Beyond tropes, tokenism and talk

Reimagining the strategist's toolkit

PEOPLE OF COLOUR IN ADVERTISING & MARKETING — **POCAM**

APG Canada

Meet Your Hackers

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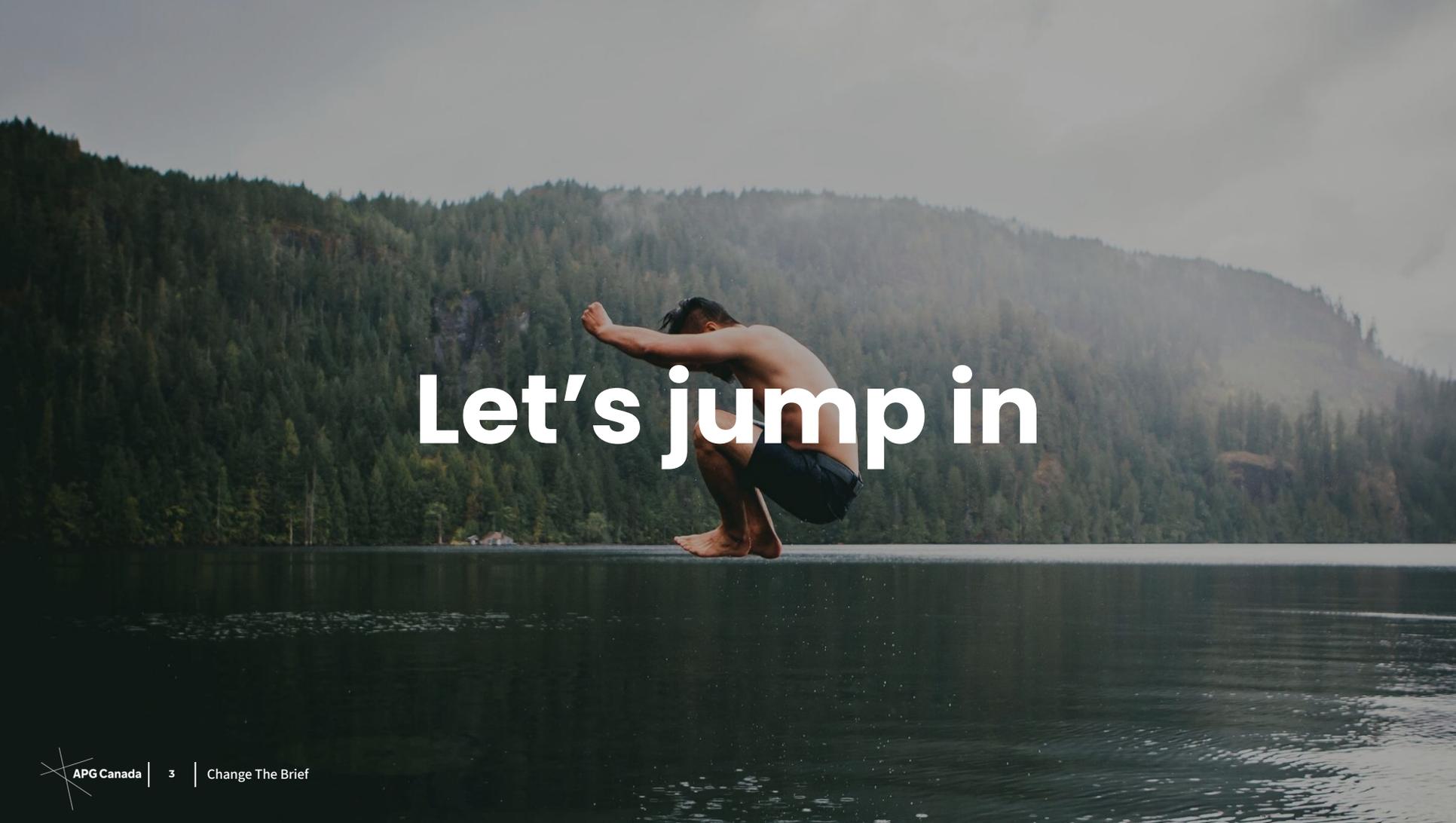
Let's jump in

1

What's Broken

Despite the shifts in Canadian population makeup since the 1960s, advertising briefs remain unchanged.

2

What the output should look like

The output should go beyond just the brief.

Because a brief template is a temporary document.

Breaking Advertising News

New CSO changes the creative brief template.

