



# 2022 Marketing Word of the Year: ***Inclusion***

Since 2014, the ANA has surveyed our members to select the ANA Marketing Word of the Year. The ANA staff first identifies a list of finalists and then asks members to cast their votes to determine the winner. The survey has two questions: (1) What word should be the ANA Marketing Word of the Year? (2) Why did you vote for that word?

This year, voting was done online between November 22 and December 2. In total, 377 ANA members participated. **"Inclusion"** was selected by these members as the ANA 2022 Marketing Word of the Year.

It's interesting to note that "Diversity" was the ANA 2021 Marketing Word of the Year. The pairing of the words Diversity and Inclusion is a strategic priority area for the [ANA CMO Growth Council](#), which was established by the ANA and Cannes Lions to drive enterprise growth. The CMO Growth Council has identified four global growth priorities and a 12-point industry growth agenda. Diversity, Equity, and Inclusion is a key area of focus for the ANA Growth Agenda, under the Society and Sustainability growth priority.

So, what's the difference between diversity and inclusion?

According to ANA's [Alliance for Inclusive and Multicultural Marketing \(AIMM\)](#):

- Diversity is "about understanding and recognizing each other's unique qualities, perspectives, and similarities that shape who we are as an individual or in a group."
- Inclusion is "the act of being seen, heard, understood, and respected for who we are as individuals and within a group, structure, or system."

A familiar saying heard at marketing industry events is, "Diversity is having a seat at the table. Inclusion is having a voice."

Representative responses to the followup question of "Why did you vote for 'Inclusion' as the ANA 2022 Marketing Word of the Year?" are:

- Inclusion/inclusivity is an important mindset of the next generation. Brands that embrace this will see long-term growth with future consumers.
- Because we've evolved enough to understand that every person, in every place, and in every circumstance, has value that should be heard, seen, respected, and acted upon.
- It is, and should be, a large focus to show every type of person throughout each marketing campaign. It feels good to see someone who looks like you in advertising and hopefully that translates to increased brand love and loyalty.
- Inclusion seems to be at the heart, either overtly or not, in ads across the mix this year. Brands are making great progress in DEI, not out of pandering, but more so to ensure ads reflect the communities that brands operate in.
- Because without true inclusion throughout our work, we won't be able to continue growing as companies or professionals. It is the clear path to doing the right thing and growing the market.

Inclusion work from the ANA consists of:

- [My Voice Matters Inclusion Research](#): A key insight behind this work is that inclusion is the crucial ingredient to help retain diverse talent once they enter the workforce. The study looked at three key areas that link to business performance: My Voice in the Room, My Voice in the Company, and My Voice in the Industry. The ANA Educational Foundation collaborated with key stakeholders in the talent ecosystem — marketers, researchers, HR business partners, recruiters, DEI executives, agency leads, head strategists, and professors — to build out this inclusion framework.
- [AIMM Toolkit: Leveraging ERGs to Maximize Inclusion in the Marketplace](#): This toolkit from the ANA Alliance for Inclusive and Multicultural Marketing (AIMM) is designed to develop and increase ERG/BRG involvement in the marketplace. It is a mechanism that can be used by organizational leaders, DEI partners, marketers, agencies, and stakeholders to understand the framework and the maturity progression of their current and future ERG/BRG initiatives. This Toolkit is designed as a resource to enable organizations to create a strategy and roadmap that deepens transformational change to advance diversity representation, inclusion, equity, and a culture of appreciation and belonging.
- [Supplier Diversity](#): Supplier diversity is a proactive business practice which encourages the inclusion of women-owned, ethnic/minority-owned, veteran-owned, LGBTQ-owned, disability-owned, and small businesses as suppliers. Over the past year there has been an increased commitment from marketers and agencies to support diverse suppliers — those businesses owned by groups historically left out of or under-represented in their supply chain. The ANA has multiple resources to support supplier diversity.
- [Perception of Progress: The State of Women's Equality in the US](#): This study conducted by SeeHer in partnership with dentsu provides an in-depth look at consumers' attitudes around the importance of, progress toward, and barriers to gender equality. We examined this through the lens of men and women, women of color, and different generational cohorts. The study revealed significant differences in assessing the level of progress made between genders, with men feeling we've made more strides forward than women. Black and Hispanic women reported feeling that we still have a long way to go in dismantling stereotypes, and the gen Z cohort voiced the least tolerance for any existing barriers to gender equality. The report provides strategic direction for marketers on how to embed these insights into their overall DEI initiatives and messaging.
- [Power Up! Growth Through Inclusive Marketing: A CMO's Guide for Modern Marketing Leaders](#): This report from AIMM illuminates game-changing insights relevant across brand categories and industries. The guide contains irrefutable evidence linking high-growth brands to KPI-driven DEI work, as cultural relevance is embedded across every touchpoint of an inclusive marketing process.
- [ANA Engage Responsibly](#) is a movement to drive understanding and action that drastically reduces online hate speech by 2025. With 40 percent of Americans having experienced online hate due to race, religion, or sexual orientation, we all need to play a role in stopping its spread. That's why Engage Responsibly takes an all-in approach, harnessing the collective power of businesses, social media platforms, individuals, and NGOs, empowering everyone to be part of the solution for combatting online hate, with a focus on education and tools for small to medium-sized businesses and individuals.
- [LGBTQ+ Marketing Inclusion Report](#): This report provides an initial look at the state of LGBTQ+ marketing inclusion and representation among client-side marketer members. As more brands enter public conversations on societal movements, they are highlighting how to authentically support the LGBTQ+ community through their marketing campaigns. The report shows positive overall movement toward greater LGBTQ+ inclusion in the advertising industry and provides key action items that can further enhance positive brand perception within the LGBTQ+ community.
- [ASK Research Service](#): The ASK Research Service is a benefit open to all ANA members. It is a one-stop resource leveraging extensive third-party research, relevant case studies, and peer-to-peer insights to provide members with benchmarks and best-in-class marketing intelligence. The ASK Research Service can provide tailored resources to address questions around DEI overall and Inclusion specifically.

Runner-up choices in the ANA 2022 Marketing Word of the Year voting were hybrid and metaverse. Inclusion, however, was the top vote-getter by a good margin.

Previous ANA Marketing Words of the Year have been diversity (2021), pivot (2020), personalization (2019), brand purpose (2018), artificial intelligence (2017), transparency (2016), content marketing (2015), and programmatic (2014).

December 2022

