


# Your Get-Started Guide to Inclusive Marketing

**Purna Virji**

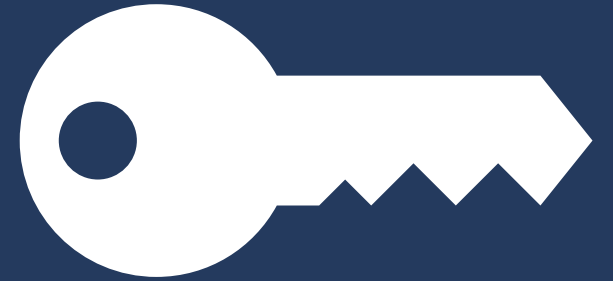
Senior Manager of Global Engagement

 @purnavirji

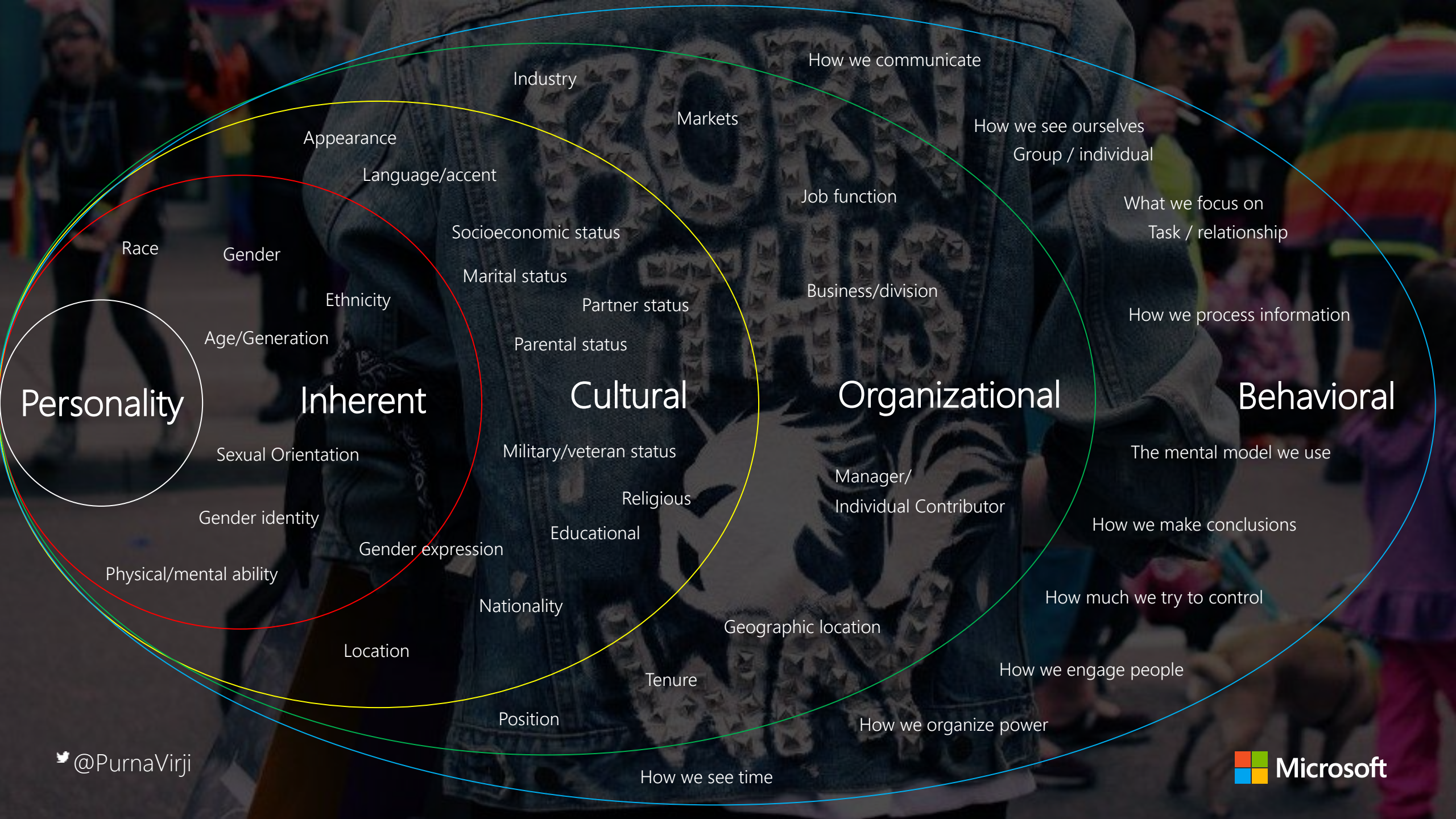
# Exclusion is ...

