



Taking brands further

UBA, BY and FOR Brands

REPRESENT: Selfregulation,
Measurement, ...

FACILITATE: UBA Academy,
Expert Community

INSPIRE: UBA Trendsday,
UBA Mediadate

CONNECT: UBA Christmass lunch,
Executive Forum, Global Mktg
Week, DMEXCO, ...

370

Members

7200

Marketers

Revenue growth: + 12%

- Mid-size advertisers
- Expertise members
 - media
 - agencies

1050

Brands

UBA ACADEMY

Build Marketing Expertise,

Building short term value among mid-size advertisers

10

Expertise
Domains

BRAND TOPICS

- RESEARCH & INSIGHTS
- STRATEGY
- CONTENT
- DATA & TECHNOLOGY
- MEDIA

ENABLE TOPICS

- AGENCY
- E-COMMERCE & SALES
- EMPLOYER BRANDING
- SKILLS
- SPONSORING & EVENTS



MC

OMC

Master Classes - live

Live Training on advanced, current topics (20 new/year)
Interactive workshops on skills
Target: Advertisers only marketing department

Programme 2022

24/7 Training 24/7 MC Master Class OMC Online Master Class

BRAND TOPICS

RESEARCH & INSIGHTS	
24/7	Brand Insights Analysis <small>NEW</small> Comment analyser ma marque en ligne?
24/7	Competitor Analysis <small>NEW</small> Comment analyser le marché et mes concurrents?
24/7	Implementing Trends Comment exploiter les tendances pour l'innovation, la stratégie et les campagnes?
24/7	Successful Advertising Comment créer un contenu percutant et créatif?
OMC	Effie Info Class Comment gagner un Effie?
MC	Research Visual Nudging <small>NEW</small> Comment créer un contenu percutant et créatif dans la communication à t-elle plus d'impact?
MC	Demystifying Neuromarketing Comment utiliser les techniques de neuromarketing?
MC	Customer Experience Measurement Comment mesurer et optimiser la satisfaction des clients?
MC	Google Analytics Basics Comment mesurer, analyser et évaluer ma présence en ligne?
MC	Google Analytics Advanced Comment transformer des statistiques statiques en insights exploitables?
STRATEGY	
OMC	Behavioural Science for Sustainability Comment créer des comportements durables avec ma marque?
OMC	Credible Sustainability Communication <small>NEW</small> Comment communiquer sur la durabilité de manière crédible?
OMC	Regenerative Brands <small>NEW</small> Comment positionner ma marque et créer de la valeur avec un impact sociétal?
MC	Branding Constellations Comment créer des relations de marque solides via une approche systémique?
OMC	Brand Religions Comment choisir la bonne stratégie de marque et mesurer son succès?
MC	Digital Strategy Comment développer un plan marketing digital et optimiser l'utilisation des canaux?
24/7	Communication Strategy <small>NEW</small> Comment développer une stratégie de communication?
24/7	Customer Journey <small>NEW</small> Comment planifier ma communication selon le parcours du consommateur?
24/7	Targeting & Segmentation <small>NEW</small> Comment définir et segmenter les groupes cibles?

MC	Parentfriendly Marketing Comment attirer le groupe cible 'familial' dans un monde en pleine mutation?
MC	Service Logic Thinking Comment le 'service thinking' apporte-t-il une nouvelle perspective à mon business?
MC	Plan Efficiency - OGSM Comment établir un plan efficace sur 1 A4?
MC	Plan Efficiency - OGSM Advanced Comment traduire la vision d'un plan annuel en action?
MC	Business Model Innovation Comment transposer une idée en valeur et lancer son modèle d'entreprise?
MC	Customer Experience Management Comment le marketing peut-il aider à développer une meilleure expérience client?
OMC	Legal Issues in Marketing Comment assimiler les principes juridiques en marketing digital?

