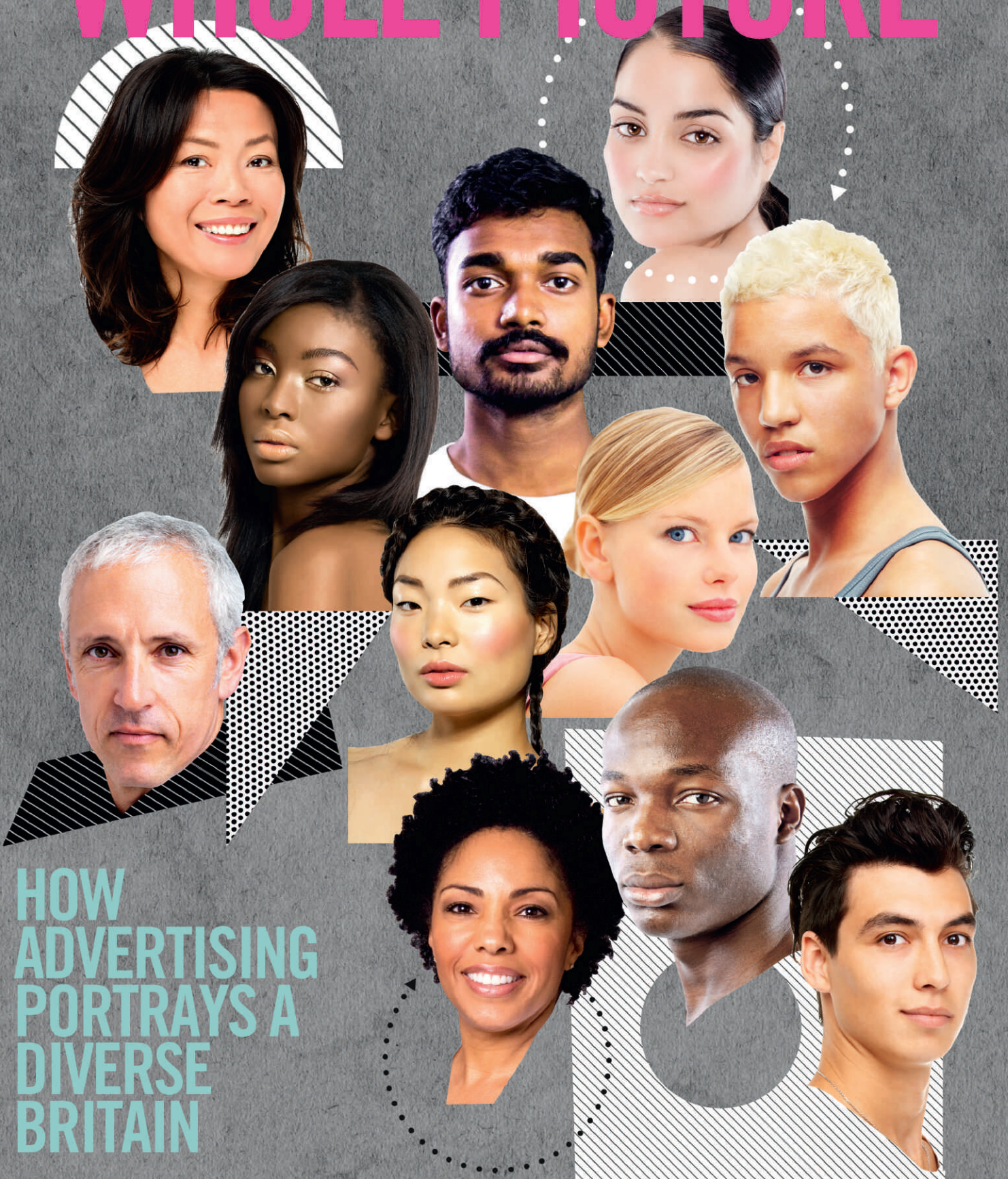


THE WHOLE PICTURE



HOW
ADVERTISING
PORTRAYS A
DIVERSE
BRITAIN

ABOUT THIS RESEARCH

IS ADVERTISING DOING ENOUGH TO REFLECT THE UK'S ETHNIC PROFILE?

The diversity and size of the UK's population is growing.

Naturally, an increasing number of advertisements reflect this, and while there are those who think advertising should be required to reflect the UK's ethnic mix more accurately, we think that advertisers should *want* to. It's not only good for people, it's good for business – appealing to a significant part of society can attract new markets and customers.

