



INCLUSIVE MARKETING

A NO-BULLSHIT GUIDE



Hi



Hamza Ouamari

(Inclusive) Marketeer & Strategist
D&I Expert
Author - 'Inclusieve Marketing' (2025)

**I have a
confession.**





I'm far away from art/culture



~~I'm far away from art/culture~~
Art/culture is far away from me.

Let's See.





What do you see?





What do I see?





I see...

Mary and Jesus are depicted as white. The stories I've been told describes them differently. So does history.





I see...

Arabs are depicted stereotypically — once again as savages. They were most likely portrayed that way back then too.

But this imagery has stuck around...



I see...

Only men?



What do you see?







What do I see?



PAPER

NEW YORK

WINTER 2014 \$10



**BREAK THE INTERNET
KIM KARDASHIAN**



I see...

My internal struggle.

The battle of my bi-cultural identity.



My identity.



My layered identity.

My 'Lasagna' Identity



Intersectionality?



That man over there says that a women need to be helped into carriages, and lifted over ditches, and to have the best place everywhere.

Nobody ever helps me into carriages, or overmud-puddles, or gives me any best place!

And aint I a woman?

— Sojourner Truth (1851)

Intersectionality

Having an intersectional approach means looking at individuals and groups and recognizing all the different identities that shape them, not just one.

intersectionality is recognizing that a person's experience of discrimination may be shaped by their gender identity, race, and sexual orientation all at once, rather than viewing each of these factors separately.

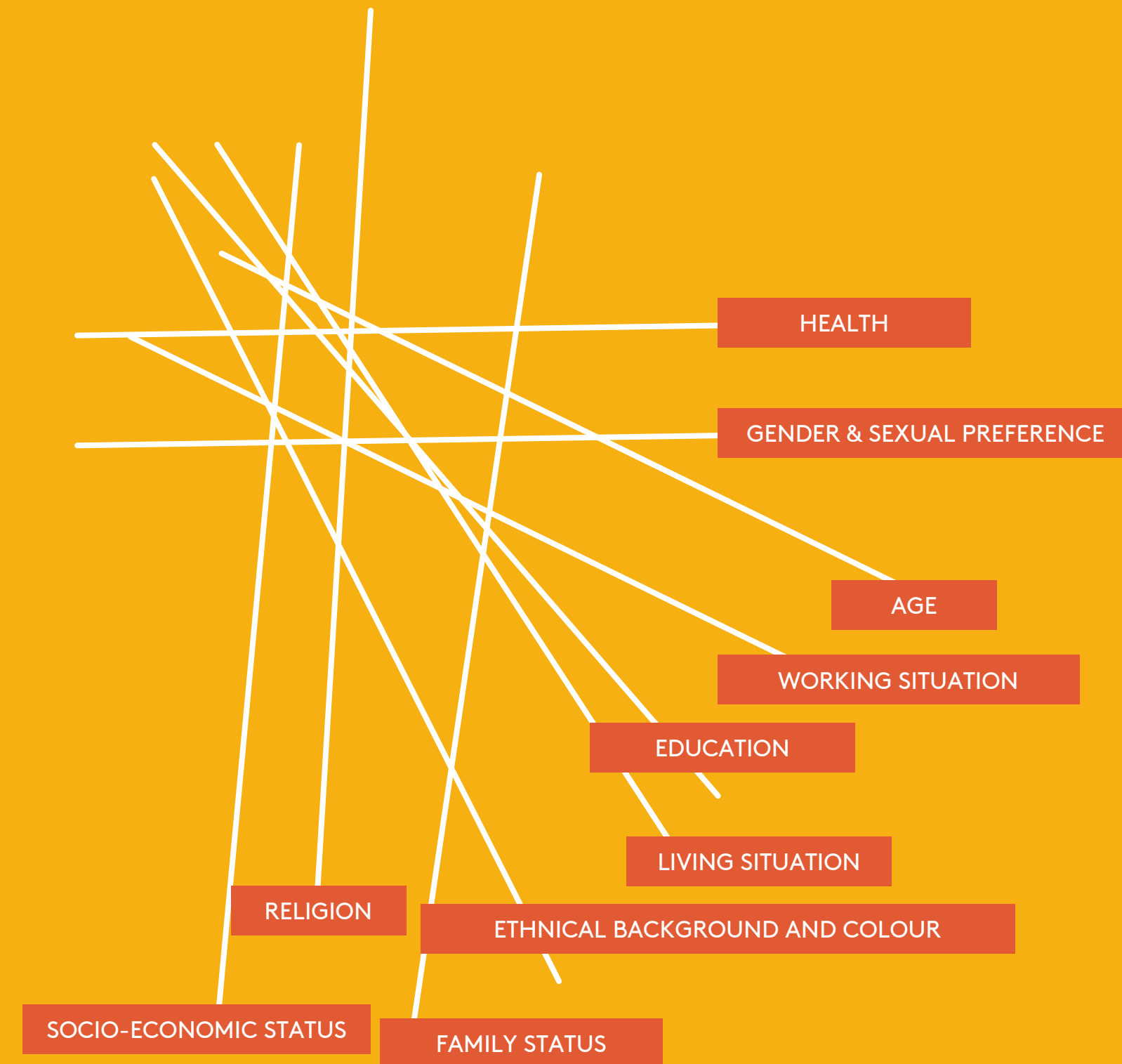


Intersectional thinking.

The intersection metaphor highlights how aspects of social identity, like gender, race, and class, shape a person's societal position.

Individuals face privilege or discrimination based on these identities.

The intersection represents the overlap of multiple discrimination factors, where people often experience compounded discrimination. Intersectionality reveals the complexity of discrimination, emphasizing how sexism, racism, and other forms interact.





The issue isn't that I have a problem with a white Mary or stereotyped Arabs.

The issue is that every museum experience, every piece of communication, is tailored to the norm.

Not mine.

I see things differently — because my perspective is shaped by an intersectional identity. **But museums rarely reflect my reality, let alone acknowledge it.**





Current methods within cultural institutions are often **too narrow** and biased.

They are primarily based on dominant narratives.



Everything that doesn't fit that norm is categorized as 'dumping down' art.

- **Whether it's the curator** who primarily relies on a reality defined **by (Western) art historians.**
- Or **the marketer who limits themselves to superficial tweaks** in the name of diversity.
- Or the **researcher who focuses mainly on established sources and literature, thereby ignoring alternative or lesser-heard voices in the art world.**

We gotta approach this differently.



A way of thinking that
acknowledges layered
identities and lived
experiences.





More inclusive
approach



Broader
frame of reference



An Inclusive Museum- experience.



