Our plan is to continue investing in diversity and to make a lasting change to the DNA of our company.

IPG has committed to becoming one of the world’s most diverse and inclusive companies. We have put programs in place to achieve this goal, many of which you will see outlined in this issue of Fuel. We understand that increasing our diversity is not only the right thing to do, but is a business imperative as well.

Over the years, we have received industry recognition for our efforts in diversity and inclusion. During the last several months, we have been widely honored for these efforts by industry groups as well as by community organizations like the New York Urban League which recognized IPG with a Champion of Diversity Award, the first time this award has been given to an advertising holding company. Companies from a variety of industries compete for the awards, which salute those who recognize the need for diversity in the job market and embrace inclusion in the workplace.

"Over the past five years, IPG has made a formal commitment to becoming the world’s most inclusive network of marketing services companies. Our plan is to continue investing in diversity and inclusion, and to build on the progress we have made so as to make a lasting change to the DNA of our company.

Awards like this help to tell us we are on the right track to making that culture change happen," said Michael Roth, Chairman and CEO of IPG, at the ceremony. "Credit goes to our board of directors for making this a top corporate priority, and to our agency leaders and managers across our organization who remain focused on the need to deliver on this very important goal."

NYUL President and CEO Arva R. Rice praised Interpublic for becoming the first corporation in its field to earn such an honor. "Thank you for making diversity a fundamental tenet of your corporate philosophy. As you already know, a more diverse workplace produces a more dynamic corporation better capable of serving a global clientele in an ever-changing marketplace," she said.
IPG Releases First-Ever Diversity and Sustainability Report

Recognizing the increasing importance of diversity and sustainability to our employees, our clients and our shareholders, IPG released its first-ever report on diversity and inclusion and sustainability.

For a sampling of what you’ll find in Diversity & Inclusion + Sustainability at Interpublic, take a look at our story, “Sharing Success Stories of Diversity and Inclusion” on page 4 of this issue of Fuel.

A comprehensive summary of what’s happening at IPG agencies and at corporate headquarters, Diversity & Inclusion + Sustainability @ Interpublic can be found on our website – http://www.interpublic.com/corporatecitizenship/sustainability.

If you would like a hard copy of this report, please email Jemma Gould, jemma.gould@interpublic.com.

IPG Honors Agencies and Individuals At Inclusion Awards

IPG’s Inclusion Awards, sponsored by the IPG Multicultural Employee Resource Groups for Excellence (MERGE), honored agencies and employees from IPG’s U.S. network who have shown leadership in helping IPG achieve its goal of being the world’s most inclusive network of marketing services companies.

Interpublic agencies and employees were asked to submit nominations for the eight award categories. Nominations were reviewed by the MERGE Executive and Metrics Committees. The awards luncheon was hosted by Michael Roth, Chairman and CEO, and Frank Mergenthaler, our CFO. Actor/Director/Comedian Robert Townsend was the Master of Ceremonies. Hundreds of Interpublic agency and corporate employees attended the ceremony in New York, with many more watching at webcast events held at locations in Atlanta, Boston, Chicago, Detroit, Minneapolis, Los Angeles, Norwalk, Omaha and San Francisco.

“Interpublic has taken great strides the last few years on our journey to be the most inclusive ad network in the world, and it is important to celebrate the successes we have along the way,” said Michael Roth. He added: “the winning individuals and companies believe that diversity and inclusion has been made a priority across all sectors of our business, from traditional agencies, to media, to public relations.”

Frank Mergenthaler, IPG’s CFO and executive sponsor for MERGE, said, “our employees recognize that inclusion is important not only for the bottom line, but for creating a company culture that attracts the best talent and produces the best work for clients.