But reflecting diversity in an accurate and meaningful way can be a challenge. Our research hopes to shine a light on how advertisers can do just that. We asked people from different ethnic backgrounds what they currently think of diversity in UK advertising, and how we can work to improve it.

Methodology

During October 2013, Credos commissioned Mesh Planning to conduct qualitative research to understand how different minority ethnic groups would like to be portrayed and addressed in advertising. We explored these themes with three communities in London. We interviewed 36 participants directly and gathered similar information indirectly with their networks, including parents, children, siblings and friends – a total of some 72 people.

Subsequently, Credos commissioned Metrixlab to survey 1,000 individuals from a broad spectrum of ethnicities about their attitudes to advertising. There were approximately 235 respondents each from 'black', 'Asian' and 'mixed' groups, 215 respondents identified as 'white', and 80 classified themselves as 'other ethnic minority'. Our respondents selected the group they identified with most closely, using the language people had used in the qualitative stage of the research: 'black', 'Asian', 'mixed', 'white' or 'other'.

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Advertising's
Think Tank



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Credos is advertising's think tank, funded by the advertising industry, and overseen by an advisory board which assures the quality of our work.

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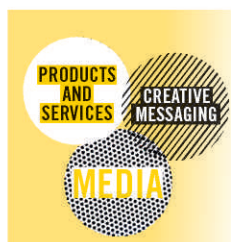
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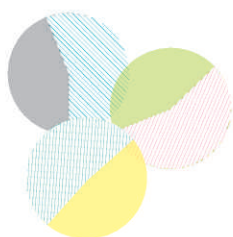
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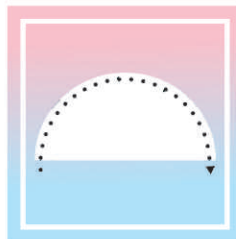
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KAREN FRASER
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CREDOS

The Whole Picture is the advertising industry's response to the changes in the ethnic profile of the UK. In this report we've attempted to reflect the views of a diverse population, and give guidance to the industry on how best to reflect – and engage with – people from different backgrounds.

Karen

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SO WHAT DID WE FIND?

TWO THIRDS OF PEOPLE WE SURVEYED – ACROSS A RANGE OF ETHNICITIES – BELIEVE COMPANIES AND BRANDS HAVE A DUTY TO EMBRACE DIVERSITY AND REPRESENT IT IN THEIR ADVERTISEMENTS

In particular, people from ethnic minorities see the positioning of their culture in advertisements as a barometer for what society thinks.

A word about our language and classifications

Throughout this project we were keen not to make assumptions about the people we interviewed. To begin with, we were wary of labeling people 'black', 'white' or 'Asian' as we are all too aware that these terms are too broad to effectively describe people and their culture. The qualitative work confirmed this view: everyone we spoke to tended to regard themselves primarily as an individual, as part of a family, or as being a citizen of a country.

Having to classify your ethnicity is a necessity in modern life – from the census to equal-opportunities forms, it is a common question with many different approaches. We decided to use the everyday language that people tend to use to define themselves – 'Asian', 'black', 'mixed', 'white' or 'other'.

For practical reasons, we used standard research criteria to recruit a sample from each of the main ethnic groups. We oversampled BAMEs to make sure we represent their views properly. We should note that because 86% of the UK population is white, the combined 'all respondents' result may not reflect the population as a whole. Therefore, wherever possible, we refer to the BAME total responses, either as a group, or as the individual broad groups – Asian, black, mixed or other.

But as we hope to show in this report, people cannot be adequately defined only by skin colour or ethnic background. The UK today is far more interesting than that.

57%

of white respondents think advertising represents the UK's multicultural society.

But only

45%

of black, Asian and minority ethnic (BAME) respondents agree.

This disparity is telling – and could be hindering progress towards a more diverse advertising industry.

Advertising is also more likely to have offended younger generations.

Young adults are more likely to believe that the portrayal of BAMEs in ads is stereotypical.

They are also considerably more likely to have been offended by the representation of ethnic minorities in an advertisement.

But at the same time, they are more aware of the effort and progress the advertising industry is making to increase ethnic diversity in communications.

Yet we can do more...

BAMEs think advertising should try harder to portray them and their lives more realistically.