If we change the full process, we create shared accountability by **everyone** involved.
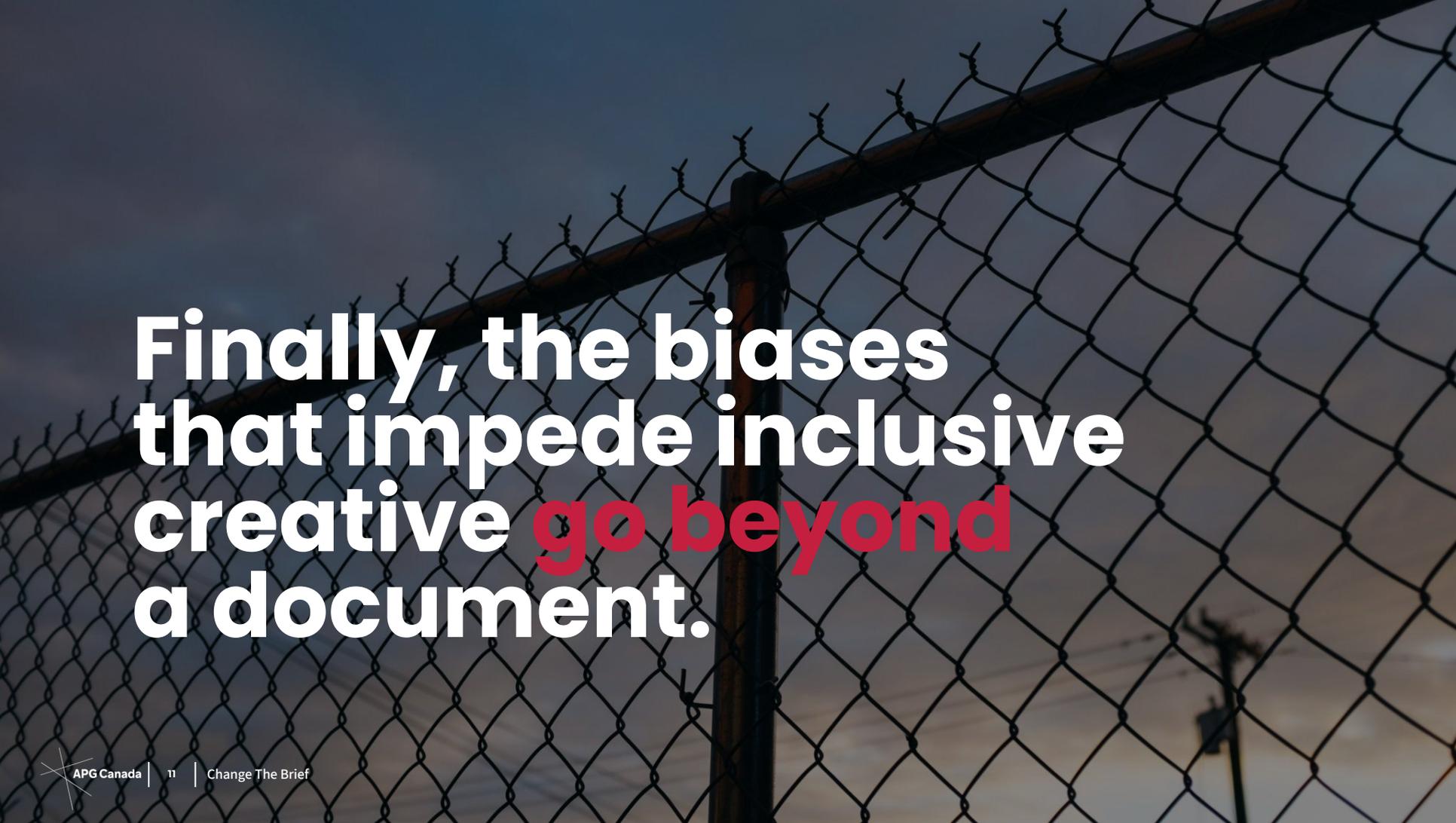
Finally, the biases that impede inclusive creative go beyond a document.
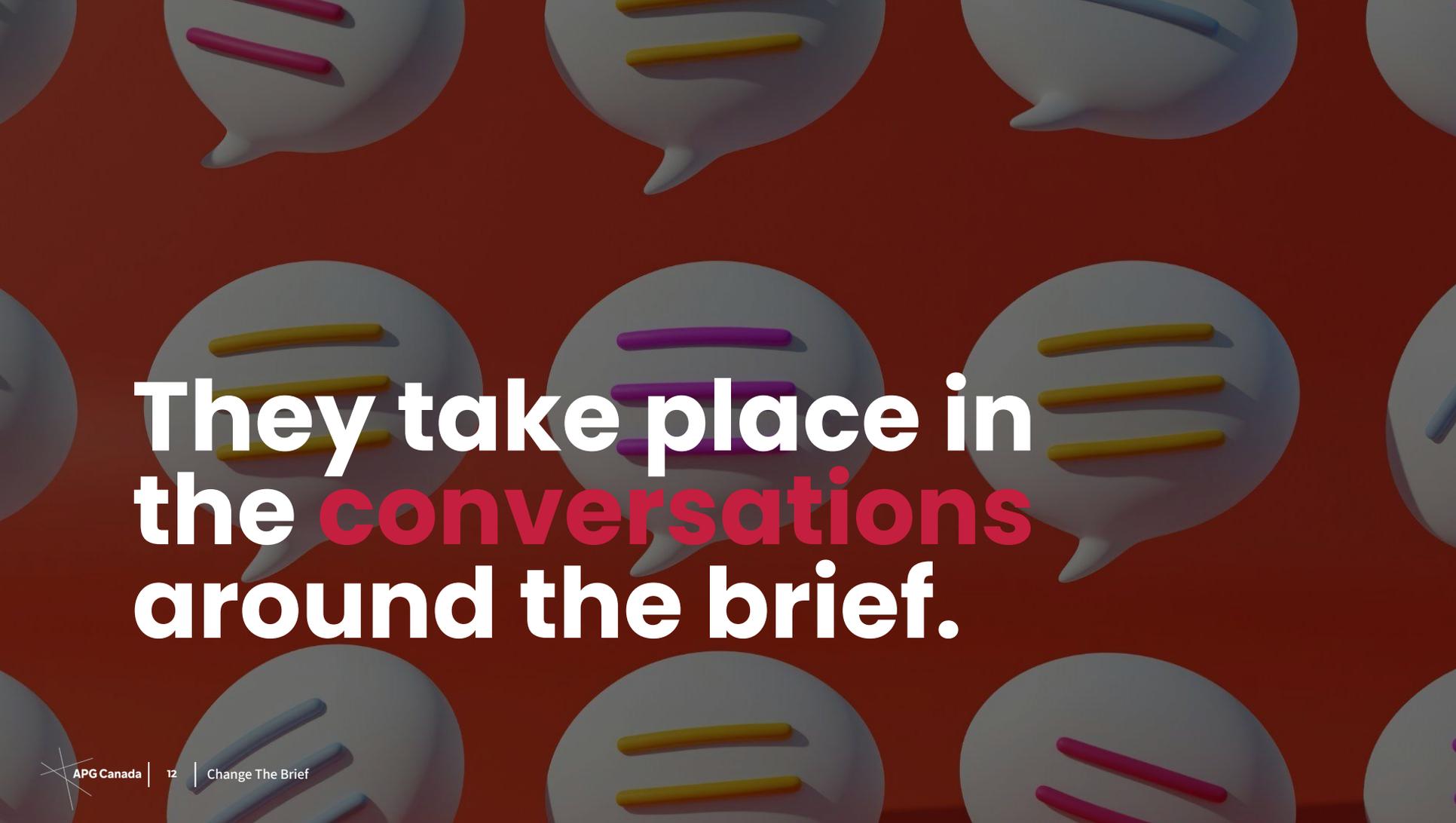
They take place in the conversations around the brief.