Honorees at the New York MERGE Awards included:
- Community Partnership Award, Gold – McCann San Francisco
- Community Partnership Award, Silver – Campbell Ewald
- Supplier Diversity Award, Gold – Draftfcb
- Champion of Inclusion (Agency), Gold – Mediabrands
- Champion of Inclusion (Agency), Silver – ID Media
- Champion of Inclusion (Individual), Gold – Keith Burton, GolinHarris
- Champion of Inclusion (Individual), Silver – Glenn Eden, Weber Shandwick
- Inclusive Marketing Initiative of the Year, Gold – Draftfcb NY
- Inclusive Marketing Initiative of the Year, Silver – Octagon
- Multicultural Agency / Practice of the Year, Gold – Octagon
- Multicultural Agency / Practice of the Year, Gold – Draftfcb Chicago
- Multicultural Agency / Practice of the Year, Silver – The Axis Agency
- Inclusive Career Development Award, Gold – ID Media

L to R: IPG’s Andrea Giantelli, Robert Townsend, Draftfcb’s Vita Harris, IPG’s Michael Roth, Kevin Zhang, Christine McGay-Conese and McCann’s Patricia Shibata Okumura at the IPG Inclusion Awards
Awards for Diversity and Inclusion continued

NYUL, one of the oldest civil rights organizations serving the New York City area, established the Champions of Diversity awards in 2004, inspired by an outpouring of support from corporate America for the 2003 U.S. Supreme Court decision upholding basic principles of affirmative action. To qualify for the honor, award recipients had to illustrate their commitment to diversity in four major categories — corporate leadership, employment policy, supplier relations and corporate giving.

Also this spring, IPG and its Multicultural Employee Resource Groups for Excellence (MERGE) were among the sponsors of the NYUL Empowerment Day for Girls and its Young Men’s Empowerment Day. Both events bring New York City high school students into companies around the city where they shadow business people at a wide range of employers.

At IPG’s offices, the New York Urban League participants toured several IPG agencies, viewed work created by IPG companies and had lunch with employees at various levels (young professionals to executive) who shared their stories and life lessons with them.

This Spring, Interpublic was recognized with two Diversity Best Practices Awards. Michael Roth, Chairman and CEO of Interpublic received a 2011 CEO Diversity Leadership Award and Heide Gardner, SVP, Chief Diversity and Inclusion Officer, was recognized with a Diversity Officer Leadership Award. Diversity Best Practices (DBP) is the preeminent organization for diversity thought leadership in the corporate sector.

IPG is the only marketing communications holding company to have ever received this honor. Other 2011 honorees were Chief Executives and Chief Diversity Officers from Army and Air Force Exchange Service, CDW, KPMG LLP, MTV Networks and Toyota Financial Services.

The winners were selected by a review committee based on an extensive analysis of programs, policies, and factors such as the personal involvement of the CEO. The awards, which honor the winners for embedding diversity commitment and inclusion excellence throughout all levels of their companies, were presented at a Gala Dinner at Columbia University in New York. The celebration included a forum which gave the recipients an opportunity to answer questions and share best practices in front of a live audience.

“It is very humbling to receive this honor and to be in the company of the other CEOs and organizations who have been recognized,” commented Michael Roth, Chairman and CEO of Interpublic. “We are very proud that Heide Gardner, our company’s Chief Diversity Officer, and the first CDO in the industry, was recognized by Diversity Best Practices as well. Heide has been a guiding force in our ongoing efforts to create real systemic change at our company. While we are pleased with these terrific honors, we also recognize that much work remains to be done and we are committed to staying the course,” Roth concluded.

This fall, Interpublic and its agencies were honored with four awards at the American Advertising Federation’s (AAF) Diversity Achievement and Mosaic Awards and Forum. 1W Group, Inc. and its client MetLife, were honored for the Chinese Dragon campaign; IPG was honored in the Multiethnic Supplier Partners category; Felicia Geiger, VP and Director of Diversity and Inclusion for Deutsch Inc. (a Lowe + Partners Company) was honored in the Educator Category and McCann Worldgroup and its client Weight Watchers were named in the Multiethnic Talent Category for the “It’s a New Day” campaign.

The ADCOLOR Industry Coalition has recognized several IPG leaders this year. Laurence Boschetto, President and CEO, Draftfcb, was recognized with an Advocate Award; Felicia Geiger, VP, Director of Diversity and Inclusion, Deutsch, Inc. (a Lowe + Partners Company) received a Change Agent Award and Mauricio Sabogal, President, Initiative and UM, was recognized with a Legend Award.

Additionally, Michael Roth was recently honored in the Profiles in Diversity Journal Leadership in Action Awards special issue for his personal engagement in the process of diversity and inclusion.

