

A GUIDE TO INCLUSIVE MARKETING.

Multicultural marketing involves targeting people of specific races, cultures, or ethnicities within a brand's overall audience. Inclusive marketing is designed to resonate with people of all backgrounds. However, multicultural targeting strategies are often elements of inclusive campaigns..

Source: [emarketer.com](https://www.emarketer.com)

BEST PRACTICES TERMINOLOGY & MORE.

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INCLUSIVE MARKETING VS. MULTICULTURAL MARKETING?

Are Multicultural Marketing and Inclusive Marketing the same? No, they aren't and are often confused.



Multicultural Marketing

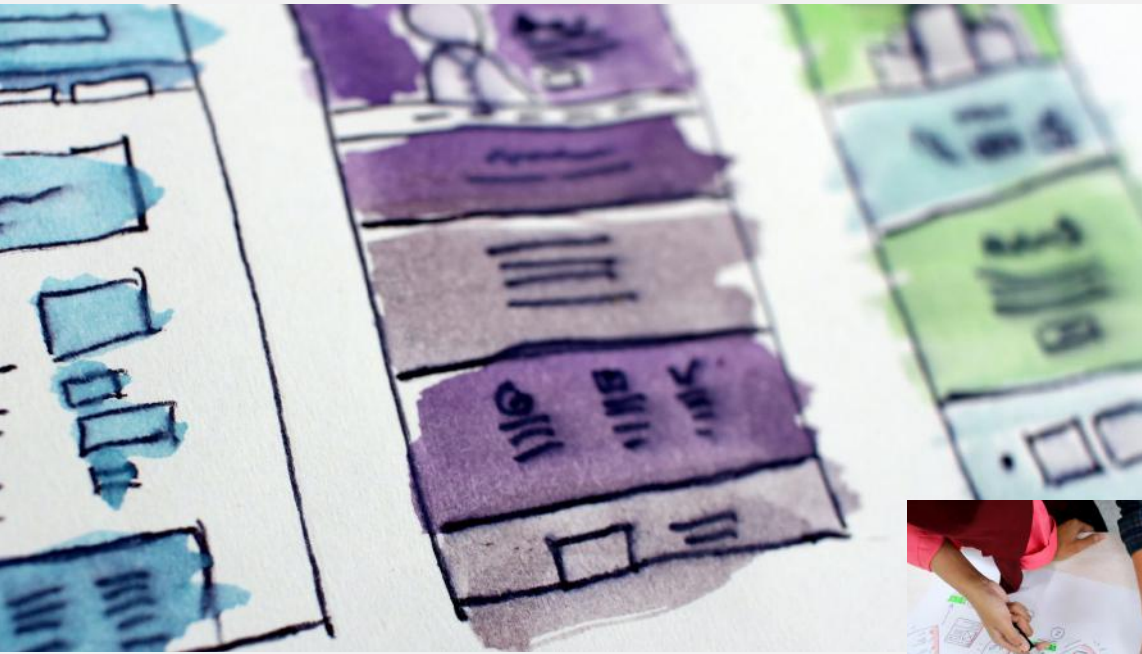
It is the practice of marketing to one or more audiences of a specific ethnicity—typically an ethnicity outside of a country's majority culture, which is sometimes called the "general market." Usually, multicultural marketing takes advantage of the ethnic group's different cultural referents—language, traditions, celebrations, religion, and other concepts—to communicate to and persuade that audience.

Inclusive Marketing

Inclusive marketing is marketing that considers diversity in all forms. This includes age, appearance, ethnicity, and gender identity. As well as language, socio-economic status, religion/spirituality, and physical/mental ability. It's about recognizing that your audience is made up of different groups of people.

Imagery In Content

Please use photos that represent all persons. Ensure that images are diverse in race and representation. The reason is that visuals are critical for communication, and when designs value and reflect all people, they inspire actions and go beyond good intentions.



- Consider your own biases and the social impacts of the design.
- Use inclusive imagery and be careful with hierarchy and imagery.
- Double-check your data.

GEN Z

Gen Z kids will grow up with a highly sophisticated media and computer environment and will be more Internet savvy and expert than their forerunners.

Successful brands will be those who embrace a more inclusive marketing strategy and represent a diverse audience in a way that feels authentic to their brand voice and line of business. Many consumers feel that brands try too hard to be inclusive simply as a means of publicity and that they'd like to see more concrete action from brands beyond their advertising efforts; in 2021, significantly more consumers wanted to see brand donations to organizations working to promote diversity and inclusion (+6%) and wanted to see brands host community events focused around the topic of diversity and inclusion (+5%). Brands should pay close attention to these consumer sentiments, as an increasing number year-over-year would be inclined to purchase from/use a brand when they address the topic (+11%).