**CHALLENGES
AHEAD**

**CHALLENGES
AHEAD**

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AHEAD**

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CHALLENGES

**CHALLENGES
AHEAD**



Communication
VS.
Programming

Internal
exclusion

CHALLENGES
AHEAD

Connecting
narratives

outside the norm =
'dumbed down'

Elite perception

Representation
≠ just visual

CHALLENGES
AHEAD

CHALLENGES

CHALLENGES
AHEAD



Introduction to Inclusive Marketing



But first... some misconceptions.

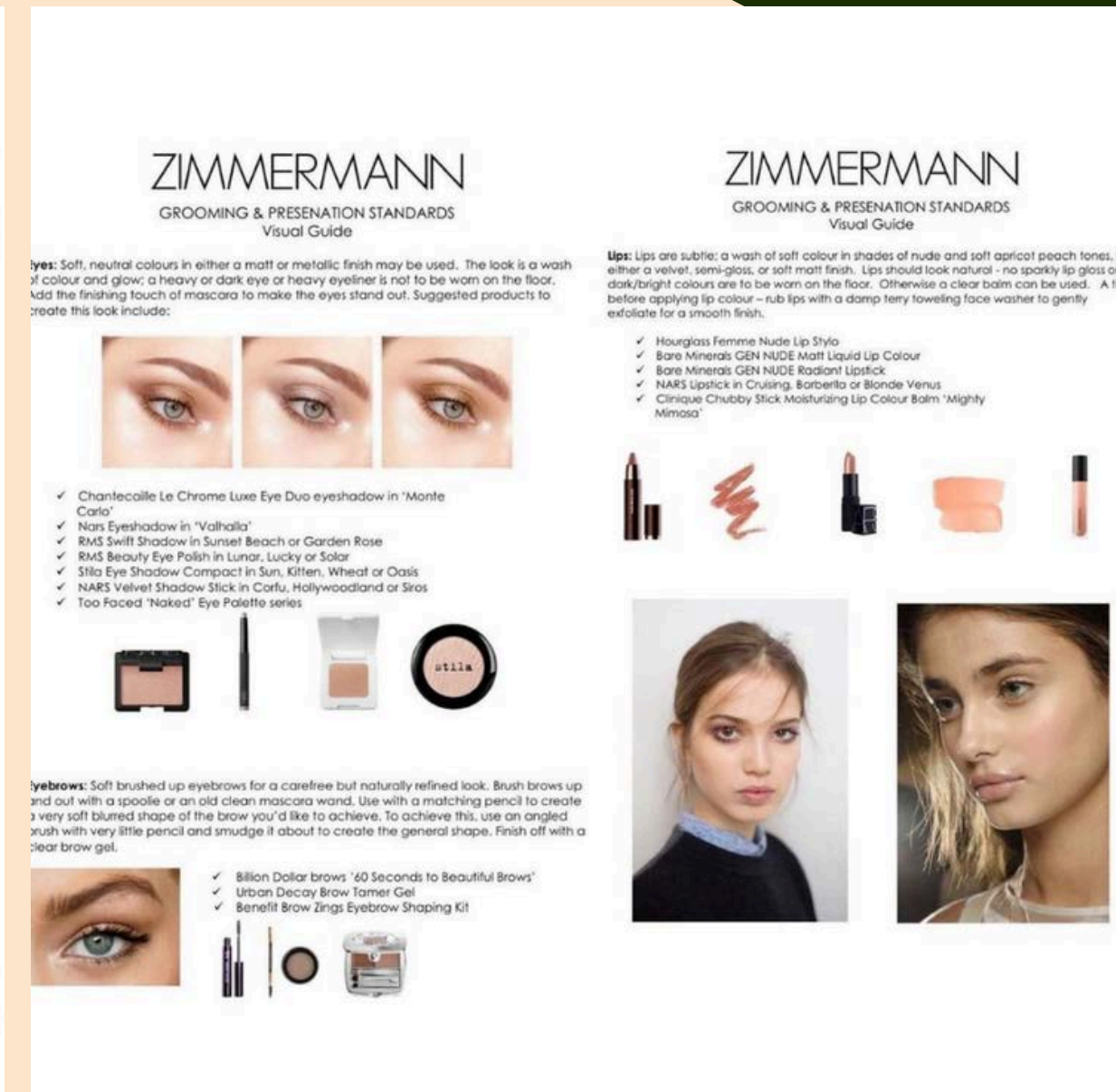
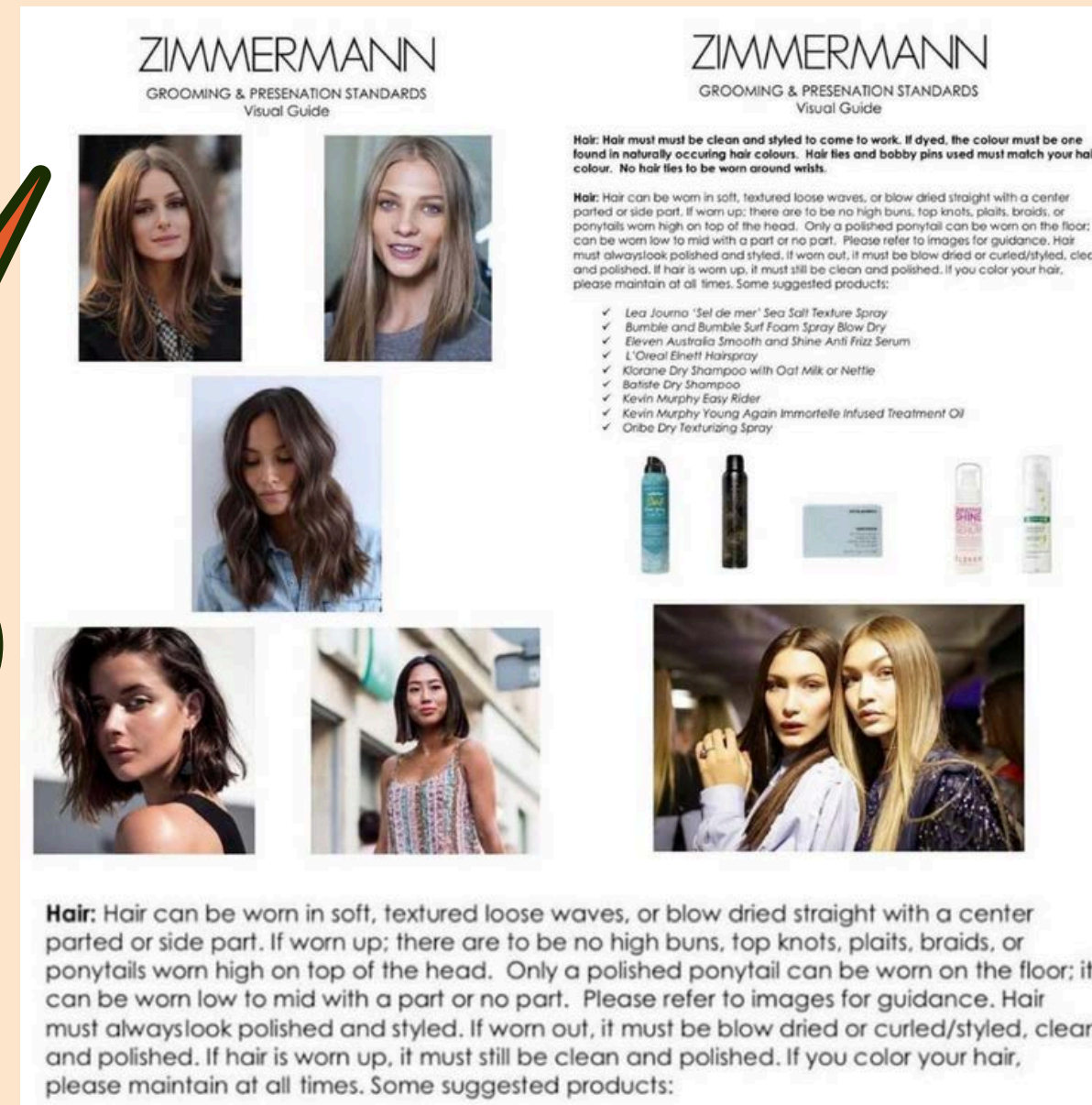
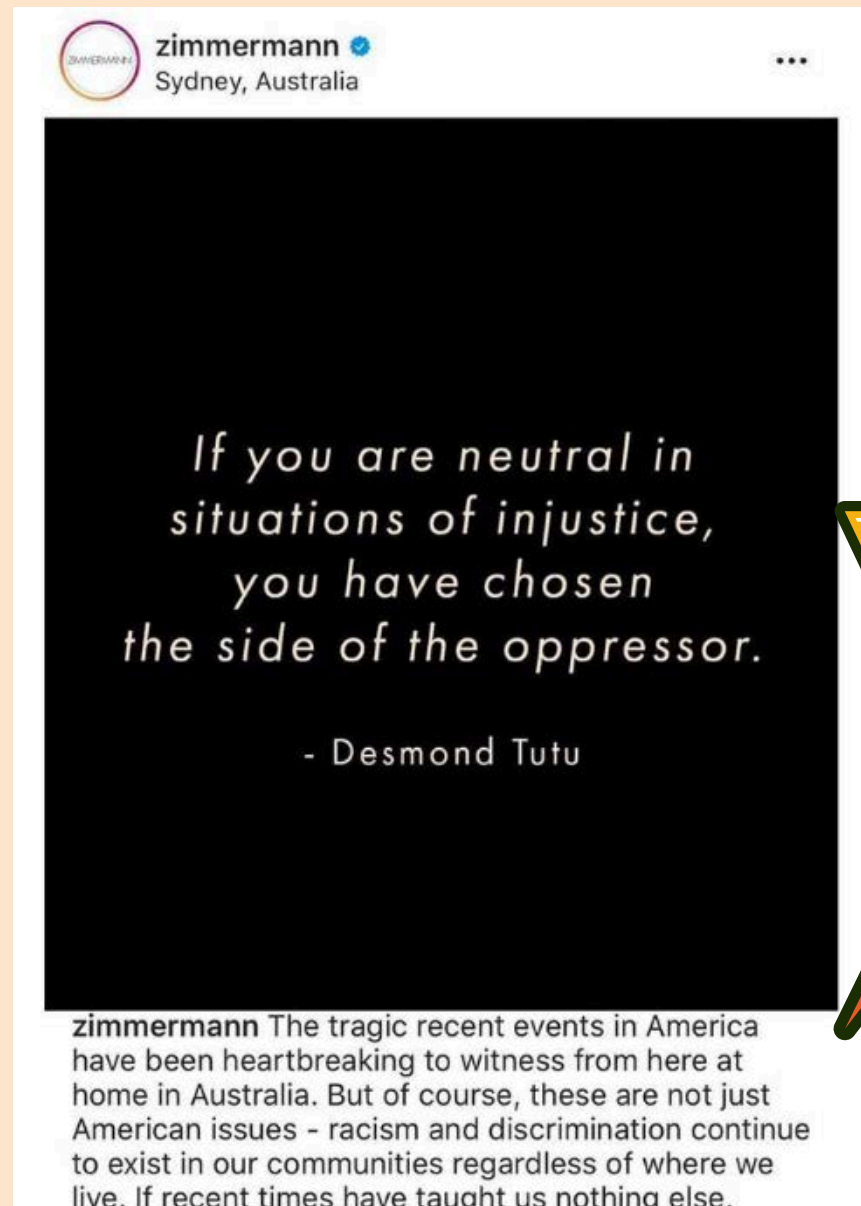