“Growing up in Brooklyn’s Flatbush neighborhood during the 1950’s, I learned about diversity firsthand,” commented Roth. “Accepting and living with people from a variety of cultures and backgrounds who spoke many different languages – literally and figuratively – was a way of life for me and my family. It’s now a way of life in the business world as well.

“Embracing diversity makes us a better partner to our clients, a more attractive employer, and better at creating value for shareholders,” he continued.
Sharing Success Stories of Diversity and Inclusion

IPG’s agencies understand the importance of a diverse workforce to their businesses and to their employees and are actively engaged in furthering this important goal. Below is a roundup of recent activities.

Avrett Free Ginsberg
• Partnering with client Nestlé Purina to advance opportunities for diverse suppliers
• Appointed its CFO to also serve in the role of Chief Diversity Officer
• Established a CEO-led Multicultural Diversity Council

Campbell Ewald
• Conducted proprietary research, “How Millennials are Using Social Media to Redefine Diversity in America”
• Partners with Detroit Public Schools community outreach efforts
• Use targeted recruiting efforts and career fairs

Campbell Mithun
• Began a series of work sessions to strategize action steps for Diversity and Inclusion “Innovation Initiative” within the agency
• Provides ongoing support to the 4As Multicultural Advertising Intern Program (MAIP), reserving one spot for a MAIP intern within the Lucky 13 internship program each summer

Carmichael Lynch
• Collaborating with Campbell Mithun, Carmichael Lynch Spong and Weber Shandwick on development of a Twin Cities MERGE chapter
• Supports a business resource group, DIAL (Diversity/Inclusion Action League) which features an event around a particular culture each month

Deutsch
• Re-launched its GODs group (Gays of Deutsch + straights) and launched new business resource group, DeutschAbilities, a joint effort by its New York and Los Angeles offices to promote a more encouraging work environment for individuals with different abilities
• Partners with organizations including Impact Red (encourages honest conversations relating to HIV and AIDS) and I Am High School (provides academic and career competencies for students in advertising and media) and the Parsons Scholars Program (supports diversity scholarships at Parsons The New School for Design)

Draftcb
• Has five active business resource groups, one of which, its LGBT group, recently contributed to the “It Gets Better Video Campaign” with videos of Draftcb employees including CEO and President, Laurence Boschetto, helping LGBT youth imagine what their lives might be like as openly gay adults
• Has created a video series, D&I Insights, featuring agency leaders and rising stars talking about how diversity has impacted their lives

Erwin-Penland
• Was honored with an Outstanding Business Award at the 2011 Upstate Diversity Leadership Awards

GolinHarris
• Recruits extensively with historically black colleges and universities and has added an externship program for high school students to shadow professionals
• Serves as a host committee sponsor for the LAGRANT Foundation’s annual scholarship program and will host diversity career fairs in three cities
• Has adopted a new value: “Diversity broadens our perspective”

Bill Holliday
• President Karen Kaplan won a Champion of Change Rosoff Award at the Ad Club for her sustained outstanding contributions to the minority community
• Participated in annual IPG Corporate Day at Howard University to help prepare communications students for successful entry into the workforce
• Provides internships for diverse college students and sponsors Bottom Line which helps disadvantaged students succeed

ICC Lowe
• Developed an Agency Day Program targeted at local colleges and universities with diversity student organizations. This program provides students from diverse backgrounds an introduction to the world of pharmaceutical advertising and is aimed at attracting young, diverse talent to ICC Lowe.

ID Media
• Developed “Leadership Lessons” for the Advertising

IW Group and IPG joined more than 20 Asian/Pacific Islander American employee/business resource groups in Southern California to convene an Asian/Pacific Islander Executive Women’s Forum. Pictured (L to R) Leslie Furuta, TV Guide; Tracey Doi, Toyota Motor Sales; Fung Der, U.S. Trust/Bank of America; and Wendy Shina, KB Home

Women of New York (AWNY) as part of AWNY’s professional development series
• Conducts agency introductions and tours for IPG’s InterAct multicultural fellows and Howard University

Insidedge
• Leadership team is undergoing rigorous D&I training sessions
• Local D&I coordinators have spearheaded teams in creating programs in their locations supporting recruitment and retention and in expanding base of diverse suppliers