3

Our vision for the briefing process

Re-imagine **three** key conversations.

1st Conversation

The Client Conversation
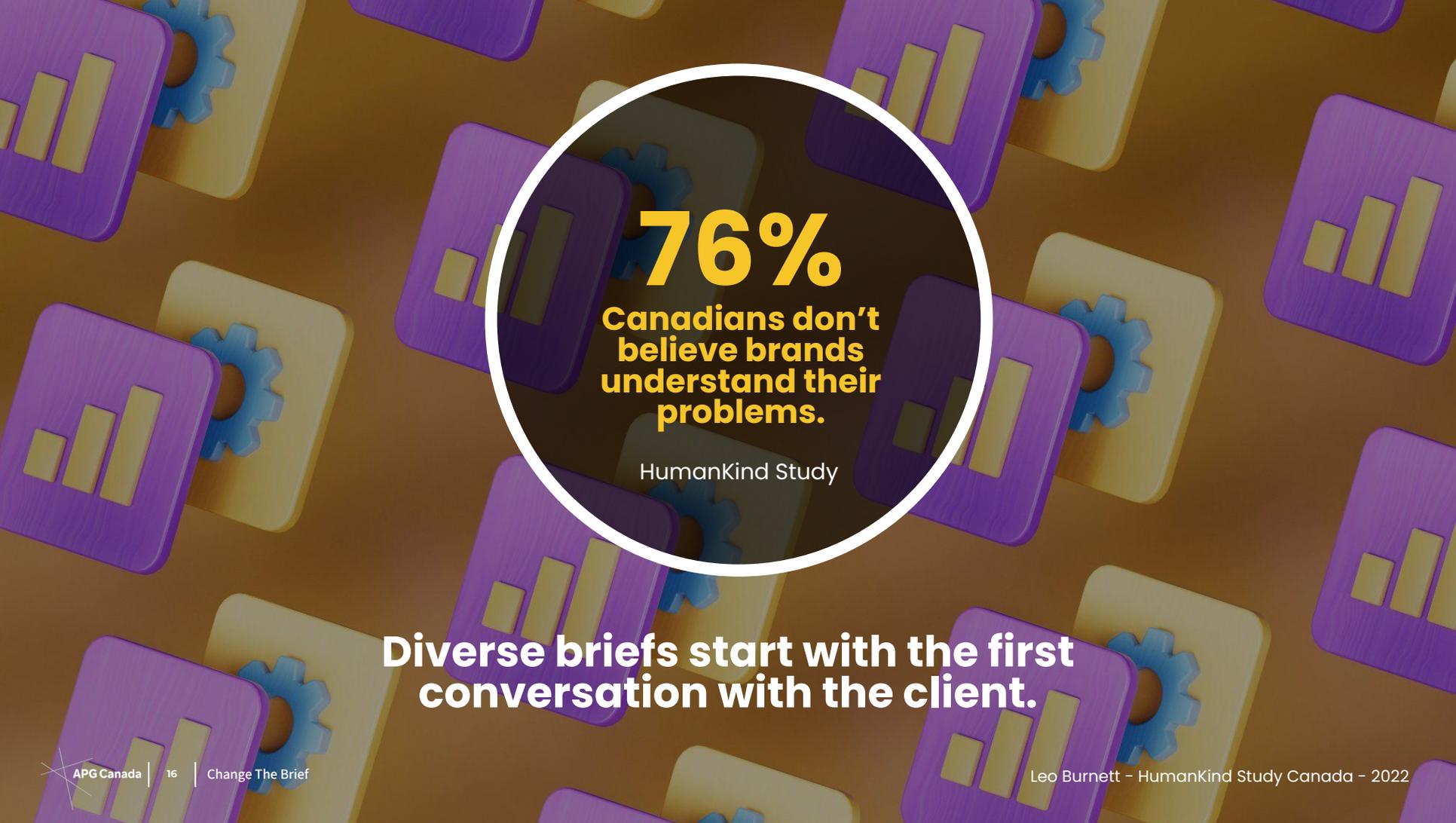
76%

Canadians don't believe brands understand their problems.

HumanKind Study

Diverse briefs start with the first conversation with the client.

#1
The Client Briefing

Push for the truth about the task at hand.

