

ILLUMINATING THE UNTAPPED ECONOMIC (AND CULTURAL) R.O.I. OF INTENTIONAL INCLUSIVITY.



**WHY (WOMEN) AND (MINORITIES) SHOULD BE
DRIVING YOUR CUSTOMER FOCUS IN 2024.**



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INTRODUCTION

OPPORTUNITY IN THE MARGINS

In today's marketing landscape, Chief Marketing Officers (CMOs) are operating on **reduced budgets** while feeling the **pressure to do more** with each dollar.

According to [Gartner's 2023 CMO Spend and Strategy Survey](#), 71% of CMOs believe they lack the budget needed to properly execute their marketing strategy. What some CMOs may be missing is that high-impact campaigns can come from a focus shift rather than a budget increase.

The relationship between brands and consumers has evolved over time; however, today's customers have options for every product — raising standards and the price of their loyalty. Companies have recognized this shift by implementing more inclusive messaging, campaigns and practices, but many still struggle with doing so in a way that passes buyers' radar for optical allyship. This lack of perceived authenticity is costing brands deeply and shifting resources to addressing this gap creates both immediate and long tail revenue growth for brands.



Bringing wider spectrum of voices into the decision-making process and intentional consumer targeting could unlock stagnating or declining revenue streams.

TAKE ACTION!



In order for inclusive brand efforts to reach their potential, companies must focus on marginalized groups not just as consumers but as producers of revenue.

- Kana LiVolsi, CEO, Dos Mundos Creative

The relationship between brands and consumers has evolved over time; however, **today's customers have options for every product — raising standards and the price of their loyalty.** Companies have recognized this shift by implementing more inclusive messaging, campaigns and practices, but many still struggle with doing so in a way that passes buyers' radar for optical allyship. This lack of perceived authenticity is costing brands deeply and shifting resources to addressing this gap creates both immediate and long tail revenue growth for brands.

The modern tech landscape has had a massive impact on women and minorities' lifestyles and spending. In recent years, as more of these marginalized groups become entrepreneurs or attain C-suite positions, there have consistently been steady increases in the financial power and control that they exert on the market.

TAKE ACTION!

CMOs can create high-impact campaigns by enhancing the historically muted voices of women, people of color, and other minority groups.



These consumers generally feel misunderstood and misrepresented by advertising campaigns **which is a miss, both culturally and for companies' bottom lines.** As their share of financial resources continues to grow, they represent both an important segment of the workforce and a lucrative market.

OPPORTUNITY SNAPSHOT

71%

of CMOs believe they lack the budget to properly execute their marketing strategy

85%

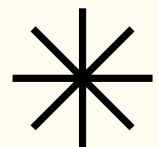
of consumer spending is controlled by women.

\$7T

by 2025 the minority buying power in the US is expected to reach \$7Trillion

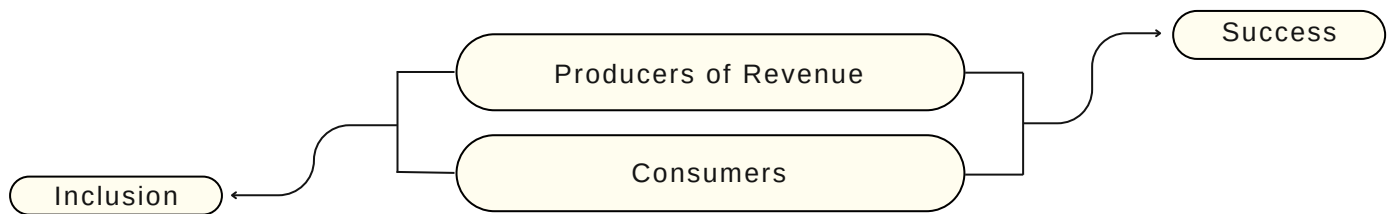
\$10T

American women control over \$10Trillion in assets



SUCCESS IS A TWO-PRONGED APPROACH

In order to fully capitalize on the buying power of these groups, businesses must take a **two-pronged** approach — focusing on marginalized groups not just as consumers but as producers of revenue.



As [Melinda Gates](#) shared at the Mastercard Inclusive growth summit:

“if we do certain things to really look at this opportunity we have with women, make sure they have a great education, make sure they can plan and space the birth of their children, and then making sure they have networks to get into a great job and mobile money and part of the banking system to save money, you will absolutely accelerate their growth. And guess what? They’re going to accelerate your economy.”

Supporting women and minorities in the workforce **stabilizes** their **buying power**, providing them even more resources to put **back into** the **economy**.



image from Mastercard Summit website

TAKE ACTION!

The best way to tap into the buying power of marginalized demographics is to start speak to them, rather than at them. *

Diversifying teams as well as target consumer personas is a good place to start. However, in order for efforts to be authentic rather than optical, it's important to dive deep. Brands need to know where these groups started and their current and future impact on the economy — both as consumers and as business leaders.