Jack Morton
• Partners with Citizen Schools on after-school enrichment programs targeted toward kids who might not otherwise be exposed to marketing careers
• Boston office hosts sixth grade students in a 10-week program that also involves clients and sister agencies judging a student competition

Lowe + Partners Worldwide
• Participated in pre-launch WL events in London including an event at the Houses of Parliament
• Created promotional materials for the IPG/WLN Cannes Seminar and breakfast

McCann Worldgroup
• Created the diversity in advertising messaging training program
• Established Mc2, a group for employees that promotes and celebrates diversity
• Supports The Arc of San Francisco which helps people with developmental disabilities find professional employment
Momentum Worldwide
- Regularly attends recruiting events that focus on multicultural talent
- Partners with the LAGRANT Foundation to host workshops for minority students from Chicago universities
- Sponsoring the Center for Excellence in Advertising at Howard University which provides professional development and leadership training for people of color in middle and senior management across all disciplines

Octagon
- Has become a sponsor of the Westchester/Greater Connecticut chapter of the National Black MBA association
- Regularly participates in diversity recruiting, hosts women’s networking events and has co-hosted “The Importance of Sports Marketing in the Multicultural and Latino Segment”

R/GA
- Chairman/CEO and Global Chief Creative Officer, Bob Greenberg, was honored by the Center for Excellence in Advertising at Howard University as a Diversity Champion
- Created affinity group, R/Gay
- Regularly attends diversity recruiting events and hires graduates from Howard University’s Lateral Movers program
- Participates in Brooklyn Urban Assembly High School program which teaches New York City high school students to use design to change their communities

Tierney
- Formed a 2011 Strategic Initiative Committee with a dedicated team of 12 individuals from across the agency to focus on recruiting for diversity, educating on diversity, highlighting diversity and examining strategic alliances with not-for-profits focused on diversity

Weber Shandwick
- Created a community of 38 D&I champions across 13 offices to drive local initiatives and share best practices
- Partnering with Bank of America client to teach Howard University Capstone Communications Course
- Partnered with the Gill Foundation to create The Business of Change, a guide to not-for-profit LGBT partnerships

Interpublic Elects Dawn Hudson to Board of Directors
This summer, Interpublic elected Dawn Hudson to its Board of Directors. With Hudson’s election, four out of ten members of the IPG Board are women, making it one of six Fortune 500 companies with a 40% or higher representation of women.

“Dawn is a terrific addition to our Board for many reasons – she is an experienced practitioner and her marketing experience on the agency and client side will be an immense benefit to IPG. She has a deep understanding of how to connect consumers with brands and drive industry-leading innovation,” commented Michael Roth, Chairman and CEO of IPG. “What’s more, we know that Fortune 500 companies with the highest representation of women, on average, financially outperform companies with lower representation. We are committed to recruiting, retaining and promoting women at all levels of our company,” he continued.

Ms. Hudson has more than 20 years of strategic brand building experience behind some of the world’s best-known consumer products. Currently Vice Chairman of the Parthenon Group, she recently completed an 11-year stint at PepsiCo. From 2002 until 2008, she served as President and then CEO of Pepsi-Cola North America. She first joined PepsiCo in 1996 as Executive Vice President of Sales and Marketing for Frito-Lay. Prior to her work at Pepsi and Frito-Lay, Hudson spent 13 years in the marketing, advertising and branding strategy arena with leadership positions at agencies including DMB&B and Omnicom.

CMI Provides Resources on D&I
Recognizing the importance of diversity and inclusion to IPG and its agencies, CMI offers research on consumer lifestyles, cultural and ethnic groups and demographic trends.

For more information, register on cmionline or contact Robin Feuerstein, 917.265.2288, robin.feuerstein@interpublic.com.

Dr Sylvia Ann Hewlett, Founder of the Center for Work-Life Policy, presents her research on the “Advancement of Women” as part of the events held to launch the London chapter of the IPG Women’s Leadership Network (WLN).
Collaboration & Growth

When Interpublic companies collaborate, we all succeed. Here’s how it has recently worked:

Momentum Poland and Weber Shandwick worked together to create a GlaxoSmithKline education campaign for three brands (Sensodyne, Parodontax and Corega) which featured a mobile road show of dental clinics across ten Polish cities.

