

The logo consists of the word "imre" in a lowercase, sans-serif font, colored in a medium blue. It is centered within a white square. The background of the entire cover is split: the left half is a solid bright blue with a faint, large-scale pattern of overlapping hands, and the right half is a vertical strip containing a colorful, abstract painting of hands in shades of orange, teal, yellow, and red, with bold black outlines.

imre

# DE&I ANNUAL REPORT

2021



## 2021 DE&I ANNUAL REPORT

# **TABLE OF CONTENTS**

- 3** Our Commitments
- 5** Performance, By The Numbers
- 8** DE&I Actions + Impacts
- 13** Looking Ahead

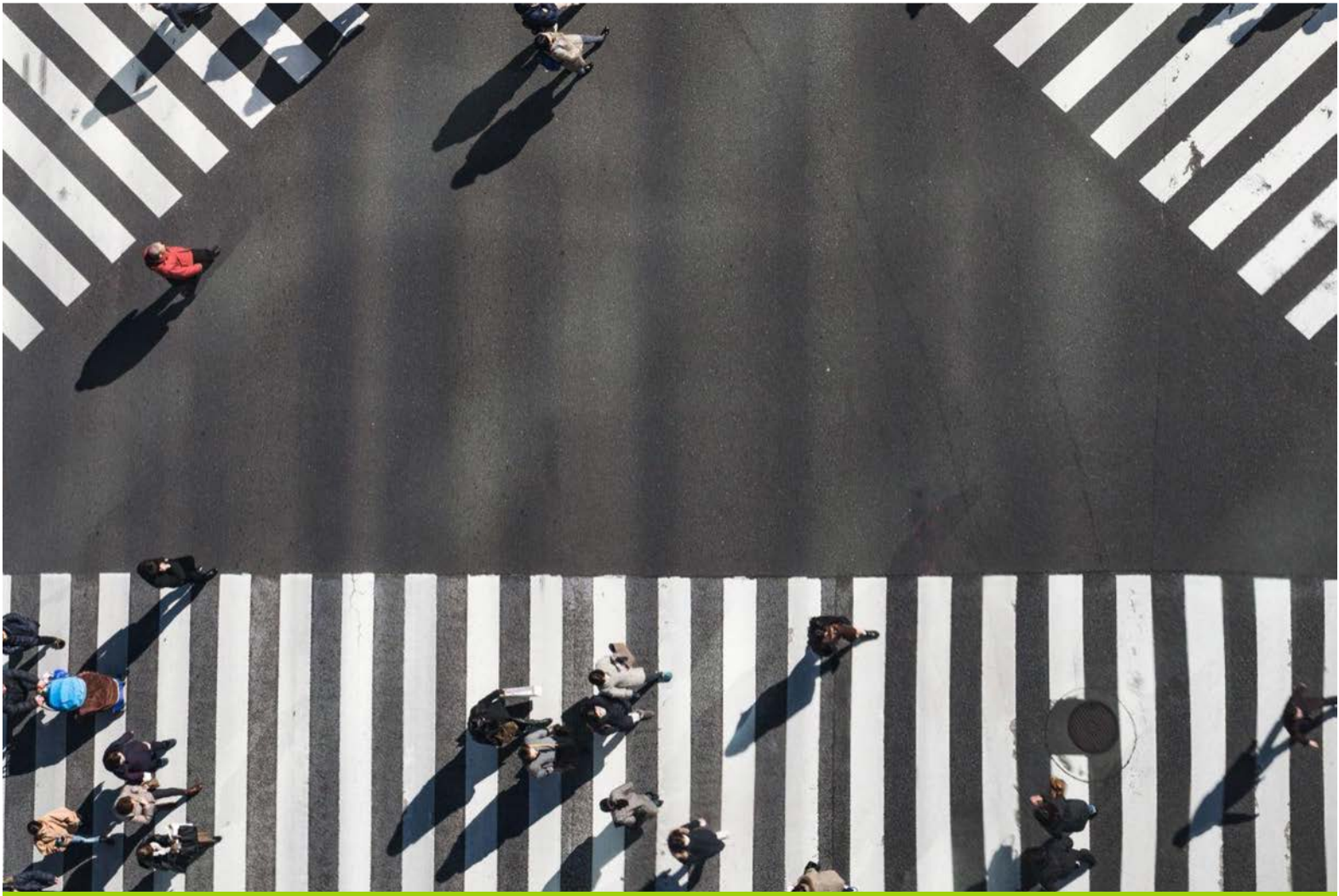
# OUR COMMITMENTS



As an LGBTQ-founded agency, representation and acceptance was embedded in our constitution and traditions on day one. We know that we do our best work when our employees are comfortable bringing their authentic selves to work. As we continue to grow, it's important we maintain a culture of welcoming introductions as people from all different and backgrounds and experiences join our firm.

2021 was grounds for steps forward for DE&I at imre, even in the face of continued challenges from COVID-19. While we continued to take steps to further our DE&I commitments, we also know there is still work to be done.

As with our inaugural Annual Report in 2020, the 2021 Report is a means to demonstrate accountability through hiring data and actions taken by our agency. We're using this to hold our organization accountable for reflecting society, in the communities where we work and within the walls of the organization. This report reflects the actions taken in 2021 to help people feel welcome, along with a path forward for continued progress in 2022.



## **Diversity**

Improve our demographics to reflect the communities in which we live, among our workforce to better attract and retain top talent.



## **Equity**

Ensure our recruitment processes and professional development initiatives provide equal growth opportunities to all employees, removing bias wherever it may occur.