CONTENT	
24/7	Content Strategy Comment élaborer une stratégie de marketing de contenu?
MC	Content Strategy Comment mettre en place ma stratégie de content marketing?
24/7	Content Creation <small>NEW</small> Comment réussir la création de contenu?
24/7	Content Distribution Comment m'assurer que le public trouve et voit mon contenu?
OMC	Digital Storytelling Comment intégrer un contenu digital percutant dans ma stratégie de marketing?
24/7	Email Marketing Comment m'assurer que mes campagnes e-mail suscitent une réaction optimale?
24/7	Influencer Marketing Comment faire en sorte que les influenceurs transmettent mes messages?
24/7	Video Content <small>NEW</small> Comment faire émerger ma marque dans l'océan des vidéos digitales?
MC	Podcast Marketing <small>NEW</small> Comment faire connaître ma marque avec les podcast?
OMC	Data in Content Marketing Comment faire des données l'ingrédient secret d'un marketing de contenu fructueux?
MC	Journalism & Content Marketing Comment une approche journalistique peut-elle améliorer mon content marketing?
MC	Effective Tone-of-voice Comment élaborer des directives véritablement utiles à mes créateurs de contenu?

DATA & TECHNOLOGY	
24/7	Data Strategy <small>NEW</small> Comment collecter, gérer et partager correctement des données pérennes?
24/7	Data Tools Ecosystem Comment utiliser les nouvelles solutions AdTech et MarTech dans un monde en mutation?
24/7	Data Protection <small>NEW</small> Comment concilier marketing digital et protection des données?
MC	Customer Relationship <small>NEW</small> Comment développer une stratégie et des tactiques CRM?
MC	Data Acquisition & Unification <small>NEW</small> Comment développer une stratégie d'acquisition et d'unification des données?
MC	Data Activation Comment lier mes KPIs à ma performance digitale?
OMC	Data Interpretation Quels sont les risques et les biais associés à l'utilisation des données?
OMC	Growth Hacking Comment appliquer le Growth Hacking aux entreprises établies?
24/7	Third Party Cookieless <small>NEW</small> Comment mettre en place un monde sans cookies tiers?
24/7	Performance Marketing <small>NEW</small> Comment définir une approche marketing basée sur les résultats et la performance?
24/7	UX & Design Thinking <small>NEW</small> Comment créer des expériences digitales centrées sur l'utilisateur par le Design Thinking?
24/7	Search Engine Optimization Comment augmenter mon trafic avec le référencement SEO?
OMC	Marketing Automation Que peut apporter la Marketing Automation et comment la mettre en œuvre?
OMC	Predictive Marketing Comment intégrer les algorithmes prédictifs et le Machine Learning dans le marketing?
MC	Voice Marketing Comment entrer dans l'ère du marketing vocal?
MC	Mixed Reality <small>NEW</small> Quelles opportunités offrent la VR et AR en matière de marketing digital?
24/7	AI Basics & Concepts Une introduction à l'Intelligence Artificielle et au Machine Learning
24/7	AI in advertising Comment l'Intelligence Artificielle m'aide-t-elle à augmenter la conversion?
MC	Marketing Technology & Ethics <small>NEW</small> Comment les nouvelles technologies en marketing conduisent-elles à des questions d'éthique?
OMC	GDPR update Comment m'assurer que je suis conforme au GDPR?

24/7	Data Governance & Legal <small>NEW</small> Comment traiter les données de manière correcte et légale?
OMC	Legal changes in Marketing Automation <small>NEW</small> Comment exploiter les apps et tools de manière correcte et légale?
OMC	Legal Compliant Websites Comment m'assurer que mon site web est conforme à la législation?
OMC	Cookie(less) compliance Comment préparer ma politique de cookies à un avenir sans cookies?

