

***ANNUAL DEI
YEAR IN REVIEW***

2023

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A LETTER FROM OUR CEO & PRESIDENT

As I close out my first year as GMR's CEO and President, the strides the agency continues to make in our diversity, equity, and inclusion journey have given me intense hope for our future. Throughout my 21-year tenure at GMR, I've seen tremendous growth in our DEI work, with an increased impact on the day-to-day work of our StoryMakers (employees) and what they do for our clients. This impact becomes increasingly clearer as our teams continue to break boundaries in the quest to reimagine the world of memorable experiences.

Since the summer of 2020, many companies have invested in a DEI groundwork that fits their business model; more than three years on, the time has come to push past those foundational boundaries and commit to more measurable, inclusive, and equitable practices. And those are the strides you'll see we've made in 2023. We continue to expand our DEI efforts to create a community where all feel welcome and, more importantly, where StoryMakers feel they have a safe space to contribute to our work and make their voices heard.

Understanding drives our inclusivity at GMR.

In 2023, we created opportunities for our StoryMakers to grow by focusing on caring for the individual

StoryMaker in their personal life. In turn, StoryMakers had the proper tools to care for themselves and others, driving the curation of a more inclusive environment across small teams. Those are the tangible actions required to create culture, and I know our focus in these areas will always be a differential for us with the workforce, which in turn makes our products and services more impactful.

As you read this Year in Review, I hope it's evident how we are sharing perspectives and building communities within a hybrid work environment. You'll also read about our "DEI in the Work" initiatives such as the 2023 Diversity Forum, as well as our enhanced Talent Review Process, which increases StoryMaker engagement in career development conversation and recognizes an individual's success.

At GMR, we know that our StoryMakers are the driving force behind our inclusive culture, which results in creating the most ingenious and influential work. I plan to continue working alongside StoryMakers to foster an understanding community that thrives on connection and acceptance.





A LETTER FROM OUR CHIEF DIVERSITY OFFICER

Tyson's message of understanding underpins the progress that goes into creating an inclusive workplace, one that not only drives the work we do but empowers a workforce that cares for themselves and others.

StoryMakers create ingenious work by utilizing their unique backgrounds and challenges to create experiences. Inside the agency, we have built dedicated touchpoints, trained managers on how to implement our DEI principles in the work, and created spaces for dialogue, vulnerability, and intimacy. We use programming like closed group conversations where people can be honest and find commonalities that foster true introspection and understanding. Our authentic programming has allowed us to develop a framework for a culture of inclusion that can support a diverse workforce.

This year, I've had the privilege of witnessing StoryMakers expressing their different identities in the workplace. Outside of the traditionally discussed markers of identity, StoryMakers are leaning more into the titles and perspectives in their personal lives like caregiver, ability and disability status, age and body image. Discussing what these perspectives look like in personal and professional settings and recognizing

how they impact our StoryMakers work processes has allowed us, as an agency, to emphasize our DEI Principle of "Acknowledge discomfort. Move forward with courageous dialogue." This has opened the door to StoryMaker-developed conversations inside the agency such as being child-free, caregiving, and unpacking grief in the workplace which have helped to deepen connections.

This year's review will follow along with the enhancements that we've added to our internal DEI strategy utilizing our three pillars: Our Culture, Our People, and Our Work. Through these pillars, we are breaking the ceiling on how much more in-depth our connections can be to drive GMR forward into the future.

I am so proud of our StoryMakers for consistently bringing their authentic selves to work each day and cultivating GMR programming that boasts acceptance of every identity. I'm encouraged that StoryMakers will continue crafting an environment where diversity thrives leading to innovative solutions.

Aliyah Berman



DEI Principles & Strategy



DEI PRINCIPLES
GUIDING PRINCIPLES
DEI PRINCIPLES
GUIDING PRINCIPLES
DEI PRINCIPLES
DEI PRINCIPLES

01 Uphold DEI as our operating system. It is central to everything we do.

02 Hold ourselves accountable, always.

03 Make room for mistakes. Even with good intentions, we're still learning and growing.

04 Acknowledge discomfort. Move forward with courageous dialogue.

05 Keep a clear goal but take a flexible path. Allow for healthy disagreement.

06 Strive to be an industry leader. Be the change we expect to see.

07 Lead with respect and kindness. This is non-negotiable.

08 Never stay neutral on inequity or human rights.

09 Focus on impact, not intent.

10 Value progress over perfection. Let's go.

OUR
STRATEGIC
FRAMEWORK

DEI By Design

OUR CULTURE

We believe in creating an environment that is open and embraces differences so that we can grow together and leverage the benefits of a diverse workforce.

OUR PEOPLE

A diverse workforce is one that reflects our world. And an equitable workplace identifies gaps in order to create an informed plan towards equity for all.

OUR WORK

Our DEI guiding principles touch every part of the business, including our creative process—from ideation to vendor selection—so we can create culturally nuanced, cutting-edge work that deeply resonates with our diverse consumer base.

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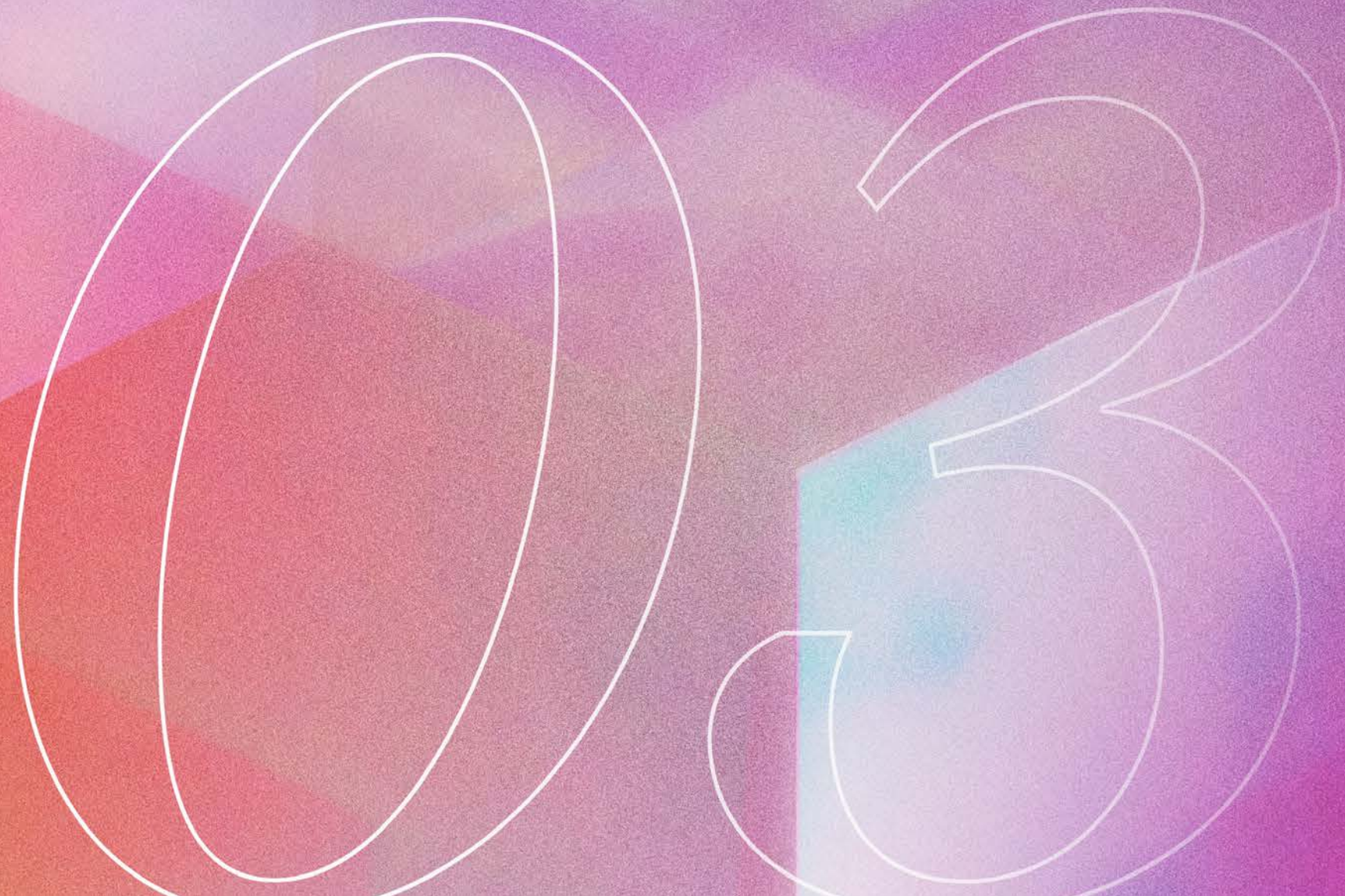
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GMR MARKETING 2023

