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The Power of Inclusive Advertising

Presented to
Hispanic Marketing
Council

Moderated by Nancy Tellet

Deepak Varma
Head of Neuroscience Insights

Valeria Piaggio
Head of Kantar Inclusion

Neuroscience can make you happier

It can improve your daily life!

Smile

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Inclusion and Diversity has a very wide scope and as part of a research series, we have focused these findings on racial representation in advertising

– How is racial representation in advertising evolving?

– Consumers' views on Diversity in advertising

– Reactions to single race versus multi-racial & diverse ads by diverse audiences:

  – Black Americans

  – Hispanics

  – Asians

  – Whites

Bias is
Wired in our Brains

Characteristics of Implicit Bias

- Pervasive
- Not aligned with our declared beliefs
- Favour our ingroup
- Malleable

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Kantar used an integrated approach to test the ads, measuring both explicit and implicit reactions to the advertising

Link , Kantar's creative assessment tool, gives a detailed read on whether the creative idea and execution works as planned is needed, with recommendations for maximizing potential

- Enjoyment
- Branding
- Active involvement
- Persuasion
- Relevance
- Credibility
- Message Recall
- **I&D questions**
  - The ad presents a modern and progressive view of society.
  - The ad will have a positive effect on people who have previously been underrepresented in advertising

Implicit

Facial Coding identifies and understands the subconscious reactions that respondents cannot help but show on their face, even if just for a second. This provides granular detail around what emotion is expressed at which exact point.

We know ads that are more **expressive/emotionally engaging** have an even stronger influence on advertising success.
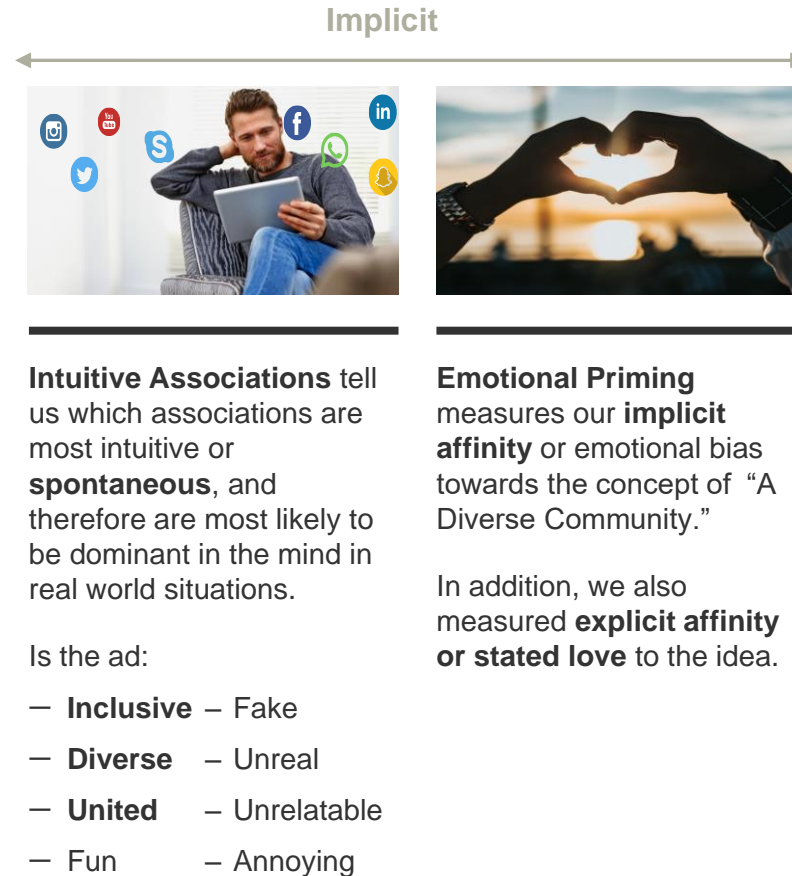
:) **Affectiva**

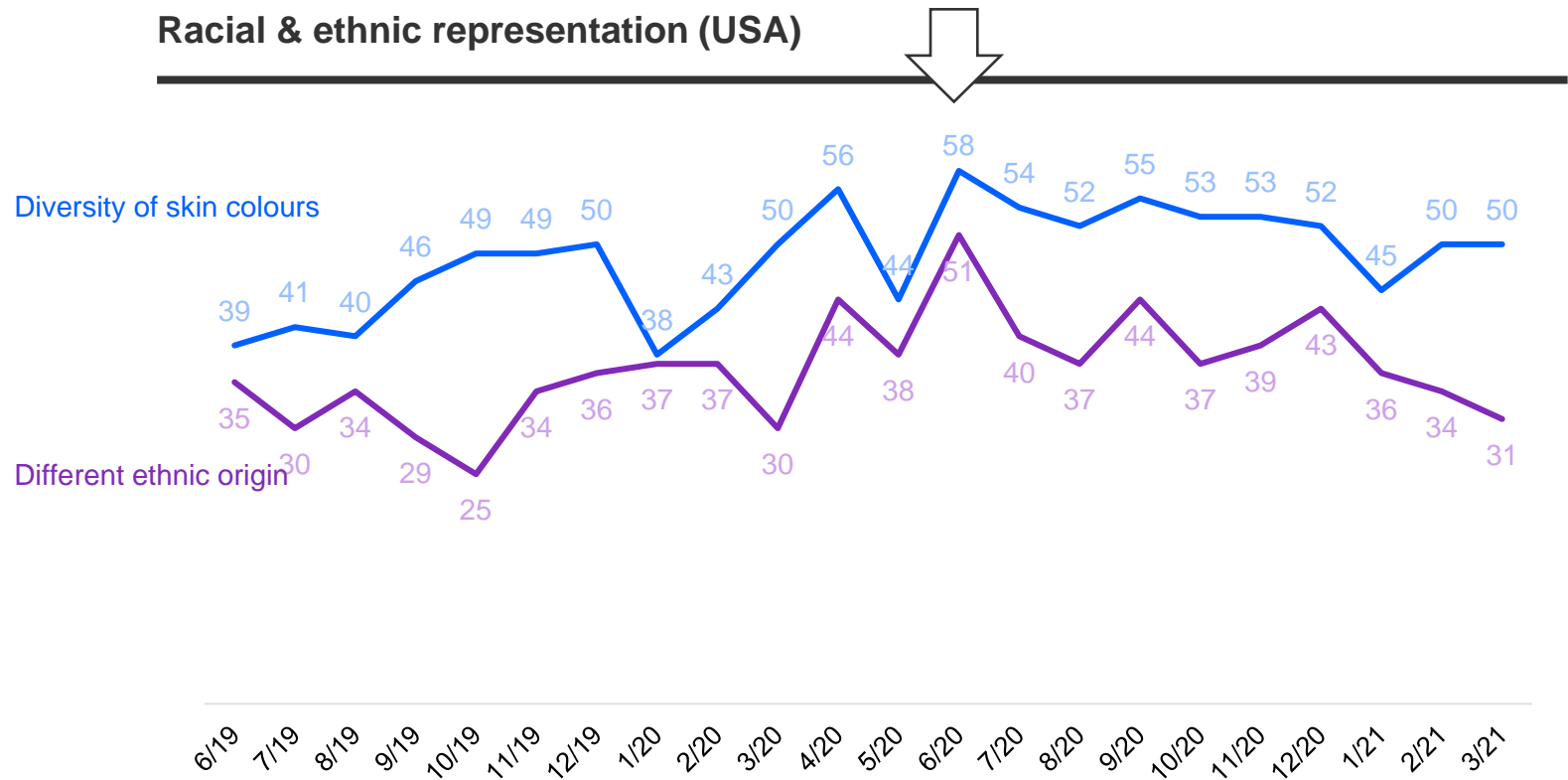**Eye-tracking** allows the measurement of attention on the different elements of an ad.

eye square

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Sample Size: n=480 completes per ad, ages 18-64 , including a readable base for Black Americans, Asians and Hispanics.

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We also used implicit Reaction Time techniques to measure spontaneous feelings and affinity towards "A Diverse Community"

Implicit

Intuitive Associations tell us which associations are most intuitive or **spontaneous**, and therefore are most likely to be dominant in the mind in real world situations.

