



IMPACT & INCLUSION

2024 YEAR IN REVIEW





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LAYERS

atlassian | comcast BUSINESS

Impact & Inclusion





2024 was a transformative year for GMR, marked by significant strategic shifts and impactful initiatives. The most notable change was the formation of our Impact & Inclusion (I&I) department, which integrates our existing DEI efforts with an expanded focus on sustainability.

This report outlines our progress and strategic actions toward fostering an inclusive, sustainable, and innovative workplace culture.

INCLUSIVE SUSTAINABLE INNOVATIVE

WORKPLACE CULTURE.

INTRODUCTION TO IMPACT & INCLUSION

The I&I team's mission is to infuse impact and inclusion at the core of everything we do, enhancing our competitive edge through innovation and creativity.

Our work will ensure every StoryMaker feels a sense of belonging and actively contributes to our social and environmental goals.

MISSION

To cultivate a thriving organization by prioritizing equity, championing diversity and inclusion, and leading environmental stewardship through governance and accountability.

**ALIAH
BERMAN**

**CHIEF IMPACT &
INCLUSION OFFICER**
(SHE/HER)



GUIDING PRINCIPLES

STRIVE

to be an industry leader and the change we expect to see.

FOCUS

on impact not intent. Hold ourselves accountable. Always.

MAKE ROOM FOR MISTAKES

We're still learning and growing.

VALUE PROGRESS

over perfection and innovation over compromise, Let's go!

KEEP A CLEAR GOAL

but take a flexible path. Be brave and willing to test and learn.

REJECT NEUTRALITY

on environmental responsibility, inequity, or human rights.



AMBITIONS

SOCIAL

Integrate DEI across our people, culture, and work to ensure the well-being and engagement of all, producing culturally real and purpose-driven work.

ENVIRONMENT

Measurably conserve, protect, and renew natural resources. Innovate more environmentally sustainable brand experiences for clients and inspire StoryMakers to improve shared impacts.

ECONOMIC

Support local and diverse businesses and optimize our cause-related/volunteer time to uplift the communities where we live and work.

OUR BUSINESS AMBITION IS
BEYOND REDUCING HARM, IT'S

DELIVERING POSITIVE OUTCOMES

FOR THE BUSINESS, SOCIETY AND THE
ENVIRONMENT. THIS OFFERS DISTINCTIVE
COMPETITIVE ADVANTAGES.

DEI + SUSTAINABILITY

DEI and Sustainability are critical to GMR's long-term success. As agency leaders have emphasized:



MAX LENDERMAN
CHIEF EXPERIENCE OFFICER

“Purpose is the new digital. Agencies who do not appropriate sustainability, accessibility and diversity into their business model will be as outdated and out-of-business as those who didn't appropriate digital into theirs just 25 years ago (when the first banner ad appeared). Our I & I practice is vital to GMR's future. Full stop.”



DANA ERNST
SVP, TALENT

“Effective HR leadership embraces DEI as a driver of agency culture. It's what allows us to build a stronger, more innovative workforce that reflects our values and drives sustainable business success. As leaders, we must create a space where everyone feels seen and valued so every individual has the opportunity to meaningfully contribute and thrive.”



ADAM LIPPARD
CHIEF COMMERCIAL
OFFICER

“At GMR, we are committed to creating unforgettable experiences for our clients and, at the same time, leaving a positive mark on the planet. When we fully integrate sustainable practices into every aspect of our work, we will not only create memories that matter, but we also contribute to a healthier world.”

