

McCANN

McCann Worldgroup provides marketing solutions that transform our clients' brands and grow their businesses. Clearly, understanding and truly connecting with consumers is key to achieving this objective. Through diversity of background and cultural experience, we achieve diversity of thought and ultimately great ideas and winning solutions. Simply stated, diverse inclusion in our workplaces and in our supplier relationships stimulates the creativity, innovation and collaboration and ultimately performance essential to our success. As a global communications company reaching out daily to consumers in over 120 countries, no one understands this better than we do.

Worldgroup Diversity



Over the past several years, McCann Worldgroup has built a reputation as a Diversity & Inclusion leader by setting goals, measuring benchmarks and launching ambitious training programs. Our success depends on your participation and support. For more information go to: <http://worldgroupdiversity.tumblr.com/>

McCann Q



McCann Q is the McCann Worldgroup LGBTQ expertise and resource group. It was designed to help us understand and engage this prominent and influential community. Its actions are based on 3 pillars: Business, Human Resources and Community. For more info go to: www.McCannQ.tumblr.com.

Women of McCann



As McCann's archives show in this Tumblr site, the history of women in advertising, especially at our agency, is a complex one. It's certainly more nuanced than the "Mad Men" 1960s agency world in which professional women were a rarity. In fact, many female agency entrepreneurs launched their careers at McCann, including Mary Wells Lawrence, Laurel Cutler, Jo Foxworth, Lois Korey, and Dixie Fortis. To find out more go to:

<http://womenofmccann.tumblr.com/>

IPG MERGE



MERGE is an acronym for the Multicultural Employee Resource Groups for Excellence, a diverse group of colleagues from IPG corporate and agency offices who are working to bring people together in support of diversity and inclusion in the workplace and marketplace. MERGE includes national and local Business Resource Groups (BRGs) as well as national and local MERGE councils comprised of the leaders of all BRGs. For more information, go to: <http://merge.interpublic.com/>