Is the ad:

- **Inclusive** – Fake
- **Diverse** – Unreal
- **United** – Unrelatable
- Fun – Annoying

Emotional Priming measures our **implicit affinity** or emotional bias towards the concept of "A Diverse Community."

In addition, we also measured **explicit affinity or stated love** to the idea.

Sample Size: n=480 completes per ad, ages 18-64, including a readable base for Black Americans, Asians and Hispanics.

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How is racial and ethnic representation in advertising evolving?

Racial & ethnic representation in advertising is stable over time, with peaks achieved after the Black Lives Matter protests of 2020

Racial & ethnic representation (USA)

Diversity of skin colours

Different ethnic origin

Diversity of skin colours: 39, 41, 40, 46, 49, 49, 50, 38, 43, 50, 56, 44, 58, 54, 52, 55, 53, 53, 52, 45, 50, 50

Different ethnic origin: 35, 30, 34, 29, 25, 34, 36, 37, 37, 30, 44, 38, 51, 40, 37, 44, 37, 39, 43, 36, 34, 31

6/19 7/19 8/19 9/19 10/19 11/19 12/19 1/20 2/20 3/20 4/20 5/20 6/20 7/20 8/20 9/20 10/20 11/20 12/20 1/21 2/21 3/21

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Racial and Ethnic Diversity Index by State: 2020

The Diversity Index tells us the chance that two people chosen at random will be from different racial and ethnic groups.

Source: 2020 Census Redistricting Data (Public Law 94-171) Summary File
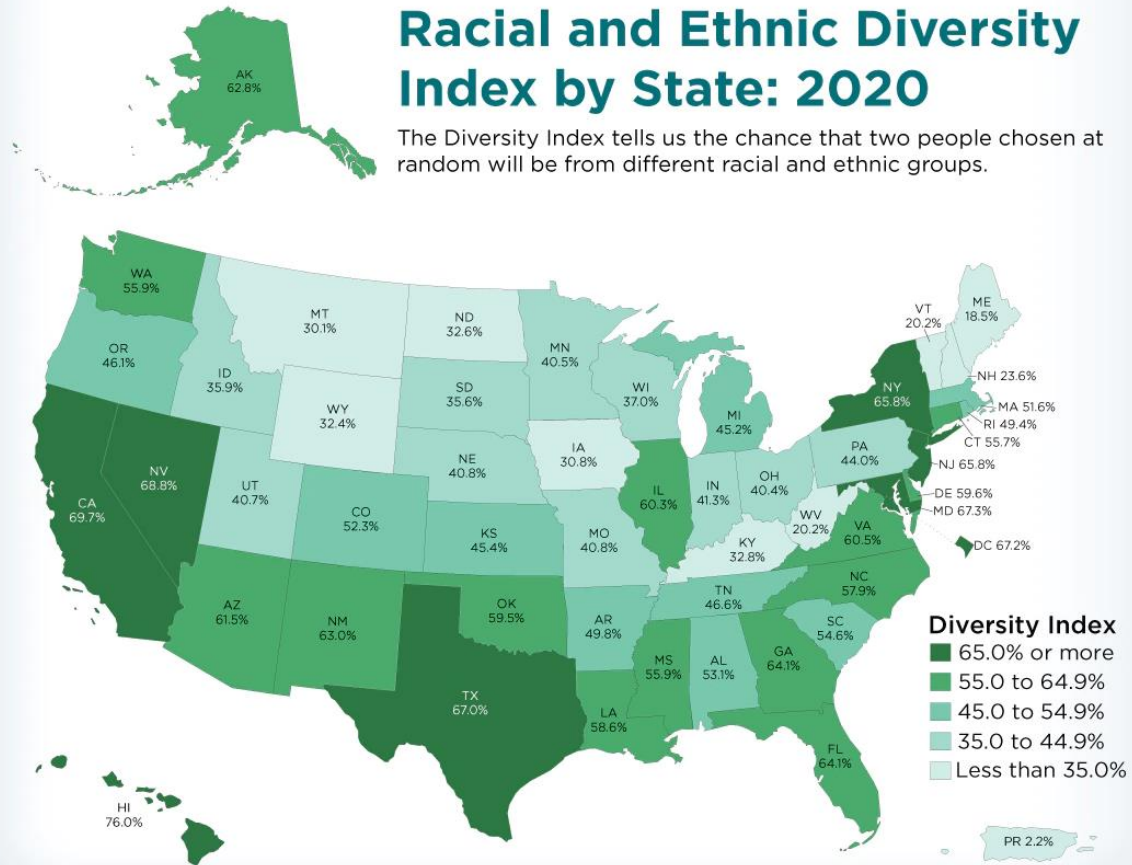
U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

Diversity Index
- 65.0% or more
- 55.0 to 64.9%
- 45.0 to 54.9%
- 35.0 to 44.9%
- Less than 35.0%

US Census uses Diversity Index (DI) to measure the probability that two people chosen at random will be from different racial and ethnic groups. The diversity index has gone up over a decade and is expected to go up even more in the future.

54.9 %

US Diversity Index 2010

61.1%

US Diversity Index 2020

56.4%

People of color

Percentage of Total Population Forecast: US Census 2060
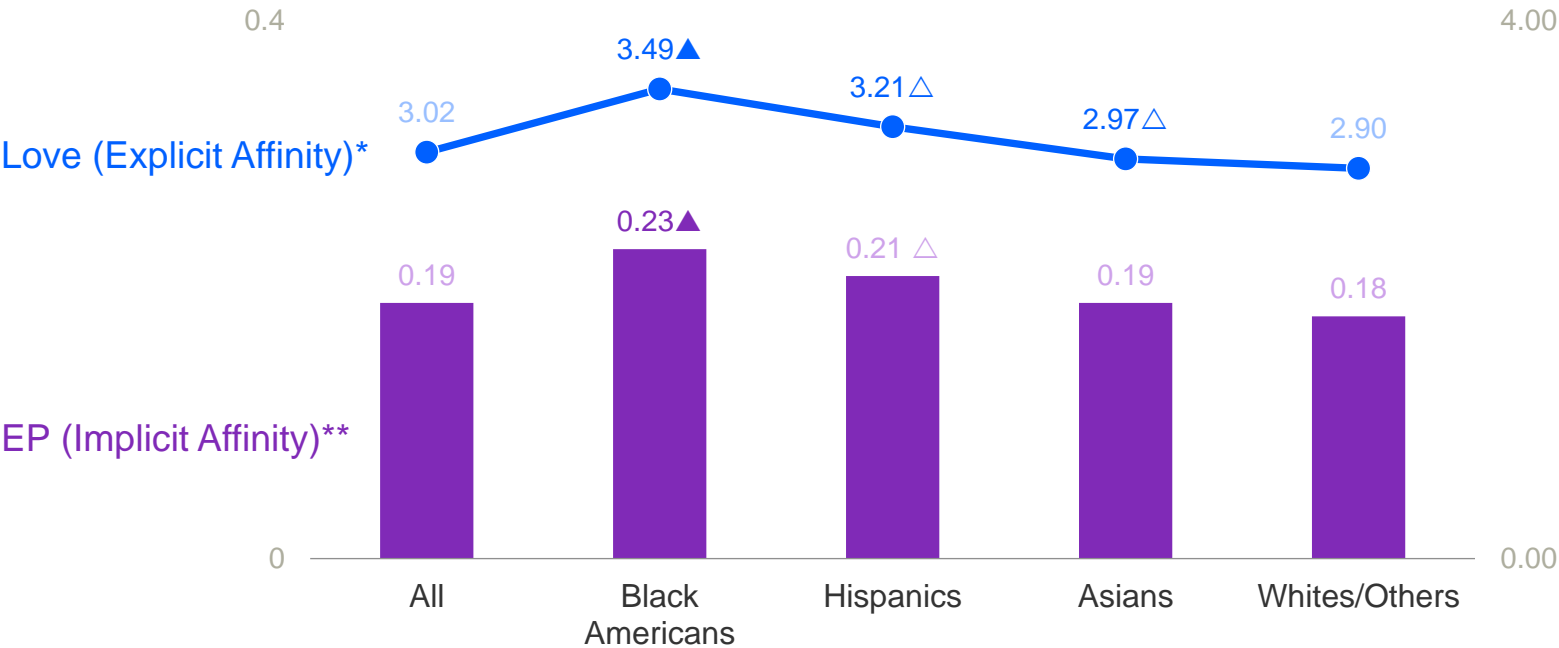
43.6%

