



# **INCLUSIVE MARKETING PRACTICE**

Driving business growth by making brands matter to each and every consumer

[ana.net/inclusive-marketing](https://ana.net/inclusive-marketing)

The **ANA Inclusive Marketing Practice** sets the agenda for inclusive marketing and continues to transform it into a key brand and business growth driver. Inclusive growth pillars and supporting resources:

## Insights Leadership

Establish an unparalleled capability in generating usable insights across all dimensions of inclusive marketing — gender, race/ethnicity, sexual orientation, ability, and socio-economic status.

- [Multicultural and Inclusive Marketing National Conference](#)
- [One-Day Events](#)
- [Committees](#)
- [LGBTQ+ Inclusive Marketing Committee](#)
- [HBCU Campus Connect](#)
- Hispanic-Serving Institutes

## Creative Excellence

Through a robust suite of proprietary tools and methodologies, define the gold standard for inclusive creative execution. Build scalable systems that foster authentic storytelling and measurable resonance across all audience segments.

- [Inclusive Marketing Excellence: Award-Winning Case Studies Book](#)
- [Power Up! Growth Through Inclusive Marketing](#)
- [Consumer Sentiment on Inclusive Marketing](#)
- [2024 GEM Lift Study](#)
- [Perceptions of Progress on Gender Equality](#)
- [Cultural Relevance Drives in Market Performance](#)

## Media Transformation

Establish the business case of investing in targeted media channels, suppliers that connect with diverse consumers, and contextually relevant placements that provide superior engagement, purchase intent opportunities for brands, and maximum investment.

- [Growth Fronts](#)
- [Inclusive Media Spending Benchmarks](#)

## Measurement Authority

Lead the industry in defining and standardizing representative audience measurement practices. Deliver rigorous, transparent metrics that link inclusivity efforts to tangible business outcomes, ensuring accountability, and sustained investment.

- [Gender Equality Measurement \(GEM\)](#)
- [Cultural Insights Impact Measure \(CIIM\)](#)

For more information on ANA Inclusive Marketing Practice resources, training, communities, or events, contact Elliot Lum at [el@aef.com](mailto:el@aef.com).  
For more information on the full suite of ANA member benefits and other ANA business practices, contact Membership at [membership@ana.net](mailto:membership@ana.net).



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Our **active inclusive marketing community** allows you to connect with other members and advance your understanding

- **Multicultural and Inclusive Marketing Committee** serves as a key community for advancing multicultural marketing strategies in an increasingly connected world.
- **HBCU Campus Connect** is a dedicated community committed to advancing and empowering Black marketers, including those within the HBCU ecosystem.
- **LGBTQ+ Inclusive Marketing Committee** exists to educate marketers on best practices for inclusion of LGBTQ+ people in advertising, share best practices for LGBTQ+ inclusion, and provide support for LGBTQ+ marketers.
- **Alliance for Inclusive and Multicultural Marketing (AIMM)** is a powerful force prioritizing diverse consumers and advancing inclusive and multicultural marketing to achieve business growth and equity in the marketplace.
- **SeeHer** is committed to increasing the representation and accurate portrayal of all women and girls to achieve gender equality and drive business growth in the global marketing and media ecosystem, now and for generations to come.
- **Multicultural Training Effectiveness** workshops designed for marketers at any level responsible for the development, management, or execution of marketing strategies and campaigns.
- **Sustainability Committee** is a collaborative space to share strategies, case studies, and tools to cut carbon and communicate authentically about sustainable products and services.

### **Events and Programs**

October 23, Orlando, Fla.

**[Inclusive Marketing Practice Powered by AIMM and SeeHer at Masters of Marketing](#)**

October 30, Atlanta, Ga.

**[You Might Be a Marketer Conference, Hosted by Clark Atlanta University](#)**

November 7, Wellesley, Mass.

**[Driving Growth in the SheEconomy at Babson College](#)**

November 13, Virtual

**[Multicultural and Inclusive Marketing Committee](#)**

December 3, Virtual

**[SeeHer Year-End Meeting](#)**

December 11, Virtual

**[LGBTQ+ Inclusive Marketing Committee](#)**

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## SUSTAINABILITY

Driving business growth by aligning marketing with climate responsibility

[ana.net/sustainability](https://ana.net/sustainability)

The **ANA Sustainability Committee** equips marketers to reduce the environmental impact of advertising and communicate authentically about sustainable products, services, and practices. By embedding sustainability into strategy and execution, brands can meet consumer expectations, strengthen trust, and deliver growth responsibly.

### Reducing Impact

Cut carbon emissions across media, creative, and production.

### Authentic Communication

Market sustainable products and services credibly, avoiding greenwashing and greenhushing.

### Measurement and Accountability

Leverage tools and benchmarks to track and reduce emissions.

### Peer Learning and Case Studies

Share practical examples from brands leading in sustainable marketing.

## Sustainability Resources to elevate industry standards for sustainable marketing practices:

Case Studies and industry reports:

- [Connected TV: Unlocking Sustainable Growth Through Smarter Media Planning](#)
- [Sustainability in Digital Media Planning: How Brands Can Start Reducing Carbon Emissions in Advertising](#)

Additional tools and resources:

- [CMO Blueprint for Sustainable Growth supported by the ANA](#)
- [Ad Net Zero's Global Media Sustainability Framework](#)
- [Ad Net Zero's Sustainable Events Starter Guide](#)
- [AdGreen Carbon Calculator](#)
- [The Future Is Mainstream Green: Introducing a New Growth Strategy](#)

## Events and Programs

December 4, Virtual  
[Sustainability Committee](#)

March 11, 2026 Virtual  
[Sustainability Committee](#)

June 5, Virtual  
[Sustainability Committee](#)

September 15, New York, N.Y.  
and Virtual  
[Sustainability Committee During NY Climate Week](#)

For more information on ANA Sustainability resources, training, communities, or events, contact Samantha Walsh at [swalsh@ana.net](mailto:swalsh@ana.net).  
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