A move towards more thoughtful and informed portrayals will improve representation, and help brands succeed with different audiences.



WHAT DO WE MEAN BY DIVERSITY?

It's very clear that diversity is a wide-ranging subject that incorporates many aspects of difference between people. Some commentators have focused on skin colour, but clearly diversity in advertising is so much more than that.

It can include **gender**, **age**, **disability** and **SEXUALITY**, but it can also refer to the **size** and **shape** of people featured in communications. Our report focuses on **ETHNIC** diversity.

DIVERSITY, IN THE MINDS OF OUR RESPONDENTS, ALSO INCLUDES A WIDE VARIETY OF DIFFERENT MARKERS – NOT ALL OF THEM VISUAL.

For people in the UK today, ethnicity is clearly an important factor in diversity.

78%

of our respondents thought that it was one of the three most relevant aspects of diversity in advertising, compared to the next most popular answers of nationality (34%), religion (32%) and gender (26%).

Yet the ways we have of defining and grouping people can often be arbitrary, or somewhat misleading, such as check boxes on our census forms or monitoring schemes.

One of our respondents summed up her feelings about trying to classify and regulate diversity in advertising by saying, "It's the things we have in common that are more important."

"Nationality is a very weak, illogical thing to bind people. If you have to question what it is that makes a society, that defines people, it would be the ideas they hold about life."

GIVE AND TAKE

Most people from ethnic minorities say they identify with their heritage, but they also want to take something from, and give something to, British culture. Media viewing habits reflect this. According to OMG Ethnic, a specialist multicultural marketing division of Omnicom Media Group UK:

16%

of BAMEs watch only 'ethnic programming'

60%

watch a mix of ethnic and mainstream programming

As our respondents say, "Young people have a self-editing culture – deciding what to keep and what to leave behind."

Although the UK has a rich multicultural make-up, some BAMEs still feel excluded or marginalised. Our respondents felt this is down to a lack of curiosity about them and their culture, not just in the media, but in other walks of life too.

CHANGING BRITAIN

THE UK'S POPULATION IS GROWING AND, PARTICULARLY IN LONDON AND OTHER MAJOR CITIES, ITS DEMOGRAPHICS ARE EVOLVING. NOWHERE IS THIS CHANGE MORE CLEAR THAN WHEN LOOKING AT THE UK'S BLACK, ASIAN AND MINORITY ETHNIC POPULATION (BAMES)



A growing part of our society, BAMES currently make up nearly 14% of the UK population – about 8 million people. BAMES are, on average, younger than the rest of the UK population, they are more likely to use technology, spend more time online and spend more money on their appearance.

BAME DISPOSABLE INCOMES
HAVE INCREASED NEARLY
TENFOLD
TO **£300bn** IN 2011
FROM **£32bn** IN 2001

BRANDS THAT SUCCESSFULLY APPEAL TO BAME GROUPS IN THEIR ADVERTISING COULD GAIN SUBSTANTIAL REWARDS.
(SOURCE: IPA).



With the BAME population of the UK predicted to more than double by 2045, advertisers have a strong commercial incentive to acknowledge the UK's diversity and represent it in their advertisements. But are they doing this as convincingly as they might? We asked people from different ethnic backgrounds what they thought of advertisements and the way they portray their culture, interests and lives.



Younger people are more likely to say advertising doesn't adequately represent people from different ethnicities. This is particularly striking as it runs counter to the usual trends in perceptions of advertising. We would typically expect to see younger people feel more positively towards advertising. Older people are traditionally more critical.

CHANGING PERCEPTIONS

Nonetheless, there are also encouraging trends among the younger age groups. They are more likely to notice the progress companies and brands have made in reflecting diversity in their communications. Younger people are more likely to think that companies and brands are already working to increase ethnic diversity in their advertising and marketing, compared to older people.

Younger people are more likely to believe the portrayal of BAMEs in advertisements is stereotypical...

... and are considerably more likely to have been offended by the representation of ethnic minorities in an advert.

