



A UK Perspective on the IPREX State of Marketing Communications Report 2023



Diversity, Equity, Inclusion and Belonging (DEI&B) within business is no longer a 'nice to have'. It is now widely understood that more diverse teams deliver better outcomes. And there are few departments in business that are feeling this more acutely than marketing and communications.

If marketing teams don't reflect the communities they engage with, their strategies and tactics are less likely to hit the mark. It leads to narrow thinking and stifles innovation.

The importance of DEI&B was at the fore in IPREX's latest report, *State of Global Communications and Marketing 2023* - a comprehensive look at the opportunities and challenges facing marketing and communications functions across the world. Over 400 leading marketers from global businesses were surveyed, providing a snapshot of the current state-of-play - and some fascinating insight into DEI&B.

UK state of play

Before we get to the data - it's worth looking at the wider UK landscape specifically when it comes to DEI&B. Media discourse and conversations on the topic have long been very prevalent here. Topics such as gender and race discrimination, expression of sexuality, and disability awareness have all remained key areas of discussion over the last decade, with public awareness and acceptance continually on the up.

However, while these conversations are happening, there still exists a gap between what is said and a proactive transition to tangible DEI&B outputs within businesses. It is one thing for a business to talk about the importance of DEI&B and acknowledge current challenges, but it is quite another to take meaningful steps in ensuring programs are put in place to formalise this within the organisation.

About

MC2 is a strategic marketing communications agency that exists to challenge the ordinary. We develop world-class marketing talent that think differently and enable high-growth businesses to differentiate.

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Regional disparities

And this played out in the data. At a global level, DEI&B is clearly a priority for marketing functions, with 87% of those surveyed having some level of a formal program in place to ensure DEI&B principles are adopted and instilled across their operations. However, when we break this down to a regional level, disparities remain.

In EMEA, the gap between rhetoric and action that we see in the UK is evident across the wider region. While 35% of EMEA organisations have a global and consistent DEI&B program in place, this notably lags behind both APAC organisations (64%) and the Americas (48%). Additionally, more organisations in EMEA (18%) admitted that DEI&B had not been a focus, while this was lower in the Americas (5%) and APAC (0%).

Opportunities

While work is still needed in the EMEA region to formalise DEI&B programs and practices, this also presents opportunities for organisations to develop pioneering, forward-thinking strategies.

The report highlights that 90% of global organisations are undertaking diversity training, whether internally or through third party providers. There is clearly appetite for DEI&B training, which can help to inform an organisations overall DEI&B strategy and purpose.

EMEA organisations also have the opportunity to lean on their global counterparts to learn and develop DEI&B strategies. There is a wealth of resource out there for organisations to pull from, including the recent IPREX *Diversity, Equity and Inclusion Toolkit*, allowing them to build a unique offering that is catered the specific needs of their organisation.

As we live in an increasingly globalised, multicultural world, the need to ensure DEI&B principles are adopted at all levels of an organisation is imperative. This year's report demonstrates that positive steps have been taken globally, however, more work is needed to ensure areas like the EMEA are ensuring DEI&B is a core strand of their evolving organisational strategy, ensuring their workplace is reflective of the world in which we live.

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