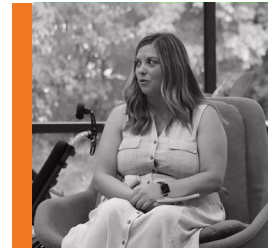
Sustainability Efforts



OUR **SUSTAINABILITY** JOURNEY



STORYMAKERS **START THE CONVERSATION INTERNALLY**
A STRONG INTEREST AMONGST **SUSTAINABILITY CHAMPIONS** ENERGIZES OUR EFFORTS



EXTERNAL EXPERTS ARE ENGAGED
FUTURE AMBITIONS ARE SET
AN **INTERNAL ASSESSMENT** SETS OUR BASELINE
THE **AGENCY EXPERIENCE COUNCIL** IS FORMED

2020

CURIOSITY + INITIATIVE

GAINING KNOWLEDGE

2025

GRASSROOTS INTEGRATION

TAKING ACTION



PASSIONATE STORYMAKERS UNITE TOGETHER
INTERNAL ANALYSIS IS PERFORMED ON KEY IMPACT AREAS
SENIOR LEADERSHIP IS ENGAGED



THE **HEAD OF SUSTAINABILITY** POSITION IS ESTABLISHED
THE **EXECUTIVE DEI COUNCIL** **EVOLVES** INTO THE EXECUTIVE IMPACT & INCLUSION COUNCIL
STORYMAKER **EDUCATION AND RESOURCES** ARE PRIORITIZED
SUSTAINABILITY WITH SUPPLIERS IS INITIATED

SUSTAINABILITY AT GMR MARKETING

“As an integrated Impact & Inclusion team, we’re able to address the intersectionality of people and planet. We didn’t just start this work, but in 2024 we accelerated our plans, which I’m honored to lead in the newly created role of Head of Sustainability.

At GMR, curiosity and passion are rewarded with opportunity. After many years in Client Consulting, I’ve been given the opportunity to apply my passion and experience to make sustainability actionable for our StoryMakers and our clients.”

FRAN SUTTER

HEAD OF SUSTAINABILITY (SHE/HER)



SUSTAINABILITY STRATEGY

OWNED IMPACTS

Responsibly manage our facilities, seizing opportunities to reduce our environmental footprint and inspire our StoryMakers to improve their individual impacts.

SYSTEMS

Measurably conserve, protect, and renew natural resources in our ways of working, through our suppliers and strategic partnerships.

THE WORK

Innovate more sustainable brand experiences for our clients through strategy, creative, and delivery.

DEVELOPING SYSTEMS THAT ENABLE SUSTAINABLE OUTCOMES

EDUCATION AND RESOURCES:

In 2024, we began developing agency-wide education and resources to empower StoryMakers. The learning opportunities will launch in early 2025.

SUPPLIERS AND PARTNERS:

Suppliers and partners are crucial to our success. In 2024 we undertook an analysis of our purchasing process and supplier network. We remain focused on suppliers and partners that offer sustainable solutions.

INNOVATING MORE SUSTAINABLE BRAND EXPERIENCES

Designing waste out of our experiences from start to finish is one of our goals. Some examples implemented this year include:

- Donations & community impact
- Electronics and recycling
- From print to digital
- Single-use plastic reduction

IMPROVING OUR OWNED IMPACTS AND ACTIONS

OUR IMPACT BY THE NUMBERS



SECTION 1



01 OPERATIONS

01A PHYSICAL FOOTPRINT REDUCTION:
Reduced by 59% since 2022.

01B WASTE MANAGEMENT:
Saved 4275 cubic feet of fabrication waste from landfills through recycling, donation, and waste reduction practices.

01C ANNUAL ENERGY EVALUATION:
Continuous optimization with insulation, annual maintenance, and ensuring equipment is not left idling when not in use.

SECTION 2

02 STORYMAKER ENGAGEMENT

02A SUSTAINABILITY AGENCY EXPERIENCE COUNCIL (AEC):
Comprised of StoryMakers with both personal and professional passions for sustainability

02B PURPOSE:
Share, discuss, and support important topics related to owned impacts

SECTION 3

03 EARTH MONTH ENGAGEMENTS

03A HOSTED WEEKLY CHALLENGES FOCUSED ON:

- Eco-friendly swaps
- Digital footprint clean-up

03B 2024 ACHIEVEMENTS:

- Doubled attendance from the previous year
- Jeopardy-style session as the highlight



CO-LEAD SPOTLIGHT

MOLLY MADONIA

CORPORATE COUNSEL
(SHE/HER)

AEC Sustainability is a group of generous, caring, intelligent StoryMakers, who consistently show up for each other and our planet. We have had robust discussions not only about sustainability in GMR's work but how we can make meaningful impact individually. Our meetings are fun, informative, and most importantly communal; the vibes are always good. I am honored to co-lead with Laurence and the appointment of Fran as Head of Sustainability means that GMR is prioritizing our work moving into the future.

