

**SMALL AGENCIES, BIG LEAPS:**  
**HOW WOMEN**  
**ARE TAKING**  
**CHARGE**

2024 FEMALE SURVEY - PUBLICITARIAS - OWN IT - HISPANIC AD



We launched the online survey, inviting Latina women in the advertising industry across general market agencies, Hispanic agencies, multicultural and cross-cultural agencies, as well as independent and global organizations.

**380** women responded to the survey.

2024 FEMALE SURVEY - PUBLICITARIAS - OWN IT - HISPANIC AD

**The results proved  
one of our theories:**

**Marginalized groups within  
minorities see fewer  
opportunities in larger  
settings, encountering more  
challenges and barriers  
to growth—while the boys'  
club still persists.**





**With DEI no longer mandatory, we are witnessing its impact on corporate America.**

The masks are falling, revealing those who understand the value of diversity at the decision table and those who were checking a box.

2024 FEMALE SURVEY - PUBLICITARIAS - OWN IT - HISPANIC AD

Some of the responses showed that

**88%**

Latina professionals are increasingly advancing their careers within independent agencies

and only

**12.2%**

within a global entity

A woman with her hair in a ponytail, wearing a white long-sleeved shirt and brown pants, stands on a stage with her back to the camera, gesturing with her hands towards a large, blurred audience. The scene is lit with stage lights, creating a professional atmosphere.

**THERE  
IS HOPE.**

2024 FEMALE SURVEY - PUBLICITARIAS - OWN IT - HISPANIC AD



**75.5%**

Believe that change is moving in a positive direction for women

**24.5% DON'T HAVE SUCH AN OPTIMISTIC LENS.**



## Where can we find these ladies working?

**70%** More women are now represented in account departments, and notably, 67% are in creative roles—a significant leap from 20 years ago.

Digital and media are nearly tied at 46.9%, while 38.8% of women hold roles in agency production departments.





**While 67.3% recognize agency recruitment efforts to promote female professionals internally, 28.6% see no strategies in place to support their career growth.**



**While 67.3% see agency recruitment to promote female professionals in-house, 28.6% don't see any strategies to encourage those roles to grow.**

**Unfortunately, 61.2% don't see initiatives supporting women's career advancement, while 38.8% report a different experience.**