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Our Culture



OUR CULTURE

Overview

At GMR, our workplace culture is focused on fostering inclusivity and embracing our differences, so that we can grow together as a diverse workforce. In 2023, we leaned into the power of empathy to foster intentional community building inside our walls through our Employee Resource Groups (ERGs), all-agency DEI programming, and commemorative month celebrations.

Our ERGs center community and connection for individuals with shared experiences and identity, while our Agency Experience Councils (AECs) focus on improving the policies and systems that impact all GMR StoryMakers. In tandem, these two employee-led groups serve as a powerful internal mechanism for StoryMakers advocating for change, equity, and community. They help provide insight for client work, engage StoryMakers in thought-provoking and educational events, and create inclusive spaces for growth and community.

Our Anyplace Workplace Experience (AWE) offers StoryMakers the flexibility to work from any place that best suits them, whether that be fully remote, in an office, or a hybrid experience. This policy has provided employees the flexibility and empowerment we heard they were seeking in a post-pandemic world, and it has challenged them to initiate intentional

moments of celebration and community building to preserve our agency's safe spaces.

GMR aims to grow StoryMakers both personally and professionally to help them reach their highest potential by offering a variety of opportunities for feedback and dialogue. In AWE, real-time feedback and weekly one-on-one conversations with managers help StoryMakers stay connected on development and growth. We also utilize bi-annual talent reviews to enhance and reinforce engagement, promote career development, and recognize employee accomplishments and achievements.

We are an experience agency, built to make stories that become lasting memories. And our workplace culture – fueled by community, connection, and celebration—is just as unforgettable.



OUR
CULTURE

*Sophie Maldonado,
Vice President of DEI*



“In our AWE environment, we have been deliberate in creating opportunities for our StoryMakers to convene virtually and experience GMR’s culture from their home office. Our DEI virtual events and programming have become signature gathering places where StoryMakers from all departments can come together to explore diverse perspectives and feel connected through DEI.”

OUR CULTURE

The Impact of our Employee Resource Groups

In 2023, 30% of GMR's workforce participated in at least one of our five Employee Resource Groups (ERGs). Our ERGs were created to provide greater belonging and work towards equity for StoryMakers with shared needs, challenges, and barriers. GMR's ERGs focus on historically underserved identities and provide a "for members, by members" community. ERGs not only provide a safe space for respective participants, but each meeting is open to the full agency creating a welcoming environment for allies and bystanders to join or listen to the candid and intentional conversations.





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OUR
CULTURE

*Laurence Velcoff,
Executive Strategy
Director*



“Leading Prism—GMR’s community for LGBTQIA+ StoryMakers and our allies— has been a gift to me. When I was a boy, there was a quote my mother used to say to me: “When you light the lamp of another, you brighten your own path,” and it’s truly given me some useful direction in my adult life. I’m particularly grateful for GMR’s leadership in DE&I and the relentless insistence that we foster an inclusive, nurturing environment within which we may all be proudly visible.”



OUR
CULTURE

*Amber Hutson,
Account Executive*



“I signed up to be a co-lead for Blacklight because I know how important building a community of people with shared experiences is in the workplace. I wanted to co-lead Blacklight to help cultivate relationships and create programming that helps us connect, but also grow professionally and personally. Being a co-lead has also given me the opportunity to connect with others around the agency that I wouldn’t have closely met such as other ERG co-leads and senior leadership.”



OUR
CULTURE

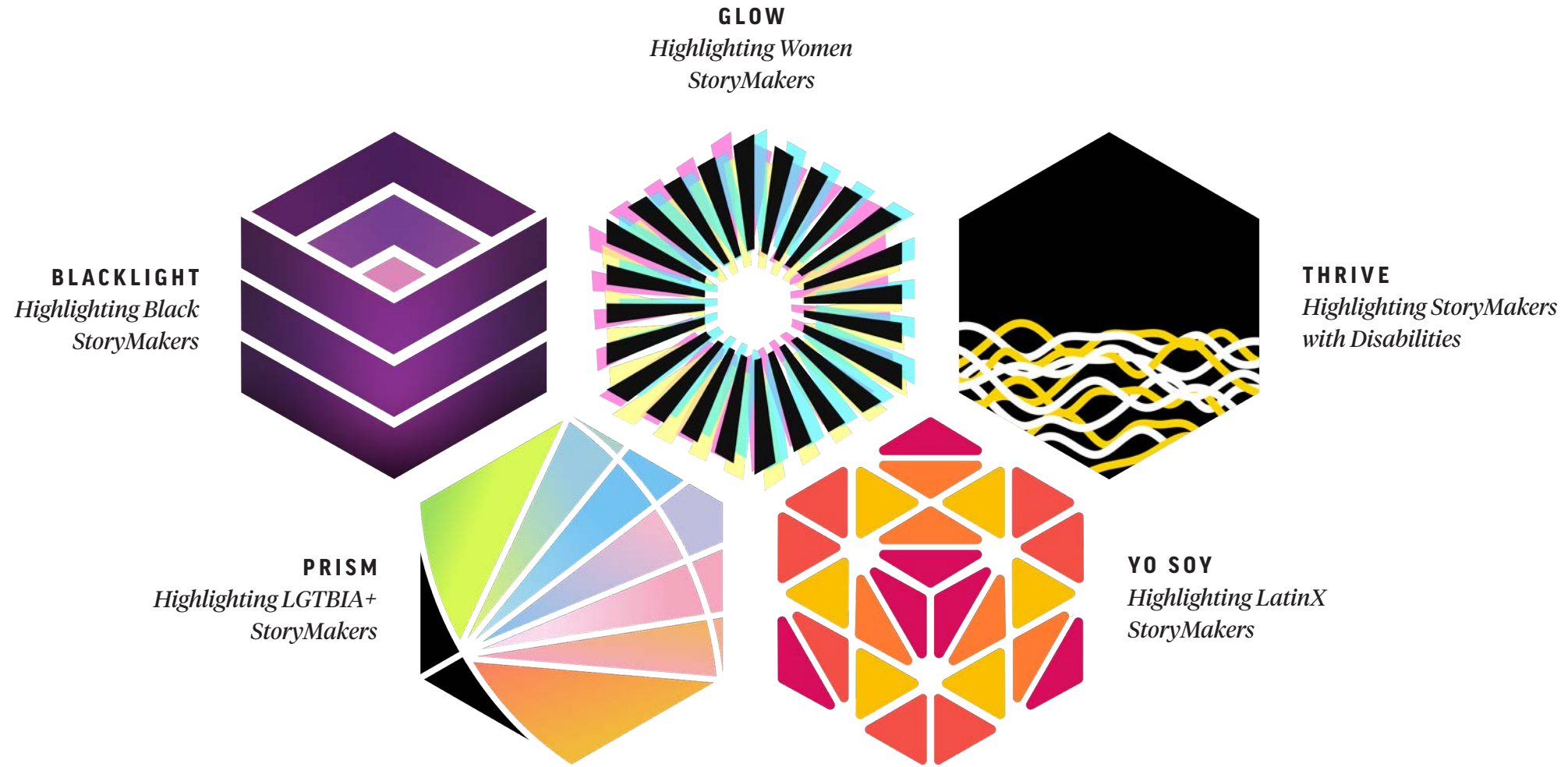
*Krista Hansen,
Group Executive
Creative Director*



