

DYNAMICALLY DENTSU



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MEET THE TEAM



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THE CHALLENGE

Prompt the **uncomfortable** conversations around appearance and racial bias toward **BIPOC** in the workplace and the outside world.

Commit to **listening** and **unlearning**.

A LITTLE HISTORY...

The concept of professionalism has an innate bias.

According to Tema Okun and Keith Jones professionalism is heavily defined by the systemic, institutionalized **centering of whiteness**.

“In the workplace, white supremacy culture explicitly and implicitly privileges whiteness and discriminates against non-Western and non-white professionalism standards related to dress code, speech, work style, and timeliness.”

As a result, **implicit bias, unconscious associations, and discrimination** are made against those who don't fit the western standards tied to professionalism in the workplace.



RESEARCH

Only **9%** (who have experienced microaggressions) think the perpetrator should be fired

Black women are **1.5X** more likely to be sent home from the workplace because of their hair

A Black woman is **80%** more likely to change her natural hair to meet social norms or expectations at work

<https://www.surveymonkey.com/curiosity/microaggressions-research/>
<https://www.thecrownact.com/>
<https://www.dove.com/us/en/stories/campaigns/the-crown-act.html>



We Are Not Considered Professional.



Google search comparison of 'professional hairstyle'

We Are Fired.

 **Natural Hair Reviews**
@nathairreviews 

News anchor says she was fired for her 'unprofessional' natural hairstyle



News anchor says she was fired for her 'unprofessional' natural hairstyle
This news anchor was told her natural hair is too 'unprofessional' for TV
[today.com](#)

1:21 PM · Jan 20, 2020 

  See Natural Hair Reviews's other Tweets

Black woman fired due to her 'unprofessional' hairstyle

We Are Humiliated.



High School wrestler Andrew Johnson was forced to cut his locs prior to his match.

We Are Not Accepted.



Nonbinary KSU worker fired in part because of wearing lipstick

INSIGHT

The idea of professionalism is centered around whiteness.

45%

of microaggressions are centered around ***unprofessionalism.***

10%

believe they have personally committed a microaggression, while **60%** believe they have experienced or witnessed a microaggression.

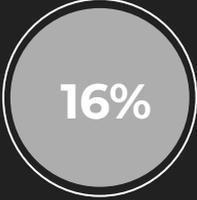
Strategy

***Unmarrying the idea of
professionalism with whiteness.***

AUDIENCE

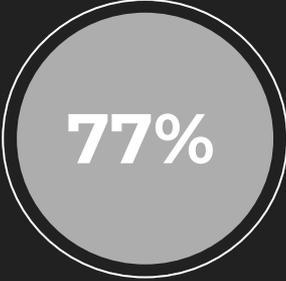
- 1** Primary Audience:
C-Suite & Human Resources
- 2** Secondary Audience:
Young Professionals

WHY?



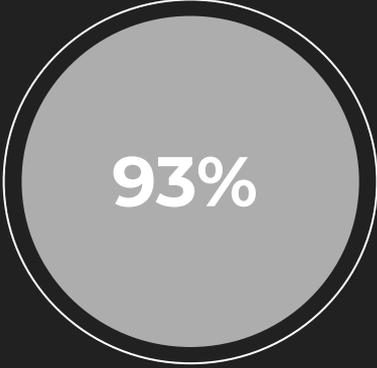
16%

Amount of multicultural execs in the C-suite position.



77%

Amount of Gen-Zers say a company's level of diversity influences their decision to work there.



93%

Of Gen Z believes a company's commitment should be matched with programs and policies to back it up.

MEDIA SCHEDULE

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5am-7am							
7am-9am							
9am-5pm							
5pm-7pm							
7pm-9pm							
9pm-11pm							

Launch Date: October 1st
2020



End Date: November 1st 2020

LINKEDIN CAROUSEL KPI'S



LinkedIn Carousel Infographics are one form of Sponsored Content that feature a swipeable series of cards, presenting users with a more interactive experience.

ENGAGEMENT RATE

Is our audience commenting, sharing and tagging our content? Does it appeal to them? How many are doing more than reading our campaign?

How many are clicking on our ads (Click-Through-Rate)? Are they staying (Bounce-Rate)?

SWIPE RATE

Does our content retain attention?
How far does our audience read/swipe? Are they experiencing the full ad?

Does this drive engagement?

INSTAGRAM REEL KPI'S



Instagram Reels is a form of media none of us are quite familiar with yet; therefore, tracking its performance and success holds greater importance. By focusing on these metrics we can better understand how Reels are affecting our campaign.

