

When Brands Take a Stand

An Introduction to Inclusive Marketing

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today

How is your organization's commitment to diversity, equity, and inclusion represented in your marketing efforts?

In what ways does your brand take a stand on social issues? Do you want to step it up but aren't sure how?

Do you feel like you could be more comfortable when it comes to issues of identity: gender, race, sexual orientation, ability, etc?

definitions

Diversity

- The wide range of national, ethnic, racial and other backgrounds of U.S. residents and immigrants as social groupings, co-existing in American culture. The term is often used to include aspects of race, ethnicity, gender, sexual orientation, class and much more. The term simply describes the *presence* of individuals from various backgrounds and/or with various identities.*

Inclusion

- Authentically brings the perspectives and contributions of all people to the table, equitably distributes power, and incorporates their needs, assets and perspectives into the design and implementation of processes, policies, activities, and decision-making.*

EQUALITY VERSUS EQUITY

© City for All Women Initiative (CAWI), Ottawa



inclusive marketing

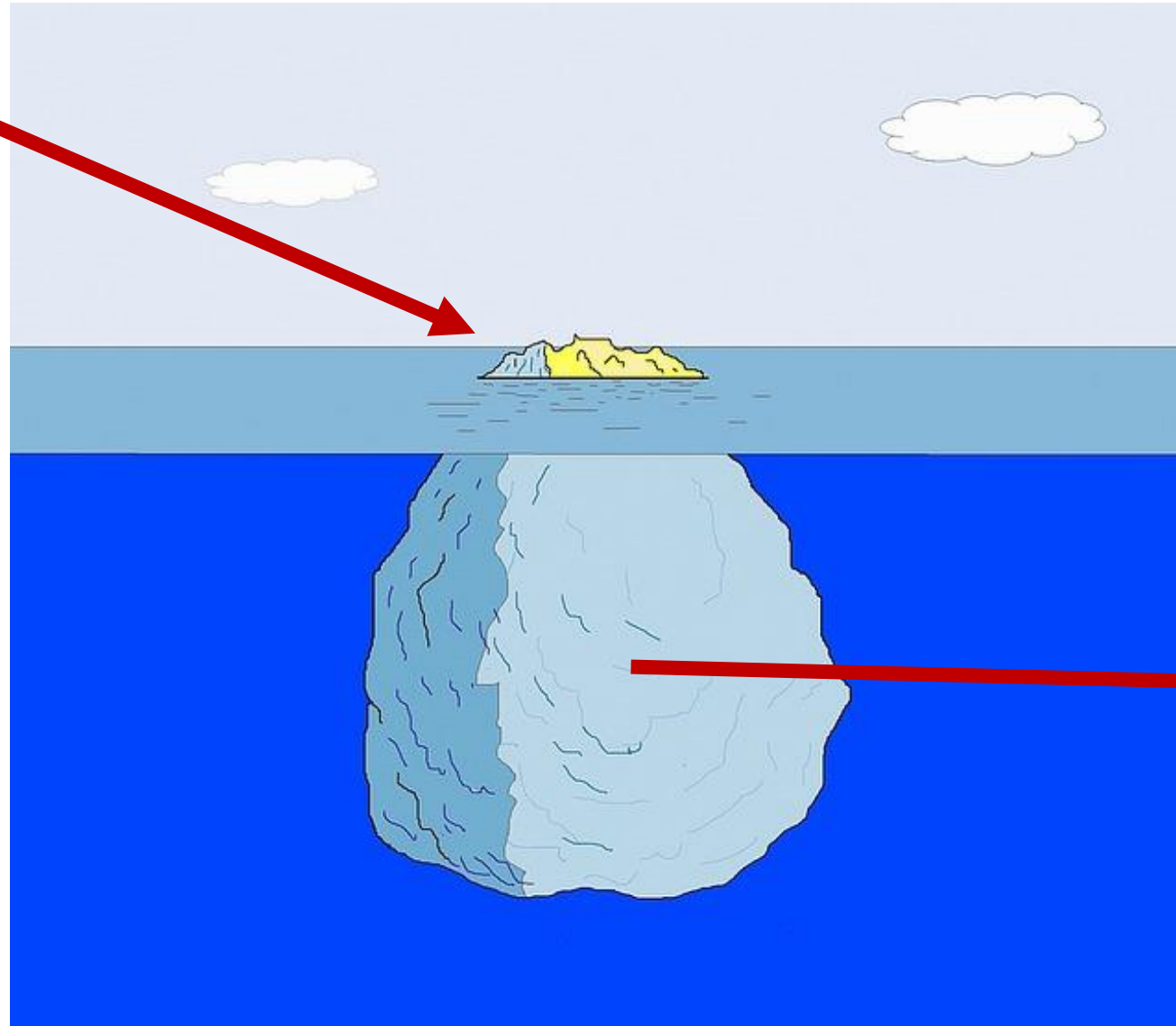
Inclusive Marketing strives to create a visual culture that is more representative. It endeavors to appreciate and understand our various identities, differences and histories while also illuminating places of commonality.

