

Representation Matters

DECODING BRAND MARKETING

Presented by BUB

OUR TEAM



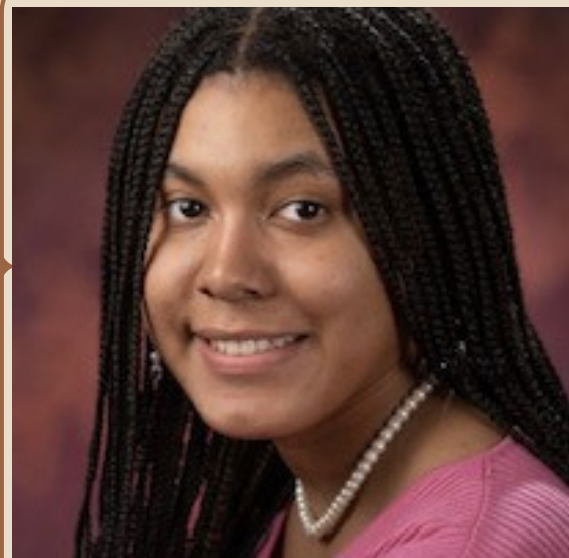
Edissa



Adrian



Renee



Kassidi



Kaliah

INTRODUCTION

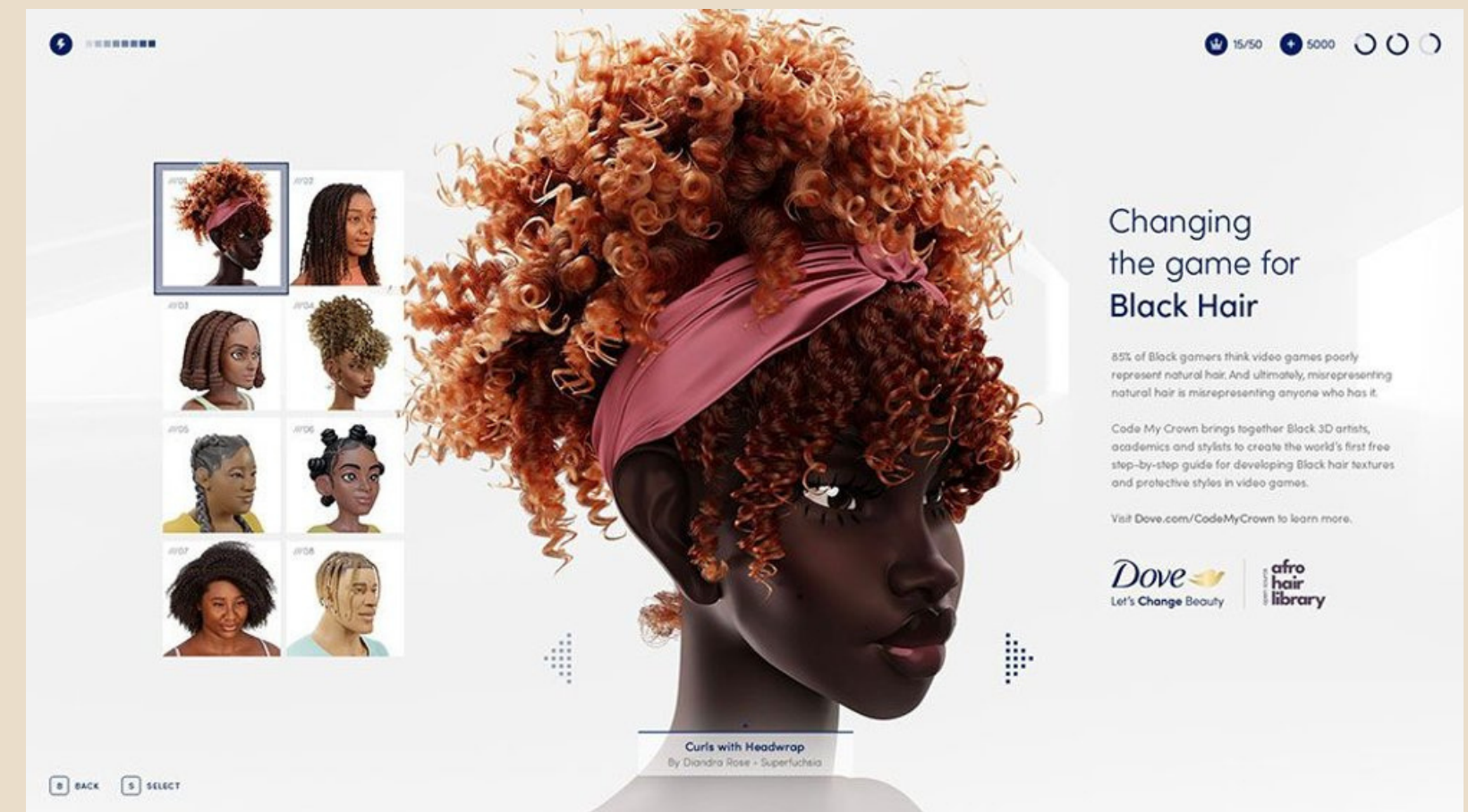
- Explore how to create inclusive campaigns that resonate with diverse audiences and drive positive change!
- Dive deep into the power of authentic representation, tackling real-world challenges and ethical considerations in inclusive marketing.
- Channel your inner Ben & Jerry's and develop inclusive marketing campaigns for iconic ice cream flavors, focusing on social impact and community engagement.

