

These documents are a sample of the variety of recent marketing and policy insights, research and data available from WFA's [Knowledge Database](#). For more information, please contact Laura Baeyens at l.baeyens@wfanet.org

- **Marketing and Sustainability – Closing the gaps (2021):** This global research looked at consumer and marketer perceptions and expectations, the gap between sustainability and marketing and how to close that gap. It was run in partnership with Project 17, BVA Nudge Unit and 34 national advertiser associations around the world and is based on in-depth qualitative interviews with 13 global Chief Marketing Officers as well as a quantitative survey with responses from more than 650 marketers. [HERE](#)
- **GARM Aggregated Measurement Report (2021):** The [Global Alliance for Responsible Media](#) (GARM) has launched its first report tracking performance on digital brand safety across seven platforms, including Facebook, Instagram, Twitter and YouTube, as the next step in its mission to improve the safety, trustworthiness, and sustainability of media. [HERE](#)
- **Diversity & Representation – Guide to potential areas for bias in the creative process (2021):** This is the world's first-ever open-source guide to tackling diversity and representation issues throughout the entire creative process, from defining the business and brand challenges to evaluation and analysis. It highlights 12 key areas where bias can occur and proposes questions that can be used as a litmus test at every stage. [HERE](#)
- **The future of data-driven marketing (2021):** This report gives an overview of what's changing in data-driven marketing, with many of the biggest tech companies making significant changes to the way that they track, collect and monetise data, and how advertisers can prepare in the short term. It also outlines some of the emerging debates and concerns which are likely to shape the future of data-driven marketing in the long term. [HERE](#)
- **Global Marketer Week recorded sessions (2021):** For this year's WFA [Global Marketer Week](#) which took place remotely on April 20-22, the top names in the marketing industry took on some of the toughest challenges marketing has ever had to face, including online hate, diversity & inclusion and the climate emergency - while of course driving marketing effectiveness. [HERE](#)
- **Better Marketing Pod with David Wheldon (2020-present):** In this monthly series of videocasts hosted by WFA President Emeritus David Wheldon, we look at the industry's biggest stories and speaking to some of the industry's most interesting characters who are shaping those stories. [HERE](#)
- **Establishing principles for a new approach to Cross-Media Measurement: An industry framework + a Technical Proposal for Cross-Media Measurement Reach and Frequency (2020):** WFA unveiled an advertiser-centric framework for cross-media measurement – the “holy grail” for marketers – accompanied by a proposed solution developed in partnership with digital platforms, designed to give advertisers a much greater understanding of the reach and frequency of their advertising efforts. [HERE](#)
- **The CMO Conundrum and the Search for the Unicorn Marketer (2020):** This global research looked to understand the current and future challenges today's marketers face, what can be done to bridge any skill gaps that exist, and what else CMOs need to be conscious of to succeed into the 2020s. It was run in partnership with 2CV and 28 national advertiser associations around the world and involved responses from 683 senior marketers as well as in-depth interviews with marketing leaders at blue-chip brands. [HERE](#)
- **A marketer's approach to diversity and inclusion (2020):** This guide offers practical advice on how marketers and their agencies can channel diversity both across their creative and in their company more generally. It also celebrates work that champions accurate and progressive representations of race and ethnicity, ability, sexuality, gender identity and age as well as highlighting the challenges that indiscriminate use of programmatic blacklists can create for brands that seek to promote diversity. [HERE](#)

- **Data Ethics – The Rise of Morality in Tech (2020):** This WFA report sets out what marketers need to consider to ensure their organisation always uses data ethically and the actions they can take to promote the issue across their companies. The goal is to encourage companies to go beyond simply following the rules on data privacy by getting them to see the vital importance of addressing the gap between what they can do and what they should do. [HERE](#)
- **'Project Spring – Revolutionising the perception and contribution of global marketing procurement (2020):** This first-of-its-kind WFA guide to transforming the actions and perception of marketing procurement and making the shift from a simple savings approach to value is based on two years of intensive research and co-authored by procurement leaders at some of the world's biggest companies. [HERE](#)
- **Guide to progressive gender portrayals in advertising (2018):** This guide aims to illustrate how the advertising industry needs to move with the times in terms of gender portrayals in advertising. [HERE](#)
- **Global Media Charter (2018):** Developed by more than ten of the world's top advertisers as well as advertiser associations in the top ten global ad markets, the Global Media Charter sets out eight clear 'Principles for Partnership' designed to create a better, more balanced, digital marketing ecosystem. [HERE](#)