



Marketing with Purpose

Playbook

Designed to empower all types of marketers to start your 'Marketing with Purpose' journey with strategies, research, insights and actionable tactics to build a more trusted brand.

Microsoft Advertising. Intelligent connections.

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It's about building trust and creating shared meaning

When we talk about being purposeful as marketers, we often think about the traditional cause marketing strategies that tick a box and satisfy some of our traditional success metrics but there is much more to marketing with purpose. From striving to communicate brand values authentically in ads, to the way we operate our businesses that support our corporate responsibility commitments or adhering to the governing laws and best practices of our industry when it comes to privacy and accessibility, all of these provide connection points for people to build a more meaningful and trusted relationship with your brand. There are brands all around us that lead with purpose and achieve exceptional results, both for society and for their bottom line. But, it's easy to see purpose as something intangible, something that you pursue after you've taken care of business-as-usual. We think purpose is critical to today's world and much more tangible and impactful in creating brand value, employee value and customer value. In this playbook we will share research insights and strategies to help start you on a journey with [Marketing with Purpose](#).

85%

of consumers say they'll only consider a brand if they trust the brand.

Who knew that when we started a new decade, that we'd soon be faced with not just one, but multiple global crises that are touching all of humanity? A pandemic has forced entire industries to shift priorities from growth to survival and wholly reinvent the customer experience, and a social justice movement that is revolutionary in its scale is impacting, inspiring, and asking for change from every single brand out there. Marketing with Purpose is more important than ever. As a brand, sitting on the side-lines is no longer an option. This means putting customers and communities first, prioritizing customer and employee safety, and empowering employees – and supporting customers – to get involved in social justice initiatives. People are looking for brands to be authentic and to act with purpose, especially in the face of change and uncertainty.

More uncertainty is to come. Brands that have been on the journey of Inclusive Marketing are being joined by those who are just starting. This is exactly where brands need to be. Your customers – who are worried about work, health, who they can count on – have never cared more about your business's values and practices than they do today. People have been reflecting on what's most important. And they're voting – decisively – with their wallets. Marketing with Purpose is how your company operates and stays not only relevant, but also aligned with society, in the face of this uncertainty.

Source 1. [The acceleration of Brand Performance through Trust, Love, and Loyalty. Microsoft Advertising Research 2019](#)

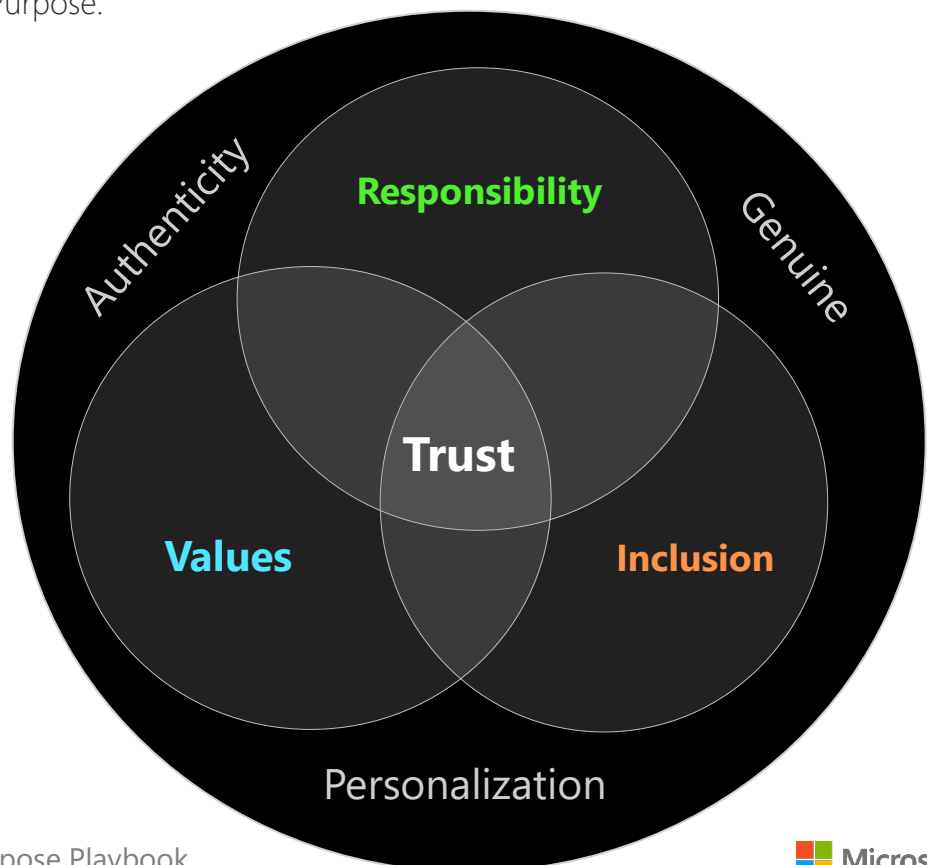
This is...

Marketing with Purpose.

Build a brand that's welcomed into people's lives by earning their trust and upholding their values, as well as your brand values. It starts with respecting their right to privacy which builds brand equity. Trust grows into loyalty by recognizing people's values and responding authentically. That's **Marketing with Purpose**.

We conducted several consumer research studies to understand the drivers of a trusted relationship and the actions brands can take to grow trust and brand value. What we learned is brands have an amazing opportunity to create relationships with people that lead to incredible loyalty. These findings have resulted in three important areas of focus: responsibility, values, and inclusion. In this playbook we will share ways to plan for and execute in these three areas.

Marketers play a powerful role within their company to build trust and business value through purpose-driven marketing. The big question around trust is how best to create it. The key is authenticity and genuine, personalized experiences woven together through a strategy of Marketing with Purpose.





To help you answer this big question around how best to create a trusted relationship with your customer, we have focused on key areas to plan for and execute in these three areas. In the area of responsible marketing, we will highlight best practices about privacy, data security, transparency, and accessibility: all governed by laws varying in different countries. Then to help you explore how to make the most out of exploring that values drive values, we'll provide information on ethical advertising, consumer value considerations and how brand values play a role in creating shared meaning. Lastly, for inclusive marketing, we'll share our activation model, how to develop an inclusive keyword expansion strategy and best practices we've discovered from our research that will guide you.

Responsibility

- Privacy
- Transparency
- Brand safety
- Accessibility

Values

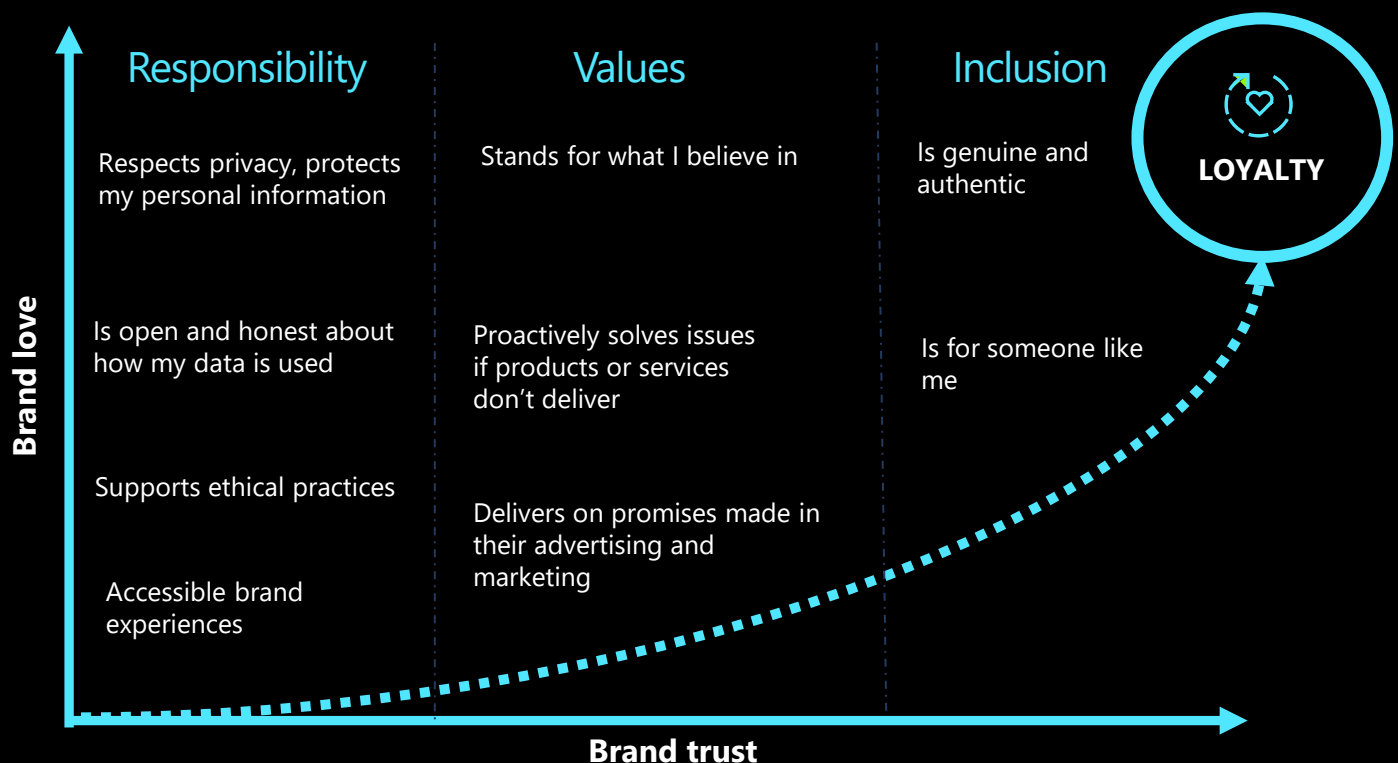
- Ethics
- Brand values
- Consumer values

Inclusion

- Inclusive Marketing
- Activation Model
- Inclusive keywords
- Metaphors for inclusion

Our two research studies as well as our observations of the market opportunities found specific attributes that build consumer trust starting with responsibility, becomes stronger through shared values and leads to loyalty through inclusion and authentic brand experience. This graph illustrates the key themes that surfaced in each of the three core areas of Marketing with Purpose: responsibility, values and inclusion.

Drivers of Trust, Love and Loyalty



Source 1. [The acceleration of Brand Performance through Trust, Love, and Loyalty](#). Microsoft Advertising Research 2019; [The Psychology of Inclusion and the Effects in Advertising](#). Microsoft Advertising Research 2020

Authenticity is the most important attribute to creating trust and building brand love

In our Trust research, consumers rated “is genuine/authentic” as the most important attribute in building trust. While in our Psychology of Inclusion and the Effects in Advertising study, Inclusive Advertising done authentically, feels like connection and family, it produces the feelings of joy and trust.

Let's explore how to create an authentic and genuine brand experience when you engage your customers.

There are two main strategies that can help create a more authentic and genuine brand experience. First, start with knowing your brand values and ensuring that what you do in marketing externally is also true internally. Ensure that your brand mission is woven throughout how you do business, including your advertising – because how you do business in today's world is your marketing. Second, explore consumer value trends, then find the common values with your brand's values and there you'll discover genuine ways for your brand to connect with people with shared values.

You don't want to just reach the right people; you want to make them feel seen and understood by your brand. That your brand is, **“for someone like me.”** It's more than the claims you make, it's consistent actions across channels and over time. Your success will be measured by how people embrace and advocate for your brand because they feel you are that trusted friend they found in a brand.

Say hello to authentically connecting to your audience

Authentic inclusive messaging is built through repeated, multi-channel exposure. Brands who do not engage in an inclusive approach to business now, will be forced to play catch up in the future with those brands who do invest now. These brands will earn the association of inclusive advertising with “Leader,” “Genuine” and “Trustworthy” drivers. Investing now, despite what might appear to be minimal gains with the general population (gen pop) will likely continue to grow over time as gen pop becomes more “inclusive-centric” with the aging of today's youth. It is worth noting that the data shows a positive correlation with age with the impact of inclusive messaging on brand associations of recommendation, genuineness, and purchase intent.

1. [The acceleration of Brand Performance through Trust, Love, and Loyalty. Microsoft Advertising Research 2019](#)
2. [The Psychology of Inclusion and the Effects in Advertising. Microsoft Advertising Research 2020](#)

Authenticity drivers differ by industry

Let's explore how to create an authentic and genuine brand experience when you engage your customers based on our research. Don't forget to also explore how to be more authentic in representing what people value in ["The role of Values"](#) section of this playbook. You can expand your campaign addressing the various values people hold, across verticals, and across the variety of human experiences.



In **Travel**, authenticity is about "experiences".

Consumers want travel brands to go above and beyond, providing a personalized experience. They want the brand to understand and recognize how important they are as a person. Consider the person's preference, what was their last experience like?

In **Retail**, authenticity is about "value".

It comes down to providing a strong value exchange – do consumers believe the perceived value of the goods equal to the price? Consumers want appropriate quality for the price they paid and unbeatable deals.

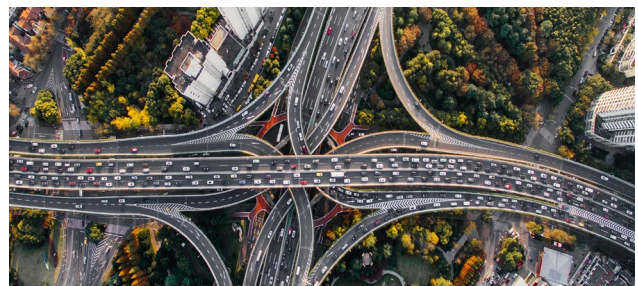


In **Financial Services**, it's about a "strong customer experience".

Providing peace of mind, hassle-free experiences, and exceptional customer service help build an authentic brand in this vertical.

In **Autos**, it's about "accountability".

Delivering on promises made in your advertising, along with proactive problem solving are key.



Marketing with Purpose starts with responsibility

Trust is not static. Companies need to constantly earn people's trust by focusing on responsibility. Start by actively engaging with people and being transparent with your practices on privacy and data collection. Ensure you protect people's data with the highest security. Remain in compliance with the laws in your market including addressing accessibility. Have a strong set of principles that respects people's rights of which you stand by and governs how you advance data, technology, and equity.

Top six ways to demonstrate responsibility that can build trust

1. Delivers on promises made in their advertising or marketing
2. Respects my privacy
3. Protects my personal and sensitive information
4. Is open and honest about how my personal data will be used
5. Proactively solves issues if products or services do not deliver as expected
6. Provides accessible customer experiences



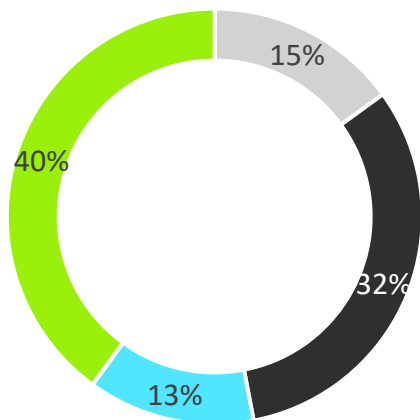
There are very specific drivers of trust rooted in how marketers and brand strategists overall can demonstrate responsibility. Based on our research we will focus on three core areas of responsibility to help you bring to life Marketing with Purpose. We will also provide other actions you can consider to help your customers feel respected. The core areas we'll focus on are privacy, transparency, and accessibility.

Source 1: [The acceleration of Brand Performance through Trust, Love, and Loyalty. Microsoft Advertising Research 2019](#)

Responsible marketing and having respect for your customers is paramount

Responsibility from a Marketing with Purpose standpoint is understanding the laws in your market with regards to data privacy, targeting, and considering ethics with targeting, as well. It's also taking responsibility for understanding cultural nuances, language preference, and accessible customer experiences. Be sure to research your local laws to inform your marketing beyond what we explore here. With half of consumers feeling like they aren't getting good value out of sharing their data and information, it means that there is an opportunity for marketers to step in and bridge this gap.

Privacy compliance is essential



With half of consumers feeling that they aren't getting good value out of sharing their data and information, there is an opportunity for marketers to step in and bridge this gap.

Who is responsible for privacy?

- 40% - the business collecting the data
- 15% - the government, by creating laws around how data is collected and used
- 13% - the individuals who are sharing their data
- 32% - all of the above



Use our key takeaways from Modern Marketing is Accessible Marketing <https://aka.ms/accessiblemarketing> to understand the business case for Inclusive Design in your business and accessibility in your marketing, your advertising, and your overall customer experience. There are 1 billion people in the world with a disability, 70% are not visible, and most websites are not accessible.

Be sure to check out our Accessible Marketing eBook at <https://aka.ms/accessiblemarketingebook> for comprehensive tips and checklists on how to build accessibility into your marketing so you can reach, resonate and serve more people.

Source 1: [2020 Consumer Privacy and Brand Trust Research](https://aka.ms/consumerprivacy), Microsoft Advertising and iProspect
Source 2: UN Factsheet on people with disabilities - <https://www.un.org/development/desa/disabilities/resources/factsheet-on-persons-with-disabilities.html>
Source 3: Invisible Disabilities Association Survey <https://invisibledisabilities.org/what-is-an-invisible-disability/>
Source 4: <https://www.akeaweb.com/learn-about-web-accessibility/resources/accessibility-statistics/>



Privacy and Transparency

Data will grow in value and people will not want to share it without **trust**.

“

Data without trust is a commodity,
and increasingly less valuable. Data
with trust unlocks countless
opportunities to be more valuable
to consumers and brands alike.
That's what we are optimizing for.

”



Rik van der Kooi
Corporate Vice President, Microsoft Advertising

Brands that provide clarity and choice will build trust in the area of **privacy** and **data collection**

An imbalance in the value exchange breeds distrust, and distrust leads to fickle, not loyal customers.

51%

of consumers don't feel like they have a choice when it comes to opting into data collection.

91%

of consumers are concerned about the amount of data companies collect about them.

66%

of consumers don't understand how their data is being used.

Source: [2020 Consumer Privacy Research by Microsoft Advertising and iProspect](#)



When an imbalance exists in the value exchange, it causes a disconnect between brands and consumers, and often, customers don't understand the value of the exchange. In fact, 66.7% of survey respondents said they have little to no understanding about how their data is being used by companies. When asked if respondents provide personal information 40% said they refused to provide data because the company either didn't disclose or they didn't understand how the data was going to be used.

When an imbalance exists, engaging with customers in meaningful ways is left to chance, and customers can become uninterested or, worse yet, disenchanted with the brand. If consumers don't see value in providing their personal data, businesses cannot personalize the customer experience because they don't have enough information to understand what the customers wants. Content may be irrelevant or uninspiring, or, more likely, delivered to the wrong audience at the wrong times.

The **true value of data,** lies in the exchange

What does one party give up, and what does the other receive?

People will give their personal data in order to get something of value. Here are the top five “Gets” people want in exchange for their “Give”.

The amount of data generated and collected in the last decade has grown exponentially. Today’s marketers are questioning what data they can collect and use – in addition to how they provide value to and establish trust with their customers.

Outlined in the whitepaper, [“In Brands We Trust”](#), a 2020 survey of 24,000 consumers from 16 countries we discovered that 91% of respondents are concerned with the amount of data collected and half don’t feel like they have a choice about what is collected. With 2/3rds of respondents not understanding how their data is being used it highlights the gap between marketers and consumers when it comes to privacy and the value exchange of data. There is no one-size fits all solution for what consumers want or expect from sharing their data, but one thing is clear – marketers can earn trust by better explaining how they will use the data to create more meaningful and purposeful experiences based on consumer values.

Top 5 ways people feel it’s worth sharing their personal data

- 1 Personalized rewards/discounts on frequently bought items
- 2 Personalized pricing
- 3 Free samples or gifts
- 4 Free access to a service
- 5 Free or upgraded shipping options

Top 5 data types consumers have most concern with sharing

- 1 Credit card number
- 2 Social security number
- 3 Financial information
- 4 Biometric data
- 5 Computer IP address

*Source: [2020 Global Consumer Privacy by Microsoft Advertising and iProspect](#)

Being a responsible marketer also means **brand safety** and choosing wisely where you place your client's ads

Building trust through responsible marketing also means that where you place your advertising is just as important as all the performance levers provided by the publisher. Performance never is more important than honest and trusted advertising. Marketing with Purpose means knowing the advertising platforms that you trust your budgets with have features and policies that help you build trust with consumers. One way to evaluate the news site that you place your advertising on is to review them against NewsGuard's standards of credibility and transparency. With [Microsoft's partnership with NewsGuard](#), these safety measures are automatically in place on our owned and operated news publishing sites. To help advertisers achieve their advertising goals while implementing the right guardrails to protect their brand, [Microsoft Advertising partnered with Integral Ad Science](#) (IAS), the global leader in digital ad verification, to offer an additional layer of brand safety protection on the Microsoft Audience Network. By partnering with IAS to extend brand safety protection into the Microsoft Audience Network, only validated inventory will make the cut. IAS rating methodology never relies on single-source data to evaluate content — it weighs competing evidence sources to create the most accurate and comprehensive rating of page content, making it possible for marketers to maintain quality control for native ads, across desktop and mobile web.

Here is what you should require of the advertising platforms you place advertising on for your clients:

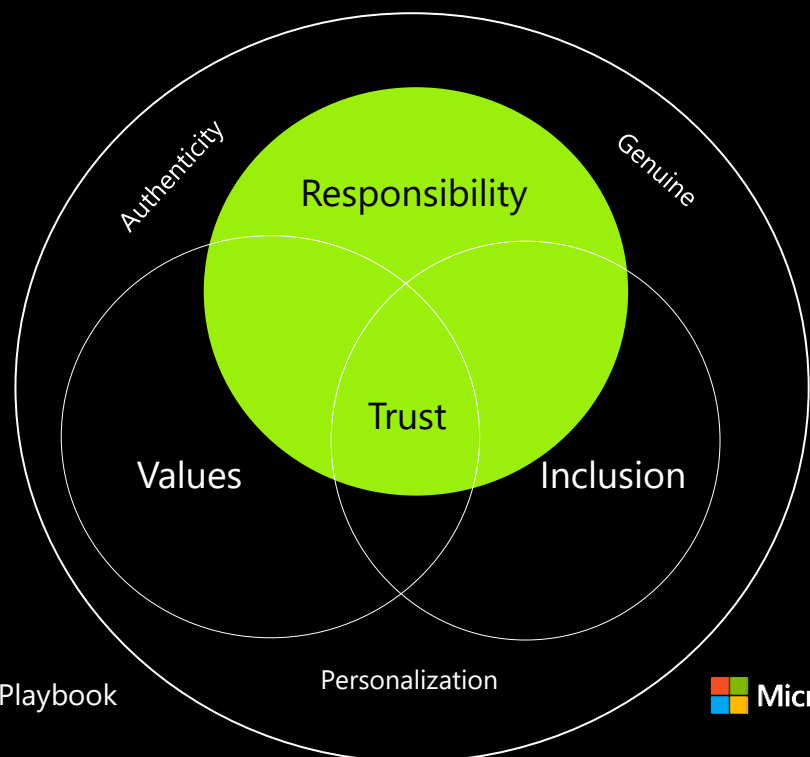
- ☐ Minimum of 300 targeting IDs for targeting purposes.*
- ☐ Publishers who do not share user activity with third parties.*
- ☐ Publishers who do not associate Personally Identifiable Information (PII) with user activity for ads.*
- ☐ Publishers who provide transparency of domains where your ads appeared in a publisher report.*
- ☐ Publishers who give as many options as possible to the consumer choice in use and control of their personal data.*
- ☐ Publishers who require encrypted checkout pages with valid SSL certificates for shopping campaigns.*
- ☐ Publishers who deploy technology that provide platform-wide protection to help uphold your brand safety standards.*

Privacy Compliance Checklist for Marketers

Making it actionable. Privacy compliance is essential.