Source: Quantilope.Com

Born
1996 - 2010s

Coming of Age
2013-2020

Marketing & Representation



60%

Gen Z Storytellers more likely to buy from brands representing diverse identities in ads. (Source: The Drum)

D&I Are Important

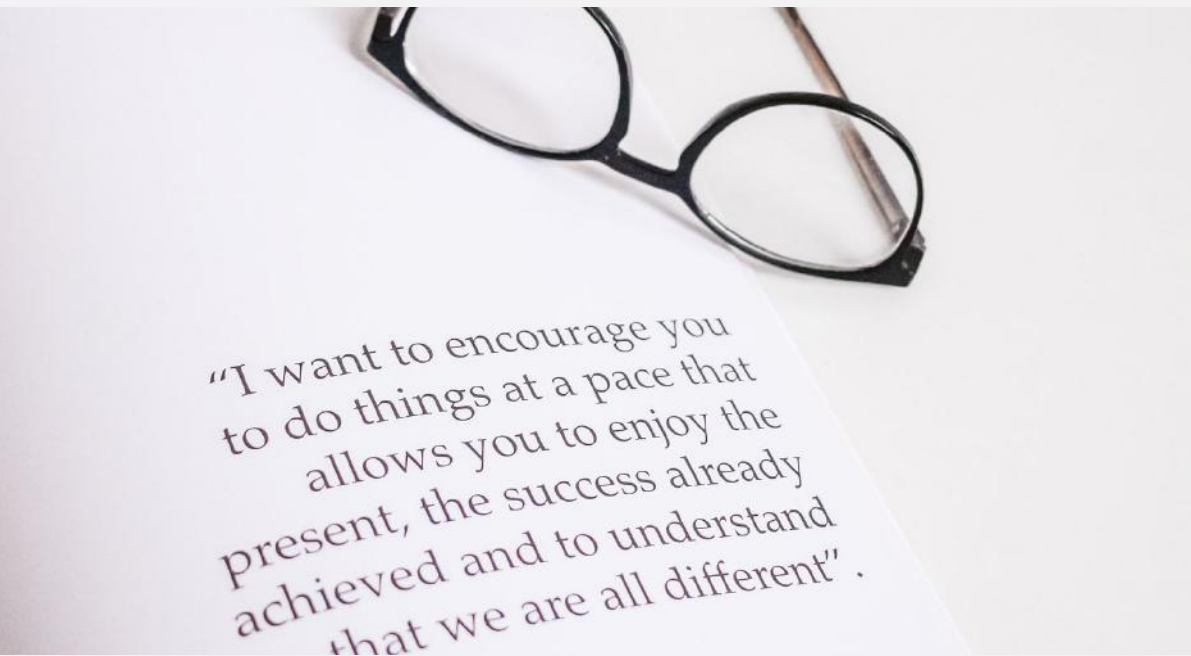
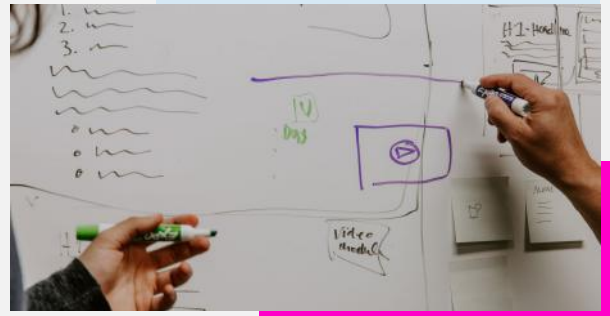


76%

Feel diversity and inclusion are essential topics for brands to address compared to 72% millennials and 63% Gen Xers.

Messaging

Unauthentic content with poor messaging can have dire consequences for your brand and business. When engaging in multicultural content, these are the individuals you are speaking to.



- Women, men, nonbinary genders, and people who don't identify as a specific gender.
- People of various races and ethnicities, including Black, Hispanic/Latinx/o/a, Asian and Asian American, Pacific Islander, and Native American
- Immigration and immigration status.
- People with disabilities, including mental disorders.
- People who are low-income and/or underserved.
- Individuals who are LGBTQIA+ and transgender.

Terminology

We want to address and understand to whom we are speaking. Let's start with Gender.



Gender is not synonymous with sex. According to the AP Stylebook, gender refers to a person's social identity, whereas sex refers to biological characteristics. Since not everyone falls in the category of "male/man" or "female/woman," refer to a "person" or "people," if appropriate, or use the term "nonbinary" if the subject requests to be directed to as such. Transgender is an adjective (so modifying man or woman—as in transgender man, transgender woman) in Western cultures that refers to someone whose assigned sex at birth does not match their gender identity. AP allows the use of trans on the second reference and in headlines. Do not use transgender as a noun or use the term transgendered. Many non-Western cultures, especially indigenous cultures, include genders that fall outside the man/woman binary or genders that aren't automatically correlated to assigned sex at birth. Examples include Native Hawaiian people who are mahu, Zapotec people who are muxe, and Diné (Navajo) who are nádleehí. Refrain from assuming that these people identify as trans and/or nonbinary, as those terms may not encompass or accurately describe these identities. Instead, ask the person how they would like to be described. Cisgender is an adjective that refers to someone whose assigned sex at birth matches their gender identity.