Marketing from your own biases  
or blind spots

Inclusive marketing deliberately  
uncovers exclusions, allowing  
you to **differentiate your  
business and unleash growth.**







Personality

Inherent

Cultural

Organizational

Behavioral

Race

Gender

Ethnicity

Age/Generation

Sexual Orientation

Gender identity

Physical/mental ability

Appearance

Language/accent

Socioeconomic status

Marital status

Partner status

Parental status

Military/veteran status

Religious

Educational

Nationality

Location

Gender expression

Position

Tenure

How we see time

Industry

Markets

Job function

Business/division

Manager/  
Individual Contributor

Geographic location

How we organize power

How we communicate

How we see ourselves  
Group / individual

What we focus on  
Task / relationship

How we process information

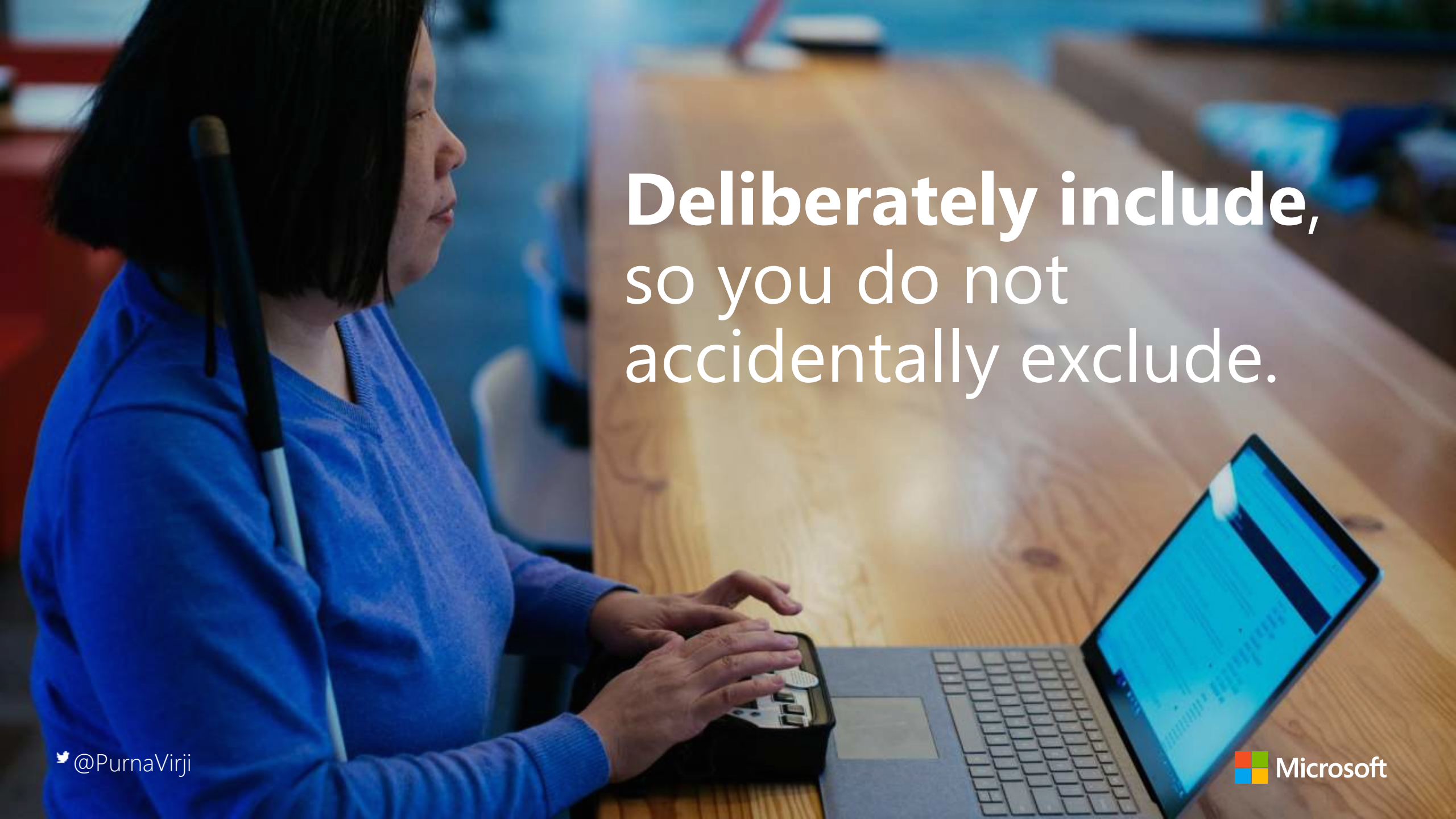
The mental model we use

How we make conclusions

How much we try to control

How we engage people





**Deliberately include,**  
so you do not  
accidentally exclude.



🐦 @PurnaVirji

# Inclusive Marketing= The New Frontier

**70%** of millennials and Gen Z will choose one brand over another if it **demonstrates diversity** in its promotions

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**47%** of millennials say they'd **choose an inclusive brand** over a competitor

1. Kantar Millward Brown & Unilever analysis of 186 ads, scoring in the top 25% as compared to the bottom 25% for progressiveness of main characters, as perceived by viewers. 2. Google, LGBT Advertising: How Brands are Taking a Stance on Issues . 3. Community Marketing Inc., "Table: Attitudes about Brands & Shopping," 2012 LGBT Community Survey, Nielsen, State of LGBTQ consumer 4. Cause Marketing, citing a study by Edelman, January 5 2017 ANA