Allow consumers to:

- ☐ **Know** how data is being used, shared or sold
- ☐ **View** personal data collected about them
- ☐ **Edit** or correct data
- ☐ **Delete** personal data
- ☐ **Limit** or restrict the use of data
- ☐ **Access** and **export** data in a useable format



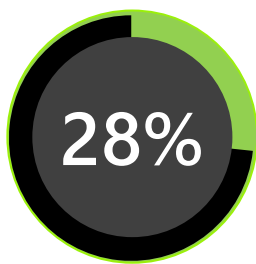


Responsible marketing with accessible consumer experiences

Landing page accessibility
Accessible links
Accessible customer service

Accessibility is an opportunity

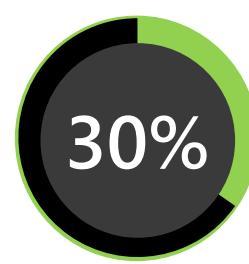
Inclusive organizations are proven to exceed businesses who do not have inclusive practices. Some of the key highlights include:



higher revenue



higher net income

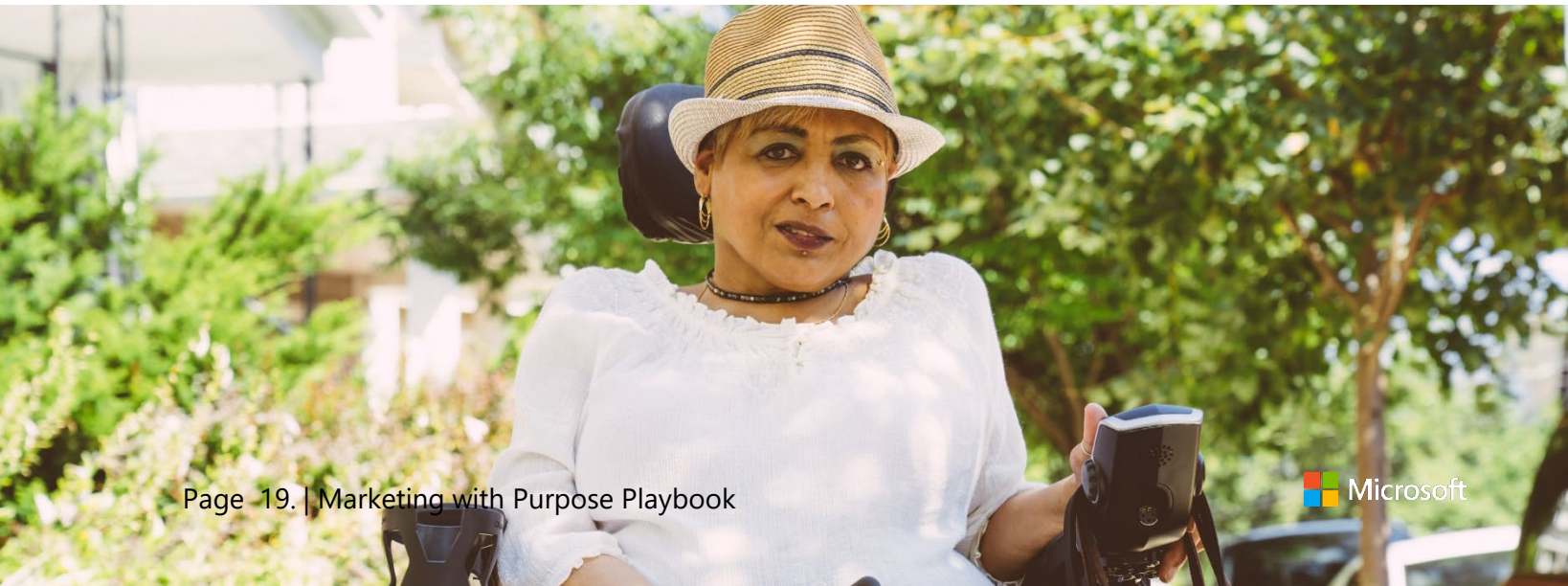


better performance on
economic profit margin

Inclusive organizations

1. Outperform their peers
2. Attract top talent
3. 75% of global workforce Millennials by 2025, choosing employers who reflect their values
4. Diversity & inclusion is at the top the list

Source: Accenture study, The Disability Inclusion Advantage and Forbes: How millennials are re-shaping what's important in corporate culture



Accessible marketing is responsible marketing

Let's begin with a simple question: **why is accessibility important?** This is because **over 1 billion people live with disabilities in the world** according to the World Health Organization and bringing equity to all matters. Historically people with disabilities have been excluded in so many ways, but Marketing with Purpose can begin to reduce how their exclusion impacts us all. Without accessible advertising, marketing and customer experiences, our marketing campaigns and programs are unable to reach their full potential. Digital inclusion is important because it provides access to services, products, data, information and education for everyone. Their challenges are real and the business opportunity of including them is large. We, as marketers, can recognize these exclusions, solve for them, and make a difference not only in the lives of many people but in improved marketing and business performance. Check out the [Microsoft Accessibility Supplier toolkit](#) for learning resources.

REACH MORE CUSTOMERS

- ☐ Create accessible landing pages and websites
- ☐ Use alt text wherever and whenever possible
- ☐ Understand an accessible consumer decision journey

EMPOWER YOUR CLIENTS

- ☐ Become an accessibility subject matter expert
- ☐ Help advise on accessible marketing resources
- ☐ Deploy inclusive design principles



Check out Microsoft's [Fluent Design System](#) which includes best-in-class accessibility, globalization, and guidance as an out-of-the-box solution for websites, mobile, and cross-platform experiences.



Download the plug-in for your browser <https://accessibilityinsights.io/> and begin to learn how to make your landing pages for your campaigns accessible. This free open-source tool by Microsoft will highlight what accessibility issues are present and how to fix them.



Use the [Accessibility Checker](#) in Microsoft 365 to make any media or content more accessible.



Learn the ten accessibility principles to building accessibility into your marketing from the start <https://aks.ms/accessiblemarketingebook>.

Making Your Website Accessible Checklist

- ❑ The site and all sections of the site are keyboard accessible.
- ❑ The site is free of keyboard traps. The keyboard focus is never trapped in a loop that cannot be escaped.
- ❑ The site never loses focus and is always visible to the user when moving through the page with the keyboard.
- ❑ The tab order has a logical flow and structure.
- ❑ Headings are nested properly and in a logical way.
- ❑ Links are unambiguous, unique, and contextual and can be understood when seen as a standalone element, i.e. "Learn more about Inclusive Design Principles" vs. "Click here."
- ❑ All relevant images are described using an <alt> text.
- ❑ All multimedia content and videos are appropriately described in <alt> text and have appropriate captioning and audio descriptions.
- ❑ All form inputs have explicit labels, and the instructions are associated with inputs.
- ❑ Tables are coded properly and have proper headers and column attributes.
- ❑ Frames are named, and all frames have a name element.
- ❑ Flashing elements are compliant and elements that do flash on screen do so at a rate of less than 3Hz.
- ❑ Text has sufficient color contrast ratio of 4.5:1 with the background.
- ❑ Site doesn't time out unexpectedly. Identify elements that may time out and verify that the user can request more time.
- ❑ Cascading Style Sheets (CSS) is not required to use the page and the page makes sense with or without CSS.
- ❑ Page titles are descriptive.
- ❑ Required plug-ins are linked on the page.

Currently accessibility is a differentiator, but **let's strive to make it standard** in all our efforts

Let's introduce a concept from Inclusive Design principles, the Persona Spectrum. It outlines that by designing for the edge of a population's ability, where there are relatively few in numbers, you end up designing a solution for all. This is an example of purposeful personalization. For example, there are people today living with permanent disabilities, but there are also people who are living with temporary impairments and situational impairments. In the United States, there are approximately 25,000 people who lose an arm each year¹: permanent disability. There are 13 million people who experience an injury to an appendage – think broken leg or torn rotator cuff: temporary impairment. Lastly, there are 8M people who experience a situational impairment like holding a baby, which removes your ability to use one arm. All these numbers are US based but the framework applies anywhere. When you add up the numbers, that is 21 million people who can benefit from a solution designed for the edge of ability because it can be extended to all. To learn more about Inclusive Design, [check out our Microsoft Inclusive Design hub](#).



Permanent
(one arm)



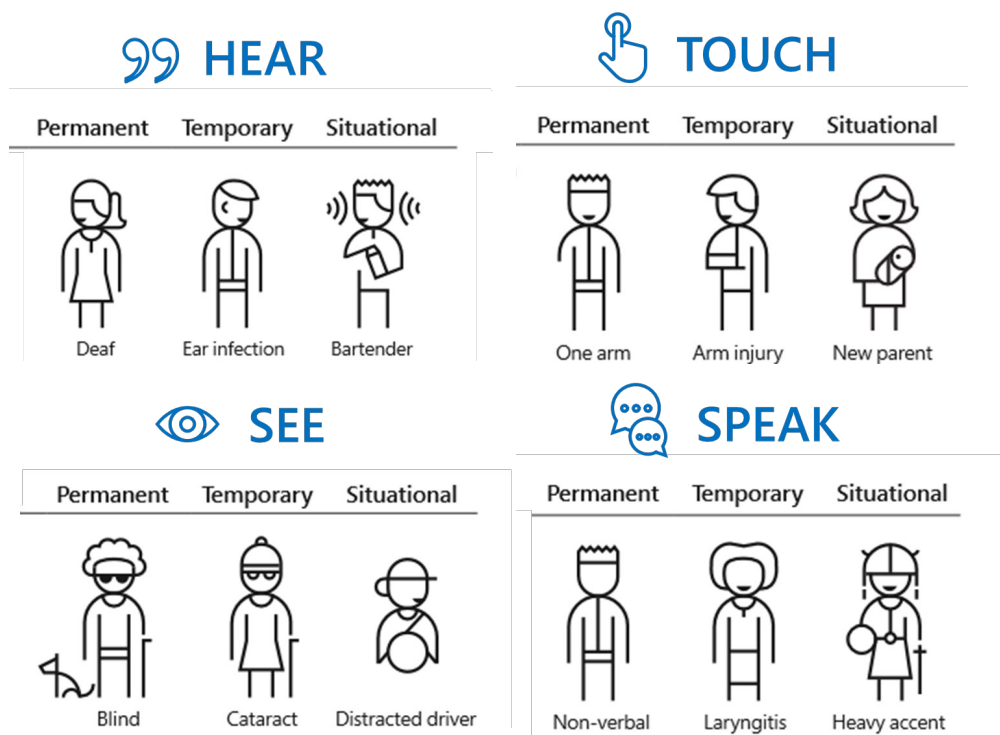
Temporary
(arm injury)



Situational
(new parent)

Now considering your customer experiences with the Persona Spectrum in mind, we see that designing an online experience in today's world, optimized for people with disabilities, can benefit us all. When you caption a video, you are not only helping those who cannot hear, but you might also be helping the working-from-home parent that needs to turn off audio because they need to let their new-born baby nap next to them as they attend a meeting. Captioning can also help those spouses who share a workspace with each other.

Source: United States Census Bureau, Limbs for Life Foundation, Amputee Coalition, CDC.gov, Disability Statistics Center at the UCSF, <http://www.aboutonehandtyping.com/statistics.html>



As marketers, we are always are designing call-to-actions or linking content from one asset to another. Let's focus here on responsibly marketing with these top accessible marketing tips for links:

The Accessible Links for Marketer’s Checklist




- ☐ Create informative text for links. Avoid uninformative phrases like, “click here”, “here”, “more”, “read more”. Instead try “click here to order”.
- ☐ Make the link length reasonable because people without vision cannot visually skim through lengthy links; they must sit through the reading of the entire text.
- ☐ Images as links should always contain “Alt-text”, because it makes it more accessible overall but also because the alt-text becomes the link description. In this case however, the alt-text should convey the context of the image the function of the link.
- ☐ Link text must have a 3:1 contrast ratio from the surrounding non-link text.
- ☐ The link must present a “non-color designator” (typically the introduction of the underline) on both mouse hover and keyboard focus.

Consider building an **inclusive customer service** support team for customers with disabilities




If a customer called your customer support team and said they were using Assistive Technology (AT) like Jaws, Dragon, or a different screen reader – would they know what the customer meant? In 2012, with an idea and a small team of support agents, Microsoft sketched out what eventually evolved into our Disability Answer Desk (DAD). Today that hunch has led to over 1 million contacts from customers with disabilities and contributed to numerous product improvements used by millions of customers daily. With these lessons and experiences in our toolkit, we want to pass this knowledge to you.

Check out our [Disability Support Playbook](#) to help guide your own inclusive customer service support team. In the playbook we share our top five lessons learned from our journey, to help jump-start the conversation with clients to provide a more inclusive customer support experience for people with disabilities.

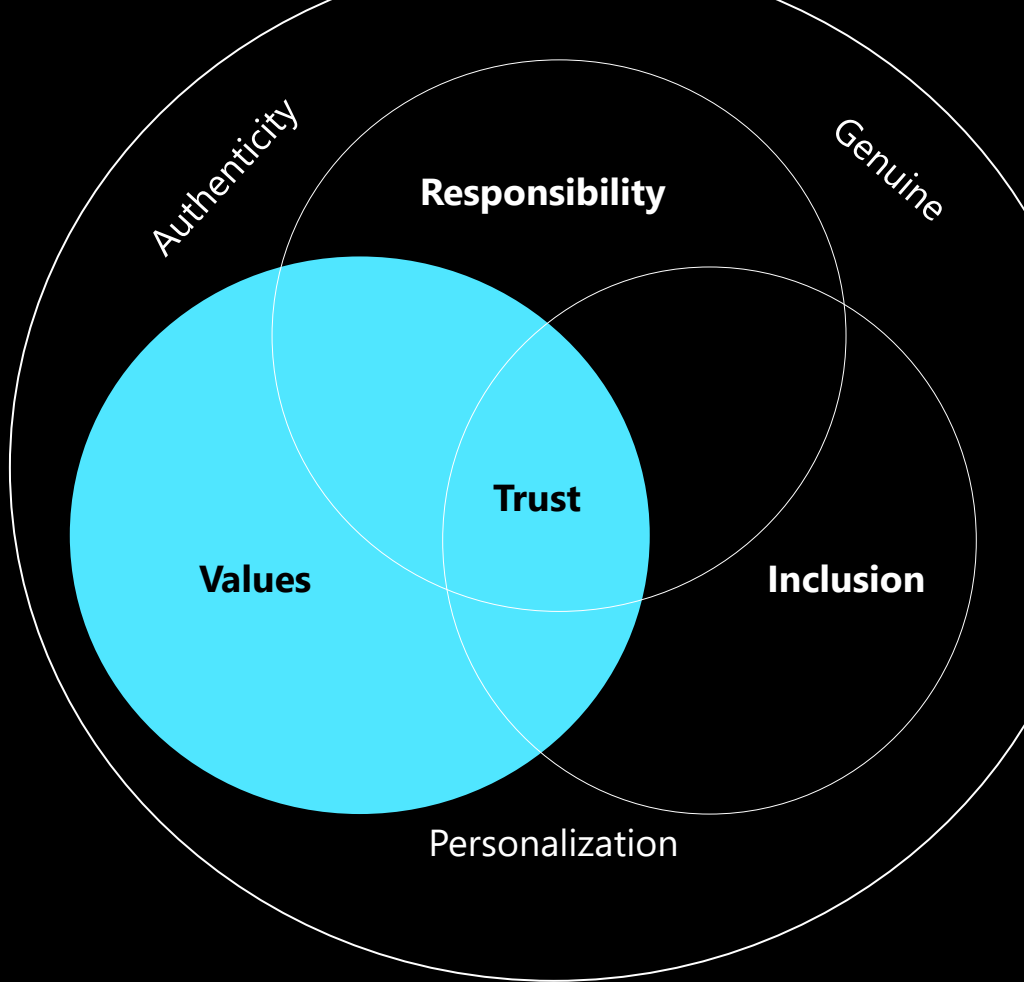
Responsibility extends beyond getting products out the door

Consider a Disability Answer Desk (DAD)	 Technical support for customers with disabilities
	 Available in the markets where you do business and in the languages your customers speak
	 Provide call, chat, American Sign Language, or Be My Eyes app

Microsoft is here to support our customers in this area too

Enterprise Disability Answer Desk (eDAD)	 Accessibility support for organizations, businesses, and schools
	 Assist with accessibility questions for Microsoft products and services
	 Request product accessibility conformance reports

[For more information go to aka.ms/DisabilityAnswerDesk](https://aka.ms/DisabilityAnswerDesk)



The role of values

Values drive value

Ethics and data bias
Brand values
Consumer values



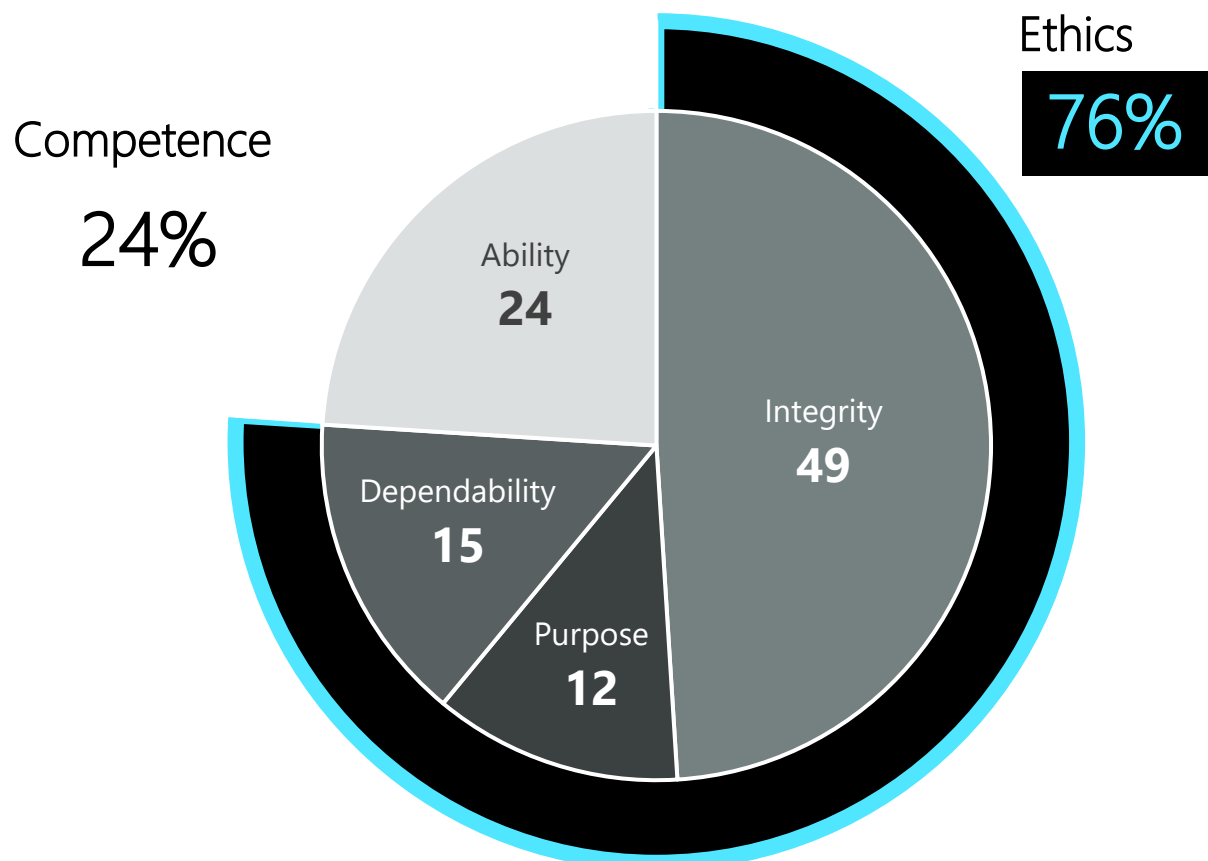
Ethics and data bias

Ethical advertising is about truth, fairness, and equity in message and consumer experience. An ethical advertisement is honest, accurate, and strives for human dignity. It also considers the advertising environments that are chosen for placement and examines your potential for data bias in analytics. There are fundamental promises in business that we will explore from various perspectives: customers, employers, marketers, and society. Data bias can live within our datasets and our marketing models, so we'll explore ways to uncover these potential blind spots.

Ethical drivers are **3X more important** to company trust than competence

Ethics are a set of moral principles that govern a person's behaviour or the conducting of an activity. Based on the latest Edelman 2020 Trust Barometer, ethics are more important to creating trust in companies than competence. Transparency is the most important ethical guiding principle, as well as the need to conduct ourselves, our businesses, and our relationships with consumers in a fair, honest, and forthright manner.

Percent of predictable variance in trust explained by each dimension:



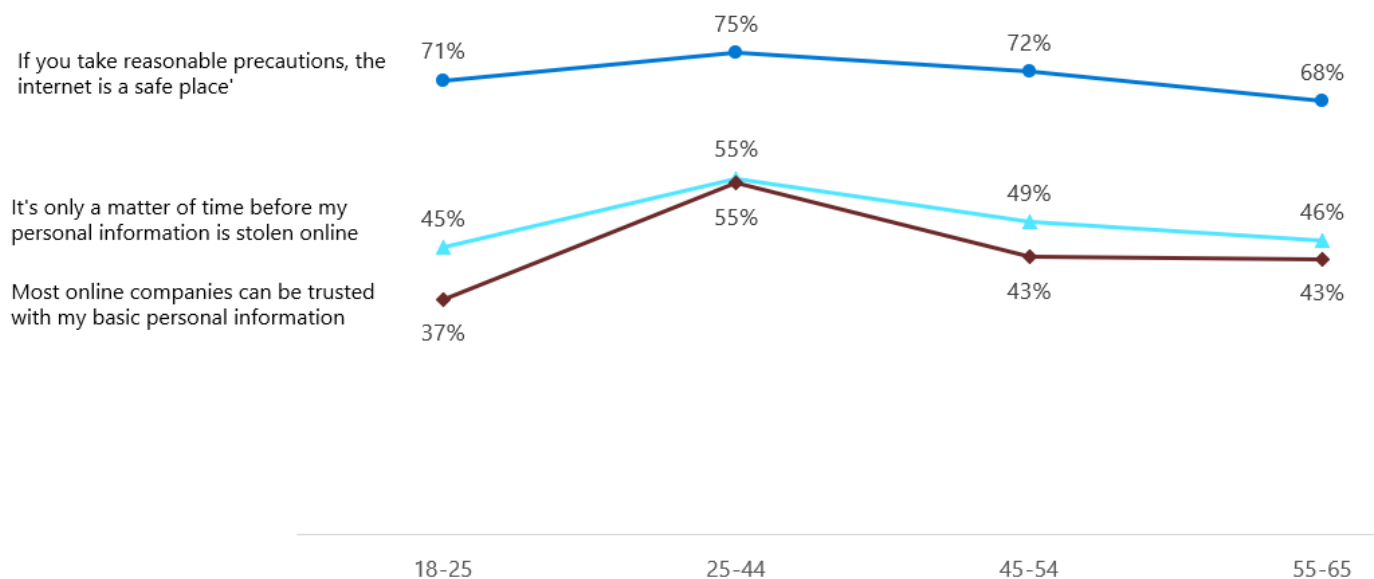
Source: Edelman 2020 Trust Barometer <https://www.edelman.com/trustbarometer>

Ethical advertising is extremely important to consumers and to our marketplace economy. With the explosion of new technologies and the proliferation and use of consumer data, ethics in online advertising is becoming increasingly essential to regain some of the trust we have lost, especially among younger consumers. Consumers want and expect advertising to be held to high ethical standards. It's an industry-wide shared responsibility that we must further enhance if we are to re-build consumer trust for our profession and brands.

The importance of ethical practices

As trust is foundational to purchase consideration, 'support ethical practices within their company to promote positive economic, social and environmental impact' ranks high in creating trust. Amongst consumers, it ranked of even greater importance in driving trust in the Retail (index of 108) and Financial Services (index of 101) verticals.