THE HISTORY OF INCLUSIVITY IN BUSINESS

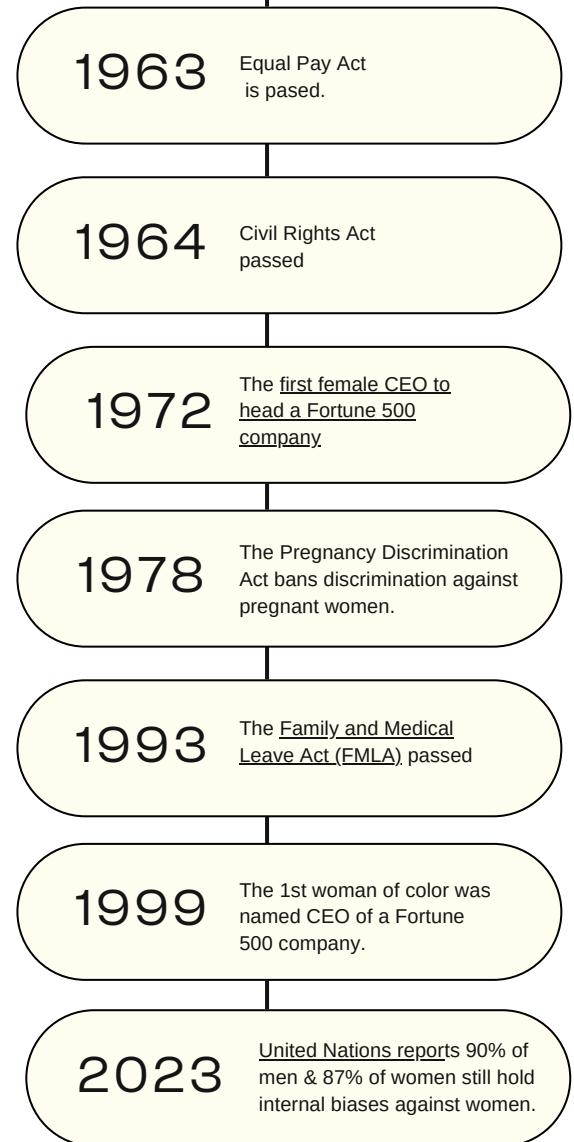
WORKPLACE BIAS

While the role of the modern woman and has shifted throughout history, there are still unfortunate reminders that gender equity has not been achieved today. Even in the 1980s, when a conscious marketing shift increased female representation in marketing, it was men doing the marketing. Advertisements have consistently represented women in an oversimplified, sexual manner, while leaving out their power and position. This stereotyping and bias is still evident today on every level, according to the 2023 [United Nations report](#), about 90% of men and 87% of women still hold internal biases against women. Those figures haven't improved since the 2010s. Many women have chosen to emerge from their role in the home and break through the glass ceiling — but how far do they have to climb before reaching "the top"?

The glass ceiling, coined in the late 1970s describes the invisible factors that create a barrier between underrepresented populations, muted voices, and positions of power. History and organizational structures have consistently demonstrated this underrepresentation.

According to a PEW Research Center Study, racial bias is still a major issue in hiring and performance evaluations, despite DEI efforts. In worker evaluations [56% of Black Americans](#) and roughly [40% of both Asian Americans and Hispanic adults](#) surveyed, perceived racial and ethnic bias as a major problem. Women of color are also least represented in positions like [managers \(12%\)](#), [senior managers \(9%\)](#), [VPs \(7%\)](#), and [SVPs \(5%\)](#).

Equitable Workplace Milestones



TAKE ACTION!

Activate Team Collaboration Standards with Internal Comms and Processes. In addition to having standard DEI initiatives, a factor that often falls short is creating an **actionable internal communications plan that includes standard practices for facilitating day-to-day team interactions** that fuel respect and understanding in the workplace. Giving employees tools to communicate, as well as facilitating conversations around how these processes can improve participation and buy in. Breed valuable conversations and improve innovation through collaborative and respectful team culture. *

According to a PEW Research Center Study, racial bias is still a major issue in hiring and performance evaluations, despite DEI efforts.

THE UNPAID CARE WORK ECONOMY

Recently, the 2023 World Economic Forum described the emergence of a new second glass ceiling that leads to women leaving the workforce early and against their will, usually due to family responsibilities or corporate culture.

Having a child greatly reduces the employment rate for women. This effect is most serious for those with children under the age of 5, who may struggle to find childcare before their children enter school. A report from the American Bar Association found that a mother with 1 child earns a whopping 28% less over her lifetime than a childless woman. This gap widens on average an additional 3% for each additional child she has. In contrast, the report states that fathers often experience a “fatherhood premium” where typically men with kids do not experience a drop in earnings and may even earn more.

A major contributor to equity between working men and women is a recognition of the value of unpaid care work. In large part, this is due to responsibilities childcare and care of elderly family members falling on women, with women of color experiencing this in greater proportion and Latina mothers being most likely to live in “childcare deserts” where childcare providers are limited or nonexistent.

Black mothers in the US have the highest labor participation rates. A 2020 study from the US Department of Labor found that 76.0% of Black moms were in the labor force, versus 71.3% of white moms, 62.8% of Hispanic moms and 64.3% of Asian moms.

The Challenge of the Pandemic + Motherhood for Women.

Pre-pandemic, the number of women in the workforce was at a record high. In February of 2020, CNN reported, “the labor force participation rate for prime working-age women was 77% — just shy of the record 77.3% set during the dot-com era.” The pandemic pushed women out of the workforce in large part due to the pressures of remote childcare challenges, and they didn’t initially rebound at the same level as men did. By April 2020, women’s labor participation rate was down to 73.5%, and it took years to recover.