# How do we apply this to Search?



# 1. Find the opportunity

 @PurnaVirji





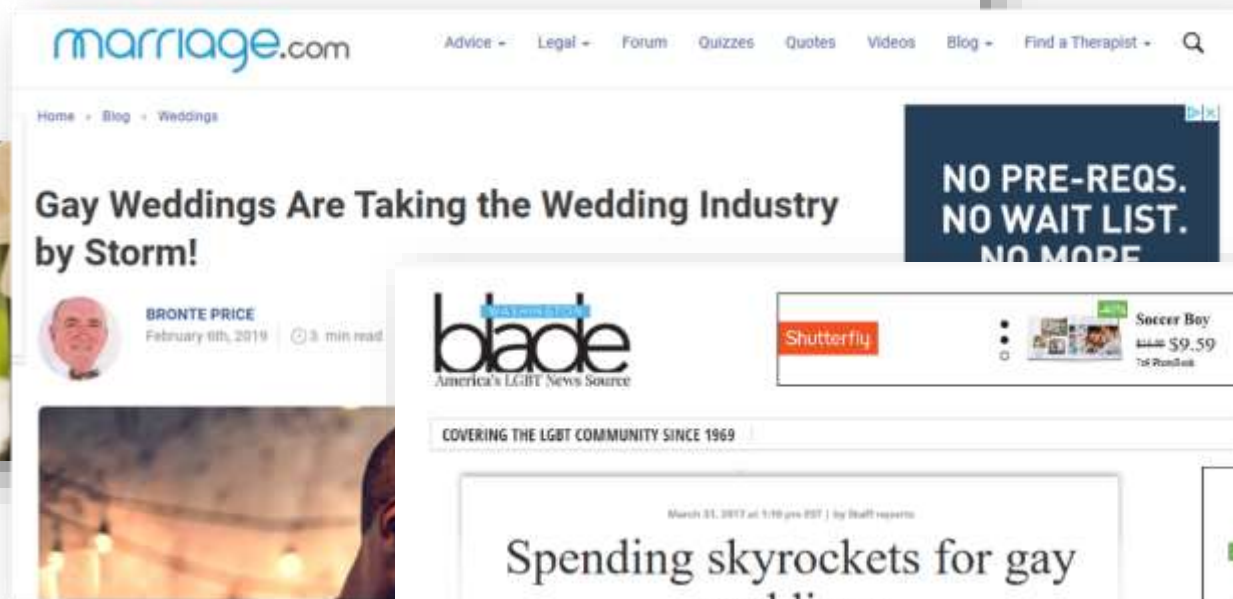




## Gay Marriage Could Boost Wedding Industry by \$2.5 Billion

 **SREEKAR JASTHI**  
June 26, 2015

Studies





*How will you find (or already found) the vendors to help with your wedding plans? Please mark all that apply*

<b>Search engine (e.g. Google, Bing)</b>	<b>52%</b>
<b>Recommended by friend</b>	<b>48%</b>
<b>Wedding planning website</b>	<b>41%</b>
<b>Recommended by another vendor</b>	<b>32%</b>
<b>Recommended by family</b>	<b>25%</b>
<b>Social media (e.g., Facebook, Twitter)</b>	<b>19%</b>
<b>Wedding show or expo</b>	<b>18%</b>
<b>Pinterest</b>	<b>13%</b>

The screenshot shows a Bing search results page for the query "gay friendly wedding invitations". The search bar at the top contains the text "gay friendly wedding invitations". Below the search bar, there are tabs for "All", "Images", "Videos", "Maps", "News", "Shopping", and "My saves". The "All" tab is selected. Below the tabs, there is a Microsoft logo and a link to "Show results from Microsoft". The search results show 535,000 results and "Any time" for the time filter. The first result is an advertisement for "Gay Wedding Invitations | As Low As \$0.85 Per Piece." from vistaprint.com. The ad includes a link to the website, a description of the service, and a list of types of invitations available. Below the ad, there are several categories of invitations: Reception, Anniversary, Rehearsal Dinner, Bridal Shower, Engagement Party, and Bachelor Party. Each category has a brief description of the service. The second result is an advertisement for "Wedding Invitations | Beautiful & Premium Quality" from zazzle.com. The ad includes a link to the website, a description of the service, and a list of types of invitations available.

gay friendly wedding invitations

All Images Videos Maps News Shopping | My saves

Microsoft Show results from Microsoft >

535,000 Results Any time ▾

**Gay Wedding Invitations | As Low As \$0.85 Per Piece.**  
<http://www.vistaprint.com/invitations/wedding> ▾  
Ad Shop Now. Design & Order **Invitations** Online.  
vistaprint.com has been visited by 100K+ users in the past month  
**Types:** Pearl Coated Paper Stock, Vertical Layout, Horizontal Layout, Rustic, Floral  
Add matching envelopes · Designs for all styles · Flat or folded cards · Get real time design help