**WHEN ASKED ABOUT  
EFFECTIVE METHODS,  
MENTORSHIP  
PROGRAMS AND  
TRAINING LEAD THE TOP  
RANKING.**



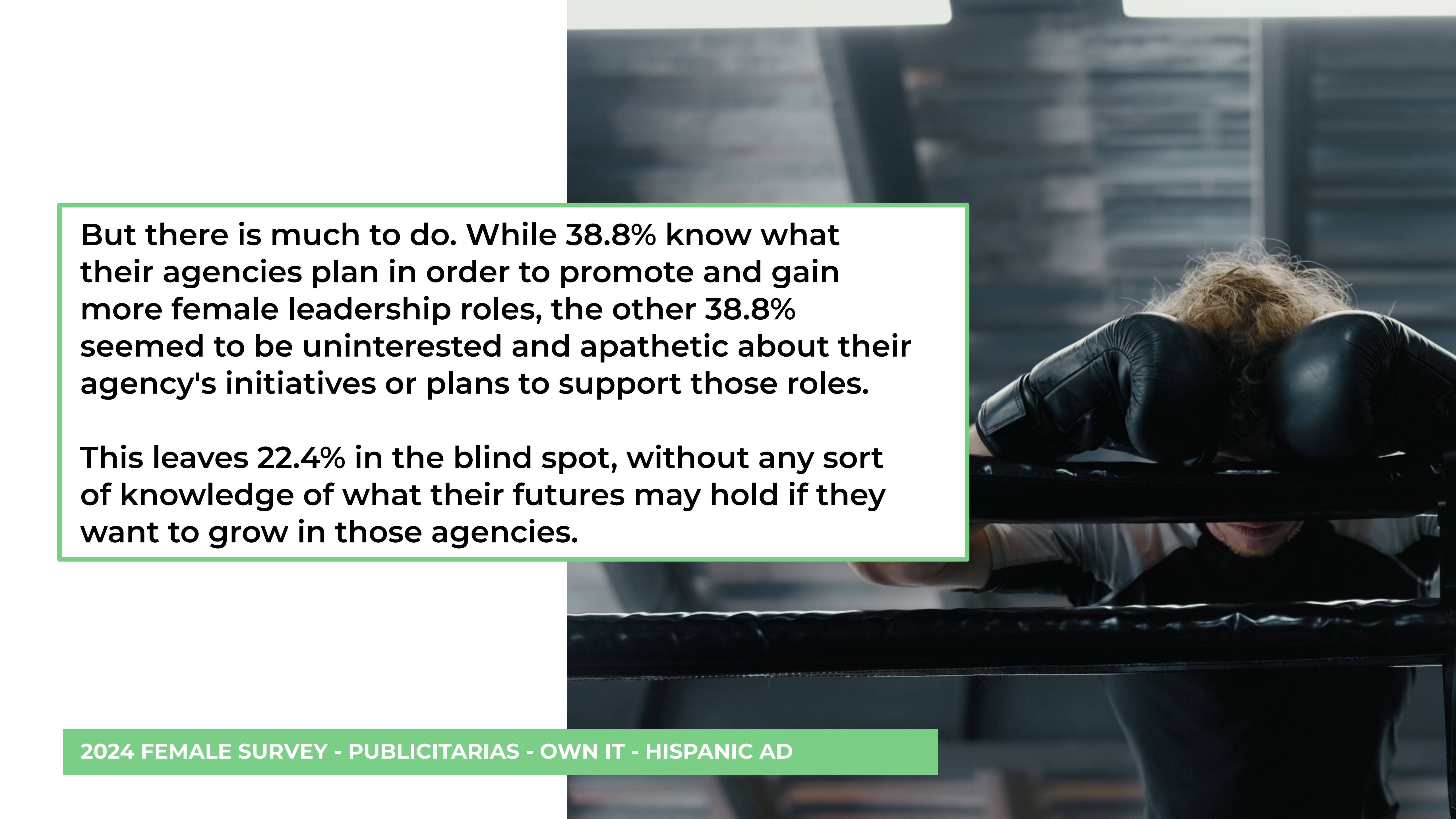
# 67.3%

**have found strategies to be effective in promoting equal opportunities for female professionals. Agencies with more stable work environments enjoy higher retention rates.**



**LISTEN UP,  
AGENCIES: THIS IS  
A GOOD WAY TO  
INCREASE YOUR  
RETENTION RATE!**

2024 FEMALE SURVEY - PUBLICITARIAS - OWN IT - HISPANIC AD



**But there is much to do. While 38.8% know what their agencies plan in order to promote and gain more female leadership roles, the other 38.8% seemed to be uninterested and apathetic about their agency's initiatives or plans to support those roles.**

**This leaves 22.4% in the blind spot, without any sort of knowledge of what their futures may hold if they want to grow in those agencies.**

A high-angle photograph of three business professionals in a modern office setting. A man in a plaid shirt and a woman in a light green blouse are looking at a laptop. Another woman in a checkered top is holding a tablet and looking at the man. They are standing on a wooden floor with large plants in the background.

This reveals a big **opportunity** for agencies to improve how they communicate with their female workforce, making them aware of the opportunities they have to become leaders within their networks.

Every effort they make must reach the right audience to be truly effective.



**DON'T GO AT IT  
ALONE.**

2024 FEMALE SURVEY - PUBLICITARIAS - OWN IT - HISPANIC AD





# 57.1%

**of agencies are gathering forces and collaborating with other entities to learn how to promote gender diversity in lead roles.**

**We need to convince the rest to start doing so to create better work environments that are more equal and inclusive.**

A woman with glasses and a black top is speaking at a podium. She is smiling and looking to the right. The background is a bright, modern office space with large windows.

# Some entities

**Own It**  
**Publicitarias USA**  
**HMC**  
**#WeAllGrowLatina**  
**LXA (LatinX in Advertising)**  
**She Runs It**  
**The 3% Movement**  
**AWNY**  
**The Female Quotient**

