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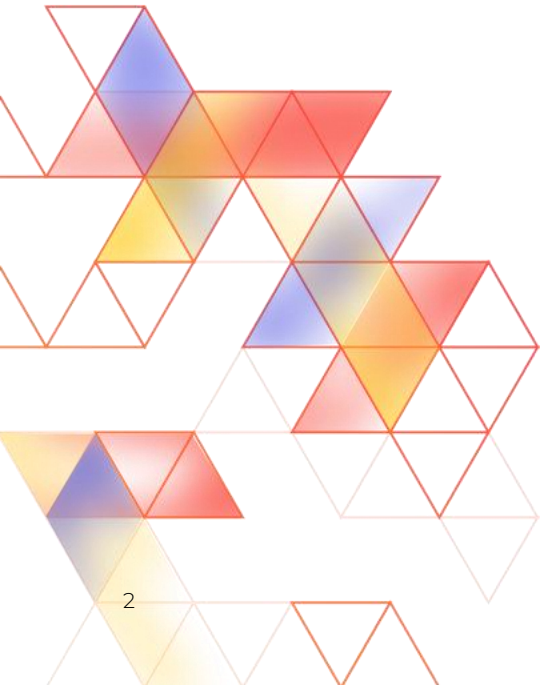
From Visibility to Belonging:

The Evolving Role of Inclusive Advertising

Nicole Mitchell | Senior Lead, Research Science

Welcome!

Beyond the data, I'm driven by a passion for exploring how people think, feel, and show up in the world.



Nicole Mitchell

Senior Lead, Research Science

From Visibility to Belonging: The Evolving Role of Inclusive Advertising

Agenda

- ① Research overview
- ② The power of representation in advertising
- ③ How representation connects to trust
- ④ Navigating audience reactions across markets
- ⑤ The bottom line: Beyond representation



What is inclusive advertising?

What is Inclusive Advertising?



Why it matters?

Advertising is more than selling products.



Shapes Perception & Culture



Affirm Identity



Impacts Everyone



Research Drives Impact



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4,091 respondents

**3 countries:
USA / UK / Australia**

**Nationally
representative sample**

18+ Adult Population

Wave 1: **July 2023**

Wave 2: **May 2025**



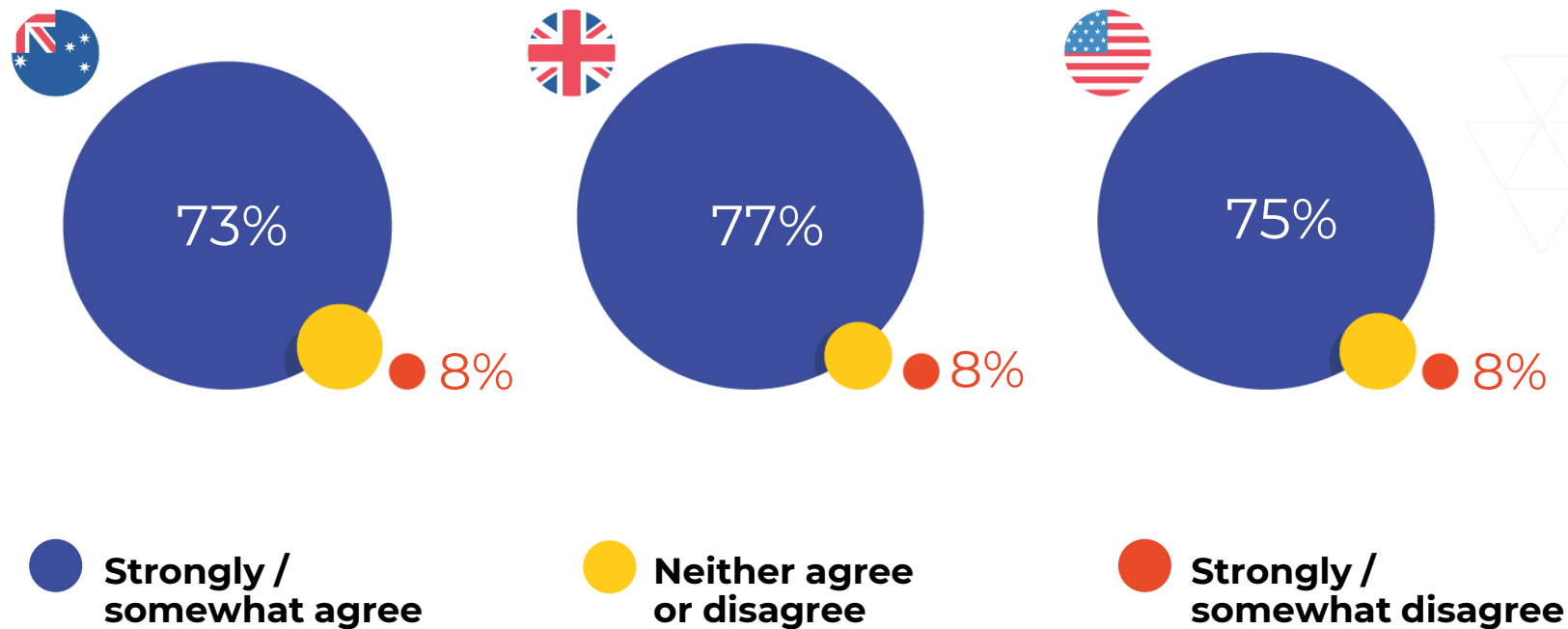
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02

