As marketers, our role is simple: deliver growth. Today’s modern family — our customer — is increasingly multicultural by nature, and we must make sure our work reflects that. Our companies should reach out to consumers in relevant and meaningful ways that ultimately have the ability to connect with our customers while lifting corporate growth. Everyone should feel included and valued.

It’s time to celebrate diversity. To highlight what makes us different and what brings us together as a society.

According to the U.S. Census, more than 40% of the U.S. population identifies as Hispanic, African-American, Asian, or of mixed ethnicities. We all can and must elevate the importance of reaching multicultural consumers — striving to deliver relevant and meaningful ways to touch hearts with cultural insights that truly connect.

Diverse casting may be a start, but it’s not enough. It’s time to #SeeALL.

To be reflected. To be respected.

Brands can make lasting, meaningful connections by doing more than scratching the surface.

Diverse casting may be a start, but it’s not enough.

It’s time to go further and deeper.

To touch hearts with cultural insights that truly connect.

To emphasize what unifies us and what makes us unique.

Consumers are telling brands to “show us you know us.”

They are demanding marketers to See ALL. See ALL of us.

#SeeALL the ways we live and love.

#SeeALL the ways we celebrate and fascinate.

#SeeALL our preferences and concerns.

Expand your brand’s worldview so you can experience the growth your brand deserves.

It’s time to make the commitment to #SeeALL.

See ALL of Us — who we are and who we can be to you.

Join AIMM @ #SeeALL.