

Antoinette Lee, MBA

Writer - Public Speaker - DEI Business Consultant - Content Creator - Brand Ambassador- Philanthropist
at Antoinette Lee Toscano, LLC DBA Adventure Media
Northwoods Wisconsin

Mobile: [+19705991052](tel:+19705991052)

Work: antoinette@antoinettetoscano.com



WELCOME

WELCOME TO THIS SAFE SPACE FOR REAL TALK ABOUT
HOW TO CREATE DIVERSE AND INCLUSIVE CONTENT.

WELCOME

HOW TO CREATE DIVERSE
AND INCLUSIVE CONTENT



HOW MANY OF YOU WORK FOR AN OUTDOOR BUSINESS?

Management needs to do more to diversify staff.

Why aren't there any people of color in our marketing materials?

This space needs flags, posters, and other marketing to show support.

It's taking too long to implement a DEI strategy.

We need to do something in support of ... the cause du jour.



HOW MANY OF YOU OWN AN OUTDOOR BUSINESS?

We need to diversify the staff. How do we authentically attract and support diverse employees?

We haven't had any/many diverse customers. Can we honestly reflect diversity in our marketing materials?

As a private person, I'm not comfortable defending our company's virtues.

I'm afraid to implement a DEI strategy because of cancel culture.

We need to do something in support of ... the cause du jour, but what if we "get it wrong?"



DON'T BE LIKE KODAK

In 1975, Kodak had the first digital camera.

In 1990, the Dycam corporation created the Model 1, the first commercially available digital camera in the U.S., later bought by Logitech.

Kodak almost did not survive the digital photography explosion despite having a marketable digital camera 15 years earlier.

Failing to adapt to market and social changes can be fatal to your company's bottom line.



THE RISK OF DEI STRATEGIES

Equally Risky DEI Strategies

Equally risky is reacting to market and social changes that make prospective and existing customers and employees feel they are losing something because they are no longer centered or visible in your marketing messages.

THE RISK OF DEI STRATEGIES

Equally Risky DEI Strategies

- Coca-Cola
- Disney
- Target
- Anheuser-Busch
- NFL
- MLB
- NHL

DEI CASE STUDY—COCA-COLA

January 2021, Coca-Cola's then-new general counsel, Bradley Gayton, considered the legal industry's chronic diversity problem and crafted a proposal to use Coca-Cola's power as a consumer to create change in the market. Gayton's new policy would require firms to "commit that at least 30% of each billed associate and partner time will be from diverse attorneys." At least half of that figure would be from Black attorneys — “a reasonable ask based on census data.”

Three months later, Gayton was fired, and Coca-Cola announced they were putting the policy on hold. According to a Bloomberg Law article, the shareholders threatened litigation, claiming Gayton's proposal amounted to an "illegal, discriminatory" policy because it is "in direct conflict with American civil rights law."



DEI CASE STUDY—ANHEUSER-BUSCH

Anheuser-Busch's Bud Light beer sales plunged after a boycott over a campaign with a transgender influencer.

Anheuser-Busch says it lost \$395 million in North American revenue between April and June 2023 as the beer maker's revenue in the U.S. dipped 10.5% compared to last year. It lost its "best-selling brand in America" status for the first time in decades. The company repurchased Bud-Light from its distributors because, in some cases, they could not sell their product at \$1.00 per six-pack.



WHO IS WINNING AT DEI MARKETING?

Considering the risk associated with DEI strategies that open organizations up to cancel culture, and in the case of Anheuser-Busch, caused record losses not seen since the Great Depression (1929 – 1941).

We must wonder, who's winning at DEI marketing?

DEI CASE STUDY— CULTURS MAGAZINE

Culturs is a print, digital, and online publication headquartered in Denver, Colorado, with over 1.5 million readers in 200 countries.

It is a global multicultural philanthropic brand that brings lifestyle content to populations that are "culturally mobile" and represent "hidden" rather than "visual" diversity.

This includes cross-cultured individuals, expatriates, Military B.R.A.T.S, Third Culture Kids, and multi-racial and multi-ethnic persons – those whose lives are punctuated by "straddling" different cultures during their formative years.