MEDIA	
24/7	Belgian Digital Media Formats <small>NEW</small> Quels formats digitaux nos médias proposent-ils?
24/7	Online Targeting <small>NEW</small> Où et comment puis-je trouver mes groupes cibles en ligne?
24/7	Off-line Targeting <small>NEW</small> Comment personnaliser via la télévision, la radio, l'affichage et le direct mail?
MC	Hyperpersonalisation <small>NEW</small> Comment l'hyperpersonalisation en création peut-elle conduire à de meilleurs résultats?
24/7	Radio advertising <small>NEW</small> Comment mettre en place une campagne radio efficace?
24/7	Digital Outdoor <small>NEW</small> Comment utiliser l'OOH et qu'apporte la transition vers le programme?
24/7	Print & Newspaper <small>NEW</small> Comment utiliser la presse écrite et évaluer une campagne de presse efficace?
OMC	Addressable TV Comment utiliser l'addressable TV de manière optimale?
24/7	Social Media <small>NEW</small> Comment gérer mes réseaux sociaux de manière optimale?
24/7	Facebook, Instagram, LinkedIn <small>NEW</small> Quelles sont les options de publicité payante sur Facebook, Instagram et LinkedIn?
24/7	Snapchat, Pinterest, TikTok <small>NEW</small> Quelles sont les options de publicité payante sur Snapchat, Pinterest et TikTok?
24/7	Programmatic Advertising Comment débiter en publicité programmatique?
MC	Media Briefing <small>NEW</small> Comment donner un bon briefing à mon agence média?
MC	Media Management Agences, règles, agences médias... qui fait quoi et comment collaborer efficacement?
MC	Media Measurement <small>NEW</small> Comment mesurer mes campagnes et leur ROI cross-média?
OMC	Digital Media Audit Comment réaliser un audit des dépenses et performances de mes médias numériques?

OMC	Media & Creativity <small>NEW</small> Quels sont les cas les plus réussis et quel a été leur impact?
24/7	Dashboarding <small>NEW</small> Quelle est la puissance du dashboarding et que puis-je en faire?

ENABLE TOPICS

AGENCY	
24/7	Agency Selection Comment sélectionner mon agence et organiser un pitch?
24/7	Agency Ecosystem Comment créer un écosystème d'agences efficace?
OMC	Remuneration & Evaluation <small>NEW</small> Comment rémunérer et évaluer mon agence?
OMC	Media Agency Management Comment tirer le meilleur parti de mon agence média?
MC	Client Brief Comment donner un briefing efficace?
OMC	Customerproof Copy Comment évaluer si mes textes publicitaires ont un impact optimal?

E-COMMERCE & SALES	
24/7	E-commerce Basics <small>NEW</small> Quels sont les tendances et les défis du commerce en ligne?
24/7	Own Webshop <small>NEW</small> Comment gérer mon propre webshop?
24/7	Marketplaces <small>NEW</small> Comment vendre et faire de la publicité sur les places de marché?
24/7	E-commerce Advertising <small>NEW</small> Quelles sont les options de publicité payante et la promotion sur les réseaux sociaux?
24/7	E-commerce Legal <small>NEW</small> De quels facteurs juridiques et administratifs dois-je tenir compte?
MC	E-retail Media <small>NEW</small> Comment les 'online retailer media' peuvent-ils stimuler mes ventes?
24/7	Sales Plan op 1 A4 Comment élaborer un plan de vente sur 1 A4?
24/7	Masterful Sales Presentations Comment accroître l'impact de mes présentations commerciales?
MC	Retail Marketing Comment générer du trafic vers les webshops et les magasins?
MC	Social Selling Comment exploiter le social selling pour toucher des clients?

EMPLOYER BRANDING	
OMC	Employer Branding Comment attirer et fidéliser les collaborateurs?
OMC	Employer Marketing Comment construire une marque plus forte de l'intérieur?
OMC	Diversity in Recruitment <small>NEW</small> Comment attirer des talents plus diversifiés?
OMC	Change Management Comment inclure tout le monde dans un parcours de changement?

SKILLS	
MC	Leader Attitude Comment adopter l'attitude qui m'ouvrira toutes les portes?
MC	Selling Ideas Comment augmenter mes chances de succès pour vendre un projet?
OMC	Creative Thinking Comment renforcer mon esprit créatif?
OMC	Creativity Development Comment développer mes compétences créatives au quotidien?
MC	Critical Thinking <small>NEW</small> Comment rationaliser et discipliner ma pensée?
MC	Brainstorming Techniques Comment booster mes capacités créatives?
MC	Lego Serious Play Comment activer les connaissances de chacun au sein d'un groupe?
MC	Persuasion Comment argumenter de manière puissante?
MC	Negotiation Skills Comment tirer le meilleur de mes négociations?
MC	Storytelling in Presentation Comment convaincre un public?
MC	Media Training Comment préparer et réussir mon entretien avec les journalistes?
MC	Work-life Balance <small>NEW</small> Comment optimiser l'équilibre entre ma vie privée et professionnelle?