Question who is doing the talking and what kind of privilege they come with.
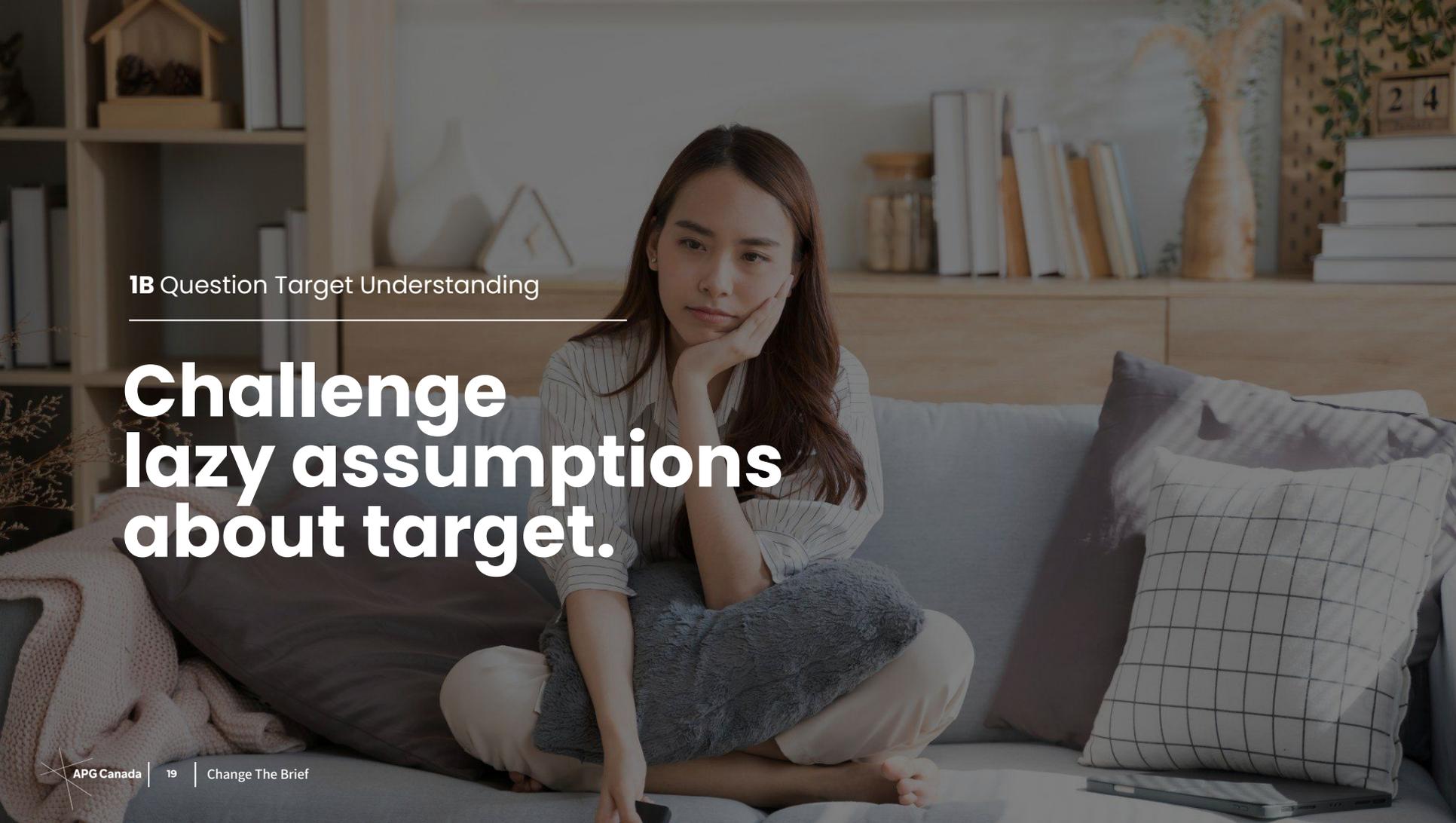
1B Question Target Understanding

Challenge lazy assumptions about target.

1C Be The Voice Of The Audience

Provoke conversations when we are being too safe or insensitive.
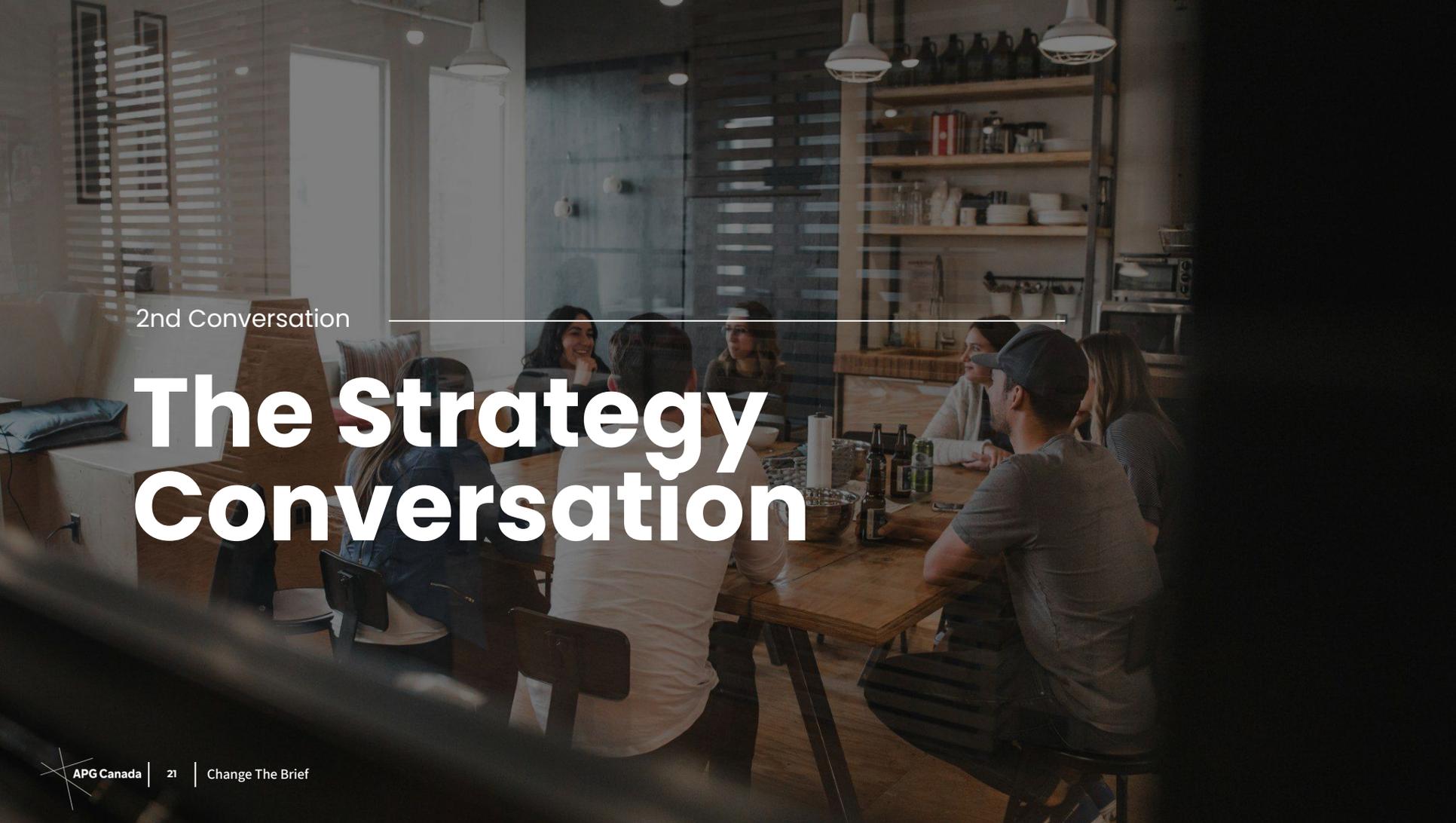
2nd Conversation

The Strategy Conversation

63%

of consumers buy or advocate for brands based on their beliefs and values

Edelman Trust Barometer

Understanding the audience is foundational to creating effective and responsible advertising.

