

HOW TO

Create an **inclusive** brand that advocates and empowers the consumer.

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Summary

One for all and all for one; inclusive brands are the rallying cry for a welcoming world where any and everyone feels included and valued. Inclusive brands celebrate what makes us unique and special and gladly accommodate consumers with a myriad of options not commonly found in the marketplace.



What does an **inclusive** brand mean?

Inclusive brands accept people regardless of race, education, belief system, gender, or other factors. They focus on the beauty of multiple perspectives and the incredible beauty of the collective human spirit. These brands focus on diversity, equity, and inclusion (DEI) and seek out ways to increase accessibility and inclusivity at every corner.

Why is it important to focus on being **inclusive**?

More than ever, consumers care about where and how they spend their hard-earned money and time. Diverse brands are ethically-driven and wear their values on their sleeves, and consumers want to support brands who align with their value system (even if it is at a cost to them).

Inclusive brands consciously look for ways to design experiences that bring people together and make everyone feel comfortable and confident.

They embody a holistic, feel-good nature, and consumers naturally gravitate towards these brands as they feel like they are a part of a vision much more extensive than themselves.



Inclusive brands are designed to be used by everybody, which means everybody. People of any sex, any gender identification, any age, any ethnicity.



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SURVEY RESPONDENT

How to create a brand that feels *inclusive*.

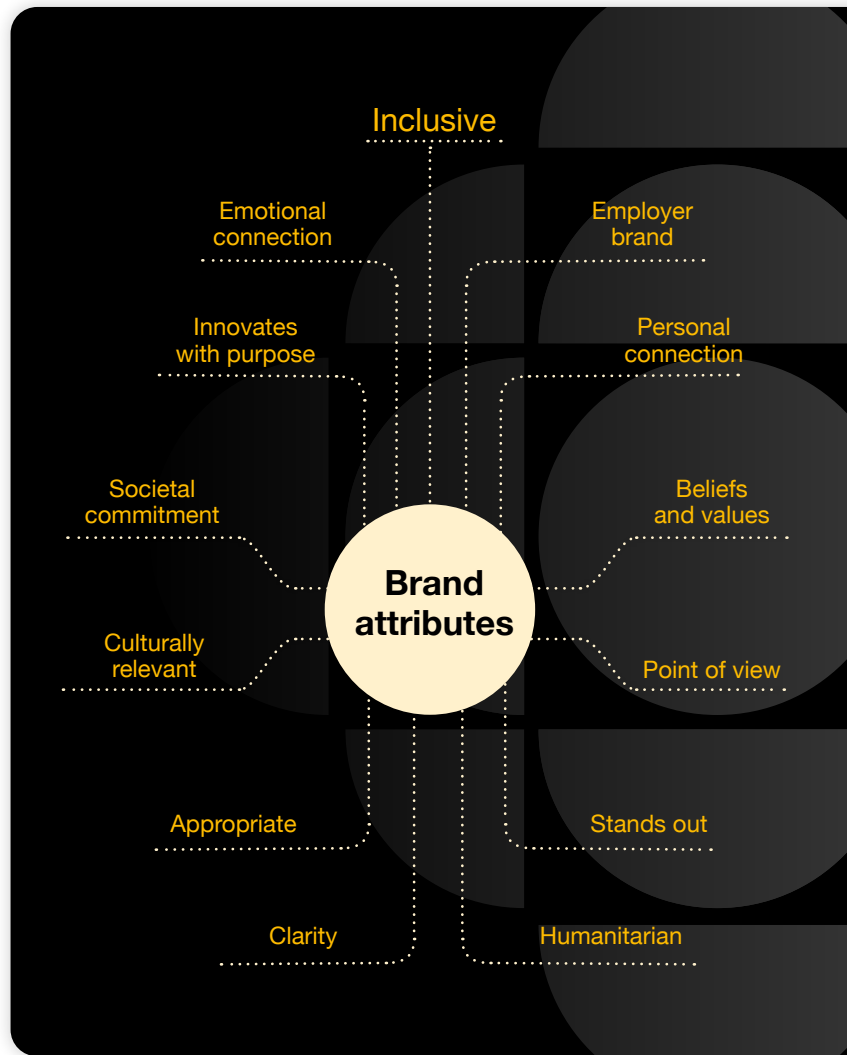
Creating an inclusive brand is about challenging the status quo and finding new and innovative ways to feature people and their stories in ways that make them feel empowered. Inclusive brands should listen closely to what their employees, consumers, and customers have to say and set aside their egos or ideas of what they think to be correct.

Inclusivity spans all aspects of a brand and can be in the messaging, visual representation, product user experience and accessibility, and availability of a product or service. However, the common theme is the desire to enable the core product for all users and make the experience as seamless and enjoyable as possible for everyone.

Inclusive is just one of 13 purpose attributes of a brand's position in w/g that BERA tracks and factors into a brand's **BERA Score**.

Get in touch to learn how your brand is currently positioned, and what attributes you should focus on to grow your brand love and increase your brand equity.

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Our Predictive Brand Technology is powered by the **world's largest syndicated brand equity data stream** that automates the real-time collection, analysis, and measurement of **100+** consumer-based metrics, across **4,000+** brands in **200+** sectors globally.

With BERA, brands can discover which metrics determine their brand's equity, see which audiences offer the best brand growth opportunities, and how to activate the right brand positioning strategy to make smarter brand decisions, grow financial outcomes, and drive Brand to Business™ impact.

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Brand Assessment