Momentum Milan collaborated with McCann Italy to win a project to develop holiday POS for Royal Caribbean Cruises.

Momentum and McCann Spain helped Oscar Mayer celebrate its 30th anniversary and break a Guinness World Record for the largest gathering of people eating hot dogs at one time.

In Brazil, the Rio 2016 pitch for the Olympic Opening and Closing Ceremonies was organized by Momentum, Octagon and Jack Morton.

Momentum Japan, McCann Erickson, and UM worked together on a cross-functional campaign focusing on Japan’s traditional summer gift season for Walmart (Seiyu).

Momentum Japan, McCann Erickson, and UM collaborated on a Coca-Cola/Glaxco Vitamin Water campaign for increasing brand awareness, centering around PR and event activities.

Insidedge is collaborating with Jack Morton Boston to create an employer brand for Tyco Fire Protection.

Insidedge is working with Weber Shandwick to develop an employee communications campaign pertaining to the newly launched Motorola Mobility’s strategy and values.

FutureBrand introduced Jack Morton Exhibits to the National Football League for the rebranding of the NFL’s new headquarters in New York.

AFG and McCann Salt Lake have been collaborating on a number of projects for Nestlé Purina, including the Mighty Dog campaign and Beggin’ Strips campaigns.

Dailey and Initiative were invited to present “Media Convergence in a Highly Connected World” to an elite list of attendees at the Intuit Supplier & Alliance Summit. Over 200 Intuit executives and partners learned how the team’s 2011 TurboTax communications strategy was designed.

Dailey brought in ID Media to support client Aspen Dental in their effort to increase response and ROI while testing new strategies for challenged dental offices through a five-market local DRTV effort.

Weber Shandwick and Tierney have partnered to provide General Motors with a 2011 grassroots program across Pennsylvania to build brand advocacy through social and traditional media, consumer outreach and influencer engagement.

Weber Shandwick Geneva partnered with McCann Erickson and Futurebrand Paris to plan and execute four different workshops as well as the CEO session for the Nespresso International Media Event at their headquarters in Lausanne.

Draftfcb in the UK partnered with Weber Shandwick to publicize “The Lick Race” project for Kraft’s Oreo cookies in the UK.

Weber Shandwick and Jack Morton partnered to run Microsoft’s largest event of the year, the Worldwide Partner Conference in Los Angeles.

Weber Shandwick and Jack Morton partnered on two vehicle launches for General Motors.

The Martin Agency and Mullen's mediahub worked with ID Media to drive ongoing user acquisitions to LivingSocial.com following the daily deals site’s Super Bowl and Academy Awards campaigns.

ID Media partnered with Dailey on a national cable campaign to introduce Dole Fruit Bowls.

Working with Initiative, Media Partnership kicked off a DRTV campaign for Bayer Arctic Wonder.

Jack Morton Worldwide and Octagon Marketing North America are working together on NCAA strategy and activation for LG.

Octagon First Call secured spokespersons for Weber Shandwick clients including Sandra Lee (The Food Network) for Pyrex, Jay Mohr for DiGiorno, Matthew Morrison for Oscar Mayer, Mia Hamm for AAO (American Association of Orthodontists), baseball Hall-of-Famer Dave Winfield for Budweiser, sportscaster Gus Johnson for Bud Light, as well as eight baseball legends in different markets for appearances for ExxonMobil.

Octagon First Call secured names and likenesses of Blake Griffin (LA Clippers), Kerri Walsh (Olympic volleyball) and Dustin Byfuglien (Atlanta Thrashers) to be Mii characters for GolinHarris client Nintendo.

Gotham Inc. and Campbell Mithun partnered to win the assignment to handle a website overhaul for Best Western International.

Campbell Mithun and McCann NY continue to partner in marketing select brands from General Mills’ Baking, Big G, Meals and Snacks divisions.

Jack Morton and GolinHarris recently collaborated on a global media launch for Unilever’s Magnum brand.

Jack Morton and Insidedge are collaborating on projects for Iron Mountain, Merck & Co and Scott & White.