**51% of ladies showed their leadership skills by sitting at the table and demanding feedback in order to grow.**

**There's work to be done. For the 49% of you who haven't sat at the table yet, don't wait to be called out!**

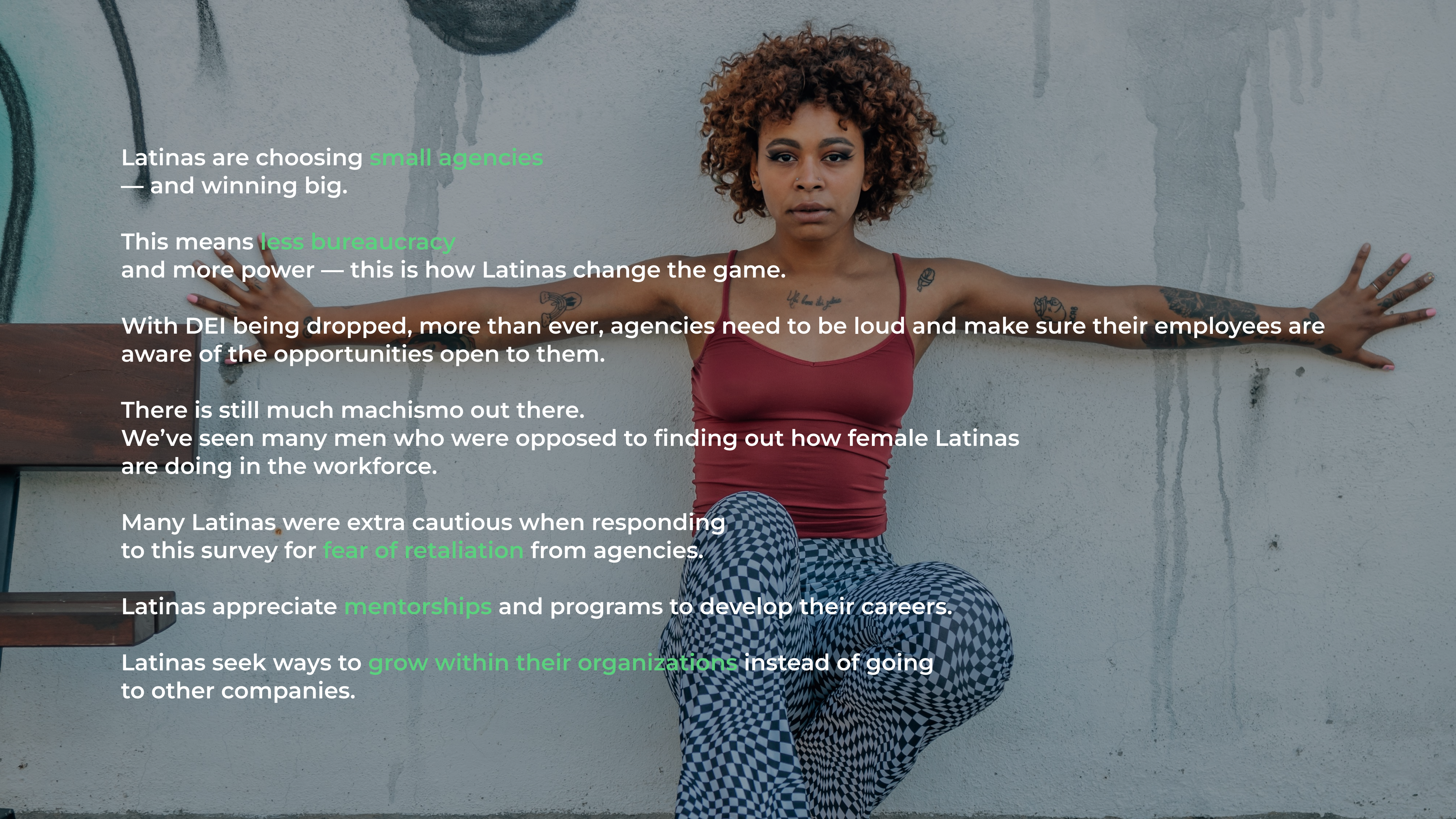
**Go get what  
you want.**





# KEY TAKEAWAYS

2024 FEMALE SURVEY - PUBLICITARIAS - OWN IT - HISPANIC AD



Latinas are choosing **small agencies** — and winning big.

This means **less bureaucracy** and more power — this is how Latinas change the game.

With DEI being dropped, more than ever, agencies need to be loud and make sure their employees are aware of the opportunities open to them.

There is still much machismo out there. We've seen many men who were opposed to finding out how female Latinas are doing in the workforce.

Many Latinas were extra cautious when responding to this survey for **fear of retaliation** from agencies.

Latinas appreciate **mentorships** and programs to develop their careers.

Latinas seek ways to **grow within their organizations** instead of going to other companies.



# Ladies, it all starts with you.

- Find your cheerleader within the organization.
- Ask for mentorship outside the organization.
- Demand your growth path plan in your agency.
- Join groups that advocate for female leaders.
- And remember, not all agencies are for everyone—choose your tribe wisely.

# Agencies, seek the opportunity.



Join groups that advocate for female leaders.

**Create a Growth Plan with the employee.  
Encourage one-on-one conversations between employees and leaders.  
Oath to equal pay & promotion audits.  
Commit to training & workshops.  
Make sure female employees also represent your agency in external events.**

Three diverse women are standing side-by-side against a textured, light-colored wall. The woman on the left is Black with a large afro, wearing a bright yellow turtleneck. The woman in the middle is White with long brown hair, wearing a light blue button-down shirt. The woman on the right is Asian with dark hair, wearing a brown sleeveless top. All three are smiling and have their arms crossed.

**How are you changing  
the game at your agency?**

2024 FEMALE SURVEY - PUBLICITARIAS - OWN IT - HISPANIC AD



**THANKS**

2024 FEMALE SURVEY - PUBLICITARIAS - OWN IT - HISPANIC AD