The power of representation in advertising

People are paying attention to representation in ads

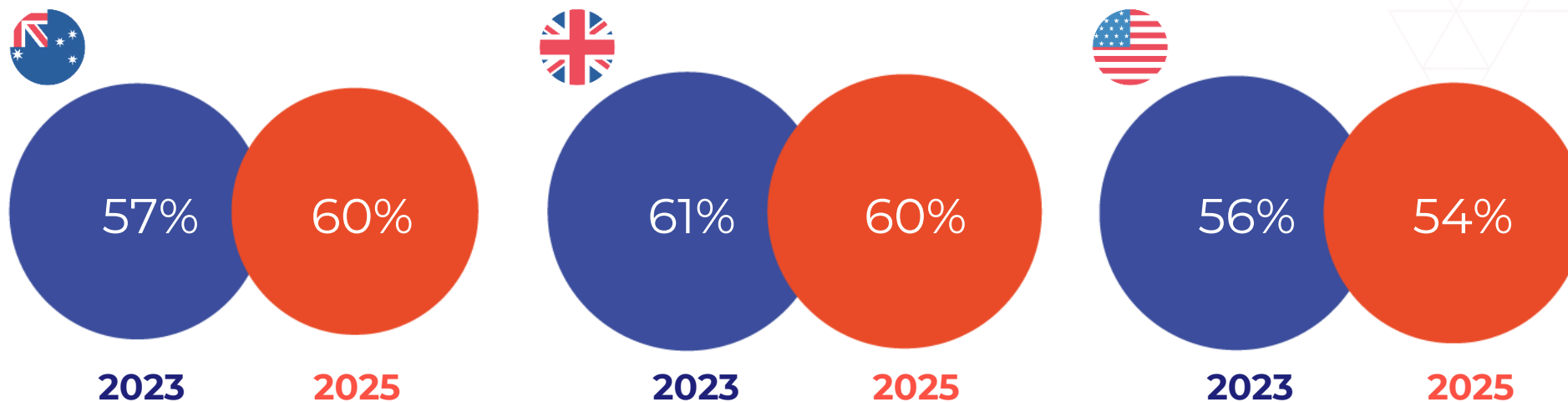
“I notice when advertisements include people of different races, genders, or abilities.”



Seeing oneself in ads is important for everyone

“It is important to me to see people like myself in advertising.”