*“Our GMR brand is a black
box with six sides and
infinite possibilities.”*

OUR CULTURE

ERG Logo Launch



This year, our ERGs and AECs received a new look and feel with individual logos that not only complemented the GMR brand but effectively conveyed the distinctive passion, spirit, and mission of each ERG. Similar to our ERGs, our AECs convene like-minded StoryMakers who have a shared passion for improving GMR and the world around us through our impact on the community, sustainability, wellness, and the connections we've built at GMR.

OUR
CULTURE

ERG
Celebrations

Throughout the year our Employee Resource Groups hosted several all-agency celebrations to commemorate and celebrate the communities they hail from. With roughly 150 StoryMakers in attendance, the ERGs proudly presented the following events to the agency:



BLACK HISTORY MONTH SPEAKER BLITZ

Black History Month Speaker Blitz involved StoryMakers Charles Collins, Duane Tynes, Tracey Coleman, and Gerard Littlejohn discussing topics such as Colorism and Beauty Bias in Marketing & Culture, Storytelling heroes and their impact on civil rights, and “Black like Me: Reflections of a Mixed Kid.”



DIRECT POSITIVE FILM VIEWING

In honor of *Women's History Month*, GMR hosted a viewing of the TEMPO short documentary “Direct Positive” and a follow up panel discussion. This event featured TEMPO members Margaret Henningsen, Sarah Kmet-Hunt, and Margaret Daun and was hosted by GMR's Dennis Jenders.



**UNPACKING GRIEF IN THE WORKPLACE WITH
EMMA PAYNE**

Unpacking Grief in the Workplace with Emma Payne: Emma Payne, founder of Help Texts, a grief and mental health service dedicated to helping people through difficult changes and transitions, joined ERG Co-Leads Lauren Seebacher and Shannon Nickel for a fireside chat discussing how grief can show up for us in the workplace, and how we can move forward with self-compassion and understanding for the process.

OUR
CULTURE

*AECs &
Cultural
Moments*

GMR's Sustainability AEC has 20-plus members engaged in leading environmental sustainability efforts across the agency. In April 2023, the Sustainability AEC hosted over 130 StoryMakers in Earth Month discussion groups, initiated three weekly challenges for new sustainable behaviors at work and home, and hosted a Jeopardy-style session for 40 attendees to have some fun while we learned about sustainability. The efforts expand past Earth Month to include an agency-wide Net Positive Impact strategy aimed towards addressing GMR's approaches to environmental, economic, and social sustainability. To share more information on how StoryMakers can learn more and actively participate, the AEC has created a bi-weekly sustainability digest subscription covering in-depth sustainability topics. On an external front, the Sustainability AEC has partnered with 3rd party organizations to sell, repurpose, and donate unneeded event and program materials for several of our clients. Moreover, we have recently become members of AdNet Zero a non-profit group that helps companies set and reach their sustainability goals.



Net
Positive
Impact



OUR
CULTURE

*Fran Sutter,
Vice President, Client
Consulting + Services*



“As we continue to expand our efforts, we are testing various measurement tools to help drive decision-making and reporting of the environmental impacts of our client work.”

OUR CULTURE

AECs & Cultural Moments

In September 2023, more than 600 GMR StoryMakers around the world were invited to join the Community Impact AEC in GMR's second annual Global Service Day. The day, which supported numerous non-profit organizations, was a combination of what we do best at GMR—creating memories and unforgettable experiences.

We partnered with United Way for the second year in a row to provide StoryMakers with in-person volunteer opportunities and a fundraiser. The United Way campaign kickoff took place at our headquarters in New Berlin, Wisconsin, and raised funds for the United Way of Southeast Wisconsin. The day's success was made possible due to GMR's volunteer policy which provides each StoryMaker with two full days of volunteer time with the goal to help every employee fill that time with opportunities that are personally and professionally fulfilling.





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OUR
CULTURE

*DeVona Wright Cottrell,
Chief Legal Officer &
General Counsel*



“I am honored and incredibly proud to work for an organization that was a part of making wonderful memories that matter through the power of impactful volunteering, and the positive ripple effect it had on the lives of people and organizations that we touched locally and globally.”



OUR
CULTURE

*Father's Day
StoryMaker
Reflection*

*Original
artwork by
Armando
Ibarra,
June 2023*



“12 years ago, I became a father. I married my wife, Rosa, and adopted Carlos, my stepson. He was 13 and I had no clue what it meant to be a father. But with Carlos, it felt right. I’ve realized, we both had missing pieces in our lives. He needed a present father. I needed him to help me grow as a person, even though I didn’t know it at the time. Because of Carlos, I was more prepared to be a dad to twin daughters—Annabella and Arianna, who came soon after.

Throughout all the changes and challenges of being a father, I act like I know what I’m doing. However, everything is trial and error. I’m still learning.

And that makes me think of my father and the importance of having a father’s presence. This is my first Father’s Day

without my dad, who we called, Apa. Even though he’s passed on, his guidance is present in everything he did for us. He sacrificed everything for his 11 children. No matter the situation, big or small, dad was always there. Whether we needed something big, or a simple gesture, he was always thinking of others, of his family. The unexpected gifts on our doorsteps (from finding incredible deals!) were a common demonstration of Apa’s love.

So, while I’m still learning how to be a father on the job, thanks to my Apa and all the positive father role models in my life, I have the guidance and inspiration to become a better father. Thanks, Apa.”

ARMANDO IBARRA, SENIOR ART DIRECTOR

“Throughout all the changes and challenges of being a father, I act like I know what I’m doing. However, everything is trial and error. I’m still learning.”

