

AIMM Diversity, Equity, and Inclusion (DEI)

DEI ACTION PLAN & SCORECARD





AIMM MISSION

To be a powerful force prioritizing diverse consumers and advancing inclusive and multicultural marketing to achieve business growth and equity for all.





AIMM PLEDGE

As ANA/AIMM members, we pledge to hold ourselves and the industry accountable for promises made to rid our industry of systemic racism and institutional bias.



AIMM DEI STATEMENT

At AIMM, we value the unique perspectives and experiences that every person brings to advance our mission of equality and justice across the marketing and advertising industry for business growth. We strive to be a compassionate, reflective, learning community, actively reaching out to bridge differences for equity through the transformation of ourselves, our organizations, and our industry.



INTRODUCTION: WHAT IS THE DEI ACTION PLAN AND SCORECARD?

PURPOSE

The DEI Action Plan and Scorecard template are tools created to help leaders, marketers, advertisers, media, and industry stakeholders generate intentional actions to hold up their commitment to the AIMM Pledge. It identifies recommended actions for each of the seven interventions and potential metrics to measure performance in their organization. The DEI Action Plan and Scorecard align to ANA's CMO Growth Agenda, AIMM DEI Maturity Model, AIMM Self-Assessment Tool, and AIMM #SEEALL Campaign.

APPLICATION

Organizations which are seeking ideas or recommended actions on how to create a DEI roadmap or elevate their DEI initiatives can use the DEI Action Plan and Scorecard template to facilitate their strategic development plan. It enables organizations to discover areas of opportunities for focused DEI and marketing efforts to track progress.



ASSESS

Take inventory of current DEI efforts to determine current maturity levels



BLIND SPOTS

Identify gaps and opportunities



DEI ROADMAP

Determine how far you want to go in the Maturity Model



TAKE ACTION

Develop a strategic action plan for DEI in your organization



EVALUATE

Use the DEI Scorecard to measure progress



WHAT GETS MEASURED GETS DONE



AIMM PLEDGE: INCREASE TALENT REPRESENTATION

TALENT MANAGEMENT

We will achieve representation that better reflects our country's demographics throughout the industry: marketers, media companies, agencies, production companies, and service providers. This means equity in representation at every level, access, and voice — in other words, a seat at the table. In our yearly diversity reports to the industry, we will include clear actionable steps and guidelines for companies to achieve parity and extend that work to the balance of the industry.

DEI Action Plan			DEI Scorecard			
Action Plan			Targets			
Strategy	Actions	KPIs/Metrics	Year 1	Year 2	Year 3	Industry Goal
Attract & Recruit	Create strategies to attract the pipeline into the industry	% of interns/fellows/co-op programs/etc. from diverse/minority backgrounds	40%	45%	50%	50%+ to drive gap closure in broader organization
	Partner with HSIs, HBCUs, and other women, minority educational institutions to recruit talent (Review AEFs MADE Program)	% of new hires from diverse/minority educational institutions	40%	45%	50%	50%+ to drive gap closure in broader organization
	Partner with ANA, AIMM, and other industry external organizations to attract and recruit talent	% of experienced hires from diverse/minority backgrounds	25%	35%	45%+	40% minority ad mid-level manager and above
	Establish representation goals by level with senior leadership accountability	% of employees from diverse/minority backgrounds by level (entry, intermediate, mid-level manager, executive)	25%	35%	45%+	40% minority ad mid-level manager and above
	Leverage Advancing Equality Calculator or other tool to assess gender pay gap https://thefemalequotient.advancingequalitycalculator.com/	Gender wage gap (raw)	10% YoY improvement	10% YoY improvement	10% YoY improvement	100% equity male vs. female
	Implement diverse slates, interview panels, and associated tracking/measurement	% of interview slates with 2+ diverse candidates, including at least 1 woman and 1 underrepresented minority	75%	85%	100%	100%
Develop & Retain	Provide guidance for talent development and retention of diverse employees through education, including playbooks, webinars and white papers	Promotion rates; retention rates	* 25% promotions * retention flat to company	* 35% promos * retention 5% better than co	* 45%+ promos * retention 10% better than co	
	Implement Mentoring Programs	% of diverse/minority employees completing mentoring program	50%	65%	80%	
	Executive / Leadership Sponsorship	% of promotions to diverse/minority employees	25%	35%	45%+	
	Assess Leadership Development Programs	% of diverse/minority employees completing leadership development programs	50%	65%	80%	
	Family, Caregiving, Mental and Wellness Programs	% of employees participating in programs	10% YoY increase	10% YoY increase	10% YoY increase	40% median participation rate
	Establish promotion and retention goals to ensure diverse representation across levels	Promotion rates; retention rates	* 25% promotions * retention flat to company	* 35% promos * retention 5% better than co	* 45%+ promos * retention 10% better than co	

AIMM PLEDGE: EMPLOYEE RESOURCE GROUPS

EMPLOYEE ENGAGEMENT

We will conduct courageous conversations and work with our membership's Employee Resource Groups (ERGs) to understand the systemic inequities throughout the industry so that together we can establish programs that can fix these systems.