6X
In the countries with the highest level of gender bias, women may perform up to 6X as much unpaid care work as men do.

PAY AND OPPORTUNITY GAPS

Once women enter the workforce, they must contend with the gender pay gap. Women are more skilled and educated than ever before, yet even in the 59 countries where women are now more educated than men, the average gender income gap remains 39% in favor of men.

This gap is particularly imbalanced for black women. A recent study by the U.S Department of Labor shows among people that Black women that have received advanced degrees only earn 70% of their black male counterparts. Even more shocking, these same highly-educated Black women on average still earn less than white men with only a bachelor's degree.

Single women face significant challenges in building wealth as a result of this disparity. In 2019, the median wealth of an average single woman was 18% lower than that of an average single man. What isn't noted here, however, is the buying power of these women — their impact and influence to a company or a product's bottom line is significant.

TAKE ACTION!

By empowering marginalized groups in the workforce, companies also put more money in the pockets of their most active customers. *

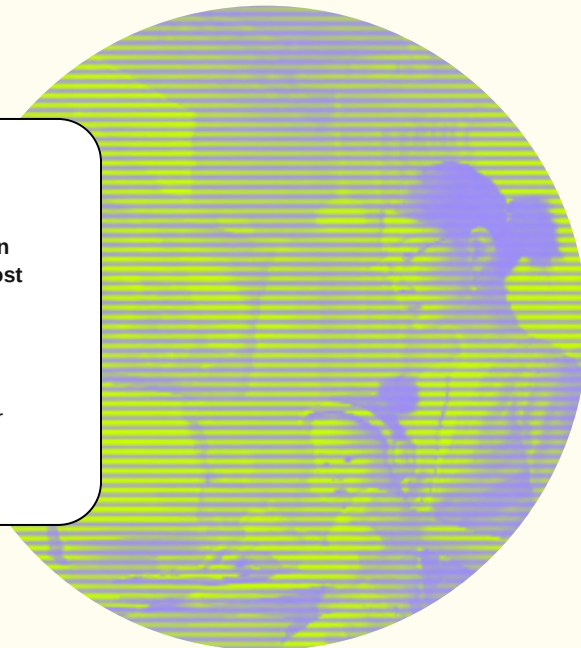
Instead of recognizing their influence, in some cases, corporate culture often fails to accommodate the needs of female workers. Female employees are leaving the top ranks of companies at higher rates than ever before. For every woman at the director level who gets promoted, two female directors are choosing to leave their companies.

TAKE ACTION!

\$26.6B *

Creating systems that support women in menopause could significantly boost the economy.

Time suggests that the US economy loses \$26.6 billion every year in productivity due to a lack of support for employees managing menopause symptoms.



20%

Women between the ages of 45 and 54 make up 20% of the female workforce in the US

This is a time at which women are likely to be experiencing career success and achieving leadership roles, but due to health concerns, some drop out of the leadership pipeline.

NEW CONSUMERS: THE PURCHASING POWER OF MARGINALIZED CUSTOMERS

MINORITY BUYING POWER.

After hitting **over \$4 trillion** in 2020, the buying power of minorities has continued to rise rapidly.

Historically, by targeting a very specific audience, consumer marketing has been traditionally short sighted — failing to fully grasp the shift in the influence and the buying power of women and minorities.

By electing to focus on one specific group rather than a larger, more diverse one, companies have been leaving money on the table.



TAKE ACTION!

20% *

Brands need to broaden what their female target personas looks like. 20% of U.S. women are multicultural, and as this number rises, the percent of non-multicultural women is on the decline.

In part, this rise is due to growing populations of people of color. According to projections by the US Census Bureau, within the next 25 years, non-Hispanic whites will make up less than 50% of the US population. Within the last ten years we've seen the first ever decline of the US's white population as growth is driven by people of color. Within the US, 20% of women are multicultural, and as this number rises, the percent of non-multicultural women is on the decline. As multicultural women take up a greater share of the population, their level of education and their incomes are also rising.

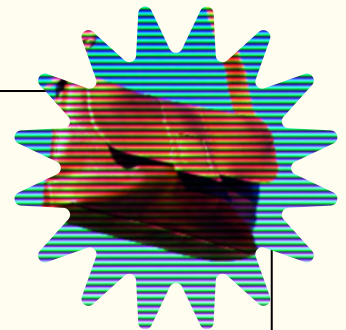
THE RISE OF THE SINGLE LADIES

Single women, across age groups, are an increasingly **more influential consumer segment.**

According to Wells Fargo, there are more single women in the workforce than ever before — controlling significantly more disposable income.

Investing in female consumers also has a longer lifetime return-rate as, statistically speaking, on average, American women outlive men by about 5 years. Today, older married women are increasingly inheriting the future of financial decision-making long after leaving the workforce and shaking things up. Within a year of their spouse's death, 70% of women shift their business to a new financial institution, making wealthy older women a major potential demographic, especially for financial services brands.

With that longer consumer lifespan opportunity, it's no wonder women's health and quality of life has emerged as another important sector for growth.



WOMEN HOLD THE PURSE STRINGS

Women are the primary consumers of their households.

Women make up just over half of the US population, but they control or influence 85% of consumer spending. Nearly 90% of women who live with a partner report being involved not just in household spending, but also in investing decisions. In households with shared finances, women are often responsible for managing money, and they make a disproportionate number of financial decisions.

