

CREATIVE TEAM #2

**HUE'S GOT  
THE POWWER?**

# THE TEAM



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**DIVYA HARIDASS**  
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IPSOS



**IFE HYACINTH**  
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**43%**

**VISIBLE MINORITIES BY 2041**



# WHY DO BRANDS STILL DISRESPECT US?

**\$300 BILLION**

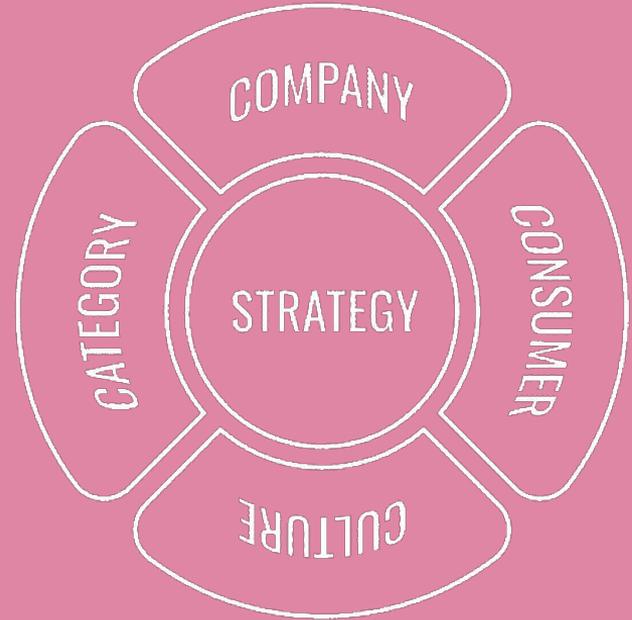
**ANNUAL BUYING POWER OF VISIBLE MINORITIES IN CANADA**

THAT'S WHY NAILING THE BRIEF IS

# MISSION CRITICAL

- THE FOUNDATION FOR ALL WORK TO COME
- GIVES A VOICE TO THE CONSUMER
- THE FIRST CREATIVE PRODUCT

THE DIFFERENT  
**CREATIVE  
BRIEFS**



THE 4C'S MODEL

THEY ALL HAVE

# THE SAME INGREDIENTS

- OBJECTIVES
- STRATEGY
- TARGETS
- DELIVERABLES
- REASONS TO BELIEVE
- CONSIDERATIONS

IF THESE BRIEF TEMPLATES

# UNLEASHED CREATIVITY

- THAT HELPED WOMEN ESCAPE FROM ABUSIVE PARTNERS
- THAT MADE SMOKING UNCOOL BEFORE IT WAS UNCOOL
- THAT REVERSED THE FORTUNES OF A DYING BRANDS

THEY CAN

# DEFINITELY INFLUENCE

- CHINESE INTERNATIONAL STUDENTS TO BUY A LUXURY CAR
- FILIPINO TEMPORARY FOREIGN WORKERS TO SWITCH BANKS
- 2ND GEN CARRIBEANS TO BUY MORE OF A PACKAGED GOOD

**WE DON'T  
NEED ANOTHER  
TEMPLATE**

WE NEED A BETTER

# BRIEFING PROCESS



INTRODUCING

# THE A.S.K.

A BRIEFING CHECKLIST TOOL

# ANALYTICS

## IS YOUR DATA BIPOC-BIASED OR BIPOC-BUILT?

IS THE DATA YOU HAVE, ACCURATE, REFLECTIVE OF BIPOCS, AND FREE FROM INBUILT BIASES?

HAVE YOU COMMISSIONED RESEARCH SPECIFIC TO THE COMMUNITY YOU ARE TARGETING?

IF UNABLE TO PROCURE ACCURATE DATA, WHAT STEPS HAVE YOU TAKEN TO REACH YOUR CONCLUSIONS?

# SQUAD

## IS YOUR SQUAD BIPOC-STRONG OR BIPOC-SIDELINED?

DO YOU HAVE BIPOC CREATIVES WORKING ON THE CAMPAIGN WHO CAN ACCURATELY AND AUTHENTICALLY BRING CREATIVE TO LIFE?

HAVE BIPOCS BEEN INVOLVED IN THE BRIEF APPROVAL AND SIGN-OFF PROCESS?

HAVE YOU FOSTERED A TEAM ENVIRONMENT WHERE BIPOC TEAM MEMBERS FEEL SAFE AND HEARD WHEN EXPRESSING CONCERNS?

# KINDLE

## IS YOUR CREATIVE BIPOC-WOKE OR BIPOC-WEAK?

**DO YOU INCORPORATE AUTHENTIC NARRATIVES AND EXPERIENCES RESONATES WITH THEIR LIVED REALITIES?**

**ARE YOU POTENTIALLY PERPETUATING STEREOTYPES WITH YOUR CASTING CHOICES?**

**HAVE YOU VETTED ACCENTS, EXPRESSIONS, COLLOQUIALISMS USED IN THE WORK TO ENSURE ACCURACY AND AUTHENTICITY?**

# THE A.S.K.

IN ACTION



**SPEAK YOURSELF  
BE YOURSELF**

HOW THE A.S.K.  
**IMPROVED  
THE WORK**

## **ANALYTICS**

India, the top source of new immigrants per StatsCAN, inspired our authentic portrayal of an Indian newcomer to reflect Canada's evolving demographics.

## **SQUAD**

Our diverse team quickly flagged Pepsi's attempt to position itself as a solution to racial tensions as misguided.

## **KINDLE**

Authentic multicultural casting moved our creative from stereotypes to a genuine reflection of Canada's diversity.

# HOW THE A.S.K. SOLVES

## THE BROKEN BRIEF PROCESS

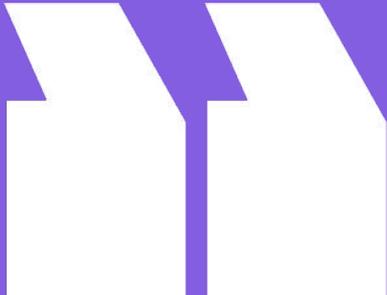
**PLUG AND PLAY INTO  
ANY BRIEF TEMPLATE**

**INFORMS THE ENTIRE  
BRIEFING PROCESS**

**PRACTICAL AND  
ACTIONABLE TODAY**



**BIPOC COMMUNITIES PLAY A CRUCIAL ROLE IN THE CANADIAN MAINSTREAM. THEY OUGHT TO BE REGARDED AS MORE THAN JUST TOKENS IN THE BRIEFS RATHER, AS MEMBERS OF THE CORE AUDIENCE.**



# ONE MORE THING



**STOP  
WAITING  
START  
A.S.K.-ING**