14%

of over-60s say an advert has offended them

31%

of 16-29-year-olds say an advert has offended them

55%

of young people say companies and brands should show people from a range of ethnic minorities within their ads

We now
KNOW:

YOUNG PEOPLE ARE MORE LIKELY

— TO SAY ADVERTISING DOESN'T ADEQUATELY REPRESENT DIFFERENT ETHNICITIES

— TO SEE THE PORTRAYAL OF BAMES IN ADS AS STEREOTYPICAL

— TO NOTICE BRANDS' PROGRESS IN REFLECTING DIVERSITY

— TO THINK COMPANIES AND BRANDS ARE ALREADY WORKING TO INCREASE ETHNIC DIVERSITY



DEFINING IDENTITY

THE DEFINITION OF ETHNICITY AND IDENTITY IS COMPLEX

The standard 'ethnicity sheet' used for population profiling and census data sometimes causes confusion about how to respond. People tend to prefer to decide for themselves how they would like others to describe them, regardless of their heritage.

Second- and third-generation BAMEs describe the need to define their lives based on their different perceptions and experiences of living in the UK as British citizens.

These quotes from a respondent capture this view:

"I'm the 'new Nigerian'. I think there's an age group that's a lost group - I don't want to use the word 'lost', but my mother's age group are definite about where they come from. My mother's going back to Jamaica to live, definitely. There's a group of us that's not quite sure where to place ourselves.

"When somebody asks, 'Where are you from?' I do have to think, 'Am I British? Am I Nigerian? Am I Jamaican?' (Laughs) I do! I'm not sure. Honestly, I'm not. I'm not actually 100% sure sometimes where I should place myself."

However, some of the younger-generation BAMEs we spoke to have much less difficulty in defining their identity. One of their parents explained:

"When I ask my biggest son, 'Where are you from?' he says, 'I'm British.' And I'm like, 'Yeah, but you're...' He says, 'Mum, I'm telling you I'm British. I am not anything else but British.'"

Embracing British nationality as a definition of their identity appears to act as a societal bond for many. The BAMEs polled overwhelmingly describe themselves as having a UK-centric identity, and are three times more likely than the white population **"to feel that 'being British' forms some part of their identity".***

Honestly, I'm not actually 100% sure sometimes where I should place myself.

WHY SHOULD BRANDS CARE?

TAKING CARE TO ENSURE THAT ADVERTISING AND COMMUNICATIONS APPEAL TO THE GROWING BAME POPULATION IN THE UK ISN'T JUST MORALLY DESIRABLE, IT ALSO MAKES COMMERCIAL SENSE

People from a BAME background are increasing in affluence, and have money to spend. They also have different spending patterns and interests than the rest of the UK population. Typically they are more interested in brands and technology, and tend to like advertising more. Such differences offer huge potential for many businesses.

Britain's ethnic minorities are on average younger, more likely to be based in cities, and more hi-tech. They are more likely to be 'early adopters' of new products and technology.

Patterns of consumption vary somewhat between ethnicities. People from Asian backgrounds, for example, tend to have the highest rates of internet usage, broadband penetration and PC usage*. Also, "Black and Asian consumers spend 44% more on clothing on a monthly basis" than people from a white background (source: Omnicom Media Group Ethnic, Tapping Into The Powerhouse Of Digital Ethnic Communities, 2011).

The potential benefits for brands are clear and, provided they get their messaging right, there are advantages to be had. A significant proportion of survey respondents say they prefer (48%) and are more likely to buy from (45%) brands that celebrate diversity in their advertising and marketing.

More specifically, most BAMEs say they prefer (53%) and are more likely to purchase from (51%) brands that meaningfully represent their culture. IPA's Multicultural Britain report in 2012 echoes this finding: "Representing people from minority ethnic backgrounds in a realistic and sensitive manner goes a long way to improve a brand's image."**

ONE RESPONDENT SPECIFICALLY SAID THAT SHE STARTED BUYING A BRAND OF SKINCARE PRODUCTS BECAUSE THEY "SHOWED PEOPLE OF DIFFERENT SHAPES AND SIZES AND DIFFERENT SKIN COLOURS".

The average person spends £19 per month on their phone bill...

£19

... whereas BAMEs spend on average more than £20.

£20+



ARE YOU BEING SERVED?

OUR RESEARCH SUGGESTS THAT DESPITE OFFERING HUGE POTENTIAL TO BUSINESSES, PEOPLE IN MINORITIES ARE FREQUENTLY BEING UNDERSERVED BY MEDIA CAMPAIGNS

We looked at the top 50 advertisers on television in the UK and found 44% were underdelivering against ethnic audiences. This means that advertising campaigns are more likely to be seen by white people living in the UK than people from ethnic minorities. The question is: why are these communities being overlooked?

