

the importance of recognizing

INTERSECTIONALITY

in multicultural marketing

what is intersectionality in marketing?

Within marketing, intersectionality recognizes that your audience is made up of individuals with overlapping identities, such as race, gender, age, and socioeconomic status. This requires deep research to understand the nuanced identities of consumers and the use of diverse models and spokespersons when representing your brand.

Ignoring intersectionality risks alienating consumers and diminishing brand relevance, as people seek out brands that reflect their multifaceted experiences. Simply put, if your audience is intersectional, your marketing should be too.

the definition

By definition, Intersectionality is the interconnected nature of social categorizations such as race, class, and gender, regarded as creating overlapping and interdependent systems of discrimination or disadvantage. (Oxford Dictionary)

4 BEST PRACTICES

understanding your audience

By understanding the unique needs and preferences of different communities, marketers can create campaigns that are more effective and drive better results.

authentic representation

When brands create authentic and personal connections in campaigns, intersectionality comes naturally. Consumers will feel the genuinity of your brand and its messaging.

long-term commitment

Show a genuine commitment to intersectionality through long-term DEI initiatives rather than one-off campaigns.

community engagement

By partnering with organizations and influencers that advocate for diverse communities, brands can acknowledge different dimensions of diversity.



EG | ROOTED IN
DE&I

WHY IT MATTERS

AVOIDS STEREO TYPING

Without intersectionality, you lack the full scope of knowledge to form an effective marketing strategy and campaign which can often lead to implicit bias and stereotyping.

Diverse communities now control nearly \$1 of every \$5.75 in U.S. buying power. Incorporating multicultural ad dollars and implementing intersectionality will ultimately bring more business.

POSITIVE BRAND IMPACT

CULTURAL NUANCE

When your brand reflects a deep understanding of inclusivity, it builds trust and credibility, signaling that you truly value diversity. This, in turn, enhances consumer loyalty.

WHAT'S NEXT?

Is Intersectionality at the Core of Your Brand?

Make it integral to your marketing, branding, and strategic planning. Elevate your impact by embracing diversity in every decision.

The Impact of Intersectionality on Consumer Engagement

DEEPER CONSUMER CONNECTIONS

Intersectional marketing resonates with individuals on multiple levels, leading to stronger emotional connections with the brand.

MORE EFFECTIVE TARGETING

By acknowledging interconnected identities, brands can tailor their messaging more precisely, resulting in higher engagement and relevance.

ENHANCES TRUST

Demonstrating a commitment to inclusivity and diversity builds consumer trust, making them more likely to engage and stay loyal to the brand.

59%

of consumers polled said they are more loyal to brands that stand for diversity and inclusion in online advertising.

- **Consumer Expectation:** The majority of consumers now expect brands to visibly support diversity and inclusion in their advertising, making it a baseline standard for engagement.
- **Market Differentiation:** Emphasizing diversity and inclusion in advertising not only aligns with consumer values but also differentiates brands in a crowded marketplace, leading to increased loyalty and preference.