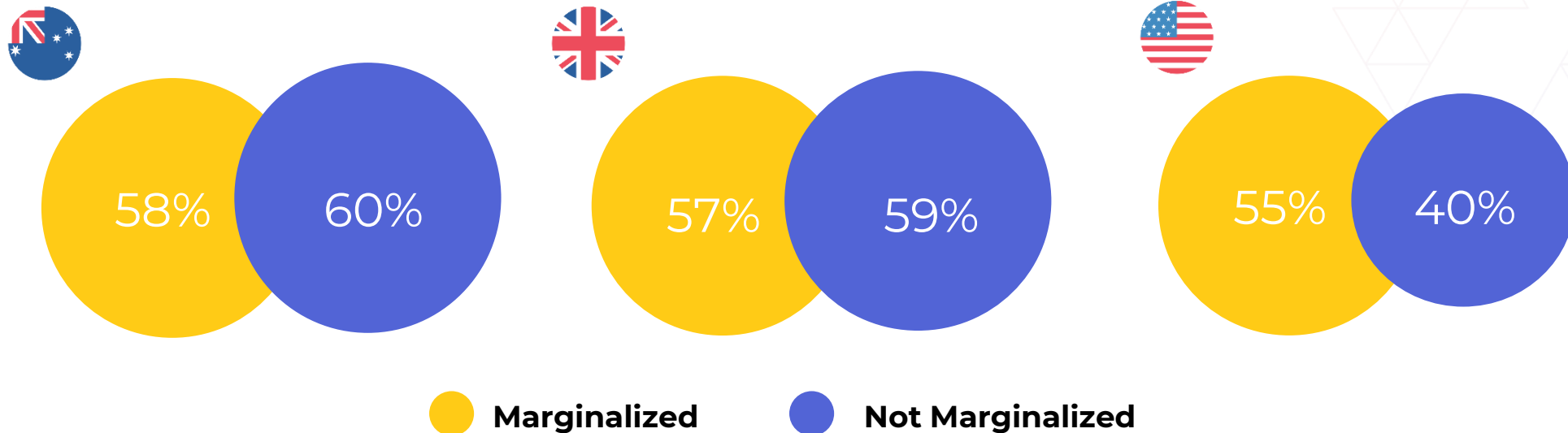
% Strongly/somewhat agree



Representation in ads should make everyone feel like they belong

“It is important to me to see people like myself in advertising.”

