Expanding Your Reach: Inclusive Branding Strategies for Growth

It's Not Politics – It's Good Business
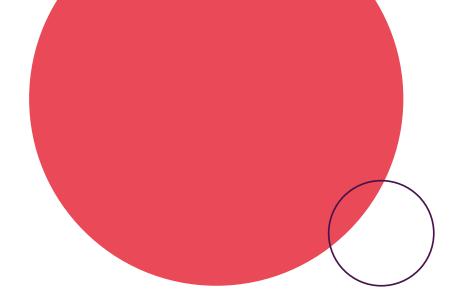
Expanding Your Reach: Inclusive Branding Strategies for Growth

It's Not Politics, It's Good Business

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Agenda

- Develop Inclusive Strategies and Brand Messaging to Drive Results.

- Engage Global Visitors to Expand Your Reach.

- Optimize Website and Communications for Accessibility.

"Inclusive branding is not about trying to appeal to everyone at once — it's about making intentional choices to connect authentically with more customers."

Why Inclusive Branding Drives Growth

A study by Microsoft showed that an inclusive ad drove a 23-pt. lift in purchase intent whether the person experiencing the ad was personally represented or not.

- Expanding reach through inclusivity:

  - **Deepens Customer Loyalty**
  - **Unlocks New Markets**
  - **Strengthens Brand Trust**

- Inclusive branding connects authentically with diverse audiences and creates pathways to **untapped growth.**

Misconceptions About Inclusivity

- **Myth #1: Inclusivity means trying to be all things to all people.**
  - *Truth:* It's about **focus and intentionality.**
    - Brands can't (and shouldn't) appeal to every audience equally.

- **Myth #2: Every image or campaign must represent every single group.**
  - *Truth:* Inclusivity doesn't mean featuring every demographic in every piece of marketing.
    - Focus on **authentic storytelling** over performative representation.

Misconceptions About Inclusivity

- **Myth #3: Diverse groups are monoliths.**
  - *Truth:* One approach doesn't resonate with all members of a group.
    - For example, within the "Latin community," there are **multiple nationalities, languages, and traditions.** Recognizing and respecting those nuances leads to more **genuine connections.**

- **Myth #4: Inclusivity is only about external messaging.**
  - *Truth:* Internal culture matters just as much as external campaigns.
    - Hire and retain a **diverse workforce** to reflect the values you promote.

Inclusive Branding – Successes and Missteps

Example: Budweiser

- In April 2023, Bud Light partnered with transgender influencer and actor Dylan Mulvaney to celebrate.

- Mulvaney uploaded a sponsored post and Budweiser released a special line of Pride-themed cans with various pronouns.

What happened?

- Some customers and activists called for a boycott and sales declined dramatically. Bud Light lost it's #1 market position to Modelo Especial.

Big Lesson?

- **Know your core audience** and think about strategy. What are you trying to accomplish?

Inclusive Branding – Successes and Missteps

Example: Modelo Especial

- Introduced "Mark of a Fighter" campaign centering around themes of the "Fighting Spirit," celebrating the struggles and adversity faced by people from all walks of life while connecting them to friends, family, and community.

- Originally celebrating Mexican heritage, Modelo successfully expanded its reach by maintaining authenticity and cultural relevance.

- Modelo gained the #1 sales position in spring 2023 and maintains it today behind marketing campaigns focused on core values.

Big Lesson?

- The brand's storytelling and marketing efforts have been inclusive, yet consistently focused on core values, resonating deeply without alienating loyal consumers.

Inclusive Branding – Key Takeaways

Key Lesson	Bud Light Example	Modelo Example
Know Your Audience	Alienated traditional consumers by not gauging readiness.	Respected cultural heritage while expanding to new markets.
Authenticity Over Tokenism	Faced backlash for perceived token representation.	Focused on storytelling grounded in values and core messaging.
Test Campaigns Before Launch	Failed to anticipate negative reactions or conduct pilots.	Validated messaging through ongoing cultural engagement.
Internal Alignment Matters	Possible misalignment between external campaigns and internal values.	Maintained internal cultural consistency and company buy-in.
Focus Over Generalization	Lost focus on core consumers.	Honored Mexican heritage while broadening appeal authentically.

5 Action Steps for Inclusive Branding

1. **Audit Your Current Messaging and Materials**
   - Evaluate existing campaigns. Do they reflect inclusivity or reinforce stereotypes?

2. **Define Core Values and Audience Insights**
   - Clearly articulate what values your brand stands for.
   - Research target audiences to understand their needs.

3. **Create Authentic, Focused Campaigns**
   - Avoid performative gestures—highlight relatable values and stories.
   - Test campaigns with diverse groups before launch.

4. **Align Internal and External Messaging**
   - Build an inclusive internal culture.