Inclusive Marketing is **not the same as your diversity policy.**

Meaning:

Inclusive Marketing does not make you an inclusive company.

An employee of 'Zimmerman' leaks their policy after a BLM Post. Sike.



'Inclusive Communication'

Not so inclusive 'Policy'



**You have to start internally,
before you can win externally.**

If your idea of inclusion is a Pride logo in June...
Then It's giving allyship for clout.

🌈 The future wants **receipts, not rainbows.**

Inclusive Marketing is **not the same as Ethnomarketing.**

Meaning:

A marketing/targeting approach that focuses on ethnic minorities in a country.

Police in the Netherlands





Inclusive Marketing is **not the same as tokenism.**

Meaning:

Tokenism is sprinkling in one 'diverse' face so you can pat yourself on the back without changing a thing.

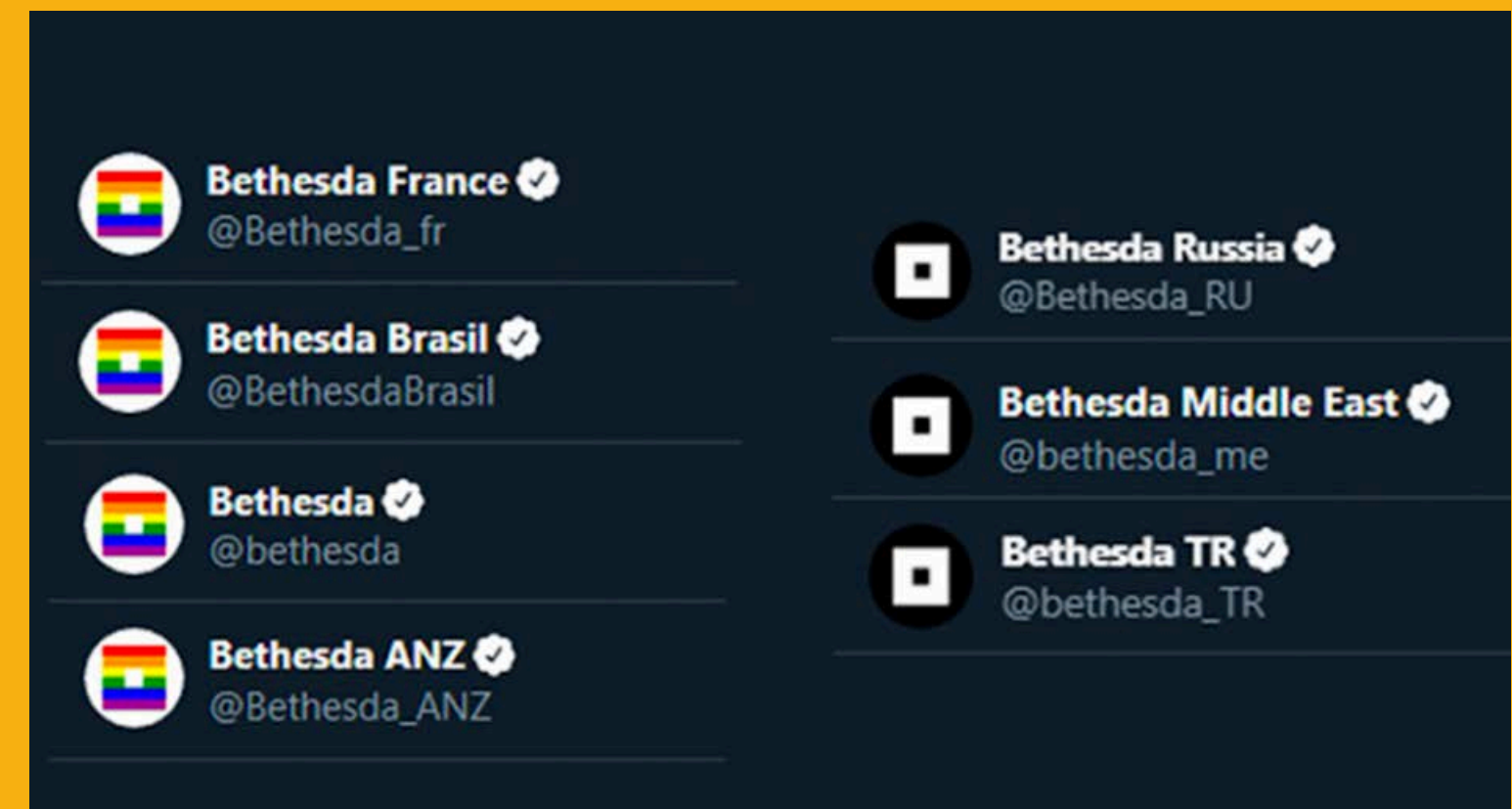


Inclusive Marketing is **not**
Whitewashing, Pinkwashing &
Greenwashing.



Whitewashing in Marketing

Pinkwashing



Greenwashing



So...what is
Inclusive Marketing then?



Inclusive Marketing

Inclusive Marketing is about removing (unconscious) discrimination in marketing strategies.

It is a deliberate approach to create communication that welcomes all people within your target audience, reflects their values and interests, and respects their needs, desires, and priorities. It is more than a visual checklist



Inclusive Marketing

1

Not reaching everyone

As diverse as possible within your target audience

2

Focus on connection

Recognize differences, but focus on similarities

3

Embrace diversity

Embrace different identities

4

Elimnate exclusion/discrimination

Conscious and unconscious

A photograph of a bedroom interior. In the foreground, a bed with a white textured blanket is visible. The background features a teal-colored wall. On the left, a large, dark, branching object, possibly a sculpture or a large branch, extends across the wall. To the right, a wooden desk holds a white adjustable desk lamp, a small potted plant, and some books. A black office chair is positioned in front of the desk. A window with white horizontal blinds is on the right side of the frame, letting in natural light. The overall atmosphere is calm and modern.

Van
Gogh
Museum
Amsterdam

Een ode aan de originele
Beeldbreker

HeyGen





5 WAYS TO NOT EMBARRASS YOURSELF IN 2025

AKA: 5 THINGS TO WATCH SO YOU DON'T FLOP AT INCLUSIVE MARKETING.

1

LANGUAGE MATTERS

One wrong word and the message goes from
inclusive to insulting.

1

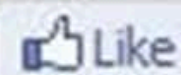


Dove Summer Glow Nourishing Lotion for Normal to Dark Skin

Dove believes having a fresh, sun-kissed look should not be reserved just for the summer. Dove Summer Glow Nourishing Lotion with a subtle self-tanner nourishes your skin while gradually enhancing your natural skin colour. For a beautiful summer glow all year round.