% Strongly/somewhat agree

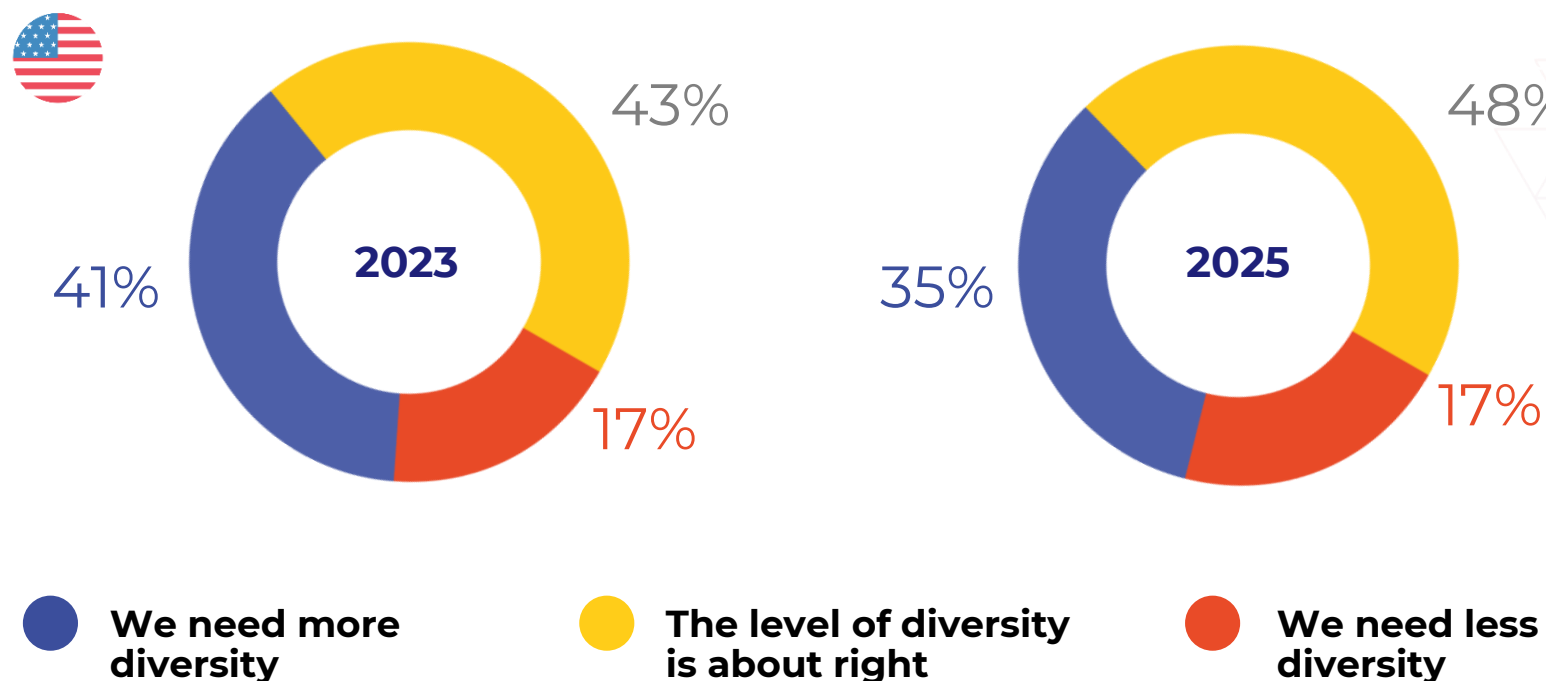


Marginalized = a person who identifies as being part of an underrepresented racial group, or a woman, or someone living with a disability, or aged 60+

Are we there yet?

Calls for more diversity are levelling off

Is more diversity in advertising needed,
is it about right, or is less needed?



Who Wants More Diversity? Generational Breakdown



Is more diversity in advertising needed,
is it about right, or is less needed?