SPONSORING & EVENTS	
24/7	Sponsoring Contract Comment négocier un contrat de sponsoring en béton?
24/7	Sponsorship Impact Comment garantir l'efficacité de mes actions de sponsoring?



24/7

Training 24/7 - video **NEW**

Video e-learning : basics in (digital) communication
Target: juniors, multi-functionals (Sales, HR, Legal, ...)
Local media market development, Agencies training



MC

OMC

Master Classes - live

Live Training on advanced, current topics (20 new/year)
Interactive workshops on skills
Target: Advertisers only marketing department

Programme 2022

24/7 Training 24/7

BRAND TOPICS

RESEARCH & INSIGHTS

- 24/7 Brand Insights Analysis** NEW
Hoe analyseer ik mijn merk online?
- 24/7 Competitor Analysis** NEW
Hoe analyseer ik de markt en mijn concurrenten?
- 24/7 Implementing Trends**
Hoe gebruik ik trends voor innovatie, strategie & campagnes?
- 24/7 Successful Advertising**
Hoe creëer ik impactvolle en creatieve content?

STRATEGY

- 24/7 Communication Strategy** NEW
Hoe ontwikkel ik een communicatiestrategie?
- 24/7 Customer Journey** NEW
Hoe plan ik mijn communicaties in functie van mijn consument?
- 24/7 Targeting & Segmentation** NEW
Hoe kan ik doelgroepen bepalen en segmenteren?

CONTENT

- 24/7 Content Strategy**
Hoe een content marketing strategie ontwikkelen?
- 24/7 Content Creation** NEW
Hoe maak ik van mijn content een succes?
- 24/7 Content Distribution**
Hoe zorg ik ervoor dat mijn content gevonden en gezien wordt?
- 24/7 Email Marketing**
Hoe zorg ik ervoor dat mijn e-mailcampagnes de beste respons opleveren?

- 24/7 Influencer Marketing**
Hoe laat ik influencers de berichten verspreiden die ik wil dat ze verspreiden?
- 24/7 Video Content** NEW
Hoe zorg ik ervoor dat mijn merk opvalt in het overaanbod aan video's op internet?

DATA & TECHNOLOGY

- 24/7 Data Strategy** NEW
Hoe kan ik data correct en duurzaam verzamelen, beheren en delen?
- 24/7 Data Tools Ecosystem**
Hoe nieuwe AdTech & MarTech oplossingen gebruiken in een veranderende wereld?
- 24/7 Data Protection** NEW
Hoe kan ik digitale marketing en bescherming van gegevens met elkaar verenigen?
- 24/7 Third Party Cookieless** NEW
Hoe targetten en activeren in een wereld zonder third-party cookies?
- 24/7 Performance Marketing** NEW
Hoe creëer ik een resultaatgerichte marketing aanpak?
- 24/7 UX & Design Thinking** NEW
Hoe gebruiksvriendelijke digitale ervaringen creëren via Design Thinking?
- 24/7 Search Engine Optimization**
Hoe kan ik SEO inzetten voor een groter bereik?
- 24/7 AI Basics & Concepts**
Een inleiding tot Artificial Intelligence & Machine Learning
- 24/7 AI in advertising**
Hoe kan Artificial Intelligence helpen om conversie te verhogen?
- 24/7 Data Governance & Legal** NEW
Hoe ga ik op een correcte en wettelijke manier om met data?

