

CAMPAIGN INCLUSION CHARTER

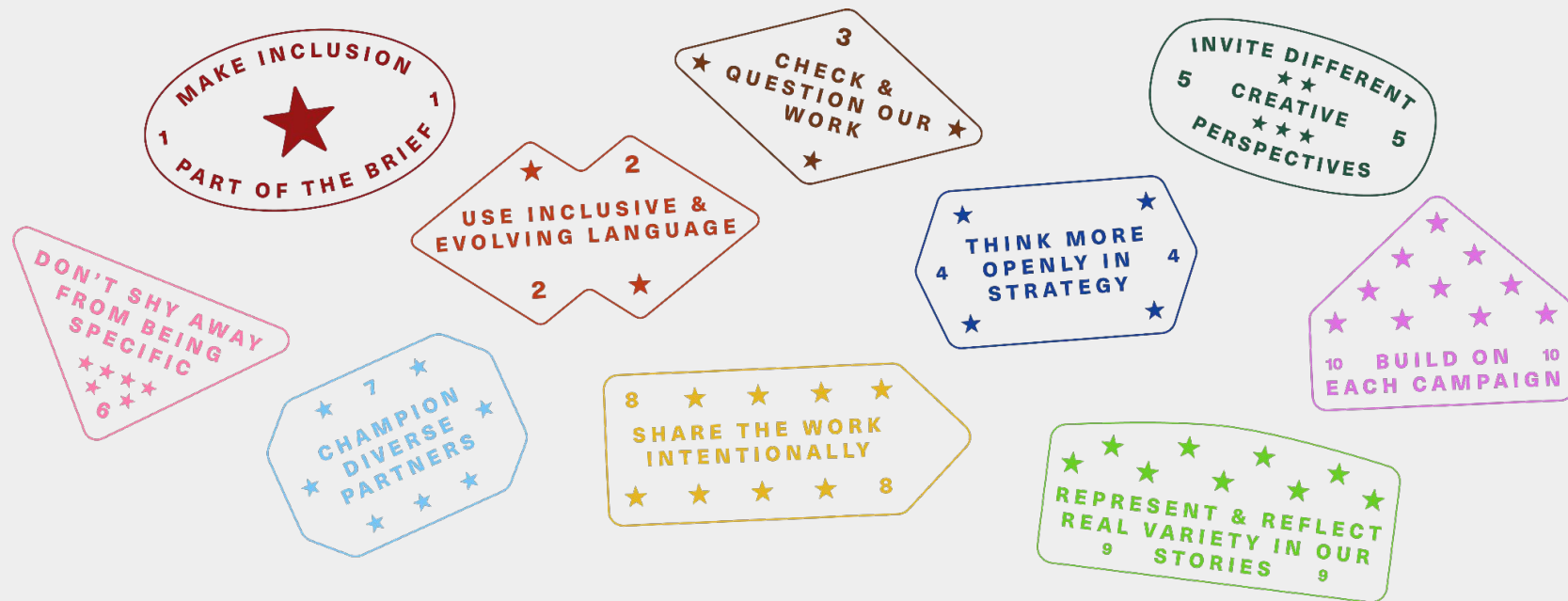
CREATED BY WONDERHOOD STUDIOS &
THE DIVERSITY STANDARDS COLLECTIVE



IN RECENT YEARS, WE'VE SEEN TOO MANY ADS FACE BACKLASH FOR ISSUES THAT COULD HAVE BEEN CAUGHT AND CORRECTED WITHIN THE CREATIVE PROCESS. CASTING MISSTEPS, OUTDATED LANGUAGE, AND PROBLEMATIC VISUAL CHOICES HAVE ALL SHOWN HOW EASILY EXCLUSION CAN SLIP IN WHEN INCLUSION ISN'T CONSIDERED AT EVERY STAGE. THE CAMPAIGN INCLUSION CHARTER, CREATED BY WONDERHOOD STUDIOS AND THE DIVERSITY STANDARDS COLLECTIVE, IS DESIGNED TO CHANGE THAT.