MRM Italy, McCann Erickson and FutureBrand are collaborating on the Findus QFF (Permira Group) account for the global brand re-launch, portfolio strategy, web, ATL, social media, and packaging.

MRM Italy and Weber Shandwick are collaborating on Eli Lilly’s Cialis account for the third year.

MRM Hong Kong worked with MRM Japan and McCann Erickson to provide significant search and analytics content for the recently won General Motors Japan pitch.

MRM Hong Kong and MRM Thailand ran a one-day in-market search and analytics training course for the McCann Worldgroup client LG in Bangkok.

MRM Japan collaborated with McCann Erickson and UM to launch the first real time, two-way social media platform for Kraft Foods Japan’s Stride gum.

Working with McCann Erickson, MRM Malaysia has been providing digital strategy and solutions for integrated campaigns on key brands such as KFC Holdings, MIFC (Malaysian International Islamic Financial Center), Nestlé, SCA and Johnson & Johnson Visioncare.

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At Leveraging Black Music in the New Media Marketplace, (L to R) Asten Morgan Jr., Director of National Sales/Publisher, The Vibe Lifestyle Network; Chris Atlas, SVP of Marketing Def Jam; Andy Cohen, EVP & Group Publisher, The FADER Inc.; Kevin Liles, Founder and CEO, KWL Enterprises; Tiffany Hardin, Account Executive, Translation LLC; Andrew Kessler, Creative Director, HUGE and Denise Harrell, Account Manager, BET Digital Ad Sales.

Business Resource Groups Host Events Focused on Networking and Mentoring

IPG’s MERGE (Multicultural Employee Resource Groups for Excellence) is the umbrella group for all of the company’s business resource groups (BRGs). These groups work to foster an inclusive work environment as well as to increase networking and business opportunities. Since its inception, more than 3,500 employees in the U.S. have attended MERGE events. Below is a sampling of some of the events recently hosted by MERGE groups. For more information, please contact Marcia Windross, Marcia.Windross@interpublic.com.

AHG — Be a Mentor. Find a Mentor — the Asian Heritage Group hosted this career development and speed networking workshop focused on creating and sustaining professional mentoring relationships utilizing tools and techniques of successful partnerships.

During Black History Month, IPG’s Black Employee Network (BEN) invited industry and client experts to Black Pioneers Among Us: Inspiring Change In Our Industry, a dialogue on what it means to be a pioneer in our industry and how we can continue to cultivate and inspire legendary moments that will shape black history. The event included an industry panel and Kasi Lemmons, Actress, Writer, Director and Filmmaker, as the keynote speaker.

In recognition of Black Music Month, BEN hosted Leveraging Black Music in the New Media Marketplace, an eclectic evening of insight and discussion on the powerful influence of black music in digital advertising and social media. The event included a keynote address by Kevin Liles and a performance by recording artist Jesse Boykins III as well as a panel discussion and presentation of case studies.

BEN LA — Diverse Perspectives: Ideas on Diversity in Advertising — the LA BEN Chapter hosted a program to discuss individual experiences of being a minority working in advertising, the importance of having a diverse workforce within the agency and what companies are doing to improve representation of minorities employed within their place of business.

InterAct Associates Cocktail/Networking Reception and Reunion — Now in its eighth year, IPG’s InterAct Associates Fellowship Program develops an internal pipeline of multicultural talent with multi-disciplinary experience by hiring recent college graduates from diverse backgrounds. These individuals work for two years at IPG agencies, with most of them being hired by the agencies for which they’ve worked once their fellowship is complete. This reception hosted new and current Associates for a networking event.

MERGE “Day of Genius” provided leadership development training and time for BRG planning. The session focused on personal leadership goals and legacy plans as well as personal communication strategies and developing roadmaps for BRGs.

SOMOS (IPG’s Hispanic/Latino Heritage Group) hosted Master the 8 Most Effective Strategies to Get Promoted featuring Mark Strong, Chief of Staff for McCann Erickson New York and Professional Career Coach.

