

**Language,
Please**

The Basics

**10 mindful actions to improve
your marketing, equity, and
inclusion efforts**

There are no quick formulas or checklists for weaving diversity, equity, and inclusion (DEI) into your marketing campaigns and programs. You'll need to chart your brand's unique course when forging genuine and authentic connections with the new mainstream – a new, richly diverse, and discerning US consumer landscape of groups with \$5 trillion-plus in buying power. That said, **as you give shape to the why, what, and how of your DEI efforts, these foundational actions can be a helpful starting point** to craft campaigns grounded in inclusivity and authenticity.

①

Identify brand intention.

Get clear on your campaign's core purpose – to build trust and brand equity with a specific group, market a product or service to a particular segment, or expand your market reach within a growing audience.



②

See DEI as a core lens.

Reframe the integration of DEI goals from a strategy to a lens that permeates every aspect of your campaign. Be intentional about how your core purpose aligns with not only visibility but authenticity and nuance in representation and the entire life cycle of your campaign.

③

Show the relevance of your product/service.

Partner with creators, influencers, and community groups from your target segments, and showcase inclusive product development.



4

Anchor your creative narrative with foundational insights.



Start with resources like Language, Please, and push your process further with continual learning about DEI and the specific segments you are targeting.

5

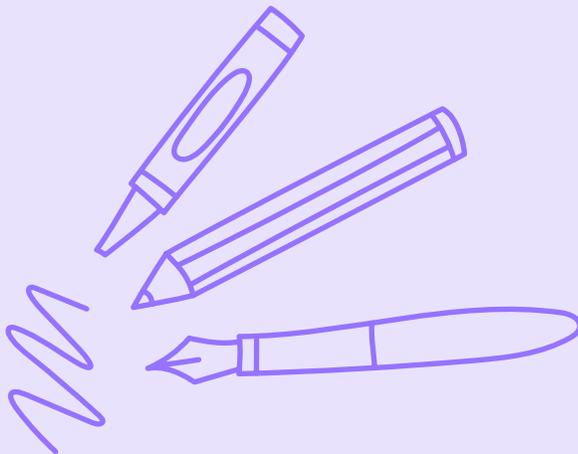
Know and understand your audiences beyond the surface.

Venture deeper into the ways your audiences' cultures and identities are portrayed. Reflect intersectional and nuanced experiences rather than treating any group as a monolith.

6

Craft narratives that reinforce diversity and inclusion.

Be thoughtful about what story you're telling and how it's developed, centering inclusivity and accessibility in your content.



7

Celebrate the joys of your unique segments.

But be careful not to overshadow the reality of the struggles individuals and their communities face.

8

Embrace multilayered and textured portrayals.

Go beyond typecasting and seek talent and characters that bring depth and cultural nuance to their roles.

9

Ensure that individuals are treated as central, not peripheral.

And that they have space to share their perspectives in their voices.

10

Audit, audit, audit.

Review your campaigns and programs with a critical eye for cultural insensitivity, moments of exclusion, exoticisms, pandering, othering, tokenism, white savior tropes, and cultural appropriation.



The Basics

10 mindful actions to improve your marketing, equity, and inclusion efforts

1

Identify brand intention.

Get clear on your campaign's core purpose – to build trust and brand equity with a specific group, market a product or service to a particular segment, or expand your market reach within a growing audience.

2

See DEI as a core lens.

Reframe the integration of DEI goals from a strategy to a lens that permeates every aspect of your campaign. Be intentional about how your core purpose aligns with not only visibility but authenticity and nuance in representation and the entire life cycle of your campaign.



3

Show the relevance of your product/service.

Partner with creators, influencers, and community groups from your target segments, and showcase inclusive product development.

4

Anchor your creative narrative with foundational insights.

Start with resources like Language, Please, and push your process further with continual learning about DEI and the specific segments you are targeting.

5

Know and understand your audiences beyond the surface.

Venture deeper into the ways your audience's cultures and identities are portrayed. Reflect intersectional and nuanced experiences rather than treating any group as a monolith.

6

Craft narratives that reinforce diversity and inclusion.

Be thoughtful about what story you're telling and how it's developed, centering inclusivity and accessibility in your content.

7

Celebrate the joys of your unique segments.

But be careful not to overshadow the reality of the struggles individuals and their communities face.

8

Embrace multilayered and textured portrayals.

Go beyond typecasting and seek talent and characters that bring depth and cultural nuance to their roles.

9

Ensure that individuals are treated as central, not peripheral.

And that they have space to share their perspectives in their voices.

10

Audit, audit, audit.

Review your campaigns and programs with a critical eye for cultural insensitivity, moments of exclusion, exoticisms, pandering, othering, tokenism, white savior tropes, and cultural appropriation.

LLP

**Language,
Please**

languageplease.org