DEI Action Plan			DEI Scorecard			
Action Plan			Targets			
Strategy	Actions	KPIs/Metrics	Year 1	Year 2	Year 3	Industry Goal
Support & Engage with ERG/BRGs	Identify Employee-driven ERG/BRGs and understand challenges and opportunities throughout the industry	% of employees engaged in ERG/BRG activities	10% YoY increase	10% YoY increase	10% YoY increase	15.8% avg participating rate
	Partner with ERG/BRGs for product design, marketing, advertising projects, educational (Internal/External) and community engagement opportunities	% of projects reviewed by ERGs/BRGs	50% of MC projects	75% of MC projects	100% of MC projects	100% of diversity projects reviewed by ERGs/BRGs
	Partner with ERG/BRGs to celebrate heritage months and support ERG/BRG activities	% of employees engaged in ERG/BRG activities	10% YoY increase	10% YoY increase	10% YoY increase	15.8% avg participating rate
	Host Firechats/Roundtables	% of employees engaged in ERG/BRG activities	10% YoY increase	10% YoY increase	10% YoY increase	15.8% avg participating rate
	Provide opportunities for community and educational outreach engagement	% of employees engaged in ERG/BRG activities	10% YoY increase	10% YoY increase	10% YoY increase	15.8% avg participating rate
	Establish ERG onboarding programs to ensure new hires feel supported and included in company culture	% of new hires engaged in ERG/BRG activities	10% YoY increase	10% YoY increase	10% YoY increase	15.8% avg participating rate
	Conduct company-wide ERG education and empathy programs to ensure understanding beyond ERG membership	% of employees engaged in ERG/BRG activities	10% YoY increase	10% YoY increase	10% YoY increase	15.8% avg participating rate

AIMM PLEDGE: ELIMINATE BIAS IN ADS AND CONTENT

BRAND RECOGNITION, DATA TRANSPARENCY, AND SUPPLIER DIVERSITY

We will accelerate the use of AIMM's #SeeALL campaign to eliminate bias through the accurate portrayal of race, identity, and culture in advertising and media programs. We will hold ourselves and the industry accountable by measuring ads and programming in which we invest with AIMM's Cultural Insights Impact Measure (CIIM™).

DEI Action Plan			DEI Scorecard			
Action Plan			Targets			
Strategy	Actions	KPIs/Metrics	Year 1	Year 2	Year 3	Industry Goal
Performance	Measure CIIM utilization	% of Ads CIIM (or other method) tested	10%	25%	50%	+10% annually until reach 100%
	Measure CIIM effectiveness	CIIM Score Improvement	>10% Top Scoring	>25% Top Scoring	>50% Top Scoring	>75% Top Scoring
	Ensure diverse talent in ads	% content with diverse talent	25%	35%	45%	+5% annually until reach % of population
Diverse Marketing Teams & Agency Teams	Equity in representation at all levels of organization	Meet or exceed diversity % of U.S. Workforce Demographics	15%	20%	25%	+5% annually until reach % of population
	Have Diversity panel review marketing content	% of Marketing Content reviewed by Diversity panel	10%	50%	75%	100%

AIMM PLEDGE: INCREASE SPEND IN MULTICULTURAL MARKETING

BRAND RECOGNITION, DATA TRANSPARENCY, AND SUPPLIER DIVERSITY

We will increase our spending in multicultural marketing so that the percentage of investment is commensurate with the representation of the multicultural people we serve. Current findings from the PQ Media study highlight that only 5 percent of marketing spend is targeting multicultural segments, which is unacceptable, as it represents a mere fraction of the country's Black, Brown, Hispanic, Asian, Indigenous, LGBTQ+, and People with Disabilities populations.

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Action Plan			Targets			
Strategy	Actions	KPIs/Metrics	Year 1	Year 2	Year 3	Industry Goal
Increase % of marketing \$\$	Increase % of media dollars targeted at diverse audiences (within limitations of targeting and reporting by diverse groups)	% of media targeted to diverse audiences	5%	10%	15%	+5% annually until reach % of population
	Increase % of diverse-owned media	% of media with diverse ownership	2%	5%	7%	+2% annually until reach % of population
Performance	Increase D&I ROI to = total mkt plan ROI by placing as much focus on D&I research, insights, creative excellence, targeting, media optimization, and measurement as on total market activities	D&I marketing activity ROI	< total market ROI	< total market ROI	< = total market ROI	>= total market ROI

AIMM PLEDGE: DATA ACCURACY

DATA TRANSPARENCY

We will demand the accuracy of multicultural and inclusive data from measurement service providers so that marketers can connect with key diverse audiences and attribute growth to the right people and segments.