Mosaic Speed Mentoring — Multicultural Perspectives on Agency Careers — IPG MERGE Careers sponsored a speed mentoring program at the Most Promising Minority Student (MPMS) Conference. Over 50 MPMS Winners and Honorees had the opportunity to learn about various disciplines and careers at IPG.
IPG and the WLN hosted two successful events at the Cannes Lions International Festival of Creativity this year. The first, an official Cannes seminar, was held on Tuesday, June 21 in the Palais de Festivals’ Debussy Theater and was titled, Beyond Mad Men: Toward Gender Balance in Creative Roles.

The second event was the inaugural program of IPG’s Diversity + Inclusion Summit series and was titled Conversations on Women in the Advertising, Marketing and Media Industry.

The Cannes seminar brought together key marketing leaders to discuss women in creative roles and marked the first time in the Cannes Festival’s 58-year history that this topic has been formally addressed. Beyond Mad Men: Toward Gender Balance in Creative Roles was hosted by Michael Roth, Chairman and CEO of IPG, and Kitty Lun, Chairman and CEO of Lowe + Partners China. Panelists included Martha Stewart, Founder, Martha Stewart Living Omnimedia; Kimberly Kadlec, Worldwide Vice President, Global Marketing Group at Johnson & Johnson; Carol Lam, McCann Erickson Shanghai’s Chief Creative Officer and Gail Heimann, McCann Erickson Shanghai’s Chief Creative Officer and Gail Heimann, Vice Chair of Innovation at Weber Shandwick. CNN Anchor and Special Correspondent, Soledad O’Brien, moderated the panel which focused on the dearth of women in the most senior creative roles and what can be learned from women who have made inroads as creative leaders.

"When you look at the U.S. and European markets, women make up about 50% of the advertising industry workforce," commented Michael Roth. "But recent studies in those markets show that in the U.S., only 38% of the executive ranks in our industry are women, and in the UK, management is only 22% female, confirming a gender gap. And if you look within creative departments, you see an even greater imbalance. Industry-wide, we see an opportunity to be more competitive with recruiting and promoting talented women into the most senior roles in our creative disciplines.

"Globally, women make up the fastest growing demographic in emerging markets, so it makes business sense that the people who are asked to develop ‘the big idea’ to reach these consumers are also representative of those consumers.

"We are proud to have hosted this first-of-its-kind program at Cannes and hope that it helps begin a dialogue with a goal of identifying ways for the industry to improve. The importance of increasing gender diversity in the most senior ranks at IPG is a priority for me personally and for all our employees who participate in the Women’s Leadership Network at IPG," Roth continued.

To promote further discussion on the topics raised during the Cannes Seminar, IPG hosted the inaugural program of its Diversity + Inclusion Summit series: Conversations on Women in the Advertising, Marketing and Media Industry.

This program included a presentation by Sylvia Ann Helwett, Founding President of the Center for Work-Life Policy, as well as a panel discussion moderated by Eleanor Mills, Associate Editor of The Sunday Times, UK. The panel included:

• Lynn de Souza, Chairman and CEO, Lintas Media Group
• Vita Harris, Global Chief Strategy Officer, Draftfcb
• Dawn Winchester, EVP, Chief Marketing Services Officer, R/GA
• Wendy Clark, SVP, Integrated Marketing Communications and Capabilities, The Coca-Cola Company
• Roberta Cocco, Central Marketing Group Director, Microsoft Italy
• Trudy Hardy, Manager, BMW Marketing Communications and Consumer Events, BMW NA

The breakfast also included an interview of Martha Stewart, Founder, Martha Stewart Living Omnimedia by CNN’s Soledad O’Brien, and was concluded with wrap-up comments by Pattie Sellers, Editor at Large and Co-chair, Most Powerful Women Summit, Fortune.

“‘The inaugural program of IPG’s Diversity + Inclusion Summit series, Conversations on Women in the Advertising, Marketing and Media Industry, provided an opportunity for senior-level women from IPG companies as well as IPG clients to engage in a frank discussion about key issues affecting women in our industry today,’ commented Heide Gardner, SVP, Chief Diversity and Inclusion Officer at IPG.

“During the program it became clear from the data and commentary that we are headed in the right direction. The session affirmed that we can accelerate our progress if we continue to address the barriers with well thought out and targeted strategies. Our plan is to continue with this kind of programming to elevate the issues and more important, to flesh out solutions by creating transformative experiences for our agencies and the industry,” she continued.

