

The background of the slide is a collage of images. On the left, there is a vertical strip showing a yellow circular logo with a person's face, a green circular logo with the word 'UNIVERSITY' and a brown animal, and a black and white profile of a man's face. On the right, there is a woman with dark hair smiling, wearing a red top and a yellow sash, standing in front of a building with a 'TU' logo.

# DIVERSITY, CULTURAL COMPETENCY & WHY IT ALL MATTERS

Presented by Teneshia J. Warner





# About Teneshia

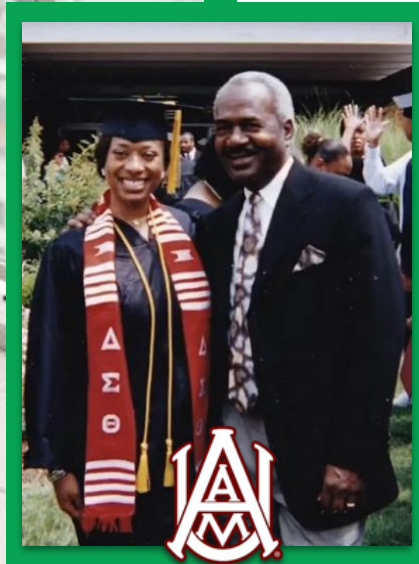
Wife, Daughter, Friend

CEO, EGAMI Group

Founder, The Dream Project

HBCU Graduate

Author



**A DREAMER**

# TODAY'S AGENDA

**Introductions**

**Diversity &  
Inclusion  
Matters**

**Multicultural  
Marketing is  
The New  
Growth**

**Courageous  
Conversations**

**Q&A**

**Things to  
Remember**



# DIVERSITY & INCLUSION MATTERS



**CLUB ANA Educational  
Foundation**

**DIVERSITY** is being invited to the party.

**INCLUSION** is being asked to dance.

**EQUITY** is the DJ playing everyone's favorite songs.

**BELONGING** is dancing like no one's watching.

10 Things  
**YOU NEED TO KNOW**



# 1 DIVERSITY IS A GROWTH IMPERATIVE

*Companies in the top quartile for C-suite gender diversity were 21% more likely to outperform on profitability and 27% more likely to have superior value creation than those in the fourth quartile.*

*Companies in the top quartile for ethnic and cultural diversity on executive teams were 33% more likely to have industry-leading profitability.*





In what year  
will the U.S. become  
“minority white?”

2029

A

2040

B

2060

C

2075

D

# 2

## MINORITY-MAJORITY SHIFT IS HAPPENING

*Minorities accounted for 92% of the U.S. population growth between 2010 and 2018.*

*In just over two decades, white Americans are projected to be less than 50% of the population – paving the way for a labor force that's more diverse and older than ever before.*



**The combined buying power of  
Black Americans and Hispanics  
is larger than the Gross Domestic  
Product of which of these countries?**



# 3

## MULTICULTURAL BUYING POWER IS ON THE RISE

*The combined buying power of Black, Asian and Native Americans and Hispanics is estimated to be \$3.9 Trillion – larger than the Gross Domestic Product of Mexico, Australia and Spain combined.*



# What do these things have in common?



**KIM KARDASHIAN**



**GUCCI**



**TIKTOK DANCES**

# Grounded in cultural trends that drive what's next





# 4 MULTICULTURAL INFLUENCE SETS TRENDS & DRIVES POP CULTURE

*"From movies to sports to music and everything in between, black culture resonates broadly extending deep, cultural traditions that span generations and all consumer groups."*

Source: Nielsen

**TIME** How African Americans Have Influenced Style and Culture



GOOGLE PROVES BLACK CULTURE IS THE BLUEPRINT FOR POP CULTURE IN 'MOST SEARCHED' AD

**THE SOURCE**

**AFR**   
THE BLACK MEDIA AUTHORITY

**Black people's undeniable impact on TikTok**



# The Most Searched: **A Celebration of Black History Makers**



<https://www.youtube.com/watch?v=Qyiautg41h8&feature=youtu.be>

# Let's Talk About Diversity, Data & Measurement.

**How Can You Measure  
Diversity And Inclusion  
Results?**

# 5 DATA, MEASUREMENT & EMPATHY MUST WORK TOGETHER

*It's not enough for a company to simply have a D&I program.*

*Measurements will determine effectiveness of brand-specific and wider-scaled D&I initiatives and whether they are meeting the organization's goals.*

