



Cultural Inclusion  
**Accelerator**<sup>™</sup>

**2023**

# **Most Culturally Inclusive Brands Awards**

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ANA AIMM and Cultural Inclusion Accelerator's  
Annual Ranking among America's Largest Brands



# Most Culturally Inclusive Brand Awards Goal

*To eliminate bias and ignite accurate portrayals and representation in advertising by empowering the largest U.S. brands to embrace cultural authenticity, celebrate true identities, and inspire an industry that sees, understands, and honors all consumers.*

**Good For Society**

**Good For Brand Growth**



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# Most Culturally Inclusive Brands

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IMPACT



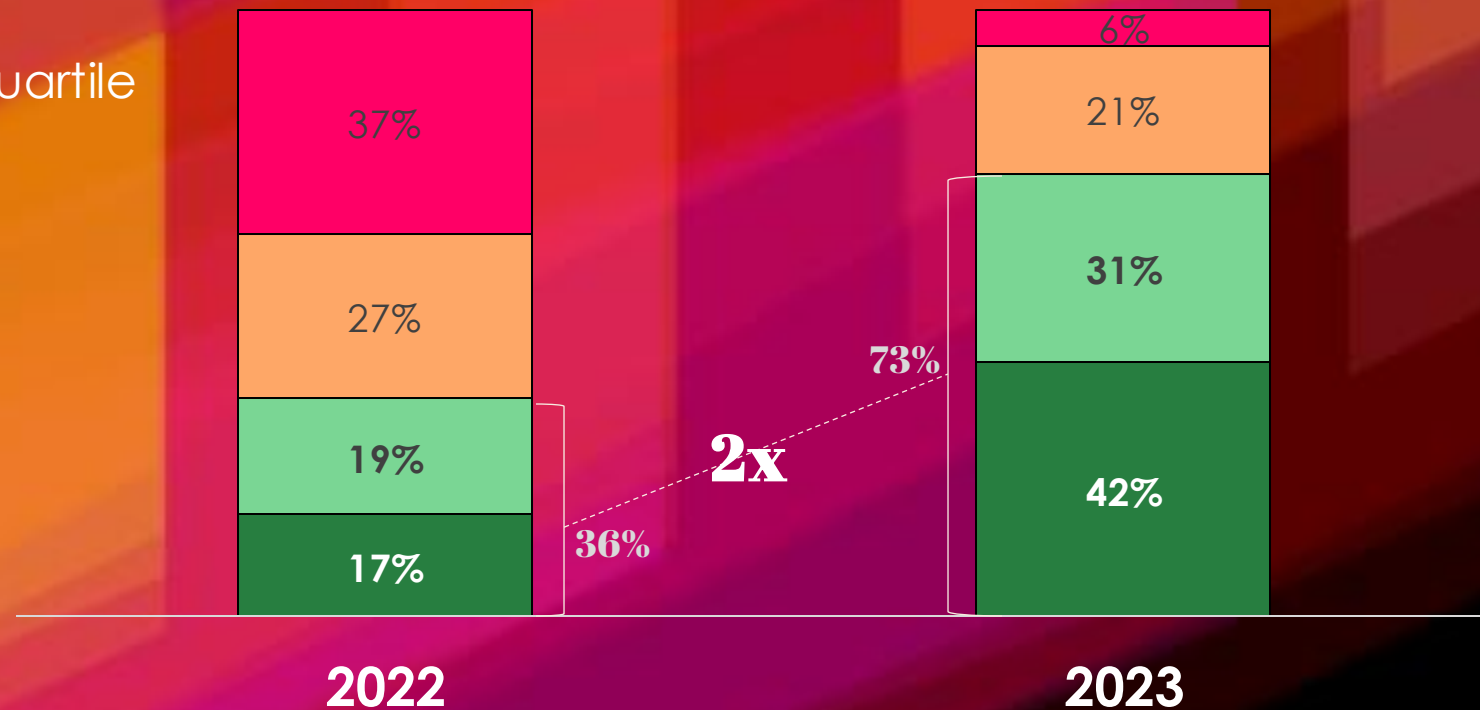


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# Momentum Is Building Toward Greater Cultural Inclusivity, Doubling the Number of Brands with Above Average Cultural Relevance and Positive DEI Reflections