WHY HAVE A DEI MARKETING PROGRAM?

- It is the right thing to do.
- According to a survey by Markstein, an integrated communications agency, 70% of consumers want companies they support to address social issues.
- A recent McKinsey & Company survey shows that 44% of women, 46% of people of color, and 50% of LGBTQ respondents turned down a job offer because the company did not display an inclusive mindset.

WHY HAVE A DEI MARKETING PROGRAM?

- A Deloitte study found that “businesses with an inclusive culture were **twice as likely to meet or exceed their financial targets.**”
- Research by McKinsey shows that “companies that actively promote diversity and inclusion strategies are **35% more likely** to achieve **above-average returns.**”
- When an organization has proven that it has a culture that fosters diversity and inclusion, it becomes **attractive to a broader demographic of employees and customers.**

WHY DEI MARKETING MATTERS

- 33.8 million people in the U.S. in 2020, a 276% increase, identify as one or more races/ multicultural.
- 38.4% of the U.S. population identifies as Hispanic, Black, Indigenous, Asian/Pacific Islander, or multicultural.
- Since 2017, 43% of all millennials—the largest population group in the U.S., are multicultural.
- U.S. multicultural millennials had \$1 Trillion in spending power in 2019.

WHY DEI MARKETING MATTERS

- Millennials are the most ethnically diverse generational cohort. Many were born and raised in ethnically mixed families with a history of immigration. They are more acculturated to the globally diverse cultures than any previous generational cohorts
- According to 2023 data, millennials are 21.6% of the population.
- With Gen Zers making up 20.88%.
- Together, Millennials and Gen Z make up 57.52% of the population.

WHAT IS DEI IN MARKETING?

- **Diversity**—The presence of differences among current and prospective customers. Differences may include race, ethnicity, age, gender, gender identity, sexual orientation, abilities, body size, and socioeconomic background.
- **Equity**—Creating fair representational strategies for every customer you hope to attract and keep. How? Use mirror marketing vs. window marketing.
- **Inclusion**—Making all people feel a sense of belonging as consumers of your brand.

WHAT IS DEI IN MARKETING?

- It was achieved by creating a collaborative, supportive environment where all employees can participate equally to leverage the impact of your diverse workforce. Remember the data on slide 11, which showed that 44% of women, 46% of people of color, and 50% of LGBTQ respondents turned down a job offer because the company didn't have an inclusive mindset.
- Your organization needs a diverse workforce to attract a diverse customer base authentically. Remember, more than 50% of your current and prospective customers are people of color or part of the Millennial and Gen Z cohorts who will boycott your company if you don't have a diverse marketing strategy.

WHO MAKES UP THE DIVERSE COMMUNITY?

- Formerly marginalized and underrepresented people make up the broad categories of diverse people.
- Black, Indigenous, Hispanic, Asian, and Pacific Islanders, multicultural, veterans and active duty, women, plus-sized people, folks with disabilities (hidden or visible), people from low-income households, and the LGBTQ community.
- And their allies!

A LOW-RISK MARKETING STRATEGY

“Don’t turn Black Lives Matter into Black Lives marketing.” – Black Enterprise Magazine

**Don’t shrink it and pink it. Don’t black it and stack it.
– Antoinette Lee**

STOP PRACTICES THAT ARE NOT AUTHENTICALLY INCLUSIVE

- **Tokenism**—Having an appearance of diversity on your website and social media that is not represented within the organization.
- **Symbolic diversity**—Hiring or promoting someone from an underrepresented community solely to check a box. Assuming the diverse hire will act in the best interests of other formerly marginalized people.
- **Lack of support**—Hiring someone based on diversity who is not the right fit for the job. Not providing your DEI leadership with a team, adequate support, or veto power over ill-conceived DEI and marketing strategies.
- **Value diverse perspectives.**



3 ACTIONABLE TAKEAWAYS TO DIVERSIFY YOUR MARKETING

1. Equitable use of photos and videos to effectively market to diverse communities without alienating your existing customer base.
2. Identify and collaborate with organizations successfully attracting underrepresented communities.
3. Identify and mitigate the critical barriers for underrepresented communities.

