

Inclusivity as a hype phenomenon in advertising



Christophe Alexandre Jean Rolland

Istituto Europeo di Design, CELSA Sorbonne Université, ISCOM Paris, France
christophe.rolland@rocketmail.com

Abstract

Inclusivity is a major sociological trend. This article aims to understand how this trend has been pre-empted by advertising into an inescapable paradigm. The concept of inclusivity is duplicated in advertising without any reflection on its strategic relevance for the brands using it. Today, brands repeat the word inclusivity ad nauseam, regardless of the product. This woven patchwork of ideology, new aesthetics, and com-

merce, creates a context in which it is difficult to discern true commitment from opportunism. We will question the core nature of inclusivity in brand communication by identifying three different typologies of inclusivity. We will conclude by proposing a life-cycle diagram for sociological trends applied to inclusivity. The paper is a contribution to the CONNECTIVITY AND CREATIVITY IN TIMES OF CONFLICT conference themes.