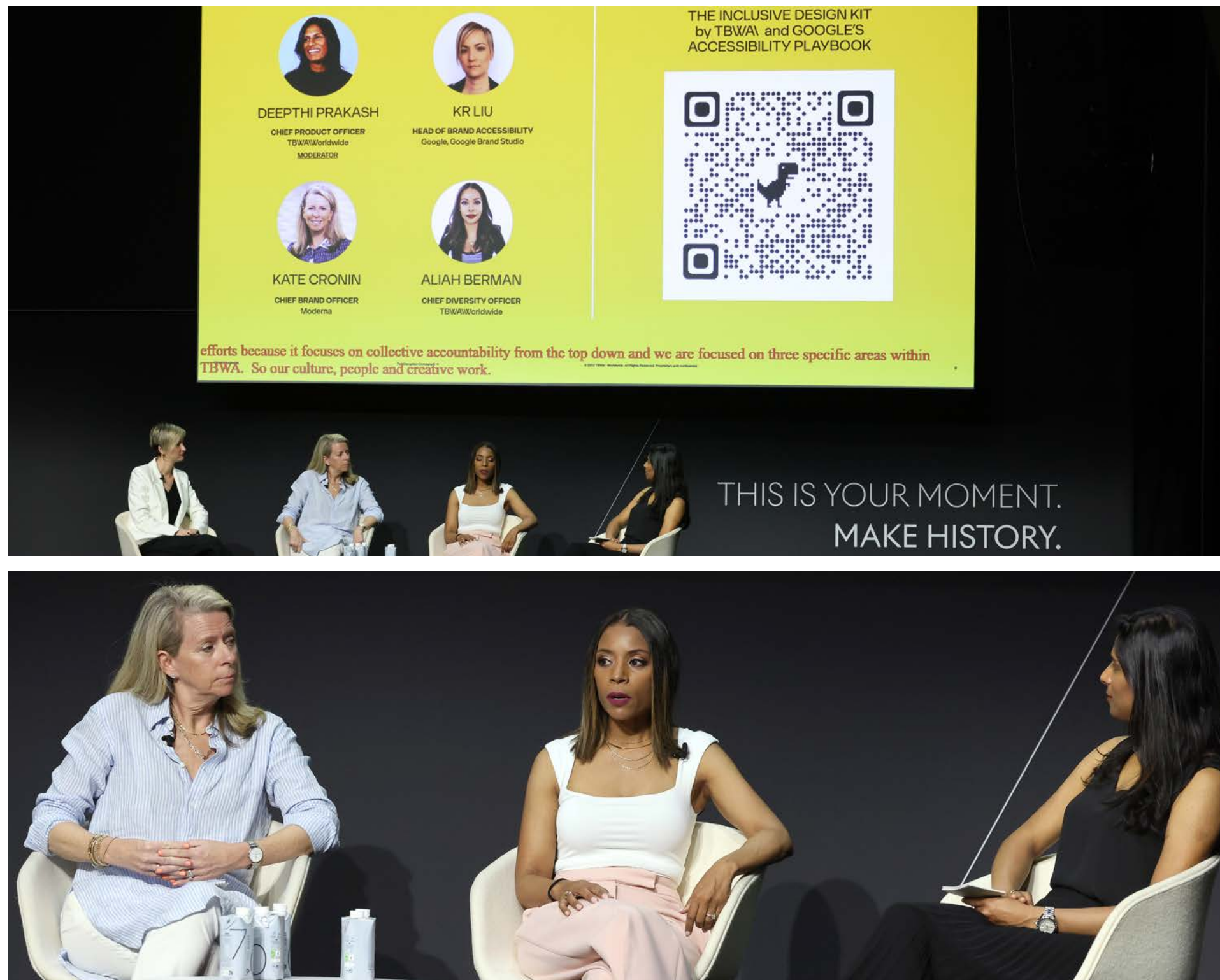
OUR CULTURE

Showing up at Cultural Moments: Cannes Lions Festival

Our aim to create a best-in-class workplace culture is only as effective as our pursuit to stay current and aligned with the modern-day culture outside our walls. This year, our Chief Diversity Officer, Aliah Berman, participated at two of the most attended and well-respected stages in advertising and marketing, the **Cannes Lions Festival** and **South by Southwest**. At these events, she shared her POV on some of the toughest issues facing our culture today.

Cannes Lions Festival: The Future of Innovation is Accessibility

Moderated by TBWA's CPO, Deepthi Prakash, this session – informed by industry-leading insights from NEXT, TBWA's global innovation platform – Moderna's Chief Brand Officer Kate Cronin, Google's Head of Brand Accessibility KR Liu and TBWA's Global Chief Diversity Officer, Aliah Berman, explored the importance of inclusive creativity in marketing and why driving access for some, creates greater access for all.



OUR CULTURE

Showing up at Cultural Moments: SXSW

SXSW: #meToo: The Power of a Platform, 5 Years Later

The #meToo movement is one of the best examples of the power of a platform to drive equity and disruptive change. For innovators, business leaders, and creatives alike, this conversation showcased the powerful learnings in why the movement went viral, how #meToo has defined modern culture and influenced long overdue change, and how brands can more deeply connect with communities through personal storytelling.

#METOO: THE POWER OF A PLATFORM, 5 YEARS LATER

MARCH 10, 4:00-5:00PM CT, AUSTIN CONVENTION CENTER, BALLROOM EF

SOUTH BY SOUTHWEST 2023 TBWA X SOUTH BY SOUTHWEST 2023 TBWA X SOUTH BY SOUTHWEST 2023 TBWA X SOUTH BY SOUTHWEST 2023 TBWA X SOUTH BY SOUTHWEST 2023



Tarana Burke

AUTHOR, ACTIVIST, AND FOUNDER OF THE 'ME TOO' MOVEMENT

Aliah Berman

CHIEF DIVERSITY OFFICER, TBWA/NORTH AMERICA



TBWA → SXSW 2023 ↗



OUR
CULTURE

*Aliah Berman,
Global Chief DEI Officer,
TBWA Worldwide*



“We are witnessing DEI show up at some of the largest forums and on stages across the globe. These platforms have committed to DEI as part of their core values, and we have seen it as part of the submission process, the selection process, and in the awards and acknowledgments. We are proud to be a part of the conversation.”

Our People



OUR
PEOPLE

Overview

We define a diverse workforce as one that reflects the global population our agency lives and works with every day. Our equitable workplace aims to intentionally remove barriers to allow everyone to fully experience what GMR has to offer. GMR's focus on the "our people" pillar of our DEI Strategy, includes centering equity and empathy within our DEI approaches while encouraging StoryMakers to welcome any difference that makes a difference at work in our conversations, interactions, and relationships.

To foster this passion for our people, GMR provides community outlets, such as our bi-monthly DEI Talks, to provide a safe space for unique perspectives to be shared, creating an environment rich in authentic curiosity. These conversations are a single element of the continuous DEI conversation embedded in all we do at GMR. Whole Person Development (GMR's mindfulness and personal growth training), DEI-focused learning experiences, and our updated talent review process were all designed with our people and DEI in mind utilizing our commitment to empathy, one of our agency's guiding principles.

Empathy is one of the six values we live by at GMR. It is foundational to how we connect and support one another as fellow StoryMakers, and it serves as our model for

interacting with our clients and partners. Our commitment to leading with empathy shows up in how we prioritize DEI within StoryMaker learning, development, and performance management.

Knowing that StoryMakers are our greatest strength, we've continued to advance our employee offerings including whole-person development plans, training programs, and continued investments in our StoryMakers' professional and personal growth. We focus on the overall StoryMaker experience to continue to deliver world-class solutions. The result is more understanding, empathy, and open-mindedness for our people, accompanied by a drive to create more inclusive work for our clients. This solidifies GMR as the most unforgettable, ingenious, and influential agency in the world.

Empathy: We are humans speaking to humans. So, listen. And don't just listen to respond. Listen to understand. Be open and receptive to other perspectives.