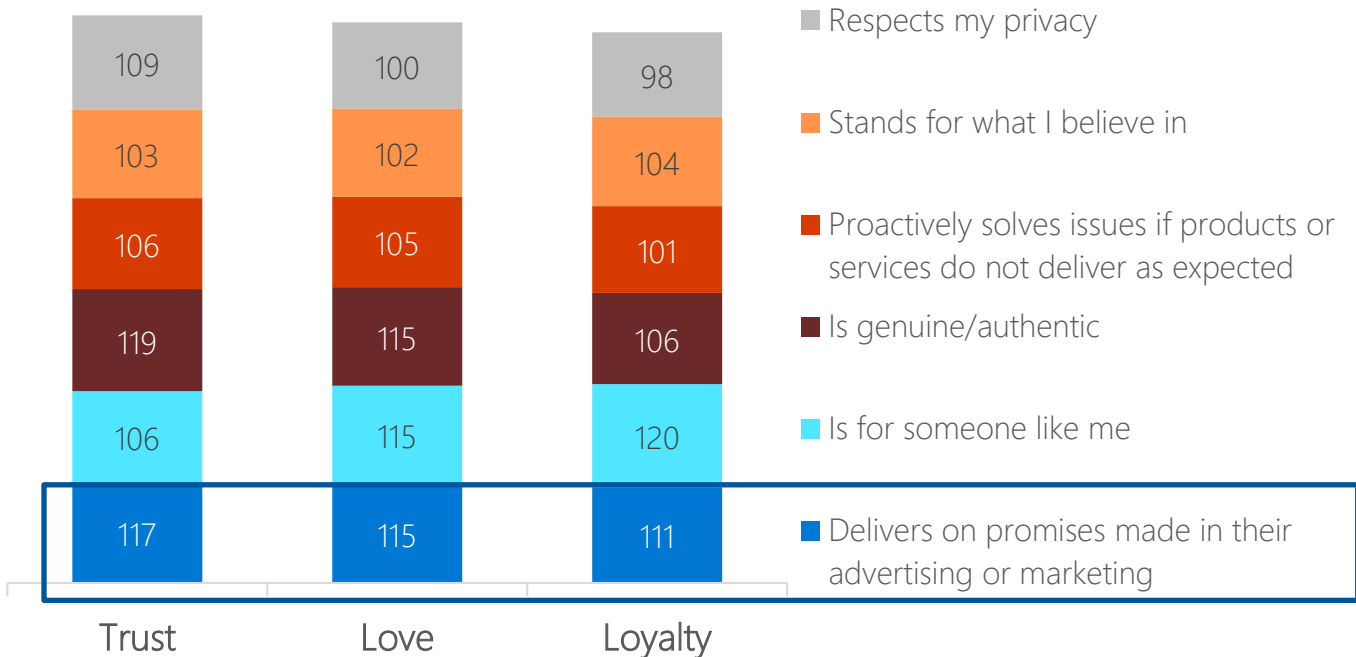
Trust is not something naturally given. It is earned. Consumers are not readily trusting of the digital environment, making it even more critical for brands to focus on building trust with their consumers - particularly our younger consumers, who are not naturally predisposed to trust.



Source 1: [The acceleration of Brand Performance through Trust, Love, and Loyalty. Microsoft Advertising Research 2019](#)

Truth in advertising

Top brand attributes to building trust, love and loyalty.



One of the most important attributes to creating trust with consumers is ‘truth in advertising.’ The fastest way to break a customer’s trust is to promise something in your advertising that doesn’t hold true the second they get their hands on the product. There are too many ads online that are based on the “too good to be true” form of exaggerated promises. All marketers need to rise above those tactics and ensure their advertising accurately represents the product if they want to build brand love and loyalty with their customers.

One way to guide your efforts as marketers striving for ethical advertising is to review the purpose of the advertising. Is it to illustrate an exaggerated point of a product feature, or are you claiming the extraordinary ability of the feature as truth? There is creative license we exercise in advertising to be illustrative, but the difference between an ethical ad and an unethical ad rests in the product truth. Is it an obvious analogy for the point you are making, or are you claiming it as a true product capability? The wisdom of knowing the difference is key and getting it wrong ruins the customer relationship, which over time erodes business growth.

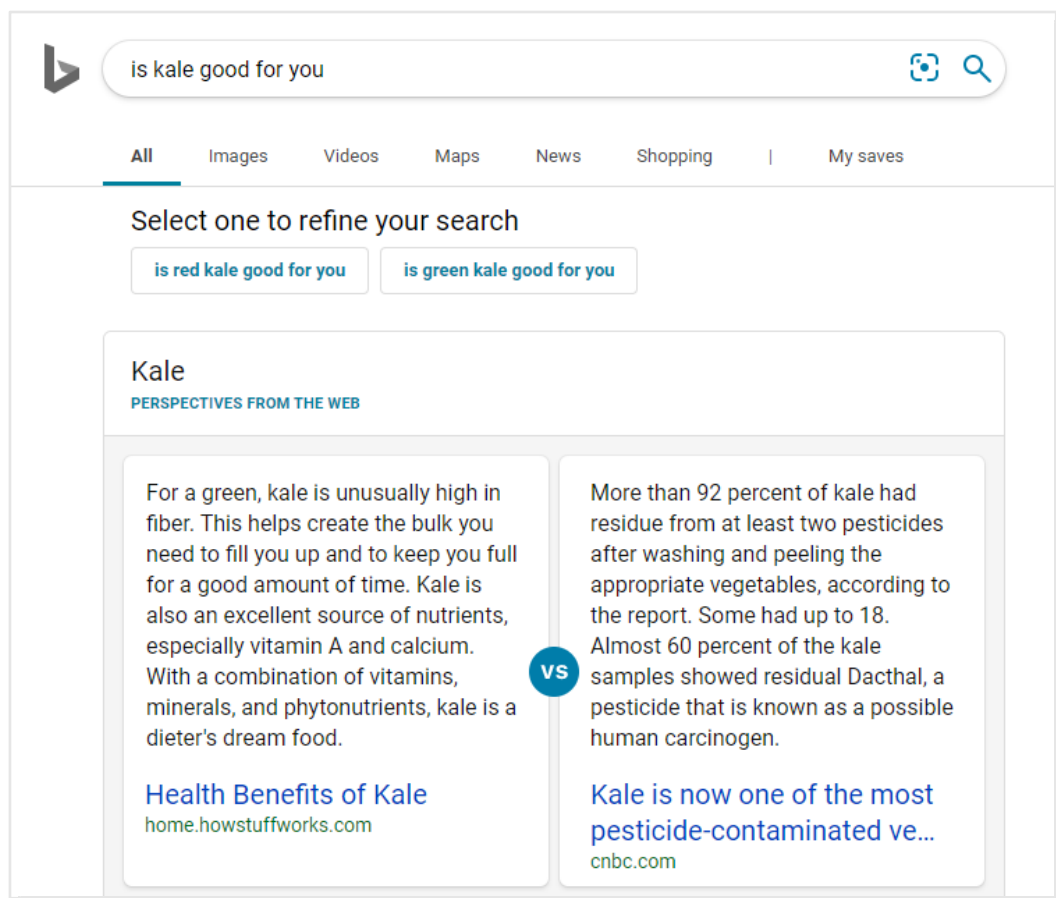
Source: [The acceleration of Brand Performance through Trust, Love, and Loyalty. Microsoft Advertising Research 2019](#)

Examining advertising platform environments

Another opportunity for marketers to exercise ethical advertising based on values is to examine the platforms where they consider placing their advertising and the ethical principles expressed there. What policies do they have in place to protect consumer privacy and provide transparency in data use? Do they clearly indicate what is advertising from what is editorial? How do they ensure they provide quality content that consumers (and brands) can trust? What are their policies to ensure there isn't any user-generated content next to ads that put brand safety at risk?

For example, [Microsoft's Bing](#) search engine includes a multiple perspective feature when surfacing search engine results on queries to help better inform a balanced selection of information and protect against bias.

Additionally, Microsoft Advertising provides clear delineation of advertising from editorial and includes reviews to give consumers confidence and peace of mind with ecommerce.



Learn advertising policies to protect consumer trust

Advertisers must comply with all laws and regulations. It is the advertiser's responsibility to ensure they know and comply with all applicable laws and regulations. Additionally, most advertising platforms have their own policies to ensure that ads meet national and local laws. Microsoft Advertising has policies that help create a safe place for consumers to connect with brands and to ensure that all ads meet national and local laws. These policies govern ads and keywords to ensure you and your customers have a great experience on our advertising network.

Most policies help advertisers learn what makes a great ad, as well as what is and isn't allowed. The policies exist to ensure your ads meet the requirements for approval, and don't result in consequences or delays. Learn more about [Microsoft Advertising policies](#).





Ethical targeting

Digital marketing allows custom targeting of individuals with tailored messages and experiences. However, just because you can target certain audience segments, doesn't mean you should. With targeting as a tool, you choose how to use it. There are open and unanswered questions around ethical targeting, especially when it comes to creating lists that encompass protected classes. The Civil Rights Act of 1964 is an anti-discrimination law that created special protection, called protected classes, for certain groups of people including, but not limited to, race, skin color, sexual orientation, age, and disability. There are times when targeting based on these characteristics may not be deemed discriminatory and can create a valuable user experience - for example, using targeting based on device type for screen readers that adapts the landing page experience to one that is designed for keyboard-based navigation.

The question still looms of whether it is ethical to create targeted lists on protected classes based on how the targeting functionality is implemented, such as using targeting to exclude individuals in protected classes from seeing advertising. For example, if you are a travel provider, and you offer vacations to destinations that are not LGBTQI+ friendly or accepting, is it ethical to place an exclusion on those individuals from seeing your ads? Is it your choice or their choice that matters? There are also prohibitions to creation of remarketing lists based on sensitive data. Sensitive data is information about a person's physical or emotional health, sexual orientation, religion, or financial status. We recommend that advertisers follow industry best practices where targeting or retargeting on sensitive categories is not prohibited by law. Also, check out the policies of the ad platforms to ensure they don't allow targeting based on sensitive data.

Advertisers can find more information on industry best practices in the Network Advertising Initiative (NAI) code of conduct <https://www.networkadvertising.org/code-enforcement>. Microsoft Advertising doesn't use any sensitive data or allow targeting of any sensitive categories, such as health, age, race, political affiliation, or psychological profiles. Additional information about Microsoft Advertising's remarketing policy can be found on the [remarketing policy page](#).

Contending with **data bias** in marketing

As marketers, contending with and working towards eliminating bias applies to all of us. Our job is to understand and identify potential bias that can live within our datasets and our marketing models. Bias in data produces biased models, which can be discriminatory and harmful. It can easily taint the outcomes from analysis, which can lead to missed opportunities in marketing execution or even damage your brand. There is a long list of bias types, and it is good to be familiar with many of these. A great resource is the [Harvard Implicit Bias Tests](#), which you can use to explore and learn about the variety of biases.

Let's talk about Data Bias. The fact is that almost all big data sets generated by systems powered by machine learning based models are known to be biased, but we can take steps to minimize it. A thorough evaluation of the available data and its processing to mitigate biases should be a key step in modelling. We must ask questions like: is there enough diversity represented in the dataset? Is there enough diversity represented in the individuals who are doing research? Is there enough diversity in the teams building and reviewing any models? Fortunately, there are a growing number of tools available that help marketers, engineers and data scientists to evaluate and assess the fairness of their AI systems. One such example is Microsoft's open source toolkit [Fairlearn](#). Explore the tools available to help catch and reduce the bias in your systems.





Think beyond what and who you know.

Problems with data bias are well-documented and can be found in the marketing model's that marketers use to make decisions about who to target and how to communicate with customers. There are numerous ways bias can enter advertising campaigns. For example, using predictive analytics for segmentation models can result in a stereotype of an ideal customer that may have higher conversion and lifetime value. Yet, when marketers focus on these 'model customers', they risk missing growth opportunities by not appealing to other market segments.

For instance, a marketer might conclude that a luxury accessories brand should target women, because gender appears to correlate with a higher purchase probability. You might assume that only women buy luxury handbags. However, gender may just be a red herring. Income could correlate to a much higher degree with conversion. The resulting bias of only targeting women would limit your opportunity. We invite you to have deliberate curiosity about long-held beliefs, because you might be accidentally leaving out the boyfriend or husband looking to buy one for his partner or a non-binary gender expressing woman who may buy a luxury handbag for her partner. Data collection is usually excluded with this third category of gender, non-binary or third-gender, which creates inherent biased experiences for some customers.

Similarly, Microsoft's purchase decision research has shown that women drive 51% of SUV sales, dispelling the myth that men make the car purchasing decisions. Brands that lead in this area can enjoy a leading market position, greater sales velocity, and brand loyalty.

Source 1: Microsoft Advertising, Automotive, 2019. IHS Vehicle Sales. 2018 – 2019 (March).

Source 2: <https://www.inc.com/melanie-curtin/3-ways-millennials-differ-from-generation-z-in-2019-trends.html>

Source 3: <https://www.washingtonpost.com/magazine/2019/11/20/rise-nonbinary-fashion-photo-essay/?arc404=true>

Source 4: <https://blog.kickresume.com/2020/01/10/2020-gen-z-in-workplace/>

Marketing considerations to prevent data bias

- Compare the value of nonbrand search vs. brand search by any dimension of diversity, like ethnicity, gender, sexual orientation, geographic, economic to name a few. Make sure you influence early the populations that favors nonbrand segment strategies to capture their early consumer research.
- Use broad match modifier to uncover new nonbrand queries for keyword expansion.
- Invest in audience-based cross-channel strategies. Microsoft Audience Ads have been shown to drive lift in search clicks.
- Use demographic bid modifiers to capture gender, geo, age specific audiences with aligned ad copy to the diverse audience trend behaviour uncovered by the nonbrand search analysis.
- Consider non-traditional dimensions of demographics like a non-binary consumer, or someone who identifies as female but shops for men's products, and vice versa.

Example of top search terms by gender when shopping for a car in sequential order of occurrence

Female

- 1 Nonbrand research
- 2 Brand research
- 3 Luxury interest
- 4 Reviews & ratings
- 5 Dealership research
- 6 Finance options

Male

- 1 Luxury interest
- 2 Reviews & ratings
- 3 Brand research
- 4 Fuel efficiency
- 5 Vehicle segment: car
- 6 Nonbrand research

Source: 1. Microsoft Advertising. 2018, February – July Female consumer data:
Researched UVs / Ended their vehicle journey on a top 14 economy UV Model

Ethical Advertising Checklist

Microsoft Advertising supports the Institute for Advertising Ethics (IAE). The IAE has a set of 9 Principles for Ethical Advertising* that are the foundation of their approach to building a more trusted digital marketplace. They are based on the premise that all forms of communications, including advertising, should always do what is right for consumers, which in turn is right for business as well. These principles serve as great guidelines to ensure that you don't risk losing trust with customers due to your advertising practices.

- ❑ **PRINCIPLE 1:** Advertising, public relations, marketing communications, news, and editorial all share a common objective of truth and high ethical standards in serving the public.
- ❑ **PRINCIPLE 2:** Advertising, public relations, and all marketing communications professionals have an obligation to exercise the highest personal ethics in the creation and dissemination of commercial information to consumers.
- ❑ **PRINCIPLE 3:** Advertisers should clearly distinguish advertising, public relations, and corporate communications from news and editorial content and entertainment, both online and offline.
- ❑ **PRINCIPLE 4:** Advertisers should clearly disclose all material conditions, such as payment or receipt of a free product, affecting endorsements in social and traditional channels, as well as the identity of endorsers, all in the interest of full disclosure and transparency.
- ❑ **PRINCIPLE 5:** Advertisers should treat consumers fairly based on the nature of the audience to whom the ads are directed, and the nature of the product or service advertised.
- ❑ **PRINCIPLE 6:** Advertisers should never compromise consumers' personal privacy in marketing communications, and their choices as to whether to participate in providing their information should be transparent and easily made.
- ❑ **PRINCIPLE 7:** Advertisers should follow federal, state, and local advertising laws, and cooperate with industry self-regulatory programs for the resolution of advertising practices.
- ❑ **PRINCIPLE 8:** Advertisers and their agencies, and online and offline media, should discuss privately potential ethical concerns, and members of the team creating ads should be given permission to express internally their ethical concerns.
- ❑ **PRINCIPLE 9:** Trust between advertising and public relations business partners, including clients, and their agencies, media vendors, and third-party suppliers, should be built upon transparency and full disclosure of business ownership and arrangements, agency remuneration and rebates, and media incentives.

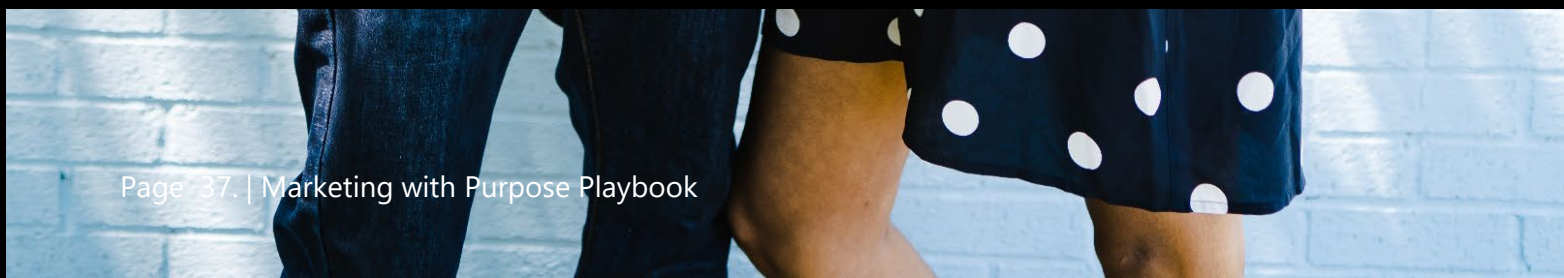
*Wally Snyder 2020 All Rights Reserved





Brand values

Understanding that your brand purpose and values create trust and authentic connections with people to unlock business opportunities.



Bring value into your products and know **your brand values**

People buy from companies that stand for something larger than just what they sell. People want brands to stand for what they believe in and understand who they are. And if they don't, they are increasingly voting with their wallets. Values drive value. It begins with shifting your company from being product centric to people centric. Ensure you go deep into diversity to uncover what all people value – not just your intended audience. Identify your purpose as a company and how you support people's values. By aligning your purpose with what people value, you create shared meaning, which helps you co-author a trusting relationship that leads to loyalty.

Brand Values

Your brand mission guides all decisions – across your products, services, marketing, people, community, and the planet. Your brand mission, guided by your brand values, defines a clear path to focus and align all your business efforts, which in turn create an authentic brand voice. Authenticity is paramount, according to our research in building brand trust with people. So a clear brand mission is key in building an authentic customer experience throughout customer touchpoints and results in making genuine impact in areas that matter most to your customers and your employees.

Your brand mission and values create trust and authentic connections with people to unlock business opportunities.

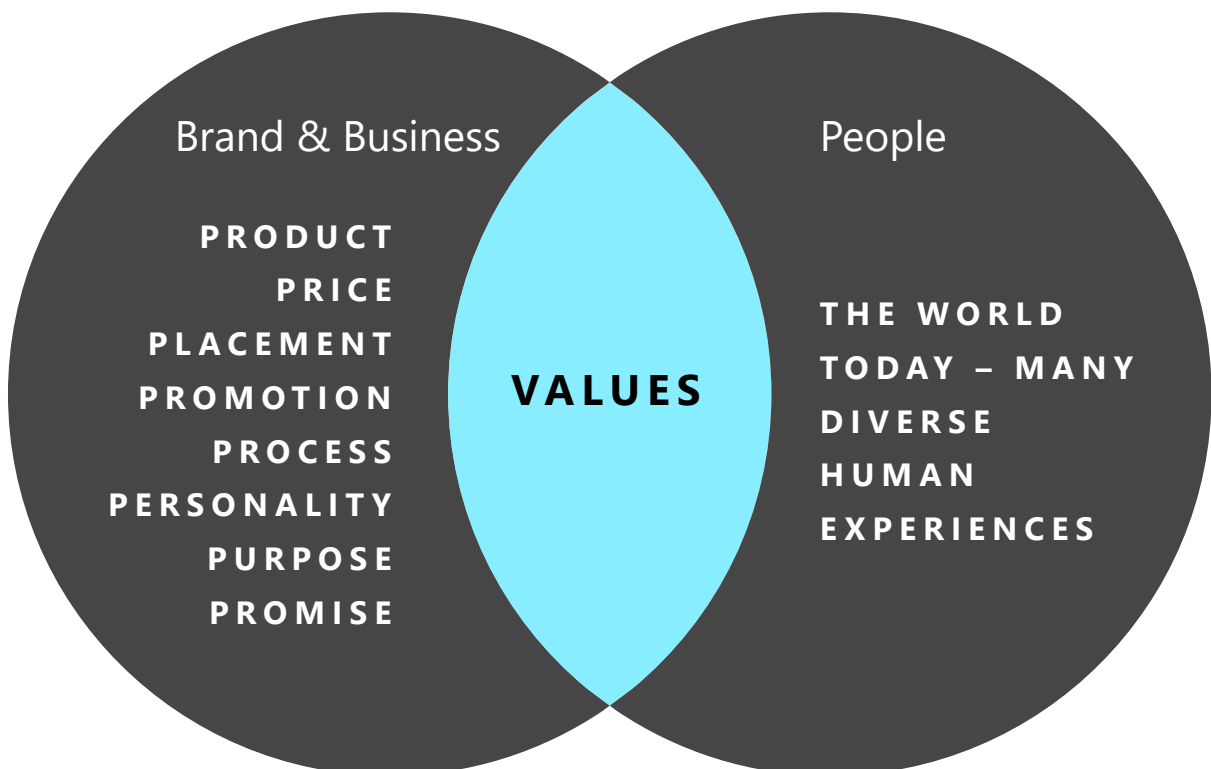
Make your brand values clear to create connection points.

- 1 Consider your sustainable business practices.
- 2 Consider your accessible business practices.
- 3 What is your mission on this planet?
- 4 What is your benevolent brand attribute?

Source: 1. [The acceleration of Brand Performance through Trust, Love, and Loyalty. Microsoft Advertising Research 2019](#)

Meaning is first revealed by identifying **shared values**

So just like great friendships, finding meaning and shared values is at the heart of co-creating a relationship – built on trust– proving yourself to one another. Meaningful brands not only have a foundation built on trust, but there are some basic ingredients that go into building a relationship like common courtesy and respect. But what about your deep and meaningful relationships? The ones that you might say – I love that person; I love my best friend! In those relationships, there is a deep understanding of one another – you INCLUDE one another, you consider them, you strive to have empathy, you're considerate, you get each other and above all, you try never to leave them or exclude them from experiences in your life. That is the same for our relationships with our customers, as brands. Brands have an opportunity to behave exactly like a loved one or a best friend who genuinely considers you- your needs, your wants, your hopes, your dreams, your fears, and your values. That creates loyalty.



Graphic Source: FoST + Microsoft // Storytelling in the Digital Age

Marketing with Purpose has never been so important

choose
switch
avoid
boycott
support

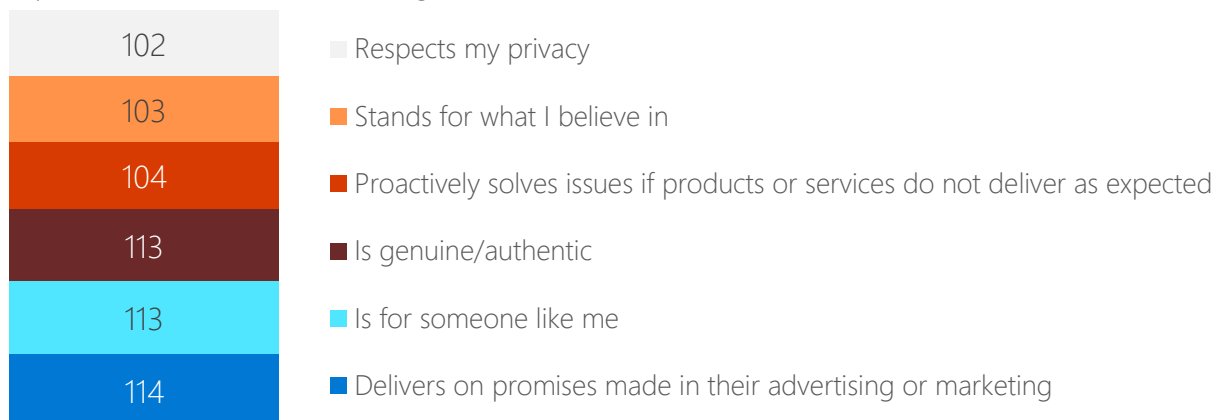
Purpose-driven buyers **recommend** a brand based on its stand on societal issues.



Shared values create **trusted** relationships

Values are inherently embedded in building trust. And brand trust leads to brand love and brand loyalty which all help drive purchase consideration for a brand. These three elements are closely related: the correlation between trust and brand love is 76%, and the correlation between brand love and loyalty is 55%.

Top brand attributes to building trust.