It is not clear whether those planning the campaigns are forgetting to consider ethnic balance when they structure their activity. If they are planning mainstream campaigns – particularly campaigns for mobile phones, fashion, beauty or technology – then this is something that should be considered.

Given all the opportunities presented by the growing ethnic population in the UK, brands should make sure they not only think about BAMEs when developing new products and services, but they should also select their creative work and media partners carefully too.

APPEALING TO BAME AUDIENCES

3 AREAS TO CHALLENGE THINKING



DIVERSITY

IN PUBLIC LIFE

Our research findings have shown us people want to see diversity in advertising. But we want to look at the whole picture. What do people see in the world around them? We asked our respondents how they think BAMEs fared in other walks of life.

There were only two areas of public life where our respondents felt people from minorities were well represented, and that was working in the NHS and in music. Around two thirds

(67%) of people believed that BAMEs are well represented in the health service. Yet in most other areas people felt representation is poor.

Although many parts of UK society were perceived as faring poorly when it came to politics, respondents considered minorities to be particularly badly represented. Just 19% believe BAMEs are well represented in politics, and 69% of black people said that ethnic minorities are "very poorly or poorly represented".

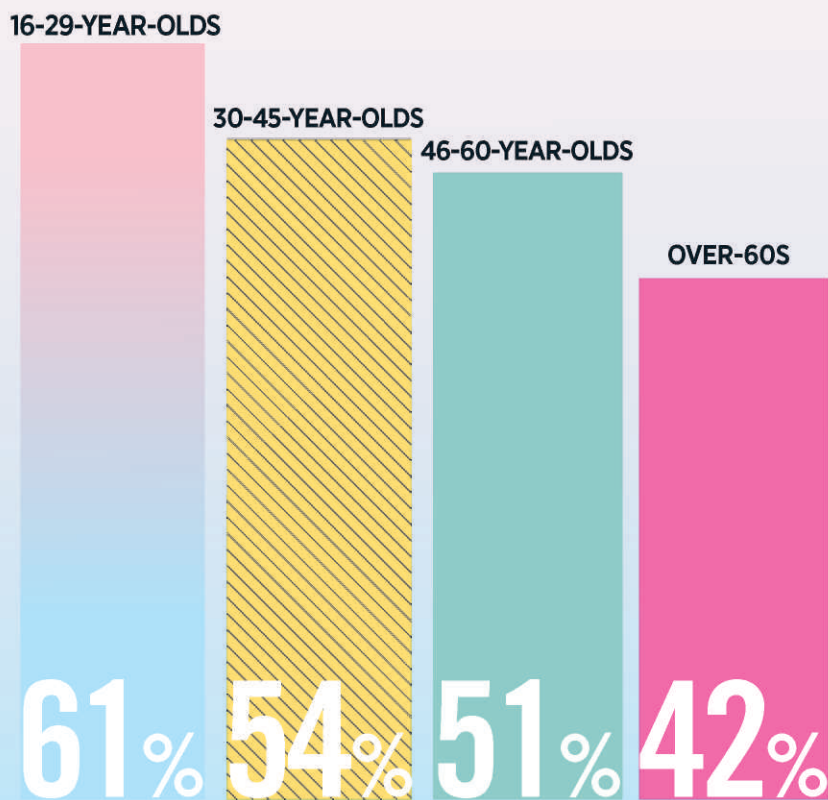
JUST
1 IN 20
BLACK PEOPLE
THOUGHT THAT
BAMEs ARE VERY
WELL REPRESENTED
IN POLITICS.