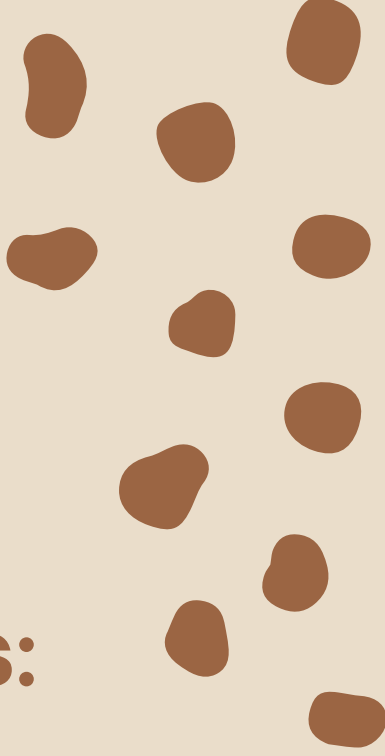
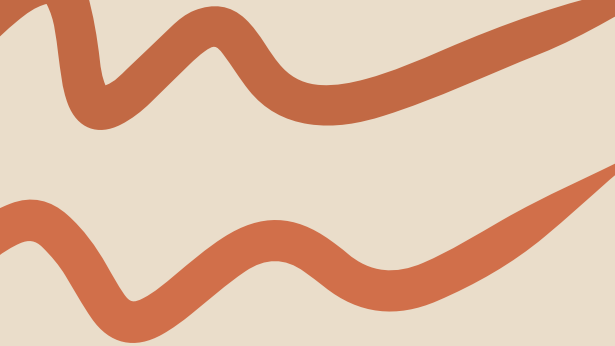


CODE MY CROWN: CROWNING BEAUTY IN THE DIGITAL WORLD

From under-represented to accurately crowned, Dove empowers Black gamers to see themselves in every pixel.

Celebrating Black beauty in gaming through Code My Crown, the world's first complete guide to coding textured hair and protective styles.





KEKE PALMER & GOOGLE CELEBRATE #BLACKOWNEDFRIDAY

Google's Inclusive Marketing Campaign Spotlights Black Businesses:
4th Annual #BlackOwnedFriday features shoppable video, anthem by Keke Palmer, and business resources.

- **Platform:** Shoppable music video featuring diverse Black-owned businesses across various industries.
- **Song:** Keke Palmer reimagines "100% Pure Love" as a catchy #BlackOwnedFriday anthem.
- **Resources:** Google's Black-owned business attribute & ByBlack Platform from US Black Chambers, Inc.
- *Raises awareness and drives support for Black-owned businesses.*
- *Showcases inclusivity and diverse representation in marketing campaigns.*
- *Offers resources and tools for Black businesses to thrive.*



A MUSIC VIDEO

Black-Owned Friday (100% Supporting) – Keke Palmer f...



STARRING

KEKE PALMER

Watch on  YouTube

100% **BLACK-OWNED FRIDAY**



P&G + MBIB (MY BLACK IS BEAUTIFUL) "THE TALK"

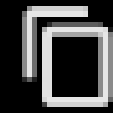
P&G's daring film sparks a national dialogue about 'The Talk' Black families have about racism

- 1.4 billion+ impressions
- 92% positive sentiment
- 1 billion+ impressions focused on defining and discussing "The Talk."
- 5,600 downloads of the action guide
- Powerful Film: Shared intimate and honest moments of "The Talk" across generations.
- Data-Driven Approach: Rigorous testing ensured authenticity and cultural relevance.
- Social Media Amplification: Optimized for sharing and sparking conversations online.
- Multi-Platform Placement: Broadcast, owned channels, and earned media coverage.