Brand trust can begin to grow with demonstrating respect for people's privacy, transparency and data security and the right to access information. **That's a shared human value for personal security.**¹

Brand trust can begin to grow by making good on product promises you claim and services you say that you'll deliver. **That's a shared human value of credibility, reliability, honesty and integrity.**

Brand trust can begin to grow when a brand provides a safe customer experience. **That's a shared human value of safety.**¹

Source: 1. Security defined as the fundamental idea based on respondents identifying words implicitly associated (system 1 gut reaction test) with a brand, those words being: smart, reliable, trusted, sensible, simple, confident, dependable, and safe. Safe defined as a brand that protects their advertising content from being displayed near potentially harmful content. From the study: [The acceleration of Brand Performance through Trust, Love, and Loyalty. Microsoft Advertising Research 2019](#)



Brand trust can begin to grow when a brand reflects the beliefs, needs and values of diverse audiences. **That's the shared human value of inclusion.**

Brand trust can begin to grow when a brand genuinely supports causes and values that make the world a better place. **That's a shared human value of equity and happiness.**

No matter what your brand's mission is nor what brand values you hold, trust becomes the connection point for the people who you are trying to build long lasting relationships with. Once the trust is established, the reward is greater brand love. A continued love for a brand leads to repeat buys, and that is brand loyalty. There is a need for brands to review their mission and their values and focus on staying true to them in order to accelerate brand performance.

Using your brand mission statement, take a deep and detailed look at **WHO** your company promises to serve, **WHAT** your company stands for, and **HOW** your company does business. Use the following guide to explore your brand mission's components and unlock audiences you may have been unintentionally overlooking.

Key value-based ingredients to building trust, brand love, and loyalty are:

- 1 Security, as it was identified as the most important fundamental need when considering a brand.
- 2 Delivering on marketing and advertising promises.
- 3 Being genuine and authentic.
- 4 Stands for what I believe in.
- 5 The brand is for someone like me.

Source: [The acceleration of Brand Performance through Trust, Love, and Loyalty. Microsoft Advertising Research 2019](#)

What is your brand mission and values?

Your brand mission guides all decisions – across your products, services, marketing, culture, and community engagement. Your brand values guided by your mission define a clear path to focus and align all your business efforts that in turn create an authentic brand voice.

Authenticity is the most desired attribute according to our research that can build greater brand trust and love.¹ But does your brand mission and values align today with what people value? And by people we mean, are you considering the values of ALL people? In order to be authentic, you must truly understand the values of those you serve. If you want to serve a diverse community, reaching more customers with your products and services, then you need to go deep into diversity to uncover who people are and what people value.

In today's world, employees and customers demand that the brands they support are doing good, positively impacting society and improving people's lives. However, only 1/3 of advertisers think that taking a social or political stand strengthens their relationship with customers. Yet, 80% of people believe that brands should play a role in solving societal problems.⁴ One of the biggest societal problems that we are facing today is the issue around equality and inclusivity—ensuring that all people feel that they are represented. If you wish to appeal and deliver impact across all communities, then you need to take a more inclusive approach to your mission and values.

72%
of consumers say
they will support
a brand that has
authentic
advertising.

When looking at the psychological implications of people's reactions to inclusive advertising, all the ads that are deemed "inclusive" are also signalled as "risky". From a psychological perspective, the idea that inclusion appears to be risky was also the main reason cited for why marketers were not employing inclusive marketing. However, in our framework for how to convey inclusion, we see inclusion was frequently associated with concepts like openness, progressive, versatile, and limitless like the characteristics of a trailblazer.

To achieve your mission and live up to your brand values, you must understand and represent diversity & inclusion, otherwise it's impossible to create that positive change and achieve authenticity that builds trust.

Source 1: [The acceleration of Brand Performance through Trust, Love, and Loyalty. Microsoft Advertising Research 2019](#)

Source 2: The Psychology of Inclusion and the Effects in Advertising. Microsoft Advertising Research 2020;

Source 3: Advertiser Perceptions 2019 research on "Advertiser Trust: Navigating the current climate and coming out ahead". <https://www.advertiserperceptions.com/wp-content/uploads/2019/04/04.2019-Advertiser-Perceptions-Trust-Webinar-Presentation.pdf>

Source 4: Edelman's Trust Barometer <https://www.edelman.com/research/brand-trust-2020>

Source 5: Inclusive Marketing research study, Microsoft Advertising and Accenture, 2019.

Four steps to brand value exploration:

- FIRST** Take a detailed look at your brand's mission statement – what is it?
- SECOND** Who does your brand aim to serve? Find all the types of people that the brand aims to serve. Now, consider their values.
- THIRD** How does the mission statement describe the way the brand aims to serve these people? Find all the verbs, adjectives and adverbs. This information can be used to shape your product promises, customer experiences and ad copy.
- FOURTH** Synthesize: What shared values can authentically highlight the brand's product truths? This becomes a vehicle for genuine brand connection through a shared-value experience, expressed in product truths.

These new brand value-based insights can help create connections through shared meaning reaching new customers, to drive new campaigns and shape product feature ad copy.





Consumer value trends

Understanding what consumers value gives you the opportunity to customize your offerings and experiences consumer by consumer. It's using data to drive the purpose behind the personalization that you offer. Purposeful personalization means you understand what your target audience values when connecting with your brand, and you make data-driven decisions about how to deliver the experiences they value most. With half of consumers feeling like they aren't getting good value out of sharing their data and information, there is an opportunity for marketers to step in and bridge this gap. This section is not exhaustive, but rather its purpose is to get you started and inspire you to find local consumer value trends in your part of the world.

The consumer value connection

There are many examples of brands that have switched from leading with promoting products, to showing upfront and authentically how they are supporting people, like first-line responders, and employees during this critical time. Even prior to the global health crisis, there were brands leading with an inclusive approach of the diverse human experience, which means being values-driven. We believe this inclusive human-centered approach will set up brands for a powerful opportunity to grow their relationship with their customers, as the world recovers and reimagines our businesses and lives.

Marketing with Purpose is the best way for marketers to overcome barriers to connecting with people. It's an approach that brings us together. It establishes trust, increases brand love, and nurtures loyalty. However, always remember that building trust goes beyond just protecting people's data; it begins with that. It's about understanding people's values and making them feel recognized and respected.

It's about earning permission to be more incorporated into people's lives, just like a trusted and loved friend.

When we as marketers talk about connecting with people, we use language like targeting, reaching, influencing, and converting. Yet, as people, wouldn't we rather feel understood, heard, included, and welcomed? The answer is yes.

Understanding that diverse human experience has a wide spectrum of equal value.

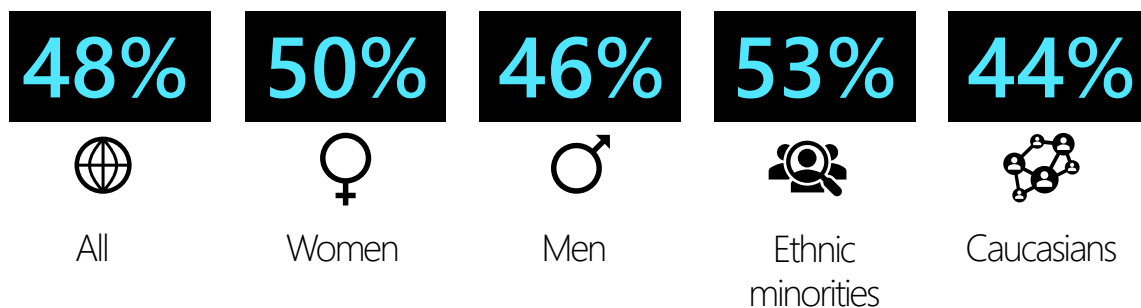


Playing it safe is riskier than taking a stand

When looking at the psychological implications of gut reactions of those who experienced the advertisements in the study, all the ads that were deemed “inclusive” were also signalled as “risky.”

Why are we saying it may be riskier to play it safe than to take a stand when ads deemed inclusive were also signalling “risky”? From a psychological perspective, the idea of inclusion appears to be risky. However, in our framework for how to convey inclusion, we see that inclusion is associated frequently with concepts like openness, progressive, versatile, and limitless, like characteristics of a trailblazer. Inclusive ads show higher purchase intent and perceptions, without negative repercussions, signalling that the interpretation of risk is more perceived than actual. In fact, in our research we also uncovered that 48% of people stopped purchasing from a brand because it did not represent their values. This number is 50% for females, 46% for males, 53% for ethnic minorities, and 44% for Caucasians. In the end, inclusive ads give a sense of a limitless brand that is open-minded, which can be perceived as “risky” but has a high reward for a brand willing to take a stand for inclusion.¹

I have stopped purchasing from a brand because it did not represent my values.



Source: The Psychology of Inclusion and the Effects in Advertising, Microsoft Advertising Research 2020

Is your brand for someone like me?

Values expressed in our research that drove trust differed by industry. For Retail, Auto, and Travel, it's important for you to make consumers feel like the brand is built for someone like them in order to build trust. However, how consumers want to see themselves reflected differs by vertical.

Retail: It's about variety

Having the right products, high quality merchandise, and brands that consumers want all create a brand connection, making people feel like the brand is built for them. There is a correlation between "for someone like me" with having options people like:

73% correlation with "has the right products for me"

62% correlation with "has high quality merchandise"

68% correlation with "is a place where I can find my favorite brands"

68% correlation with "carries products I am interested in"

Auto: It's about standing for what consumers believe in

To make consumers feel like the brand is for them, it is important that the brand aligns with their values. Do they care where the vehicle is built? Does safety or gas efficiency matter?

There is a 62% correlation between "is for someone like me" and standing for what consumers believe in and reflecting their values.

Travel: It's about giving travellers options

Having a wide variety of products, providing relevant information for making the most of someone's trip, providing value, and being near locations that are of interest are the keys to creating that connection. There is a correlation between "for someone like me" with giving travellers the best options:

60% correlation with "offers a wide variety of options"

59% correlation with "provides relevant options so I can make the most of my trip"

57% correlation with "is a good value for the price paid"

57% correlation with "has locations nearby places that I am interested in"



Purpose-led purchasing

This consumer trend has been building for quite some time. Unilever along with Havas conducted an international study three years ago, which showed that people are making a choice to buy from brands that are either doing social good or doing environmental good. They studied 20,000 people's actual purchasing behaviour after saying they would buy sustainable products– and when they tied it to offline attribution, they saw customers did, in fact, make those purchases.¹ Furthermore, the sustainable brands that Unilever had at the time of the study, Dove, Ben and Jerry's, and Hellman's – delivered nearly half the company's global growth just five years ago and collectively grew 30% faster than the rest of their brand portfolio. Since that time, Unilever has grown its portfolio to 26 sustainably marketed brands.

[Alan Jope, Unilever CEO, explains](https://www.unilever.com/news/press-releases/2017/report-shows-a-third-of-consumers-prefer-sustainable-brands.html): “While the world is dealing with the devastating effects of the COVID-19 pandemic, and grappling with serious issues of inequality, we can't let ourselves forget that the climate crisis is still a threat to all of us. Climate change, nature degradation, biodiversity decline, water scarcity – all these issues are interconnected, and we must address them all simultaneously. In doing so, we must also recognize that the climate crisis is not only an environmental emergency; it also has a terrible impact on lives and livelihoods. We, therefore, have a responsibility to help tackle the crisis: as a business, and through direct action by our brands.”

Source:1 <https://www.unilever.com/news/press-releases/2017/report-shows-a-third-of-consumers-prefer-sustainable-brands.html>

Source:2 <https://www.unilever.com/news/press-releases/2020/unilever-sets-out-new-actions-to-fight-climate-change-and-protect-and-regenerate-nature-to-preserve-resources-for-future-generations.html>

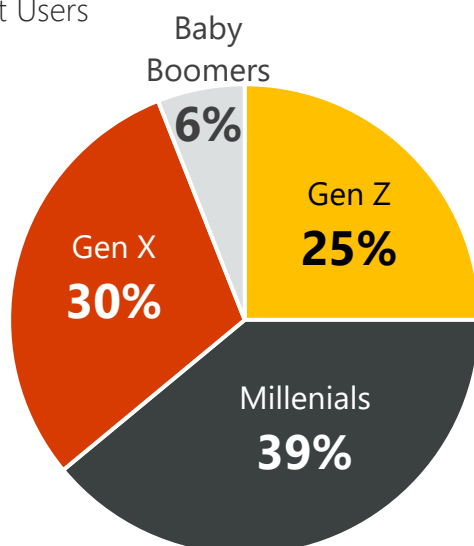
What are the different generational values and attitudes?

First, if we take the internet population and seek to understand the breakout by generation, we can see that the majority of internet users are Millennials, followed next by Gen X, then Gen Z, then Baby Boomer. If we look at the general US population by generation, we see a variance in the numbers as each generation comprises between 19-22%, with the remaining percentage being The Silent Generation (1928-1945) and the Greatest Generation (before 1928). This immediately tells us that Gen X and Millennials over-index on internet usage versus Boomers and Gen Z. Be sure to explore your regional differences when it comes to generational differences in internet usage.

Well, why is this important? Think about your marketing efforts and how much of the relationship with your customer base is built online. Take advertising alone - investment in digital channels surpassed investment in traditional channels in 2019. By 2023, digital is expected to comprise nearly two-thirds of ad spend. So while it is crucial to establish shared meaning and purpose with your customers, it's especially important to do so in your digital channels.

So let's talk about generational attitudes and values, how they differ, and what's important for you to keep in mind as a brand seeking to build relationships with these audiences.

Percentage of Internet Users



Baby Boomers
Born 1946-1964
Ages 56-74

Gen X
Born 1965-1980
Ages 40-55

Millennials
Born 1981-1996
Ages 24-39

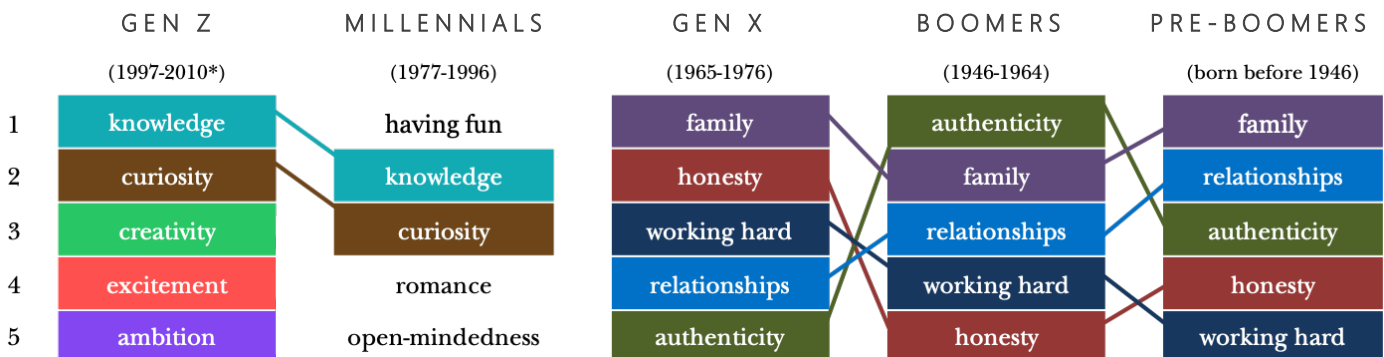
Gen Z
Born 1997-Present
Ages 0-23

Source 1: eMarketer 2019
Graph source: GlobalWebIndex, Internet Users, Global, Q1 2020

Values held across generations

An interesting visualization of the values held across generations from a study conducted over the course of 6 years finishing up in 2016. Two key stand outs here:

Gen Z and Millennials share the value of knowing and having curiosity at the top of their list (see the connecting two lines?), while Gen X, Boomers, and Pre-Boomers all share family, honesty, authenticity, relationships, and working hard (you can easily see that with the criss-crossing of the same color lines). There are no lines connecting Gen Z and Millennials with common values to Gen X and the older generations.



Source 1: CEB Iconoculture Values and Lifestyle Survey, 2010 – 2016; Base: US General Population



Let's also take a look at each generation's attitudinal segments as measured by the GlobalWebIndex. While indices are relatively moderate for Gen X, Millennials, and Gen Z, we can see that the Baby Boomer response is quite pronounced. Unlike the other generations, and especially compared to Millennials, Boomers are less likely to be charitable and tend to have more negative attitudes about the future, whether it be their personal finances, the general economy, or the environment. Keep this in mind for when we shift gears to talking about differences in generational mindsets relating to COVID-19.

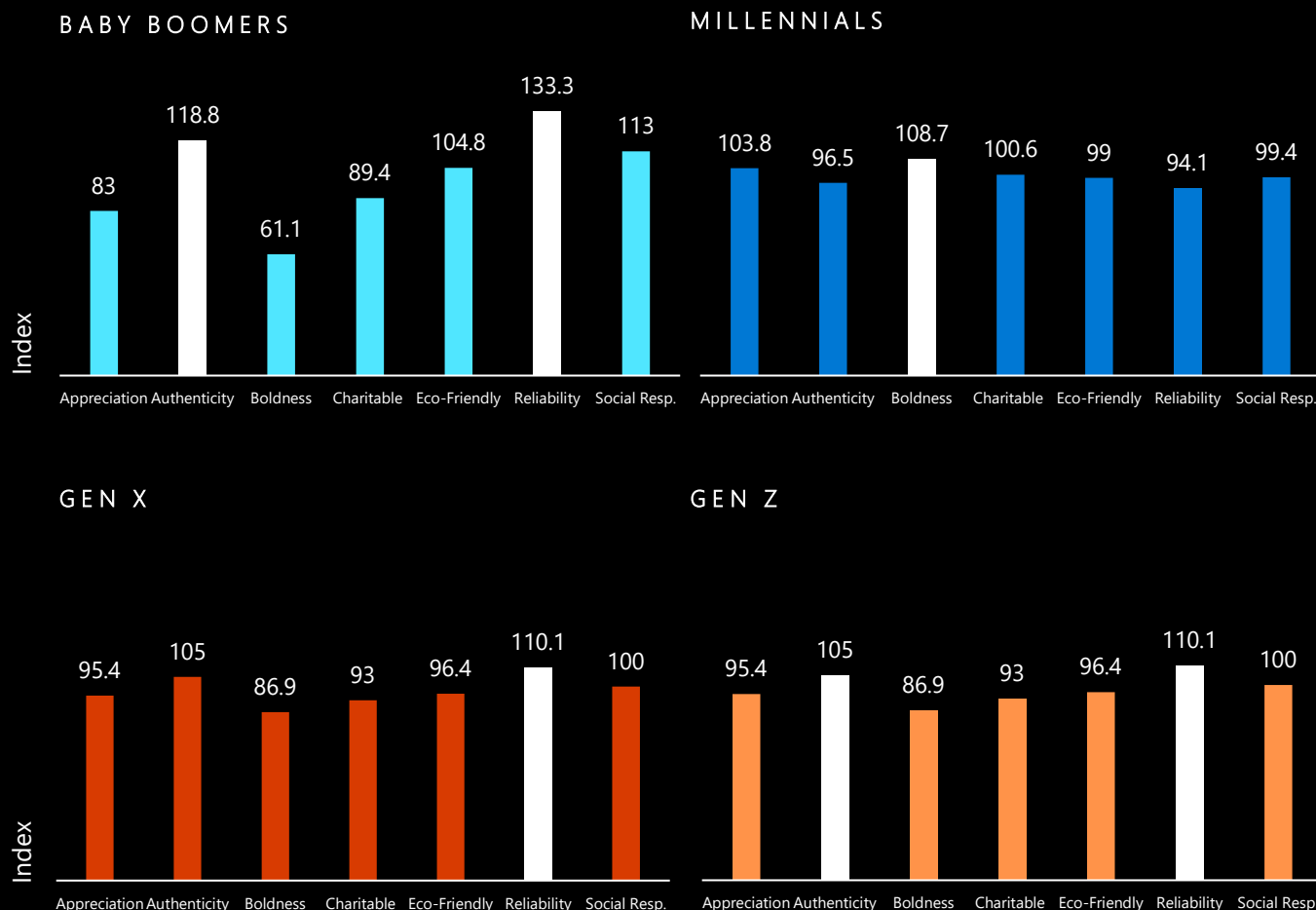
Interestingly, like the Boomers, Gen X also has a generally negative attitude about the future, whereas the younger generations are more optimistic. Again, important to keep in mind as we think about their feelings and reactions to the current events and how your brand can play a positive role in their lives.

Generational Attitudinal Segmentation across all Internet Users:



Source: GlobalWebIndex, Internet Users, Global, Q1 2020

Brand role in life across generations all Internet Users



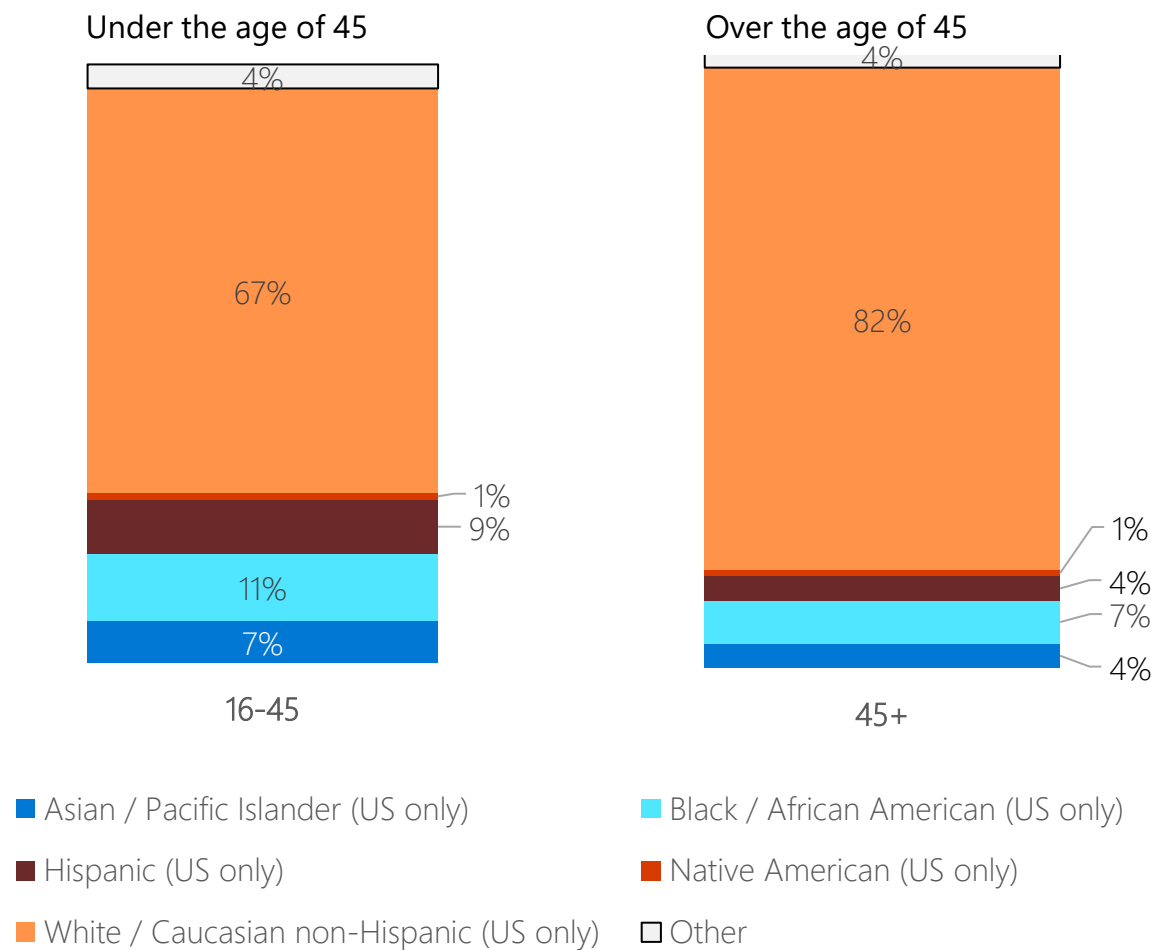
Next, let's look at how each generation thinks about the role a brand plays in their lives. Across the board, there tended to be one value that meant the most to each generation based on indices. For Boomers, it was the reliability of a brand, and for Gen X and Gen Z it was also reliability. Whereas with Millennials, they cared deeply about brand boldness. Gen Z and Boomers had one thing in common and that was authenticity.