RESPONDENTS WHO AGREE THAT ETHNIC MINORITIES ARE WELL REPRESENTED



REFLECTIONS ON ADVERTISING IN THE UK TODAY

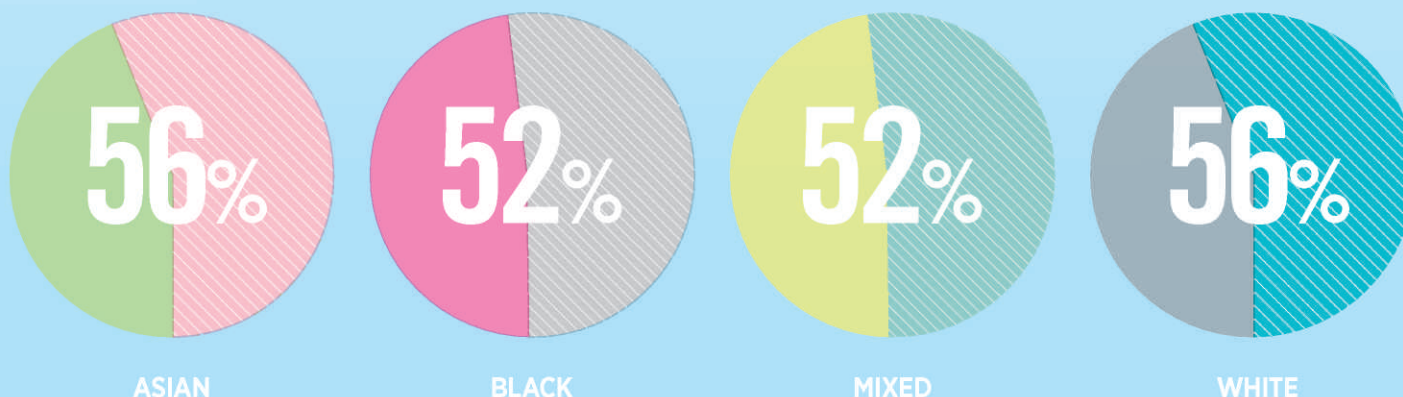
THE GOOD NEWS FOR THE ADVERTISING INDUSTRY IS THAT EFFORTS TO REFLECT MODERN BRITAIN ARE BEING RECOGNISED. MANY PEOPLE SURVEYED, PARTICULARLY OUR YOUNGER RESPONDENTS, RECOGNISED THAT BRANDS ARE MAKING STEPS TO INCREASE THE REPRESENTATION OF ETHNIC MINORITIES IN ADVERTISEMENTS.



RESPONDENTS WHO AGREE WITH THE STATEMENT

THE MAJORITY OF YOUNGER PEOPLE POLLED AGREED WITH THE STATEMENT:

“I THINK COMPANIES AND BRANDS ARE WORKING TO INCREASE ETHNIC DIVERSITY IN THEIR ADVERTISING AND MARKETING.”



Even so, our discussions with people from ethnic minorities revealed widespread concerns about their portrayal in advertising. They told us:

“IF THE INCLUSION OF SOMEONE FROM AN ETHNIC MINORITY IS NOT SUBTLE, IT REALLY JARS AND MAKES YOU THINK ‘TOKEN’.”

Although there is recognition of considerable, rapid progress, there is still a widespread belief among BAMEs that there is more to be done. More than half of BAMEs consider some ads to be tokenistic (52%) and stereotypical (58%) in their portrayal of ethnic minorities.



“WHEN AN INDIAN FACE IS USED [IN ADVERTISEMENTS] IT’S OFTEN NOT A VERY SUBTLE WAY OF DOING IT — WOMEN IN SARIS, AND ELEPHANTS — AND IT’S VERY STEREOTYPICAL.”

What is more, nearly one in three respondents from a BAME background have been offended by portrayals of ethnic minorities within adverts, usually related to the status of the people portrayed. Our respondents said:

“IF IT’S THE TRUTH, I WOULDN’T MIND. BUT PLEASE DO SHOW US MORE POSITIVE IMAGES.”

Stereotypical depictions in advertising were felt to be prevalent.

60% 41%

Some 60% of black respondents agreed this was the case...

... compared to just 41% of white respondents.

59% OF ASIAN RESPONDENTS FEEL ADVERTS USE RACIAL STEREOTYPES

OUR RESPONDENTS ALSO COMMENTED ON THE ABSENCE OF

BLACK AND ASIAN PROFESSIONALS, SUCH AS DOCTORS, DENTISTS OR LAWYERS IN ADVERTISEMENTS.

Although respondents gave many examples of brands that had been very successful in portraying BAMEs, there were also several mentions of disappointment that people from ethnic minorities weren't principal players in advertisements.



ME AND MY FAMILY

MOST OF US TEND TO BEHAVE DIFFERENTLY DEPENDING ON WHO WE'RE WITH. OUR RESPONDENTS WERE NO DIFFERENT.

Our research revealed that **people tend to identify more strongly with their heritage when they are with family.** Younger people, in particular, can feel more defined by traditions or religious beliefs when with their parents and relations.