*Empathy is a critical component too.*



**Here's How to Wield  
Empathy and Data to Build  
an Inclusive Team**

**FORTUNE** We need real metrics, not heartfelt conversations, to tackle workplace diversity

**Forbes** How To Measure The Success Of Corporate Diversity Work

**Harvard  
Business  
Review**

**A Data-Driven Approach to  
Hiring More Diverse Talent**

**The Right Way to Measure  
Executive Diversity**

# 6

# DIVERSITY & INCLUSION IS A NUTRITION & WELLNESS IMPERATIVE

*The food system is part of a larger structure of inequality. 37 million+ Americans live in food-insecure households with limited or uncertain access to nutritional and adequate food options, with Black and Hispanic families more than twice as likely to be food insecure than White families.*

**The  
Guardian**

**Food apartheid: the root of the  
problem with America's groceries**

**Mic**

**Our food system is broken and racist.**



**Underrepresented: The Undeniable Link  
Between Race and Diagnosis, Treatment, and  
Wellness**

# 7

## DIVERSITY IS MULTIDIMENSIONAL

*True diversity recognizes people of different races, ethnicities, cultures, genders, ages, experiences, attitudes, mindsets, psychographics, sexual orientations, religions, socioeconomic status and physical abilities too.*



# 8

## DIVERSITY MUST BE AUTHENTIC & START FROM WITHIN

*Before speaking out about diversity and inclusion companies should invest internally to support both.*



To nourish families around the globe

**Kellogg features personal stories and efforts of employees at the coalface of its Diversity & Inclusion commitment**





# 9 DIVERSITY DRIVES INNOVATION

*Diverse teams are better positioned to unlock innovation that drives market growth.*

*Diversity further enables nonlinear novel thinking and adaptability that innovation requires.*

*Companies with the highest levels of digital investment exhibited the strongest link between diversity and innovation revenue.*



# DIVERSITY DRIVES INNOVATION



**Exclusive: Google to reveal 2,000-person diversity and inclusion product team**

*The team will test prototypes of new devices and services.*



At CES, Google made an announcement about diversity and product development.

James Martin/CNET

Many brands and companies are  
**TAKING A STAND FOR  
DIVERSITY & INCLUSION**

# 10

## BRAVE BRANDS TAKE STANDS FOR DIVERSITY & INCLUSION

*"Consumers trust brands that understand their complex realities and are brave enough to use their platform to tell it like it is—like it really is." – Ad Age*



# 10 Things You Need to Know About DIVERSITY & INCLUSION

1

Diversity is a growth imperative.

2

A minority-majority population shift is happening.

3

Multicultural buying power is on the rise.

4

Multicultural influence sets trends and drives pop culture.

5

Data, measurement and empathy must work together.

6

Diversity and inclusion is a nutritional imperative.

7

Diversity is multidimensional.

8

Diversity must be authentic and start from within.

9

Diversity drives innovation.

10

Brave brands take stands for diversity and inclusion.

The background features a dark blue gradient with several stylized, semi-transparent hands in various colors (pink, blue, yellow, green, brown) raised in the air, symbolizing diversity and growth.

# MULTICULTURAL MARKETING IS THE NEW GROWTH

# MULTICULTURAL IS BECOMING THE NEW MAJORITY

Multicultural segments account for **100%** of total population growth

The Hispanic population is projected to experience the largest numeric gain during this decade (**11.8 million**)

The multiracial population is the fastest-growing racial/ethnic group increasing by **276%** since 2010.

## Forbes

The Minority-Majority Shift.  
Two Decades That Will  
Change America. The Surge Of  
Multiracial Families



# MULTICULTURAL SPENDING IS HIGHER THAN EVER BEFORE

Multicultural Millennials who are active on their mobile devices spend over **\$65 billion** per year with an increasing majority of those dollars being spent online and influence more than **\$1 trillion** in total CPG and entertainment spending.

Multicultural consumers now comprise almost **40%** of the total population

- Yet multicultural media investments account for only 5.2 percent of total spend

Source: Nielsen; Multicultural Millennials: The Multiplier Effect

RADIO+TELEVISION  
BUSINESS REPORT  
THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

## U.S. Multicultural Media Revenues: A Growth Surge In The Year Ahead

### THE POWER OF THE MULTICULTURAL CONSUMER DOLLAR

Categories where Consumers of Color exert outsized influence on total spend

CATEGORY	SPEND BY CONSUMERS OF COLOR	TOTAL SPEND	% OF TOTAL SPEND ATTRIBUTABLE TO CONSUMERS OF COLOR
 DRY VEGETABLE & GRAINS	\$472.3M	\$941.2M	50.18%
 BABY FOOD	\$817M	\$1.9B	42.76%
 PERSONAL SOAP & BATH NEEDS	\$1.3B	\$3.04B	41.64%
 FRESHENERS & DEODORIZERS	\$774.1M	\$2.02B	38.29%
 SHELF-STABLE JUICES & DRINKS	\$2.3B	\$6.2B	37.51%

Note: "Consumers of Color" includes African-American, Hispanic and Asian consumers, as well as those consumers identifying as "Other."  
Source: Nielsen Homescan, Total U.S. 52 Weeks ending 12/30/17.