## **Inclusion**

Built on our reputation as a top workplace, create safe and welcoming spaces for new perspectives, thoughts and ideas that contribute to our work and community impact.



## Diverse experience and perspectives of our employees are critical to success at imre.

Since reporting our commitments in 2021, we've reflected on representation at imre, in order to continuously improve on our plan to attract and retain the best talent who represent our society - and we remain committed to this plan.

The advertising industry has a diversity problem when compared to the total US population and, while imre made some important improvements, there are still areas where we need to address.

Race / Ethnicity	2020 imre Percentage	2021 imre Percentage	% Change	Advertising, Public Relations & Related Services in US*	Total US Population*
White	81.0%	77.5%	-3.5%	85.4%	78.0%
Black or African American	8.2%	7.3%	-0.9%	6.6%	12.1%
Hispanic or Latino	4.3%	4.9%	+0.6%	7.9%	17.6%
Asian	3.8%	6.5%	+2.7%	6.0%	6.4%
Two or more races	2.7%	3.7%	+1.0%	N/A	2.8%

\*All US population data from 2020 U.S. Bureau of Labor Statistics Current Population Survey

A joint effort is underway among our in-house Human Capital team, including Organizational Development, who are taking steps to ensure unbiased practice in recruitment practices including specialized trainings and working with diverse partners to identify more broadly-representative candidate pools.

Our Organizational Development team implemented an employee voice survey series to continuously pulse the imre workforce to hear attitudes and motivations that will help with fine tuning our approach, at all levels of the organization.

## DE&I efforts at imre have been alive and strong since our founding as an LGBTQ-owned firm.

As an organization, we've grown to be a workplace where people can be their true and authentic self while doing the best work of their careers.

Today, 6.5% of our workforce identifies as LGBTQ, an increase of more than 4% over 2020 - which continues to index over the total US population. Of our total workforce who were promoted in 2021, 6.6% of those promotions were of people who identify as LGBTQ. 10.5% of our executives identify as LGBTQ, consistent with 2020.