Gen Z

51%

39%

10%

Millennials

37%

52%

11%

Gen X

36%

46%

18%

Baby Boomers

23%

52%

25%

Silent Gen

22%

53%

24%



We need more
diversity



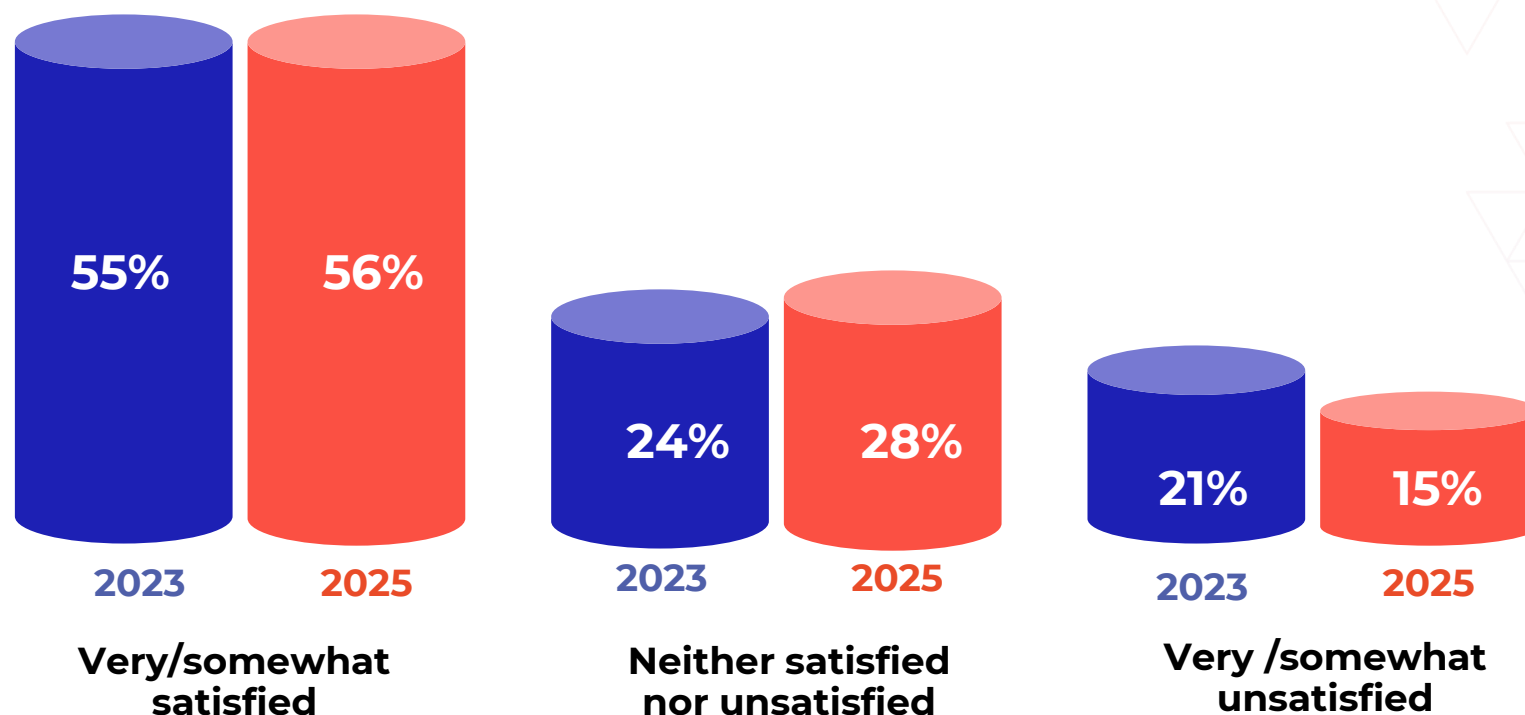
The level of diversity
is about right



We need less
diversity

Fewer Americans Express Dissatisfaction

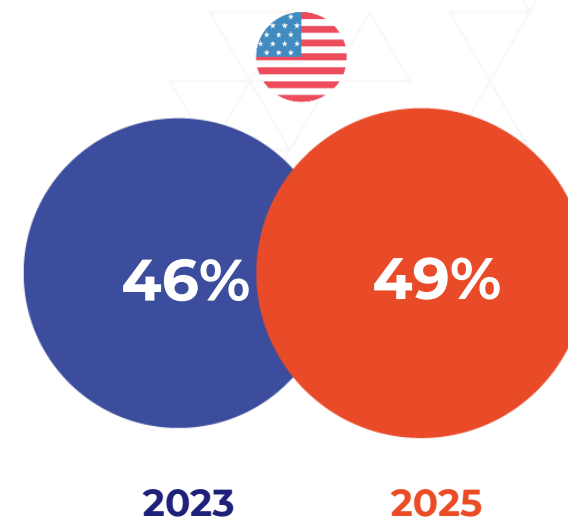
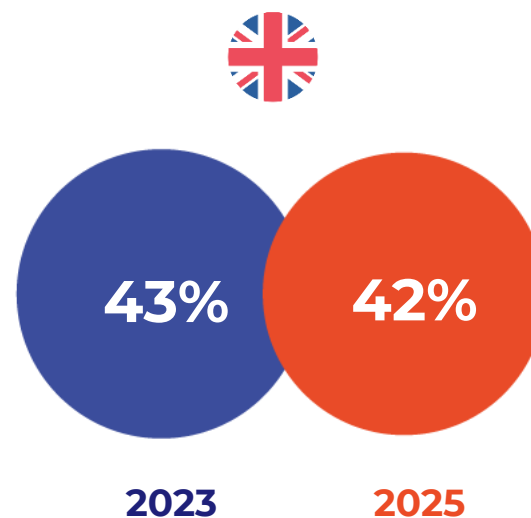
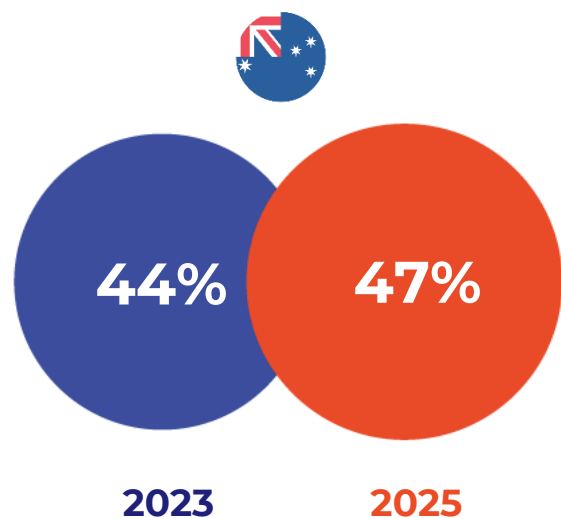
Generally, how satisfied are you with how your identity is presented in advertising?