The 10 Commitments

CONFIDENTIAL



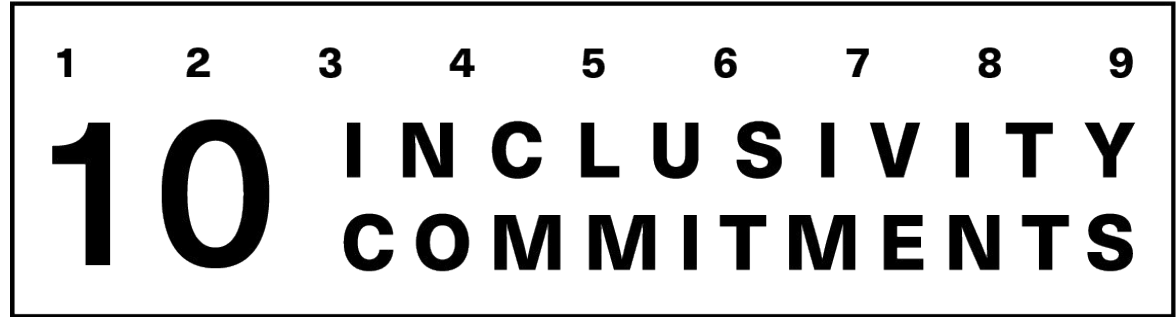
Our mission is to provide a practical foundation for inclusive decision-making, across the lifecycle of any campaign.

Built for every agency, whatever their size, process, or budget.



- ✓ Know where to start
- ✓ Think wider
- ✓ Cast better
- ✓ Write smarter
- ✓ Choose partners more intentionally
- ✓ Check work before it goes live





Not a badge.
Not a pledge.

A **working tool/guide** agencies apply during campaigns.





COMMITMENT



We aim to bring inclusion into the conversation from the very start of a project during briefing, asking who's represented, who isn't, and why that matters to the work.

WHY IT MATTERS

If inclusion isn't considered at briefing stage, it is often treated as an afterthought. Early conversations help avoid blind spots and set clearer expectations for the work from day one.

WHAT IT HELPS AGENCIES COMMIT TO

- ★★ Raising inclusion as a standard topic of discussion at briefing stage
- ★★ Setting shared intent with clients before strategy or creative begins
- ★★ Reducing reactive changes later in the process



COMMITMENT



We strive to use respectful inclusive language when discussing audiences, casting and creative ideas and to check our work for outdated or insensitive terms before it is shared or published.

WHY IT MATTERS

Language shapes perception. Using considered up to date terminology helps avoid unintentional harm and ensures work feels relevant, respectful and culturally aware.

WHAT IT HELPS AGENCIES COMMIT TO

- ★★ Taking care with tone, humour and cultural nuance
- ★★ Normalising language checks as part of the creative process
- ★★ Building confidence in how audiences and communities are referenced



COMMITMENT



We commit to building in moments across the campaign process to pause and question our work, creating space for teams and partners to speak up, challenge stereotypes, and flag concerns before work goes live.

WHY IT MATTERS

Even well intentioned work benefits from reflection. Regular checkpoints help catch issues early, encourage openness, and support better creative and production decisions before work enters the world.

WHAT IT HELPS AGENCIES COMMIT TO

- ★★ Normalising inclusion checks without slowing creativity
- ★★ Encouraging teams and partners to speak up without fear
- ★★ Identifying potential issues before campaigns are released



COMMITMENT



We strive to consider how our strategic insights and ideas might land with different people and communities before creative development begins.

WHY IT MATTERS

Strategy shapes everything that follows. Thinking more openly at this stage helps ensure ideas are built on inclusive foundations rather than relying on creative to do all the work later.

WHAT IT HELPS AGENCIES COMMIT TO



Pressure testing insights beyond a single default audience



Identifying unintended exclusions before creative is ideated



Making openness and inclusion part of strategic rigour



COMMITMENT



We commit to welcoming a mix of voices while ideas are forming whether through diverse internal teams, collaborators, or external input so our creative thinking reflects more than one lived experience.