Percentage of Largest Brands in Awards by CIIM + DEI Accelerator Scores in each Quartile

- Top Relevance/DEI 1st Quartile
- Above Avg 2nd Quartile
- Below Avg 3rd Quartile
- Bottom 4th Quartile

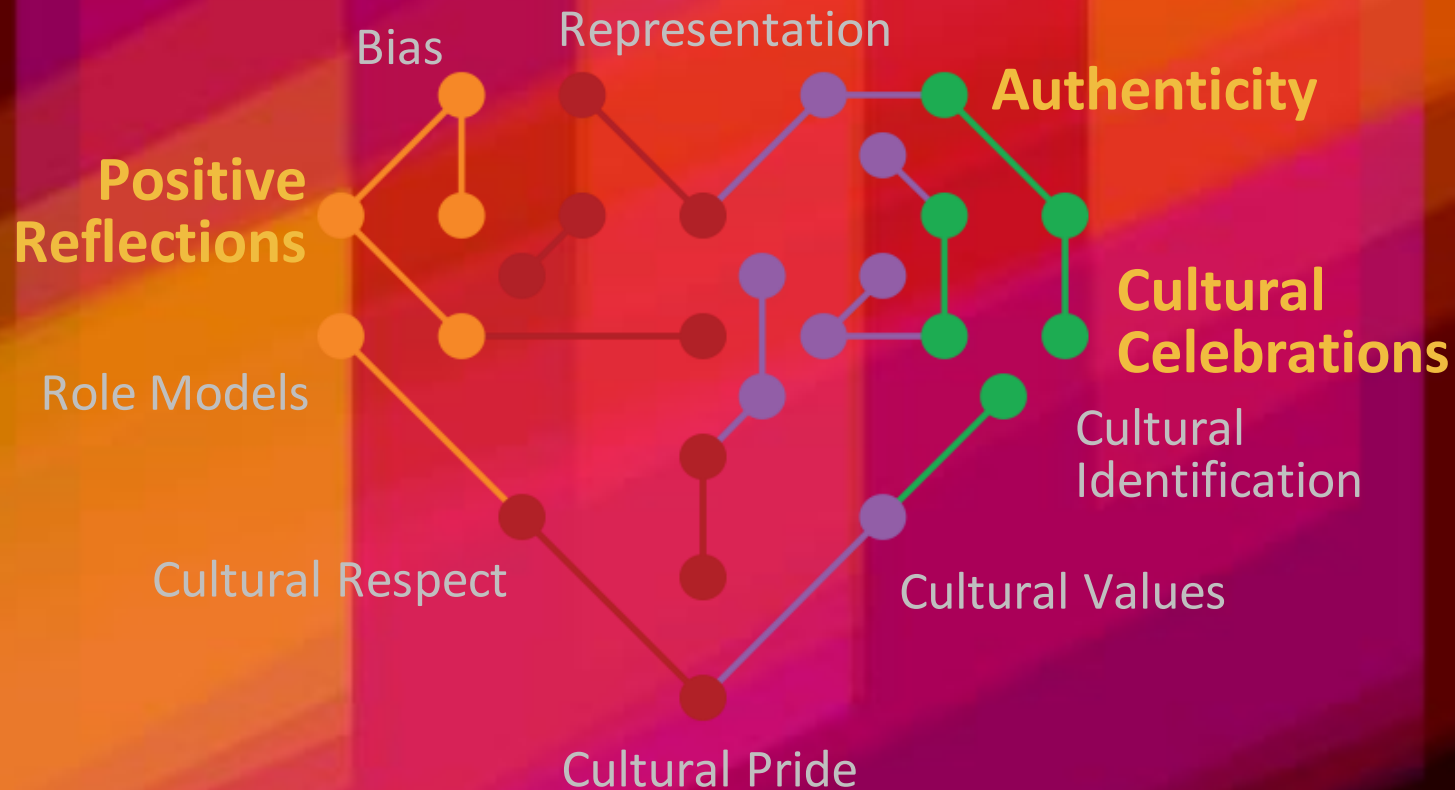




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What Cultural Attributes Drove Brands to the Top Quartile?