Inclusive Marketers are willing to cultivate the skillset required to market to specific demographics without relying on stereotypes. Inclusive Marketing takes a progressive stand on issues of social justice.

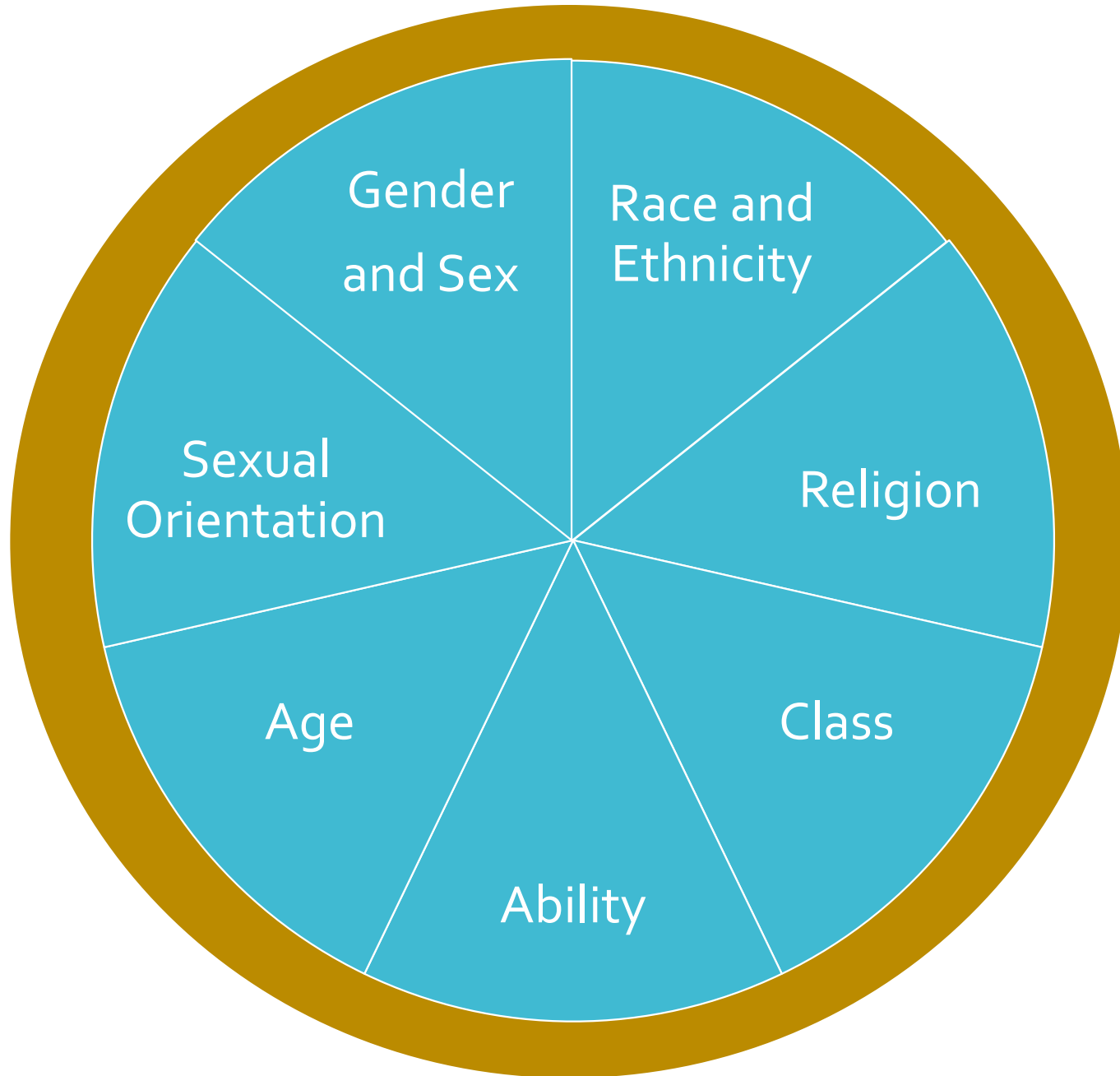
What impacts
how you
engage with
and
understand
your
customer?