White
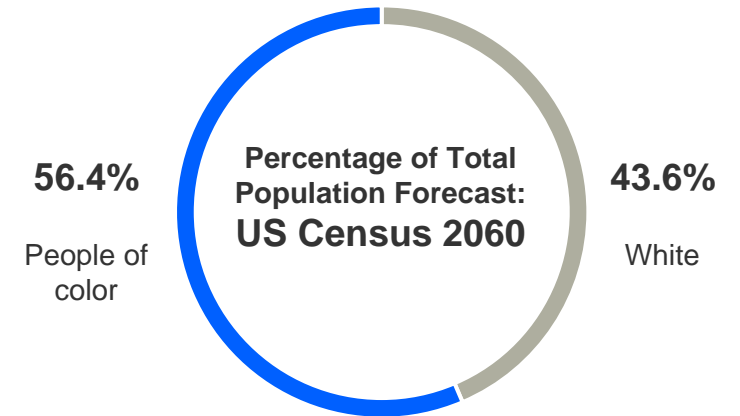
Consumers' Views
on Diversity in Advertising

People of color have a higher affinity towards a diverse community. Black Americans feel it very strongly followed by Hispanics.

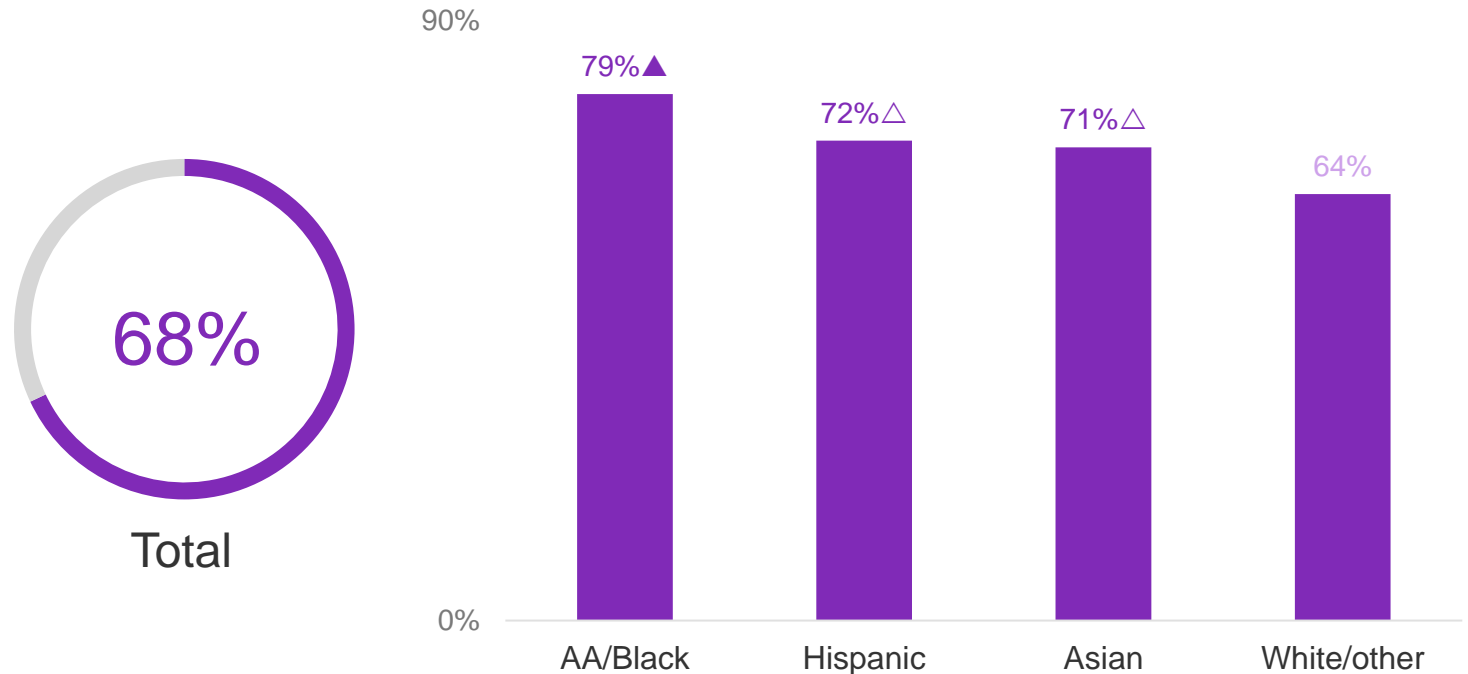**Implicit and Explicit Affinity to " A Diverse Community"**

A Diverse Community

0.4   4.00

Love (Explicit Affinity)*

3.02   3.49▲   3.21△   2.97△   2.90

EP (Implicit Affinity)**

0.19   0.23▲   0.21△   0.19   0.18

| All | Black Americans | Hispanics | Asians | Whites/Others |

0   0.00

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▲ Significantly different than all groups
▲ Significantly different than Asians/Whites
△ Significantly different than one group

* Love – Hate Scale (+5 to -5)
** Implicit Affinity derived score (+1 to -1)

Total Sample = 4319

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Majority of consumers agree that ads with diverse characters show an authentic reflection of society, and the feeling is stronger among people of color


Ads with diverse characters show an authentic reflection of society
Top 2 Box – Agree

90%

68%
Total

79%▲ AA/Black
72%△ Hispanic
71%△ Asian
64% White/other

0%

▲ Significantly different than all groups
△ Significantly different than Whites

Promoting diversity in ads also affects the brands people buy and it's more pronounced among people of color

I prefer to buy brands that promote diversity and inclusion
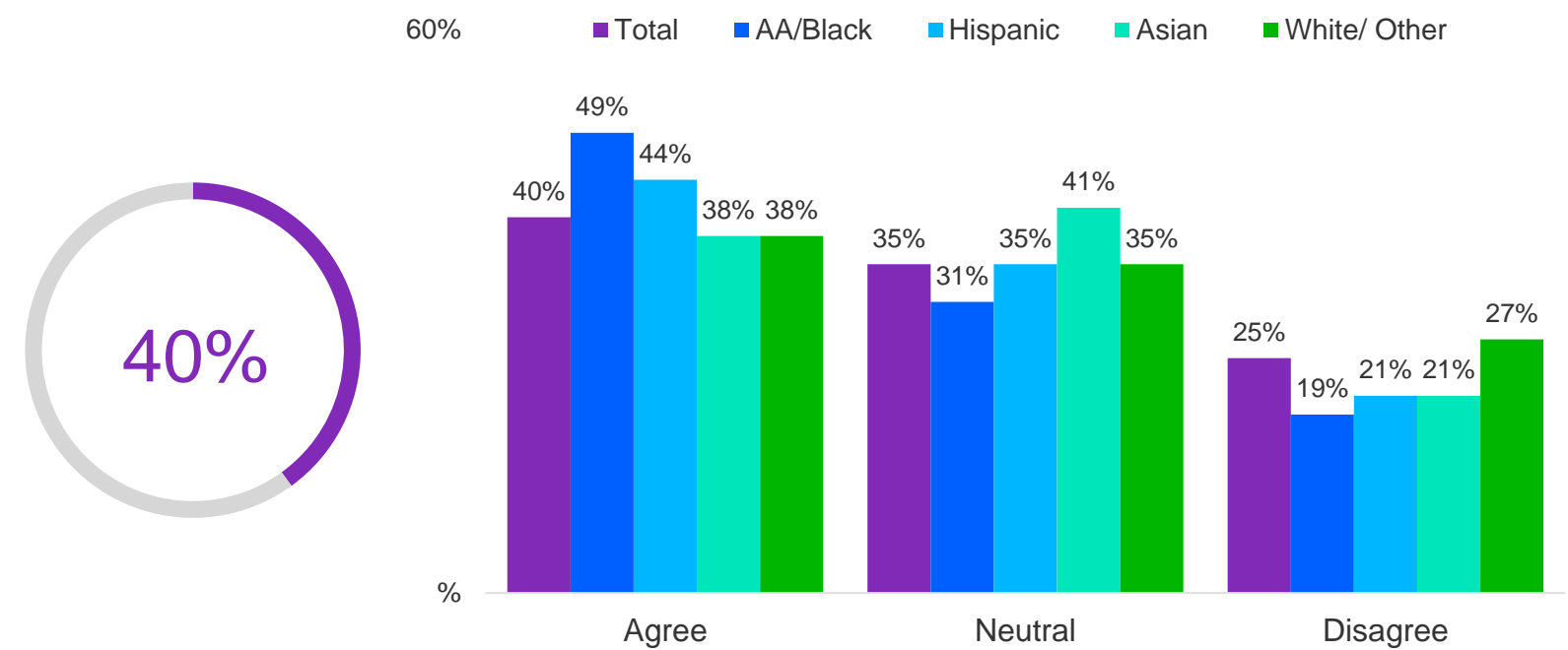Top 2 Box – Agree