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# “IF YOU’RE NOT DOING MULTICULTURAL MARKETING, YOU’RE NOT DOING MARKETING”\*

Brand activation marketing accounted for a 49.5% share of Multicultural Media in 2018, almost **20% lower** than the share of brand activation in overall media revenues.

Brands need to shift away from generic total market messaging and concentrate on delivering culturally relevant copy in media that are being seen by multicultural audiences.

\*Mark Pritchard, P&G, CMO

## a.list

Multicultural Ad Spending Is On The Rise, But Not Enough, According To Study

## AdAge

**HOW THE INDUSTRY CAN STOP TREATING MULTICULTURAL MARKETING AS AN AFTERTHOUGHT**

## Forbes

Why Marketing To Black Consumer Subcultures Matters

## ADWEEK

How Brands Can Elevate Ad Sales With Multicultural Marketing

Reach multicultural consumers  
where they are with

**CULTURALLY RESONANT &  
RELEVANT CONTENT**



SOMETIMES,  
LIGHTER  
IS BETTER



# EXAMPLES WE CAN LEARN FROM



I AM GENERATION IMAGE



Believe in something. Even if it means sacrificing everything.

# Nike “Dream Crazy”



[https://www.youtube.com/watch?v=WW2yKSt2C\\_A](https://www.youtube.com/watch?v=WW2yKSt2C_A)

# P&G “The Talk”



<https://www.youtube.com/watch?v=ovY6yjTe1LE&feature=youtu.be>



# THE TALK

## HOW IT STARTED

Leading up to the 10-year anniversary of P&G's My Black is Beautiful (MBIB) platform, EGAMI Group was tasked with relaunching, reinvigorating and adding new relevancy to the platform. The ultimate goals? Promote dialogue, drive understanding and positive change while building brand equity amongst Black consumers.



# OUR ROLE: FROM RESEARCH & INSIGHTS TO ACTIVATION

## RESEARCH & INSIGHTS

Our **data, qualitative and quantitative research, and market studies** – proved what we suspected.

For most parents in America, "The Talk" is an awkward conversation about the birds and the bees. For Black parents, it's a conversation with their children about what it means to be Black In America and that begins to prepare them for biases they will face, even in their earliest years.

## THE CONCEPT

Developed the concept for "The Talk" and the idea to create **compelling video content** to expand the MBIB platform beyond outward beauty to include bias. Span several decades to show that while many things have changed in America, "The Talk," necessitated by racial discrimination and bias, remains the same.

## STAKEHOLDER RELATIONS

**Previewed the concept and content, gathered input from and rallied the support of Black community leaders and stakeholders** including Michaela Angela Davis (Activist, Cultural Critic, Writer), Angela Rye (Political Advocate, Attorney) Van Jones (Social Entrepreneur, Political Contributor), Luvvie Ajayi (Writer, Activist) and Tamika Mallory (Black Lives Matter).

## CREATIVE DIRECTION

Provided **creative direction** for "The Talk." Armed production partner, BBDO, with **cultural vignettes and references** that inspired "The Talk" scenes. Checked content for **cultural authenticity and sensitivities** every step of the way.

## ISSUES MANAGEMENT

Prepared P&G for and helped the company navigate through corporate criticism in some circles fueled by "The Talk." Designed **messaging** and proactively identified proof points that demonstrated P&G's long-standing commitment to Black communities. Developed **scenario plans and response statements**.

## ACTIVATION

Designed and executed "The Talk" **media/PR strategy and influencer campaign**. Produced a **digital social action guide** for families. Facilitated a **broadcast media integration** with hit ABC sitcom "black-ish." Amplified "The Talk" through **partnerships** and at **cultural events**.



*"'The Talk' is the most awarded campaign in P&G's history."*

– Marc Pritchard, Chief Brand Officer, Procter & Gamble

## FAST COMPANY

### How P&G found the insight behind its Emmy-nominated ad "The Talk"

Multicultural agency Egami CEO Teneisha Warner on "The Talk," why brands need to work on their cultural competency, and how multicultural agencies are no longer niche.