All of this goes to say that each person, and in this case looking through the eyes of a particular generation, has a different outlook on life that is relevant to their personal self. They expect brands to keep this in mind and build relationships with them in ways that align to their values, behaviours, and expectations. Of course it is worth noting that not everyone in a generation will all have the same attitudes: as no one audience is a monolith. These insights could be helpful in crafting overarching value propositions tailored to age demographics.

Source: GlobalWebIndex, Internet Users, Global, Q1 2020

Microsoft Advertising's diverse audience snapshots

As you consider your marketing strategy to authentically connect with people, Microsoft Advertising can help by reaching a diverse audience; younger generations on the Microsoft Advertising Network are showing an increase in ethnic diversity. Further, 54% of Microsoft Advertising reaches people who are under the age of 45 globally. And there are 125% more Hispanics under the age of 45 than over the age of 45 on the Microsoft Advertising Network. 57% more Black/African Americans under the age of 45 than over the age of 45 on the Microsoft Advertising Network. 75% more Asian/Pacific Inlander (US only) under the age of 45 than over the age of 45 on the Microsoft Advertising Network.



Source: Global Web Index, Chart Builder, Data represents desktop, mobile, and tablet traffic, N=37,340 GWI respondents March 2020

Microsoft Advertising can also help by reaching different audiences with diverse values.

Consider your customer's values and leverage Microsoft Advertising's unique reach to influence your campaign messaging and product positioning. Microsoft Advertising users are more likely to be or do the following compared to the average internet user:

Black and African American

45%	more likely to be altruistic
93%	more likely to/would pay more for sustainable / eco-friendly products
87%	more likely to try or buy natural/organic products
38%	more likely to regularly donate to a charity
60%	more likely to be community contributors

LGBTQI+

32%	more likely to be altruistic
41%	more likely to/would pay more for sustainable / eco-friendly products
18%	more likely to try or buy natural/organic products
51%	more likely to regularly donate to a charity
23%	more likely to be community contributors

LatinX

27%	more likely to be altruistic
51%	more likely to/would pay more for sustainable / eco-friendly products
35%	more likely to try or buy natural/organic products
51%	more likely to regularly donate to a charity
33%	more likely to be community contributors

Veterans

57%	more likely to be altruistic
225%	more likely to/would pay more for sustainable / eco-friendly products
211%	more likely to try or buy natural/organic products
223%	more likely to regularly donate to a charity
61%	more likely to be community contributors

Source: Microsoft Advertising, Audience data for Microsoft Advertising network compared to the internet, GWI March 2020



Understanding that diverse human experience has a wide spectrum of equal value.

Diverse values across different audiences.

Altruism

Consumers who are altruistic are much more likely to connect with brands who are compassionate and share their values.

Black and African Americans are 45% more likely to be altruistic

LGBTQI+ are 32% more likely to be altruistic

LatinX are 27% more likely to be altruistic

Veterans are 57% more likely to be altruistic

Sustainable Products

Consumers value sustainable products and are willing to pay more for sustainable and eco-friendly products.

Black and African Americans are 93% more likely to pay more for sustainable and eco-friendly products

LGBTQI+ are 41% more likely to pay more for sustainable and eco-friendly products

LatinX are 51% more likely to pay more for sustainable and eco-friendly products

Veterans are 225% more likely to pay more for sustainable and eco-friendly products

Community Contributors

Contributing to the community is important for many, and these consumers often look for brands who engage in their communities.

Black and African Americans are 60% more likely to contribute to their communities

LGBTQI+ are 23% more likely to contribute to their communities

LatinX are 33% more likely to contribute to their communities

Veterans are 61% more likely to contribute to their communities

Environmentalism

Environmentalism is becoming a more prevalent conversation, and many consumers on Microsoft Advertising's Network value environmental issues.

Native Americans are 25% more likely to value environmental issues

LGBTQI+ are 51% more likely to value environmental issues

LatinX are 20% more likely to value environmental issues

Asian and Pacific are 21% more likely to value environmental issues



Source: Microsoft Advertising, Audience data for Microsoft Advertising network compared to the internet, GWI March 2020

Values held across generations on the Microsoft Advertising Network

Different generations have vastly different values. Microsoft Advertising Network's unique audiences can shed light on these generational differences and help you connect with your customers. Microsoft Advertising users are more likely to be or do the following compared to the average internet user:

BOOMERS

12% more likely to be privacy conscious

8% more likely to state family is the most important thing in their life

MILLENNIALS

66% more likely to pay more for sustainable and eco-friendly products

40% more likely to be altruistic

28% more likely to be community contributors

GEN X

10% more likely to state family is the most important thing in their life

5% more likely to be privacy conscious

GEN Z

35% more likely to value environmental issues

32% more likely to pay more for sustainable and eco-friendly products

17% more likely to be altruistic

According to GlobalWebIndex, almost three in four people globally say it is now more important to them that companies embrace sustainability than it was before COVID-19.

Source: Microsoft Advertising, Audience data for Microsoft Advertising network compared to the internet, GWI March 2020

The importance of **sustainability** as a value

With issues like global warming, climate change, and the concern of future pandemics born from environmental causes, corporate sustainability initiatives are arguably the most important for businesses to convey to their customers. It's gone from a nice-to-have to a must-have component of company values. Employees and customers demand it. Younger consumers, particularly millennials, are significantly more socially and environmentally conscious than other generations. According to a 2019 Fast Company survey, 75% of millennials said they would take a pay cut to work for an environmentally responsible company.¹ Now, savvy corporations are scrambling to build out corporate responsibility departments and aggressive sustainability initiatives, committing themselves to increasingly popular causes such as waste reduction and clean energy.

Value of sustainable business practices in uncertain times

During the next decade, consumers will increasingly subscribe to the Betterness Manifesto, and brands will need to shift directions to win them over. For example, brands that support sustainability and produce climate-friendly products will prevail.² There are significant benefits for companies that score well on environmental, social, and governance-related metrics (ESGs = Environmental, Social, Governance). Companies with better environmental, social and governance standards typically record stronger financial performance and beat their benchmarks.³

Source: 1 <https://www.fastcompany.com/90306556/most-millennials-would-take-a-pay-cut-to-work-at-a-sustainable-company>

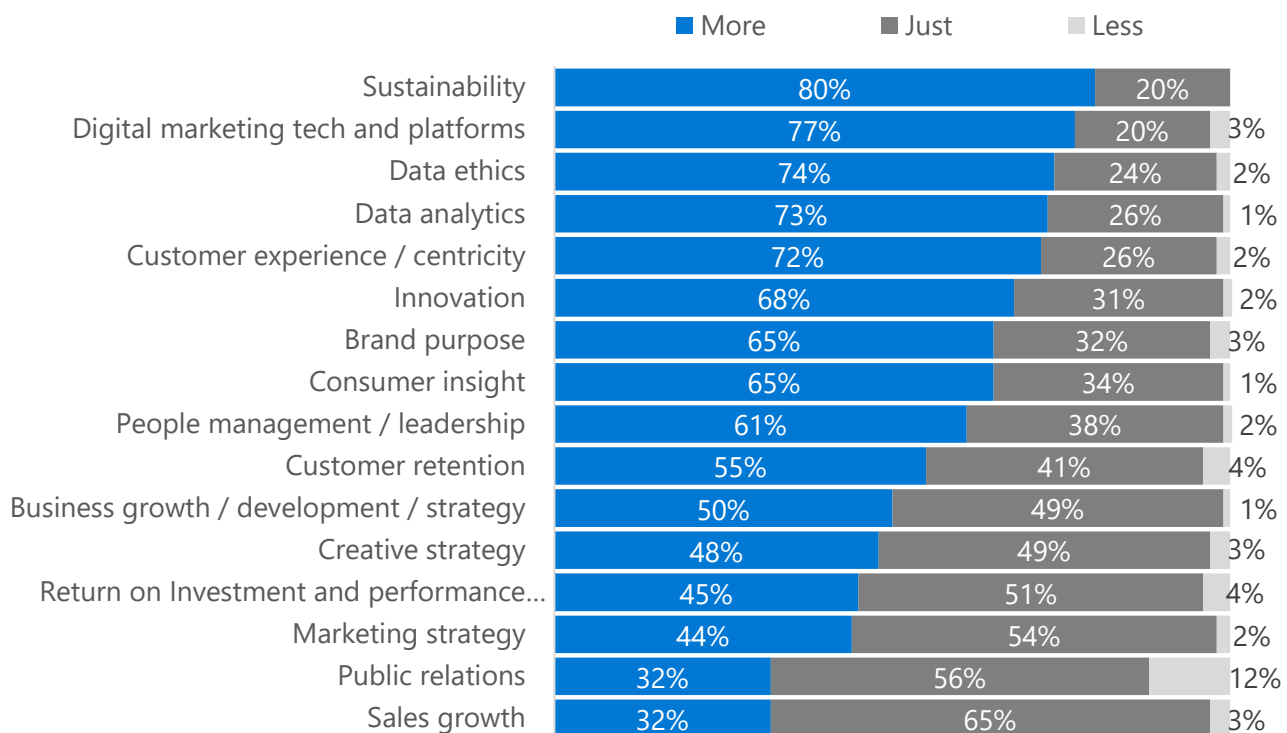
Source: 2 Microsoft Advertising 2020 Vision: Trends to define the next decade;

Source: 3 Research study from Axioma <https://www.ft.com/content/f99b0399-ee67-3497-98ff-eed4b04cfde5>

Sustainability is the area with greatest growth in marketer responsibilities

The World Federation of Advertisers (WFA) survey of 683 leading marketers from 31 countries showed that sustainability is the area seen to be most likely to grow in importance. This shift is in part driven by consumers putting companies under the microscope to an unprecedented degree, and their expectations have never been greater.¹

Will these responsibilities be **more**, **less**, or **just** as important to your role in 5 years time? ¹



88%

of consumers want brands to step up on sustainable lifestyles and help them improve their environmental and social footprint in daily life.²

Source: 1 The CMO conundrum and the search for the unicorn marketer; - <https://wfanet.org/leadership/download-the-wfa-marketer-of-the-future-report>
Source: 2 Futerra survey – taken from Forbes article <https://www.forbes.com/sites/solitairetownsend/2018/11/21/consumers-want-you-to-help-them-make-a-difference/#7899a1296954>

Sustainable practices

Companies have an opportunity to use every lever at their disposal to improve sustainability and the future of the planet. Broaden your efforts by looking across all areas of your business and create strategies to improve your sustainability practices. Sustainability at Microsoft used to be an operational-only focus. But in order to make a real impact, Microsoft expanded to more areas. The diagram below shows all the areas Microsoft has a sustainability focus: operations, products & services, policy, customers & partners as well as employees.

We took a look at four main issues that we saw as critical to a sustainable future: carbon emissions, water, waste, and finally ecosystems. Technology could play a pivotal role in identifying trends with data, solving problems, and supporting organizations leading in solutions to improve land use, biodiversity, and sustainable business practices. Microsoft wants to be a trusted partner for our customers' sustainability journeys. On April 15, 2020, we announced how we will do that with the 'Planetary Computer.' The Planetary Computer will be used to develop and deploy the digital technology that helps our partners and customers with environmental decision-making in their organizational activities.



Learn more about how we can help you in your sustainability efforts:

<https://www.microsoft.com/sustainability>

Search with Purpose

As we have learned it is important to build connections with our customers through shared values. We have built trusted partnerships to empower you with Marketing with Purpose. Where you place your advertising is just as important as all the performance levers provided by a publisher.

Marketing with Purpose means knowing the advertising platforms that you trust your budgets to have trusted consumer search solutions. Here's a snapshot of Microsoft Advertising supply partners as well as [Give with Bing](#) to help you achieve more purpose-driven marketing and build consumer trust.

Standing up for
the environment,
consumer
privacy, and
social causes



¹
100M+ trees planted

[Give with Bing](#) – a way to support the causes you care about, simply by searching with Bing.



²
\$3M+ donated

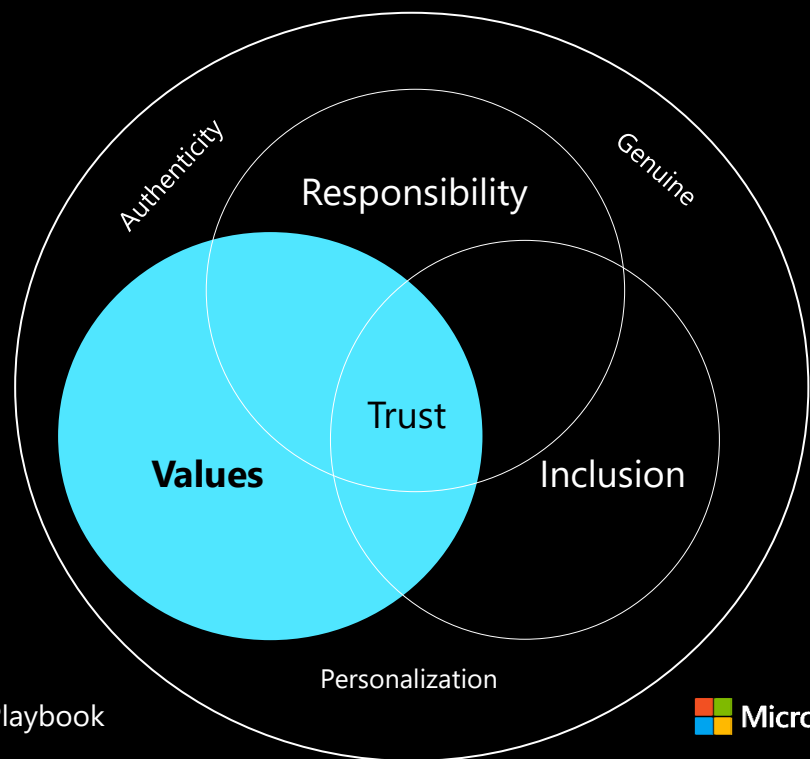
Source 1: Ecosia.org, May 2020
Source 2: Lilo.org Aug 2020

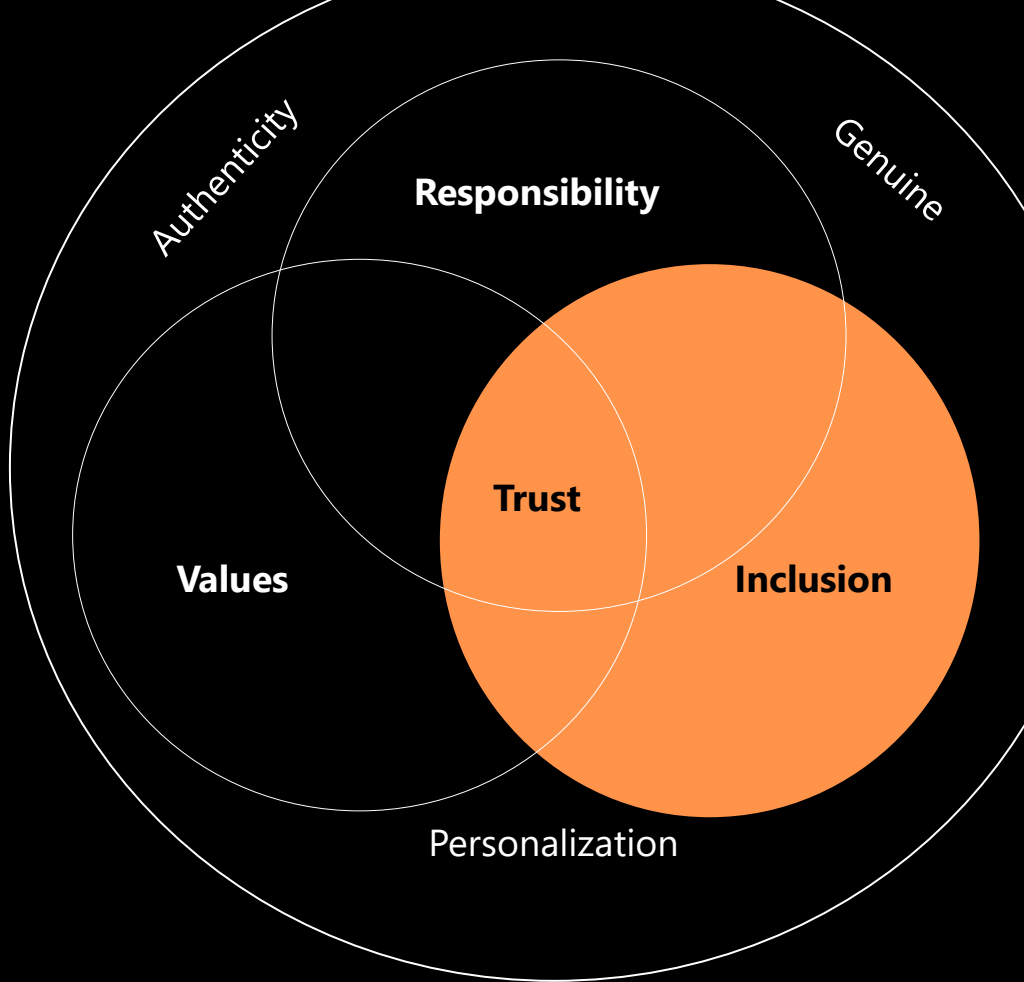
10 Tips to Sustainable Marketing Events

1. Think about the event overall and integrating tips from the beginning, which may help you save money. Building in sustainability from the beginning rather than bolting it on later could be cost saving.
2. Get everyone on board, making sure volunteers, vendors, speakers, and guests know that sustainability's a priority.
3. Consider alternatives to traditional "swag". Consumer goods are responsible for significant energy use, water use, and waste over their life cycles. Choosing non-physical or reusable alternatives can save money and reduce environmental impact.
4. Green by design: Begin by considering environmentally-friendly sources for your supplies, such as recycled paper, biodegradable balloons, and living plants.
5. Ensure attendees register. You can reduce excess by keeping track of the number of attendees to make sure you don't have more supplies or food than you need. It is good to send attendees a reminder to update their attendance a week prior to your event.
6. Consider event material reuse. Can you make a change to allow your event materials to be reused in subsequent years?
7. Encourage green transportation to your event. Provide a link to information about mass transit, commute alternatives and consider recognizing attendees who take a green alternative.
8. Consider your meal choices and reduce animal products where possible or order from local farms. Intensive farming of animals is largely responsible for soil erosion, highly inefficient energy and water consumption, chemical pollution, and climate change. Avoid plastic bottled beverages and choose non-single-use plates, silverware, and cups with refill stations to reduce the mountains of waste from events.
9. Get creative in looking for alternatives to event giveaways and printed materials. Instead of giving away T-shirts, plant a tree for each attendee. Instead of printed agendas, post them on a sign or better yet, go digital!
10. Spread the word: promote your efforts to attendees during the event with signage and share out your successes after your events – you'll be surprised how contagious sustainable efforts can be!

Shared Values-Based Marketing Checklist

- ❑ Use a keyword strategy to include words that align brand and consumer shared values to help connect and reach new audiences.
- ❑ Use ad copy to reflect your brand's shared values with people that authentically markets your product, service or experience.
- ❑ Use audience targeting to reach people to communicate shared values, value-based product features, and purpose driven business initiatives.
- ❑ Use ad features, like extensions, site links or responsive ads to not only help customers navigate to your product page or scale bulky operations, respectively , but to also learn more about your company mission and values-based initiatives.
- ❑ Review your customer events and experiences to ensure consumer values are aligned like for example, sustainable and accessible event considerations.
- ❑ Reflect brand & consumer values on your landing page.





The role of inclusion

Inclusive marketing helps your brand connect authentically and drives trust.

Inclusive Marketing Activation Model

Inclusive keyword strategy

Inclusive Product Marketing

Inclusive marketing . . .

invites all people, including underrepresented and marginalized people, to fully experience and connect authentically with your brand. Inclusive Marketing elevates diverse voices and stories, questions assumptions and biases, and avoids stereotypes. Inclusive Marketing can be inclusive products, services, or experiences that reach people in ways that deeply resonate, possibly solve for previous exclusions, and afterwards remain an indelible experience that fuels long-term loyalty and growth. This is the heart of Inclusive Marketing.

Inclusion is a modern marketing imperative. It begins with understanding people's diverse values and considers multiple dimensions of diversity to create culturally accurate representation in your advertising. A brand who considers inclusion in advertising strives to provide authentic connection, demonstrates open mindedness, and conveys equity. It's an opportunity for marketers to build a more meaningful relationship with people and show that the brand values people. By opening your brand strategy to include diverse human experiences, people will be more open to connecting with you. When people feel included, joy and trust follow, which leads to brand love and loyalty.¹

In this section, we will share strategies, insights, and best practices that can be infused, not only into your advertising execution, but also your product approach, content creation, and more. It calls for our collective creativity across the industry to uncover exclusions, to drive business growth and truly expand our thinking to create more possibilities, and with that, more business impact.

Source: 1: [The Psychology of Inclusion and the Effects in Advertising](#). Microsoft Advertising Research 2020



The Inclusive marketing activation model

What you market: products, services, or experiences.

Inclusive Product Marketing: Empathy driven personalized products, features, services or experiences. Let's consider your product and its' core features. When designing a product, you can uncover accidental exclusions by getting close to people and seeking to understand their experience first-hand. You may discover how they may not have been previously considered. Stepping into this gap fosters innovation when taking a new product or feature to market. Examples include: Tru-Colour first-aid bandages with various color skin tones and the Xbox adaptive controller that allows those with a physical disability to play Xbox in a more equitable experience. Also consider any voice activated products to have an accessible advantage for those with limited mobility. These are only a few inclusive product ideas and examples of empathy-driven innovation in product line expansion or positioning. Brands could consider these questions in looking to innovate in product offerings: Has ethnic diversity been considered? Have people's ability been considered, whether physical, mental, or experiential diversity? Has gender (she/her, he/him, they/them) or age been explored to find product features that spark meaningful and purposeful personalization that make people say, "this is a brand for me"? That can help activate an Inclusive Product Marketing strategy.

Who you market to: Inclusive Audience Marketing.

Inclusive audience marketing is understanding with empathy who your customers are and more importantly, who you might be missing out on. Being inclusive in audience marketing considers the vast spectrum of dimensions of diversity across three key categories of diversity outlined by [Harvard Business Review](https://hbr.org/2018/05/the-3-types-of-diversity-that-shape-our-identities).

Demographic Diversity: examples include gender, race, or sexual orientation.

Experiential Diversity: examples include affinities, hobbies, and abilities.

Cognitive Diversity: examples include how we approach problems and think about things. Either through market research or through audience insights from your own D&I employee groups, uncovering diverse human truths, culture cues, preferred language, needs, and values can point marketers in the right direction to authentically execute Inclusive Marketing. Be sure to check out our [Diverse Audience Profile Snapshots](#) on Microsoft Advertising Network.

Source: 1: <https://hbr.org/2018/05/the-3-types-of-diversity-that-shape-our-identities>

How you Market: inclusive marketing strategies.

We uncovered key brand insights on [the way inclusive advertising affects people](#): how they feel, what they think about a brand, what types of campaigns, words, and images can activate the power of inclusion in advertising. [The key underlying ingredient is authenticity](#). We also identified simple questions to get to know your diverse customers better, develop an inclusive keyword library, and perhaps map out an inclusive consumer decision journey. We've outline steps for an inclusive audience targeting strategy, and a checklist at the end of this section to help you get started. This is not a comprehensive strategy outline; however, it can certainly provide you with a game plan on continuing your journey toward more inclusive advertising.

To help you take action, we've created this practical model to explore how to activate inclusive marketing. We encourage you to explore each of these areas and do all or some of them as they authentically support your brand mission, offerings, and customer experiences.

