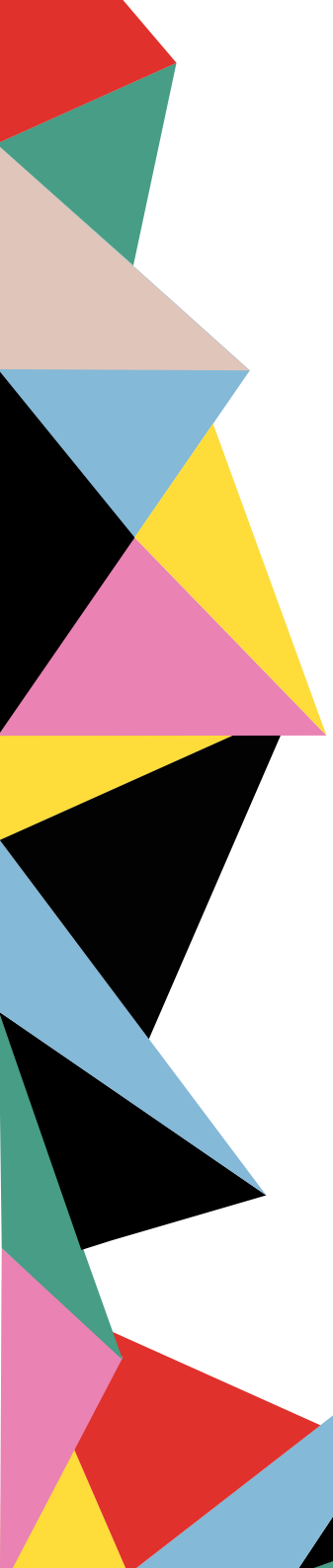




BLACK REPRESENTATION IN MARKETING

The Framework

A set of commitments and tools
to achieve progress



This framework provides principles, commitments and tools for everyone in the industry to champion the fair representation of Black people in marketing. It's important to consider intersectionality when reviewing the principles and commitments, to ensure the plurality of experiences are understood.

We recommend you review this framework and establish where you are currently. Then set goals and targets that you monitor regularly.

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WHERE YOUR WORK LIVES:

Think TV, Out of Home, Digital, Print, Social Media

Purposeful Placement

PRINCIPLE

Ensure your marketing placement isn't supporting inflammatory, polarising, or racist content or publishers.

COMMITMENT

Review your end-to-end purchase funnel to ensure culturally appropriate targeting, sensitive blocklisting practices and an increased understanding about where your advertising is going to appear.

READ: **THE DIVERSITY MANIFESTO**

Source: Conscious Advertising Network



READ: **THE HATE SPEECH MANIFESTO**

Source: Conscious Advertising Network



CONSULT: **THIRD PARTY CONSULTANTS TO ADVISE ON INCLUSION AND EXCLUSION LISTS**

Source: Brand Advance



READ: **CONTENT VERIFICATION GUIDE EXPLAINING CONTROLS AVAILABLE TO MANAGE INCLUSION OR EXCLUSION OF CONTENT**

Source: IAB UK



IN YOUR MARKETING:

Think adverts etc.

Inclusion values for your marketing

PRINCIPLE

Have a clear articulation of your diverse casting approach, considering:

- Normalising diversity on screen (not just casting for specifically written roles)
- Awareness of speaking vs. non speaking parts
- Awareness of stereotypes and challenging them

COMMITMENT

Measure the last 25/50/100 creatives surfaced throughout your marketing and note the % of Black talent.

Set achievable benchmarks and report internally against the progress.

READ: **DIVERSITY & INCLUSION IN ADVERTISING TRACKER**

Source: ISBA (member only content)



CONSULT: **THIRD PARTY EXPERTS TO CONDUCT AN INCLUSION AUDIT OF YOUR CREATIVE**

Source: Creative Equals



USE: **EXAMPLE CASTING PRINCIPLES**

Source: BRiM Steering Group



USE: **EXAMPLE DIVERSITY TRACKING SCORECARD (ON AND OFF CAMERA)**

Source: BRiM Steering Group



IN YOUR MARKETING:

Think adverts etc.

Inclusion values for your marketing

Key Roles

PRINCIPLE

Proactively ensure key roles across your marketing are reflective of the make-up of the population you are targeting, considering Black talent and intersectionality. Wherever possible, consider going beyond this to not just reflect but to amplify and elevate Black people within your work.