MEDIA

- 24/7 Belgian Digital Media Formats** NEW
Welke digitale formaten hebben onze Belgische media te bieden?
- 24/7 Online Targeting** NEW
Hoe kan ik online een doelgroep vinden en bereiken?
- 24/7 Off-line Targeting** NEW
Hoe kan ik mijn doelgroep bereiken via TV, Radio, OOH en Direct Mail?
- 24/7 Radio advertising** NEW
Hoe gebruik ik radio en zet ik een effectieve radiocampagne op?
- 24/7 Digital Outdoor** NEW
Hoe gebruik ik OOH en wat betekent de transitie naar programmatic?
- 24/7 Print & Newspaper** NEW
Hoe gebruik ik printmedia en hoe zet ik een effectieve printcampagne op?
- 24/7 Social Media** NEW
Hoe beheer ik mijn sociale media kanalen op optimale wijze?
- 24/7 Facebook, Instagram, LinkedIn** NEW
Hoe kan ik adverteren op Facebook, Instagram en LinkedIn?
- 24/7 Snapchat, Pinterest, TikTok** NEW
Hoe kan ik adverteren op Snapchat, Pinterest en TikTok?
- 24/7 Programmatic Advertising**
Hoe ga ik van start met programmatic advertising?
- 24/7 Dashboarding** NEW
Wat is de kracht van dashboarding en wat kan ik ermee?

ENABLE TOPICS

AGENCY

- 24/7 Agency Selection**
Hoe selecteer ik mijn bureau en organiseer ik een pitch?
- 24/7 Agency Ecosystem**
Hoe creëer ik een effectief ecosysteem van agentschappen?

E-COMMERCE & SALES

- 24/7 E-commerce Basics** NEW
Wat zijn de trends en uitdagingen in e-commerce?
- 24/7 Own Webshop** NEW
Hoe beheer ik een eigen webshop?
- 24/7 Marketplaces** NEW
Hoe verkopen en adverteren op marktplaatsen?
- 24/7 E-commerce Advertising** NEW
Hoe zet ik shoppable ads, social commerce en promotie in?
- 24/7 E-commerce Legal** NEW
Met welke legale en administratieve factoren moet ik rekening houden?
- 24/7 Sales Plan op 1 A4**
Hoe bouw ik een Sales Plan op 1A4?
- 24/7 Masterful Sales Presentations**
Hoe vergroot ik de impact van mijn verkooppresentatie?

SPONSORING & EVENTS

- 24/7 Sponsoring Contract**
Hoe sluit ik een efficiënt sponsoringcontract af?
- 24/7 Sponsorship Impact**
Hoe laat ik mijn sponsoring acties maximaal renderen?

Communication Management College

For Junior Talent
Basics in Communication

Digital Bootcamp **NEW**

The best of on and off-line
Pre-work with Video e-learnings 24/7
4 interactive workshops to activate knowledge



Expert Communities:

Where Advertisers only discuss current topics among experts; Media & Agencies on invite only.

5 Expert Communities

1. Media

- Cookieless

2. Data & Technology

- Marketing Automation, Data Collection, Programmatic Buying, Affiliate marketing,...

3. Research Panels

- Key voor Retail & FMCG

4. Research, Data & ROI - CMI

- Research on changing consumer habits, nudging, neuro-marketing, ...

5. Content Marketing

- Storytelling, channels of communication

UBA Trendsday 17 03 2022 (1500 attendance)



