

MEDIA BRIEF 2.0

Reimagining the media brief



Karina Black
Group Director,
Strategy
Touche



Nassab El Eter
Associate Media
Director, Performance
Believeco



Bianca Chanda
Int. Business and
Marketing Graduate
**Queen's University
& ESADE**



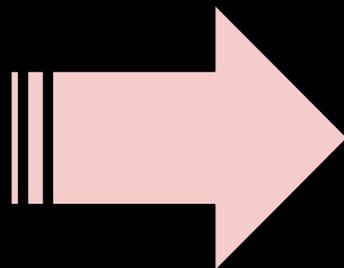
Rachel Won
Market Research
Project Management
Analyst
Ipsos



Syona Abdeen
Specialist, Business
Development &
Marketing
EssenceMediacom

23%

BIPOC in 2021



33%

BIPOC by 2036

**Media is NOT
just an AFTERTHOUGHT...**

Let's Reimagine The Media Brief!

More
Inclusive

More
Insightful

More
Effective!

TO THE CANADIAN POPULATION

Key Gaps in the Current Media Brief



Generic Psychographic Insights



LISTENING truly to the BIPOC segments



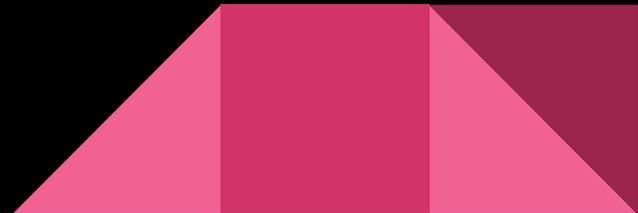
Understanding the new majority audience



Emerging ethnic media/distribution channels



Key cultural/ ethnic Moments



Media Brief: Status Quo

CAMPAIGN PARAMETERS

Objectives budget, timing, stakeholders, etc

CONTEXT

What is going on externally, within society, competitively

AUDIENCE

Who are we trying to influence with this campaign?

GOALS & OBJECTIVES

What are we trying to achieve for:
The Business
The Brand
The Audience

MEASUREMENT OF SUCCESS

What does success look like for:
Business KPI
Brand KPI
Media KPI



What Are We Changing

CAMPAIGN PARAMETERS

Objectives budget, timing, stakeholders, etc

CONTEXT

What is going on externally, within society, competitively

AUDIENCE

Who are we trying to influence with this campaign?

GOALS & OBJECTIVES

What are we trying to achieve for:
The Business
The Brand
The Audience

MEASUREMENT OF SUCCESS

What does success look like for:
Business KPI
Brand KPI
Media KPI



1. Campaign Parameters

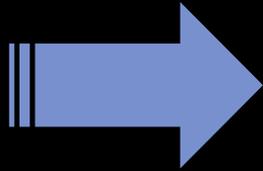
CURRENT:

Campaign Objectives

Stakeholders

Budget

Timing



MOVING FORWARD:

Brand DEI Statement

(this is your brand DNA, not campaign specific)

Budget split dedicated towards the targeted BIPOC segments/audience

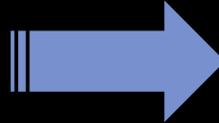
2. Context

CURRENT:

Campaign Overview

Background

Competitive Landscape



MOVING FORWARD:

Key ethnic moments, context vs. behaviours

Cultural holidays & social movements coinciding within the campaign timeline (planned campaigns vs. broader campaigns)



3. Audience

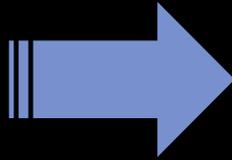
CURRENT:

Target Audience

Target Market

Languages

Media Insights and Other
learnings (*past campaign
performance*)



MOVING FORWARD:

What is the **BIPOC composition** of current & potential growth audiences? (the brand new majority who are most likely to convert)

Demographic/cultural consultant

Language: ***beyond French and English***

What **ethnic media/distribution**, minority-owned channels to be considered

Media Brief 2.0

Brand DEI Statement

1. Context

- Background
- What is currently taking place in the social landscape of Canada
- Competitive Landscape
- Key dates and moments across all Ethnic Groups in Canada

2. Audience Landscape

- What is the BIPOC composition of current & potential growth audiences?
- Required languages and platforms to address these audiences (beyond EN & FR)
- Diversity Consultant required?

3. Campaign Parameters

- Timing based on cultural audience moments
- Budget Splits based on target audience
- Stakeholders to ensure DEI lens is captured throughout ALL campaign elements (Digital, UX, Sales, Product team, etc)

4. Goals and Objectives

5. Measurement of Success

Driving Impact:

The Power of Inclusive Media Briefs



Community

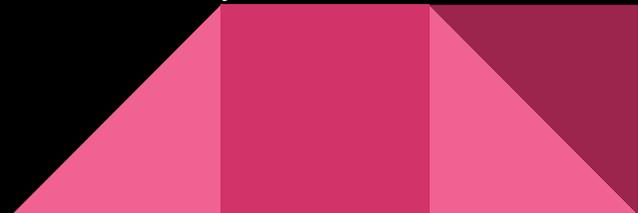
accurate representation, increase visibility of their economic contributions, greater access to opportunities and resources.