The Cannes seminar drew over one thousand attendees and was fed live into an additional theater to accommodate the overflow crowd. The breakfast drew nearly 200 individuals from the IPG and the agency community as well as the press and client community.
McCann teamed up with MRM Spain to pitch and win the Spanish Treasury CRM, advertising, call center and technology business account.

MRM Germany and McCann Düsseldorf are working together on an ePOS solution for L’Oréal Paris.

MRM Dubai partnered with Promoseven 360, UM and the MCN IT team to deliver RAKBANKDirect.ae, the first e-commerce transactional banking portal in the UAE.

MRM and Promoseven 360 Dubai collaborated on “Service Lane,” a Middle East-wide dealer after-sales program for Chevrolet.

McCann Healthcare Dubai and MRM are working together to develop the online presence for Al Ain Hospital in UAE.

Current Lifestyle Marketing worked with Weber Shandwick to launch the PepsiCo Women’s Inspiration Network – an online channel featuring interviews with leaders across an array of thought-provoking topics.

ICC Lowe is partnering with The Axis Agency to work on patient outreach initiatives for Johnson & Johnson’s Janssen Therapeutics.

ICC Lowe and dDFCB continue to collaborate in delivering creative digital marketing solutions for Nucynta and the upcoming launch of Nucynta ER for client Janssen Pharmaceuticals.

ICC Lowe continues in its successful 2+ year collaboration with Deutsch on the Lunesta account for client Sunovion.
An Update From our Chief Diversity + Inclusion Officer

We’ve worked for some time now to ensure that we walk the walk in terms of our commitment to becoming one of the world’s most inclusive and diverse companies. Initiatives are in place to help drive a climate for inclusion that enables us to play our parts as individuals, as teammates, as managers and leaders.

As we take a look at how far we have come, it’s clear that while progress has been made, much remains to be done. It’s also clear that diversity and inclusion can be complicated.

First of all, we have many dimensions of diversity that have an impact on our perceptions, approaches to work and the day-to-day interactions that drive how we get things done and how we experience our lives at work and home. Examples of these dimensions are race, gender, sexual orientation, nationality, level and department, physical ability, veteran status, spiritual affiliation and family status.

Our initiatives are intended to create environments and approaches to work and management that enable everyone to be valued, to have fair access to opportunities to contribute, to grow and to advance based on objective merit. Ultimately these initiatives should also facilitate the kinds of relationships that lead to inclusiveness throughout an organization – mentoring, sponsorship, coaching and collaboration. We know that companies that are successful at doing this fare better in every way – and that we stand to gain from heightened creativity, innovative solutions for clients and better shareholder return. We also know that the enhanced work experience that is possible with inclusion programs and effective relationships will ensure we attract and retain the best talent.

And yet, when we look across our industry, and in some cases, even at our own agencies, it becomes clear that much work remains to be done. Diversity and inclusion is a journey and some say there really is no finish line. I can assure you that we are committed to continuing the journey and measuring progress along the way. Among the steps we have taken is our first-ever “Climate for Inclusion Survey” which we fielded last year, and which gauged perceptions about work environments, key work relationships, meritocracy and the effectiveness of efforts to drive diversity and inclusion.

A survey might not seem like a big deal, but let me tell you, it is. Not only are we the only ones in our industry doing it, but we’re using the results to make us smarter about the issues we should concentrate on. This first survey showed that most of you saw IPG and our agencies as good places to work but that there were opportunities for improvements in areas like training, communication and participation in business resource groups and mentoring.

Despite the needs for improvement, I hope you will still have a sense of pride and confidence that we are at the forefront – with real results to show for it. As you’ve seen in this issue of Fuel, we’re increasing diversity in our ranks, our Business Resource Groups are producing great programming for everyone, we’re forging ahead with initiatives to ensure that our progress continues and our work is at a level that has earned us recognition, not just within the industry but from prestigious best practices organizations outside the industry as well.

Thank you for the ongoing support that has contributed to our progress. We know we can’t make the journey without you and would appreciate your feedback through this year’s survey in November.

Heide Gardner

Heide Gardner was honored at the Harlem YMCA 2011 Black Achievers in Industry Event