OUR
PEOPLE

*Lisa Cieslak, Chief
Financial and Business
Operations Officer*



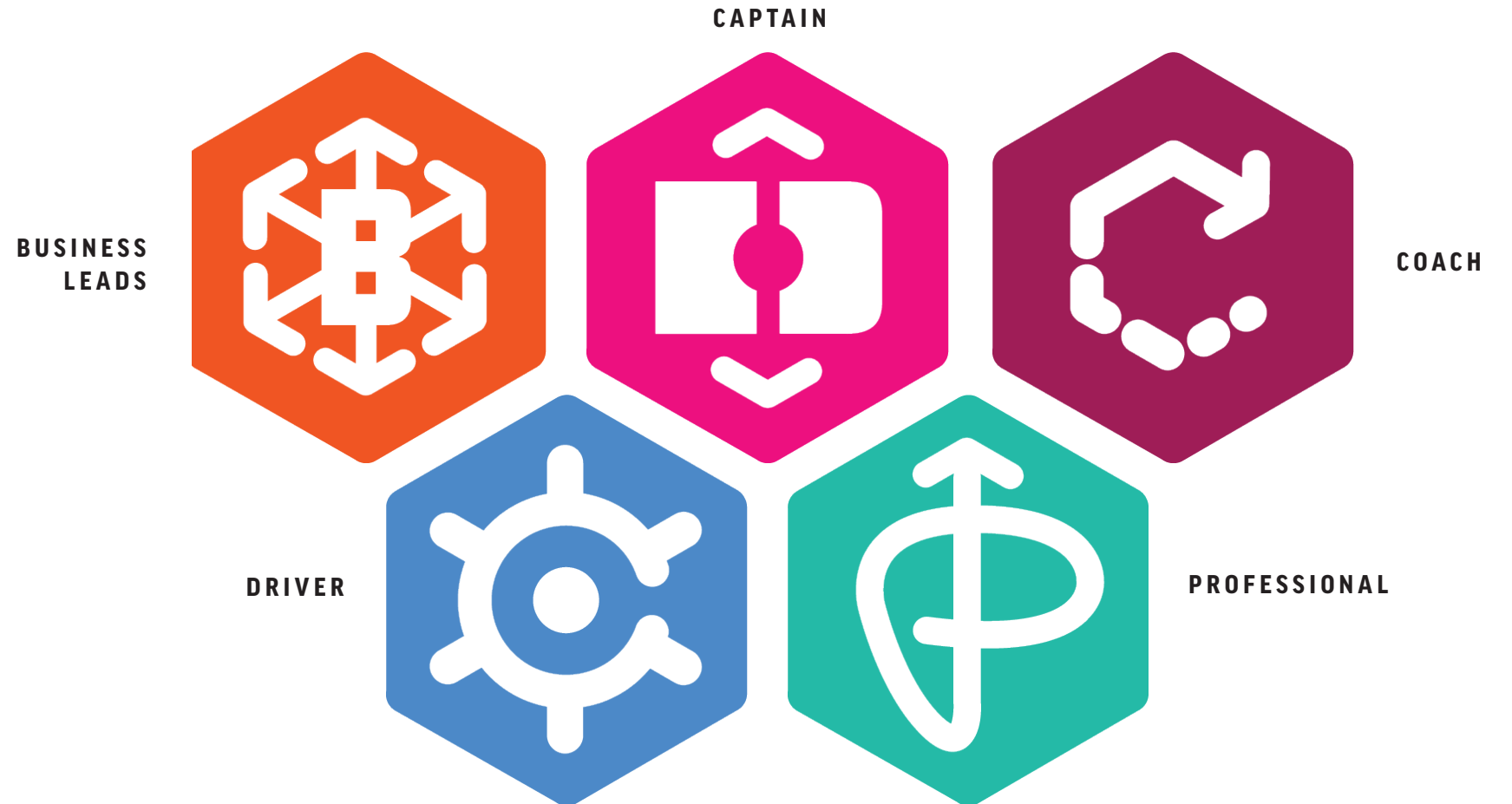
“My personal philosophy is to focus on listening to understand vs. listening to respond. Similarly, over the past year, I have witnessed our StoryMakers deepen their connections and create an internal culture of understanding at GMR. Through our focused DEI programming and training, I have felt a heightened sense of empathy and trust among our StoryMakers which has propelled our culture forward in a meaningful way.”

OUR
PEOPLE

*Whole Person
Development*

This year, GMR introduced Whole Person Development, a Talent Development pillar that included multiple modalities of training for all StoryMakers on topics ranging from mental health to the power of breathing to energy management. New to 2023, GMR also segmented training and development offerings by job family to allow for uniquely tailored courses that are adapted for each leadership level, including: Business Leads, Drivers, Coaches, Captains, and Professionals. This approach ensures all StoryMakers are continuously learning and growing regardless of title or tenure.

An example of our Whole Person Development efforts in action includes our agency-wide conversation on examining the invisible weight of societal pressures and its silent strain on mental wellbeing within the Asian American and Pacific Islander (AAPI) community. This conversation was held in May for Mental Health Awareness Month and AAPI Heritage Month.





OUR
PEOPLE

*Jane Uy, Vice President
of Talent Development*



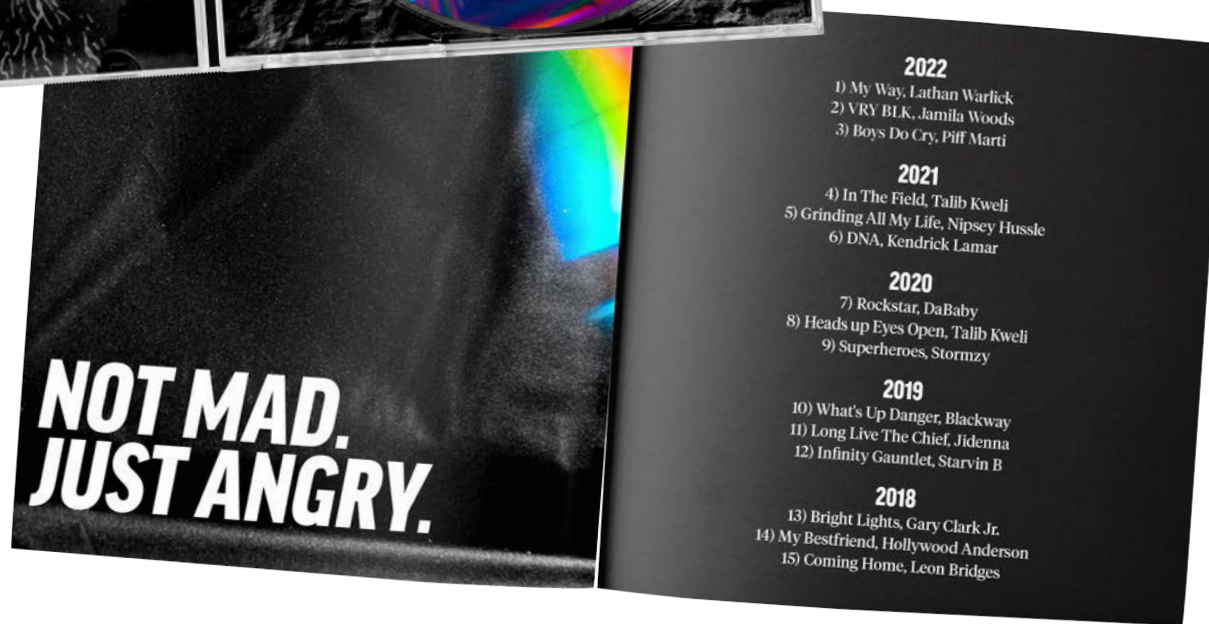
“As a new StoryMaker, I was impressed to learn about the agency’s investment in Whole Person Development in partnership with our DEI team. Throughout 2023, the Whole Person Development programming impacted approximately 270 StoryMakers via instructor-led trainings, Workplace posts, team effectiveness sessions, and LinkedIn Learning courses. This is not a common practice across companies, and I am grateful for the leadership commitment and StoryMaker engagement in this area.”



OUR PEOPLE

Mental Health & Diversity StoryMaker Reflection

Original artwork by Claire Monkman, February 2023



“I grew up in a house filled with music, and filled with all kinds of music. On any given day you might hear my father’s deep bass singing along Bloodstone, followed by Patsy Cline, followed by Prince, followed by Charlie Pride. As I got older, I started to see that the music we listen to both reflects and impacts our state of mind. Once the music streaming services started sharing statistics on individual use, we

were suddenly able to look back at the hundreds of hours of listening and learn something about our year. Here are my most listened to tracks of the last 5 years, and the story they tell.”

CHARLES COLLINS, CREATIVE TECHNOLOGIST

2018

“I got married this year. I came back to GMR in this new role. This year was full of firsts and bests.”