60%

90%

73%▲ AA/Black
65%△ Hispanic
63%△ Asian
56% White/other

0%
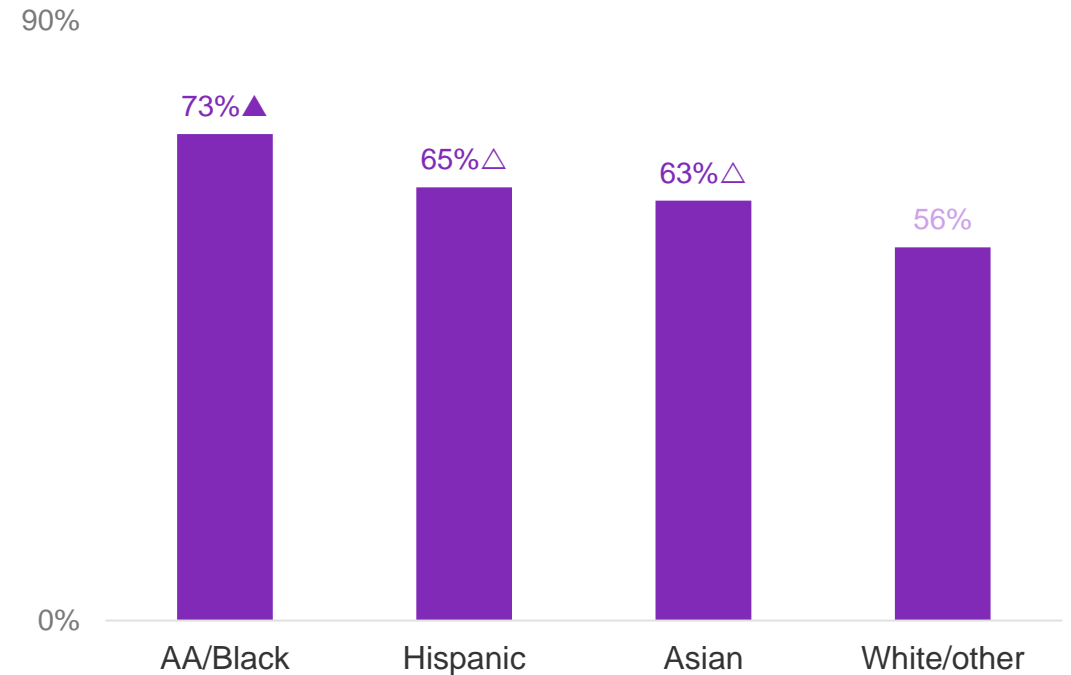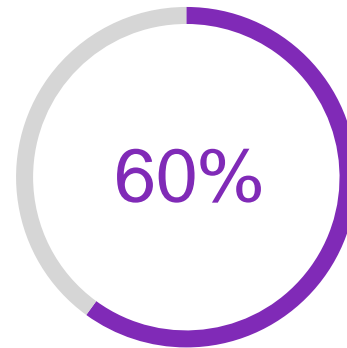
Not promoting diversity could hurt brands but promoting it will not alienate other consumers given that a third are neutral to the idea – 44% Hispanics will stop using brands that don't promote I&D.

I would stop using brands that do not promote inclusion and diversity

40%

Legend: ■ Total ■ AA/Black ■ Hispanic ■ Asian ■ White/ Other

60%

Agree
- Total: 40%
- AA/Black: 49%
- Hispanic: 44%
- Asian: 38%
- White/ Other: 38%

Neutral
- Total: 35%
- AA/Black: 31%
- Hispanic: 35%
- Asian: 41%
- White/ Other: 35%

Disagree
- Total: 25%
- AA/Black: 19%
- Hispanic: 21%
- Asian: 21%
- White/ Other: 27%

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In fact, according to HMC's study "Time's Up!" most people stopped buying a brand because it offended or disrespected their values.

53%+ 13-49s Have "Stopped Buying A Brand Because It Offended Them Or Disrespected Their Values"

13-49		NHB female P25-49
53%	62%	72%
HISP/NHW	NHB	

#1 Reason to Split With a Brand is Disrespect for "My Racial Group" OR "Someone Else's" (Teens + POC Parents)

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-1 on Power
+1 on STSL

+45 on Power
+23 on STSL

Just showing under-represented groups has **no impact** on the ads' ability to build brand equity or increase short-term sales

Showing underrepresented groups in **a positive way*, meaning in progressive, non-stereotyped ways,** can dramatically accelerate immediate sales lift and long-term brand equity

Kantar Link database (Global) January 2019 – March 2021   STSL = Short Term Sales Likelihood
Power = Ad's potential to contribute to Long Term Equity

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Getting diversity right

There are many ways of reaching diverse audiences

Celebrating Culture

Illustrating the brand message with a story centered around their culture and respecting diversity

Focusing on What Connects Us

Bringing people together by showing diverse and inclusive communities experiencing everyday problems and human truths.

Inclusive casting

Choosing central characters from underrepresented groups without the story centering around their identity

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Celebrating Culture

Uber's "15+1" ad celebrated the Hispanic tradition of a girl coming of age

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Ad Video

The ad was enjoyable and considered progressive for society as well as having a positive impact on those underrepresented in advertising

Top 25

Enjoyment

74%

Progressive View & Positive Impact on Underrepresented

Facial Coding showed that people engaged with the diversity of riders attending the party and reveal showing a strong representation of the culture

Expressiveness Percentile

66

— Exposure 1
···· Exposure 2

Expressiveness Trace

20.3

16.4

12.5

4.7
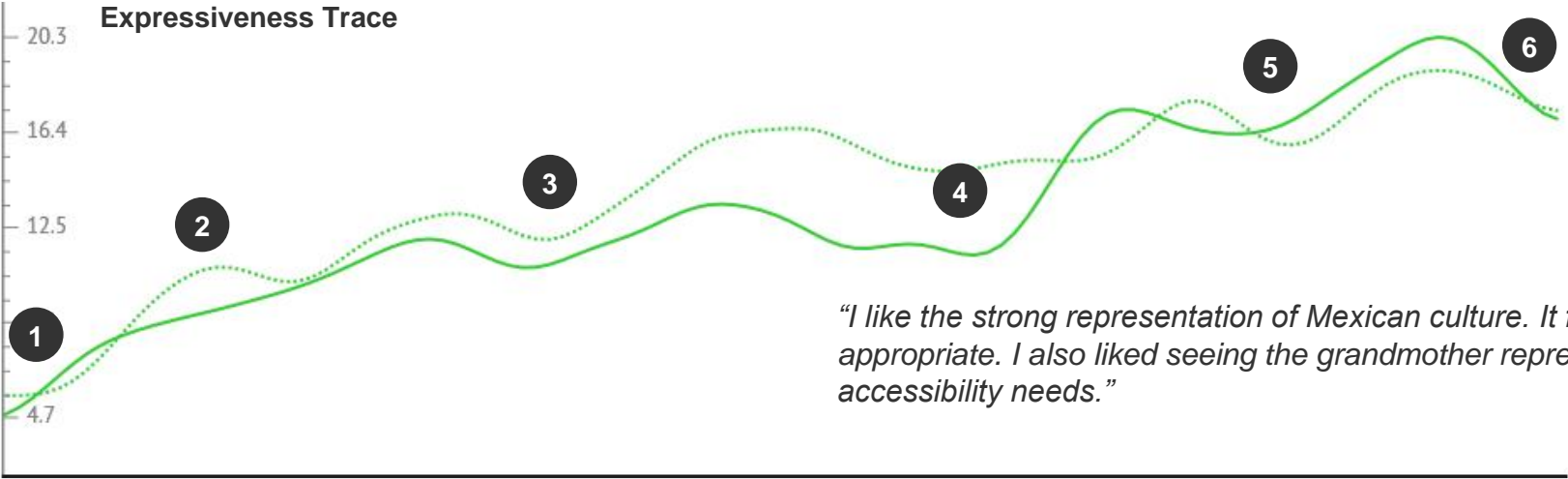
"I like the strong representation of Mexican culture. It felt respectful and appropriate. I also liked seeing the grandmother represent people with accessibility needs."