P&G's My Black Is Beautiful platform reclaimed its purpose



Procter & Gamble: The Talk



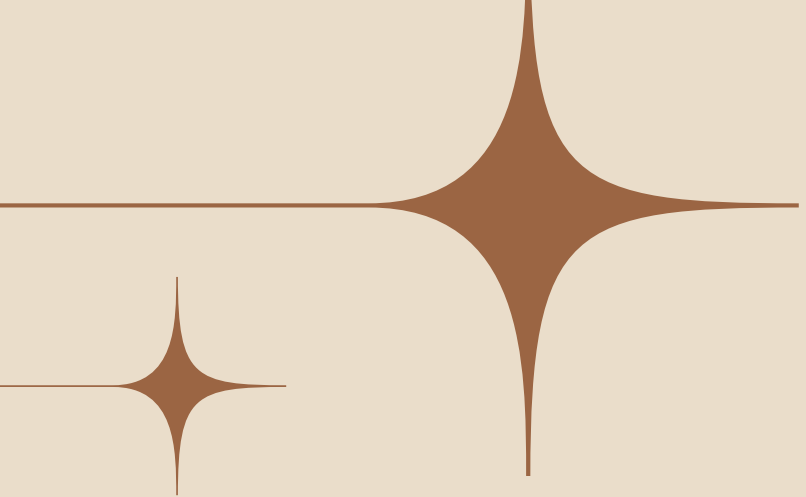
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REPRESENTATION AUCTION

Imagine you're a brand launching a new campaign targeting the Black community. ***You have a \$100 budget*** to invest in various aspects of representation to ensure your campaign is authentic, impactful, and resonates with your audience. However, each aspect comes at a cost:



REPRESENTATION ASPECTS & PRICES



Foundational Elements (Tier 1 - \$15-20 each)

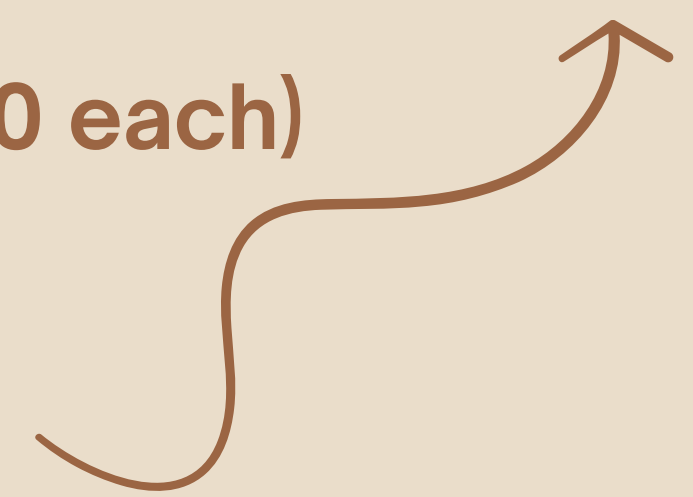
- Diverse Models
- Cultural Sensitivity
- Positive Narratives
- Community Partnerships
- Inclusive Language

Bonus Upgrades (Tier 3 - \$35-40 each)

- Intergenerational Dialogue
- Global Black Perspectives
- Culturally Relevant Humor
- Interactive Campaigns



Advanced Strategies (Tier 2 - \$25-30 each)

- Intersectionality
 - Historical Accuracy
 - Positive Role Models
 - Community Engagement
 - Sustainability & Transparency
- 

DISCUSSION QUESTIONS

- Why did specific aspects receive higher budget allocations?
- What challenges did teams face while making their decisions?
- Were there any aspects they had to sacrifice due to budget constraints?
- How might different budget allocations have changed the focus and impact of the campaign?



BEN & JERRY'S: INCLUSIVE CAMPAIGN

We'll be "decoding" Ben & Jerry's ice cream flavors to develop inclusive marketing campaigns with a twist. We'll dissect the ingredients, name, story, and values of each assigned flavor, then reimagine them into campaigns that champion inclusivity, social impact, and community engagement.



BEN & JERRY'S BACKGROUND & BRAND IDENTITY

Mission: "Make the best possible ice cream in a way that respects all things that contribute to it."