**Reception**  
Wedding Reception Invitations.  
High quality, custom printing.

**Anniversary**  
Custom Anniversary Invitations.  
High quality, custom printing.

**Rehearsal Dinner**  
Wedding Rehearsal Invitations.  
High quality, custom printing.

**Bridal Shower**  
Unique Bridal Shower Invitations.  
High quality, custom printing.

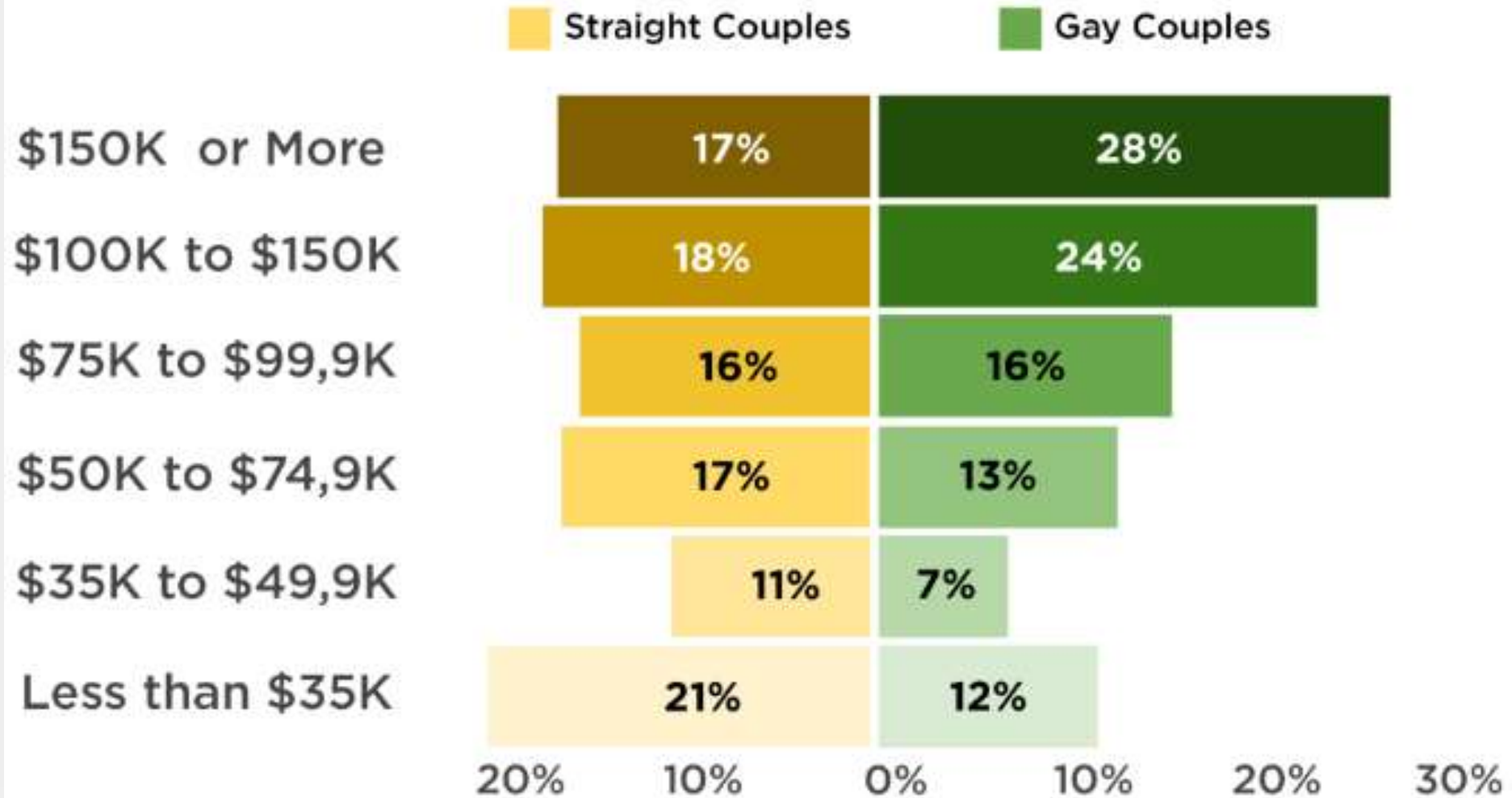
**Engagement Party**  
Chic Engagement Party Invitations.  
High quality, custom printing.

**Bachelor Party**  
Custom Bachelor Party Invitations.  
High quality, custom printing.

**Wedding Invitations | Beautiful & Premium Quality**  
<https://www.zazzle.com> ▾ 54,500+ followers on Twitter  
Ad Largest Selection of Beautiful Customizable **Invitations**, Announcements, & More!



## Married Straight vs. Married Gay Couples' Incomes



Quick reminder ...

You don't need to have inclusive  
products to do inclusive marketing

# Your creative matters

**65%** of respondents said they would feel more favourable about a brand that tries to represent different parts of society.