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The ad evoked feelings of cute, fun, inclusivity and unity, and was universally enjoyed across races

**However, since no one remembered the brand ,
the ad's overall impact was poor.**

Branding

5

Bottom 20
Impact

Spontaneous
Feelings

~ **86%**

— Fun
— Cute
— United
— Inclusive

— Unreal
— Tiresome

~ **25%**

Enjoyment by Demography – Mean Score

Whites/Others	3.8
Asians	4
Hispanics	3.9
Black Americans	4

US Norms = 3.67

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▲ Significantly different than two groups
△ Significantly different than Whites
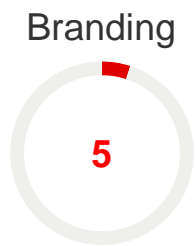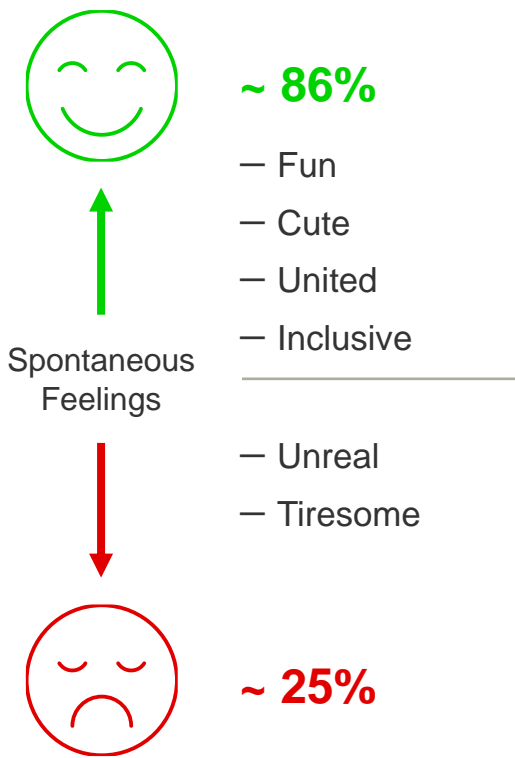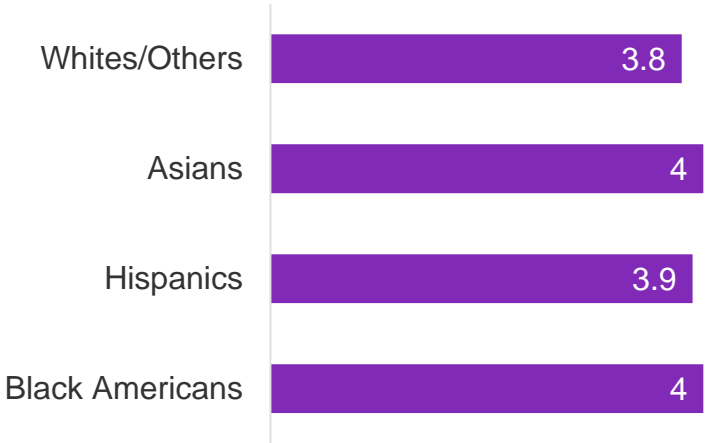
The ad evoked lots of positive feelings among Hispanics and Asians spontaneously, but we also see the theme being thought of as unreal even by Hispanics

People commented on enjoying the celebration of culture, diversity and music. Few Hispanics, Black Americans and Whites thought it was unreal.

Spontaneous Feelings

	Black Americans	Hispanics	Asians	Whites/ Others
😊	Cute	Fun	Fun	Fun
	Diverse	Inclusive	Diverse	Cute
	Inclusive	United	Inclusive	Diverse
	United	Cute	United	Inclusive
			Cute	United
😞	Unreal	Unreal		Unreal
		Tiresome		Tiresome
		Annoying		Annoying

Hispanic reactions, in their own words…

"It was cheesy, and a little too Caucasian for a Hispanic themed commercial, which makes it ironically funny, but I honestly thought it was a car commercial at first, I was expecting Hyundai."

"Doubt many people Uber to quinceañeros."

"The music is a bit much, it doesn't use the Spanish word for the party correctly it should be Quinceañera, I had no interest in learning what it was about."

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Focusing on What
Connects Us

Acknowledging the diversity around us in day-to-day interactions

Diversity as a way of life

Bringing people together by showing multiracial families with everyday problems

Diversity in our communities

Illustrating the brand message by showing a diverse community

Diverse casting

Choosing central characters from diverse groups with humor and gratitude as a hook

Instacart Ad - Video

Instacart shows an interracial couple with day-to-day problems getting solved by Instacart

Top 30
Impact

Top 20
Enjoyment

74%
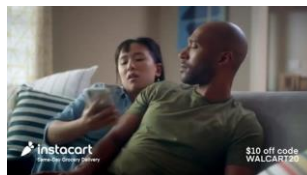**Progressive View & Positive Impact on Underrepresented**

The mom taking a break when the baby is asleep and recharging while Instacart helps are the most enjoyable moments of the ad. Eye Tracking shows brand gets attention only towards the end
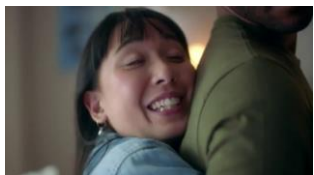
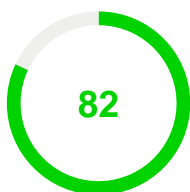**1** He's finally asleep
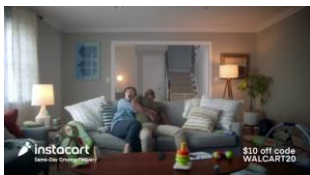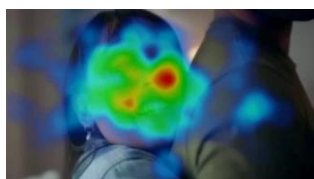
2 Take a moment for yourself

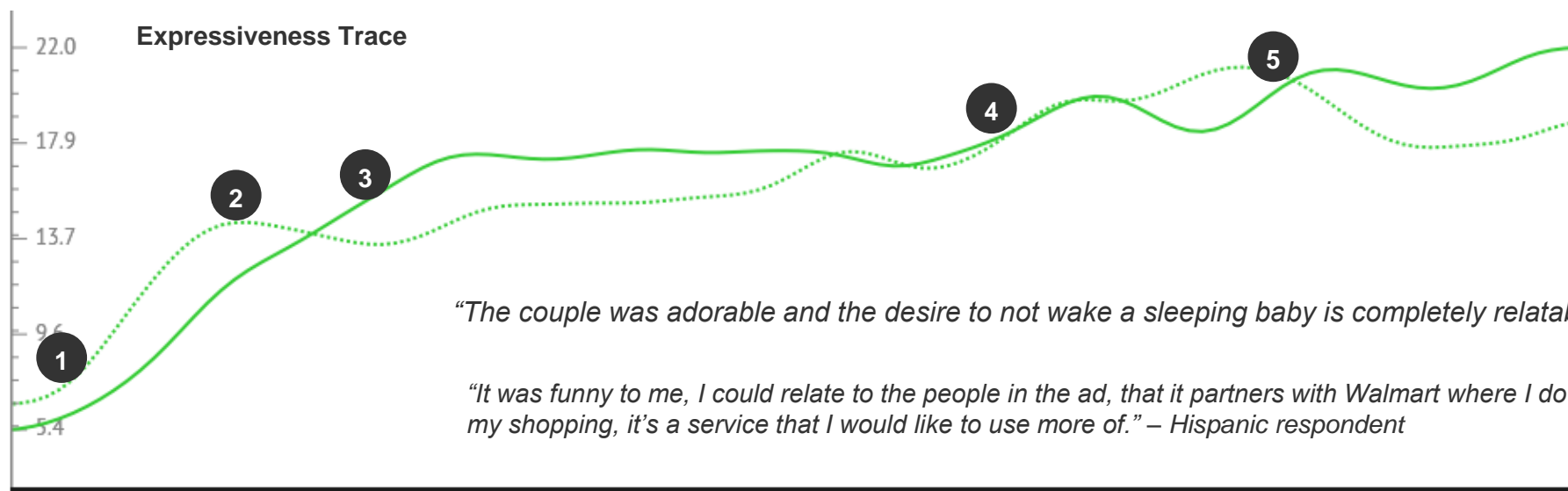**3** Instacart is here to help make your day easier