Healthcare

In addition to being likelier than men to have health insurance and visit the doctor, women take charge of choosing health providers for their children. Regardless of marital status, 59% of women make healthcare decisions for others.

85%

of consumer spending is controlled or influenced by women

\$32T

Globally, the proportion of annual consumer spending controlled by women amounts to about \$32 trillion.

92%

of women say they pass info about deals or online recs along to other consumers.

90%

women make just over 90% of new home purchases

50%

1/2 of the products marketed towards men are typically purchased by women

59%

of all women make healthcare decisions for others.

80%

Women also make 80% of decisions regarding healthcare.

MISSED-CONNECTIONS: CONSUMER EDITION

Though women and minorities have significant **buying power**, they remain a relatively untapped marketing demographic. As such, they also remain an incredible opportunity.

60%

Over 60% of multicultural women feel that brands don't understand them.

62%

62% of Black consumers feel that brands do not understand them.

1 in 3

1 in 3 Black consumers **doubts the intentions of businesses that launch Black History Month campaigns** on social media.

54%

According to a Meta study, **54% of all** consumers surveyed do not feel fully culturally represented in online ads

91%

91% of women believe that advertisers don't understand them.

TAKE ACTION!

Optical Allyship is Obvious.



One reason for this mistrust is that **awareness campaigns are rarely coupled with initiatives that have a real-world impact.**

As a result marginalized groups put a high value on being **heard**— which they express **both verbally & with their wallets.**

55%

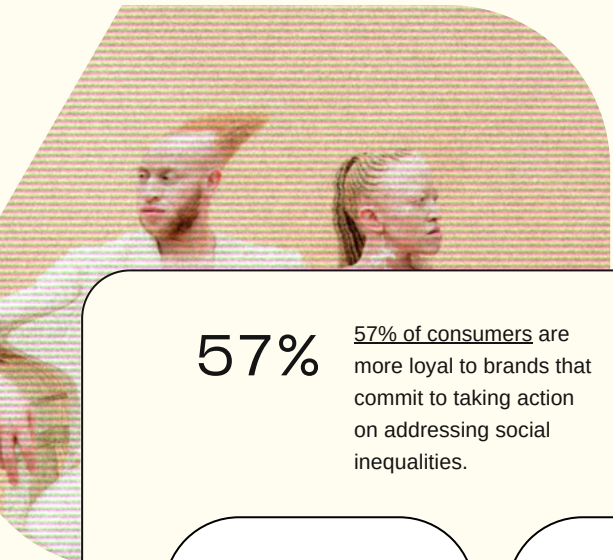
55% of consumers ages 18-34 want to see more racial diversity in advertisements.

56%

On average, **58% of Black consumers** say it is important that culturally relevant ads make them feel understood

CONSCIOUS ADVERTISING DRIVES PROFITS

Increasingly, consumers as a whole are looking for socially conscious marketing. Consumers think companies need to do more to address social issues, including climate change, economic inequality, and a lack of transparency. In **90% of ad campaign simulations run by Facebook**, campaigns with more diverse representation also had higher ad recall.



TAKE ACTION! *

Appealing directly to marginalized segments of the population through more expansive representation could build lasting trust and generate new marketing opportunities. *

57% 57% of consumers are more loyal to brands that commit to taking action on addressing social inequalities.

64%
64% of consumers said they took action after seeing an ad that they considered “diverse or inclusive.”

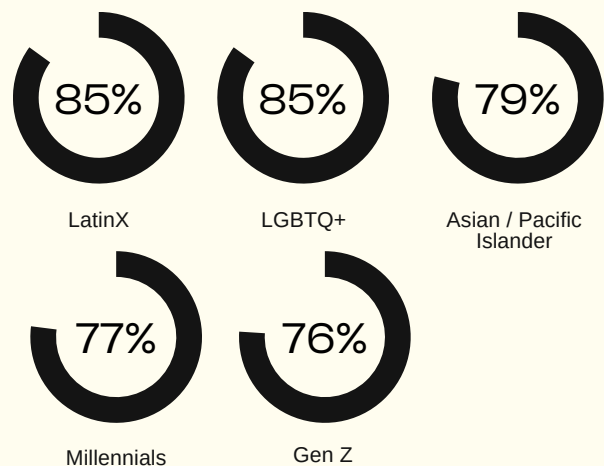
90%
In a study, 90% of Gen Z respondents say they are more likely to purchase a product if they deem it beneficial to society.

2/3
2 out of 3 surveyed Americans now claim that their social values impact their shopping choices.

94%
of Gen Z consumers expect companies to take positions on social issues

A study by **Microsoft** found that after viewing an inclusive ad there was an **average 23% rise in purchase intent across demographics** (whether the person experiencing the ad was personally represented in it or not).

In 2019, This data is further supported by a 2019 Google report that showed **64% of consumers stating that they engaged with ads that they considered “diverse or inclusive.”** Respondents that were younger or fell into the marginalized category engaged at an even higher rate. **To the right is the data from this report further broken down:**



“SHECONOMY” SUMMER 2023

This summer has been a clear display of the massive impact that the “she-conomy” has on the market. Brands marketed to women have raked in

unprecedented profits.

