

Overcoming Ageism in Advertising

2023 INNclusion
Real Talk

Hosted by:

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What is Ageism?

It refers to how we think and act towards others or even ourselves based on age. Both as it pertains to being too old or too young.



Yet unlike other forms of discrimination (gender, race, sexual orientation) there's been no equivalent action taken on ageism. Especially in the ad industry.



In a recent survey of ad professionals by Campaign US, 73% said they had experienced or witnessed ageism.



But why?

History proves that no matter your age, it's the value of your ideas and actions that make you an asset.



J. R. R. Tolkien published
The Lord of the Rings when he was 62.



Greta Thunberg was 15 when she gave her renowned climate activist speech.



Leonardo Da Vinci was 51 when he
started to paint the Mona Lisa.





Malala Yousafzai won the Nobel Peace Prize at 17, becoming the youngest ever.



It's no secret creativity, innovation,
and motivation thrive when there is
diversity in the workplace.

So why should age diversity
in our industry be any different?



Let's meet our panelists.



Our Panelists



Eva Finn

Eva has had more than 25 years of experience in both agencies such as Saatchi & Saatchi, Y&R and various Fortune 500 companies as an advertising copywriting, marketing, and PR professional. Currently, she's teaching at The Dodge College of Film and Media Arts at Chapman University and serves as the Task Force Leader of the soon-to-be rolled out Dodge Insider Peer-to-Peer Student Mentoring Program. Welcome Eva.



Mady Dewey

Mady is a tech professional with a background in marketing and product development. She graduated from Chapman's Dodge College of Film and Media Arts and began her career at Google, working with some of the company's largest advertising clients, including Amazon. In 2020, she founded Herd, a metrics-free social media platform for genZ women. Currently, she's the youngest senior-level Product Marketing Manager at Discord. Welcome Mady.



Greg Buri

Greg is an accomplished agency Creative Director, writer, director, and founder of the creative startup Some Place Good. He's launched his own nonprofit and has led brands creatively including Kia, The CA Lottery, adidas, and The Canadian Paralympics Team at agencies such as David&Goliath, BBDO and Taxi, and most recently ECD for one of Canada's largest telco/tech clients. And even cooler, today is his birthday. So happy birthday and welcome Greg!



Karen Kohn

Karen is an ad industry veteran having worked at agencies like Deutsch LA, Omelet and Walton Isaacson. She's spent the bulk of her career in Project Management and Creative Operations and joined us here at Innocean just over a year ago as one of our Senior Recruiters in HR. She's a new member to the INNclusion council and also serves as a mentor in the ThinkLA mentorship program. Welcome Karen.



Thank you.