4 So, while you recharge your home gets restocked

5 Download the app

Expressiveness Percentile

82

Expressiveness Trace
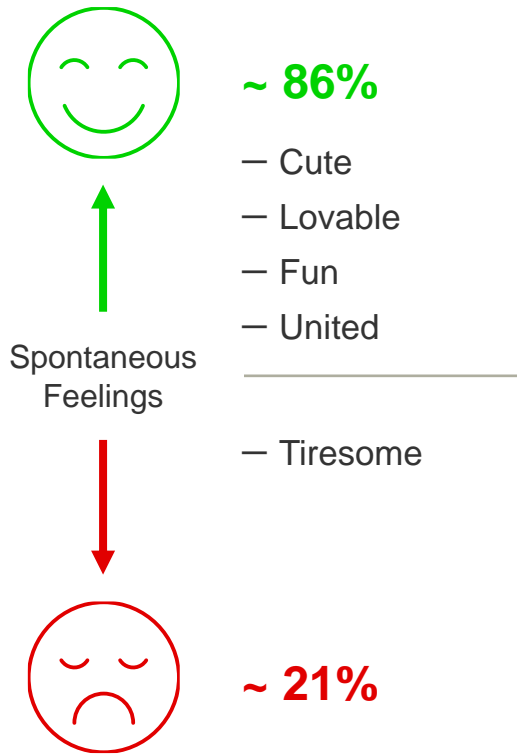
— Exposure 1
···· Exposure 2

"The couple was adorable and the desire to not wake a sleeping baby is completely relatable."
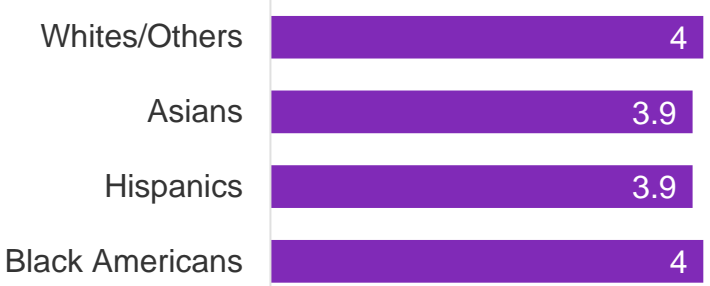
"It was funny to me, I could relate to the people in the ad, that it partners with Walmart where I do most of my shopping, it's a service that I would like to use more of." – Hispanic respondent

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The ad was spontaneously thought of as cute, fun, lovable and united. It was universally enjoyed across races

This was also the most enjoyable ad among the group that had the highest and lowest implicit affinity towards diversity.

~ **86%**

Spontaneous Feelings

— Cute
— Lovable
— Fun
— United

— Tiresome

~ **21%**

Enjoyment – Mean Score

Whites/Others	4
Asians	3.9
Hispanics	3.9
Black Americans	4

Implicit Affinity

Low Affinity	3.8 ▲
Medium Affinity	3.8
High Affinity	4.1 ▲

US Norms = 3.67

instacart
Same-Day C
$10 off code
WALCART20

The ad evokes positive feelings across all demography at a spontaneous or considered level

People commented on the ad being relatable, it's diversity, soothing nature and promo offered. The negative feelings voiced were about the "sound of the apple crunch."

	Black Americans	Hispanics	Asians	Whites/ Others
Fun	Fun	Loveable	Loveable
	Diverse	Diverse	Diverse	Diverse
	Inclusive	Inclusive	Inclusive	Inclusive
	United	United	United	United
	Cute	Cute		Cute
		Unreal	Tiresome	
		Tiresome	Annoying	
		Annoying		

Spontaneous Feelings

Inclusive casting

Inclusive casting – Same product targeted at a different demography

Bounty Ads – Would the ad showing a single race appeal to more than one race?

Humor catering to different races

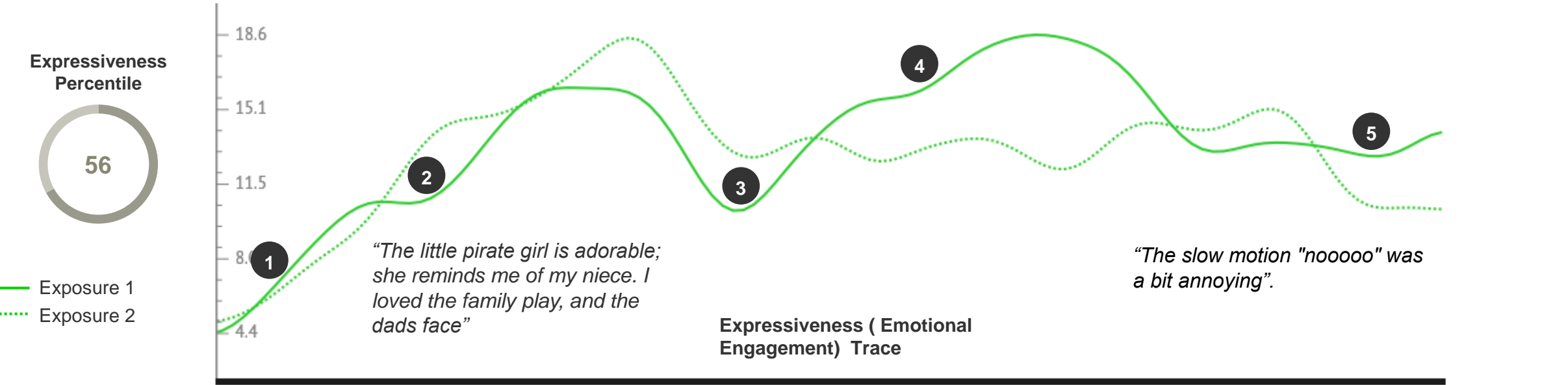# Inclusive casting – Same product targeted at a different demography

Bounty Ads

Impact	Top 25	Top 20	Top 25
Progressive View & Positive Impact on Underrepresented	60%	65%	44%

The Impact Score is a measure of the **overall effectiveness** of your creative in generating creative impact or cut-through which is linked to the brand

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Bounty Ad 1 – Video

People enjoyed the family play. The girl poking, shouting in slow motion and product remedy were emotionally engaging but there is a drop in engagement in repeat viewings when the girl shouts in slow motion

Expressiveness Percentile

56

— Exposure 1
···· Exposure 2

"The little pirate girl is adorable; she reminds me of my niece. I loved the family play, and the dads face"

Expressiveness (Emotional Engagement) Trace

"The slow motion "nooooo" was a bit annoying".

Overall, the ad evoked spontaneous feelings of being cute, fun and inclusive.
Few felt it was annoying. Asians enjoyed the ad more than Whites. Hispanics and Blacks liked the ad equally well.

~ 82%

Spontaneous Feelings

— Cute
— Fun
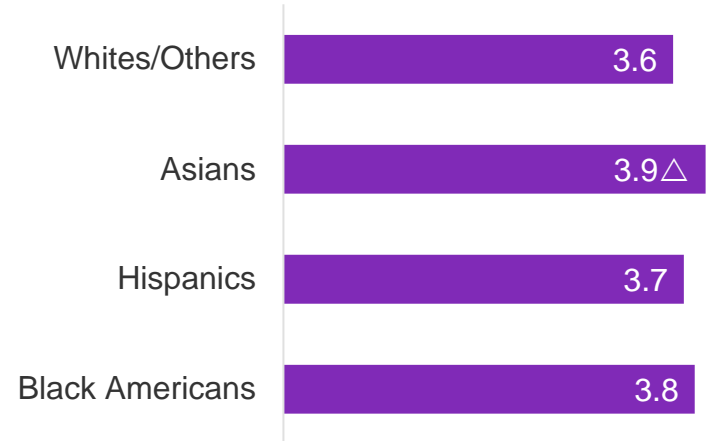— Inclusive

— Annoying

~ 20%

Enjoyment by Demography– Mean Score

Whites/Others	3.6
Asians	3.9 △
Hispanics	3.7
Black Americans	3.8

US Norms = 3.67

The ad evoked more positive feelings among Asians. All people of color associated the ad with being inclusive or diverse

… but we also see some negative feelings among a few Black Americans Hispanics who found it unreal and annoying.