LAURENCE VELCOFF

EXECUTIVE STRATEGY
DIRECTOR
(HE/HIM)

“By addressing social and environmental challenges, our AEC can transform aspirations for people and the planet into actionable strategies.

What could be more personally meaningful than playing a role in helping StoryMakers and the agency more broadly progress from intention (I want to do right) to action (I will do right)?”

STORYMAKER ENGAGEMENT

AGENCY EXPERIENCE COUNCIL (AEC)

In 2024, the Sustainability AEC prioritized awareness, engagement and impact. Monthly meetings and internal communication encouraged personal passion areas and shared best practices with industry news.

DEI Efforts



DEI AT GMR MARKETING

Integrating sustainability into our Impact & Inclusion efforts has amplified our results. We created The Perspective Practice, combining DEI and Sustainability to deliver culturally nuanced and environmentally conscious solutions.

This year, we partnered with leaders in our largest departments to integrate DEI in meaningful ways, allowing for a flexible and adaptable strategy that evolves with our business needs.



**SOPHIE
MALDONADO**

**VICE PRESIDENT
OF DEI
(SHE/HER)**

GMR'S DEI STRATEGY

CULTURE

Create an engine of creativity within a diverse workforce by fostering an environment that is open, curious, respectful and celebratory of differences.

PEOPLE

Attract, develop, and retain a diverse workforce that reflects the full spectrum of humanity: to promote success for all individuals through inclusive practices and policies.

WORK

Deliver cutting-edge, best-in-class work that is nuanced, culturally relevant, and meaningful across consumer segments.

DEI FOUNDATIONS: ALWAYS ON

In 2024, we built upon our strong DEI foundation that fosters a radical sense of inclusion and belonging for all StoryMakers.

CONTINUOUS EDUCATION

Year-round DEI Talk Series, Equitable Feedback training, executive leadership meetings, and DEI learning credit program.

HR PARTNERSHIP

Comprehensive talent management strategies focusing on recruitment, development, succession planning, and retention.

EMPLOYEE RESOURCE GROUPS

Programs and events fostering connection and community for StoryMakers identifying as LGBTQIA+, Disabled, Neurodivergent, Women, Black, Hispanic/Latinx, and allies.

EMPLOYEE RESOURCE GROUPS AT GMR

YEAR-LONG DEI INITIATIVES SPOTLIGHT



EVENT SPOTLIGHT:

WOMEN'S HISTORY MONTH, UNPACKING THE FILM BARBIE [GLOW]

StoryMaker Panelists: Duane Tynes, Samantha Moyer, Molly Madonia and Avery Bable discussed the cultural impact of the film.

This event was GMR's most attended DEI event of all time with nearly 300 participants from all over Omnicom.

MEMBER SPOTLIGHT:

RICKY COVARRUBIAS [YO SOY]

"Fortunate to have grown up in the unique borderland of El Paso, Texas and Ciudad Juarez, Chihuahua, I believe I have a special opportunity to share my experiences and culture with our group. Beyond sharing, I get to learn and listen to different perspectives from my talented co-leader, Iggy, and our amazing members.



RICKY COVARRUBIAS

2D DESIGNER
YO SOY CO-LEAD 2024
(HE/HIM)

We all come from different Hispanic/Latin backgrounds; being able to take a step back to find patterns and concepts to discuss amongst my peers is what gets my wheels turning. Yo Soy is about sharing what makes us unique. We are a wonderful kaleidoscope of experience and culture—our diversity of POVs is our superpower, and we hope we can give folks a space to engage with it, regardless of background, creed, or culture!"