COMMITMENT

Measure key role representation as a separate metric.

Set achievable benchmarks and report internally against the progress.

Ensure your key roles don't reinforce stereotypes where your advertising is going to appear.

READ: **GUIDE TO POTENTIAL AREAS FOR BIAS IN THE CREATIVE PROCESS**

Source: World Federation of Advertisers



READ: **ETHNICITY IN ADVERTISING, REFLECTING MODERN BRITAIN (2018)**

Source: Lloyds Banking Group



USE: **OFFENSIVE USE OF STEREOTYPES**

Source: ASA



IN YOUR MARKETING:

Think adverts etc.

Key Roles

USE: **CASTING AGENCIES SPECIALISING IN DIVERSE REPRESENTATION**

Source: Looks Like Me



READ: **INCLUSIVE CASTING POLICY CAMPAIGN**

Source: Equity



Character setting and story drafting

PRINCIPLE

Make every effort to represent actual communities and diverse experiences.

COMMITMENT

Review the products and stories in relation to the communities that are being advertised to.

Review the products and stories in relation to the communities that are being represented. Question from whose perspective the script is written. Was necessary research carried out to accurately reflect that role.

READ: **MIRROR ON THE INDUSTRY STUDY**

Source: Channel 4



WHO YOU WORK WITH:

Think the brief and ideas stage

Partner representation (agencies, vendors and suppliers)

PRINCIPLE

Support businesses that embody the diverse principles you want to represent throughout your ecosystem.

COMMITMENT

Foster a sustainable supply chain of diverse partners and freelancers and ensure they are always fairly rewarded for their work.

Initiate a conversation with your partners about their diversity make-up now and their goals for the future. Use this as a starting point and keep the dialogue alive to measure progress at regular points.

Ask your advertising partners for measurable diverse representation in their creative outputs. Use this as a way to promote and track progress.

Build and refine a preferred partner and supplier list based on this work and agree fair and competitive rate cards.

USE: **HOW TO BRIEF TO ENSURE CREATIVE DIVERSITY**

Source: Conscious Advertising Network



USE: **EXAMPLE COMPANY D&I PROCESS OF PRODUCTION**

Source: BRiM Steering Group



USE: **EXAMPLE AGENCY BIDDING LETTER**

Source: BRiM Steering Group



USE: **EXAMPLE LIVE ACTION BIDDING LETTER**

Source: BRiM Steering Group



WHO YOU WORK WITH:

Think the brief and ideas stage

Partner representation (agencies, vendors and suppliers)

USE: **EXAMPLE POST PRODUCTION BIDDING LETTER**

Source: BRiM Steering Group



USE: **CONSCIOUS ADVERTISING NETWORK: A LIST FOR BRANDS TO ASK THEIR AGENCIES**

Source: ISBA



Ideas and approvals process

PRINCIPLE

Ensure inclusive design principles are carried throughout the process.

COMMITMENT

Approach the brief with diverse consumer or business insight.

Bake a diverse set of opinions into every stage of the decision journey, ensuring Black voices are heard.

USE: **EXAMPLE COMPANY D&I PROCESS FOR PRODUCTION**

Source: BRiM Steering Group



WHO YOU WORK WITH:

Think the brief and ideas stage

Ideas and approvals process

PRINCIPLE

Ensure inclusive design principles are carried throughout the process.

COMMITMENT

Ensure your internal diverse council, or external sounding boards are engaged throughout the process so their opinions are baked in from start to finish.

If you are establishing an internal diverse council, set expectations and engagement plans. Many times underrepresented people and experts get asked for feedback, but they don't know what happens afterwards so the experience can feel transactional.

Ensure that those whose voice and experience are being used are compensated.

Create safe and inclusive spaces for all opinions to be heard.

Where required, hire an external consultancy to support.

USE: **JOIN A COMMUNITY FURTHERING THE COMMITMENT TO CREATE A MORE DIVERSE ENVIRONMENT**

Source: Black & Brilliant



USE: **THIRD PARTY EXPERTS TO SUPPORT THE PRODUCTION OF YOUR MARKETING**

Source: POCC



USE: **HOW TO BRIEF TO ENSURE CREATIVE DIVERSITY**

Source: ISBA



WHO YOU WORK WITH:

Think the brief and ideas stage

External talent on a project basis

PRINCIPLE

Support a diverse network, heroing Black talent in the process.