Spontaneous Feelings

	Black Americans	Hispanics	Asians	Whites/ Others
	Fun	Fun	Fun	Fun
	Inclusive	**Diverse**	**Diverse**	Cute
	Diverse	Lovable	**Inclusive**	
		Cute	Lovable	
		Contemporary	Cute	
	Unreal	Fake		
	Annoying	Unreal		
		Unrelatable		
		Annoying		

"The ad was a bit exaggerated" – Hispanic respondent

All associations shown are the ideas most intuitively associated with the ad. Many people endorse them and do so very quickly.

Grey Legend – These ideas are associated with the ad but at a more rational level.
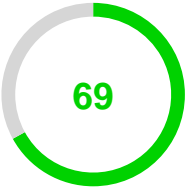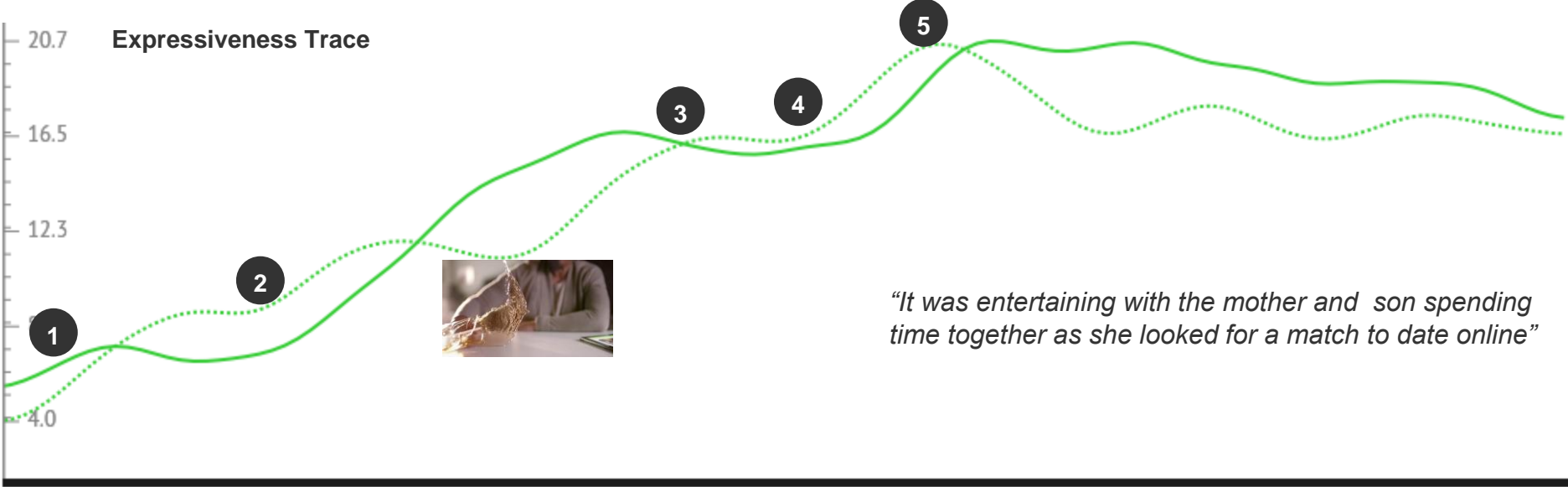
Bounty Ad 2 – Video

The mother-son bonding generates strong positive engagement, picking up when the woman likes the guy, spills the glass, and her son and the man in the photo yell "noooo"

Expressiveness Trace

Expressiveness Percentile

69

— Exposure 1
····· Exposure 2

"It was entertaining with the mother and son spending time together as she looked for a match to date online"

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Overall, the ad evoked feelings of being cute, fun and lovable at a spontaneous level. Black Americans and Hispanics enjoyed the ad more compared to Asians and White people
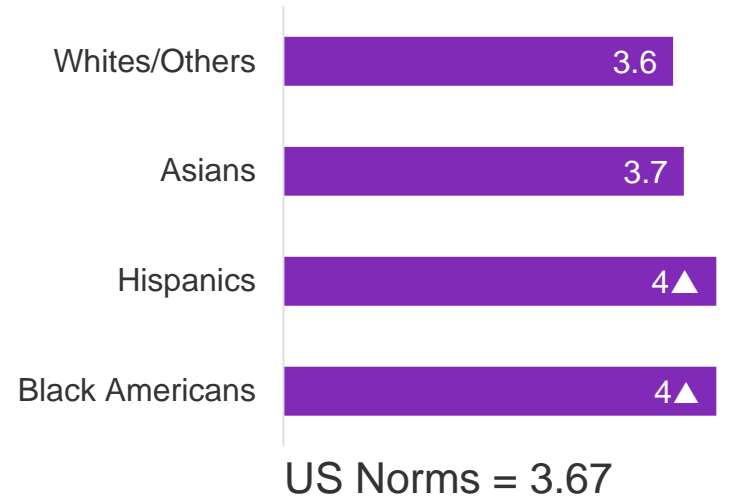
~ **82%**

— Cute

— Lovable

— Fun

Spontaneous Feelings
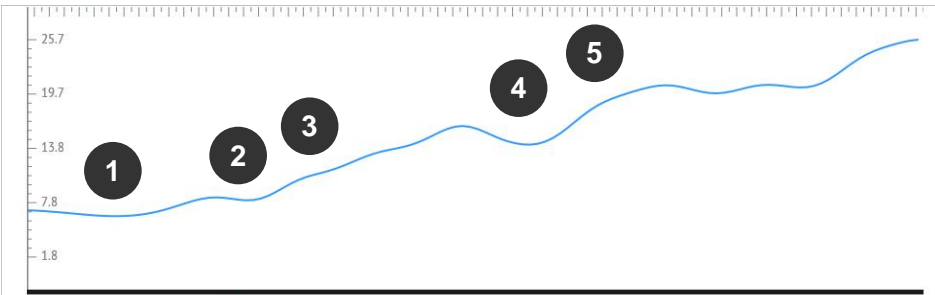
~ **20%**

Enjoyment by Demography – Mean Score

Whites/Others	3.6
Asians	3.7
Hispanics	4▲
Black Americans	4▲

US Norms = 3.67

Facial Coding data revealed all Black Americans and Hispanics enjoying the ad more compared to Whites and Asians
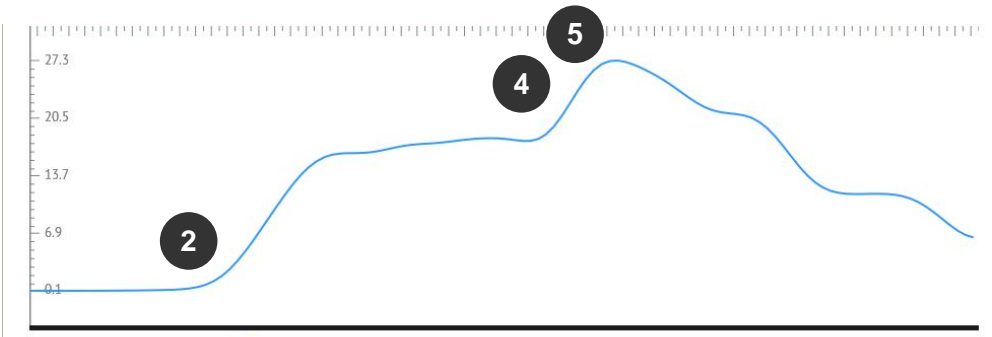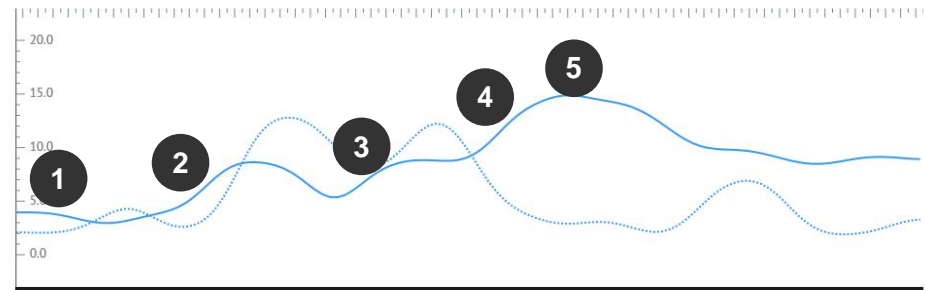