#2
The Creative Briefing

Find unique truths about your target

Don't write demographics, go Anthony Bourdain on the whole thing. Show videos, TikToks, go to physical places, and immerse the team.
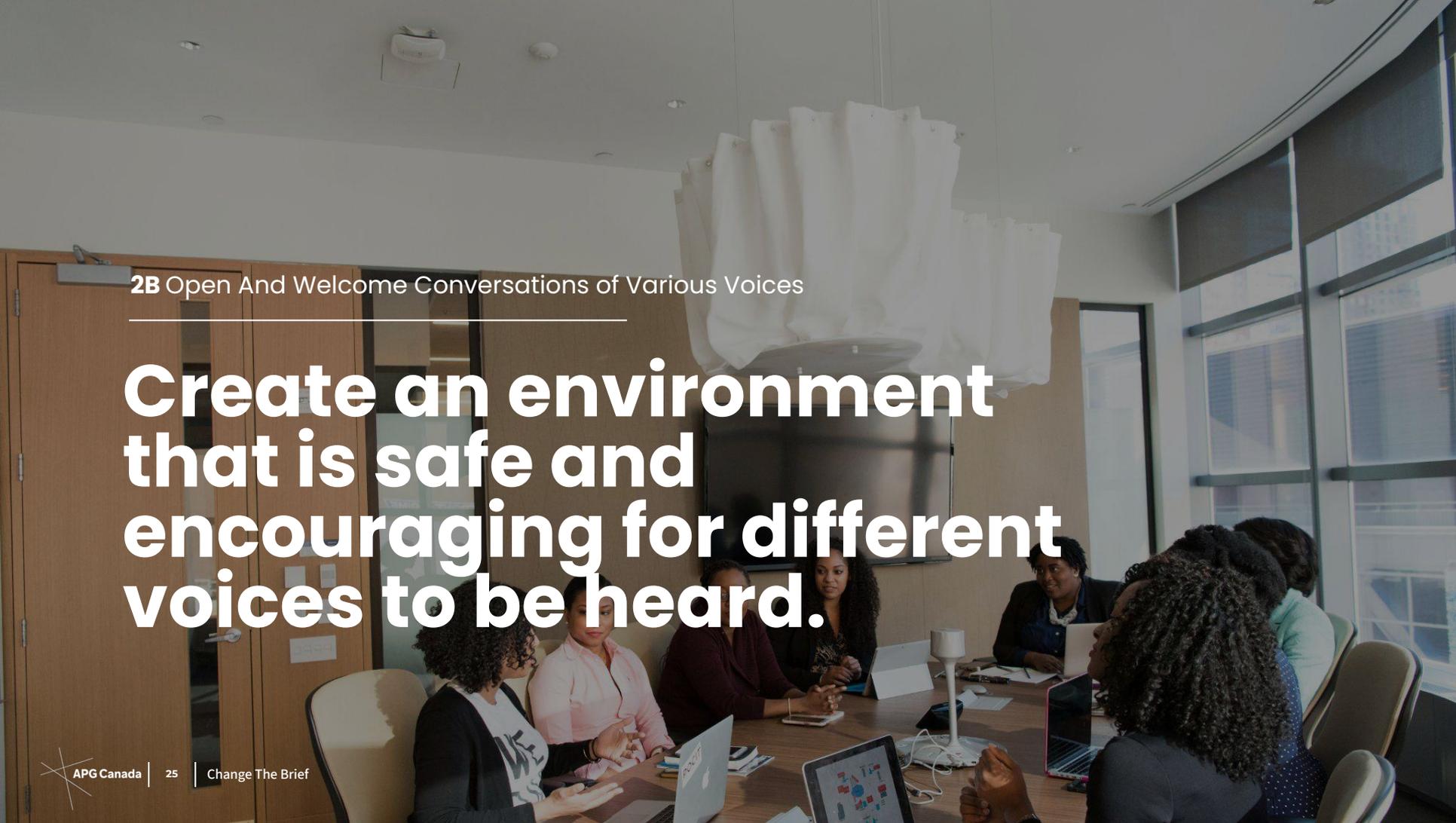
2B Open And Welcome Conversations of Various Voices

Create an environment that is safe and encouraging for different voices to be heard.

Identify universal themes like togetherness, value, family, but look for unique ways these themes are lived in different cultures.