Lloyds' Reflecting Modern Britain Report





# Women face a serious inclusion problem



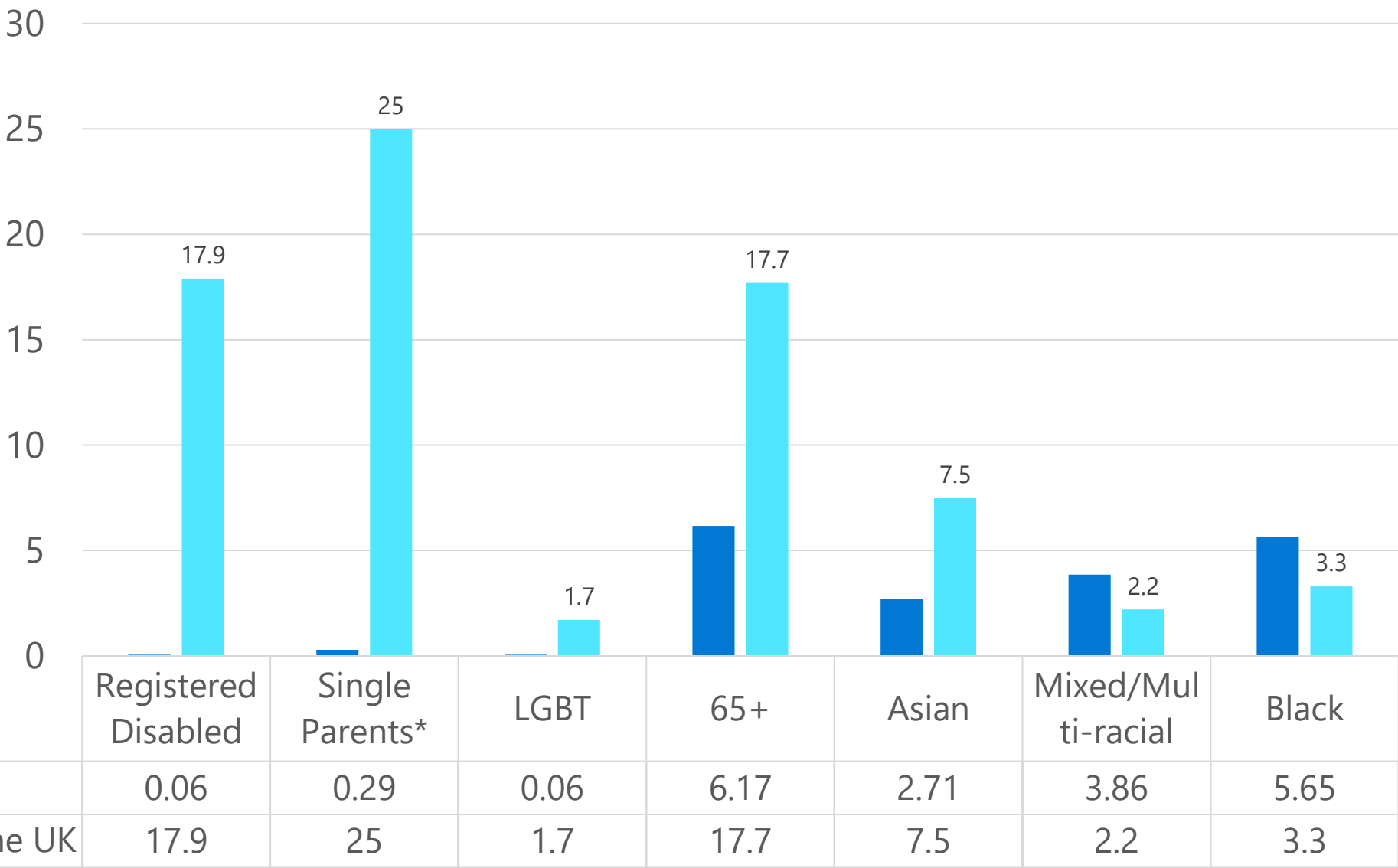
**80%**

Of marketing material  
**feature women**

**42%** of Marketing professionals believe the work they produce doesn't reflect contemporary society...

...and  
they are  
right

% in Advertising vs UK Population



\*Single parents as a proportion of families with dependant children

\*\*Report terminology for people with disabilities



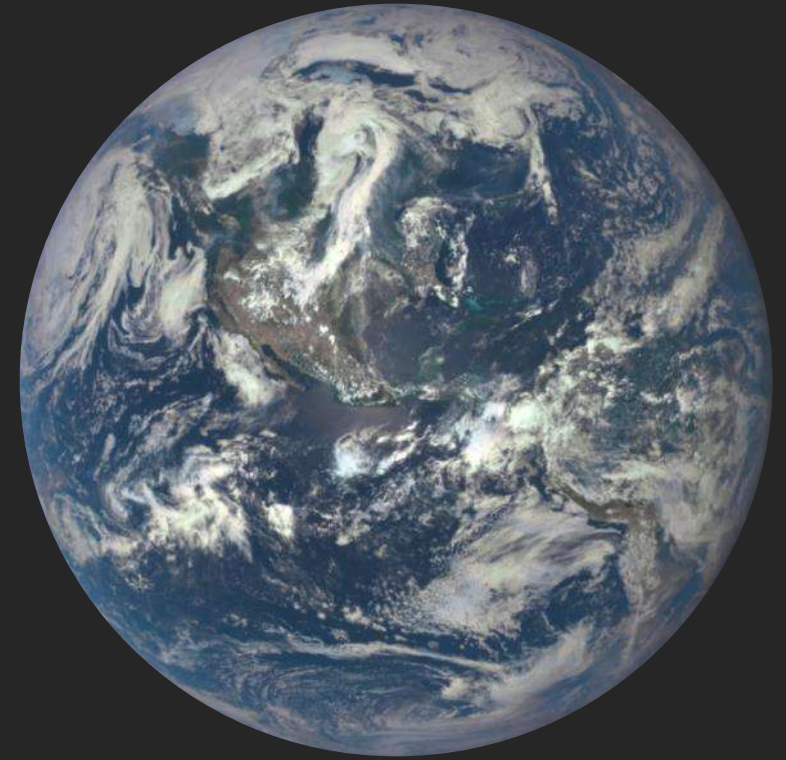


**We need to deliberately  
seek out exclusions-  
Whose voice is missing?**

## 2. Focus on Accessibility



Over 1 billion people  
with disabilities.