NEW DEI ACTIONS

SPECIFIC ACTIONABLE AREAS OF FOCUS IN 2024

CUSTOMIZED DEI PLANS FOR SPECIFIC DEPARTMENTS

- Partnerships + Communications
- Experience Solutions
- Experience Delivery

NEW CLIENT CONSULTING HIRING COMMITTEE

Paving the way for the next generation of account executives at GMR.

THE PERSPECTIVE PRACTICE

An interdepartmental powerhouse bringing together experts to integrate DEI and Sustainability into GMR's work.



CUSTOMIZED DEI PLANS FOR SPECIFIC DEPARTMENTS

To ensure DEI remains a top priority in these critical areas of the business, GMR developed Targeted DEI plans for our three largest departments.

EXPERIENCE DELIVERY

- Ensuring an inclusive and engaging internal culture for our in-market StoryMakers.
- Elevating the leadership team's commitment to ongoing DEI education and robust talent recruitment.

EXPERIENCE SOLUTIONS

- Reinvigorating the creative team through an elevated focus on talent development and a transparent culture of feedback.
- Driving Cultural Fluency in our creative solutions to ensure our work is inclusive and culturally nuanced.

PARTNERSHIPS + COMMUNICATIONS

- Diversifying our recruitment and hiring efforts to ensure the division's makeup is reflective of the full population.
- Championing cultural fluency in our client solutions to ensure our work resonates with a wide range of diverse audiences.

CLIENT CONSULTING HIRING COMMITTEE

DEPARTMENT SPOTLIGHT: PARTNERSHIPS + COMMUNICATIONS WITH ADAM LIPPARD

This year, GMR Marketing's Partnerships + Communications department launched a transformative initiative to reshape our talent pipeline. Led by five dedicated account directors, supervisors, and VPs, the program focuses on expanding the diversity of perspectives and backgrounds within the agency.

By engaging in regular conversations with potential candidates from diverse backgrounds worldwide, they are paving the way for the next generation of account executives at GMR. This unique program, the first of its kind at GMR, fosters connections and ensures we meet the talent of tomorrow, one conversation at a time.



KEE'AUNA CHERRY-PARKER

ACCOUNT SUPERVISOR
(SHE/HER)



SARAH KASICA

SENIOR ACCOUNT DIRECTOR
(SHE/HER)



DUANE TYNES

ACCOUNT DIRECTOR
(HE/HIM)



KYLE GRUDIS

VICE PRESIDENT,
CLIENT CONSULTING
(SHE/HER)



CORRIE RISHER

SENIOR ACCOUNT DIRECTOR
(SHE/HER)

Perspective Practice





**ALIAH
BERMAN**

**CHIEF IMPACT &
INCLUSION OFFICER**
(SHE/HER)



**GERARD
LITTLEJOHN**

**SENIOR DIRECTOR OF
PARTNERSHIPS
+ SOCIAL IMPACT**
(HE/HIM)



**DENNIS
JENDERS**

**EXECUTIVE STRATEGY
DIRECTOR**
(HE/HIM)



**BEA
HOFFMAN**

DEI MANAGER
(SHE/HER)



**FRAN
SUTTER**

**HEAD OF
SUSTAINABILITY**
(SHE/HER)



**SOPHIE
MALDONADO**

VICE PRESIDENT OF DEI
(SHE/HER)



**ARMANDO
IBARRA**

SENIOR ART DIRECTOR
(HE/HIM)



**TRACEY
MUTOMBO**

**EXECUTIVE
CREATIVE DIRECTOR**
(SHE/HER)

INTRODUCING THE GMR PERSPECTIVE PRACTICE

The Perspective Practice is an interdepartmental powerhouse uniting experts in Strategy, Experience Design, Sustainability, and DE&I to create culturally impactful work. This team seamlessly integrates DEI and sustainability into GMR's projects, making them a powerful, additive force. By identifying early opportunities, they craft world-class, purposeful solutions.

By blending strategic insights with lived experiences, The Practice ensures GMR values real-world expertise and cultural fluency, giving our clients confidence in our approach.