3rd Conversation

The Creative Conversation
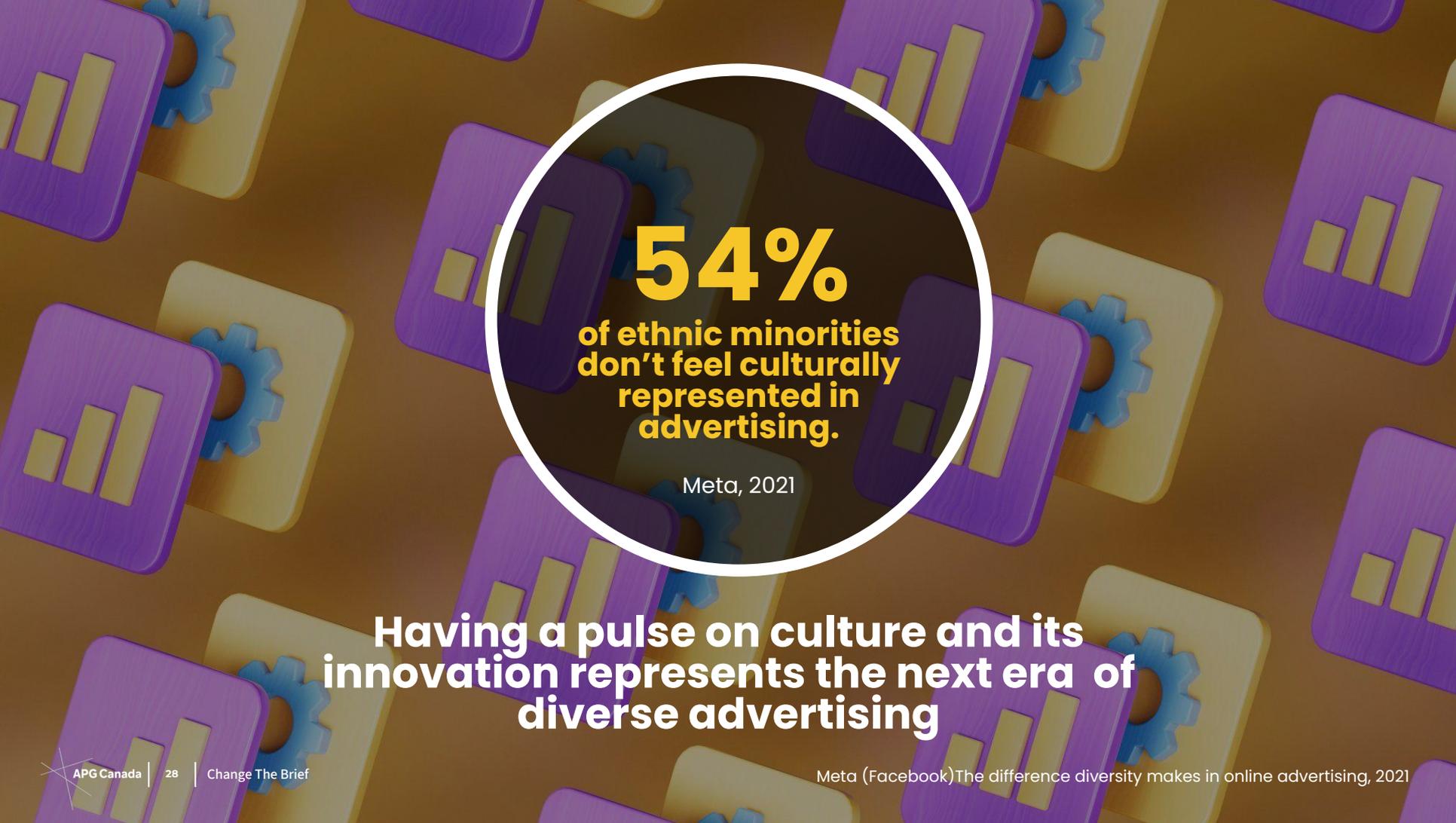
54%

of ethnic minorities don't feel culturally represented in advertising.

Meta, 2021

Having a pulse on culture and its innovation represents the next era of diverse advertising

Meta (Facebook)The difference diversity makes in online advertising, 2021

#3
The Creative Process

Express unique cultural truths.

Foster a decolonized approach to creative thinking by sourcing and sharing inspiration from diverse communities.

Cross-reference creative ideas by engaging target audiences to validate cultural resonance.
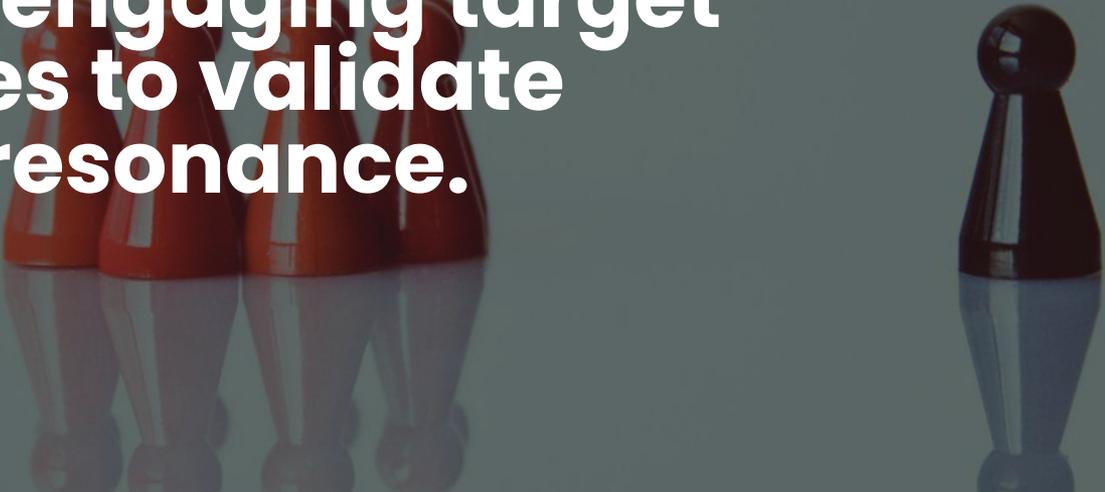
3C Increase visibility for the creative

Go beyond traditional media to reach audiences who actively seek out unique destinations to expand campaign visibility.