# If you don't design for accessibility...

**// It's like saying to every fifth person who walks in your door... 'I don't really want your business.' //**

Bert Floyd,  
*Team Lead of Assistive Technologies,  
TD Bank, Canada*







**Disability is a mismatch between the needs of an individual and  
a product, service, social structure offered.**

- World Health Organization

# Disability



## Personal health condition

# Disability



## Mismatched interactions

# Accessibility as a Differentiator

**1 in 10**

have access to the product or services they need



# Accessibility as a Differentiator

**21M+**

Have an appendage disability,  
temporary or situational impairment

**26K**



**Permanent**  
(one arm)

**13M**









**Temporary**  
(arm injury)







**8M**



**Situational**  
(new parent)

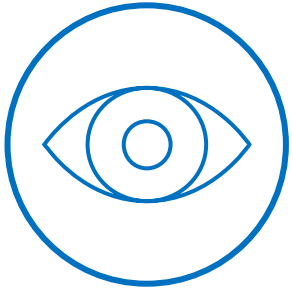


	Permanent	Temporary	Situational
Touch			
	One arm	Arm injury	New parent
See			
	Blind	Cataract	Distracted driver

	Permanent	Temporary	Situational
Hear			
	Deaf	Ear infection	Bartender
Speak			
	Non-verbal	Laryngitis	Heavy accent

Accessibility for one becomes  
**usability for many**

# Four categories of disability to consider



## Visual

Blindness  
Low vision  
Color-blindness



## Hearing

Deafness and  
hard-of-hearing



## Motor

Inability to use a  
mouse, slow  
response time,  
limited fine motor  
control



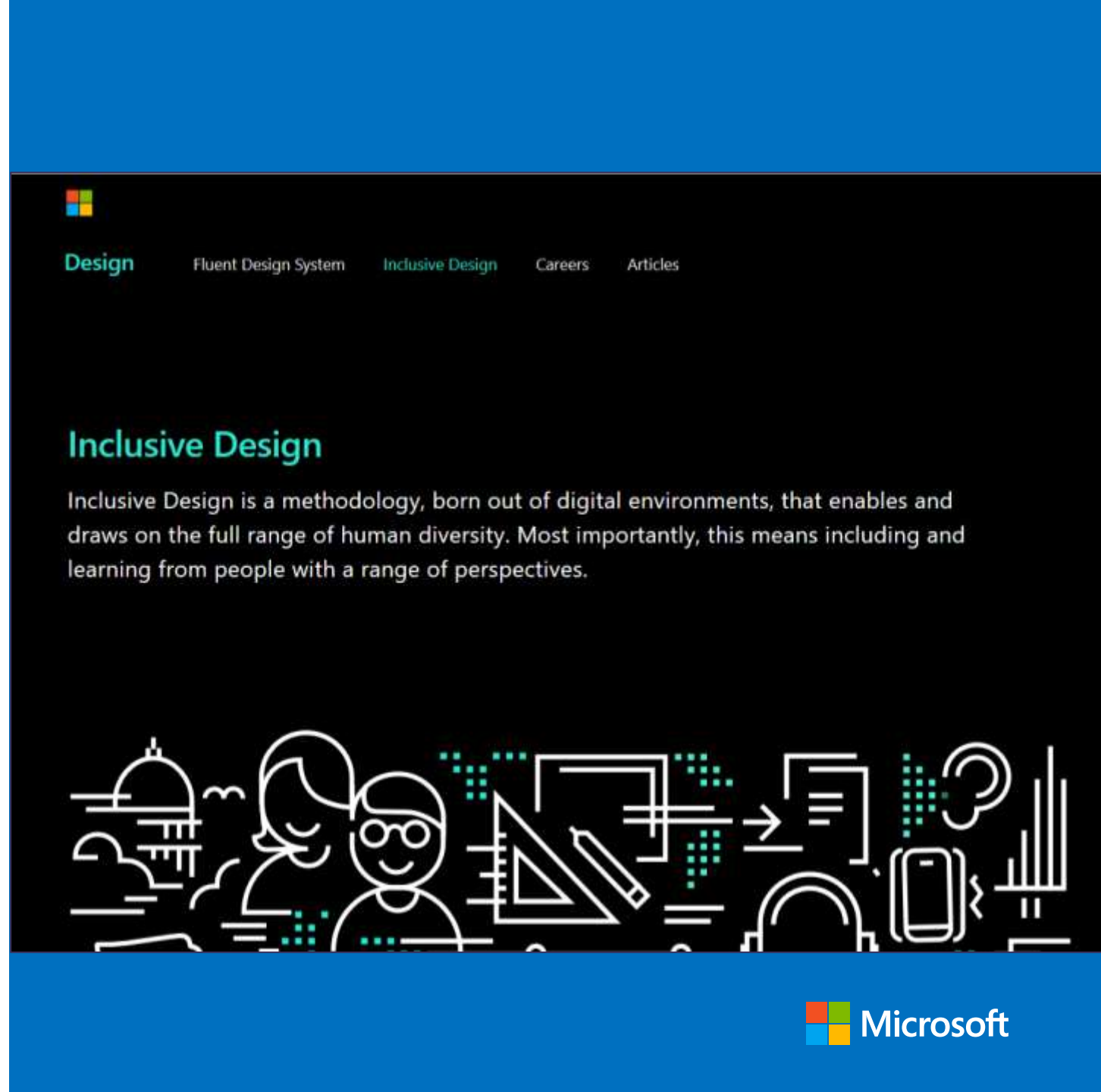
## Cognitive

Learning disabilities,  
distractibility,  
inability to focus on  
or remember large  
amounts of  
information