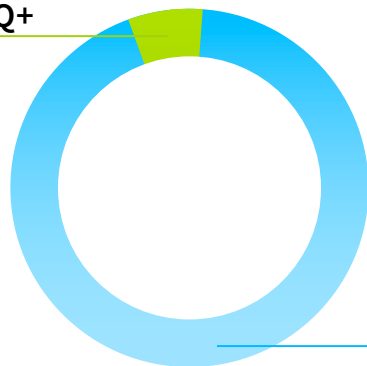
In 2021, we took a step further by founding an LGBTQIA+ Business Resource Group, as a safe space for our LGBTQ-identifying employees and a place where allies join to celebrate the importance of equality.

We're proud of the strides taken in 2021, as our team grew at its fastest annual rate in our company history, maintaining our status as one of the Fastest Growing Global Agencies in 2021 (Adweek).

### Sexual Orientation at imre

*Total employee population*

**LGBTQ+**  
6.5%

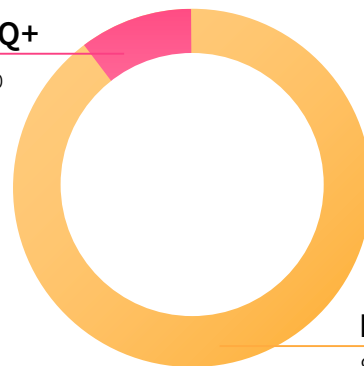


**Non-LGBTQ+**  
93.9%

### Sexual Orientation at imre

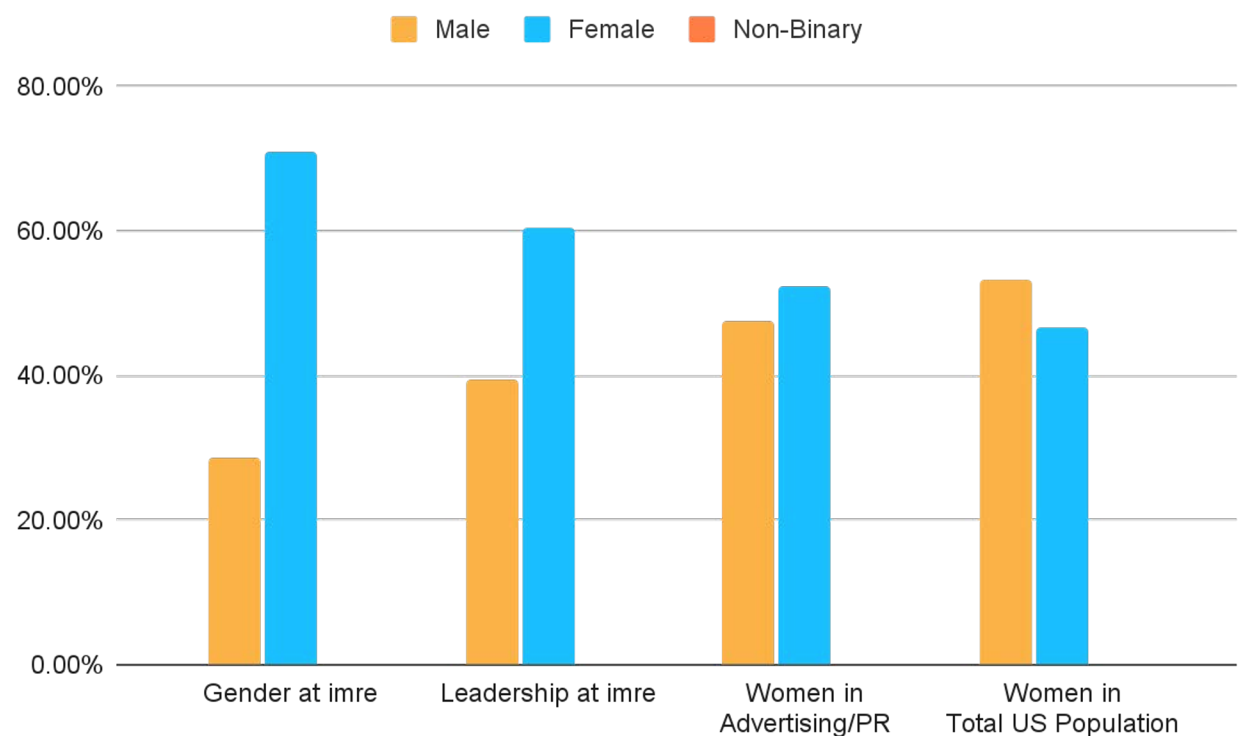
*Total leadership team*

**LGBTQ+**  
10.5%



**Non-LGBTQ+**  
89.5%

\*Leadership defined by those with titles of Vice President or above.



**In the past year, imre has continued to celebrate and reward the contributions of female employees, activating on the plan to celebrate and reward the contributions of female team members.**

In 2021, the percentage of female employees remained consistent with 2020, at 71% of the imre population. And we’re proud to report that our focus on women’s empowerment has resonated as we’ve seen a 7% increase in females in leadership roles,\* further outperforming the advertising industry average.

\*Leadership defined by those with titles of Vice President or above.



## In June 2021, imre officially launched its LGBTQIA+ Business Resource Group, just in time for PRIDE 2021.

The BRG team leads quickly activated a plan focusing on the core pillars of:

- **Education**
- **Community Development**
- **Philanthropy.**

PRIDE 2021 initiatives included a Lunch & Learn on the History of PRIDE, an agency PRIDE celebration, as well as a LinkedIn article with complementary social media content highlighting the importance of PRIDE at imre.