4

How we further hack the process

We distilled our process into a **blueprint,** outlining how to change the conversations.
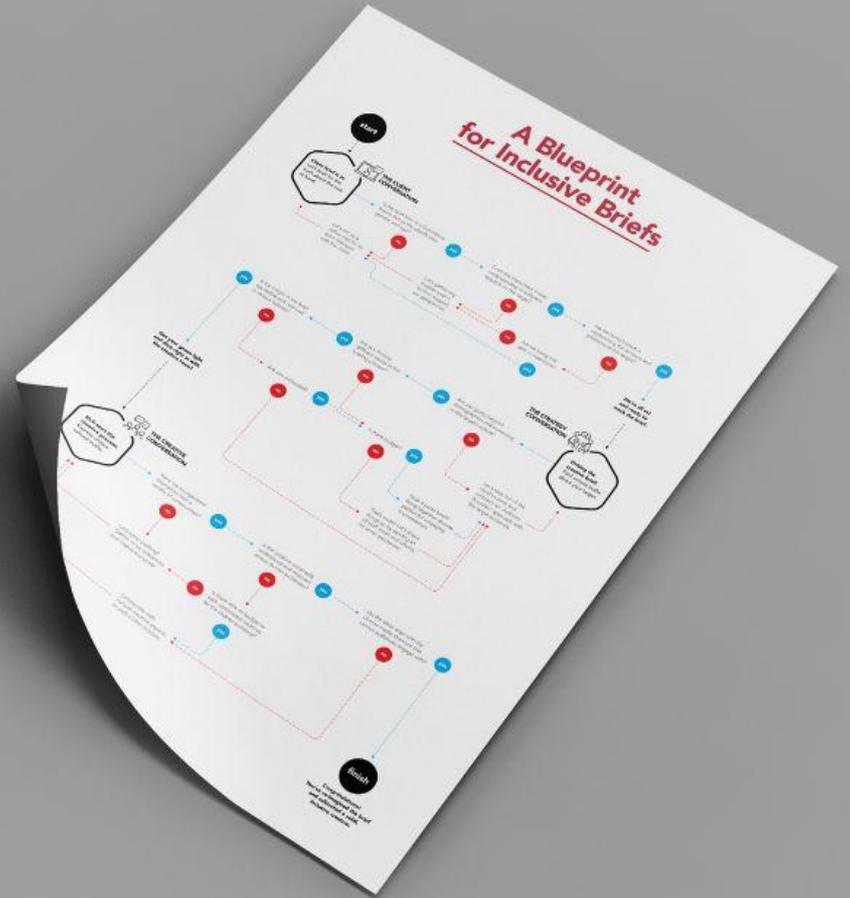
A Blueprint for Inclusive Briefs

start

THE CLIENT CONVERSATION

Client brief is in: Let's push for the truth about the task at hand.

Is the brief free of subconscious biases due to the client's race, gender, and age?

yes

Does the client have a clear understanding or sufficient research on the target?

yes

Are we being honest in representing the tensions and problems of this target?

yes

no

no

no

Let's set up a coffee chat for an open dialogue with the client.

Let's gather any insights and/or tools to support our perspective.

Are we being too safe or insensitive?

no

We're all set and ready to crack the brief.

yes

THE STRATEGY CONVERSATION

**Writing the
creative brief:**
Find unique truths
about your target.

Is the insight in the brief
applicable and nuanced
in various cultures?

yes

Are you inviting
different voices to the
briefing process?

yes

Are you going beyond
demographics and immersing
in this target's culture?

yes

no

no

no

Are you exhausted?

yes

Is there budget?

yes

Let's step out of the
comfort zone and
embrace an 'Anthony
Bourdain' approach with
the target audience.

no

no

**Get your green light
and dive right in with
the creative team!**

Host a pizza lunch!
Bring together diverse
parties for engaging
conversations

That's sucks! Let's shake
things up by sending an
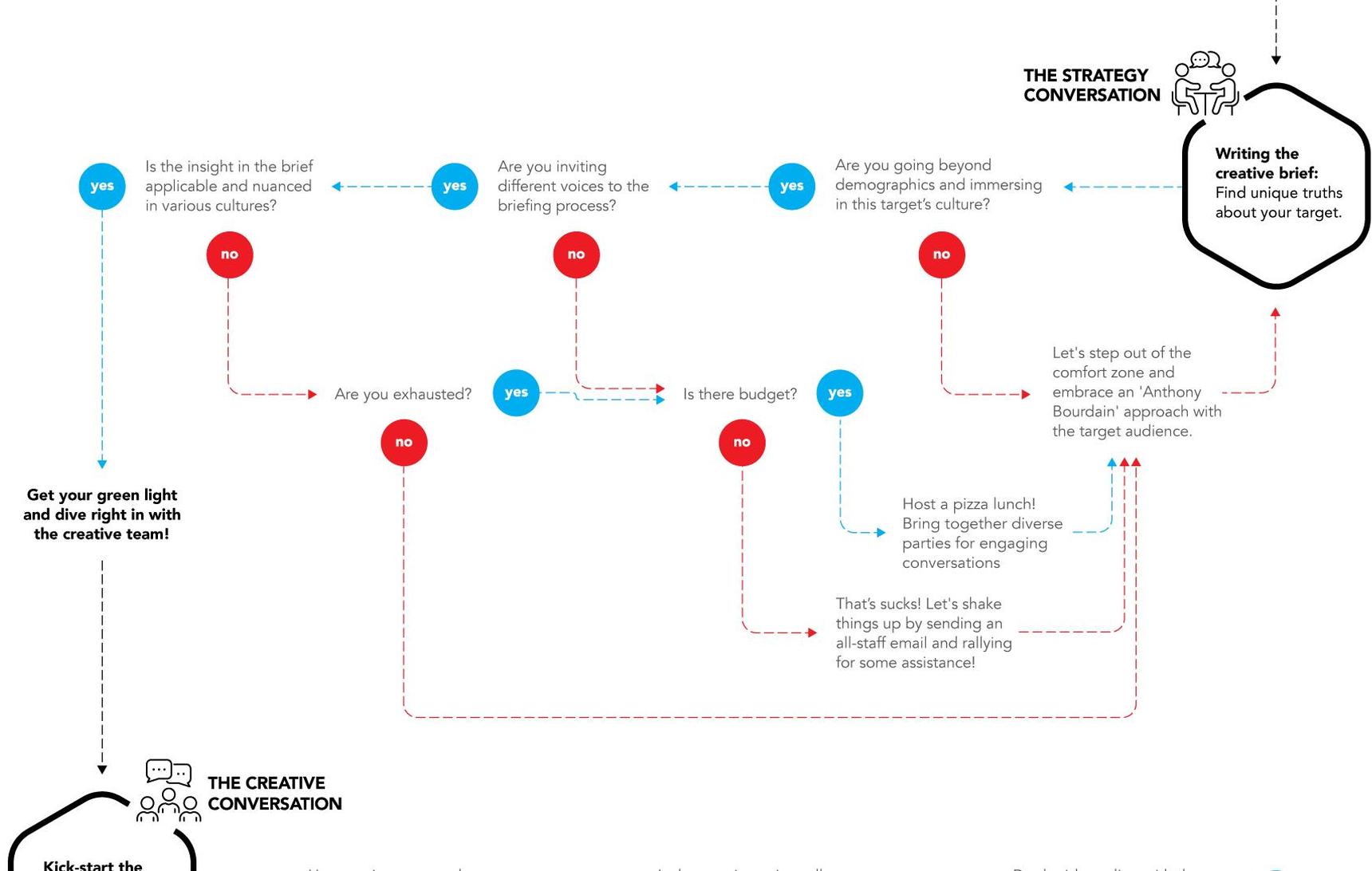all-staff email and rallying
for some assistance!