2019

“This was a strong growth year. I had my feet under me at GMR and at home. Mental health was in a great place. I was ready to take on whatever was coming.”

2020

“This was a white knuckle year. The pandemic. The politics. A lot of conversations, confrontations, and work around race and racism. The top tracks were ones that I leaned on to keep some hope and strength.”

2021

“This was just 2020 v2.0. Still trying to stay hopeful. Still trying to stay strong. Definitely running short of patience. I know that some of the hard edges that developed in 2020 are going to be permanent.”

2022

“This year the work continued and I got more involved. That meant a lot of self reflection, and a lot of vulnerability. I discovered an incredible community of support at GMR among the ERGs and especially Blacklight. In 2022 talk became action. Action started to heal the damage of the previous year.”

OUR
PEOPLE

*Leadership
Trainings at
GMR*

In 2023, just shy of 80% of the agency attended an instructor-led DEI Learning Experience including DEI events and courses such as Introverts vs. Extroverts, Microaggressions, Leading with Empathy, Providing Equitable Feedback, and others. Each StoryMaker is required to complete 2 credits of DEI learning throughout the calendar year to stay current in their DEI knowledge and awareness. This requirement is fulfilled by all StoryMakers at GMR including our Global Business Leaders who participated in a two-day, ten-hour DEI workshop dedicated to better understanding ingroup vs outgroup dynamics and its impact on our workplace culture of inclusion.

Pictured: GMR Business Leaders

Top row from left to right: Ken Black, Elke Jones, Alex Beer, Cameron Parsons, DeVona Wright Cottrell

Bottom row from left to right: Aliah Berman, Tyson Webber, Lisa Cieslak, Kate Bosch, Mat Johnson, Adam Lippard





OUR
PEOPLE

*Bea Hoffman, DEI
Manager*



“As a DEI Manager and training facilitator, I am always looking for opportunities to enhance our DEI training programs to align with the dynamic needs of our workplace. This year, that led to a pivotal focus: specialized training for our leadership team and ERGs. The focus was on equipping them with essential skills to engage in meaningful, vulnerable, and profound dialogues on topics that intersect various experiences, including race, culture, gender, and queer identity.”

Our Work



OUR
WORK

Overview

At GMR, the experiences we create lead to unforgettable memories. In 2023, we continued illuminating diversity within our client process to deliver authentic, relatable experiences to desired audiences. From ideation to vendor selection, our goal is to bring forward the power of representation so we can create culturally nuanced, cutting-edge work that deeply resonates with our diverse consumer base.

When we speak on diverse representation we cast a wide net to include racial backgrounds, the disability community, LGBTQIA+ identities, women, and more. Representation is not just exemplified in the work we create but the purposeful partnerships we craft. GMR is committed to building ambitious and impactful future partnership platforms for clients through our integrated “Purposeful Partnerships” practice. Simply put, brands are motivated to do better because their consumers expect better. Sponsorship is no longer just about logo placement and general brand awareness. It now includes leveraging partnerships to support audience needs, inspire action, and create meaningful impact for all relevant stakeholders.

Grounded in our DEI guiding principles, GMR has evolved our sponsorship approach from purposeful to something more powerful. We believe partnerships can deliver so much more value and drive

greater return on investment. We get there through developing partnerships that align with shared beliefs of desired brand audiences and are invested in what matters to them.

In July 2023, we hosted our inaugural Diversity Forum to give our partners a platform to express the importance of partnerships and how brands are showing up to advocate for equity. It was made clear during this discussion that brands are walking away from partnerships that don't align with their purpose. Overall, brands are recognizing the value in moving past neutrality and leveraging their platforms for good.

When multiple identities and cultural fluency are the focus of branding it not only adds value but creates an authentic connection between the brand and the audience.



OUR
WORK

*Adam Lippard, Chief
Partnership Officer*



“Working in marketing is a privilege that also comes with responsibility. We impact how people think, feel, and behave. It’s our job to channel our efforts towards purpose so we can change perceptions and create meaningful impact, beyond sales and brand building.”

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OUR
WORK

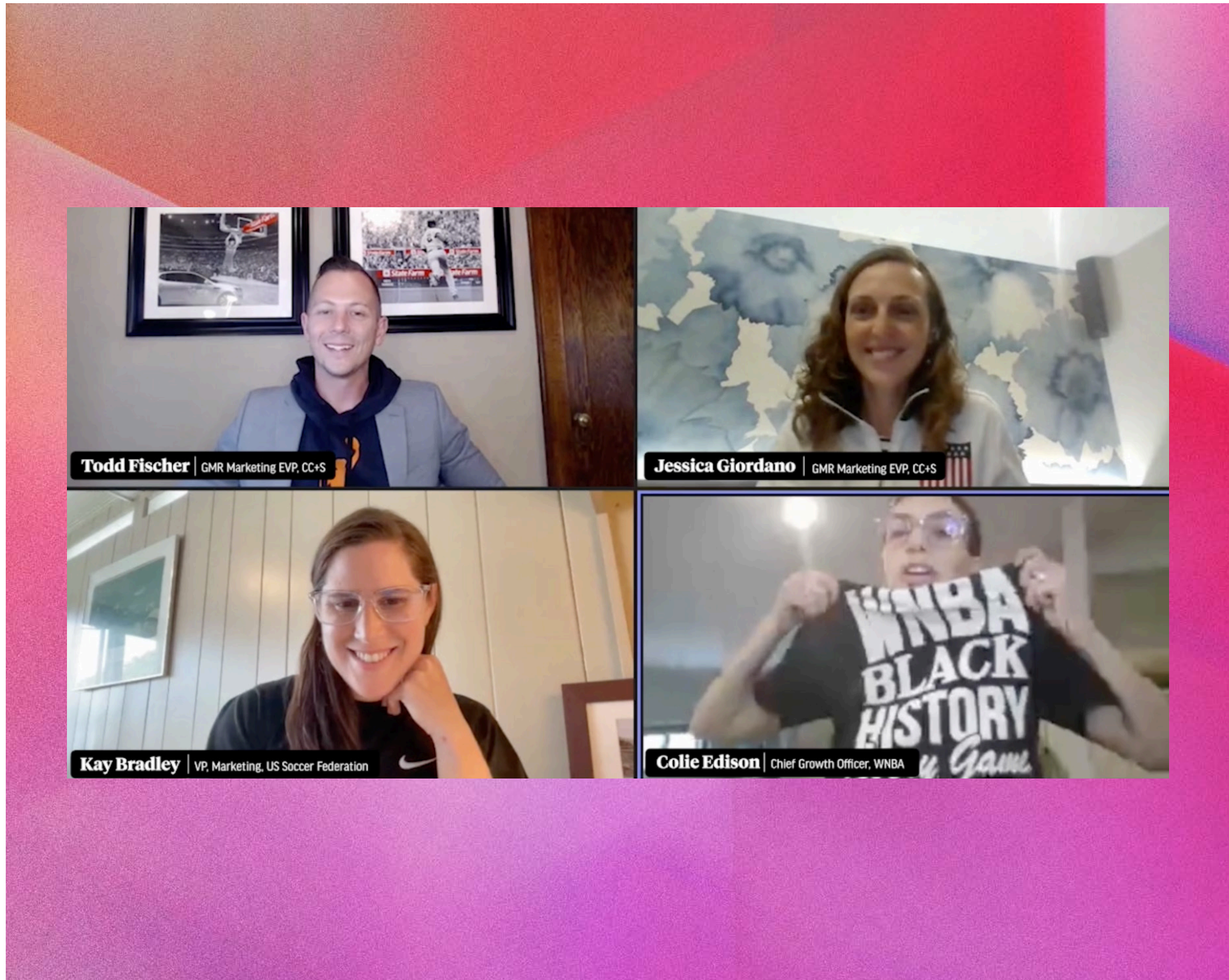
*2023 Diversity
Forum: Never
Be Neutral*

INAUGURAL DIVERSITY FORUM

Never be neutral on issues of human rights or inequity is a DEI Guiding Principle at GMR Marketing. Inside our walls, we've done the hard work around building our diversity, equity and inclusion strategy and we pride ourselves on working with brands who do the same. From pay equity for women to disability awareness, brands are recognizing the value in moving past neutrality and leveraging their platforms for good. Sandwiched between the Women's World Cup and the WNBA All Star Game on July 17, this inaugural GMR Diversity Forum, welcomed our clients to join us for a rich discussion around how brands are showing up to advocate for equity and allowed GMR thought leaders to discuss the shift of brand value and diversity with leadership from our partners. The forum featured leaders from Google, WNBA, US Soccer, and more.