Buying by female consumers goes beyond billion-dollar beauty brands like Skims and Savage x Fenty. Women drive “both the acceleration of new consumer brands and associated activity around creators and influencers, e-commerce enablement and supply chain,” [according to a recent article in TechCrunch](#).

Hot-pink summer blockbuster Barbie has earned over \$1 billion at the box office. The kick-off of Beyoncé’s “Renaissance” tour in Stockholm had local officials blaming her for rising inflation. In Los Angeles, where the final six nights of the first leg of the ongoing Taylor Swift’s “Eras” tour took place August 3-9, the California Center for Jobs and the Economy estimated her concerts brought the city \$320 million.

Curate brand experiences that celebrate women and minorities to earn their love and loyalty. *

Clearly, brands that target women and marginalized groups with their marketing campaigns are seeing staggering returns on their investments.

TAKE ACTION!



R.O.I. OF WORKPLACE EQUITY



DIVERSITY IN LEADERSHIP BENEFITS EVERYONE

Diverse, inclusive companies consistently drive innovation and profits.

70%

More likely to capture new markets. Harvard Business Review

+

19%

More diverse companies report 19% higher revenue.

60%

better decision-making has been tied to diverse teams.

2.5X

diverse companies enjoy 2.3x higher cash flow per employee

Even within the workplace, diversity can have a major impact on revenue. Research by Bank of America indicates that teams with above-average leadership diversity can achieve up to 19% higher revenue through innovation. In 2019 alone, minority women-owned businesses made \$422 billion in revenue. Incfile's 2023 statistics on women in business reveal that women-owned businesses currently employ more than 9.4 million workers. In the start-up phase, women-led businesses use two-thirds less capital compared to male-led businesses. The number of women who own businesses is on track to grow, as Millennial women are much more likely to found a startup than female Baby Boomers (a difference of 22%).

A 2019 S&P Global report indicates that, in the first two years after female CEOs are appointed, their companies see a 20% increase in stock price momentum. During the same time period, female CFOs see a 6% profitability increase combined with 8% larger stock returns. Gitnux reports that women-led startups have a 35% higher ROI than startups led by men. Every year, female entrepreneurs in the US generate \$1 trillion in revenue.

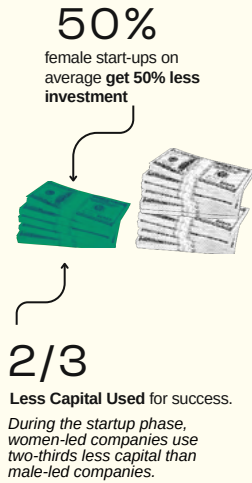
It's a proven fact that when women gain greater agency, everyone stands to gain. Once again, that equates to a significant amount of purchasing power and brand engagement.

If women were given the backing to start new businesses at the same rate men do and scaled them accordingly, **economic gains could total \$6 trillion**. The effects of gender bias, especially in the workforce, harm our economy.

When it comes to Global GDP, women already contribute 37%.

The World Bank estimates that if gender employment gaps were closed, GDP per capita would be almost 20% higher in the long run.

Better Average Return, With Less Budget...



10%
on average women-founded start-ups **generate 10% more income** in a 5 year period.

25%
companies with gender diverse boards **more likely to produce above-average profits.***

Startups founded by women receive less than half the funding that startups founded by men do, but in a five-year period, women-founded startups generate 10% more income. (On a personal level, women are more likely than men to take investment risks by backing startups.) A 2020 McKinsey report found that companies in the top quarter for board gender diversity were 25% more likely to produce above-average profits than bottom-quartile companies were.

SYSTEMIC CHANGE AND GROWTH CULTURES

Women are more likely to **open doors** for others.

On average, more women secure leadership roles in industries that already have a large proportion of women. Once in those positions, female CEOs and CFOs foster a culture of diversity, equity, and inclusion (DEI). Firms headed by female CEOs boast twice the market average of female board members. Across the board, women in the workplace are two times more likely than men to spend time on DEI. Women in senior positions are more likely, with a 12% difference, to directly mentor or sponsor women of color than men are.

38%

38% of employees actually prefer working for women, compared to only 26% for men.

42%

would trust a female boss over a male one.

78%

For female respondents, 78% feel more comfortable working for a company with women leaders.

TAKE ACTION!

Put women in positions of power. *

When it comes to employees, it's clear that women-led businesses not only create profits, but also shift workplace culture.

ROI OF WOMEN IN POLITICS AND GOVERNMENT



The world is evolving, though change is still slower than it should be, especially with so many technological advances emerging that have the opportunity to reduce the bias gap.

TAKE ACTION!

Through education, representation, and inclusion, we can build a more successful world as well as a better business culture.