- dermatologically tested

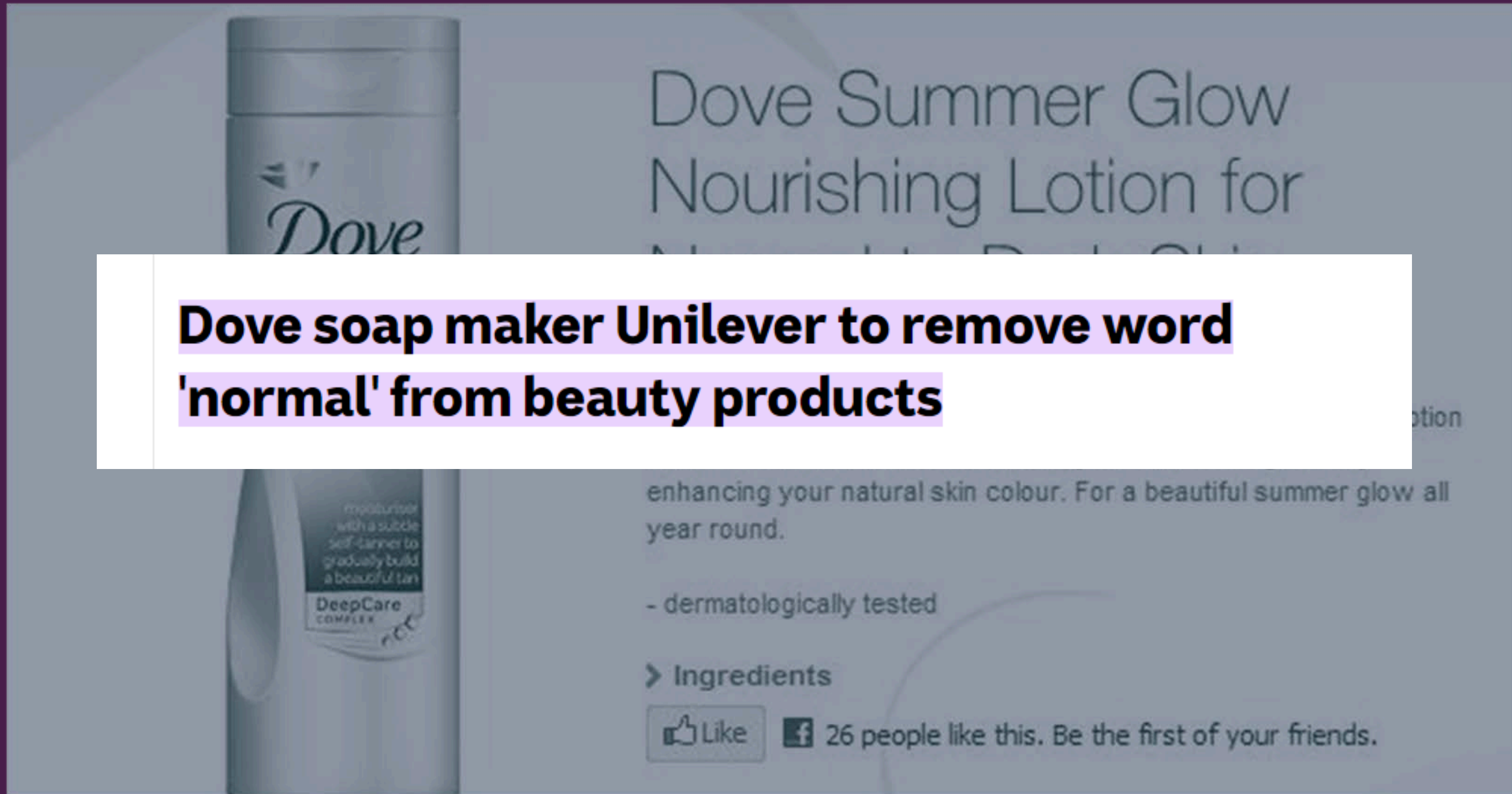
› Ingredients



26 people like this. Be the first of your friends.

1

Dove soap maker Unilever to remove word 'normal' from beauty products



TONE OF VOICE = EVERYTHING

It's not just how you say it — it's what your audience hears. Visuals, language, vibes — they all shape the message.

ASK YOURSELF...

THE SUBJECT

Am I presenting my subject in the best light?

THE MESSAGE

What message am I trying to convey? Is it inspirational or controversial?

THE IMPACT

What is my intended impact of this communication expression?
Could it be perceived differently for any reason?

2



2



2



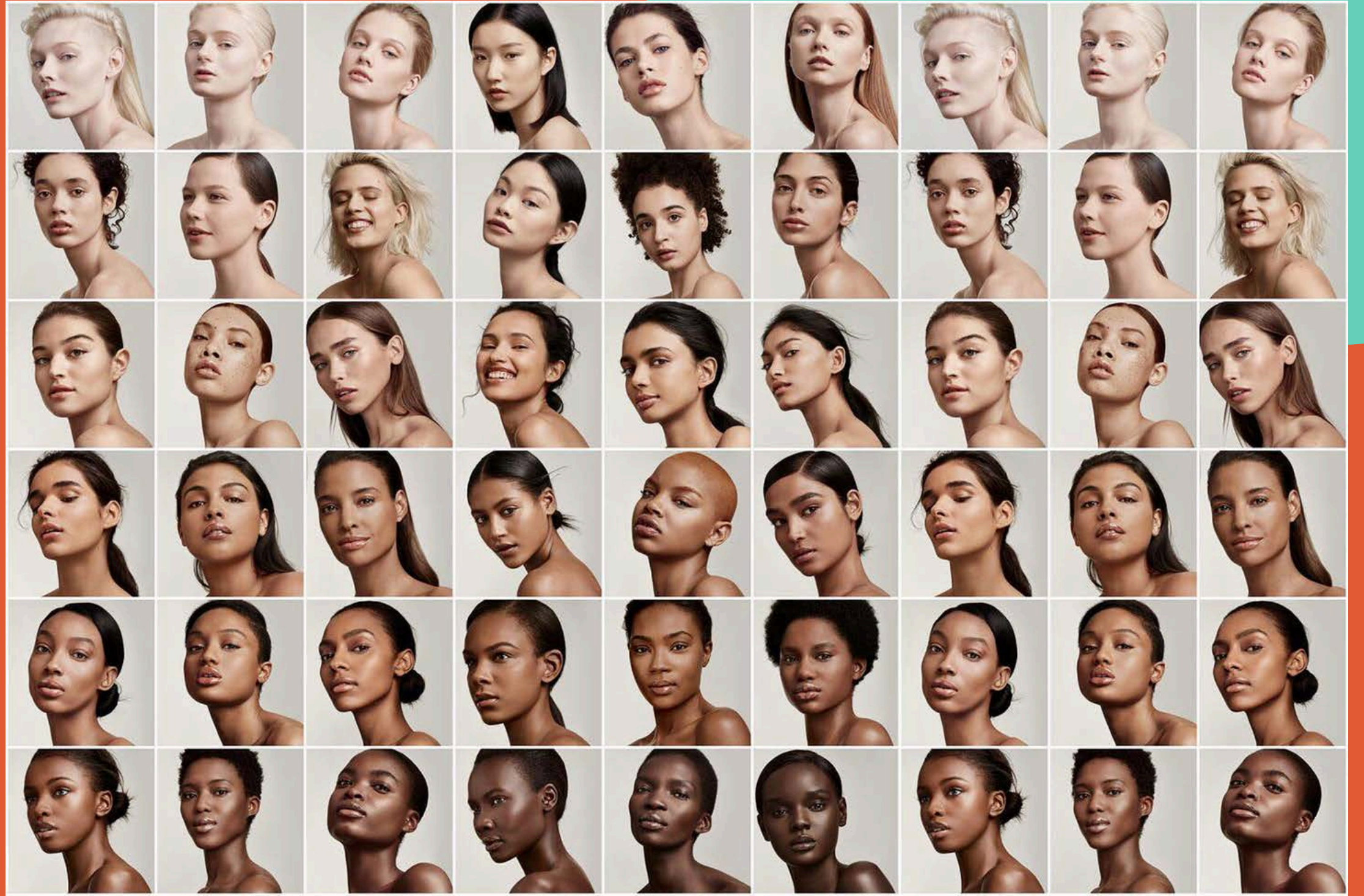
GO BEYOND THE VISUALS.

Representation isn't just about being seen — it's about being respected, reflected, and culturally recognized.