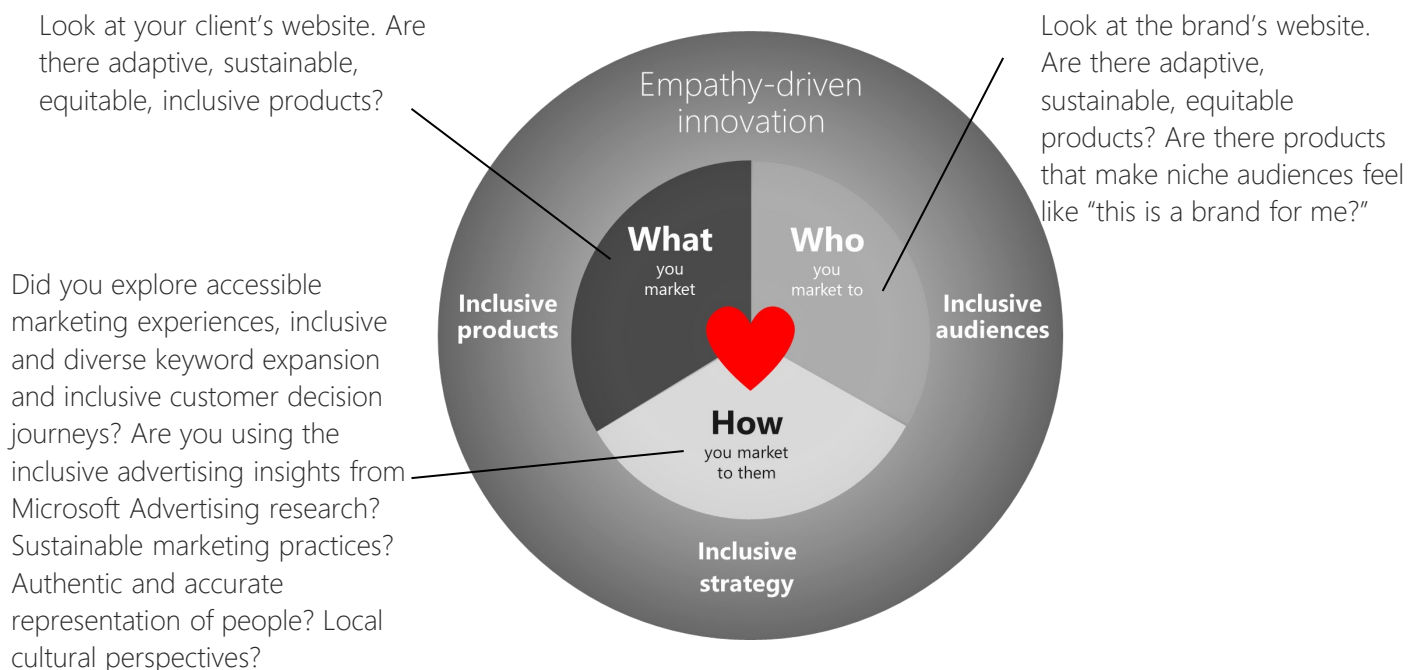
At the heart of Inclusive Marketing is empathy-driven innovation, so don't forget to learn about all your customers to uncover connection points.

Inclusive Marketing Activation Model

Inclusive products – What you market

Inclusive audiences – Who you market to

Inclusive strategies – How you market to people or how you market your products.



Inclusive advertising satisfies the inclusive consumer mindset.

In our latest research on The Psychology of Inclusion and the Effects in Advertising, we found:

1. Representation in advertising is important and drives trust.
2. Diversity represented in ads drives trust and authenticity.
3. Authenticity garners brand support.
4. Inclusive ads drive purchase intent lift, and shared values drive loyalty with the most inclusive ad showing a 23pt lift in purchase intent overall.

64%

of people said they are more trusting of brands that represent diversity in ads and 85% of consumers said they will consider a brand they trust.

63%

of people said that brands that represent diversity in their ads are more authentic, and "genuine and authentic" was the most important attribute with building trust.

72%

of people said they are more likely to support brands that are authentic in their advertising.

78%

of Ethnic minorities said they are more likely to support brands that are authentic in their advertising. 78% of women, 66% men, and 66% Caucasians.

Source: 1: The Psychology of Inclusion and the Effects in Advertising, Microsoft Advertising Research 2020



Inclusive advertising drives purchase intent

Our research showed that the most inclusive ad drove a 23pt lift in purchase intent whether the person experiencing the ad was personally represented in the ad or not. In the last phase of our research, and building on the first two phases, we attempted to scale our learnings and look at the business impact in addition to the feelings inclusive advertising creates. We used one brand, Tommy Hilfiger, to ensure that our results were not clouded by brand perceptions. We chose Tommy because they displayed an awesome spectrum of inclusive to non-inclusive advertising.

1. The best performing ads were the “most appealing” and the “most inclusive.”
2. Between the “most appealing” and the “most inclusive” ad, the inclusive ad outperformed the appealing, non-inclusive ad with a 23 point lift in purchase intent vs. the 10 point lift in the non-inclusive, yet appealing ad.
3. The participants stated that the most inclusive ad made the brand feel more genuine and authentic. It made them feel “seen”.
4. While only 10% surveyed in this research identified with a disability, the “most inclusive” ad that drove the 23point lift contained a photo with multiple people across age, gender, and ethnicity but all had a form of disability.
5. Not only does inclusion in advertising drive purchase intent if someone like you is represented, but it drives it with people who might not be personally represented in the ad.



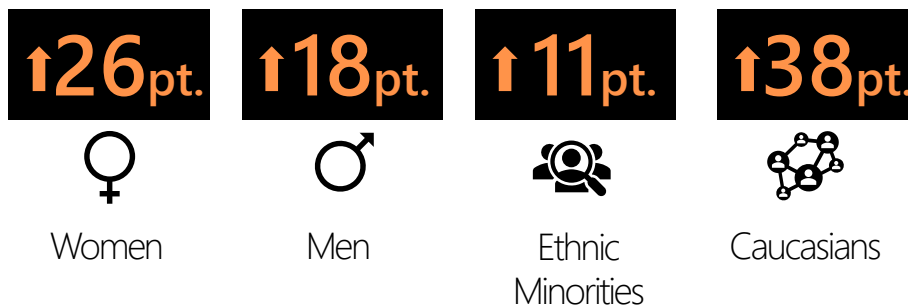
Tommy Hilfiger ad creative in market was used in *The Psychology of Inclusion and the Effects in Advertising Research Study*

Source: 1 [The Psychology of Inclusion and the Effects in Advertising, Microsoft Advertising Research 2020](#)

Multiple dimensions of diversity represented authentically in ads increase perception that ad is inclusive; as well as people in proximity to one another and a sense of balanced prominence.

In a prior 2019 research study, *Inclusive Marketing: The Future of Retail Brand Experiences*, Accenture and Microsoft Advertising Research, it was identified that the number one reason for not executing multicultural or inclusive marketing by marketers was the fear of getting it wrong. And getting it wrong from our conversations with multiple advertisers across the world invariably was linked to the concern of alienating their core customer base. Here we can see that no matter what gender or ethnicity, inclusive ads drive an increase in purchase intent.

Purchase intent lift after viewing ad deemed as inclusive



No matter what gender or ethnicity, there was an increase in purchase intent after being exposed to an ad deemed inclusive.

Tommy Hilfiger ad creative in market was used in The Psychology of Inclusion and the Effects in Advertising Research Study



2nd most inclusive rated ad



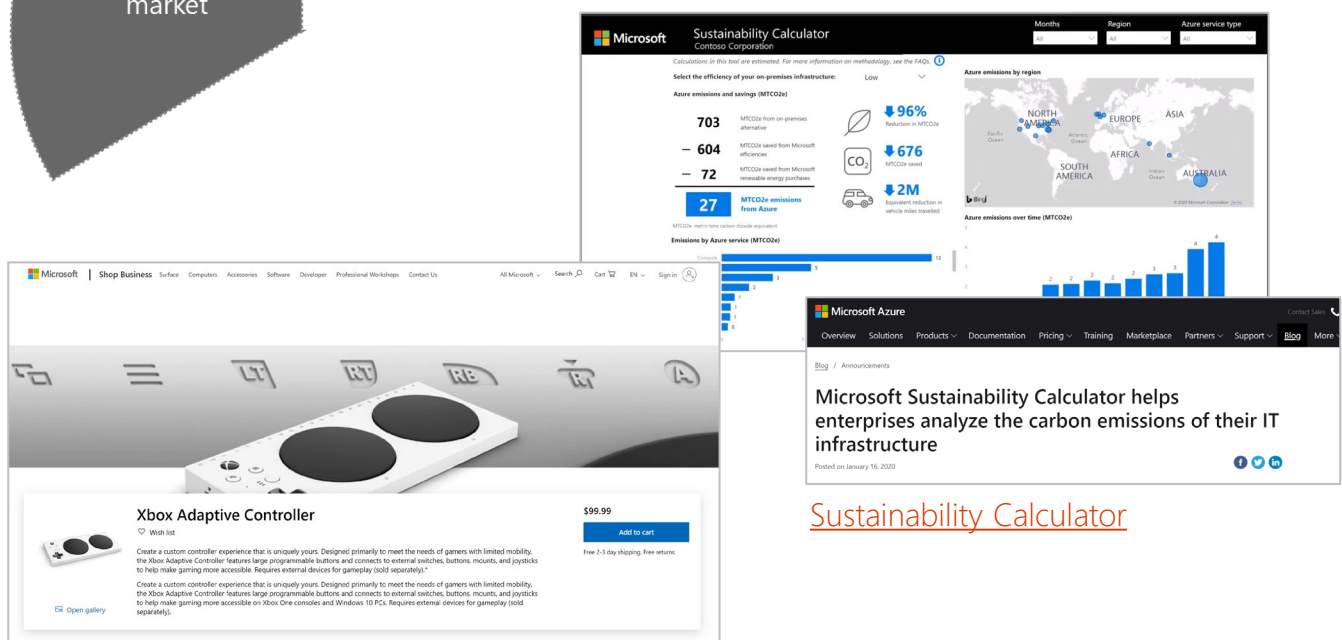
Most inclusive rated ad

Source: The Psychology of Inclusion and the Effects in Advertising, Microsoft Advertising Research 2020

Examples of the “What” in the Inclusive marketing activation model

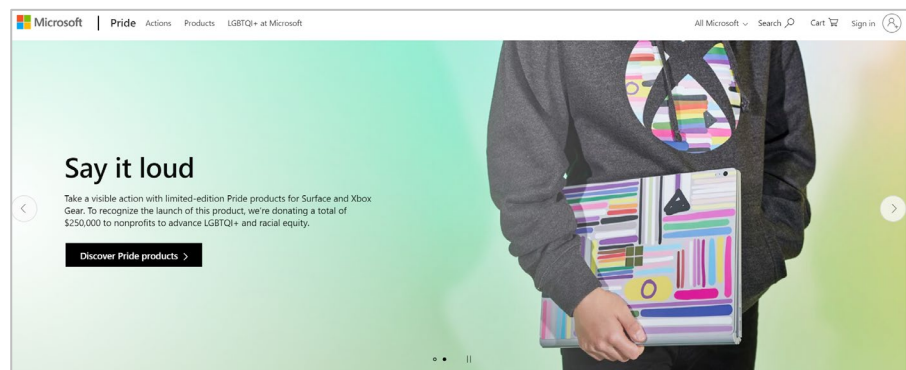
What
you
market

Do you have products that are adaptive, sustainable, equitable, and inclusive? These are just some Microsoft examples of products that are supporting a sustainable, adaptive and inclusive consumer mindset.



Sustainability Calculator

Xbox Adaptive Controller



Microsoft Pride 2020

What you market:

Inclusive product marketing **drives trust**

The feelings of inclusion in advertising create connection and drive trust. Because inclusive advertising can conjure feelings of joy and trust, look for brand connection points in product or features that can create one or more of the [feelings of inclusion](#) identified in our study outlined on the next page. If you can find a genuine and authentic way that your product creates any one of these feelings, this can convey inclusion, which builds trust, brand love, and leads to loyalty. This product marketing approach facilitates connection with people, making them feel like part of a family – your brand’s family.



Source: 1. [The Psychology of Inclusion and the Effects in Advertising](#), Microsoft Advertising Research 2020

The feelings of inclusion

Here are some ideas to bring inclusive connection points to life through invoking feelings that signal inclusion in your product marketing. They can also work with your storytelling, content marketing or advertising creative:



Celebration

Of people, their success, honoring of holidays, noting unique differences and their variations in humanity. How does your product celebrate them?



Zest

For life (for ours, theirs, and that of the planet). Convey enthusiasm and energy. How does your product create a zest for life?



Hope

Bringing hope to conquer challenges and/or societal issues. How does your product give your customer's hope?



Relaxation

Instead of portraying the need to be on guard, remove tension or anxiety for your customers. How does your product produce relaxation?



Relief

From concern or worry, removing something distressing or oppressive. How does your product bring relief?



Safety²

Create experiences or highlight how your brand extends safety to all people. How does your brand experience make someone feel safe?



Confidence

Instill a sense of confidence—the belief that we strive to act in the right way. How does your product give your customers confidence?



Acceptance

Of others' differences, typically to be included as part of the group. How does your product make someone feel accepted or demonstrate you are accepting of others?



Clarity

Bring a sense of certainty, clarity, and transparency in ambiguity. How does your product bring clarity to a confusing situation?

Source: [The Psychology of Inclusion and the Effects in Advertising](#), Microsoft Advertising Research 2020 Source: 2. Security defined as the fundamental idea based on respondents identifying words implicitly associated (system 1 gut reaction test) with a brand, those words being: smart, reliable, trusted, sensible, simple, confident, dependable, and safe.; Safe defined as a brand that protects their advertising content from being displayed near potentially harmful content. From the study: [The acceleration of Brand Performance through Trust, Love, and Loyalty](#), Microsoft Advertising Research 2019

Inclusive Product Marketing Positioning Checklist

- **Celebration:** How can your product celebrate your customers or their lives?
- **Zest:** How can your product create a zest for life?
- **Hope:** How can your product give your customers hope?
- **Relaxation:** How can your product produce relaxation?
- **Relief:** How can your product bring relief?
- **Confidence:** How can your product give your customers confidence?
- **Acceptance:** How can your product make someone feel accepted or demonstrate you are accepting of others?
- **Clarity:** How can your product bring clarity to a confusing situation?
- **Safety:** How does your product make someone feel safe?¹

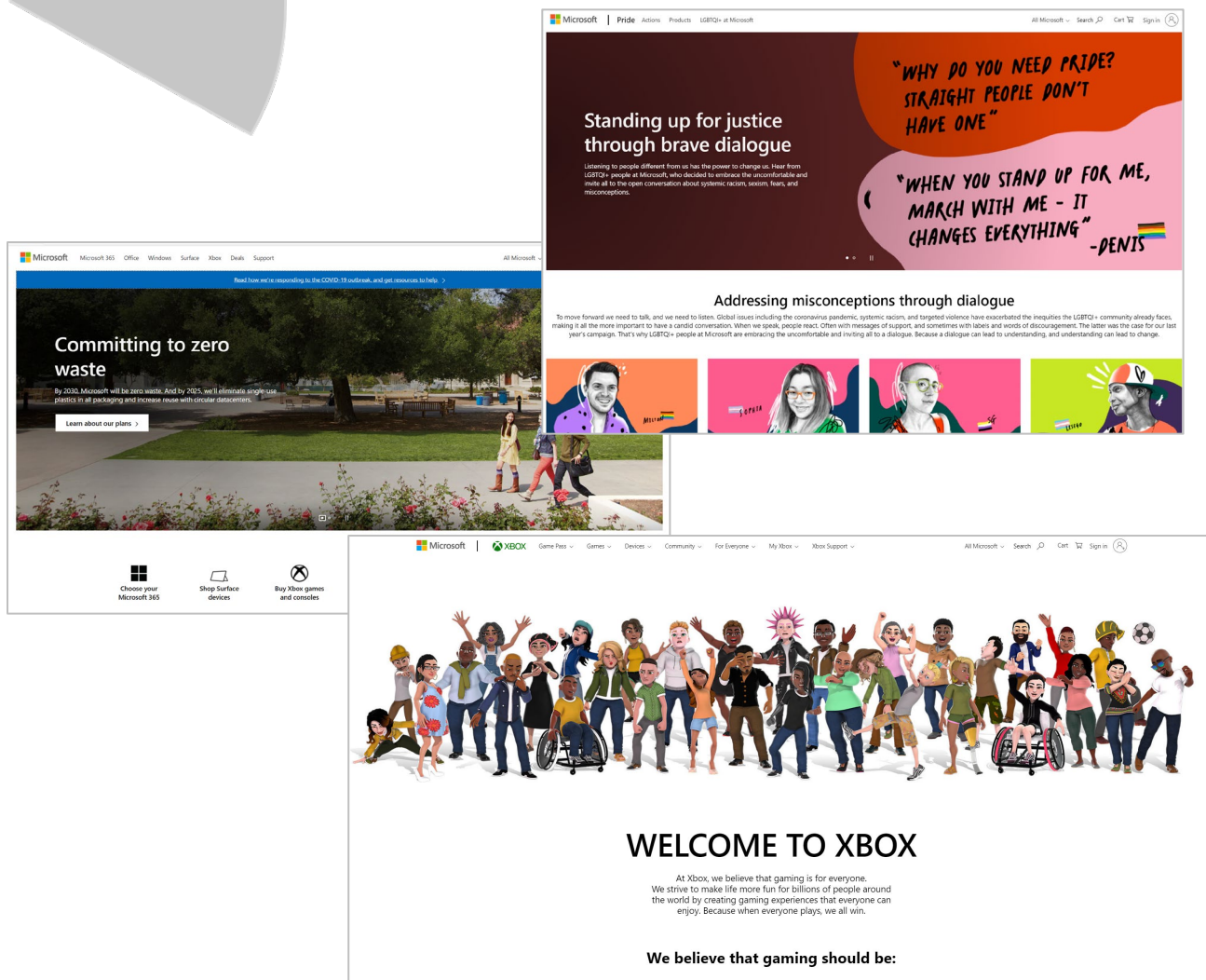
Source: 1. Security defined as the fundamental idea based on respondents identifying words implicitly associated (system 1 gut reaction test) with a brand, those words being: smart, reliable, trusted, sensible, simple, confident, dependable, and safe.; Safe defined as a brand that protects their advertising content from being displayed near potentially harmful content. From the study: [The acceleration of Brand Performance through Trust, Love, and Loyalty. Microsoft Advertising Research 2019](#)

Examples of the “Who” in the Inclusive marketing activation model

Who
you
market to

Does your marketing highlight the values that can connect with audiences that align to your brand mission?

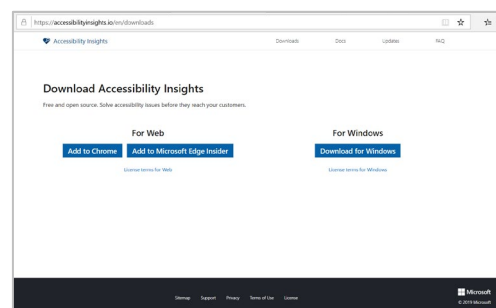
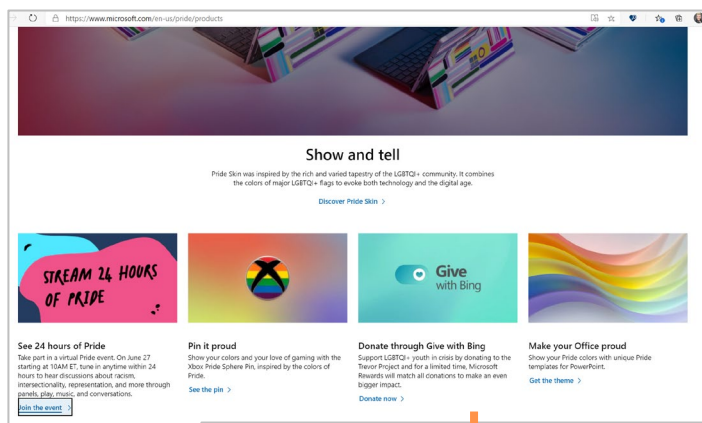
Review the way your site merchandizes your initiatives, products, and services. Review the [Values section](#) of this playbook, since the expression of your brand values is intrinsically tied to who you market to.



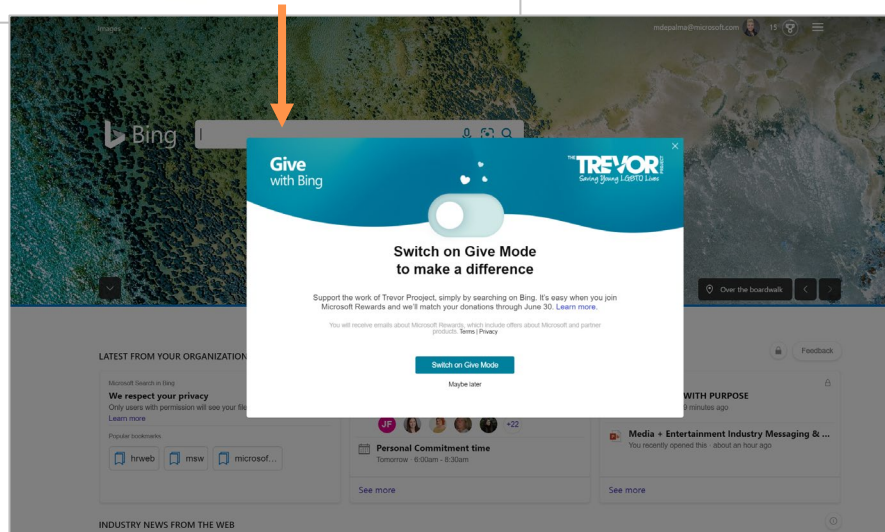
Examples of the “How” in the Inclusive marketing activation model



Are you ensuring that your marketing and customer experiences are accessible, inclusive, and culturally accurate? In the following section, we will share inclusive marketing strategies that apply our Microsoft Advertising research on Inclusive Advertising and some ways to use our products and features for more inclusive marketing. Be sure to also apply the technologies and features we reviewed in the [Responsibility section in Accessible Marketing](#).



Accessibility Insights



Inclusive

keyword strategy.

Consider the consumer decision journey for any given product or service that you offer. Now layer on the journey for the consumer with a physical disability or a cognitive difference. Do you know and understand the consumer decision journey from their perspective? A great example is Inclusive Automotive Marketing, which uncovered the difference between men and women in the consumer decision journey when shopping for a car.

Inclusive keyword strategy

Nothing replaces the value of first-hand customer experience as you develop an inclusive keyword strategy for your brand. Begin with customer focus groups with the audience you are trying to reach, and you'll be surprised what you uncover.



Develop your inclusive lexicon library

Target potential customers based on their unique needs that map to the keywords they use to satisfy their unique dimension of diversity.

For example, the LGBTQI+ community, when looking to source a retailer for any given product or service, tends to use the phrase, “gay-friendly” as a modifier. For example: gay-friendly tailor, gay-friendly restaurants in Austin, gay-friendly wedding photographer, gay-friendly vacations, or gay-friendly financial planner. This unique phrase could be used as a proxy to help match your efforts in personalizing messaging or services specifically for this community. As marketers, it’s our job to uncover these unique insights with diverse audiences and their unique consumer decision journeys. The relevance of search across the consumer decision journey has never been more important in finding these insights.

Inclusive Lexicon Library Checklist

- ❑ Have you validated your knowledge about your customers’ decision journey with a diverse audience perspective? Develop an inclusive approach to customer research.
- ❑ **Demographic Diversity:** Ask questions in your focus groups about how people with disabilities, LGBTQI+, local ethnic minorities, parents, gender (male, female, non-binary), and immigrants search to find your product.
- ❑ **Experiential Diversity:** Ask questions in your focus groups about experiential demographics and their values (like health or sustainability), adaptive needs, education level, economic diversity, country of origin, physical ability, and how it might shape the way they search for your product.
- ❑ **Cognitive Diversity:** Ask questions in your focus groups about how they approach problems that your product can solve. Have you considered the cognitive diversity that people hold and how that may shape what and how they search for a product service or experience?

In all the examples, capture the keywords that are offered by the diverse audiences you interview in your focus groups to develop your customized inclusive lexicon library.

In advertising, words matter.

Discovered in our research, *The Psychology of Inclusion and the Effects in Advertising*, we uncovered the following fifty language-based cues that signal inclusion. These could be used in a genuine and authentic way in your ad copy, advertising, or content that can help convey inclusion.

Additionally, we identified **three metaphors that indicate inclusion** if in the language, image, or action taken by a brand. The three metaphors are:

1. **Connection**
2. **Openness: being open minded**
3. **Balance: bringing a sense of value to all**

Note that these are all in English but that we recommend finding the most closely-aligned translated word to use in other languages. Or we encourage you as marketers to explore other words that can hold similar meaning like connection, openness, and balance to generate new keywords for your ad copy or content marketing.