**THE CREATIVE
CONVERSATION**

Kick-start the
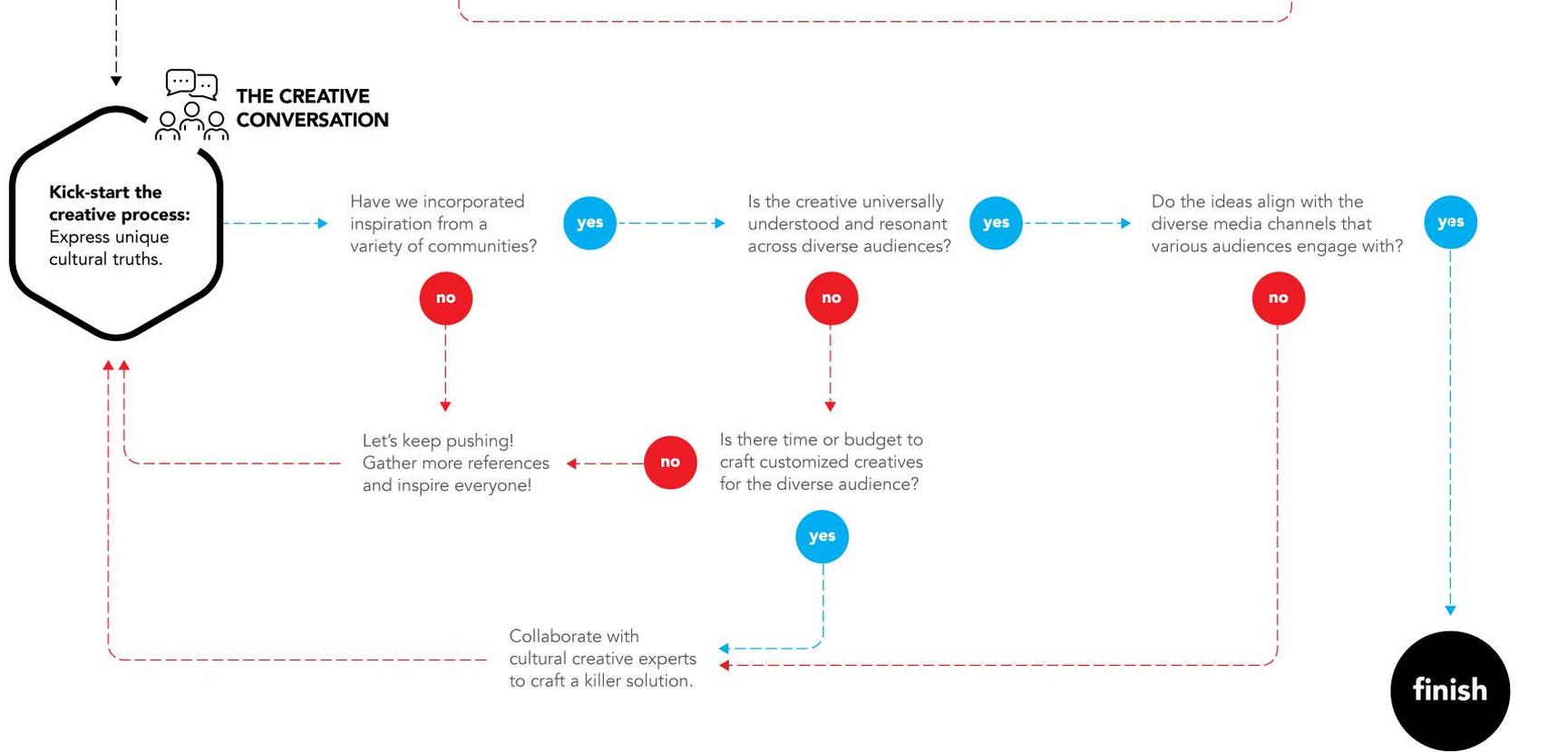
THE CREATIVE CONVERSATION

Kick-start the creative process: Express unique cultural truths.

Have we incorporated inspiration from a variety of communities?

yes → Is the creative universally understood and resonant across diverse audiences?

yes → Do the ideas align with the diverse media channels that various audiences engage with?

yes

no ↓

Let's keep pushing! Gather more references and inspire everyone!

no ↓

no → Is there time or budget to craft customized creatives for the diverse audience?

no ↓

yes

Collaborate with cultural creative experts to craft a killer solution.

finish

Congratulations! You've re-imagined the brief and cultivated a solid, inclusive creative.

Prepared by:

APG Canada

PEOPLE OF COLOUR IN ADVERTISING & MARKETING PoCaM

It's more than just a temporary document, it's an **adaptable** and **evergreen** solution.

Let's
talk