What others
can see (or
think they
know) about
us.



Everything
they can't
see and
don't
know.



Understanding How Your Identities Impact Your Marketing

Some Hardly any of my best friends are black

Assuming the average white and average black American each have 100 friends, this is what the racial breakdown of their friend networks would look like.



The average **white** American has...



1
black
friend



1
Latino
friend



1
Asian
friend



1
mixed race
friend



1
other race
friend



3
friends of
unknown race



The average **black** American has...



8
white
friends



2
Latino
friends

0
Asian
friends



3
mixed race
friends



1
other race
friend



4
friends of
unknown race

Challenge

Let's see just how quickly biases can form. Please say the color of these words out loud.

Round 1:

1. Sky
2. Grass
3. Dirt
4. Sunshine
5. Stop Sign

Round 2:

1. Red
2. Blue
3. Yellow
4. Green
5. Brown

Round 3:

1. Dirt
2. Sunshine
3. Sky
4. Grass
5. Stop Sign

Round 4:

1. Green
2. Blue
3. Brown
4. Red
5. Yellow

JessFish@aol.com

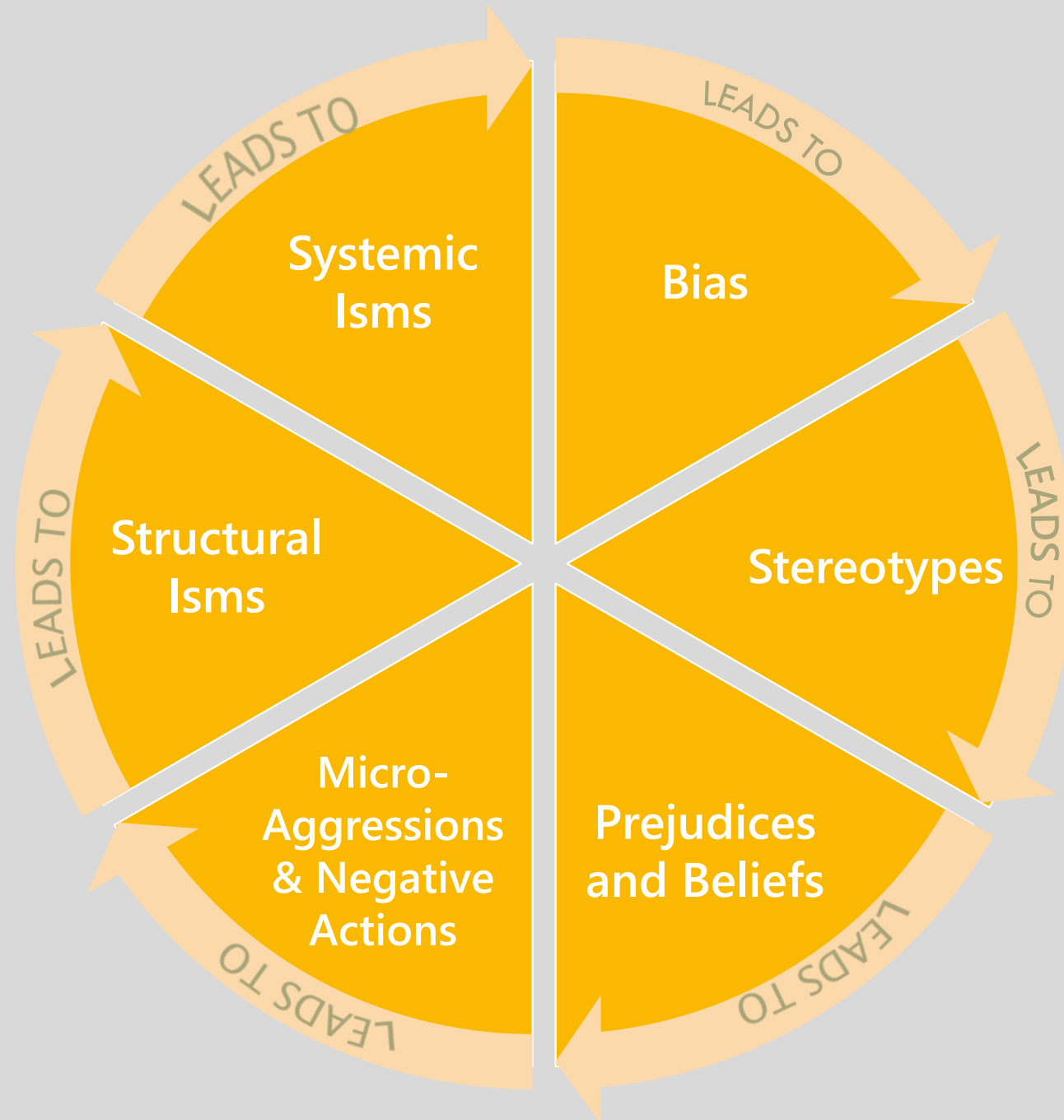
JessFish@hotmail.com

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JessFish@gmail.com



How diverse is your network?

How diverse are your personal social feeds?

How diverse is your marketing department/team? Is it inclusive, how do you know?

You can't see what you
don't/can't/won't see.

Facebook & Women's Equality Day

Happy Women's Equality Day!