WHAT THE PERSPECTIVE PRACTICE DOES:

- Infuse cultural fluency into our work without overburdening current processes.
- Ensure DEI and sustainability contributions are early, additive and proactive.
- Demonstrate lived experiences of underrepresented communities and the relevant and meaningful social causes consumers care about.
- Uncover opportunities to deliver purpose-driven work and educate our agency along the way.
- Grow our agency's expertise and deliver sustainable solutions for our clients.

HOW WE ARE IGNITING OUR WORK WITH WHAT IS REAL

ACCESSIBILITY AND INCLUSIVITY



- Digital experiences for people with low vision
- Size-inclusive seating and adjustable furniture options
- Addressing anti-LGBTQ and other racialized sentiment in sports
- On-site language interpreters and translated displays
- Accessible event transportation and building access
- Relief areas for service animals
- Diverse representation among brand ambassadors and event staff
- Gender-inclusive bathrooms and menstrual product availability
- Touchscreens that accommodate limb differences
- Prayer rooms and religious attire acceptance
- Sensory-friendly event spaces and reserved seating

SUSTAINABILITY AND ENVIRONMENTAL CONSCIOUSNESS



- Eco-friendly and planetary-conscious post-event disposal
- Discounts for public transit to events to promote sustainability
- Replacing disposable with reusable solutions
- Virtual extensions to reduce travel requirements

EVENT ENHANCEMENTS



- Designated nursing and feeding areas for mothers and children
- Kosher and halal food options
- Contracting certified diverse suppliers for event merch
- Non-alcoholic beverage options
- Captions and transcription for livestreams
- Inclusive AI systems

COMMUNITY AND SOCIAL IMPACT



- Collaboration with non-profits to drive community impact
- Brand partnerships that drive social impact
- Unveiling hidden subcultures within demographic targets

Purpose-Driven Work



CISCO GLOBAL HOSTING PROGRAM

AT THE PARIS 2024 OLYMPIC GAMES

For Cisco's global B2B hosting program in support of their Paris 2024 partnership, GMR managed the end-to-end hospitality program logistics and execution, including the design, delivery and management of Maison Cisco, the stunning hospitality lounge centerpiece of the program that acted as a central meeting point, home-away-from-home, and immersive brand environment.

Environmental sustainability is a key priority for Cisco and was paramount at every step of the 2-year planning process. The GMR team intentionally curated every detail, weaving sustainable solutions, materials, and products throughout the guest journey.

Tactics such as providing unbranded amenity items, gifting made from recyclable materials, only using glass bottles for water, incorporating hybrid vehicles, selecting natural materials for fabrication, and recycling and donating all remaining materials post-event made a huge impact.



METRICS & IMPACT

GMR worked with London-based organization Event Cycle to repurpose and donate event materials:

Over
\$37,000

in total social impact (money saved) due to charities not needing to buy items new.

a total of
982 ITEMS

donated to charity, including custom built items (bar, graphic stands, counters, etc.), furniture, apparel, office supplies.

14,135.24 kg CO2e

saved due to charities not needing to buy items new.

991.49 kg CO2e

diverted from landfills.

11

U.N. sustainable development goals impacted

LOCAL IMPACT

All charities located within 1 hour drive from central Paris.

ATTENDEE FEEDBACK

100%

of respondents rated the overall experience as "excellent"

100%

of respondents agreed that they would attend again



"Cisco's event may well have been the high water mark for all events I have both conducted and attended as a guest - well done!"

TALKING PRIDE

PRESENTED BY GOOGLE PIXEL

GMR was instrumental in supporting the National Women's Soccer League (NWSL) Talking Pride presented by Google Pixel. This event placed prominent leaders in the LGBTQIA+ community on a panel to discuss the enduring connection between sports and social impact, and how sports are a powerful catalyst for change. The event was streamed live from the Stonewall National Monument Visitor Center in NYC and was the first event to take place at the venue ahead of its official grand opening on June 28, 2024.