*Click play to watch
the full forum*



OUR
WORK

*Accelerating
the Paralympic
Movement*

**SPORTS BUSINESS JOURNAL X ALL
IN CONFERENCE**

At GMR, we understand that unique stories drive our connection to the world. During the SBJ ALL IN Conference, GMR's Chief Partnership Officer, Adam Lippard, interviewed two important voices in the disability community—Ezra French, Team USA Paralympian, and his father Clayton French, CEO and Founder of Angel City Sports. The conversation focused on Ezra and Clayton's mission to use sport as a platform to accelerate awareness and destigmatize disability in the United States as the country approaches the LA28 Paralympic Games. In closing the discussion, Adam put a call out for brands to enter the disability space and expose themselves to new audiences while challenging harmful narratives. With our influence in the Olympic and Paralympic space, GMR continues to push our clients to support athletes across both platforms in highlighting their journeys to the Games, which has resulted in more equitable athlete rosters across our clients.



OUR WORK

Advancing Adaptive Sports

DARE2TRI PANEL AT GMR HQ

In August, GMR welcomed **Dare2Tri** – a non-profit that provides disabled and visually impaired athletes with the opportunity to safely and affordably engage in swimming, biking, and running training/competition. Dare2Tri made a stop at GMR to educate StoryMakers on adaptive sports and give everyone a chance to try adaptive equipment, including a tandem bike, a racing wheelchair, and more. The event included a lunchtime panel featuring Keri Serota from Dare2Tri, athletes, and GMR OLYPARA experts.





OUR
WORK

*Lindsay Loridan, Senior
Account Director*

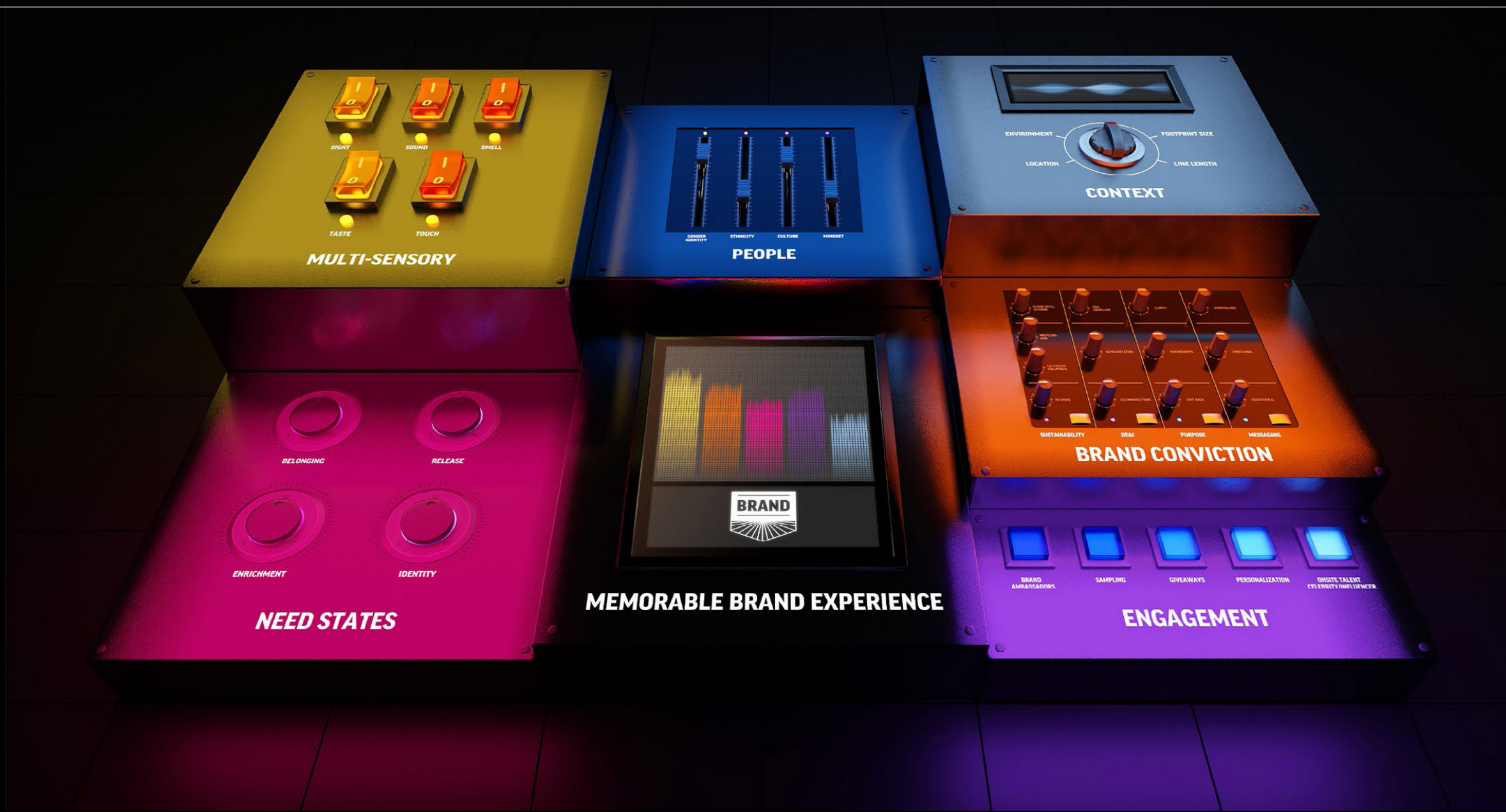


“Welcoming Dare2Tri into our GMR office served so many objectives for us. Most importantly, we were able to spotlight an important area of diversity within our work – ability – in an engaging and hands-on way. It was so great to see StoryMakers get into the adaptive equipment and watch them talk with Dare2Tri athletes which growing their understanding and interest in adaptive sports. So many StoryMakers touch our Olympic and Paralympic work in some capacity and this event gave us a chance to let them truly experience not only the Paralympic side of sport but also the impact that the work we do via sponsors can have on organizations like Dare2Tri and the athletes directly.”

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OUR WORK

Understanding our Consumers through DEI + SOLE Science



In recognition of June's Pride month, GMR hosted an all-agency event highlighting our SOLE Science data science approach as a means to better understand how to meaningfully connect with the LGBTQIA+ Community through experiential.

LEARN MORE

Click learn more to read the GMR Brand Experience Index©

OUR
WORK

*Client
Spotlights*

**FIFA X WOMEN'S WORLD CUP 2023
TROPHY TOUR**

GMR, in its third year as an experience agency partner with FIFA on its World Cup Trophy Tour, developed the Going Beyond campaign with a core global activation called Skills Drills. The mission of our campaign was to spotlight women and girls who are unleashing their creative spirit and accelerate the growth of women's football. The campaign also included bringing on global influencer Lia Lewis as our Skills Coach, helping us reach the periphery of the football world with her freestyle skills. The team and trophy traveled across 32 countries, spanning nearly 60 cities, and covering over 100,000 miles (equivalent to circling the globe four times).