### National Ally Day

To mark National Ally Day, the BRG hosted an informational session speaking to the importance of allyship to the LGBTQI community. The session included live polling on thoughts and attitudes and that resulted in the development of a takeaway card with the key sentiments from the session for individuals to keep at their desk.



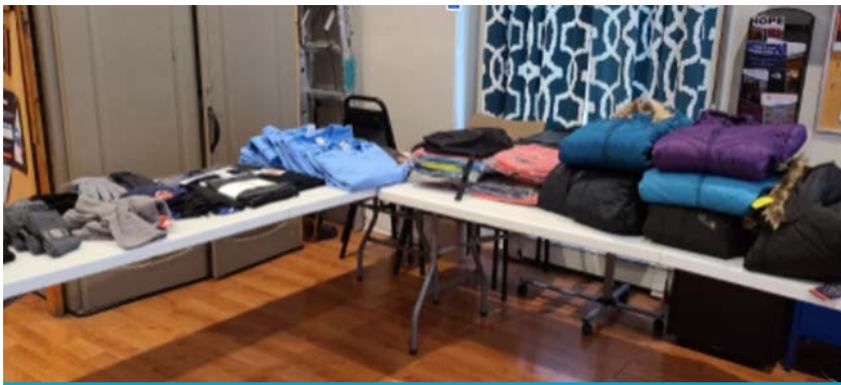




**This year we continued support of The Attic Youth Center, a Philadelphia-area organization with a special focus on providing a safe space for LGBTQ+ youth.**

During the December holidays, we conducted a company-wide drive for practical products and supplies and prepared and hosted a holiday meal for around 20 youth attendees.

In total, imre raised and donated \$2,000 in useful products and supplies including coats, hats and personal hygiene supplies, among so much more.



The formation of the LGBTQIA+ BRG demonstrates the compassion imre has to ensure everyone is able to bring their authentic self to work and provides a safe space for the queer community to have a unfiltered voice.

— *Christopher Spallone,*  
*Program Director @ imre*



Having the LGBTQIA+ BRG in place means imre stands for safe spaces, authenticity and fostering real, meaningful relationships. Being a part of the BRG means I stand for that too, and I could not be more proud of that.

— *Kate Rom, Group*  
*Account Director @ imre*



I'm so excited to be a part of a group that is helping define and shape how we better support people of color within our walls, within our community, and within the industry. Diversity in the workplace brings new perspectives, greater innovation, and casts a wider net for talent.