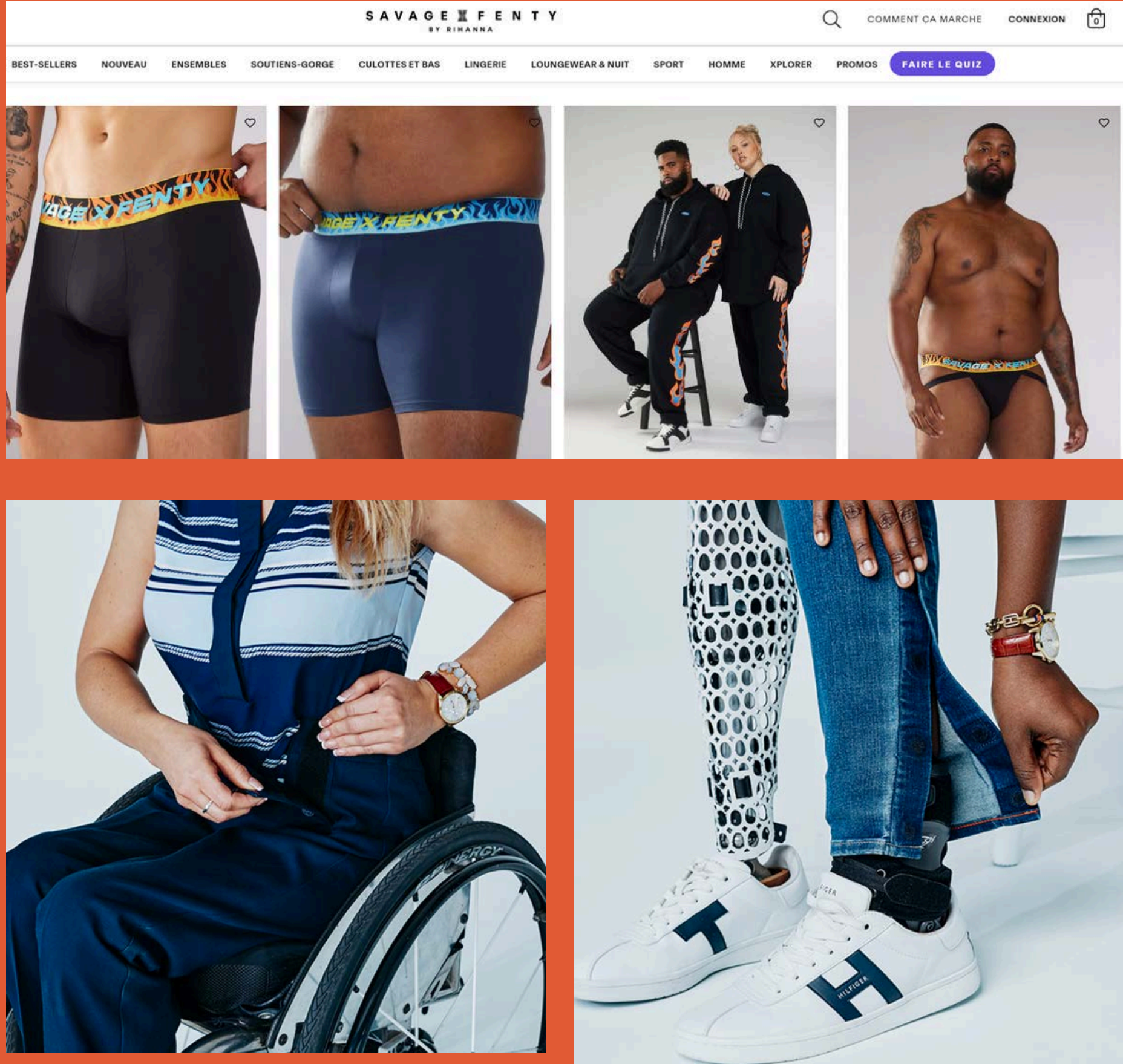
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GO BEYOND THE VISUALS

- Is the representation authentic?
 - Does it reflect your audience positively?
 - Does the represented audience feel cultural pride or shame?
 - How is your product representative?
 - ...
- 



3



CONTEXT IS THE RULER

History, culture, order and power dynamics— ignore them and it will backfire.

4

CONTEXT IS THE RULER: HISTORY



4

CONTEXT IS THE RULER: HISTORY



4

CONTEXT IS THE RULER: HISTORY



Hanorah
@HanorahHardy

Lmao Pepsi's new ad Kendall Jenner 'ends racism' by handing police men a Pepsi - way to degrade 50 yrs of black/minority struggle



Ziwe
@ziwe

Follow

and to think, all rodney king needed to avoid that beating was a pepsi



Olivia A. Cole
@RantingOwl

Director: "You, young urban gentleman with the interesting hair. Please come dap Miss Jenner's Pepsi can. Make it authentic."



The Black Hokage Retweeted



Be A King
@BerniceKing

If only Daddy would have known about the power of #Pepsi.



12:15 PM · 05 Apr 17



Olivia A. Cole
@RantingOwl

"Wow, I just solved all the problems in the country by being rich and thin and white and pretty. What else should I do today?"

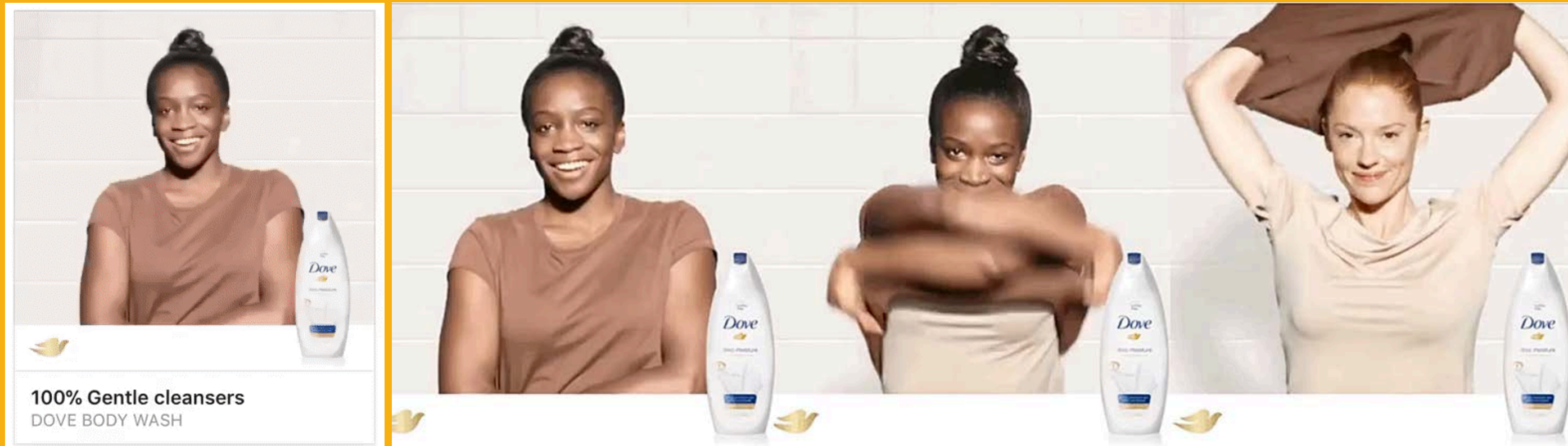


Clay Jensen
@antonioscastles

"Kendall please! Give him a Pepsi!"