On Aug 26, 1920, women achieved the right to vote in the US.



From all of us at Facebook, thank you to everyone who strives for equality.

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#shakeupshow

Total Beauty
@TotalBeauty

We had no idea @Oprah was #tatted, and we love it. #Oscars 🏆



Red Lobster @redlobster · 6 Feb 2016
"Cheddar Bey Biscuits" has a nice ring to it, don't you think? #Formation @Beyonce



664 14K 15K

Jam @24kJAM

Replying to @redlobster

@redlobster you've been gone for hours and this is the best marketing your people can do? somebody is getting FIRED.

RETWEETS 137 LIKES 291



11:49 PM - 6 Feb 2016

4 137 291

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intent
vs.
impact





Starbucks
(Photo via *Ted S. Warren/AP*)



Pepsi

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Implementing Inclusive Marketing

- What does diversity and inclusion mean in your department/LOB? Is it in writing?
- Give every piece of marketing material a clean read. Meaning, look at it as though you have little to no context. In plain language describe what you see.
- Does your company have a Chief Diversity Officer, or the equivalent? Reach out to them, develop a working relationship.
- If you're not sure, ask. Don't be afraid to go beyond the doors of your organization for answers. Also, D&I Style Guides.
- Remember the difference between diversity and inclusion, and intent vs. impact.

Taking a Stand: When love won.

