

**THE DIVERSITY DIVIDEND – DOING THE RIGHT THING AND DRIVING GROWTH****ROUNDTABLE CHAIR****Melda Tozluoğlu**

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**ROUNDTABLE SUMMARY**

In an increasingly multifaceted world, 42% of the US and 15% of the UK identify as diverse. In US alone, diverse communities constitute an economic force exceeding \$6 trillion. With the rapid growth of diverse audiences, discussing GenAlpha or GenZ necessitates the diversity lens. Most marketers continue to fall short of fully harnessing the potential of diverse groups, budding efforts further challenged by fears of being seen insincere. Yet, our research shows diverse audiences engage 50% faster and show 10% higher brand engagement.

Behavioral data science (BDS) and AI are crucial to unlock growth within diversity. AI is vulnerable to persistent data biases and by bringing the human lens with BDS, we can combine the power of AI with marketing strategy that is tailored for the whole consumer landscape. In a future worth working towards, BDS and AI will build business strategy together, towards the good of our clients, consumers, society. This roundtable discusses the path on “how?”.

**ROUNDTABLE KEY TAKEAWAYS**

1. Inclusivity is not only a key component of, but also, in major markets, the primary pathway towards sustained brand growth and added business value.
2. Representativity will strengthen brand strategy when supported by data and advanced analytics. The path to better AI, fully harnessed and devoid of biases, will be achieved through the application of advanced behavioural data science.
3. We show with data, that doing the right thing, and generating business value, are not mutually exclusive.