5. **Measure Impact and Iterate**
   - Track performance data.
   - Continuously refine strategies based on audience feedback.

- **In 2023, spending by international visitors to the US hit an all-time high of $213 billion…an increase of nearly 30% from 2022.**

- The majority of these visitors come from Canada and Mexico, followed by the UK, Germany, India, Brazil, South Korea, and France.

- The global wine tourism market was valued at $46.47 billion in 2023 and is expected to grow at an annual rate of 12.9% from 2024 to 2030.

- Domestic tourists contributed a majority of that revenue, accounting for 64%

- Demand among international visitors is growing even faster—at 13.3% annually

- In 2023, wine tastings and tours accounted for over 57% of the revenue share in wine tourism, while direct bookings made up 38% of revenue share.

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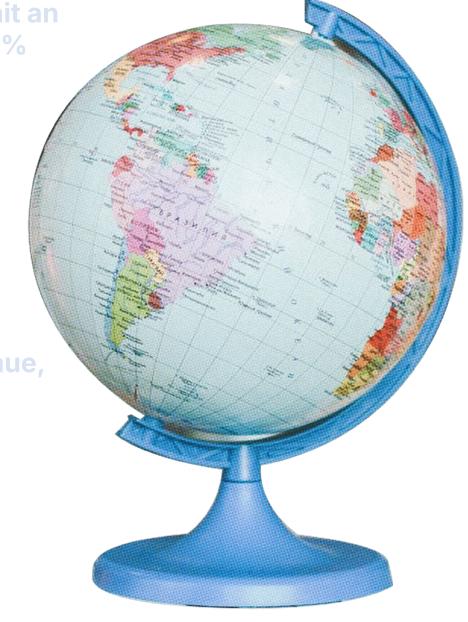
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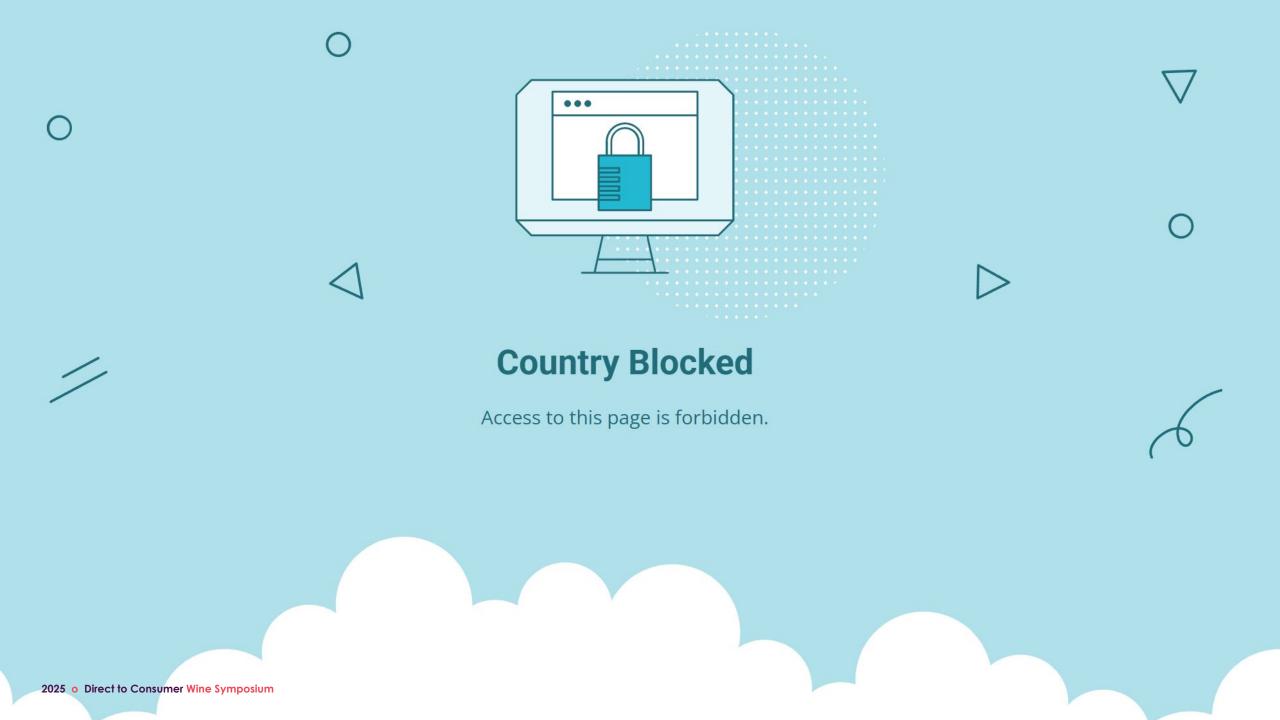
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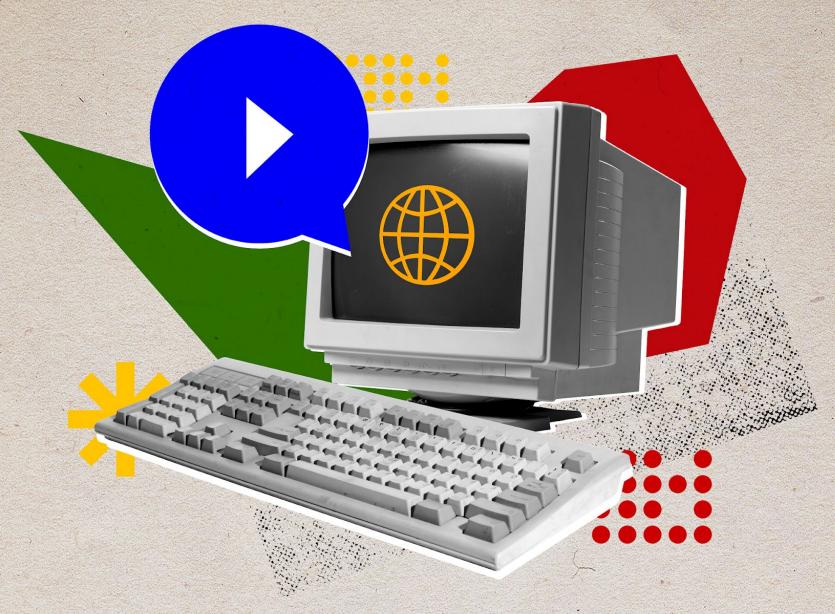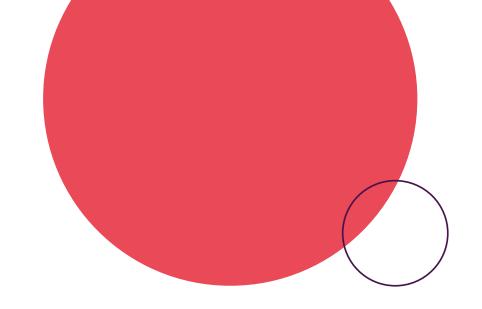
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Country Blocked