OUR
WORK

Client
Spotlights

**U.S. BANK X WNBA ALL-STAR FAN
FEST**

For the second year, GMR worked with U.S. Bank to bring to life the brand's presence (and presenting sponsorship) at the WNBA Fan Fest during the WNBA All-Star weekend. As an official WNBA Changemaker, U.S. Bank's goal is to empower the players and league fans through financial education. Throughout the 3-day event, "WNBA Live presented by U.S. Bank" saw more than 17,000 fans come through. Inside U.S. Bank's footprint, fans could recreate the iconic WNBA logowoman, test their WNBA and financial ed knowledge, take a WNBA-themed photo, and customize cobranded fanny packs. For an interactive community installation, fans were encouraged to share their dreams, both big and small, on the Dream wall. Finally, fans had the chance to attend scheduled meet & greets with WNBA All-Stars Satou Sabally, Aliyah Boston, Breanna Stewart, and U.S. Bank brand ambassador Napheesa Collier. Jess Sims, another U.S. Bank Ambassador, was onsite filming content for U.S. Bank and hosting programming on Center Court.



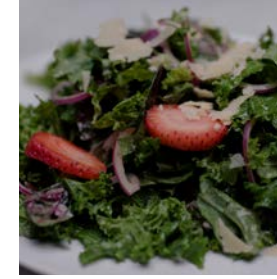
OUR
WORK

*Client
Spotlights*

CIGNA X TEAM UP FOR WELLNESS

After a longstanding experiential partnership, GMR won Cigna's sponsorship consulting business in 2023 and kicked off the expanded scope by helping the brand align their partnerships under a common goal, health equity, and theme, "Team Up for Wellness." The new theme was used as a cornerstone for Cigna's newly renegotiated partnership with the NFL, which addresses health equity and social determinants of health through thought leadership, health forums, CSR-related activations, and refreshed content. To kick off the program, GMR helped produce a Cigna and NFL collaboration content series titled "Generational Health," which featured Atlanta Falcons running

back Bijan Robinson and NFL Hall of Fame running back Erik Dickerson highlighting social determinants of health. "Generational Health" is the kickoff of Cigna's reinvigorated NFL partnership that leverages their league-wide sponsorship in a purpose-driven way, while addressing health and wellness issues in a palatable manner by leveraging the power of NFL player voices. The first activation happened over the Thanksgiving holiday as Cigna and the Washington Commanders partnered for the "Harvest Feast" addressing food insecurity by providing more than 2,500 meals in Prince George's County, where the Commanders play their home games.



OUR
WORK

Client
Spotlights

**HUMANA X NATIONAL MALL OF
PICKLEBALL**

Humana creates and fosters experiences that enable health, enhance activity, and encourage connectivity so seniors can live their healthiest age yet. That's where GMR comes in—we partner with Humana as their experiential agency of record to create experiences that turn into once-in-a-lifetime memories. And we did just that when we helped build and execute the National Mall of Pickleball in fall 2023. Humana and the Humana Foundation partnered with the Trust for the National Mall to host 180 hours of free court time for nearly 800 Picklers. The inaugural, free three-day program showcased the ways pickleball helps America's seniors stay active, and raised support to preserve the National Mall as a vibrant space where all can connect, unite, reflect, and recreate.

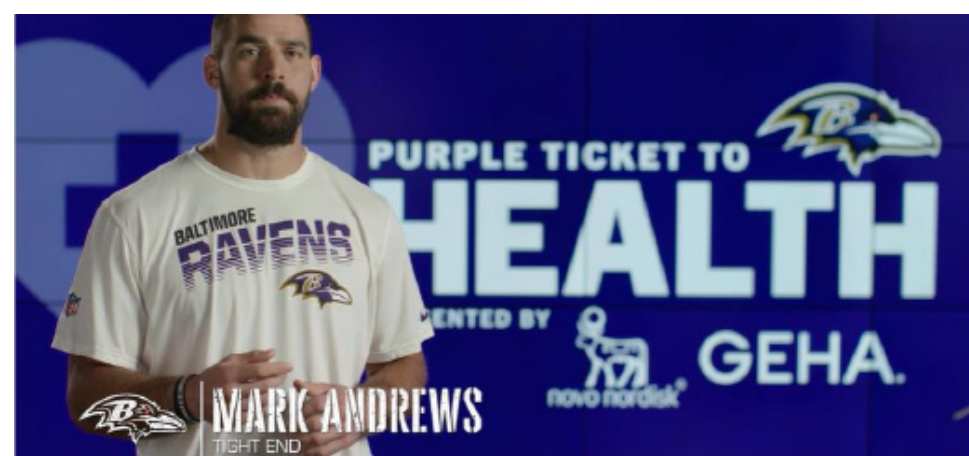


OUR WORK

Client Spotlights

GEHA X PURPLE TICKET TO HEALTH

Committed to making a difference in underrepresented communities and making healthcare resources more accessible, GEHA has teamed up with the NFL's Baltimore Ravens to improve the health in local communities and create more awareness and education around obesity and diabetes. The program, Purple Ticket to Health (PTTH), was created to encourage members of the Ravens Flock to take steps toward implementing a healthier lifestyle. By completing a quick health questionnaire, Ravens fans can learn about preventative health practices while simultaneously being entered to win exclusive prizes and experiences from the Ravens. The PTTH program is championed by Ravens tight end Mark Andrews, who was diagnosed with Type 1 diabetes as a child. In its second year, the program has already impacted thousands of lives and is on pace for a 69% increase in entries.



NISSAN PRIDE EVENTS

The Nissan Community Tour was designed to support the automaker's efforts to connect with the LGBTQIA+, Hispanic, and soccer communities by activating at culturally relevant events across the US and making a connection with consumers and their families. To achieve this, GMR designed two custom-built 8' display trailers that stopped at LA Pride, Boston Pride, Capital Pride, and the 116th Street Festival, as well as several Copita Alianza soccer events for Hispanic youth. Music and emcee announcements drew in consumers to experience fun activities such as face and body painting with customized art. Additionally, each event was built to be inclusive for visitors by utilizing bilingual brand ambassadors to keep consumers engaged and informed. A variety of different Nissan vehicles provided by local dealerships were also present at each event, giving visitors an up-close look.





WE BELIEVE EXPERIENCE MATTERS

We are an experience agency, built to make stories that become lasting memories. GMR started in 1979 with a concert series for a beer brand. Back then, we pioneered experience marketing, and we're still leading the way. We tap into passions for music, sports, and entertainment to manage tours, build worlds, and craft experiences other agencies can't. Those experiences are founded in data, rooted in science, grounded in strategy, designed meticulously, and executed flawlessly. While our global team creates, consults, and activates in more than 70 countries, GMR is headquartered in the United States as part of Omnicom Group Inc. Learn more at [GMRMarketing.com](https://www.gmrmarketing.com).

Acronyms

AEC AGENCY EXPERIENCE COUNCILS

CCO CHIEF CREATIVE OFFICER

CDO CHIEF DIVERSITY OFFICER

CEO CHIEF EXECUTIVE OFFICER

DEI DIVERSITY, EQUITY, AND INCLUSION

DEI TALKS AN AGENCY-WIDE CONVERSATION SERIES MODERATED BY MEMBERS OF OUR EXECUTIVE DEI COUNCIL (EDEIC) COVERING DEI-RELATED TOPICS

EDEIC EXECUTIVE DEI COUNCIL

ERG EMPLOYEE RESOURCE GROUP

GSE GLOBAL SPORTS & ENTERTAINMENT