Ben & Jerry's [@benandjerrys](#) [Follow](#)

LOVE wins!!! #LovelsLove #MarriageEquality
 10:06 AM - 26 Jun 2015
 615 1,084

American Airlines [@AmericanAir](#) [Follow](#)

We're on board. Diversity strengthens us all & today we celebrate #MarriageEquality & the landmark #SCOTUS decision.
 10:05 AM - 26 Jun 2015
 6,010 9,281

YouTube [@YouTube](#) [Follow](#)

The United States took a step in the right direction today.
goo.gl/yxnoHz #ProudToLove
 10:42 AM - 26 Jun 2015
 20,498 30,322

Honey Maid [@HoneyMaidSnacks](#) [Follow](#)

Starting today, love knows no borders. #All50
 #LoveisLove#MarriageEquality #ThisIsWholesome
 10:05 AM - 26 Jun 2015
 4,706 13,648

Ketel One Vodka [@KetelOne](#) [Follow](#)

Let's toast to a day that will go down in history. #lovecantwait #gotyourback #SCOTUSMarriage
 10:12 AM - 26 Jun 2015
 98 303

AT&T [@ATT](#) [Follow](#)

#LovelsLove
 11:00 AM - 26 Jun 2015
 5,380 17,835

Mass Mutual Vow to Protect

TAKING THE NEXT STEP

Top 10 Estate Planning
Recommendations for
LGBT Couples



PROTECT YOUR FUTURE TOGETHER

See Julia and Em's Story



PROTECT YOUR FUTURE TOGETHER

See Jeanne and Sheila's
Story



PROTECT YOUR FUTURE TOGETHER

See William and Eddie's
Story



PROTECT YOUR FUTURE TOGETHER

See Michelle and Saudia's
Story



MassMutual: Supporting
the LGBT Community



Making an Impact

Colorstock

#WeSeeColor



royalty-free images starting at \$10.

We're changing the hue of #stockphotos

Colorstock is the first curated stock photo marketplace featuring people of color. All people of color.

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BE YOURSELF

Rent welcoming & affordable places from amazing hosts in 130+ countries



Where do you want to go?

Check In



Check Out



1 Guest



Search



Watch the video

JC Penney's #HereIAm Campaign



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Lush
Cosmetics



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Canadian Tires “Wheels” Campaign



