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THE CONTAGIOUS POWER OF INCLUSIVE BRANDS

The commitment to Diversity, Equity & Inclusion (DEI) among companies has traditionally focused on the HR dimension, which has minimal visibility on the outside. In recent years, however, more and more brands have recognized their social role in promoting an inclusive culture, even at the B2C level. This has led them to embrace social responsibility and customer engagement, and to ensure transparency, consistency and continuity in their inclusion efforts.

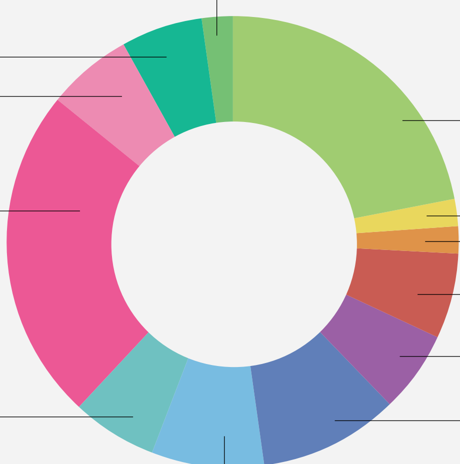
The research group, with Prof. Sandro Castaldo (Bocconi University) acting as Scientific Coordinator, is a heterogeneous team in terms of skills and background; the idea is to capture all the nuances of Diversity, Equity & Inclusion (DEI) at the B2C level. The people at Focus Management (Emanuele Acconciamessa, Anna Righi, Francesca Ibba, and Marianna Bartiromo) together with the Diversity Foundation team (Francesca Vecchioni, Gabriella Crafa, Gabe Negro, and Francesca Bonfanti) have been working on the Diversity Brand Index since 2018. This study, as of 2024 in its seventh edition, is the only one that measures the impact of inclusive actions by brands on business and on the choices made by female consumers.

A key element of the Diversity Brand Index 2024 is the web survey, conducted during 2023 on a sample of 1,070 respondents, which confirmed and reinforced insights from previous editions. Indeed, an even stronger link emerges between brands' commitment to DEI, NPS, and revenue growth. NPS or Net Promoter Score is a word-of-mouth indicator measuring the percentage difference between Promoters and Detractors. Some industries turn out to be closely associated with the concept of inclusion by the market: Retail and Apparel & Luxury Goods win over consumers for their perceived commitment on DEI, confirming the data of the previous edition. As regards this dimension, the Toys sector is also on the rise, demonstrating how brand focus on future generations contributes to differentiating positioning.

BRANDS* PERCEIVED AS MORE INCLUSIVE

** Top 50 brands in terms of number of mentions which emerged from the survey, in alphabetical order*

2023 - 50 BRANDS



2022 - 50 BRANDS

22% APPAREL & LUXURY GOODS
Adidas, Calvin Klein, Desigual, D&G, Giorgio Armani, Gucci, Lacoste, Levi's, Nike, Versace, Victoria's Secret

2% AUTOMOTIVE
Toyota

8% CONSUMER ELECTRONICS
Apple, Brondi, Microsoft, Samsung

4% CONSUMER SERVICES
FS Italiane, Intesa Sanpaolo

8% FMCG
Barilla, Coca-Cola, Ferrero, Nonno Nanni

8% HEALTHCARE & WELLBEING
Dove, Nivea, L'Oréal, Pantene

6% INFORMATION TECHNOLOGY
Google, Instagram, Meta

10% MEDIA
Disney, Disney +, Freeda, Netflix, Rai

24% RETAIL
Intesa Sanpaolo
Amazon. Decathlon, Esselunga, H&M,
Ikea, Intimissimi, Lidl, McDonald's, Primark, United Colors of Benetton, Zalando. Zara