CONTEXT IS THE RULER: ORDER



CONTEXT IS THE RULER: ORDER



4

CONTEXT IS THE RULER: POWER



4

CONTEXT IS THE RULER: **CONTEXT IS KEY**



4

CONTEXT IS THE RULER: **CONTEXT IS KEY**



BREAK THE MOLD

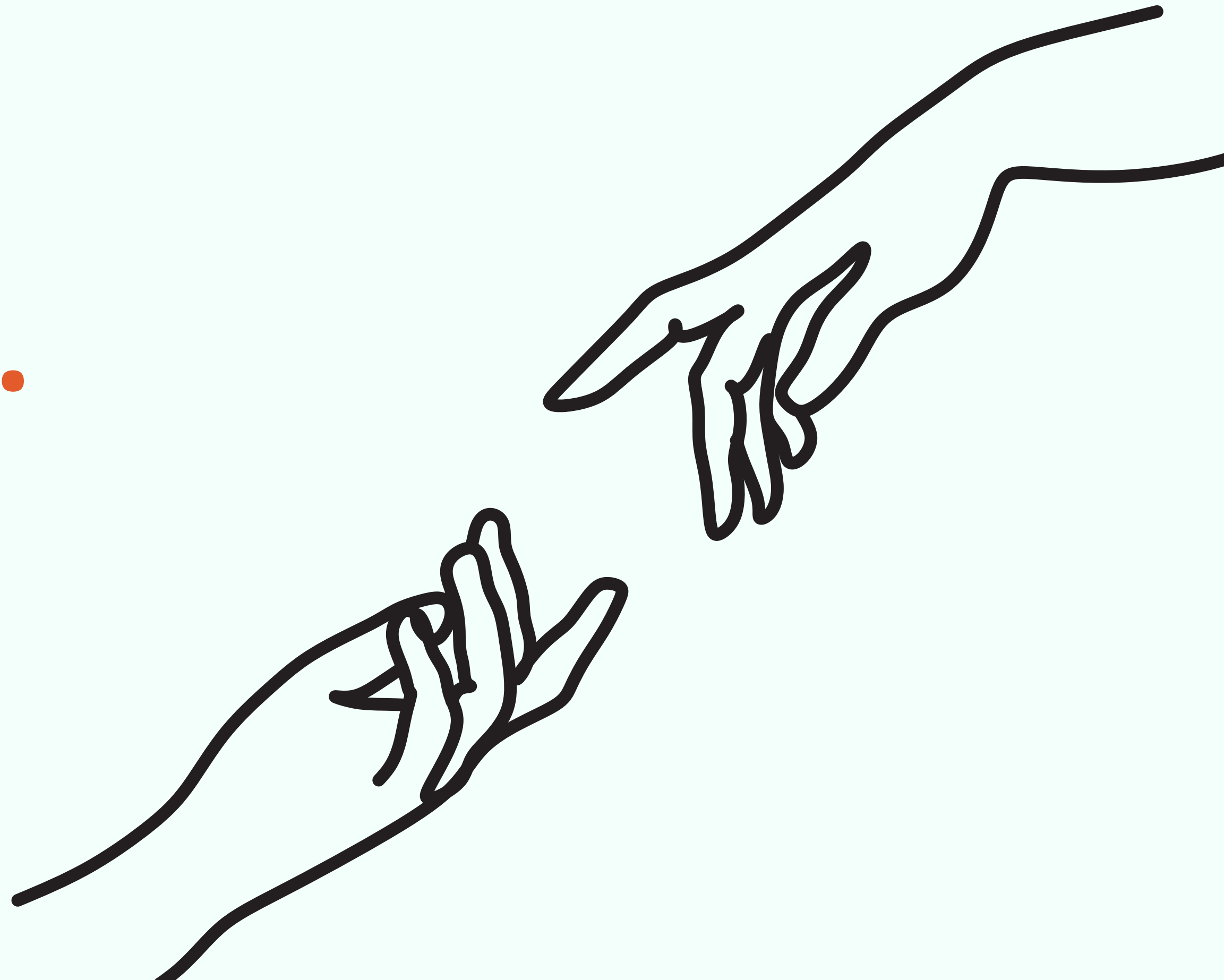
Challenge the cliché. Redefine who gets to be seen.
And how they're seen.

5



that I cannot drink a Margarita.

The connecting piece is
always a sense of
Belonging.



The connecting piece is
always a sense of
Belonging.

↳ = sense of safety, sense of
acceptance, inclusion, and the
(re)cognition of one's own
identities.

What do we take away today?

- See the layers.
- Acknowledge intersectionality.
- Create belonging.

And remember,

**The call for a broader perspective
is not a denial of yours.**



CASES

CASES

BECCA COSMETICS



CASES

BECCA-COSMETICA



Westchester Esthetician
@MakeupForWOC



Seems like you guys needed a reference.
[@BECCA_COSMETICS](#)



Sarah
@xfarahalyx



so did becca cosmetics really refuse to hire black women for these swatches? they just edited a white hand darker? look at the two darker hand's palms.