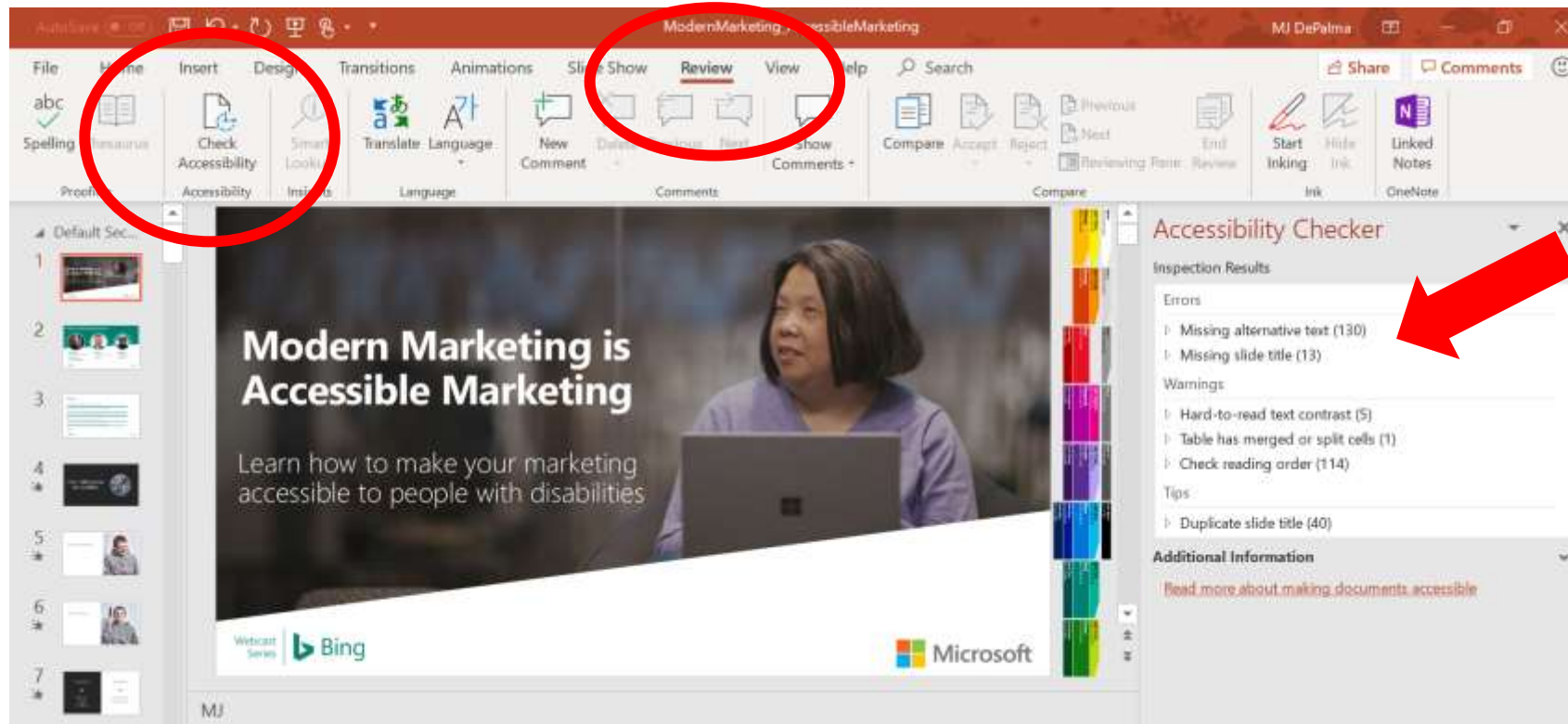
# How accessible is your:

- Website?
- Emails?
- App?
- Spreadsheet?

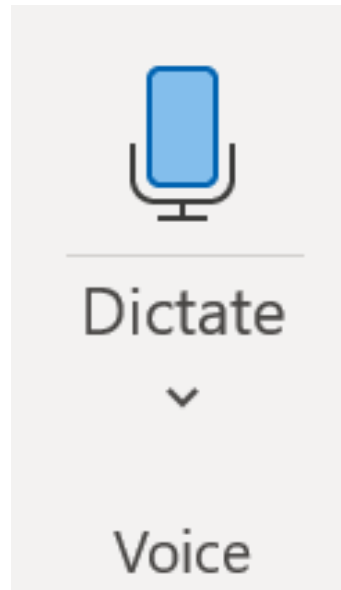
# Intelligent tech can help make a big difference







# Dictate!



AutoSave On TTS and learning tools immersive reader - Last Modified: 17 July

File Home Insert Draw Design Layout References Mailings Review View Help Immersive Reader

Share Comments

Column Width Page Color Line Focus Text Spacing AZ A-Z Read Aloud Close Immersive Reader

Immersive Reader Close

Word doc for in·clu·sive mar·ket·ing

I wan·der'd lone·ly as a cloud

That floats on high o'er vales and hills,

When all at once I saw a crowd,

A host of gold·en daf·fo·dils,

Be·side the lake, be·neath the trees

Flut·ter·ing and danc·ing in the breeze.