Authentic representation is stagnant: Is it time for a shift?

“People like me are generally portrayed authentically in advertising today.”

% Strongly/Somewhat agree



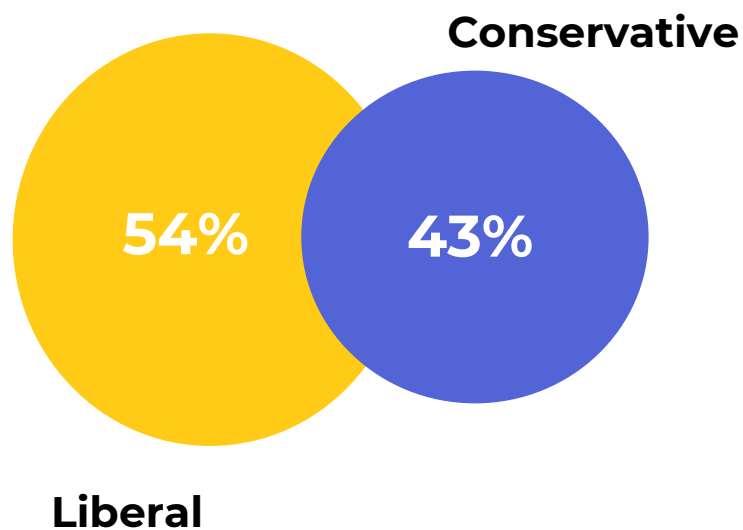
Political & Perceived Authenticity in the U.S.

“People like me are generally portrayed authentically in advertising today.”