**- Erin Tydings,  
Creative Director @ imre**



The BIPOC Collective is really important to me because it shows a level of commitment by imre that many others in the industry probably aren't making. It's a way to show the agency is serious about making ALL of their workers feel heard and included.

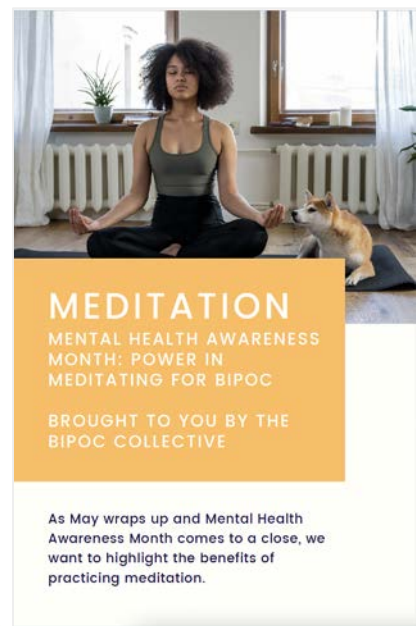
**- Atiba London, Digital  
Media Manager @ imre**

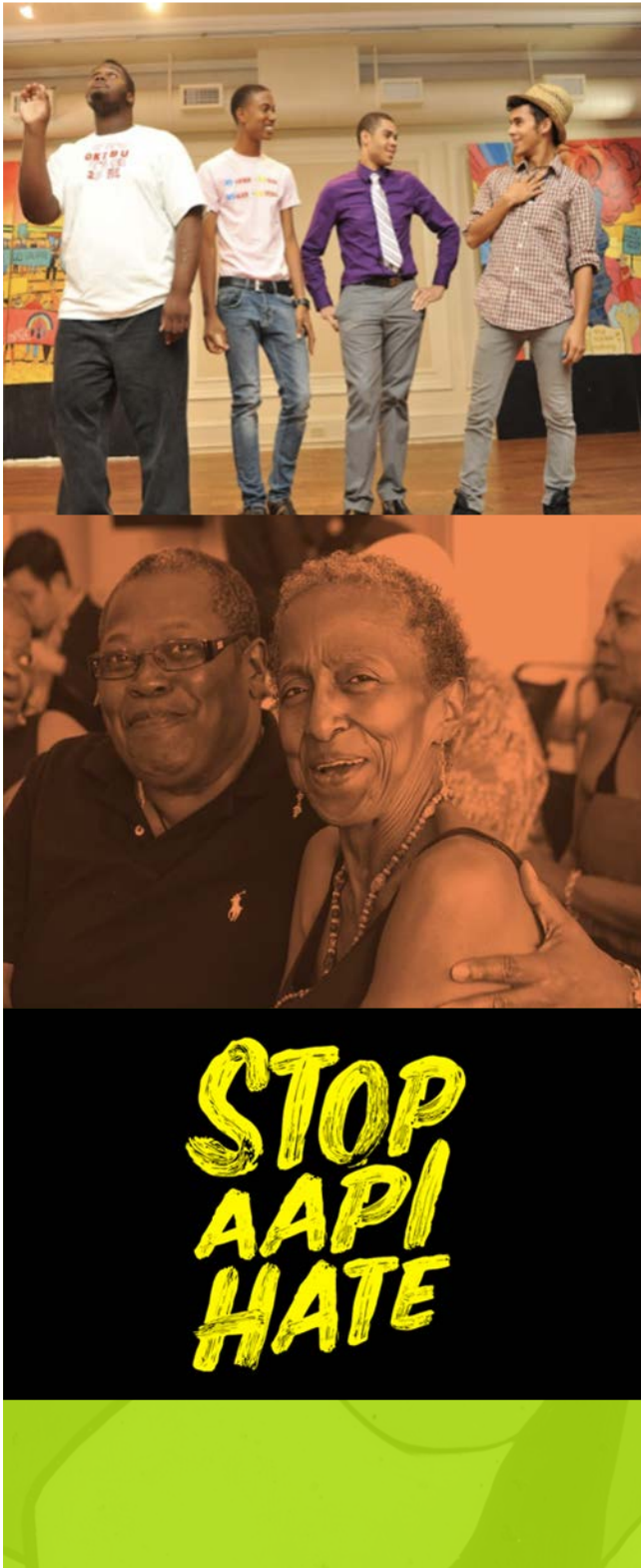
## The BIPOC Collective Business Resource Group launched in earnest in 2021.