Founded in 1978: Ben Cohen & Jerry Greenfield, Vermont

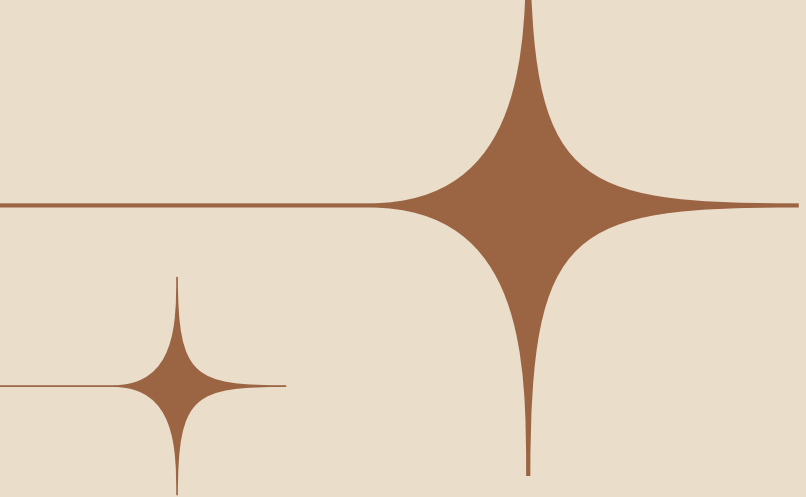
Brand Identity:

- **Fun & Whimsical:** Bold colors, quirky names, playful packaging
- **Vermont Roots:** Local ingredients, sense of community
- **Progressive values:** Social justice, environmentalism, sustainability

Social Impact:

- **Activism:** Support for causes like racial justice, LGBTQ+ rights, climate change
- **1% for Peace:** Donates 1% of profits to social causes (started 1988)
- **Fair Trade Ingredients:** Commitment to ethical sourcing
- **Vermont Community:** Support local farms & businesses



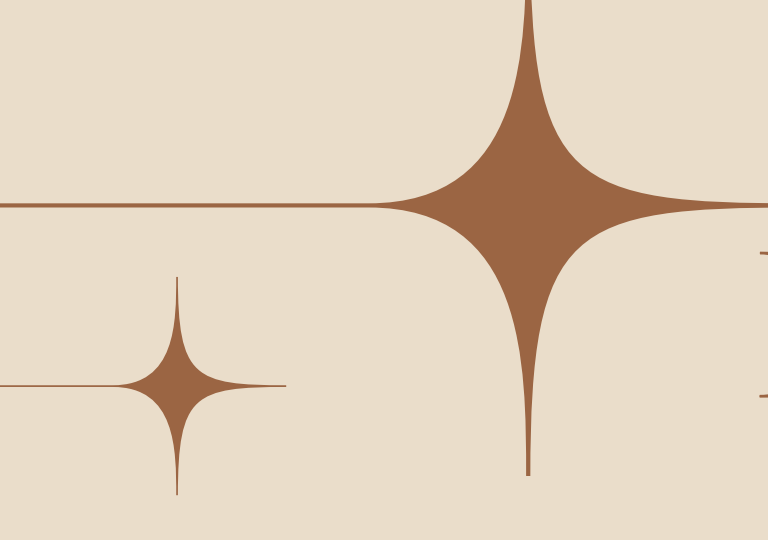


ROUND I: GROUP DISCUSSION



Each group dives deep into their assigned flavor, brainstorming around:

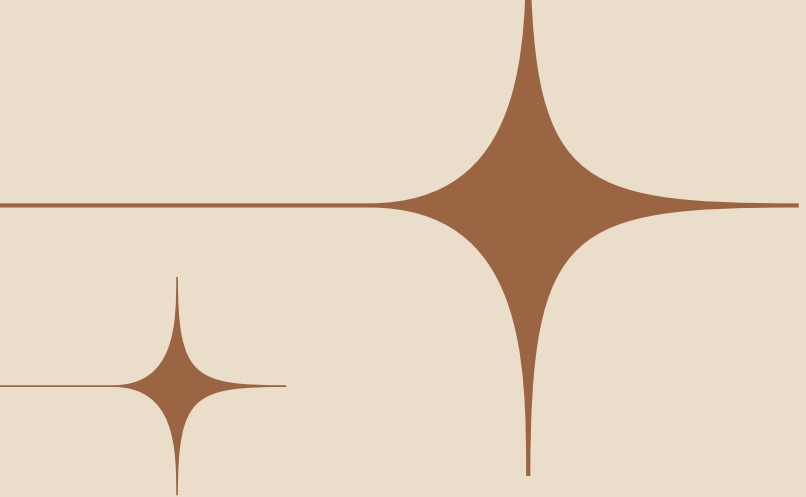
- **Ingredients:** What do the ingredients represent?
 - **Name:** What does the name evoke?
 - **Story:** What story does the flavor tell? Can it be expanded to include diverse voices and experiences?
 - **Values:** What values are associated with the flavor (e.g., joy, peace, sustainability)? How can these values be used to promote inclusivity?
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ROUND 2: CAMPAIGN BRAINSTORMING