Connection

- 1 Diversity
- 2 Involvement
- 3 Unity
- 4 Coming together
- 5 Positive
- 6 Family
- 7 Fit
- 8 Cohesive
- 9 Community
- 10 Care
- 11 Happier together
- 12 Joy
- 13 Relate
- 14 Trust
- 15 Empathy
- 16 Understood
- 17 Accepting
- 18 Bonded
- 19 Support system
- 20 Belonging
- 21 Share

Openness

- 22 Open
- 23 Friendly
- 24 Warm
- 25 No discrimination
- 26 Opens up
- 28 Versatile
- 28 Open minded
- 29 Included
- 30 Open to everything and everyone
- 31 No limits
- 32 Free
- 33 Expanding
- 34 Safe
- 35 Secure

Balance

- 36 Accepted
- 37 Progressive
- 38 Supportive
- 39 Equality
- 40 Comfort
- 41 Welcoming
- 42 Growing
- 43 Understanding
- 44 Caring
- 45 Validated
- 46 Authentic
- 47 Valued
- 48 Genuine
- 49 Real
- 50 Unique

Source: 1. [The Psychology of Inclusion and the Effects in Advertising, Microsoft Advertising Research 2020](#)

Ad copy examples with inclusive language cues

Here are some examples of how one might use the word “diversity” and other inclusive-indicating words [from our study](#). The trick is to use these words authentically, in ways that are anchored by your business promises and product truth.

▶ Ad copy for a fictitious travel brand:

Title

[www.website.com](#)

Diverse customer needs inspired our accessible vacation packages.
Choose from our versatile, supportive, and welcoming travel partners.

▶ Email copy for current customers:

@

“We’d love to hear from you – diversity inspires us, and inclusion moves us. What unique need might you have that we could consider serving in the future? We are open to hearing from you! We are looking to grow our understanding of more diverse and unique customer needs.”

▶ Announcement blog:

“Recognizing diversity in our employee experience opens up our ability to serve more parents and children in our product line. Contoso, a line of furniture for children with cognitive sensitivities, was an idea born from employees who have first-hand experience as parents of children with cognitive sensitivities who saw the need for real and progressive furniture solutions.”





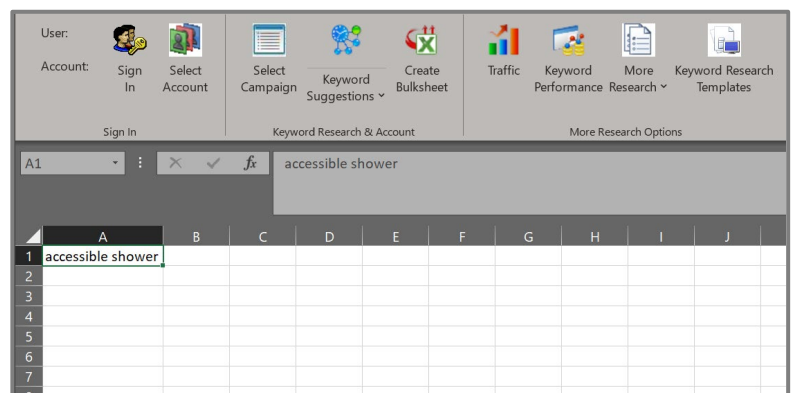
Use Microsoft Advertising Intelligence to build and expand your inclusive keyword lists

Microsoft Advertising Intelligence is a powerful keyword planning tool that allows you to build and expand on your keyword lists using the familiar Microsoft Office Excel interface. It enables you to easily research keywords and gauge their performance on the Microsoft Search Network, and then apply those insights to improve your keyword selection and campaign performance.

Using the [Microsoft Advertising Intelligence tool](#), you can apply an inclusive approach to produce additional keywords to reach and resonate with more people. It is a great way to let our technology empower you to develop inclusive keyword expansions. For example, take your existing consumer decision journey model that you have for your core audience that drives your business and add an inclusive

lens. Expand your understanding of inclusive consumer decision journeys by doing deep and detailed customer experience surveys, research, or internal employee surveys who represent different populations. Are there unique and new keywords that surface that you can then use the expansion functionalities with the Ad Intelligence tool to blossom your keywords? Add those to your

keyword strategy. Then you can take the top query volume keywords and blossom more by using the keyword suggestion features on those. It becomes a ripple effect of keyword expansion strategy. Having an inclusive keyword strategy can help uncover audiences you may have been accidentally overlooking.



Marketing with Purpose can uncover connection points that help you mine inclusive keywords: review your shared values with your customers in responsibility, values, and inclusion. You might uncover new areas to activate your product, service, or experience.

For example, within financial services, you might consider taking a deeper look at human values across generations and discover that one age group seeks out ethical investment opportunities or sustainable market investment funds over another. Or you simply see the trend of sustainability or ethical business practices as a value trend.

<input type="checkbox"/> Keyword (by relevance)	
<input type="checkbox"/> ethical investment company	↗
<input type="checkbox"/> ethical investme	↗
<input type="checkbox"/> ethical investmen	↗
<input type="checkbox"/> ethica investments	↗
<input type="checkbox"/> ethical investment services	↗
<input type="checkbox"/> ethical investment group	↗
<input type="checkbox"/> uk ethical investment	↗
<input type="checkbox"/> define ethical investment	↗
<input type="checkbox"/> northwest ethical investments	↗
<input type="checkbox"/> top ethical investments	↗
<input type="checkbox"/> best ethical investments	↗
<input type="checkbox"/> ethical investment association	↗
<input type="checkbox"/> ethical investment information	↗
<input type="checkbox"/> global ethical investments	↗
<input type="checkbox"/> ethical investment examples	↗
<input type="checkbox"/> ethical investment fund	↗

Five mindset shifts to get you on your way to an Inclusive Consumer Mindset

1. People want inclusion - not just to be included.
2. People want positive-impact products – not cheap, unsustainable ones.
3. People want equitable experiences – not just compliance.
4. People want brands that take a stand, not just play it safe.
5. People want the truth.

Our blog post, [The Five Inclusive Mindset Shifts](#), suggests the mindset shifts to explore that can help fuel your inclusive keyword strategy.


Dynamic Search Ads help you spot exclusions in your keywords & ad copy and fuel valuable keyword coverage


Dynamic Search Ads (DSAs) is a marketing tool that you can use to help uncover blind spots and potential audiences you are missing from your marketing campaigns. Let's take the example of a travel advertiser with a large catalogue of travel packages, including many LGBTQI+ friendly offers. If a consumer is searching for "LGBTQ friendly cruises," and this is not matched with their campaign because there are no keywords or ads specific to that query, Dynamic Search Ads can solve for this miss. DSAs can help by automatically creating more inclusive ads based on what's on the brand's website. Be sure to monitor this to identify areas you might be accidentally missing. However, as previously outlined, nothing takes the place of deep and detailed customer research and exploration of their consumer decision journey.


Create dynamic ad target

With dynamic search ads, we automatically generate ads for you based on the content of your website. Set up dynamic ad targets to tell us what part of your website to focus on. [Learn more](#)


Your website:

☒ Target categories of webpages 

☐ Target all webpages 

☐ Target specific webpages 

Target categories from your website



Categories	Website coverage	
holiday types>lgbt	0.02%	»
holiday types>lgbt holidays	0.02%	»
holiday types>lgbt holidays>overview	0.01%	»

Selected dynamic ad targets

[Clear all bids](#)

Leave the bid empty to use the default ad group bid: 1 USD

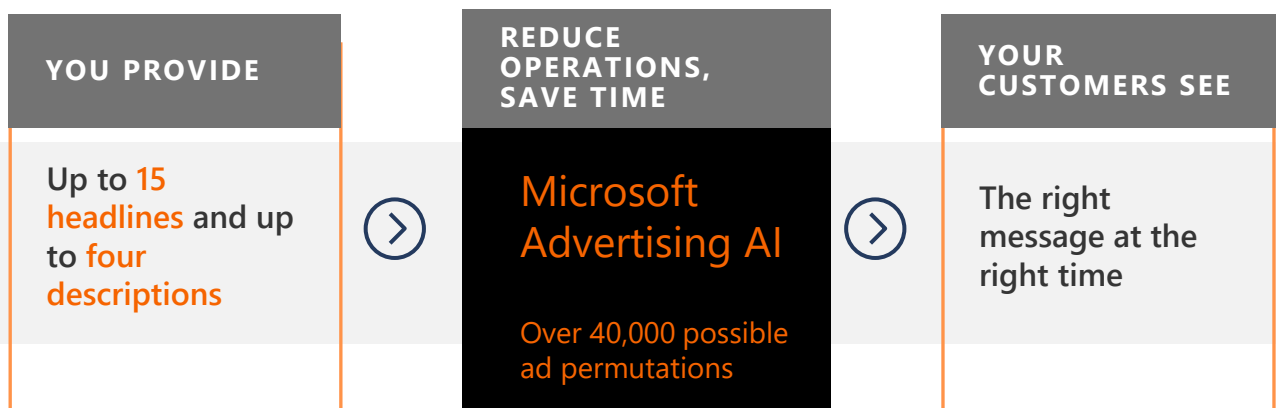
« Remove all targets

« Category: holiday types/lgbt

Dynamic Search Ads help you create a
more inclusive ad campaign

While Marketing with Purpose can help you find the keywords, **Responsive Ads** can help you create more inclusive ads quickly.

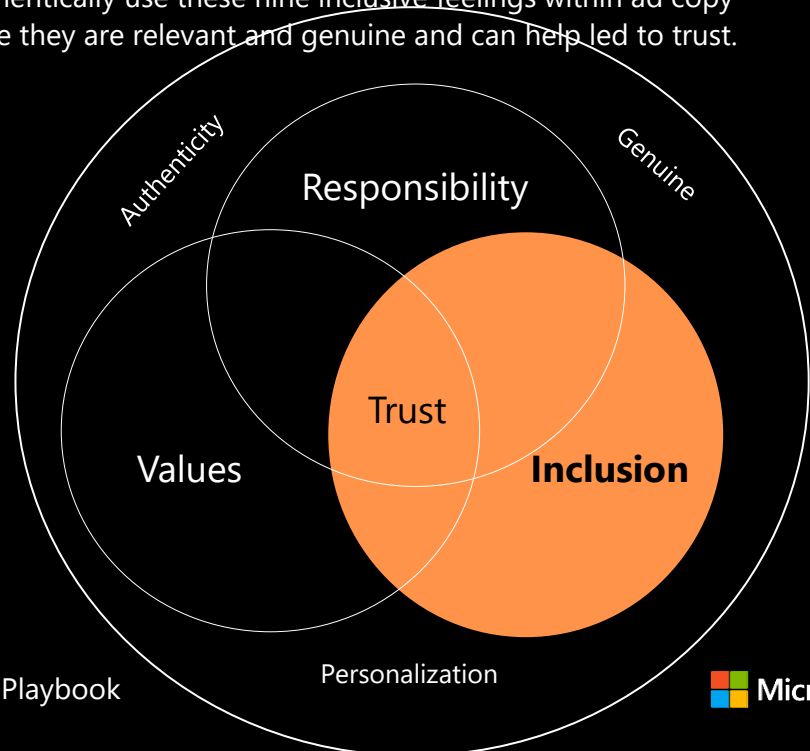
[Responsive Ads](#) (RSA) are a flexible experience showing more customized content to reach your customers. This could be a great way to incorporate values language that reflects what people are searching for. For example, try various combinations to target different generational values; Gen X: represent family, honesty, hard work, authenticity; Millennials: sustainable, eco-friendly, community; and Gen Z: environmental, sustainable, represent creativity, excitement, ambition, curiosity; Boomers: privacy. See [Consumer values](#) for more ideas. Another idea is to use variations of your mission statement and show how these verbs and adverbs shape the customer perception and experience. You could consider your inclusive keyword strategy, identified shared values language that reflect what people are searching for and apply this keyword expansion strategy to your ad titles and descriptions when using RSA.



These ads adapt your text ads to closely match what someone is searching for, when they search for it. Responsive Search Ads can help you achieve higher click-through rates (CTR) and conversion rates (CVR) due to the improved ad space and effectiveness. Supply a combination of ad titles (up to 15) and ad descriptions (up to four), and Microsoft Advertising will automatically produce and serve many ad variations to help show the most relevant ad to each potential customer. Save time and effort evaluating ads through A/B tests, and automatically determine what creative content works best with different queries.

Mining Inclusive Language for Response Ads Checklist

- **Consumer Values:** - Review values held across generations, across industries, and across diverse audiences and cross reference the Shared values-based marketing checklist.
- **Brand Values:** Your brand purpose and values create trust and authentic connections with people. There are not only great ideas in the Brand Values section but also in the pillar of responsibility like privacy and accessibility.
- **Inclusive Word Cues:** Use our fifty language-based cues that signal inclusion. These could be used in a genuine and authentic way in your ad copy, advertising, or content that can help convey inclusion.
- **Inclusive Keyword Strategy:** Use this strategy to identify keywords that are relevant to your business.
- **9 Inclusive Feelings:** Authentically use these nine inclusive feelings within ad copy for your product or features. Be sure they are relevant and genuine and can help led to trust.

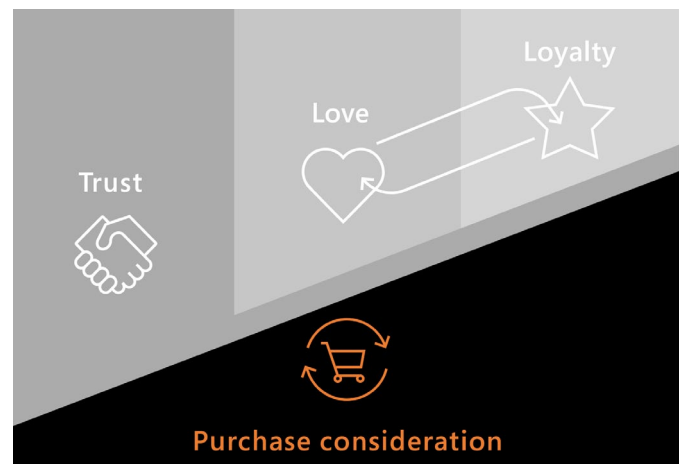


Inclusive image strategy.

Authentic representation in advertising is important. It drives trust and brand support, so images you choose matter.

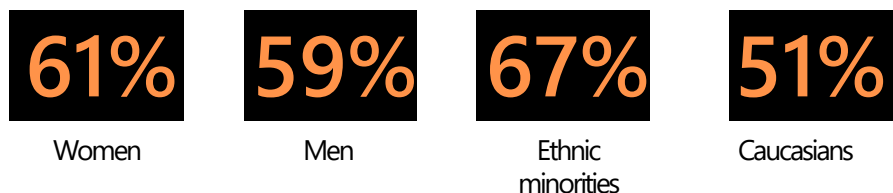
It's worth noting that from the Microsoft Advertising research around trust¹, we found that there is a strong tie between Trust, Love, and Loyalty. Once trust is established as the baseline, a brand can begin to build love and loyalty. To do this, brands must go the extra mile to make someone feel understood through inclusion, and that means authentic imagery too. Inclusion was found to be a key brand attribute that creates loyalty.

The same story threads are woven through our inclusive advertising research. Our research uncovered that authentic representation in advertising builds trust and brand support, with 72% of people stating they're more likely to support brands with authentic advertising.

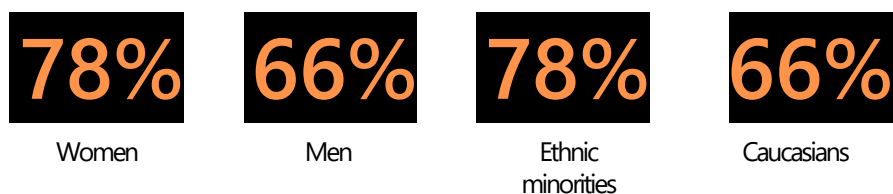


Authentic representation in advertising is important – it drives trust and brand support.

Say they are more trusting when they're represented in ads



Say they are more likely to support brands with authentic advertising



Source: 1. [The acceleration of Brand Performance through Trust, Love, and Loyalty. Microsoft Advertising Research 2019](#);
Source: 2. [The Psychology of Inclusion and the Effects in Advertising. Microsoft Advertising Research 2020](#)

Inclusive image guidance.

Signalling inclusion within images

Choosing imagery is an important part of the process in constructing a meaningful and inclusive customer experience. Inclusive brands don't just want to reach people -- they want to make all people feel seen to the extent they feel that your brand not just represents them but is for them. Similar to applying the three metaphors for inclusion in language, these metaphors also have value in guiding you to choose imagery to signal inclusion. Images that express a positive connection between people are key; if there is a negative association, for example a group of people keeping others from an opportunity, or an image that represents physically excluding someone, this could negate any other inclusive signals in the image. Images that indicate that the brand is openminded and or brings a sense of balance and equity can indicate inclusion. Consider portraying realistic diversity, including outlier dimensions of diversity like body size, and ensuring that when more than one person is in a photo, that they are featured compositionally with the same prominence.

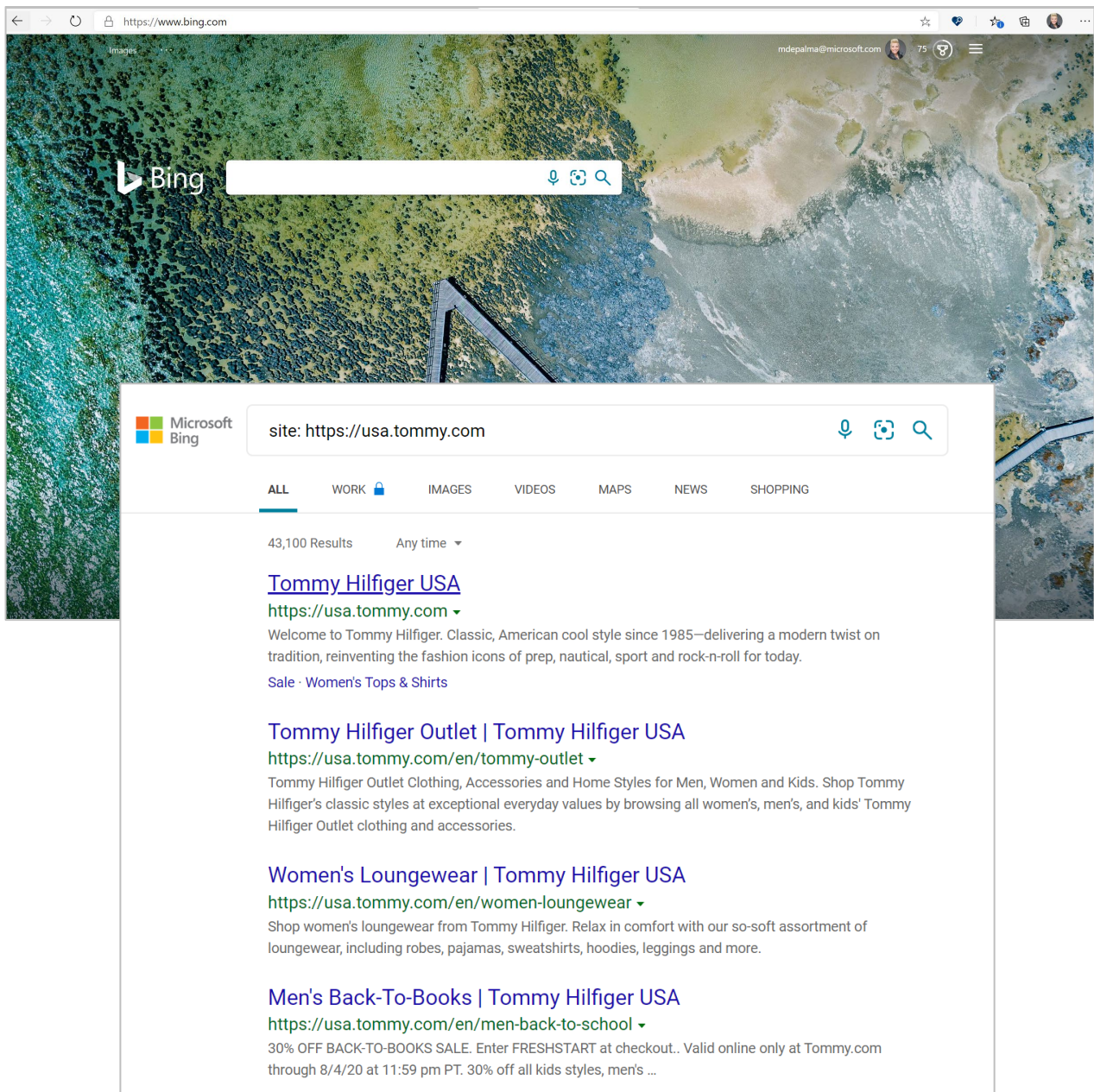
1. Use genuine imagery, which is best conveyed using real people being themselves, not actors hired to play a part.
2. Seek out unique and realistic diversity, not stereotypes.
3. Within your campaign, have the creative represent the spectrum of people that your potential customer base could be.
4. Have diverse people review your creative to uncover blind spots, such as non-obvious negative connotations, stereotypes, cultural inaccuracies or associations.

Connection	Openness	Balance
1 People in photos vs product only	5 Including differently abled people	10 Everyone is featured with the same prominence
2 Creating a visible relationship or interaction between people (positive)	6 Including larger bodies	11 Multiple dimensions of diversity represented
3 More than one person in the image	7 Including multiple people of color	
4 Realistic diversity	8 Including unique subsets of a diverse population	
	9 Having people with intersectionality in diversity	

Source: 1. [The Psychology of Inclusion and the Effects in Advertising, Microsoft Advertising Research 2020](#)

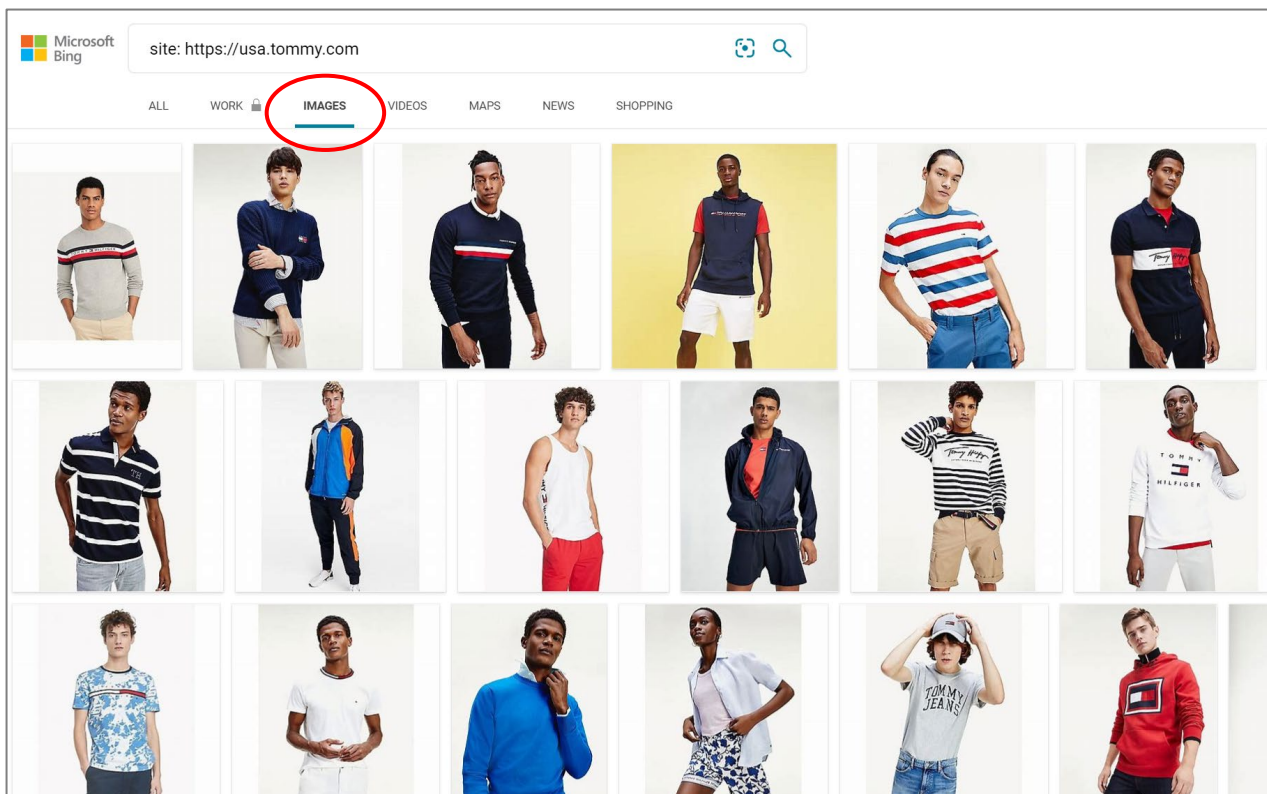
Use Microsoft Bing to quickly scan your site's image representation

For an easy way to review what images are across your site's webpages, simply type in the command, "site:" and then add your website's URL. For example, for the company Tommy Hilfiger, it would look like this in the search bar: "Site:https://usa.tommyhilfiger.com" and then hit enter. Bing will produce a search engine results page indexing all your webpages.