ENGAGEMENT RATE

Is our audience commenting, sharing and tagging our content? Does it appeal to them? How many are doing more than reading our campaign?

How many are clicking on our ads (Click-Through-Rate)? Are they staying (Bounce-Rate)?

VIDEO-COMPLETION RATE

Does our content retain attention? Are they watching the whole Reel, and experiencing our ad the way we want them to?

Does this drive engagement?

ADDITIONAL ANALYSIS

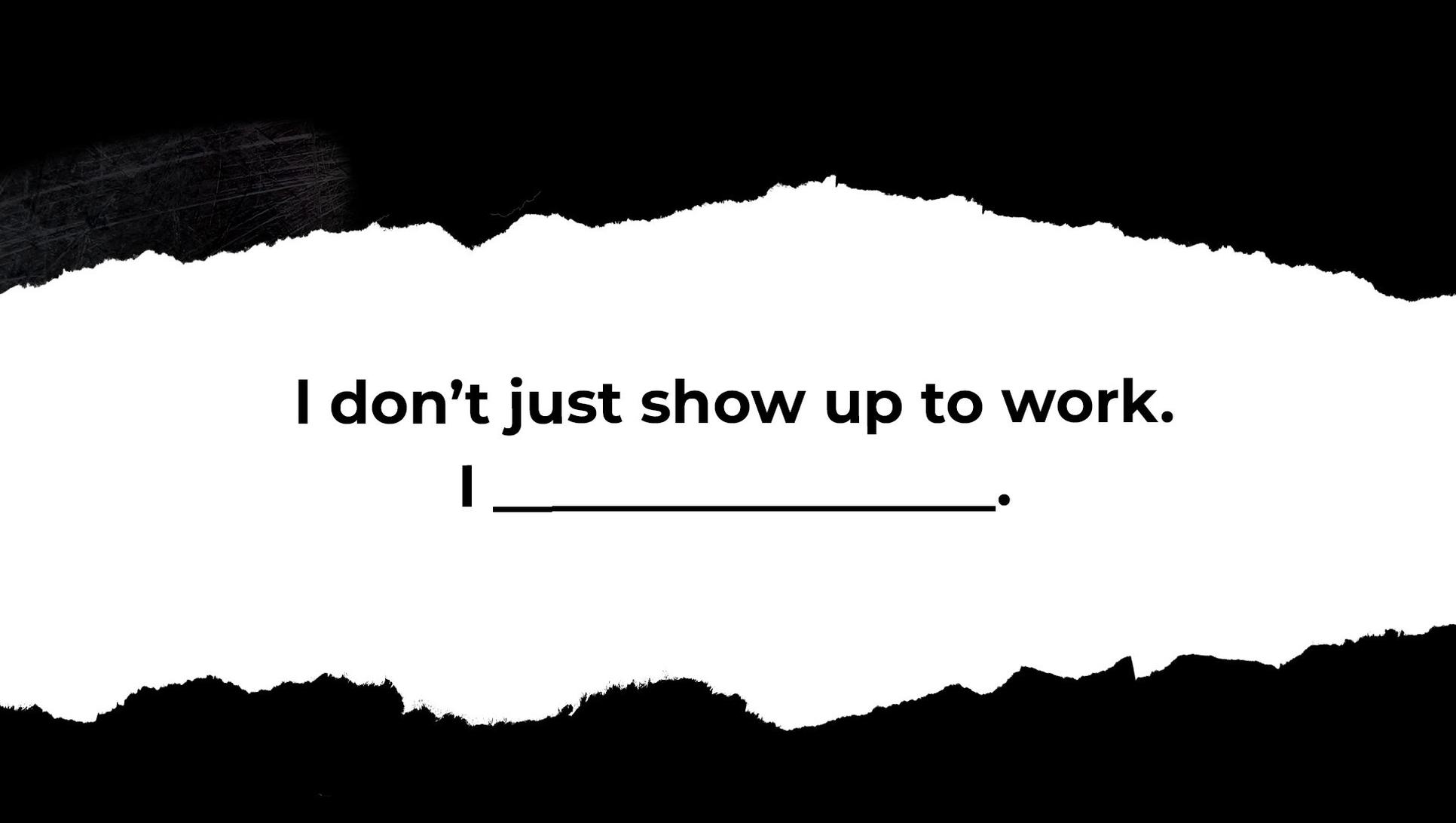
While remaining within the boundaries of our budget, hiring a Data & Analytics team will assist with honing in our comprehension of our consumer's behavior, providing us with the option to pivot our campaign, post-launch.

Co-Lab Recommended Partnership:

The logo for Merkle, featuring the word "MERKLE" in a bold, blue, sans-serif font. The letter "E" at the end is partially cut off by a small orange triangle pointing upwards and to the right.