BY JEFF BEER 4 MINUTE READ

Teneisha Warner is the first-ever African-American woman to accept a Grand Prix award on stage at Cannes Lions... last month.

That it took until June 2018 for this to happen illuminates the advertising and marketing industry's need to diversify the ranks of its creative leadership, and the increasing urgency with which brands need to acknowledge and make work that reflects a more diverse consumer experience. Warner, founder and CEO of multicultural agency Egami, helped create P&G's award-winning ad "The Talk," which was just landed an Outstanding Commercial Emmy nomination last week.

## ADWEEK

CANNES LIONS

### How P&G's 'The Talk,' a Grand Prix Winner in Film, Brought a New Level of Empathy to Advertising

### How 'The Talk' Showed, Finally, That Black Girls Cannes

It was the first time many people saw a black American woman take the stage for a Grand Prix



CANNES  
LIONS  
INTERNATIONAL, FESTIVAL DE CANNES



2018  
SILVER  
ANVIL  
AWARDS



2018  
BRONZE  
ANVIL  
AWARDS

IN  
SABRE  
AWARDS  
NORTH  
AMERICA

A's

THE  
ANDYs

ADCOLOR  
CONFERENCE & AWARDS

CLIO  
AWARDS

REGGIE  
AWARDS



SHORTY  
AWARDS



# More Ways To Win With

## MULTICULTURAL CONSUMERS & COMMUNITIES

1

Uncover and keep culturally relevant insights at the heart of everything a client does.

2

Build relationships that go beyond transactions and are grounded in purpose, service and trust.

3

Engage in culturally relevant ways by tapping into shared values beyond language & social class.

4

Leverage word-of-mouth & organic referrals.

5

Understand and engage with topics multicultural audiences care about.

6

Demonstrate your commitment by showing up and participating in local communities.

7

Foster trust by influencing the influencers and forging partnerships with relevant community organizations.

8

Commit to stepping out of your comfort zone in order to genuinely understand cultural differences and topics.



# COURAGEOUS CONVERSATIONS

# Mattel “Barbie and Nikki Discuss Racism”



**WHY** do we need to talk?

# COURAGEOUS CONVERSATIONS

are about more than talking

# DEEP, ACTIVE LISTENING IS AN IMPERATIVE

- Listen even when the talk turns uncomfortable
- Take in the viewpoints of others
- Aim for better understanding of the viewpoints of others



# CULTURAL HUMILITY

is a humble and respectful attitude toward individuals of other cultures that pushes one to challenge their own cultural biases, realize they cannot possibly know everything about other cultures and approach learning about other cultures as a lifelong goal and process.

Cultural humility was “established”  
in response to the limitations of cultural competence.

# Tips for Having

## COURAGEOUS CONVERSATIONS ABOUT RACE

1

Approach the conversation with respect and empathy.

2

Put aside your preconceptions. Be mindful of your own assumptions thoughts and emotions.

3

Examine your motivation(s).

4

Embrace the discomfort of not knowing. Find out what you don't know. Be open to learning about others' viewpoints.

5

Manage your emotional response. Avoid dismissing or minimizing someone else's experience as irrelevant or untrue.

6

Practice active listening, and be open to questions.

7

Internalize what you learned.

8

Commit yourself to change.

9

Acknowledge your privilege. And understand that individual and group experience may differ.

10

Get comfortable with your story.

# Stay Connected with Teneshia & EGAMI Group

## Teneshia's Social Media



[@teneshiajwarner](#)

## EGAMI Group's Social Media & HR Info



[@EGAMIGroup](#)

[talent@egamigroup.com](mailto:talent@egamigroup.com)  
[egamigroup.com](http://egamigroup.com)



# Q&A



**THANK YOU!**



# WHAT'S NEXT?

- 1 Embrace Diversity & Inclusion
- 2 Learn something new about someone who is not like you
- 3 Enhance your cultural IQ
- 4 Reach new, diverse, multicultural audiences
- 5 Have a courageous conversation (or two)

# HOW ONE STEPS UP IS AS IMPORTANT AS STEPPING UP AT ALL

## CULTURAL COMPETENCE



---

Effectively and authentically connect with communities of color

## CUSTOMIZE, ONE SIZE DOES NOT FIT ALL



---

Build approaches based on the very unique needs and attributes of the community

## PARTNER WITH THE COMMUNITY



---

Co-create, align and build with the people and organizations the community believes and trusts most

## SHOW COMMITMENT, NOT OPPORTUNISM



---

Commit to a sustained presence and deliver on expectations

## LISTEN CLOSELY



---

Listen and respond with an empathic ear to the unique fears, challenges, needs of each community