CHOOSE MARKETING CONTENT CAREFULLY

“Just because an image includes a diverse group of people does not mean they will all be represented equally or in an inclusive manner. The biases of photographers—as well as photo editors, stock photo curators, and designers—can often be revealed in subtle yet potentially discriminatory ways.” — Wired Impact



EQUITABLE USE OF PHOTOS AND VIDEOS

- Make a demographic checklist (age, body type, gender, gender identity, ethnicity, religion, lifestyle.)
- Before searching for the perfect photo or illustration, consider the terms you could use to ensure you feature diverse imagery across gender, abilities, age, body type, etc.

CREATIVE COLLABORATIONS

- Identify collaboration opportunities with organizations serving underrepresented communities.
 - Clubs
 - Associations
 - Social media groups
 - Community influencers

REMOVE BARRIERS TO YOUR PRODUCT OR SERVICE

- Identify and mitigate the critical barriers for underrepresented communities.

HOW IT LOOKS WHEN EVERYONE FEELS WELCOME

While centering underrepresented communities



DIVERSE STOCK PHOTO RESOURCES

- [Plus-Size Stock Photos](#)—“Free stock photos featuring plus-size people”
- [Disabled And Here](#)—“This stock library is a disability-led effort to provide free and inclusive images from our own perspective, with photos and illustrations celebrating disabled Black, Indigenous, people of color (BIPOC).”
- [EDUimages](#)—“A free library of photos celebrating students—and the educators who teach them—in seven schools across the United States.”
- [People of Color Stock](#) Photos—” We’re building the world’s largest diversity stock media platform focused exclusively on people of color.”
- [Body Liberation Stock](#)—“Stock photos and images for body size diversity and acceptance”



DIVERSE STOCK PHOTO RESOURCES

- [The Jopwell Collection](#)—“Workplace photos of Jowell’s “community of Black, Latino/Hispanic, and Native American students and professionals”
- <https://www.klaud9.com/marketplace/collections>—“Asia’s best photographer community showcasing their photo collections of Asia’s culture, breath-taking landscapes, and beautiful people.”
- <https://www.flickr.com/photos/wocintechchat/>—“Stock photos of women of color in tech”

CREATE AUTHENTIC PRODUCT AND SERVICE MARKETING CAMPAIGNS

- [The Gender Spectrum Collection](#) —“Stock Photos Beyond the Binary”
- [Nappy](#) —“Beautiful photos of Black and Brown people, for free.”
- [TONL](#) — “Culturally diverse stock photos that represent the true world we live in.”
- [Brown Stock](#) —“A stock photo site with a commitment to providing images that specifically feature black and brown people.”
- [CreateHER Stock](#) —“Your destination for authentic stock images featuring melanated women”

REUSE OF INSTRUCTIONAL MATERIALS



REUSE OR DISTRIBUTION OF INSTRUCTIONAL MATERIALS (E.G., POWERPOINTS, VIDEOS, CLASS RECORDINGS, ASSESSMENTS, ETC.) OR STUDENT CREATED CONTENT (E.G., ONLINE DISCUSSION POSTS, PRESENTATIONS, ETC.) WITHOUT APPROVAL IS PROHIBITED.

Instructor: [Antoinette Lee, MBA](#)

Instagram: [@AntoinetteLeeMBA](#) LinkedIn: [@AntoinetteLeeMBA](#)

Web: [AntoinetteToscano.com](#) Office: [970.599.1052](#)

Email: Antoinette@AntoinetteToscano.com

QUESTIONS + COMMENTS + DISCUSSION

Antoinette Lee, MBA

Writer - Public Speaker - DEI Business Consultant - Content Creator - Brand Ambassador- Philanthropist
at Antoinette Lee Toscano, LLC DBA Adventure Media
Northwoods Wisconsin

Mobile: [+19705991052](tel:+19705991052)

Work: antoinette@antoinettetoscano.com



Thank you!

Please complete the session evaluation for this presentation in the America Outdoors Cvent OnArrival App.