Benedict Evans (UK)
Independent Analyst



Paul Polman (NL)
Influencer, Business leader,
Campaigner



Peter Hinssen (BE)
Moderator



Anders Indset (NO)
Philosopher

Ontdek de UBA Trends Day Sprekers



Matt Brittin (UK)
President, EMEA Business &
Operations, Google



Miri Rodriguez (US)
Storyteller at Microsoft and
Author of Brand Storytelling



Crystal Washington (US)
Technology Strategist and
Futurist



Neil Deshmuck (US)
Founder/CEO of PlantumAI



Vicki Loomes (UK)
Head of Premium Content at
TrendWatching



Ianka Fleerackers
Host

Overview

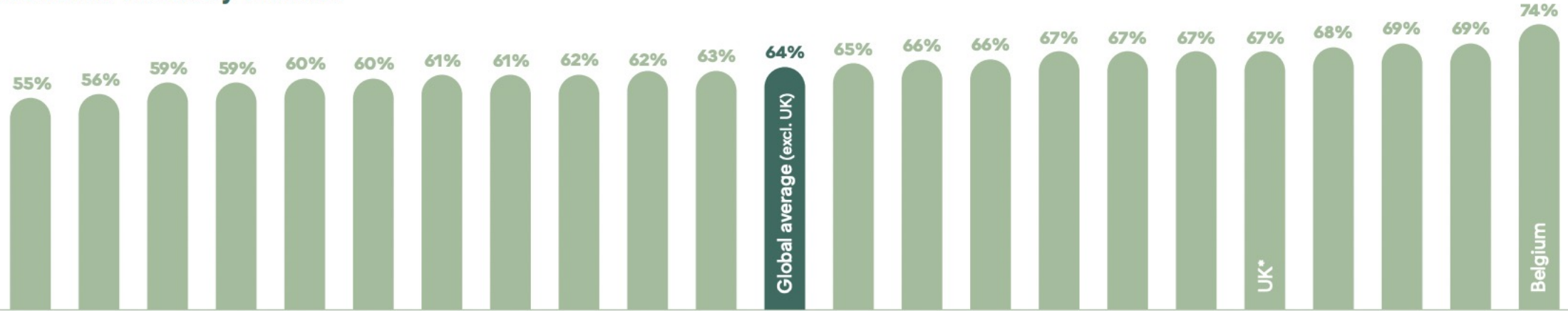
		Advertiser Members	Expertisepartners	Media Partners
		cfr barema's	5.000 €	15.000 €
News & Resources	News & Insights	free	free	free
	Weekly E-news	free	free	free
	Guidelines & Charters	free	free	free
	Care Line	free	free	free
Academy	Training 24/7	free	free	free
	Master Class	free	50%	50%
	Communication Management College	free	50%	50%
	Digital Bootcamp	free	50%	50%
Events	Trends Day	member price	member price	member price
	Xmas lunch	member price	member price	member price
	CEOBF	free	on invitation	on invitation
	Belgian Media Date	free	on invitation	on invitation/partnership
Expert Community	Meeting on site or online	free	on invitation	on invitation

HOW TO TURN WFA TOOLS INTO YEAR LONG INDUSTRY PROGRAM

Diversity & Inclusion Case in Belgium

Global WFA DEI SURVEY: top 4 survey responses globally

Inclusion Index by market



*UK All In Census was conducted in March 2021. The UK results are not built into the global results but we have included the index here for the sake of comparison.

Agencies



Advertisers



Taking brands further

Media agencies



powered by



in partnership with



inspired by



DIVERSITY & INCLUSION GUIDE

DURING THE CREATIVE PROCESS



Distributed by all associations as well as leading industry magazine: reach 10 000 people in Marcom

BUILD AWARENESS ON D&I JOURNEY IN TOTAL INDUSTRY

On a Journey Towards More Diverse Creative

Diversity is a priority which impacts not only internal inclusion, but also external representation. Inclusive workplaces inspire diversity of thinking, which drives creativity & innovation. This allows us to better understand and reflect consumers, and in turn helps brands differentiate. Inclusive marketing and communications not only make a positive impact on society but also have been shown to outperform from an effectiveness perspective.

At all stages of the marketing process, including but not limited to the communications we create, there is an opportunity to better represent. We can all go on a journey from not considering diverse audiences to fairly representing them, or even purposefully driving action for change – wherever you are in that process we hope to help you take the next step.

Often the barriers to representative creative come in the form of unconscious bias. This guide to the creative process, initially created by the WFA, aims to highlight some of the simple nudges and critical questions marketers can use to steer themselves throughout.

Marc Fauconnier
President ACC



Mira De Maeyer
President UBA



Hugues Rey
President UMA



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KANTAR

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inspired by



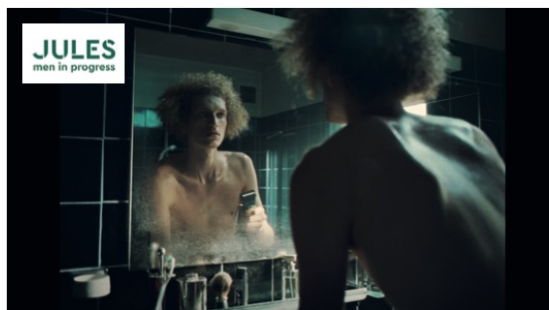


1
Business
& brand
challenge

What steps are you taking to make sure your brand is accessing all the diverse opportunities for growth?
More progressive and inclusive brands perform better, and all brands can positively reflect and engage consumers.