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Action Plan			Targets			
Strategy	Actions	KPIs/Metrics	Year 1	Year 2	Year 3	Industry Goal
Data Access & Analysis	Establish best practices white paper for marketers and data providers which will have some guidelines on how to impact data accuracy. (Data Track) - MC Report on how to level set data for target and digital use - Identify data providers and quality of data for MC - Case studies on types of Ads for MC	1. Measure service provider requests 2. Representation and time in programming (Cultural Relevance/Inclusion) 3. Brand, Advertising, Programming, and Drive sales 4. 40 Cases /yr on CIMM 5. US Census, ACS data, Local data, other market data				
Transparently publish all D&I KPI data within your organization	Publish all DEI workforce & marketing KPI data to organization with other business KPI data	% of DEI Scorecard KPIs published to organization	25%	75%	100%	100%

AIMM PLEDGE: ACHIEVE AN EQUITABLE SUPPLY CHAIN

SUPPLIER DIVERSITY

We will continue to work until we achieve an equitable creative supply chain through strategic investments in agencies, broadcasters, suppliers, and producers that are owned or run by Black, Brown, Hispanic, Asian, Indigenous, LGBTQ+, and People with Disabilities segments.

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Supplier Diversity Practices	Establish internal comprehensive minority supplier certification program. Build on supplier diversity by providing the most comprehensive and diverse list of minority suppliers throughout the entire creative supply chain to include production suppliers	Assess current and implement turn key diverse supplier program within the organization	Increase overall Tier 1 diverse supplier pool by 15%	Increase overall Tier 1 diverse supplier pool by 25%	Increase overall Tier 1 diverse supplier pool by 40%	40% of total Tier 1 supplier procurement spend should be with diverse suppliers
Diverse Advertising Agencies	Commit to inclusion of Diverse Agencies in your Roster	Assigning projects to Diverse Ad agencies	Assign 1-2 MC projects	Assign 1-2 TM projects	Inclusion in overall roster of agencies	40% of Total Market work to be executed by Diverse Agencies
Diverse Marketing Services firms (Promotions, Shoper Mktg, Research, etc)	Commit to inclusion of Diverse Agencies in your Roster	Assigning projects to Diverse Marketing Services Suppliers	Commit to increase by 15%	Commit to increase by 25%	Commit to increase by 40%	40% of Marketing Services Firms to be diverse
Diverse Production Suppliers	Commit to award to diverse production companies who responsible of crafting your campaigns	Commit % to award to diverse production companies	Commit to increase by 15% award to Prod Co	Commit to increase by 25% award to Prod Co	Commit to increase by 40% award to Prod Co	40% of total production awarded in support of diverse production suppliers
Diverse Creators	Commit to using Diverse Content Creators (UGC and Influencers)	Commit % to use Diverse Content Creators (UGC and Influencers)	Commit to increase by 15% use of diverse content creators	Commit to increase by 25% use of diverse content creators	Commit to increase by 40% award to Prod Co	40% of total spend on Creators in support of diverse creators
Diverse Programs in Advertising & Production	Support pipeline of new diverse generation entering the advertising and production industry	Commit Spend to support programs that fil the pipeline with diverse communities in the industry	Commit 15% spend in support of these Programs	Commit 25% spend in support of these Programs	Commit 40% spend in support of these Programs	40% of total industry program spend in support of underrepresented communities

AIMM PLEDGE: ENGAGEMENT WITH DIVERSE COMMUNITIES

SUPPLIER DIVERSITY AND SOCIAL IMPACT

We will double down on cross-industry partnerships to enable a higher degree of engagement with and understanding of diverse communities. We will leverage learnings from our supplier diversity study to help companies establish increased support of diverse suppliers.

DEI Action Plan			DEI Scorecard			
Action Plan			Targets			
Strategy	Actions	KPIs/Metrics	Year 1	Year 2	Year 3	Industry Goal
Social Impact to advance Inclusion, Equity and Justice	Support of communities through partnerships and alliances to advance inclusion, equity and justice 1) Marketing & Advertising and/or 2) Community Based (e.g. AIMM Pledge, BLM, HRC, AdCouncil, ANA, AAPI Anti-Asian Hate, etc.)	Commit \$X in support of Social Responsibility and Equity Partnership and Alliances at a local/national level (Marketing/Advertising or Community Based)	Commit 15% spend in support of these Programs	Commit 25% spend in support of these Programs	Commit 40% spend in support of these Programs	40% of total social program spend in support of underrepresented communities (Demonstrate leadership in the industry for advancing inclusion, equity and justice)
Education Sponsorship	Commit to supporting diverse educational programs at a national or local level	Commit \$X in support of Diverse Education Programs	Commit 15% spend in support of these Programs	Commit 25% spend in support of these Programs	Commit 40% spend in support of these Programs	40% of total community spend in support of underrepresented communities
Community Sponsorship	Commit to supporting diverse community programs at a national or local level	Commit \$X in support of Community Sponsorship Programs	Commit 15% spend in support of these Programs	Commit 25% spend in support of these Programs	Commit 40% spend in support of these Programs	40% of total community spend in support of underrepresented communities

TAKE ACTION!

Develop a Robust
Diversity, Equity, and Inclusion
Strategic Plan



AIMM DEI TRACK

AIMM brings together industry leaders to collaborate for the advancement of equity and social justice. The DEI Track was established in the fall of 2020 with a mission to “Elevate DEI as a main business driver to achieve growth and create impact in the marketing and advertising industry.” The team is represented by leaders from the DEI community, media, advertisers, research agencies, and various brands.

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[ANA AIMM DEI Website](#)



