access to CEO <p>NOW</p> <ul style="list-style-type: none">• Full-Time Leader• Interfaces with All Sides of Business and Partners with C-Suite + CEO



DE&I Leadership, Past and Present

THEN

RECRUITING
Building people pipeline and partners
TRAINING
Most commonly around unconscious bias
INCLUSIVE CULTURE
Risk Mitigation, ERGs, BRGs



NOW

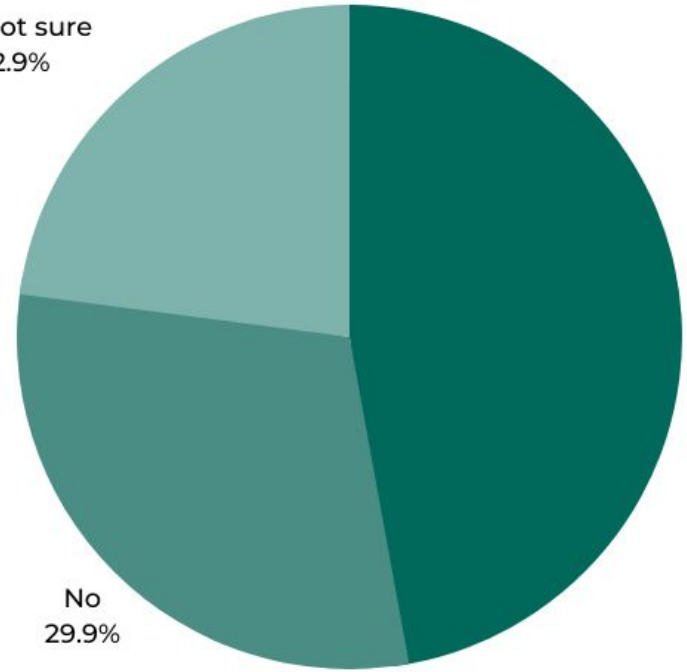
SOCIAL LEADERSHIP
Empathy, composure, influence, sociability, affiliation
ENERGY
Assertiveness, persistence, need for achievement
AGILITY
Adaptability, curiosity, focus, tolerance of ambiguity, risk-taking



Is DE&I a priority where you work?

DATE: 10/20/21 | RESPONSES: 250 | U.S. Consumers

I'm not sure
22.9%



Yes
47.1%

No
29.9%



How can your employer do a better job with DE&I?

DATE: 10/20/21 | RESPONSES: 250 | U.S. Consumers



dwilly

Have a more diverse demographic in upper positions



Filmcaptive

Whenever big decisions are made, have representatives from different cultures and perspectives



jhh04

Make it an effort to hire more diverse employees.



RubyWednesday

Hire more staff from marginalized groups. Be more informed about issues facing those groups.



Surya

Have regular sessions talking about the benefits of DE&I



Which DE&I related statements do you agree with?

DATE: 10/20/21 | RESPONSES: 250 | U.S. Consumers

I'm seeing more inclusive ads / marketing compared to last year



39.23%

Investment in DE&I is a reaction to the events and protests from 2020



29.33%

The importance of DE&I depends on the cultural temperature of the time



26.54%

DE&I is finally becoming a priority for most well-known brands



28.85%

Investment in D&EI largely depends on where a company sits politically



21.54%



How can an organization / brand become more inclusive?

DATE: 10/20/21 | RESPONSES: 250 | U.S. Consumers

Hire more diverse employees within their organization



39.02%

Have more diverse leadership within their organization



43.68%

Regular company-wide training on DE&I to prevent bias



35.25%

Get the opinions of diverse people before making business decisions



39.46%

Partner with other inclusive brands and organizations



25.87%

Build DE&I outreach into their organization permanently



36.40%



What brands do you see as the most inclusive and why?

DATE: 10/20/21 | RESPONSES: 250 | U.S. Consumers



Room236

allbirds because they care about the environment and the people



cae

Target because they always have what is new and trending and they don't take away diversity in their products.



Altheksmen

Lush Cosmetics is one that I've seen hire and feature many different types of people



FiddleFaddle

I think Nike is the most inclusive because it has a wide range of spokesman

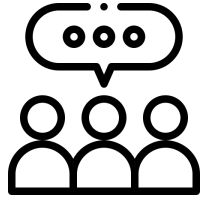


KevAlGhul

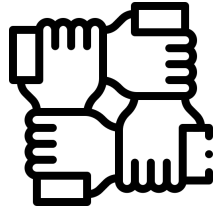
Under armour, RepresentLtd, and Bulletproof Coffee. These brands have always been inclusive



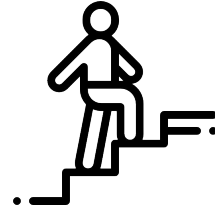
DE&I Pillars



Doing the Work



Belonging



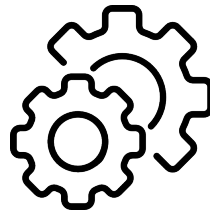
Education



Accountability



Community
Engagement &
Partners



Process &
Structure



Representation



OnePulse

Q&A



Enter the OnePulse Quirk's Giveaway!

Schedule a **OnePulse Demo** via Our Klik
Touchpoint at **Booth 433** to Participate

GRAND PRIZE:

Apple AirPods Pro (3rd Gen)

RUNNER UPS:

Oontz Bluetooth Speakers



*Only qualified leads that have completed a OnePulse demo, in person or online, are eligible to participate in the OnePulse Quirk's Giveaway

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