Respondents highlighted intergenerational challenges within families, with the result that sometimes, "people appear to have more in common because they belong to a particular generation, rather than being different because they are from different ethnicities."

Younger generations often feel less attachment to ancestral or birth countries than their parents. But

our research showed us that as BAMEs age they may develop different feelings on some of their choices – perhaps wanting to reconnect with the values and traditions of their parents or birth countries.

This incentivises advertisers to better understand the points in people's lives when they are more likely to seek out connections with their family history and background. **Key moments such as the birth of children or grandchildren can prompt BAMEs to explore their heritage.** At times like these, they may also want products and communications that reflect it more strongly.

Almost seven out of 10
(69%) of
our respondents thought
that skin colour is
an important part of
reflecting diversity...



... yet representing ethnic
minorities

FAIRLY
and positively in
advertisements
is not just about featuring
people of different skin
colour.

Other aspects of people's lives,
such as
CULTURAL BEHAVIOURS,
EXPECTATIONS and
TRADITIONS
are seen as even more important



among our respondents

78%
thought so.

LANGUAGE,
CONTEXT,
NAMES and
FASHION
can all help create a more
accurate and meaningful picture
of the UK's diverse society.

Not all aspects of individuals
are visual; one of our
respondents told us that accent

can be, "**MORE**
IMPORTANT THAN
VISUAL DETAILS TO
DEFINE A PERSON."

Alternatively, some
respondents told us that
RELIGION
is a much stronger
intergenerational and
cross-national bond.

There are also
considerable
differences in opinion
between different
ethnic minority
groups, and they
cannot be treated
synonymously.

45%
of Asians thought of clothing as
important in representing ethnic
minorities within advertisements,
while only **30%** of black
respondents agreed.

More than a quarter of black
respondents

(27%)
thought hairstyle is one of the
five most important factors in
the representation of ethnic
minorities within ads.



Only
15%
of Asians selected it.

UNDERSTANDING THE DETAILS
ABOUT PEOPLE'S LIVES,
CULTURE, BACKGROUND AND
RELIGION ARE VITAL TO
CREATING AN ACCURATE AND
MEANINGFUL PORTRAYAL OF
ANY INDIVIDUAL.

**GET TO
KNOW ME**



***TALKING
ABOUT
DIVERSITY***

HOW SHOULD THE ADVERTISING INDUSTRY WORK TOWARDS A BETTER REPRESENTATION OF OUR DIVERSE SOCIETY?

Talking about differences between cultures is vital to a better understanding, and ultimately it will create better advertisements that appeal more strongly to people.

Yet respondents from ethnic minorities revealed surprise at what they saw as a general lack of interest in their culture shown by the public and brands.

It would seem the advertising industry could ask more questions about differences, and avoid shying away through fear of causing offence. This could help our industry go even further to understand differences, and more accurately reflect different cultures.

While recognising there's good work being done in advertisements to represent differences, we asked why this isn't always happening as much as it might.

It seems that no one wants to upset each other, but that reticence lies at the heart of misunderstanding. This could lead to clumsy or stereotypical depictions of people from ethnic groups in advertising. This is exacerbated by a lack of knowledge. Addressing the latter and developing programmes to educate ourselves on the issues surrounding diversity will help create more informed and meaningful portrayals of BAMEs. It will also reduce the likelihood of causing offence.

“IT IS IMPORTANT TO HAVE A MIXTURE OF DIFFERENT FACES, NOT TO WORRY ABOUT A CERTAIN AMOUNT OF THIS ONE, OR A CERTAIN AMOUNT OF THAT ONE.”

HELPING REPRESENTATION

BAMEs tell us that more interest in them and their cultures, both by the public and the ad industry, would help representation – asking questions and portraying people in non-stereotypical roles, and not shying away through fear of offending.

However, our respondents felt that stereotypical views of BAMEs were prevalent in advertising – and often fuelled by the wider media – although some cared about it more than others.

The challenge for advertising is to create relevant advertisements that speak to a diverse nation. Our respondents told us several ways in which they feel these could appeal to them more:

Featuring people from BAME backgrounds in primary roles or as a variety of professionals is a good step towards more positive representation.

‘Check boxes’ on a brief are not the answer. Choosing to show people from ethnic backgrounds, and avoiding stereotyping, will show a deeper understanding of cultures than just ‘ticking off’ a certain number of people with a particular skin colour or accents.