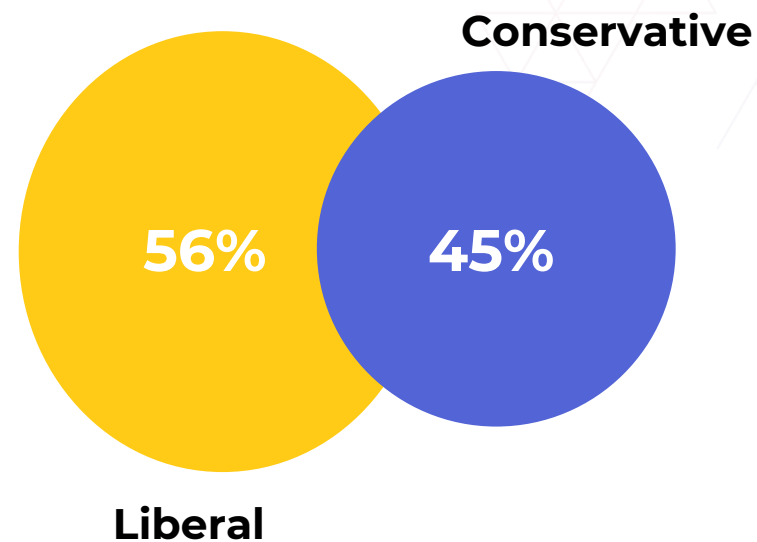


% Strongly/somewhat agree

2023



2025

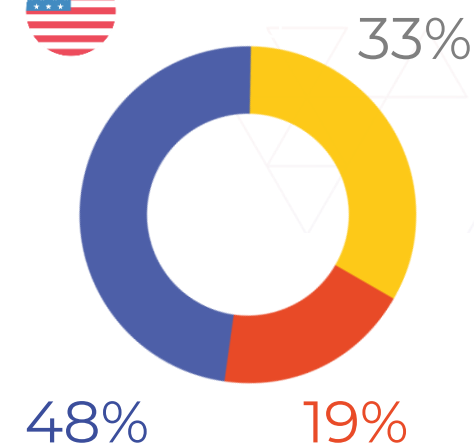
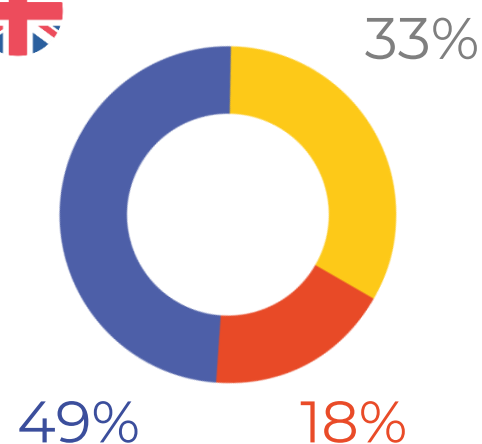
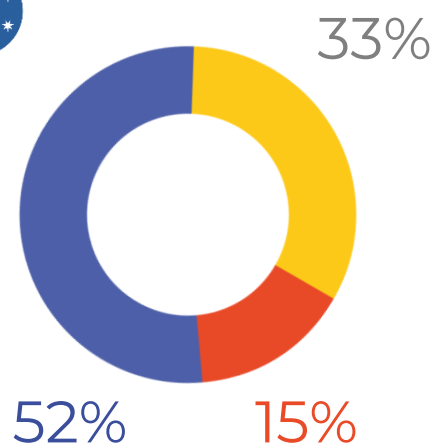


03

How representation connects to trust

Inclusivity as a Trust Signal

“Brands that promote inclusivity in their ads seem more trustworthy.”



Strongly/Somewhat agree



Neither agree nor disagree



Strongly/somewhat disagree

04

Authenticity matters: The role of brand relevance

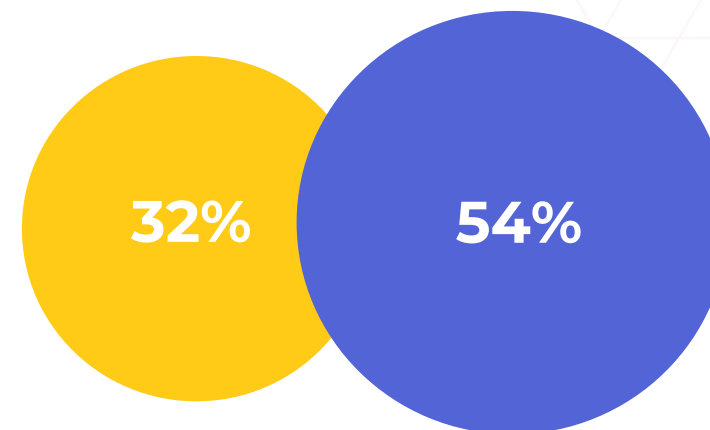
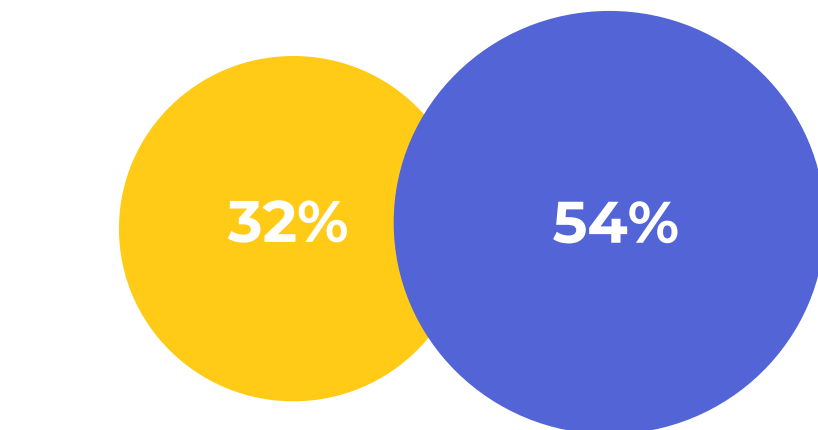
Flat Appeal Signals Need for Deeper Connection