Some questions to ask yourself

Who is your audience? Who is excluded? Are they a potential business opportunity?
Does your audience reflect the emerging consumer base for the category?
Is there a deliberate diversity & sustainability opportunity for your brand?
What's the next credible but authentic step forward your brand can take?
Is your business willing stand up for what's right and truly reflect your consumers? Are senior stakeholders bought in?



Jules' ambition is to create a movement of men who are aware, positive, sensitive and ready to bring about change, including when it comes to their masculinity. All this can be summed up in 3 words in a new brand signature: "Men In Progress"



2
Strategic
insight
& Data

How are you ensuring your strategy is grounded in diverse consumer insight?
Our bias can get in the way and sometimes we don't understand the nuances of diverse audiences.

Some questions to ask yourself

Is there any bias in research used to gather insight? Does it capture representative perspectives or just broad generalisations?
How are consumer 'pen portraits' or mood boards depicted/visualized?
Have you managed to capture nuance & avoid generalization?
What are the perceptions of your brand within representative targets?
What do you know about the cultural tensions and audience in each active market?
Are stereotyping concerns tested with the affected group?
Have you engaged experts who can help advise on how specific audiences might positively or negatively interpret your intentions?



'Lets run fearless', with this powerful statement Garmin is empowering women who don't feel safe running outdoor alone. Starting from this insights, they launched the 'Combat Warm-Up', three warming up exercises where you prepare for your run, as well as learning some self-defense techniques.



3
Creative &
Comms
Brief

Are you bringing representative inspiration and deep insight to the brief?
Sometimes we bring our own stereotypes to the brief, or fail to inspire with our intent or our insight.

Some questions to ask yourself

When working on a campaign that is centered around a specific issue and/or group of people
What stereotypes, biases and/or prejudices does this issue/group deal with on a daily basis?
How might we counter these with this campaign?
Are your insights based on knowledge or thoughts that are supported by this group of people?
How or who could this campaign (un)consciously exclude or ridicule? Have you researched different perspectives and views about the topic?
What are some values of the brand that can be original assets to this campaign?
How does your target audience relate to the campaign's topic?
In what ways can diversity and inclusion elevate the story you want to tell?
Is there a way in which you can gather and incorporate real stories?



With Brussels Accessible to All, Equal Brussels switches the traditional narrative of disability as being something that holds you back from being included. Instead, they focus on the ways in which disabled people are actively excluded by their environment and how this can be prevented by taking positive actions. To encourage the people of Brussels, the campaign included examples of best practices to show what a Brussels that is accessible to all looks like.



4
Agency &
Partner
Selection

What steps are you taking with your suppliers to bring in more diverse talent?
Diverse teams bring new perspectives and make better work, but our industry is simply not diverse enough

Some questions to ask yourself

Do you have a procurement diversity approach and a supply chain of diverse partners?
Have you asked partners for evidence of representation across their overall output?
Could a minority owned, or focused, partner augment the work of your AOR?
Are you working together with your agency on this journey? Is there more you could be doing to support them to become more representative and diverse?



Many advertisers today are actively addressing diversity in their communications. They are looking for communication agencies that can develop non-stereotypical campaigns. PitchPoint therefore includes diversity as one of the important criteria in the selection process.

MONTHLY DEEP DIVE ON 1 ASPECT

News

Charter & Guideline

Comment Unilever aborde la diversité et l'inclusion ? En montrant, en expliquant et en inspirant - interview Silvia Wiesner

25-01-22

Notre nouveau guideline « [Diversity & Inclusion](#) » parcourt les 12 étapes du processus créatif, du positionnement de la marque à l'analyse des résultats de



Distributed with total industry coverage

Organise masterclasses: f.e. employer branding



Taking brands further