Con·tin·u·ous as the stars that shine

And twin·kle on the milky way,

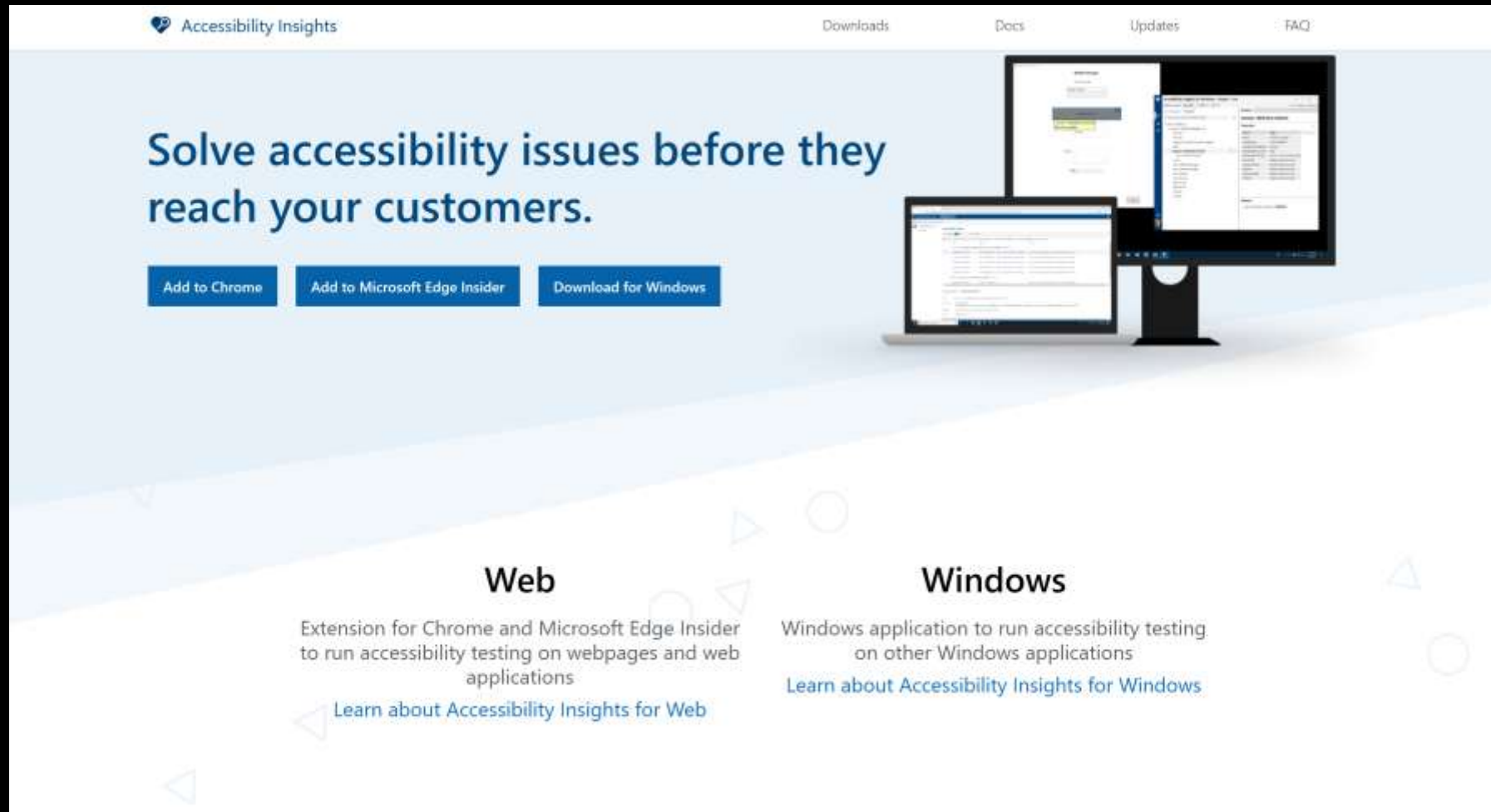
They stretch'd in nev·er·end·ing line

Along the mar·gin of a bay:

Ten thou·sand saw I at a glance

Toss·ing their heads in spright·ly dance.

# <https://accessibilityinsights.io/>





**Download the eBook for a  
handy step-by-step guide:**

[aka.ms/accessiblemarketingebook](https://aka.ms/accessiblemarketingebook)



"If you aren't building accessibility in, you are probably building it out."

- Jenny Lay-Flurrie, Chief Accessibility Officer, Microsoft





Our collective future is based on  
an **inclusive today that we co-create.**





# Thank you!

Say hi @purna virji