

HP Reports Marketing Agency Diversity Scorecard Results

Tuesday, October 02, 2018 01:00:00 PM (GMT)

News highlights:

- **HP's agency account teams now exceed gender parity in leadership.** Across all agency partners, women now hold 55 percent of senior leadership roles on HP account teams, a four-point increase year over year.
- **Significant progress with underrepresented groups.** Underrepresented groups saw a 12-point year over year increase in representation on account teams, up to 36 percent of total staff, and a nine-point increase in leadership roles, up to 28 percent.

NEW YORK, Oct. 02, 2018 (GLOBE NEWSWIRE) -- Today at Advertising Week in New York, HP Inc. (NYSE: HPQ) shared the results of its diversity scorecard, instituted in 2016/2017 to increase representation of women and underrepresented groups supporting the HP business within the marketing community. The participating agencies for 2018 were: BBDO Worldwide, Edelman, Fred & Farid, Giant Spoon and PHD – agencies that represent more than \$2B in revenue and 30,000 employees. The scorecard is part of HP's approach to drive systemic change from client to agency to production houses.

Earlier this year, HP unveiled data proving its agency diversity initiative was having a positive impact on the quality of the creative and on consumer engagement. Measuring the impact of HP ads created before and after the launch of the scorecard, Brand Monitor showed an impressive six-point increase in purchase intent and Marketing Mix Analysis, run by Nielsen, captured a 33-point increase in revenue per impression.

The 2017/2018 diversity challenge asked agencies to continue to push for female representation on account and in leadership roles, and to demonstrate significant progress with underrepresented groups globally. This year's results also include an overview of international results across key agency partners, that will become part of benchmark scoring for 2019.

Below are this year's highlights. Full results are available [here](#).

Female Representation

- Sixty-two percent of HP's worldwide agency account teams consist of women – a one-point increase from last year.
- All agencies have achieved more than 50 percent female representation for overall account teams, with three agencies reaching or surpassing 60 percent.
- Fifty-five percent of senior account leads are women – a four-point increase year over year. Four out of the five agencies increased representation for women in senior roles.

Underrepresented Groups

- Thirty-six percent of agency account teams worldwide are from underrepresented groups – a 12-point increase year over year.
- Twenty-eight percent of senior account staff are from underrepresented groups, a nine-point increase year over year.
- Four out of five agencies saw a positive upward trend in minority representation for overall account teams.

HP is the first company of its kind to mandate diversity targets, as well as track and measure success via its annual scorecard.

"Our scorecard model is our word in action," said HP Chief Communications Officer Karen Kahn. "Diversity and inclusion have been core tenets since HP's inception almost 80 years ago. Our commitment to it will never change. The only difference now, is that we are holding our agencies to the same high standards that we hold for ourselves. We are proud of the work done thus far but know there is much more to we can do to advance representation and equality."

Agency Highlights

- **BBDO Worldwide** saw a 10-point increase in senior roles for underrepresented groups and a seven percent increase in underrepresented groups on account teams.
- **Edelman** saw a 10-point increase in underrepresented groups on account teams.
- **Fred & Farid** made significant increasing underrepresented groups by 14 points
- In the year since they joined HP's agency roster, **Giant Spoon** increased female representation on its overall account teams by 19 percent and other groups by two percent.
- **PHD** saw a three-point increase in representation for underrepresented groups in senior account roles.

To amplify its scorecard results and elevate the voices of diverse creative talent, HP's Kahn will moderate a panel, "[Diversity Has an Inclusion Problem.](#)" at Advertising Week in New York on Tuesday, October 2. The panel will feature Wade Davis, former NFL player and LGBTQ advocate, Christina Lowery, CEO of Girl Rising, Free the Bid ambassador Faride Schroeder, as well as participants from HP's #MoreLikeMe initiative, a professional development program created in collaboration with Cannes Lions, designed to build and strengthen diverse talent in the creative industry. The panel will discuss the importance of not only securing diverse talent, but the inclusion required to keep creative talent engaged and motivated.

HP's own work in this space has resulted in the most diverse board in the industry and continued progress in the diversity stats among its leadership team and workforce overall. In addition to sustaining and improving upon the successes made thus far, HP's focus for 2018/2019, alongside its agencies, is to continue to increase the number of underrepresented groups within its account team mix. HP is also adding Europe and Asia diversity data to its scorecard mix, identifying with its agency partners the strategic factors that define diverse teams including socio-economic status, age and sexual orientation.

HP continues to partner with some of the industry's leading diversity advocates, including: the 3% Conference, ADCOLOR, The Association of National Advertisers' (ANA) #SeeHer initiative, the Unstereotype Alliance, The Female Quotient's Girl's Lounge and Free the Bid. HP is focused on growing these partnerships globally and establishing similar scorecards across its vendor community.

For more information about HP's diversity programs, visit [here](#). Join the conversation using #PoweredByDiversity.

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Camelia Gendreau
camelia.gendreau@hp.com
(415) 686-2120
www.hp.com/go/newsroom



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Subjects: Company Announcement