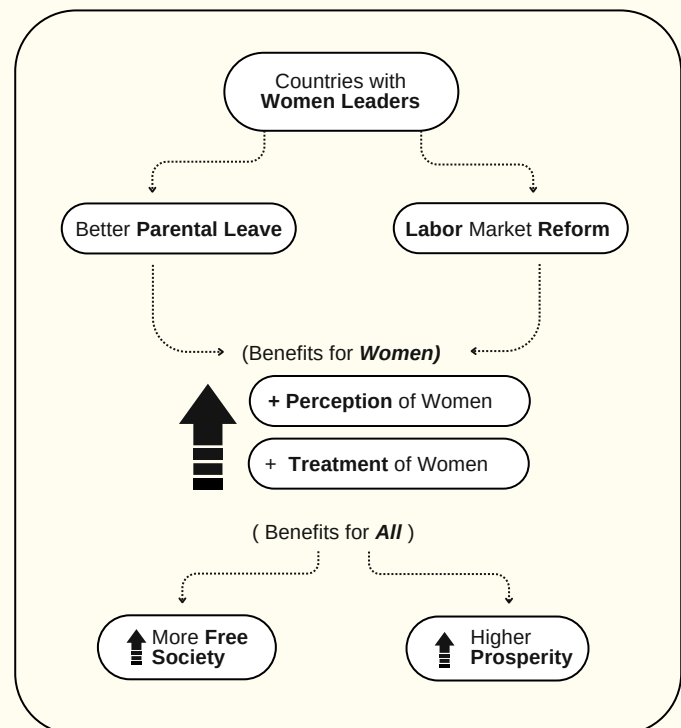
For countries that have had women leaders in the past decade, **changes in social norms related to gender were nearly 3x greater than in countries without.** Governments headed by women adopt policies, like better parental leave and labor market reform, that change both the perception and treatment of women in the workforce. Nations that move closer to gender equity tend to be freer and more prosperous for all citizens.

At the level of government, women leaders take powerful action to **change** social norms.

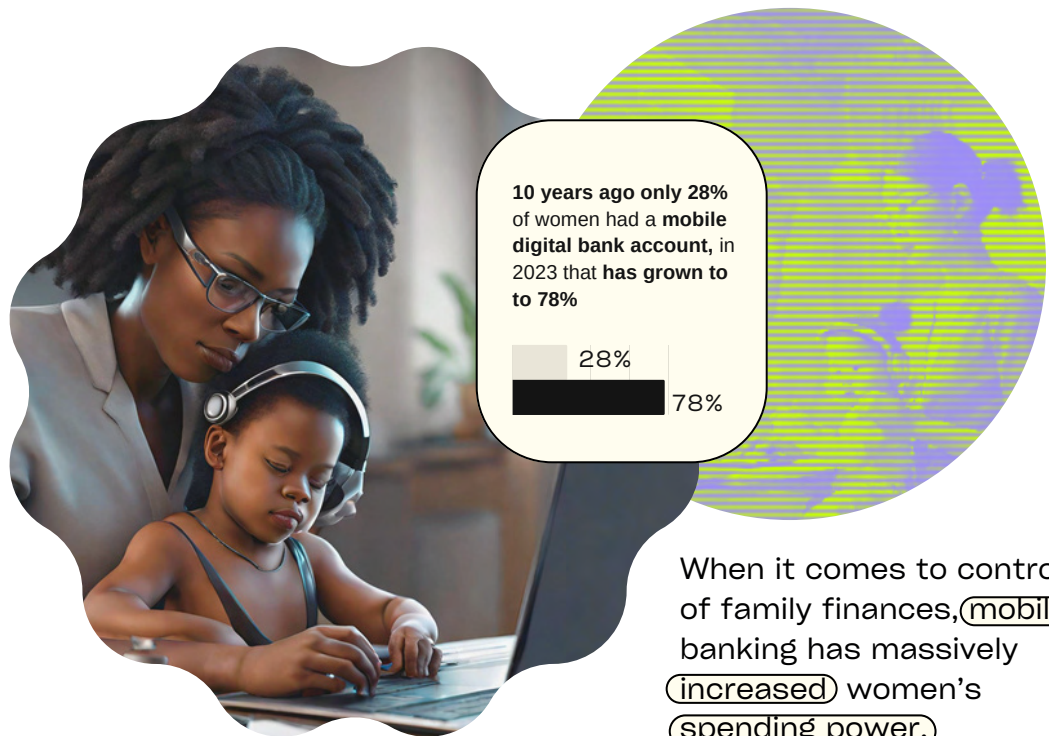
However, when women are able to secure positions of power, they still often find that they are **judged more harshly** than their male counterparts. Though women have made significant progress in workplace leadership, they are still underrepresented and under heard.

Nations that empower women and move closer to gender **equity** tend to be freer and more prosperous for all citizens.

The US is behind the curve compared to other countries in a similar standing. Other advanced economies are passing laws to set **40% targets** for board positions filled by women. The EU, for example, has mandated that **40% of non-executive director positions must be filled by women by 2026.** Despite this push, **only 38% of companies surveyed** by the WEF in 2023 had **even 30% of their board positions filled by women.** On average, the share of women who serve as heads of government has remained **around 10% since 1995.** In the labor market at large, women occupy less than a third of managerial positions.



TECHNOLOGY'S IMPACT ON SOCIAL EQUITY AND THE FUTURE ECONOMY



When it comes to control of family finances, mobile banking has massively increased women's spending power.

TECH THAT SPEEDS UP EQUITY

WFH Remote Work Options

Mobile Banking

Ecommerce

As women and minorities have increasingly gained influence in the economy, **their careers continue to be both advanced and restricted by technology.** In the post-COVID work from home (WFH) landscape, telecommuting became a fixture of many workplaces. A new emphasis on WFH technology made it easier for women to work flexible hours and adapt corporate culture to fit their needs. In addition to better hours for child drop-offs and pick-ups, some workplaces provided on-site childcare. COVID labor shortages also lifted wages, especially for low-paying jobs, raising the incomes of some working women.