Clients

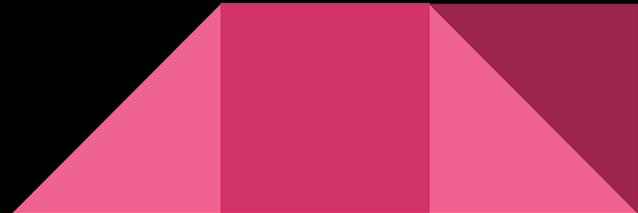
Align campaigns delivery with brand D&I commitment, driving higher engagement, brand affinity, and market share among BIPOC audiences, actionable insights, and optimized media investment.

Industry

Elevate advertising standards and effectiveness, equitable and impactful advertising landscape, driving innovation and progress across the industry.



THANK YOU!



Driving Impact:

The Power of Inclusive Media Briefs



Community

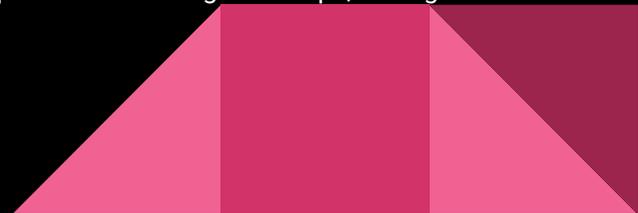
Ensuring more accurate representation in advertising, we not only empower BIPOC individuals but also **drive increase visibility and recognition of their economic contributions within businesses.** Through targeted media campaigns, we facilitate greater access to opportunities and resources, ultimately fostering a more equitable and inclusive business landscape.

Clients

Deliver targeted and impactful campaigns that align with our client's commitment to diversity and inclusion, **driving higher engagement, brand affinity, and market share among BIPOC audiences,** while also providing valuable insights and data analytics that inform strategic decision-making and optimize media investments for maximum ROI.

Industry

fosters industry-wide inclusivity, **elevating advertising standards and effectiveness. By prioritizing BIPOC representation in media strategies, agencies collectively enhance consumer engagement, brand resonance, and societal impact.** This unified approach not only strengthens individual agency reputations but also cultivates a more equitable and impactful advertising landscape, driving innovation and progress across the industry.



2024

2025

2026

COMMUNITY

OMG Impact
Indigenous Reconciliation Plan
Youth Coop & Mentorship

Scholarship Program
Media School Partnerships

Youth Incubator
Community Networking

CLIENTS

Power of Influence
Segmented Audience Analysis
Supplier Diversity
Pitch Playbook

Partner Collaborations
Expand Supplier Diversity

Client Spotlight Communications
Advisory Boards

PEOPLE

IDEA Awareness & Training
Recruitment Outreach
Student Internships
Advance EDG Capabilities
OPEN Pride & DisAbility

IDEA Awareness & Training
Talent Review & Succession Planning
Bilingual Inclusion
Age-Diverse Inclusion
Newcomers & Omniwomen

IDEA Awareness & Training
Agency Performance Objectives
Global Mobility
Local Employee Resource Groups

FOUNDATION

2024 IDEA Survey and Analysis
Policy & Procedures Audit
Competency Based Assessment
Wellness & Accessibility

2025 IDEA Survey and Analysis
OMG Health and Benefits

2026 IDEA Survey and Analysis
Policy & Procedures Audit

WHAT IS THE IMPACT? WHICH GROUP MADE THE BIGGEST
IMPACT/CHANGE? IMPACT STATEMENT AS THE CLOSING
STATEMENT?



1. CAMPAIGN PARAMETERS

Current:

- Campaign Objective
- Stakeholders/ Approver
- Budget
- Timing

Proposed Section:

Brand DEI Statement *(this is your brand DNA, not campaign specific).*

Budget split to be dedicated towards targeting the BIPOC segments.



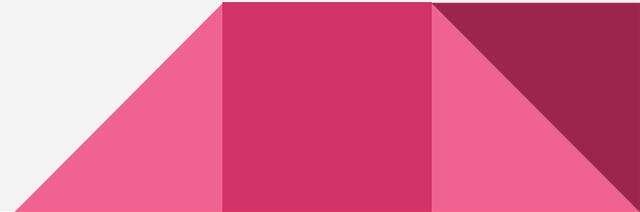
2. CONTEXT

Current:

- Campaign overview
- Background
- Competitive Landscape

Proposed Section:

Key ethnic moments, cultural holidays, social movements that might coincide within the campaign timeline.



3. Audience

Current:

- Target Audience
- Target Market
- Languages
- Media Insights and Other learnings *(past campaign performance)*

Proposed Sections:

What is the BIPOC composition of current & potential growth audiences? (the brand new majority who are most likely to convert)

Demographic consultant representing the above mentioned segments.

Language: Think beyond French and English.

Mandatory ethnic media/ distribution channels to be considered.



Sections		Our reimagined Brief					
1. Admin	Brand/ Client	Brand DEI Statement	Stakeholders	Budget	BIPOC Targeting budget split	Campaign dates	
2. Context	Campaign Overview	Background	Competitive Landscape	Key ethnic moments, cultural holidays, social movements			
3. Audience	Target Audience	Top 3 BIPOC Segments to be targeted	Demographic Consultant	Target Market	Languages (Think beyond EN and FR)	Media insights and Learnings	Mandatory ethnic media/ distribution channels
4. Goals and Objectives	The business	The brand	The Audience				
5. Measurement of Success	Business KPI	Brand KPI	Media KPI				

Karina is working on this one.