Then click on the “images” in the search engine results page for your “site:” search in the navigation bar.

Once you have the list of webpages indexed from the site you used, click on the images tab. This will produce all the images found on the website. You can quickly scroll through to get a sense of the diversity or lack of diversity in the collection of your site’s creative. It can be used as a general check which could inspire you to deliberately perform a search for specific dimensions of diversity that are underrepresented in your campaign. We have an incredible library of images for our advertisers to use.



Microsoft Advertising and Shutterstock

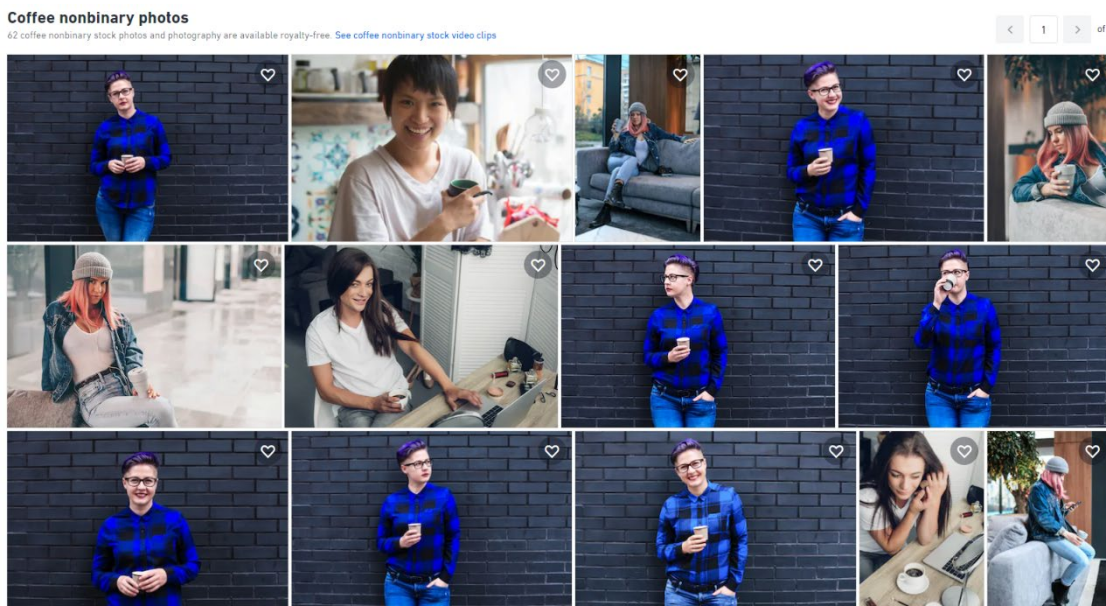
To support businesses of all sizes who are strapped for time and budget, Microsoft Advertising and Shutterstock have come together to make ad creation faster than ever with a photo offer integration within the Microsoft Audience Network, Microsoft Advertising's programmatic native ad offering. The integration allows Microsoft advertisers to access millions of free, ready-to-use images. The Shutterstock library offers images from over one million contributors from more than 100 countries, each capturing moments from their lives. For Microsoft advertisers, you can use this extensive library to craft different visual variations for your native ads to fit different audiences, A/B test, or localize for a specific region to increase ad performance.

Different audiences may require different visuals. For example, a native ad promoting a financial planning course for young adults would need an image that reflects that demographic. Or a teaching supply store may need to pivot to using visuals that reflect education in a home environment. Don't forget to consider various dimensions of diversity as well. It can be difficult for businesses to produce ads requiring a variety of high-quality and diverse images, especially on a tight timeline. With the Shutterstock integration in place, Microsoft advertisers across any vertical can find the image that will resonate with their audience quickly.

This means with Microsoft Advertising you can easily find:

1. Authentic images that reflect scenes from everyday life
2. Images from specific regions
3. Diverse and thoughtful representations of people

Example of photo search result of "Coffee nonbinary photos"



Audience Targeting: using the targeting levers to realize your **inclusive audience insights.**

So by this time, hopefully you have reviewed the [Values section](#) and [the Inclusive Keyword Strategy](#) section since these two can work together to reach new audiences you may have accidentally overlooked. For example, we provided [Microsoft Advertising Diverse Audience Insight Snapshots](#) in the values section. And take, for example, the insights there to find ways to authentically market to our unique audiences who index higher for valuing contributing to the community and who often look for brands who engage in their communities as well. Veterans are 61% more likely to contribute to their community, so if you have a corporate initiative centered around activating local communities, you may want to use LinkedIn Profile Targeting to seek out Veterans to highlight your community initiatives. Or use age targeting aligned with values of the generation for your products, services, or brand experiences that embody those shared values.

Targeting features can help you apply inclusive audience insights you've uncovered in your journey to understand your customer and authentically connect.

Ad Targeting

- Age
- Gender
- Time of Day
- Day of Week
- Geographic Location
- Device
- [Language](#)
- Location intent

Audience Specific Targeting:

- Remarketing Lists
- Custom Combinations
- Custom Audiences
- Customer Match
- In-Market Audiences
- LinkedIn Profile Targeting
- Similar Audiences
- Product Audiences

If you are a brand that either has sustainable products or exercises eco-friendly business practices, there is an age targeting on Microsoft Advertising Network that would make sense to test. According to our Values held across generations analysis of the Global Web Index data, Millennials and Gen Z are the generations that passionately care about these product truths. So use age targeting with your sustainable product catalogue, custom audiences, or remarketing lists based on the sustainable product pages a person visited on your site. Be sure to review the [Diverse Audience Snapshots](#).

Custom Audiences: Custom audiences are remarketing lists built using your own first-party data, collected directly from your customers (be sure to review the Privacy section) – for example, data that you collected from your own website or apps – to target on the Microsoft Search Network. This can be a powerful way to re-remarket with tailored messaging and creative to inclusive audiences that have visited your site using your own data. Depending on the data that your customers agree to provide, that data can be valuable insight to inform tailored messaging and custom offerings that make that audience feel your brand is a brand made just for them. Overlay our diverse audience insights and tailor the ad copy and product positioning even more.

Get started with Custom Audiences

1. Integrate our Custom Audience APIs into your DMP's platform
2. Agree to our data sharing and privacy policy
3. Depending on the DMP, they will have their own enablement steps within their software.

Once your DMP is integrated with Microsoft Advertising you can:

1. Select Bing as a destination in your DMP
2. Select audience segments you want to share with Microsoft Advertising
3. Once audiences show up on Microsoft Advertising, associate the segment with appropriate ad groups
4. Adjust bids and layer targeting on top of existing campaigns

To learn more about **associating custom audiences**, check out [What are custom audiences and how do I set it up?](#)

Reminder to consider [inclusive language insights and keyword strategies](#) as you use targeting. As an example, Millennials are known as the Worry Generation so if you were to age target with ad copy regarding your products that bring confidence, relief, clarity, and safety, you might stand to resonate with this group even more. Applying inclusive advertising insights with the right targeting feature can prove a powerful tool in creating a brand experience where people feel your brand ["is for someone like me."](#)

Being an inclusive marketer means paying attention to your customer's wide range of diverse backgrounds and needs.

Inclusive Marketer's Checklist

Brands who prioritize inclusive marketing to build trust, advocacy, and loyalty will future-proof their market leadership position. It begins with small actions in the details of campaign design but gains fly-wheel sized steam when an inclusive approach to business is at the heart of a brand's operations. Inclusively marketing is Marketing with Purpose, and that is a win, win, win for your brand, your customers, and your employees. Here's an Inclusive Marketer's checklist to help you achieve more with inclusive marketing, build consumer trust and drive purchase intent.

- ❑ Review product catalogue for inclusive products or inclusively merchandise products for new campaign ideas.
- ❑ Develop your own Inclusive Lexicon Library to supplement your keyword strategy and use Microsoft Advertising Intelligence for keyword suggestions.
- ❑ Have an ad creation review with a wide range of diverse people, especially those intended to be represented in the ad to check for cultural accuracy and proper context.
- ❑ Check that the ad represents brand values authentically and conveys genuine intent.
- ❑ Campaign has a spectrum of images (including people) that include different dimensions of inclusion cues like a range of age, race, ability, gender, sexual orientation and the number of people included in the ad.
- ❑ Ad copy incorporates inclusive language cues authentically.
- ❑ Honest use of product marketing positioning with the feelings of inclusion woven into product attributes or benefits.
- ❑ Is the ad asset or customer experience optimized for accessibility?
- ❑ Review targeting strategy from an ethical and legal standpoint.
- ❑ Review language, gender, and geographic target settings for personalized relevance to your message and creative.
- ❑ Consider the three metaphors that signal inclusion when designing genuine brand experiences so that they convey one or more of the following; Connection, Openness and Balance.
- ❑ Explore the Inclusive Marketing Activation model to uncover new audiences and campaign ideas by reviewing what you market, who you are marketing to, and how you are marketing.



In summary



Responsibility, values, and inclusion are key drivers to trust

A responsible, values-based, and inclusive approach to marketing isn't just about targeting niche segments, providing product value, or policy compliance. It's about building genuine relationships with people that celebrate diversity and a wide range of human experiences. Intentional inclusion with purpose woven throughout the brand experience conjures up feelings of acceptance, contentment, confidence, certainty, hope, and safety which precipitates loyalty –a leading indicator of future business growth. Explore our inclusive audience profiles that can help you authentically connect your marketing with purpose.

Consider values

Values drive value. What someone values is where shared meaning between a person and brand can begin to co-author a trusting relationship that leads to loyalty.

Make your brand values clear

- ☐ Consider your sustainable business practices.
- ☐ Consider your accessible business practices.
- ☐ What is your mission on this planet?
- ☐ What is your benevolent brand attribute?
- ☐ What are your value proposition for various product lines.

Identify diversity in your audience

- ☐ What jobs do they hold?
- ☐ What accessibility needs do they have?
- ☐ What sustainable values do they hold?
- ☐ What is their family structure?
- ☐ Military status?
- ☐ And more, limited only by your curiosity...



Consider responsibility

Responsibility from a Marketing with Purpose standpoint is understanding the laws in your market with regards to marketing and advertising like targeting, data privacy, and accessibility. Marketing with responsibility can also mean taking the time and making the effort to understand cultural nuances and language preference. Be sure to research your local laws to inform your marketing.

Consider inclusion

Use our Inclusive Marketing Activation model and the key takeaways from The Psychology of Inclusion and Effects in Advertising research to understand how to activate and the business case for inclusion in your marketing, advertising, and your overall business strategy.

Also, use market research, customer surveys, and your own employee resource groups, and get to know your audience beyond general demographics. Inclusion can increase relevant brand connection points to increase trust.

For example, inclusive marketing is making your marketing and communications accessible, so be sure to check out our [Accessible Marketing eBook](#) for overall tips on how to build accessibility into your marketing so you can reach, resonate, and serve more people.

Source:1 <https://www.unilever.com/news/press-releases/2017/report-shows-a-third-of-consumers-prefer-sustainable-brands.html>

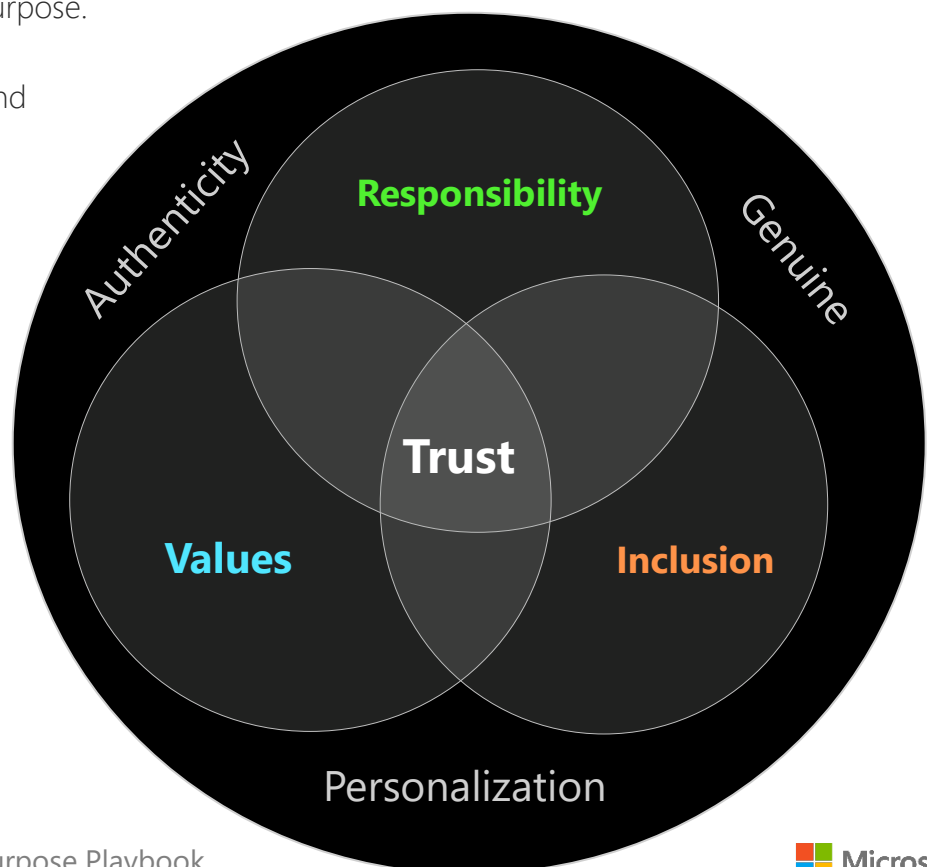
Source:2 <https://www.unilever.com/news/press-releases/2020/unilever-sets-out-new-actions-to-fight-climate-change-and-protect-and-regenerate-nature-to-preserve-resources-for-future-generations.html>

Our best collective future depends on an inclusive today.

Our world has barely scratched the surface of considering, understanding, and supporting the broad spectrum of human experiences. What a different place we will live in when we unlock the enormous potential and ingenuity of diverse human beings who have extraordinary experiences and abilities – within our teams, with our colleagues, our clients and our customers.

By embracing continued learning of diverse human experiences through empathy, we at Microsoft Advertising have been working with our clients and sharing strategies to ignite a trusted relationship with people whom brands are trying to better reach, resonate with, and serve with their products, services or experiences. We're not only optimizing the businesses we partner on with our clients, we're also optimizing the lives of the customers that we are collectively striving to serve together. Imagine if a true representation of all people was included at the beginning of any project or idea. There's an opportunity for inclusive leadership at any level, and that can have a profound domino effect across an organization and across the world. This playbook can help you on this journey towards activating Marketing with Purpose.

Proximity drives empathy, and
empathy gives us insight.
Here's to a brighter future,
by inclusively marketing.



Empowering you to achieve more.

Share Marketing with Purpose
with clients, colleagues or partners:

[Send the Marketing with Purpose Playbook>](#)

Curated blogs

Microsoft Advertising Partners: building Trust and Marketing with Purpose

Learn how Microsoft Advertising Partners think about building trust with Marketing with Purpose.

[Visit blog](#)

Personalize with purpose: building trust that drives business value

Personalization isn't just about special offers based on previous purchase behavior. The goal of purposeful personalization is to come across as genuine and authentic while being relevant.

[Visit blog](#)

Inclusive Marketing: the five mindset shifts every brand can make

Here are five mindset shifts to get you on your way to an Inclusive Consumer.

[Visit blog](#)

Building business value through trust, love, and loyalty

Trust, love, and loyalty all help drive purchase consideration for a brand and are all closely related.

[Visit blog](#)

Inclusive Marketing: why it's essential for your brand

In this blog, we'll define what Inclusive Marketing is and share the key elements that drive business impact.

[Visit blog](#)

[Watch webcast](#)

Marketing with Purpose

Trust, loyalty and love create a sweet spot for purchase consideration. Learn how you can drive business results by making people feel seen and respected through inclusive marketing and purposeful personalization.

- ✓ Be a purpose-driven marketer
- ✓ Be a brand worth trusting
- ✓ Giving back is good for business
- ✓ Every human being is a unique story
- ✓ Responsibility, values, and inclusion drive trust and that is Marketing with Purpose

[Go to Marketing with Purpose hub](#)

Educational Resources

Microsoft Advertising Learning Lab

A hands-on learning environment to help you understand the features and functionality of Microsoft Ads.

[Learn more](#)

Microsoft Advertising Feature Updates

Get a complete overview of the advertising features to help you achieve your business goals.

[Learn more](#)

Cloud for Everyone

Learn how programs like Cloud for Everyone will help empower organizations with a focus on every person, in their role, as part of a community.

[Learn more](#)

Microsoft Advertising Policies

Learn the policies to make great ads and what is and isn't allowed in them in order to provide you and your customers with a great experience on our advertising network.

[Learn more](#)

Curated Marketing with Purpose inspired insights

COVID-19 insights and resources for advertisers

As consumers remain home, search has grown in increasing importance. Our goal is to provide you with regularly updated insights and trends to allow you to make informed decisions for your business.

[Visit site](#)

[Get the guide](#)

The Human Centered Approach to Business

A guide with insights and quick actions you can take today, identify future opportunities and restoration scenarios, and get tips to implement if you're seeing new or increased traffic.

[Visit blog](#)

[Watch webcast](#)

Inclusive Automotive Marketing

Gain insights on the Vehicle Shopping Journey of Women and model an inclusive consumer decision journey strategy for your business.

[Watch webcast](#)



www.microsoft.com/advertising

Microsoft Advertising is on this journey **with you.**

Audience Insights

1. Consumer research on trust and inclusive advertising
2. CDJ Insights
3. Human centered approach to business across generations

Ad Personalization

1. Audience intent signals
2. AI Technology
3. Search Extensions and images
4. Dynamic Search Ads

Hands-on Support

1. Marketing with Purpose playbook
2. Accessible Marketing eBook and webcast
3. Marketing with Purpose workshop/lab



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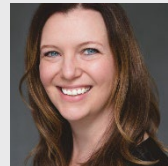
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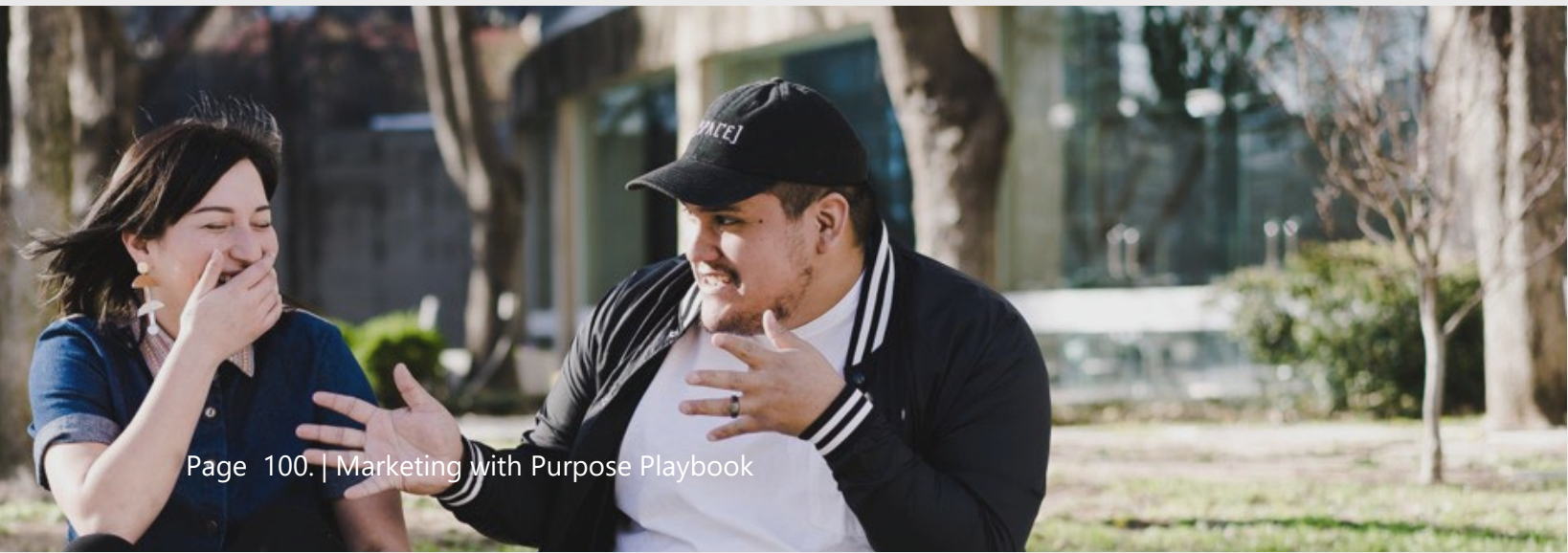
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A special thank you to:

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Microsoft Advertising. Intelligent connections



Microsoft Advertising Trust and Inclusive Marketing Research

Microsoft Advertising conducted a series of consumer research studies over the course of a couple years to understand how marketers could drive business impact through building greater trust with people and evolve that trust into brand love, and ultimately greater customer loyalty. We also explored two very important topics that a lot of marketer's grapple with around inclusion, and data collection and personalization. The results of our research will give you greater confidence in the importance of trust, inclusion and transparency in your marketing strategy. And this playbook will give you the guidance necessary to confidently create customer connections built on trust and more authentic engagement.

The Acceleration of Brand Performance through Trust, Love, and Loyalty, Microsoft Advertising Research, 2019

As people demand more from brands, it is imperative to ensure that your brand is building strong connections with your customers. We sought to understand the importance of brand trust in purchase decisions, and the driving factors of trust that lead to greater brand love and loyalty. We learned that without trust, people will not even consider the brand. The research uncovered the brand attributes that create trust, love and loyalty and some key differences across retail, travel, financial services and the auto verticals. December 2019 Online survey of 2,025 US respondents

The Psychology of Inclusion and the Effects in Advertising, Microsoft Advertising Research, 2020

Inclusion and authenticity in marketing has become critical, but many brands have struggled with how to achieve it. We sought to remove the guesswork and misunderstanding around inclusion, by defining inclusion, measuring its impacts in advertising, and providing insights into how it can be applied successfully to your marketing campaigns. This research uncovers visual and linguistic cues, as well as the impact inclusive ads have on purchase intent. Phase 1- 90 min ZMET qualitative interviews with 12 US gen Z respondents of diverse backgrounds. Phase 2- IAT of 1,540 US gen pop. Phase 3- Simile metaphorical quantitative study with 219 US gen Z respondents. Research was conducted in the US between October 2019 – January 2020.

Consumer Privacy and Brand Trust study in partnership with iProspect, 2020

Today's marketers are questioning how best to build trust with people while providing greater value through personalized experiences. The goal of this study was to understand people's concerns on data privacy and sharing of their personal data with third parties, and what they are willing to share to get more personalized experiences. We surveyed 24,000 respondents across 16 countries in North America, South America, the European Union, Asia and Africa, between December 2019 - January 2020.

Inclusive Marketing: The Future of Retail Brand Experiences, Accenture and Microsoft Advertising Research, 2019

The goal of this study was to develop the market context to identify the forces behind the need for inclusive marketing, identify the key challenges with inclusive marketing, and the leading practices to execute inclusive marketing. We conducted 54 deep and detailed interviews across the US and UK with CMOs, Accenture retail experts, Director level, and VP level marketers across 20 major brands spanning companies of different sizes and industries. 31% 10,000+ employees, 30% 5,000-1,000 employees, and 28% 1,000-501 employees. June 2019.

Microsoft Advertising. Intelligent connections

