



How to promote Diversity
and Inclusion in your
marketing campaigns

Diversity and Inclusion Toolkit

**TEAM
JERSEY**

**JERSEY
EMPLOYER
GROUP**



How to promote Diversity & Inclusion in your Marketing Campaigns.

What is Diversity & Inclusion?

The understanding that each individual is unique, recognising and celebrating our individual differences. These can be along the dimensions of race, ethnicity, gender, sexual orientation, social-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies. A range of people with different experiences and interests.

Diversity marketing is a new way of communicating that appeals to, and includes, diverse groups. This may include using different methods and marketing channels to appeal to various groups based on these differences.

Your marketing should reflect the audience and community that you serve, ensuring that what you put out is relevant and relatable. Customers have different values, experiences, expectations, and ways of interacting.

Inclusion means being proactive to make sure that people of different backgrounds, experiences and identities feel welcomed, respected and fully able to participate.



Why do companies and brands struggle with diversity & Inclusion?

Diversity and Inclusion shouldn't just be a box ticking, strategic marketing tactic. This is not a trend or about selling anything, it is a modern change to life!

The more that you focus on making your own company diverse, the more authentic your own content and campaigns will be.

Studies show that when companies improve their diversity at board level, they are more likely to outperform those without, especially when you are trying to reach diverse groups. Ask yourself, who have you got in your brand meetings, writing the advertising briefs and in the boardroom making decisions?



If they can see it, they can be it

It's important that imagery in marketing reflects the diverse world that we live in.

Diverse marketing uses diverse imagery, which means that a diverse audience can see themselves in what you create, making them feel included rather than excluded from the get go; whether you are marketing a product, service or recruiting.

It's important that campaigns are not stereotypical and superficial which is why you need insight to make your campaigns relevant, removing barriers of engagement.

People do not just want to see themselves represented in imagery though, they want to know that you see them physically, geographically, psychologically. They want to make sure you get their needs, their pain points, their thoughts.





Who is your brands audience?

What do they care about? What are you going to say to them that's relevant to them?

Develop or update your audience profiles to ensure that they reflect the diverse characteristics that are important to your audience and/or your business. Most importantly, ensure that you don't operate from a single, homogeneous persona.

While you should respect everybody, inclusion in marketing doesn't mean you have to address groups that have no relevance or interest in your company's products or services. Just make sure that you are not ruling out people just because you have never marketed to them before.

An example of this would be that women would not be the primary audience for a beard-care product company and college students would not be the primary audience for a retiring home.



Look at your team

An inclusive culture begins with your team. How are you recruiting your team? We are human and as humans we naturally have conscious and unconscious bias; this is because in general we feel more comfortable with people who are like ourselves, having lived similar lives with similar experience. We may even be more drawn to people who look like us and have similar mannerisms as it makes us feel comfortable.

At local recruitment firm Pinpoint, they have built diversity recruiting tools, reducing the risk of bias at every stage of recruitment, whilst attracting a diverse talent pool.

Using diverse imagery in your recruitment advertising and using a tool like this to remove unconscious bias, can help to ensure that you have a more diverse group of people around you in the workplace.

A diverse workforce involves thinking differently from different perspectives, encouraging creativity, productivity and innovation which in turn will produce better marketing.



Brand Authenticity & Perception

62% of people say that a brand's diversity (or lack thereof) impacts their perception of its products/services.¹

38% of people are more likely to trust a brand that shows diversity in its advertising.¹

81% of people say lack of trust is a deal breaker when deciding to buy from a brand.²

¹ Adobe Diversity in Advertising 2019

² Edelman Trust Barometer, 2019



Don't just say, do

It's easy to say something, but it doesn't mean anything if there is no substance behind it. Before you say something and show solidarity, ensure that it is not passive and that you are genuinely doing something to hold you / your business accountable to change.

The power of social media has made consumers louder than ever. They can see through 'token' tick box messaging. Or just jumping on bandwagons for the sake of it. Focus on making your organisation or the people that you work with more diverse, not just making your campaigns look more diverse.