Cultural Celebrations, Positive Reflections, and Authenticity Were  
The Main Drivers of the 2023 Industry Increase in Cultural Relevancy





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What Cultural Attributes Drove Brands to the Top Quartile?

# Diversity and Inclusion Were The Main Drivers of the 2023 Industry Increase in DEI Reflections

**Diversity**  
Diverse casting



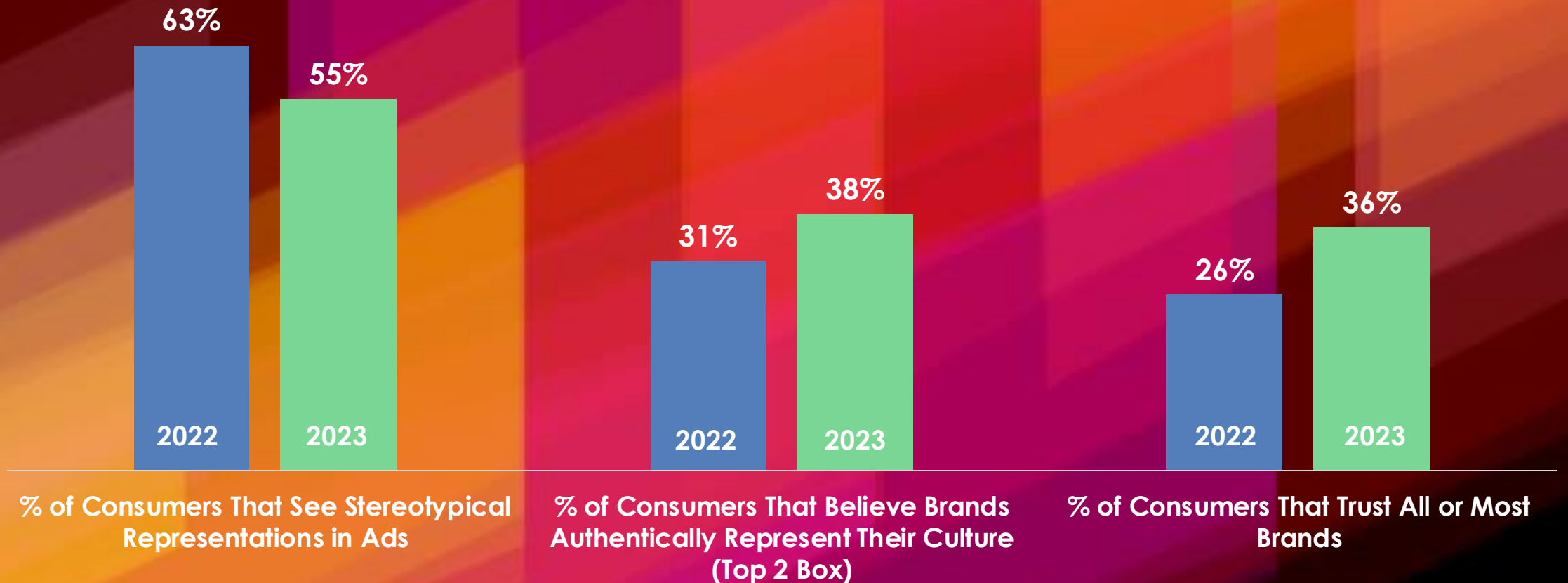
**Equity**  
Fair, unbiased portrayal with a positive impact on society

**Inclusion**

Portrayal that is authentic, respectful, and empowering of all cultures



# Consumers Took Notice as They Perceived 2023 Ads to Have Less Stereotypes and More Authenticity, and Trust



\*Source: Cultural Inclusion Accelerator's Consumer Tracking Questions (2022 N = 18k, 2023 N = 13k)



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Brands with Higher Authenticity and Inclusion of All Consumers  
Are Rewarded with Significant Lifts in Effectiveness

Purchase Intent

**5x**

Brand Trust

**16x**

1<sup>st</sup> Quartile CIIM™ and DEI Accelerator™ spots lift over 4<sup>th</sup> Quartile  
CIIM™ and DEI Accelerator™ spots





