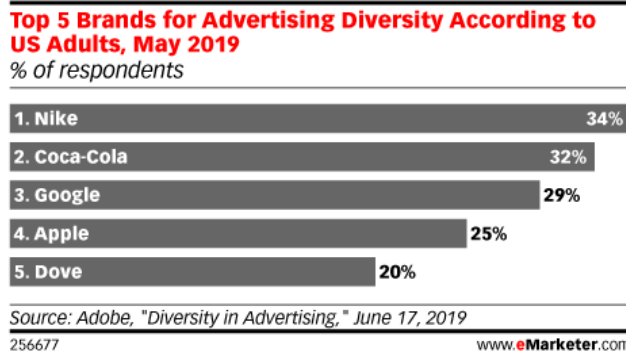


Nike leads consumer brands for diversity in advertising

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Insider Intelligence Editors

Though many companies struggle with diversity and inclusion in their advertising, some are making strides.



According to Adobe research from May 2020, US adults deemed Nike, Coca-Cola, Google, Apple, and Dove among the brands with the most advertising diversity.

These brands, and others, are noteworthy for their successful attempts to embody corporate diversity, equity and inclusion commitments in their marketing.

Nike, for example, features stories about diverse athletes and showcases inclusive products, such as the Nike Pro Hijab for Muslim

female athletes, adaptive activewear for people with disabilities, and athletic wear in plus sizes.

Read more:

- [Disability Representation Still Lackluster in Marketing](#)
- [Maintaining Authenticity Through Cause Marketing](#)
- [Consumers Want Meaningful Action from Brands Showing Support for Nationwide Protests](#)

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