% people who find it appealing when brands feature ads with...



2023

2025



● Underrepresented groups **NOT related** to the brand's typical offer

● Underrepresented groups **related** to the brand's typical offer



Ad featuring an underrepresented group with a clear link to the brand's offering

ME & MY AUTISM & I

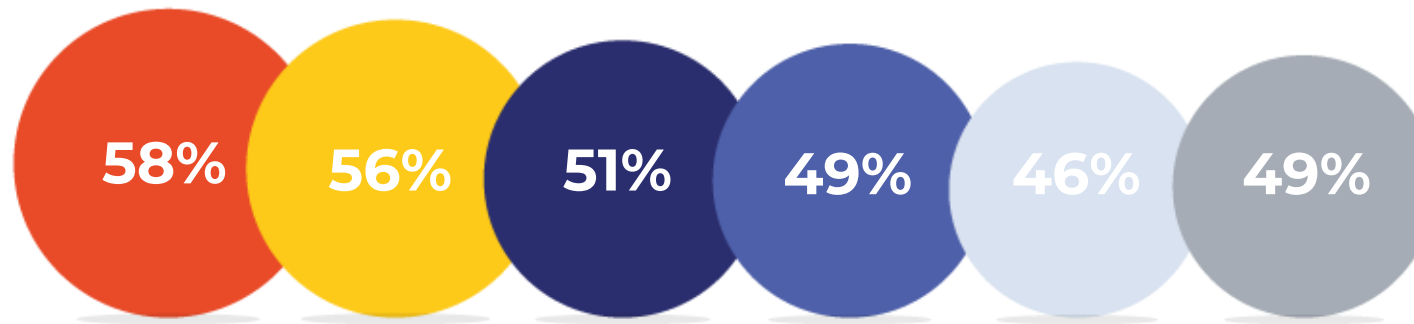
For many autistic people, clothes are more than just clothes. Stain removing brand Vanish raises public understanding of autism.

Representation alone isn't enough... Consumers want action

To what degree, if at all, would the following actions make you want to purchase from a company or brand?



2025



- Donating money to causes that support marginalized groups
- Sponsoring events organized to support marginalized groups
- Making an effort to hire and promote employees from marginalized groups
- Senior members of the organization forgoing a portion of their salaries to donate to various marginalized groups
- Ensuring inclusion of marginalized groups in senior leadership positions
- Taking a stand on current events affecting marginalized groups

05

The bottom line: Beyond representation

The bottom line: Beyond Representation

Beyond faces: Authentic stories and actions build real connections

- ① Representation is not enough: Authenticity matters
- ② Inclusive ads can build trust when they feel genuine
- ③ Consumers expect brands to back up words with action



The bottom line: Beyond Representation

From insight to impact: Getting inclusive advertising right

- ① Diverse sample
- ② Copy testing
- ③ Post-campaign impact research



Thank you!

Additional Questions?

Stop by **Booth 200**

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An abstract geometric pattern in the top-left corner of the slide. It consists of numerous triangles of various sizes, some of which are filled with a gradient of red, orange, and yellow, while others are outlined in a light orange color. The pattern is dense and layered, creating a sense of depth and movement.

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