Among ethnic minorities, there is a general understanding that they represent a small minority of brand users. But meaningful representation wouldn't necessarily exclude white majorities.

Our respondents would also like advertising practitioners to think more carefully about the role models they are generating for the next generation. They should show the richness of their ordinary lives, instead of using ‘acceptable’ [their words] celebrities to represent them – which simply perpetuates a one-dimensional view of their lives.

One of our respondents captured the overall sentiment in this comment: “The advertisements that do it successfully do it in a natural, realistic way. If done well, the inclusion of people from ethnic minorities should not stand out, because their ethnicity should be incidental and not central.”



IS THE INDUSTRY DIVERSE ENOUGH?

The other consideration is the make-up of the advertising industry itself. Are we, as an industry, too white to appreciate the issue of diversity and representation in advertising?

The idea that the advertising industry is largely made up of white people is one that prevails among various ethnicities. They would like to have a voice on the inside of the advertising industry.

BAMEs believe that unless the people in the advertising industry really know and understand their culture, they cannot truly represent it.

Our research has shown us quite clearly that respondents who described themselves as 'white' were less likely to perceive problems.

They are more likely to say that advertising represents ethnic minorities well.

While a majority (57%) of white people think advertising represents a diverse society well, just 41% of black people agree. This implies that many working in the advertising industry might be underestimating any problems.

As a recent IPA report states, "Nearly 90% of the advertising industry is white, and often are not experts on the subtleties of reaching out to BAMEs, nor are they mandated to do so and therefore, more often than not, they don't, in order to play it safe". (Source: IPA, New Britain, 2014)

**NEARLY 90%
OF THE
ADVERTISING
INDUSTRY
IS WHITE**

ADVERTISING INDUSTRY RESPONSE

70%

OF ETHNIC MINORITIES WORKING IN ADVERTISING WORK IN SUPPORT DISCIPLINES. IPA 2003

Led by an Advertising Association initiative, the industry has come together to launch programmes for those working within it to understand the issues around representing diversity in advertisements and in our businesses.

In the autumn of 2014, the Institute of Practitioners of Advertising (IPA), which represents the advertising and communications agencies in the UK, will introduce training modules about diversity in advertising.

The modules will include the research we have presented in this report and the conversations we've had with people from ethnic minorities.

The Advertising Association also supports the Speakers for Schools programme. In this programme, leading practitioners visit schools to teach children about the industry and the career options it can offer. This is designed to connect with children who might not traditionally have considered advertising as a career.

ADAM & EVE DDB			TELEFÓNICA O2
KANTAR			iPROSPECT
AMV BBDO		ROYAL MAIL	TELEGRAPH MEDIA GROUP
KINETIC		DMG MEDIA	IRIS WORLDWIDE
ANOMALY	BRITVIC	RPM	VIRGIN MEDIA
L'ORÉAL	MINDSHARE	DARE	ISBA
AVIVA	BSKYB	SAATCHI & SAATCHI	FALLON GROUP
LEO BURNETT	MORRISONS	EXTERION MEDIA	ISOBAR
BA	BT	SANTANDER	WAITROSE
LLOYDS BANKING GROUP	NEWS UK	GOOGLE	ITV
BARCLAYS	CAMELOT UK LOTTERIES	SEVEN	WARC
M&C SAATCHI	OGILVY & MATHER	GREY LONDON	JCDECAUX
BBH	CARAT	STARCOM MEDIAVEST GROUP	WCRS
MARS	OMD	GUARDIAN NEWS AND MEDIA	JWT
BMB	CHI & PARTNERS	TALON OUTDOOR	ZENITHOPTIMEDIA
MAXUS	P&G	HAVAS WORLDWIDE LONDON	PREMIER FOODS
BOOTS	CLEAR CHANNEL	TBWA	
MCCANN LONDON	POSTERSCOPE	IPA	
MEDIACOM	DIAGEO		
BRITISH GAS	HEARST		
MICROSOFT	PUBLICIS		
	DIRECT LINE GROUP		
	REDWOOD		
	DLKW LOWE		

Credos' work is supported by a group of advertisers, agencies and media owners committed to understanding the role of advertising in society through high-quality research and analysis.

Together they are helping to preserve the industry's reputation and improve its standing.

If your company is ready to join them, call Tim Lefroy, CEO at the Advertising Association on 020 7340 1100 or email Tim.Lefroy@adassoc.org.uk

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