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# Create a plan for impact

## 1 Increase diversity in both representation and economic investment across the creative supply chain.

- Truly creating a diverse marketing ecosystem means striving for diversity across the entire creative supply chain.
- For Verizon, that means investing across diverse owned production companies; delivering programs to enable the long-term growth of Black owned media companies; and having diverse talent on the marketing teams.

## 2 Create an inclusive working environment for all talent to thrive and drive retention

- Delivering on a commitment to build a diverse team and create an inclusive work environment requires dedication from all members of a team and collaboration between internal teams and partners – and a strong resource.
- Through Verizon's work with its agencies and the quarterly readouts on talent, it became clear that a program dedicated to creating a diverse talent pipeline for the industry was needed.
- adfellows was the answer. The eight month, all expenses paid, fellowship program immerses entry level diverse talent in rotations throughout internal brand marketing and agency teams giving a unique look at the industry and allowing individuals to decide what kind of marketer they want to be.

## 3 Eliminate racism, bias and stereotypes in all advertising, content and media

- The creative process is multi-faceted, with many places where biases can enter the equation, so actively fighting against that process is an ongoing journey.
- For Verizon's, ensuring creative remains free from racism, bias and stereotypes, means giving the teams doing the work the tools to identify and eliminate biases. This comes to life through partnerships with organizations like the #SeeHer, Free The Bid and the 4A's and the creation of our own mandatory trainings and measurement tools.

## 4 Eliminate content that is hateful, denigrating, or discriminatory from all broadcast, published and digital platforms

- Creating quality, representative work is only half the battle. You also need to ensure the creative only appears in environments that are brand safe.
- Verizon's participation with the World Federation of Advertisers' Global Alliance for Responsible Media, led to a rework of the company's marketing policies to strengthen prohibitions against harassment, hate speech, privacy, and misinformation, influencing current and future marketing partnerships.