Using the notes from Round 1, each group develops a campaign idea for their assigned flavor. This campaign should:

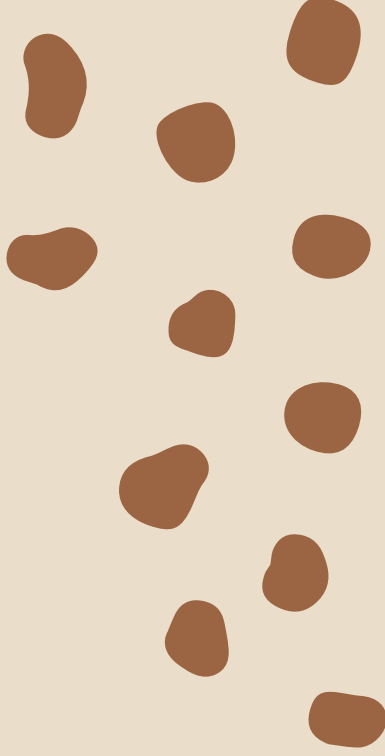
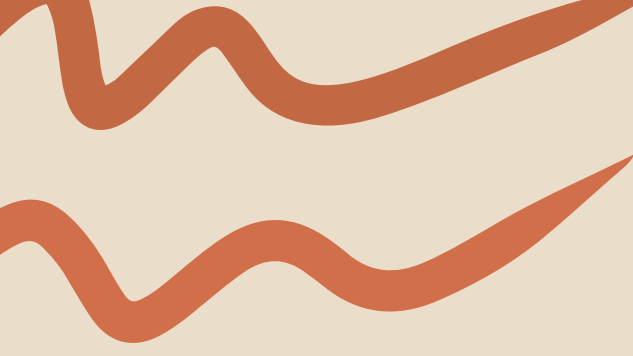
- **Be inclusive:** Represent and celebrate diverse communities.
 - **Have a social impact:** Support a cause or organization aligned with Ben & Jerry's values.
 - **Be engaging:** Encourage participation and interaction with the brand and the community.
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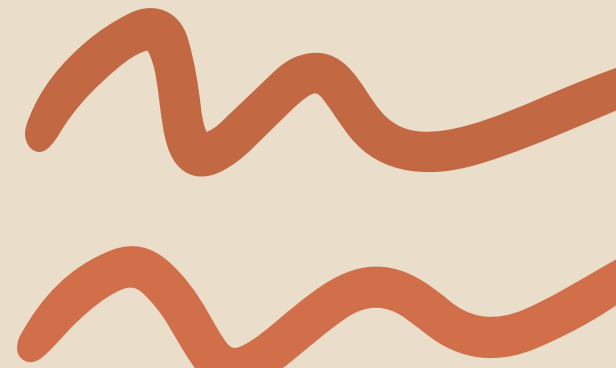
CAMPAIGN DEVELOPMENT TIPS



- Don't limit your campaign to just selling ice cream. Think events, partnerships, social media initiatives, or creative content.
 - Leverage the unique elements of your assigned flavor. Can ingredients, name, or story inspire unique campaign elements?
 - Maybe choose a cause or organization that aligns with Ben & Jerry's values and resonates with your flavor's message.
 - Highlight the impact your campaign will make: awareness, fundraising, volunteerism, etc.
 - Create a clear call to action that encourages participation and interaction.
 - Think beyond traditional marketing channels. Can you utilize social media trends, influencer partnerships, or community events?
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GROUP PITCHES





FINAL DISCUSSION QUESTIONS

- What were the biggest challenges you faced when developing your campaign ideas?
 - How can we avoid the pitfalls of "performative activism" in our inclusive campaigns, and ensure they translate into lasting positive change?
 - What role can partnerships with diverse creators and influencers play in developing and promoting truly inclusive campaigns?
 - How can we balance the desire for authenticity in representation with the risk of tokenism or stereotyping in inclusive campaigns?
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THANK YOU
SO MUCH