Access to this page is forbidden.

Accessibility

When you improve accessibility for people with disabilities, you also improve usability for everyone.

FTC Order Requires Online Marketer to Pay $1 Million for Deceptive Claims that its AI Product Could Make Websites Compliant with Accessibility Guidelines

Company also failed to disclose material connections to online reviewers

January 3, 2025

ADA "Compliance"

How Accessibility Improves Conversions

Source: Google. https://web.dev/learn/design/

PRODUCTS

BAD

GOOD

ABOUT

HOME

SIGN UP

BAD

GOOD

Source: GoSquared

4:1	3.7:1	2.2:1	1.8:1
14:1	3:1	1.6:1	1.2:1

Source: Google. https://web.dev/learn/design/

Changes You Can Make Today for Big Impact

- Add *meaningful* Alt Text to images.

- Improve color contrast and use primary colors sparingly.

- Use descriptive link and button text. Instead of "Click Here", use "View Our Cabernets."

- Create logical heading structure: H1, H2, H3 used in proper hierarchy.

- Use a readable font size on all devices.

- Get rid of your autoplay videos, background videos, sliders, and animations.

- Caption Videos: For social media, website embeds, or virtual tastings—always include captions.

Accessibility Beyond the Website

How Wineries Can Test Accessibility Themselves

Testing Tools

- **WAVE** - https://wave.webaim.org/

- **Accessibility Insights** - https://accessibilityinsights.io/

- **VoiceOver** – Mac only!

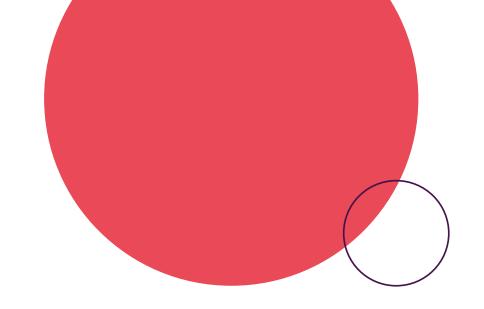- **NVDA** - https://www.nvaccess.org/

- **Professional Audits**

Resources for Further Learning

Further Learning

- Web Content Accessibility Guidelines (**WCAG**) - https://www.w3.org/WAI/standards-guidelines/wcag/

- W3C Web Accessibility Initiative (**WAI**) - https://www.w3.org/WAI/

- **WebAIM** - https://webaim.org/

- **a11y Project** - https://www.a11yproject.com/

Webinar on Website Accessibility

Questions?