COMMITMENT

When reviewing talent to hire on a project, commit to not hiring someone unless you have reviewed a response to brief, from a representative sample of Black people.

Grow and progress your Black talent pool to mitigate against lengthy onboarding lead times and enable better response to more immediate requirements.

Set targets, measure and report against them internally to make progress.

USE: **THIRD PARTY EXPERTS TO ENSURE YOUR CREW ARE REPRESENTATIVE**

Source: Free the work



WHO YOU WORK WITH:

Think the brief and ideas stage

Production Crew

PRINCIPLE

Champion diverse perspectives across the entire production ecosystem.

COMMITMENT

Ensure the fair representation of Black people in key roles.

Pick key roles that are most applicable to your business and create a benchmark for diversity within these roles based on your current work.

Set targets to measure against every half.

Employ one production assistant per job via a non-profit partner that trains those from underrepresented communities.

USE: **THIRD PARTY EXPERTS TO ENSURE YOUR CREW ARE REPRESENTATIVE**

Source: Free the work



USE: **EXAMPLE COMPANY D&I PROCESS FOR PRODUCTION**

Source: BRiM Steering Group



USE: **EXAMPLE DIVERSITY TRACKING SCORECARD (ON AND OFF CAMERA)**

Source: BRiM Steering Group



USE: **THIRD PARTY EXPERTS TO ENSURE YOUR CREW ARE REPRESENTATIVE**

Source: Just Runners



IN YOUR ORGANISATION:

Think internal strategy setting in brands and agencies

Team Composition

PRINCIPLE

Lead, build and promote a team that provides Black people with equal opportunities.

COMMITMENT

Invest in an inclusive attraction strategy as part of the hiring process. Ensure you have gone to every length to get Black candidates into the pipeline, this may include outreach partnerships, events and inclusive employer branding plans to increase the attraction and subsequent hiring of Black candidates.

Implement strategies to provide Black people within your team tailored support to contribute and progress in their career to the next level, including investing in management and leadership training for Black employees.

USE: **THE UNMISTAKABLES**

Source: Inclusive Recruitment



READ: **TEN STEPS TO SAFEGUARD INCLUSION**

Source: ISBA & Creative Equals



WATCH: **INCLUSIVE RESTRUCTURING WEBINAR**

Source: Creative Equals & ISBA



USE: **THIRD PARTY TRAINING PROGRAMMES**

Source: Creative Equals Accelerate



IN YOUR ORGANISATION:

Think internal strategy setting in brands and agencies

Team Composition

PRINCIPLE

Lead, build and promote a team that provides Black people with equal opportunities.

COMMITMENT

Evaluate what entry level roles are available to young Black talent throughout your team. Set goals and evaluate them.

USE: **THIRD PARTY TRAINING PROGRAMMES**

Source: Cultureheroes.Org



USE: **THIRD PARTY TRAINING PROGRAMMES**

Source: Professional Certs



READ: **HOW TO RECRUIT A DIVERSE AND INCLUSIVE TEAM**

Source: IAB UK



USE: **THIRD PARTY TRAINING PROGRAMMES**

Source: Social Fixt



IN YOUR ORGANISATION:

Think internal strategy setting in brands and agencies

Team Composition

Team Development

PRINCIPLE

Ensure your marketing placement isn't supporting inflammatory, polarising, or racist content or publishers.

COMMITMENT

Invest in the ongoing education of your team, empower through knowledge to foster an inclusive environment.

Invest in employee resource groups (ERGs) for Black employees. Review whether mentorship, or reverse mentorship, programmes should also be woven into the ongoing support function within your company for both all employees to ensure both Black and non- Black employees can learn from one another.

USE: **EXAMPLE COMPANY D&I PROCESS FOR PRODUCTION**

Source: BRiM Steering Group



READ: **HOW TO PROMOTE RACIAL EQUALITY IN THE WORKFORCE**

Source: Harvard Business Review



USE: **MANAGING BIAS TRAINING**

Source: Facebook



IN YOUR ORGANISATION:

Think internal strategy setting in brands and agencies

Team Development

PRINCIPLE

Ensure your marketing placement isn't supporting inflammatory, polarising, or racist content or publishers.