CASES

NIVEA



NIVEA

Keep it clean, keep bright. Don't let anything ruin it, #Invisible

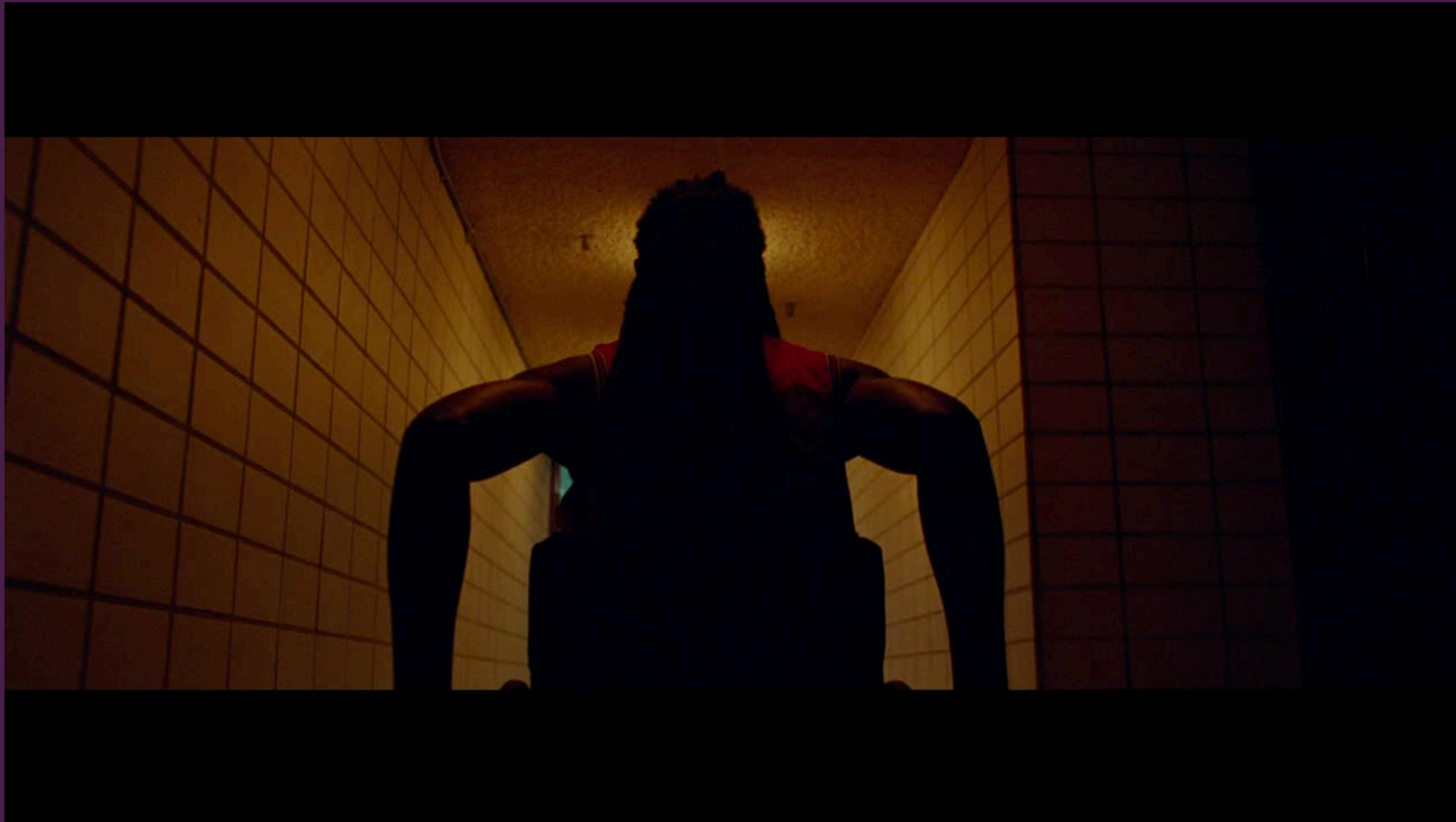
CASES

SONY - PSP (AMSTERDAM)



CASES

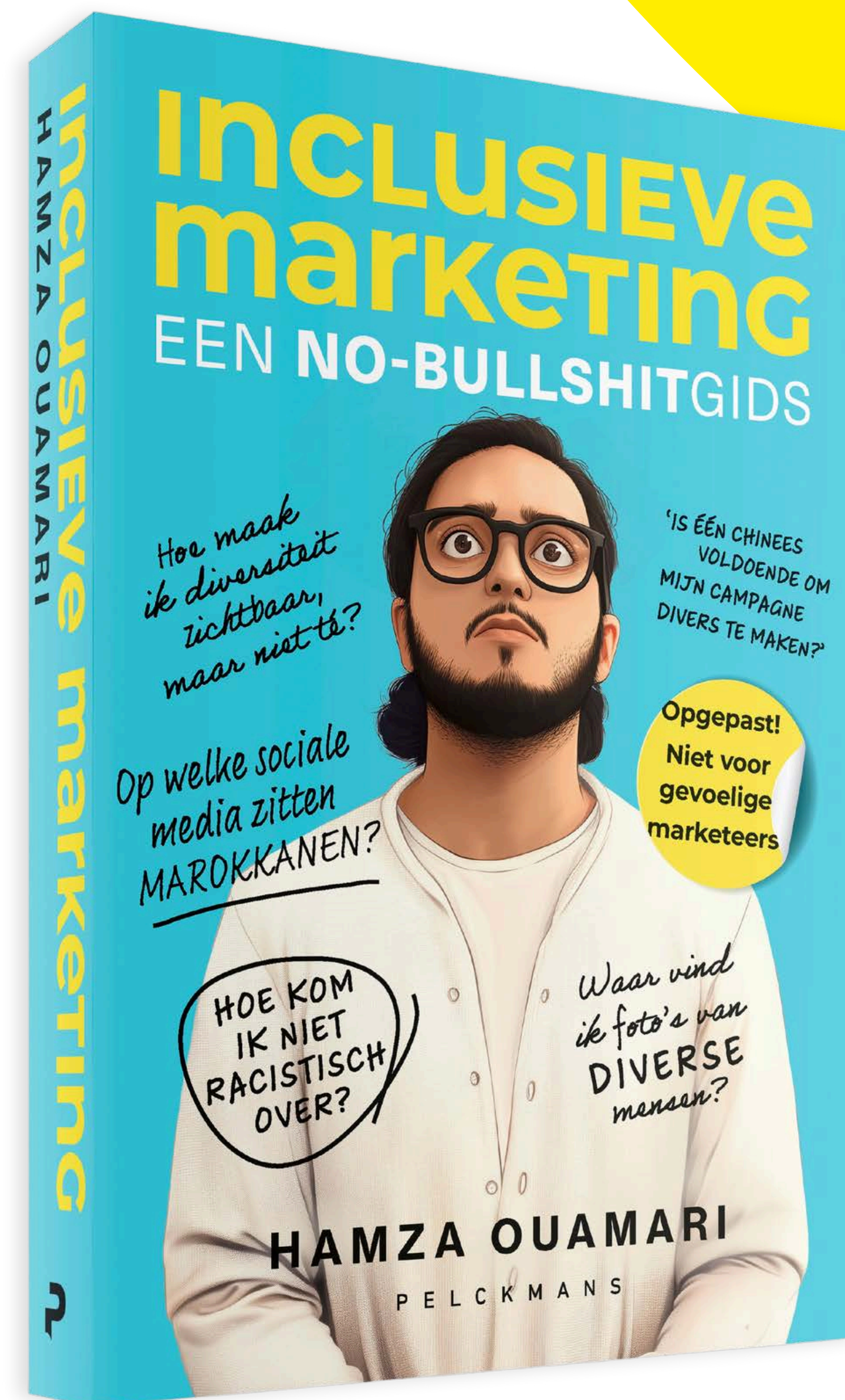
WETHE15



LET'S GET UNCOMFORTABLE

Ask your wildest, most unfiltered D&I question.

Yes, even that one.



OUT JUNE 23RD

THANK YOU!



Hamza Ouamari

Inclusive Marketeer & Strategist

Hello@hamza.be

THANK YOU!