Merkle works with 90% of the world's leading brands – to help define brand purpose, develop winning advertisements, engage consumers, and drive brand growth. They are experts in Marketing Science and specialize in tracking digital effectiveness.

With the use of their Digital Behavior Analytics, we can survey changes in behaviors amongst controlled and exposed groups to progress our understanding of these demographics.



I don't just show up to work.

I _____.

I don't just show up to work.

I SHOW UP AS
MY WHOLE SELF

BIPOC Representative Scripts

The 5 main categories of microaggressions that adversely affect BIPOC in the workplace.

1 HAIR

2 NAME

3 ATTIRE

4 LANGUAGE

5 FOOD

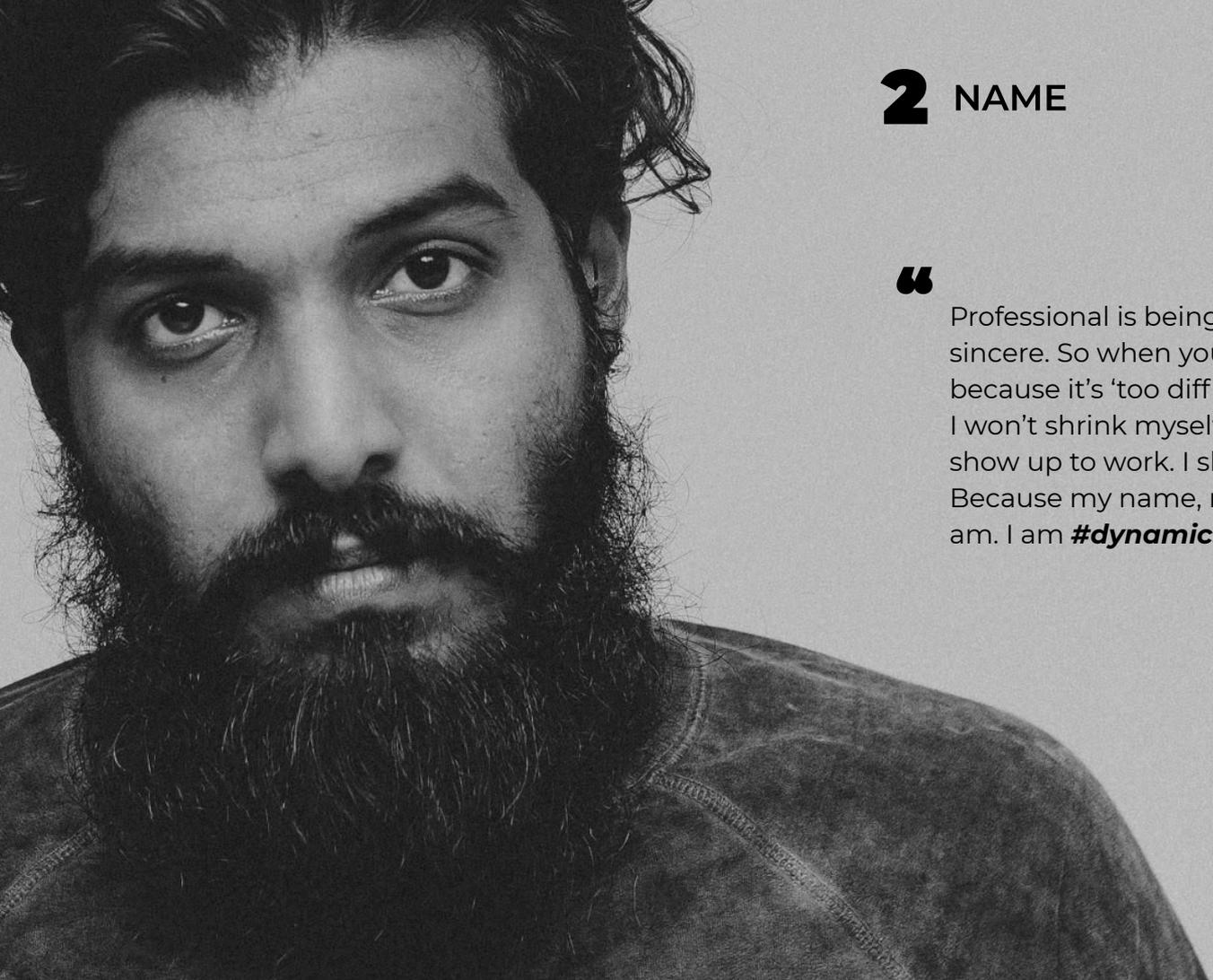
1 HAIR

“

Professional is exceeding expectations, rocking new business pitches, and crushing deadlines. ***While I'm wearing my hijab.*** I don't just show up to work. I show up as my whole self. Because my hair is part of who I am. I am ***#dynamic.***

”





2 NAME

“

Professional is being confident, certain and sincere. So when you mispronounce my name because it's 'too difficult', ***I'll correct you.***

I won't shrink myself to fit in your box. I don't just show up to work. I show up as my *whole self*.