Secret's Stress Test



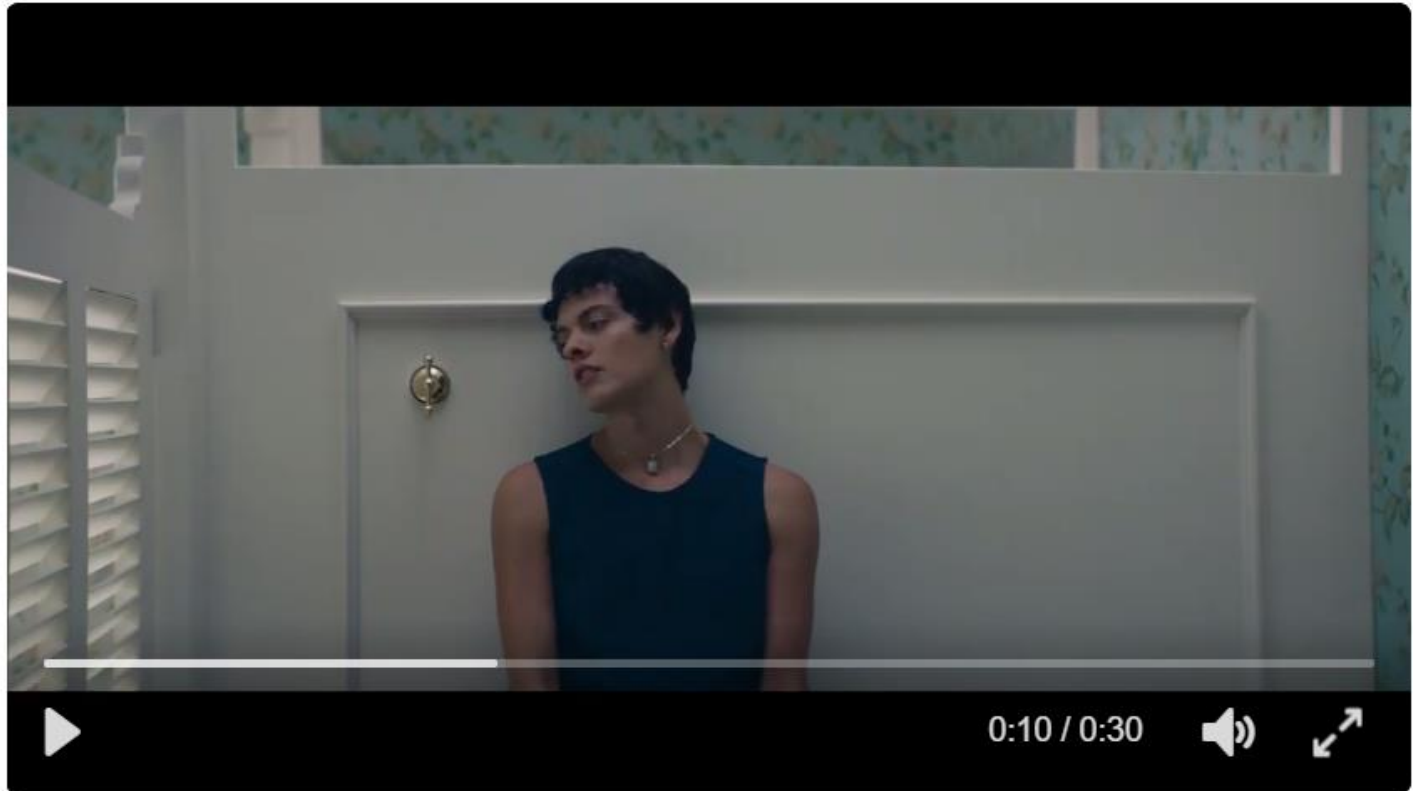
Secret Deodorant ✓

@SecretDeodorant

 Follow



There's no wrong way to be a woman.
#StressTest



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Starting Conversations

REI
"Force of Nature"
Campaign



**THIS IS WHAT A
FORCE OF NATURE
LOOKS LIKE.**



**THIS
IS WHAT A
FORCE OF NATURE
LOOKS LIKE.**

You don't always see us in magazines, on outdoor websites, or in videos, but we're on the trails, in the mountains and on the water.

O Magazine

Photo by Christopher Buck



O Magazine

Photo by Christopher Buck



\$\$\$

Patagonia
Black
Friday 2016



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Google

Google Just Dropped \$11,000,000 to Make Sure #BlackLivesMatter



Michael Harriot
2/24/17 9:17am · Filed to: GOOGLE

🔥 805.5K
💬 259
⭐ 89



Stock

Of course, the company didn't phrase it that way because it would have to spend another \$11 million cleaning up all the mess from the white people's heads that exploded.

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Target



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Before You Take a Stand

1. What are our values? Why are we doing this?
2. What kind of organizational buy-in do we have?
3. Who can we bring to the table to help ensure our efforts are inclusive, equitable and on point?
4. Where are our blind spots and who can vet this?
5. In what ways are we going to back this up with action?
6. Will that action be a one-off or sustained, how do we talk about it?
7. How do we respond to detractors? Who will handle the responding and what tools/support might they need?

Coming Full Circle, Re-Thinking That Pepsi Ad



“Imagine putting your life on the line like this to fight for justice only to have it parodied by a soda company and a Kardashian.”

@JamilahLemieux

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You will make mistakes, but they don't have to be catastrophic.

How to apologize

- Listen. Do your homework and understand all the ways in which you messed up.
- Name the mistake, no hiding behind legalese or doublespeak.
- Take full responsibility, don't placate or shift blame even a little bit.
- Show emotion and humility --illustrate this hit home for you.
- Outline how you are going to take action to ensure it doesn't happen again.
- Show that action has already been taken or is underway and share information that will enable accountability in the future.

Remember...

- Diversity vs. Inclusion
- Intent vs. Impact
- Know Your Identities, Blind Spots, and Biases
- Ask for Help
- Ask Yourself Those Key Questions Before You Take a Stand
- Be Humble and Ready to Fumble

what will you do next?

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