WHY IT MATTERS

Ideas benefit from challenge. Inviting different perspectives during creative development can unearth varied experiences that lead to more unexpected, original, and resonant ideas while reducing the risk of stereotypes being baked in from the outset.

WHAT IT HELPS AGENCIES COMMIT TO

- ★★ Creating space for constructive challenge during creative development
- ★★ Valuing lived experience alongside creative expertise
- ★★ Strengthening ideas through broader input rather than dilution

**DON'T SHY AWAY
FROM BEING
SPECIFIC**



COMMITMENT

We commit to not stopping at simply including diversity in the script. We will bring the work to life with nuance and specificity through casting, art direction, wardrobe, locations, and cultural detail so representation feels considered, credible, and real.

WHY IT MATTERS

Representation without specificity can feel generic or tokenistic. Paying attention to detail helps avoid stereotypes, reflects real lived experience, and ensures diverse characters and worlds are portrayed with authenticity rather than surface-level inclusion.

WHAT IT HELPS AGENCIES COMMIT TO



Moving beyond symbolic inclusion toward meaningful representation



Applying the same creative rigour to diverse stories as any other work



Making thoughtful production choices that add depth, accuracy, and credibility

1

DO
CONSISTENTLY

2

DO
OCCASIONALLY

3

DO
RARELY



COMMITMENT



We will actively seek opportunities to work with a broad range of suppliers and collaborators. This may involve evolving our approach to the pitching process to ensure we engage a diverse mix of talent. Our aim is not to be tokenistic, but to take a holistic view of who we partner with over time, ensuring we meaningfully support and enable diverse voices.

WHY IT MATTERS

Who makes the work influences how stories are told. Broadening access to opportunities helps challenge existing industry patterns and supports more inclusive creative outcomes.

WHAT IT HELPS AGENCIES COMMIT TO

- ★★ Actively widening creative networks and supplier pools
- ★★ Considering diversity during production decisions not just casting
- ★★ Making inclusive production a practical achievable habit

8 ★ ★ ★ ★ ★
**SHARE THE WORK
INTENTIONALLY**
★ ★ ★ ★ ★ 8

COMMITMENT



We commit to ensuring that when our work goes live, it is shared in ways that are relevant, intentional, and accessible. This includes considering channel choice, formats, accessibility, and relevance to the audiences and stories we’re reflecting.

WHY IT MATTERS

Inclusive creative only delivers impact if people can actually find it, engage with it, and feel it is for them. Thoughtful launch and distribution decisions shape who sees the work, how it lands, and whether it reaches beyond the usual audiences.

WHAT IT HELPS AGENCIES COMMIT TO

- ★★ Aligning with media partners and platforms with the intent of the work
- ★★ Considering accessibility needs (e.g. subtitles, audio description, readable formats) as standard, not optional
- ★★ Sharing work that is truly accessible, not just broadly “visible”



COMMITMENT

1	2	3
DO CONSISTENTLY	DO OCCASIONALLY	DO RARELY

We aim to reflect real variety in the stories we tell whether within a single campaign or across a brand's work over time so the breadth of our audiences is meaningfully represented.

WHY IT MATTERS

No single piece of work can represent everyone. Looking across campaigns and brand output over time helps avoid tokenism and supports more authentic sustained representation.

WHAT IT HELPS AGENCIES COMMIT TO

- ★★ Thinking beyond one off moments of representation
- ★★ Supporting longer term inclusion across brand platforms
- ★★ Creating work that reflects the reality of diverse audiences



COMMITMENT

We commit to actively reflecting on diversity and inclusion after each campaign, acknowledge what worked, what could be improved, and how learning can be applied next time. This includes internal reviews and conversations with clients as part of campaign wash ups.

WHY IT MATTERS

Inclusion is not static. Reviewing audience responses and reactions helps agencies learn, adapt, and improve over time rather than repeating the same approaches.

WHAT IT HELPS AGENCIES COMMIT TO

- ★★ Embedding inclusion into post campaign evaluation
- ★★ Learning from audience response and feedback
- ★★ Continuously improving future work rather than starting from scratch