Throughout the year the team was honored to raise awareness and educate the imre team and extended networks through a series of content related to commemorative and annual dates of observation.

This year, BIPOC Collective educated about Mexican American Heritage Day with a clever video; Discussed BIPOC Contributions to Earth Day; and, in a BRG first, the BIPOC Collective educated through a [website](#) dedicated to all things Indigenous Peoples, highlighting cuisine, music, movies, achievements from Indigenous communities by imre offices.

Additionally, BRG held focus groups to gain team member learnings and feedback that helped steer direction for the Collective as a way to drive direction into 2022.





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Services for  
LGBT Elders  
**We refuse to be invisible®**



**2021 posed new and unique challenges for how imre activated in and around our communities.** We're proud of the support we provided to organizations and cases that are near and dear to the imre team:

Support for organizations benefiting critical underrepresented communities donations to including #StopAsianHate and the Reginald F. Lewis Museum (Baltimore) in commemoration of Juneteenth, as well as holiday activations with LGBTQI+ organizations The Attic Youth Center (Philadelphia) and SAGE (New York).



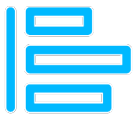


- **Grew our partnerships HBCUs over 2020**, to source intern candidates and grant our employees opportunities to participate in coursework opportunities.
- **Hosted mandatory Unconscious Bias Training** for all staff in September in a customized, agency-wide program.
- **Maintained our leadership commitment** to have at least one BIPOC candidate in the interview pool for every open position at imre.
- **Conducted mandatory DE&I recruitment training** in partnership with Jennifer Tardy consulting - looking to broaden this training in 2022 to all hiring managers.
- **Expanded talent recruitment efforts** with partners who specialize in identifying diverse talent - Black Girl Group and Mimconnect.





## There is still work to to be done. Chief among our 2021 DE&I activation plan are the following tenets:



### **Aligning on BIPOC Education**

We'll take action to further educate to align our team on definitions and an overall understanding of the BIPOC space. Topics that will be covered through BIPOC Awareness education series include Implicit Bias, Microaggressions, and Power & Oppression.



### **Retaining Diverse Talent**

We strive to be a welcome employer for all people and while our hiring numbers show vast improvement with hiring diverse talent, we want to lessen the parity of tenure across racial/ethnic groups, at all levels of the organization.



### **Empowering Our Special Interests**

We're excited to amplify the excellent work our Business Resource Groups (BRGs) began last year. We'll also introduce a new BRG focused on Women in the Workplace. As with the other BRGs, this new group will lead efforts related to conversations and support for this critical population.



### **Reaffirming Commitment to Future Talent**

Continue to partner and contribute imre employees for speaking opportunities, as well as provide paths to internships and positions within the agency across our core office locations.

A large group of diverse people, including men and women of various ages and ethnicities, are posed on a balcony. They are arranged in several rows, with some standing and others leaning on the balcony railing. The background is a solid, vibrant blue. The group appears to be at a social or professional gathering, with some individuals wearing name tags.

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**Thank You**

For those with any questions or general  
advice to improve our efforts, please  
drop us a line at: [dei@imre.com](mailto:dei@imre.com)