Black Americans

Smile Trace
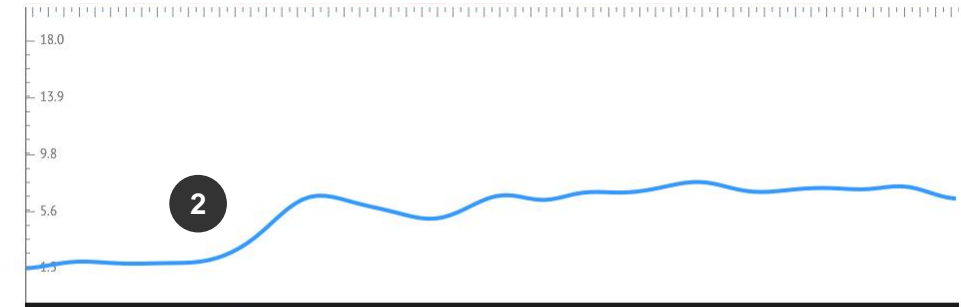
Hispanics

Asians

Whites/ Others

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The ad evokes positive feelings of being fun, inclusive, loveable, united and cute across all people of color but a few find it unreal or unrelatable

Spontaneous Feelings

	Black Americans	Hispanics	Asians	Whites/ Others
	Fun	Fun	Fun	Fun
	Inclusive	**Inclusive**	**Inclusive**	
	Loveable	Loveable	Loveable	
	United	**United**	**United**	
	Diverse	Diverse		
	Cute	Cute	Cute	
	Unreal	Fake	Unrelatable	
	Tiresome	Unreal		
	Unrelatable			

Grey Legend – Words associated at a considered level

Bounty Ad 3 -Video

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The ad was spontaneously associated with being fun but also had more negative feelings by a few. All people of color enjoyed the ad more compared to Whites

~ 73%

— Fun

Spontaneous Feelings

— Annoying
— Unreal
— Tiresome

~ 27%

"It was funny and engaging. It was very relatable which was appealing. It was current and modern." – Hispanic respondent

"It was not inclusive" – Hispanic respondent

Enjoyment – Mean Score

Whites/Others	3.5
Asians	3.8 ▲
Hispanics	3.9▲
Black Americans	4▲

US Norms = 3.67

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▲ Significantly different than two groups
△ Significantly different than Whites

52
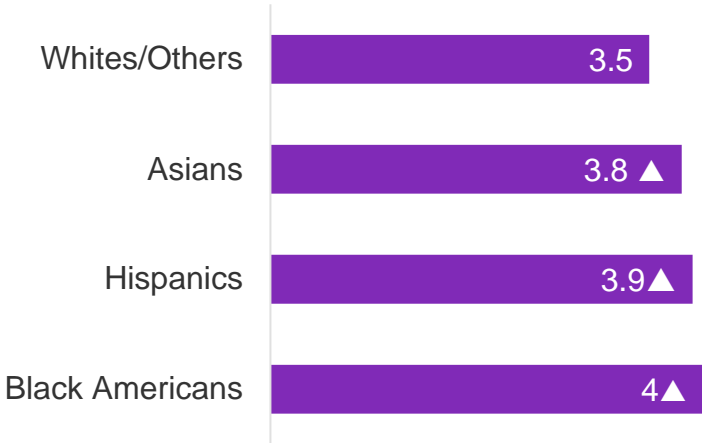
Powerful story-telling creates genuine empathy and emotional response

Ad A – Clear, empathetic story, well told

Ads rated as equally 'enjoyable'

Ad B – pleasant, 'inspirational' imagery, vignette style

'Net positivity' of response (from face)

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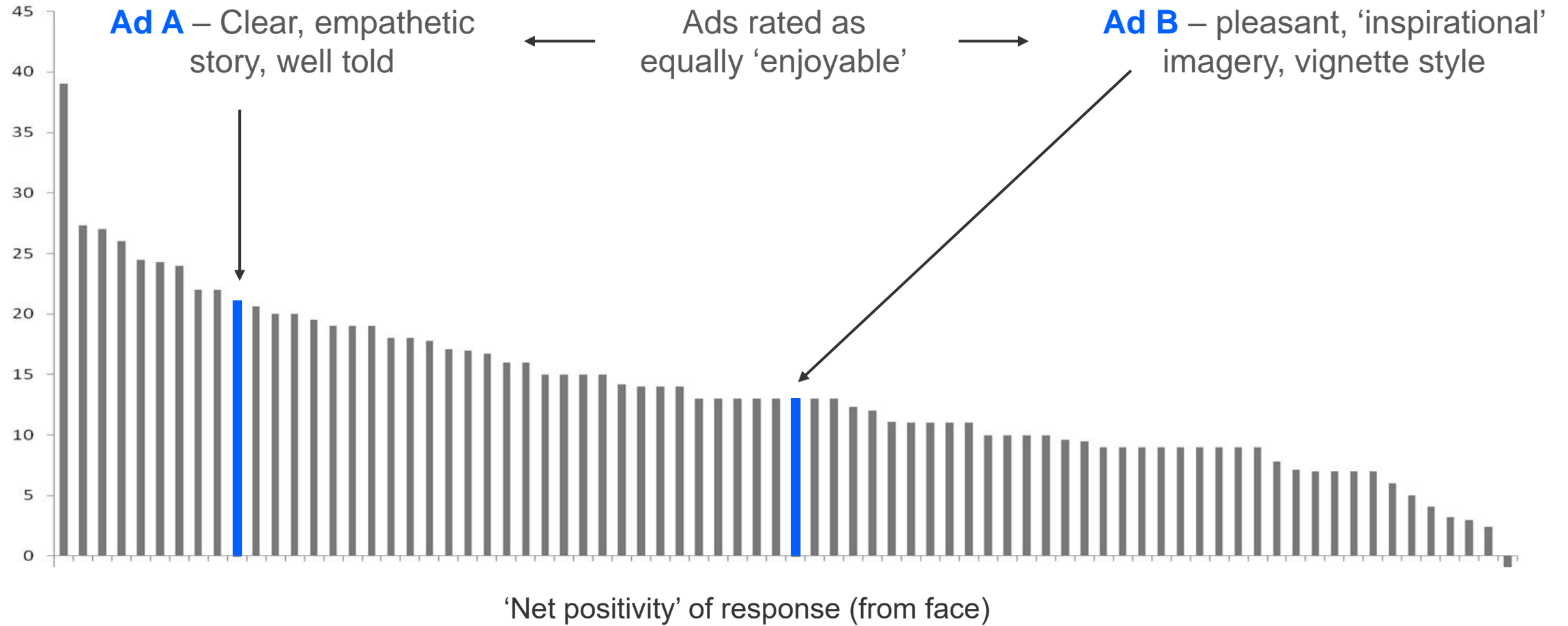
Takeaways

Take away points

— Racial representation in ads is a hygiene factor with people of color feeling strongly about it. Black Americans feeling it even more strongly.

— Promoting racial representation in advertising will only benefit your brand more and brands don't stand to lose out in any way.

— Single or multi-racial race ads can cut through all races if the theme is relatable and authentic. Even Single race ads are considered inclusive or diverse by people of color regardless of the race being shown.

— Subconscious trigger points across races are different, so take care to understand your target audience before you create the ad for them.

— Multi-racial ads, inclusive and diverse ads that stand to unify are considered progressive and have a positive impact on those under-represented in advertising.

— The future is moving to a more diverse world. You have the power to challenge unconscious bias and create a greater sense of community through diverse and inclusive advertising.

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Questions?

For further queries, please contact

Deepak Varma
Email: deepak.varma@kantar.com

Valeria Piaggio
SVP, Head of Kantar Inclusion
Email: valeria.piaggio@kantar.com