Because my name, my culture, is part of who I am. I am ***#dynamic.***

”

3 ATTIRE

“ Professional is looking the part. Put-together, well-kept, and presentable. So when you tell me **my Dashiki is unprofessional**, you downplay my heritage, my history, my identity. I show up as my whole self. Because my cultural attire is part of who I am. I am **#dynamic**.

”





4 LANGUAGE

“

Professional is being fluent. Knowing the lingo, being well-spoken. So when you tell me the way I talk is **ghetto**, you threaten the very diversity you claim to fight for. I am the culture you exploit, and my background makes me... me. Because my *lingo* is part of who I am.

I am **#dynamic**.

”

5 FOOD

“ Professional is being prepared. Well-fed, energized, ready to work. So when you tell me my food smells **ethnic**, you belittle me and dismiss my culture. I don't just show up to work, I show up as my whole self. Because my cultural cuisine is part of who I am. I am **#dynamic**.

”



PRIME MEDIA OUTLETS

1 **Ebony**

“A magazine committed to showcasing the best and brightest, as well as highlighting disparities in Black life.”

The logo for Ebony magazine, featuring the word "EBONY" in a bold, black, sans-serif font.

2 **Bustle**

“We work with creators to uncover issues and stories that matter through the lens of authenticity, inclusivity, and conversation. An audience-first, personalized approach allows us to speak to the many or the few, united by a boundless curiosity about the changing world and our place in it.”

The logo for Bustle, featuring the word "BUSTLE" in a bold, black, sans-serif font with a thick horizontal line underneath that has a small upward-pointing notch on the right side.

3 **them.**

“Them is an American online LGBT magazine launched in October 2017 by Phillip Picardi and owned by Condé Nast.”

The logo for them., featuring the word "them." in a bold, black, lowercase sans-serif font.

PITCH FOR SELECT MEDIA OUTLETS

The standards of professionalism are centered around whiteness. Microaggressions plague the professional realm, impacting over 60% of Americans. For far too long these discriminatory guidelines have policed what BIPOC can and cannot wear, do, or look like. Let's stop that.

Here at CoLab, we believe that it is crucial to criticize the microaggression rather than the micro-aggressor. Have you committed a microaggression in the workplace? Let's divorce the notion that professionalism and whiteness go hand in hand.

To redefine professionalism, we have to hold a microscope to the environment that enables colorism, misogyny, and subtle, nuanced racism. Professionalism is showing up and getting the job done. Period. Whether that's in a hijab, twists, Bantu knots, braids, a beard, or even a bonnet. Professionalism comes in all forms, races, body types, abilities, and genders.

The platform is here. Share your story on experiencing microaggressions in the workplace and how you rise above! Encourage your employees, clients, friends, and family to share their stories. Let's redefine professionalism. Together.

With Power and Love,
The CoLab Team

“One’s ‘gut’ instinct isn’t always correct.

Intuition is based on assumptions, and assumptions are biased.”

Profile picture icon | Search | Messages icon

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confirmation bias in the workplace

WHAT IS IT?

noun

Searching for, and leaning on favorable information about a person or group that support one's existing beliefs rather than educating oneself on the issue.

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1 Comment

Like | Comment | Share

what does it look like?

IN HR & HIRING

Assuming a coworker who wears a hijab is too 'rigid' or conservative to be invited to the department's social gathering

“ You aren't allowed to go to the happy hour today... are you? ”

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Search

Like Comment Share

what difference does it make?

IN THE WORKPLACE

Excluding others based on the conclusions you've drawn is alienating. It perpetuates bias & willful ignorance - two components that foster an unhealthy work environment.

Especially for people of color

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1 Comment

Like Comment Share

how can I help?

AS A COLLEAGUE/RECRUITER/ALLY

Bias is human, but not an excuse to remain ignorant.

When Interviewing
Stray away from personal, assumption-based questions. Especially pertaining to culture & identity.

Work Culture
Ensure that underrepresented groups have safe-spaces of their own, and learn from them when they are ready to share

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Types of Biases To Keep An Eye On

1 Affirmation

2 Conformity

3 Attribution

**Let's have the hard conversations.
*Together.***

