

Top 50 Inclusive Brands™





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The Top Inclusive Brands Award distinguishes an exemplary group of organizations from various sectors that embrace diversity in their campaigns, content, and hiring practices. The award's focus is to highlight brands that are the most successful at and committed to representing real people consistently in their ads, on their websites, and within their organizations. The award is open to mid to large-sized enterprises. Recipients of this award must be nominated and undergo a rigorous selection process. To be considered for this award, organizations must meet the criteria in the following categories.

CRITERIA

Inclusive Workplace Culture ■

The full and successful integration of work team members from diverse groups.

Organization values statement and policies that foster Inclusion, Authenticity, Equity & Belonging
Corporate board, C-Suite, and Senior Leadership representation of women, people of color, and individuals from historically marginalized groups.

Inclusive Marketing ■

Campaigns that embrace diversity by including people from different backgrounds.

Campaigns that attempt to break down stereotypes and dismantle biases.

Marketing ads with stories that people in the real world or unique audiences can relate to.

Corporate Social Responsibility ■

Initiatives that align with the company's values/mission/vision.

Initiatives that positively and significantly impact the communities they serve.

Initiatives that are well-resourced with company volunteers, organizational funding, etc.