Melinda Gates noted at the Mastercard Inclusive Growth Summit that, "In the last 10 years, women have grown from [...] 28% of women having a mobile digital bank account to 78%." Mobile banking has steadily improved women's agency in the marketplace. When it comes to shopping, women spend 8% more of their time shopping online than men do. **Shifting technologies have not only allowed women more power in the workplace, but also at home and in their market participation.**

SUPPORTING FEM-TECH INCREASES PROFITS

Developing technologies that meet women's needs are poised to benefit from more active female consumers.

As the power women exert as consumers continues to grow, exciting opportunities for investment open up—and not just investment in female-founded companies.

Though women may be taking on more professional responsibilities, they are still forced to juggle a disproportionate share of caregiving responsibilities at home. Technologies that make care more accessible and affordable, especially as the US is hit by a flood of aging patients, stand to take advantage of a major market opportunity.

The caregiving subsidy company Mirza, for example, works with employers to provide financial assistance to employees with children. By making childcare more accessible and affordable, these companies are able to decrease childcare-related absences and increase productivity. Women are becoming the most highly educated segment of the workforce, and making care work easier is an important way of ensuring workplaces work for them.

In healthcare, a category known as “femtech” reached \$16 billion in investment as of Q3 2022. Healthcare companies including Kindbody and Gameto have profited by adapting user experiences for women while modernizing women's health. In a post-Roe world, women's health is an active area of technological innovation. “Femtech” is estimated to be a \$1.2 trillion industry by 2027. Not only do new advances in tech pave the way for a greater number of women to enter the workforce, these technologies are also exciting opportunities for investment.

TAKE ACTION!

\$1.2T*

“Femtech” is estimated to be a \$1.2 trillion industry by 2027.

With the amount of opportunities for improvement, Women's Health Tech is a field worth investing in

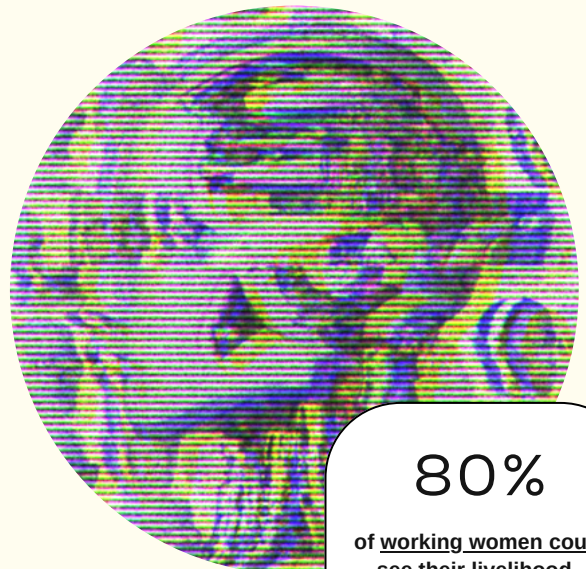
AI'S POTENTIAL IMPACT

That said, new technologies are also poised to disrupt minorities' and women's participation in the workforce.

Research from the University of North Carolina's Kenan-Flagler Business School suggests that while about 58% of working men could see their jobs disrupted by artificial intelligence (AI), that figure rises to nearly 80% for working women.

The impact of AI on hiring practices has been met with mixed reviews. In a PEW survey about 53% of respondents that see racial and ethnic bias as a problem in the workplace expressed a belief that AI could promote meritocracy in the hiring process, while others expressed concerns that AI would only further ingrain the bias of the programmer — with 13% saying bias would get worse and 32% predicting it would stay about the same.

As AI continues to rapidly evolve, only time will tell if the technology will be corrected or continue to default to the harmful stereotypes of women and minorities.



80%

of working women could see their livelihood disrupted by AI vs 58% of men.

MARKET GROWTH AND PREDICTIONS

Post-pandemic, women in the workforce are having a historic bounce-back, and they aren't the only marginalized group with increasing buying power. In May of 2023, "the labor force participation rate for 25- to 54-year-old women set a fresh high of 77.6%, ticking up from the previous record of 77.5% set the month before." It's clear that the pandemic "she-cession" is in the rearview mirror as women return to historic labor market gains. Additionally, never-married single women's proportion of the workforce has increased three times faster than the overall workforce over the last decade. Women's participation in the workforce is on the rise once again, and this means that women's buying power will continue to increase.

As more women enter the workforce, more women are creating jobs. Since the beginning of the pandemic, women are starting their own businesses in record numbers. Many women cite a desire for financial stability and a need for flexible hours as factors in their decisions to start businesses. Before the pandemic, only 29% of entrepreneurs were women. In 2022, 47% of all US entrepreneurs starting businesses were women. Gen X women make up 68.9% of all women business owners. With business ownership by women on the rise and younger generations (like Millennials, who account for 10.7% of business-owning women) beginning to access entrepreneurship, we can expect an ongoing increase in entrepreneurship by women.

If women started new businesses at **the same rate** men do and scaled them accordingly, **economic gains could total \$6 trillion.**

The effects of gender discrimination, especially in the workforce, **harm our economy.**

When it comes to Global GDP, women already contribute 37%.