COMMITMENT

Establish safe spaces across your organisation to ensure you're fostering a culture of openness and authenticity.

READ: **TO LEARN MORE ABOUT SUPPLIERS ACROSS THE DIVERSITY ECOSYSTEM IN OUR INDUSTRY**

Source: ISBA



READ: **15 WAYS YOUR ORGANISATION CAN CREATE A SAFE SPACE IN A DIVISIVE WORLD**

Source: Forbes



USE: **JOIN A COMMUNITY FURTHERING THE COMMITMENT TO CREATE A MORE DIVERSE ENVIRONMENT**

Source: Bloom In Colour



USE: **JOIN A COMMUNITY FURTHERING THE COMMITMENT TO CREATE A MORE DIVERSE ENVIRONMENT**

Source: Black & Brilliant



IN YOUR ORGANISATION:

Think internal strategy setting in brands and agencies

Strategy Setting

PRINCIPLE

Ensure Black people are part of strategy setting, either part of the core team or consulted as ideas are developed.

COMMITMENT

Where possible, ensure representation on core strategy teams. If not possible, set longer term goals to achieve this.

In the meantime, create an internal council made up of diverse representation, including Black people. If you are establishing an internal diverse council, ensure that they uphold inclusive principles, include experts on diversity and inclusion, and represent diverse lived experience.

If due to current under representation in your company an internal diverse council is not possible, develop a diverse external sounding board to engage.

READ: **4 WAYS DIVERSITY IS DIRECTLY LINKED TO PROFITABILITY**

Source: Entrepreneur



USE: **JOIN A COMMUNITY FURTHERING THE COMMITMENT TO CREATE A MORE DIVERSE ENVIRONMENT**

Source: Black & Brilliant



CONSULT: **THIRD PARTY CONSULTANTS TO ADVISE ON INCLUSION & EXCLUSION LISTS**

Source: Brand Advance



USE: **REPRESENTATION OF A NATION GUIDE**

Source: ISBA



IN YOUR ORGANISATION:

Think internal strategy setting in brands and agencies

Creative Development and Concept Testing

PRINCIPLE

Ensure every output is originated with inclusion and fair representation at the heart.

COMMITMENT

Adopt inclusive design principles that ensure the opinions of Black people are baked into the process and given equal share of voice from conception.

Ensure the diversity within your creative is not jeopardized when adapted for different platforms you intend it to appear.

READ: **THE PRINCIPLES OF INCLUSIVE DESIGN**

Source: The Design Council



READ: **INCLUSIVE DESIGN 101**

Source: WPP



USE: **INCLUSIVE DESIGN FRAMEWORK**

Source: BRiM Steering Group



USE: **EXAMPLE COMPANY D&I PROCESS FOR PRODUCTION**

Source: BRiM Steering Group



IN YOUR ORGANISATION:

Think internal strategy setting in brands and agencies

Creative Development and Concept Testing

USE: **THIRD PARTY EXPERTS TO FACILITATE MENTORING & PROVIDE A SUPPORT NETWORK FOR TALENT**

Source: Media For All



Crowdsourcing Inspiration

PRINCIPLE

Consult a diverse pool of inspiration from people and sources that represent your existing and target customers.

COMMITMENT

Ensure your team is inspired by diverse thinking, cultures and ideas, including those of Black people.

USE: **THIRD PARTY EXPERTS TO ENSURE YOUR CREW ARE REPRESENTATIVE**

Source: The Unmistakables



The Advisory Group



Chair:
Julian Douglas
VCCP



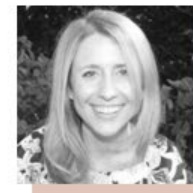
Bobi Carley
ISBA



Ete Davies
Engine



Ali Hanan
Creative Equals



Sophia Haynes
IAB UK



Yemi Jackson
Engage
Transform



**Sharon Lloyd
Barnes**
Advertising
Association



Dara Lynch
D&AD



Amir Malik
Accenture



Bejay Mulenga
Supa Network



Amina Razaq
Freelance



June Sarpong
TV Presenter
Diversity Expert



Rob Scotland
Culture Skills



Seun Shobande
Facebook



Lella Siddiqi
IPA

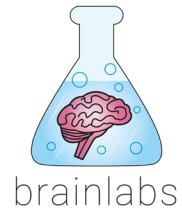


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BLACK REPRESENTATION IN MARKETING

