

How to keep inclusivity in mind when working with Google as a marketing partner

“Diversity in advertising is a bigger challenge than any one company alone can solve.”
– **Lorraine Twohill** (CMO, Google) | [Read the full article](#).

At Google, we build products **for everyone**, and are committed to diversity and inclusion. When we communicate with people through marketing, we aim to reflect the diversity of our users and the world.

We've put together this guide to help our trusted marketing partners understand how to apply our brand in communications to best reflect and respect this diversity.

Here are some ways to think about diversity and inclusion:

1) Avoid and counter stereotypes

Stereotypes are oversimplified images or ideas of a particular type of person or thing. Extensive research has shown stereotypes are harmful, causing people to place unconscious bias on an experience. They're also the easiest way to show customers you *don't* understand them. There are many ways stereotypes can manifest — from the **roles** a person plays, to **what they do** and **how they look**.

“Across the industry, only [37% of people](#) who appear in ads are women. Of those, too many are seen in stereotypical roles. In a recent study, [85% of women](#) said ads do not represent their real-world selves.”

Our brands are **never** to be included in advertisements or communications that reinforce stereotypes.

2) Sense check the work

Review the work by asking: “Does the way [example] is featured reinforce a stereotype”? We also encourage you to sense check the creative with members of the community you’re portraying.

3) Discuss with us how to put an inclusive lens on work from the onset

Inclusive storytelling requires building in diverse perspectives at every stage of the process, from strategy and briefings to creative development and execution.

If you have any questions about how these guidelines should be applying, please leave your questions and contact details [here](#), and we will get in touch with you.

External resources

- The [Unstereotype Alliance](#)
- World Federation of Advertisers - [A Guide to Progressive Gender Portrayals in Advertising](#)