The World Bank estimates that if gender employment gaps were closed, GDP per capita would be almost 20% higher in the long run.

In 2020, the buying power of US minority groups was \$4.2 trillion dollars. By 2025, that figure is projected to reach \$7 trillion. American women alone currently control over **\$10 trillion in assets.** Over the next decade, that amount is expected to triple, as gains in workforce participation, education, and wages continue to enrich women.

TAKE ACTION! Industries that cater to women are certain to benefit from this increase in market participation. **For example, by the end of 2023, the global beauty industry is projected to be worth \$571.1 billion.** *

4M

Million New Jobs

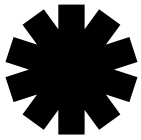
and

\$981B

Billion in Revenue.

would be added to the economy if the average revenue of minority women-owned businesses matched that of white women-owned businesses.





Intentional Inclusivity is a
“Low-Hanging Fruit” Path
to New Revenue.



CONCLUSION

**INVESTING IN
INCLUSIVITY FOR
SHORT-TERM
PROFITS & TO
FUTURE-PROOF
YOUR BRAND
STRATEGY.**

* CONCLUSION

With a rapidly changing economy, technologies and government leadership in 2024, organizations can no longer afford to leave brand value or money on the table.

Throughout the history of brands and business, organizations have focused the perspective and needs of a narrow consumer segment, which, in many cases, has limited their innovation and revenue opportunities.

By unknowingly misrepresenting and undervaluing the influence of marginalized groups, many companies have not fully tapped into their ever-increasing buying power – in turn, negatively impacting the bottom line.

According to Gartner, while 75% of CMOs feel pressured to drive more profitable growth with reduced marketing budgets, 86% recognize that it will take major strategy changes to achieve sustainable growth. In order to make the most of their budgets, CMOs that are future-focused need to recognize that ignoring “muted voices” also ignores their growing buying power. CMOs can make their dollars go further by marketing to underserved populations, who will be more responsive to marketing that targets them directly.

Consistently showing up and using the brand's influence to champion values that resonate with consumers in a meaningful way is a strong path to trust and new revenue. Consumers that believe that a brand shares their values are 64% more inclined to create a trusting relationship with that brand. Which is vital for success, as 83% of customers say that they must be able to trust a brand in order to purchase from the company. Customers increasingly want to know about an organizations' overall mission and motivations with 30% of those customers citing corporate responsibility as what incites them to trust a brand. Overall, 82% of customers prefer to buy from brands that they believe share their values. Increasingly, organizations must engage their audiences on the issues that matter to them in an authentic way, including getting involved in activism.

By taking a two-pronged approach and shifting their marketing practices and investments to be more inclusive, brands set themselves up for long term success and consumer engagement.

90%

90% of customers are willing to pay more for a brand they trust.

TAKE ACTION!

What can CMOs do to kickstart creative campaigns and inclusive systems that take advantage of untapped buying power? *

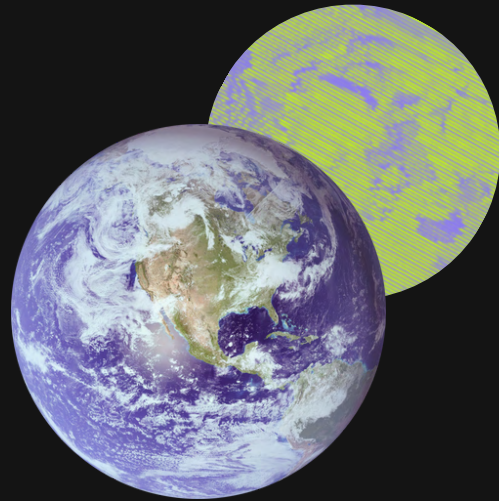
To start: **(1)** comb through your data with a fine tooth comb looking at which campaigns have performed well with which audiences and why **(2)** re-evaluate your personas and brand pillars — confirm that they apply to your customers today **(3)** communicate with your audience directly — conduct polls and surveys to get a feel for which societal issues are most important to your target audience and what actions they want to see from your brand **(4)** bring in leadership and experts from marginalized groups as decision-makers.

This can help avoid marketing blunders and reputation mishaps, while at the same time inspiring new campaigns that are more in line with what consumers want to see. However, this **must be done in a way that aligns authentically with your brand.** Make the customer the center of your efforts — listen to feedback, and act on it.

Today's consumer-brand ecosystem has evolved to a point where investing in meaningful change, is far less costly than staying the course. It's no longer enough to simply maintain the status quo: future-proofing only happens by stepping out of the past and inviting new perspectives to help guide the evolution of the process.



ABOUT DOS MUNDOS CREATIVE



Dos Mundos Creative is an award-winning **Brand Consultancy** and **Creative Studio**, focused on **World-Building campaigns** for Fortune 500 and industry disruptors.

Through inclusive storytelling and actionable creative strategies, Dos Mundos helps clients achieve high-value growth by finding *new ways for them to be relevant* and *connect with consumers*.

Dos Mundos creates **customized** sustainable team systems and **future proof** programs that fit each client's individual needs.

TAKE ACTION!



* Interested in discussing how your brand can benefit from social equity efforts?

To set up a time please reach out to Nichole@dosmundoscreative.com or find more info about our innovative campaigns at www.dosmundoscreative.com.