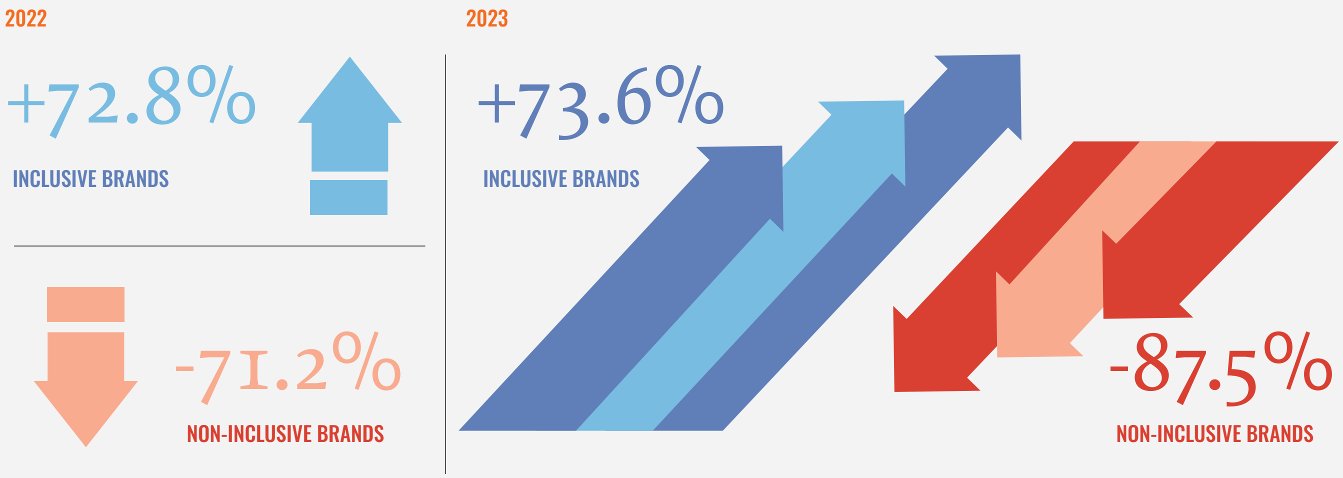
2% TELCO
TIM

4% UTILITY
Enel, Sorgenia

2% TOYS
Barbie

Source: Diversity Brand Index 2024 research run from January to December 2023

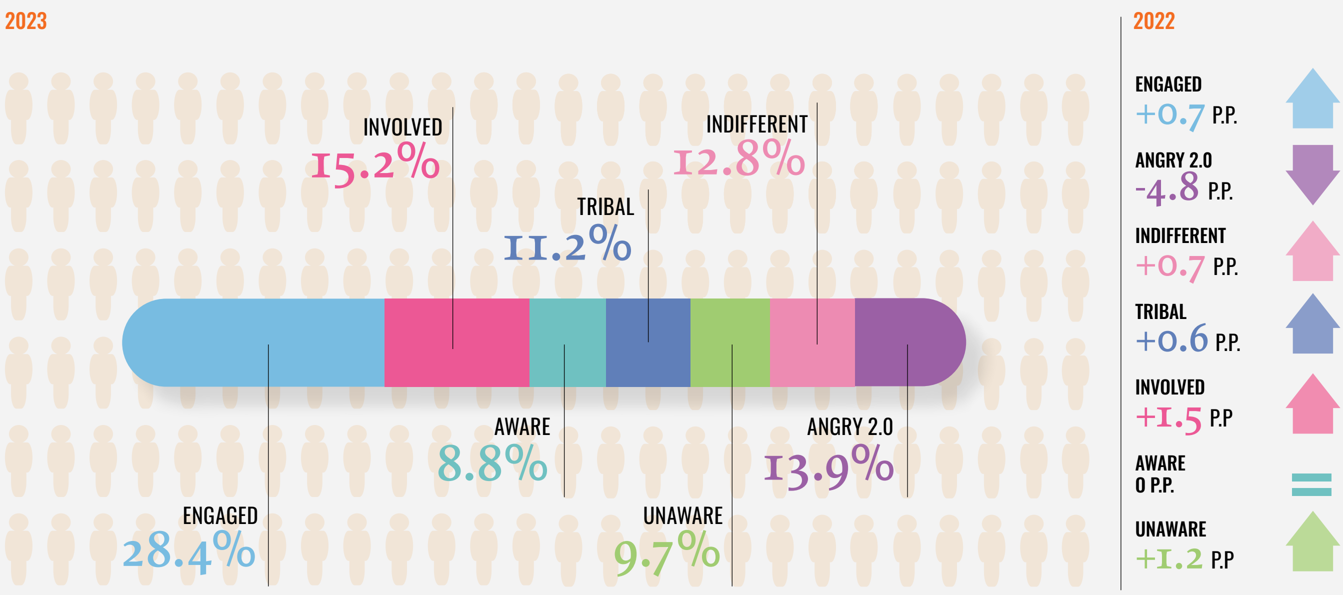
NPS NET PROMOTER SCORE: WORD OF MOUTH



Source: Diversity Brand Index 2024 research run from January to December 2023

The sensitivity and maturity of the Italian population around inclusion is growing. Segmentation shows increases in the clusters that are more active on DEI (Engaged and Involved) issues, while the share of Angry 2.0 people who are more hostile to diversity is shrinking, albeit less noticeably over the years. Cluster trends manifest how inclusion is an evolutionary path for the population, in which the cultural dimension plays a crucial role in creating awareness followed by engagement and activism. People's maturity on DEI is reflected in their ability to value brand engagement and turn it into brand ambassadorship.
The gap in terms of NPS between companies perceived as inclusive, for which the indicator increases to +73.6% (+0.8 p.p.), and those perceived as far from DEI issues, for which the NPS worsens further, plummeting to -87.5% (-16.3 p.p.). Using international benchmarks, it is possible to estimate that the difference in revenue growth between the two types of company has reached an all-time high: 23.4% (+2.4 p.p. from the previous edition), naturally in favor of those perceived as more inclusive.

SEGMENTATION OF THE POPULATION



Source: Diversity Brand Index 2024 research run from January to December 2023

P.P. = percentage point