GMR supported the National Women's Soccer League's "Talking Pride" event, presented by Google Pixel, by organizing a panel discussion with LGBTQIA+ leaders to explore the enduring connection between sports and social impact. The event, streamed live from the Stonewall National Monument Visitor Center in NYC, was historic as the first to take place at the venue ahead of its grand opening in June 2024. It was moderated by Ari Chambers, Commentator & Sports Culture Talent for ESPN & Andscape's Black content studio and the panelists included two time World Cup Champion and NWSL Champion Ali Krieger, Olympic Gold Medalist and PWHL star Hilary Knight, Team USA athlete & activist Chris Mosier and Pride Live Founder/CEO Diana Rodriguez.



METRICS & IMPACT

- First event at the Stonewall National Monument Visitor Center, ahead of its grand opening.
- Live streamed on NWSL+ and NWSL's YouTube channel.
- Attended by executives from Google, CBS, Major League Soccer, FootballCo, and Athlete Ally, reflecting the depth of engagement and significance of the event.
- The event garnered attention from major outlets such as Fast Company, Women's Health, CNN, The Athletic, CBS Sports, and NY1 Spectrum News.
- The Sports Bra, a women's sports bar in Portland, OR, held a live watch party.

BY THE NUMBERS

15,000+

unique engagements across NWSL.com, NWSL+ and YouTube

602,000

impressions from 30 social posts by NWSL and panelists

88%

positive social sentiment surrounding the event, with 12% neutral sentiment. No negative sentiment!

NWSL
Talking Pride
PRESENTED BY Google Pixel

ALI KRIEGER
CHRIS MOSIER
HILARY KNIGHT
DIANA RODRIGUEZ

JUNE 13 | 3 PM ET

STREAM LIVE ON
YouTube @NWSLSOCCER NWSL+

BEX: BLACK EXPERIENCE CHANNEL

Xfinity's Black Experience channel was brought to life by GMR through a series of screenings celebrating Black film and storytelling. With red-carpet premieres for films such as "In Our DNA: Hip House" and "Microphone Masters" in Los Angeles, and "Culture Capital" in Philadelphia, the initiative emphasized cultural fluency and authenticity.

GMR's efforts extended to diverse locations like the Black Summer Sanctuary in Martha's Vineyard and the Incubator of Black Excellence at the Atlanta University Center. These venues provided a culturally significant backdrop to introduce the channel's new content to diverse audiences in a memorable and engaging way. The events not only generated buzz but also underscored the importance of celebrating and amplifying Black narratives.

METRICS & IMPACT

- First year activating at the Middleburg Film Festival in Middleburg, Virginia with a sold out crowd
- Enhanced engagement with diverse audiences
- Utilization of culturally significant venues and vendors for impactful guest experiences
- Social engagement and awareness for the Black Girls screening event through the AUC social platforms

4 Film Festival Screening Activations
American Black Film Festival
BlackStar Film Festival
Martha's Vineyard African American Film Festival
Middleburg Film Festival

7 Successful premieres and screening events in 4 major cities

2 Red Carpet Premiere Events
In our DNA: Hip House
Microphone Masters

1 HBCU College Screening Event
Black Girls



XFINITY FALL RUSH TOUR

The Xfinity Fall Rush Tour, spanning eight weeks and various cities from the Bay Area to Boston, demonstrated that large-scale programs could achieve high levels of engagement while integrating sustainable solutions. Brand ambassadors used foot travel and manual scooters to traverse crowded areas, minimizing carbon emissions and avoiding traffic congestion and air pollution.

Sustainable hydration solutions included replacing plastic water bottles with aluminum cans, significantly reducing single-use plastic waste. Reusable tote bags were provided for giveaways, promoting resource efficiency and reducing the number of single-use bags.

Digital engagements, made accessible through QR codes on activation elements, extended the reach of the campaign while minimizing physical waste. These tactics set a new standard for future initiatives, showcasing how environmental benefits and operational efficiency could be successfully integrated into large-scale campaigns.

METRICS & IMPACT

- Reduction of printed waste via digital engagements
- Significant reduction in single-use plastic waste through the use of aluminum cans
- Promotion of resource efficiency with reusable tote bags
- Extensive use of eco-friendly mobility





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).