Millennials have grown up with technology at their fingertips and they will speak out about what they care about, choosing to engage with companies who are mindful and making a difference. Living and breathing the values that they promote.

Be honest and transparent about where you are in the process and what you are doing to make a change. People will admire this honesty, taking positive steps forward is better than not moving at all.



Inclusive user experience

It's not just copy and imagery that need to be considered to create more inclusive and therefore accessible content. The following should be considered when designing content:

- **Visual:** Blindness, low vision and colour-blindness
- **Motor:** Reduced ability to use a mouse, slow response time, limited fine motor control
- **Auditory:** Profound deafness and hard of hearing
- **Cognitive:** Learning difficulty, easily distracted, an inability to focus on large quantities of information or data

It is important to be mindful and to consider navigation for people who are disabled, dyslexic, don't see or hear as well as others in your audience. For example, using alt-text for every digital image published. Don't distinguish options by color only and make the colour contrast sufficient. Use captions for all videos. Include transcripts for audio or video interviews. Using formatting such as font weight or underline text style can also create prominence for hyperlinks.

Having a style guide with rules for use by the team will reinforce consistency for images and alternative text, form labels, and headings across a site or system.

Does all of this take more time and investment as a business? Yes. Is it worth it, to be talking to a larger audience and to be supporting the community? Absolutely.

Good resource >> <https://uxdesign.cc/the-a-to-z-of-ux-a-is-for-accessibility-12-top-tips-for-designing-an-inclusive-user-experience-667eedaf5bca>



Diversity Training

Need for training and learning about cultural diversities is crucial to marketing efforts.

At a minimum, a team should be sensitized and trained to ask tough diversity and inclusion questions and encouraged to consult with those communities where a possible problem or misunderstanding could arise.

The Conscious Style Guide is a helpful resource for better understanding and knowing what to say, how to phrase something /be sensitive to. It was created by Karen Yin as a resource for inclusive, empowering, and respectful language - <https://consciousstyleguide.com/>



Start somewhere

- Take time to review where your company is at. Whether you are a small or large business, It is understandable that not all businesses can cover all diverse groups all of the time, but making small steps in the right direction will make positive change.
- How diverse is your marketing? Does it reflect the audience that you are trying to reach?
- Look at your marketing team or key decision maker/s working on your campaigns. Do you need more diverse insight and talent to drive your marketing forward into the 21st Century? Look beyond your bubble.
- Maybe you could appoint an advisory panel or specific freelancers who can provide you with that voice, reviewing work before it's published.
- This is a journey, not a one off thing to do, it needs to be ingrained in culture to make real change. It needs to be everyone's responsibility. Start with creating a dialogue within your organisation, ensuring that people feel like they can speak out.
- The best companies create a culture where employees, suppliers and customers become ambassadors for you. Shouting about the fact that you are a good business, doing good business, representing the community. We all have to start somewhere.



Local Accreditations & Brand Affiliations

Local accreditations which can be added to your companies marketing to show that Diversity is on your agenda include:

- Diferia is an accreditation scheme by Liberate for employers. It awards organisations with a quality mark that demonstrates to employees (past, present and future), to clients and suppliers that your organisation places Diversity, Inclusion, Fairness, Equality, Respect and Acceptance at the heart of what you do.
- Diversity and Inclusion Charter - IoD

Who are you supporting with your Corporate Social Responsibility (CSR)? Are you supporting diverse groups in society?



The good, the questionable...

<https://www.hanrec.com/post/diversity-marketing-campaigns>



Next Steps - Some Recommendations

- Revise core values and mission statement
- Create a D&I Scorecard
- Improve transparency of hiring process
- Create a panel of people who you can test ideas and executions with
- Learning and growth internally with your teams
- Analyse Diversity amongst the end-user
- Customer and internal surveys to measure Diversity & inclusion
- Contributing to the community