# Most Culturally Inclusive Brands

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## METHODOLOGY



# 120 Largest U.S. Brands Evaluated in 2023





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# The Most Culturally Inclusive Brand Awards

-100% based on **Consumers' Choice**

**80K**

Consumers

2022: 62K Consumers

**120**

Brands

2022: 100 Brands

**10000+**

Ads Tested

2022: 712 Ads Tested

**300K+**

Ad Evaluations

2022: 250K Ad Evaluations

**Seven segments of the overall U.S. adult population were sampled:**

- \*Asian = 55K Evaluations / 14K Consumers
- \*Black = 70K Evaluations / 18K Consumers
- \*Hispanic = 90K Evaluations / 23K Consumers
- \*Mixed/Other = 14K Evaluations / 4K Consumers
- \*WNH = 80K Evaluations / 20K Consumers
- \*LGBTQ = 55K Evaluations / 14K Consumers
- \*People with Disabilities = 60K Evaluations / 15K Consumers

# Most Culturally Inclusive Brands Awards Methodology

## Brands/Ads Selection



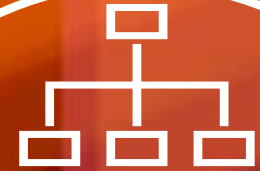
120 brands were selected from trade journals' 2023 rankings of largest ad spenders and Nielsen's top spenders in diverse segments. Depending on the number of ads publicly available, each brand body of 2023 work was represented by 6-16 ads. The ads were carefully chosen to ensure a diverse representation of all ad campaigns from each brand, with a special emphasis on prioritizing targeted spots.

## Sampling



80K adult consumers from various opt-in online panels representing 7 race/ethnic segments (Asian, Black, Hispanic, Indigenous, LGBTQ, People with Disabilities, and Non-Hispanic White) provided 300K evaluations across 1000+ ads. Segments were augmented and then weighed to their representation in the U.S. Ads were shown in a forced exposure format without media context.

## Ranking Evaluation



Every curated ad was tested through the CIIM™ and DEI Accelerator™ copy-testing evaluation process, comprising perceived levels of ad effectiveness, cultural relevancy, representation, fairness, and inclusion. An aggregate for all the ads under each brand was calculated to determine a Brand Score which was used to rank the 120 brands by 7 segments and Overall.



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# 2023 AWARDS

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**GOLD • SILVER • BRONZE  
WINNERS PER CATEGORY**

ASIAN

BLACK

HISPANIC ENGLISH

HISPANIC SPANISH

LGBTQ

PEOPLE WITH DISABILITIES

WHITE NON-HISPANIC

MULTICULTURAL & INCLUSIVE

GENERAL POPULATION

AD EFFECTIVENESS

# 2023 Most Culturally Inclusive Brands

## GOLD WINNERS



General Population



Multicultural & Inclusive



Ad Effectiveness



Asian



Black



AT&T

Hispanic English

dish  
LATINO

Hispanic Spanish



LGBTQ



People with Disabilities



White Non-Hispanic

# 2023 Most Culturally Inclusive Brands

## SILVER WINNERS



General Population



Multicultural &  
Inclusive



Ad Effectiveness



Asian



Black



Hispanic  
English



Hispanic  
Spanish



LGBTQ



People with  
Disabilities



White Non-  
Hispanic

# 2023 Most Culturally Inclusive Brands

## BRONZE WINNERS

WALT DISNEY WORLD®

General Population



Multicultural &  
Inclusive



Ad Effectiveness



Asian



Black



Hispanic  
English



Hispanic  
Spanish



LGBTQ



People with  
Disabilities

White Non-  
Hispanic



**Learn What Drove Winning Brands  
By Watching CMOs Acceptances at:  
[www.CulturalInclusionAccelerator.com/MCIB](http://www.CulturalInclusionAccelerator.com/MCIB)**

**For questions  
or to request a brief report with your brands' rankings,  
please contact:  
[Ariel@CIIMatters.com](mailto:Ariel@CIIMatters.com)**