Terminology

Gender (Terms To Avoid)

- Normal/norm (to refer to people who are not transgender, gender fluid, nonbinary)
- Sex change (preferred terms: sex reassignment, gender transition)
- Sexual preference.
- Transsexual (preferred term: transgender or trans, and should only be used adjectivally)
- Tranny (this is a harmful slur and should always be avoided)



Terminology

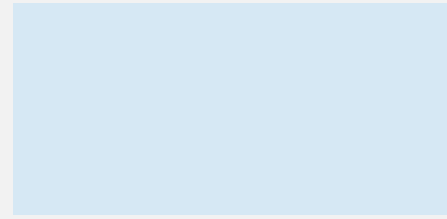
Race & Ethnicity



- Race and ethnicity are not the same. Race is a social construct that has historically been used to classify human beings according to physical or biological characteristics.
- Ethnicity is something a person acquires or ascribes to and refers to a shared culture, such as language, practices, and beliefs. Further, consider carefully when deciding to identify a person by race. Often, it is an irrelevant factor, and drawing unnecessary attention to someone's race or ethnicity can be interpreted as bigotry. Use AP Stylebook guidance for examples of when race is pertinent.
- Many BIPOC (Black, Indigenous, and people of color) are told that their names are too complicated or too difficult to pronounce. Use the name that the subject asks you to use and do not ask to use a nickname instead. Also, be sure to include any accents or diacritics in the person's name rather than removing them to better align with English characters.

Terminology

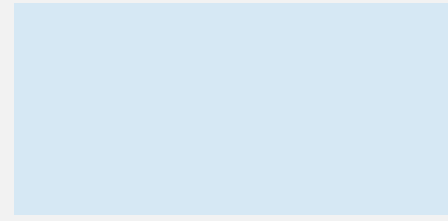
African American & Black



African American and Black are not synonymous. A person may identify as Afro-Latino or Afro-Caribbean, for instance, Haitian American or Jamaican American. A person may identify as African rather than African American, such as Ghanaian or Congolese. Capitalizes the B in Black when referring to people who are part of a shared identity or culture, per AP style. African American is not hyphenated. **Never** use the word colored or Negro as a descriptor. Likewise, Afro-American is an archaic descriptor and should not be used. In the body of a piece, use Black people, not Blacks, to refer to a group. Do not use Black as a singular noun, such as "A Black."

Terminology

APIA & AAPI



Refer to a specific background—e.g., Japanese, Korean, Thai, Chinese, Indonesian, Filipino. Use that term rather than a collective noun. Asian and Pacific Islander American (APIA): This is the preferred term to use, versus Asian American and Pacific Islander (AAPI), or Asian American and Pacific Americans. The latter is considered correct, but for consistency's sake, you can determine the preferred use. Particularly for a holiday.

South Asian: This collective term refers to people from Pakistan, India, Bangladesh, Afghanistan, Bhutan, Maldives, Nepal, and Sri Lanka. Desi American is a term commonly used by people from India, but not by all South Asians

Terminology

American Indian



The most inclusive and accurate term to use to refer to those who inhabited land that became the United States (or, previously, territories) is American Indian and Alaska Native (AIAN). You may also see the terms: o Native People(s) o First People(s) o First Nations o Tribal Peoples o Tribal Communities o Indigenous People(s) The person may prefer that you refer to them by their tribally specific nation. American Indians and Alaska Natives/Hawaiian Natives have a distinct political and cultural identification constructed in and through treaties, executive orders, and the Constitution. American Indian and Alaska Native/Hawaiian Natives' cultural identification is place-based, diverse, and informed by the practices of their culture (e.g., language, singing, dancing, ceremonies)

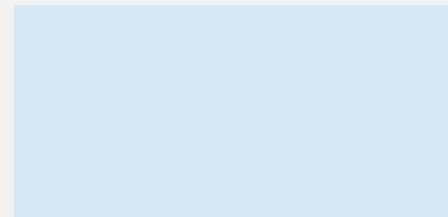
Terminology

Latinx/o/a



Latinx/o/a is increasingly used and is the standard descriptor unless the individual or people prefer another term. While it is common to see Hispanic and Latinx/o/a used interchangeably, they are not synonymous. Hispanic generally refers to people with origins in Spanish-speaking countries. Latinx/o/a generally refers to people with origins in Latin America and the Caribbean. In some cases, Hispanic people also identify as Latinx/o/a and vice versa. Generally, people from Brazil or Haiti do not identify as Hispanic but may identify as Latinx/o/a. Avoid the term Latin unless it is a reference to Latin America. Also, be aware of gender when using Latino and Chicano in your writing. Latinidad, Latina, and Latinx are emerging terms that may be favored by younger generations. Note that federal policy defines Hispanic as an ethnicity, not a race. Hispanics/Latinos can be of any race.

Resources

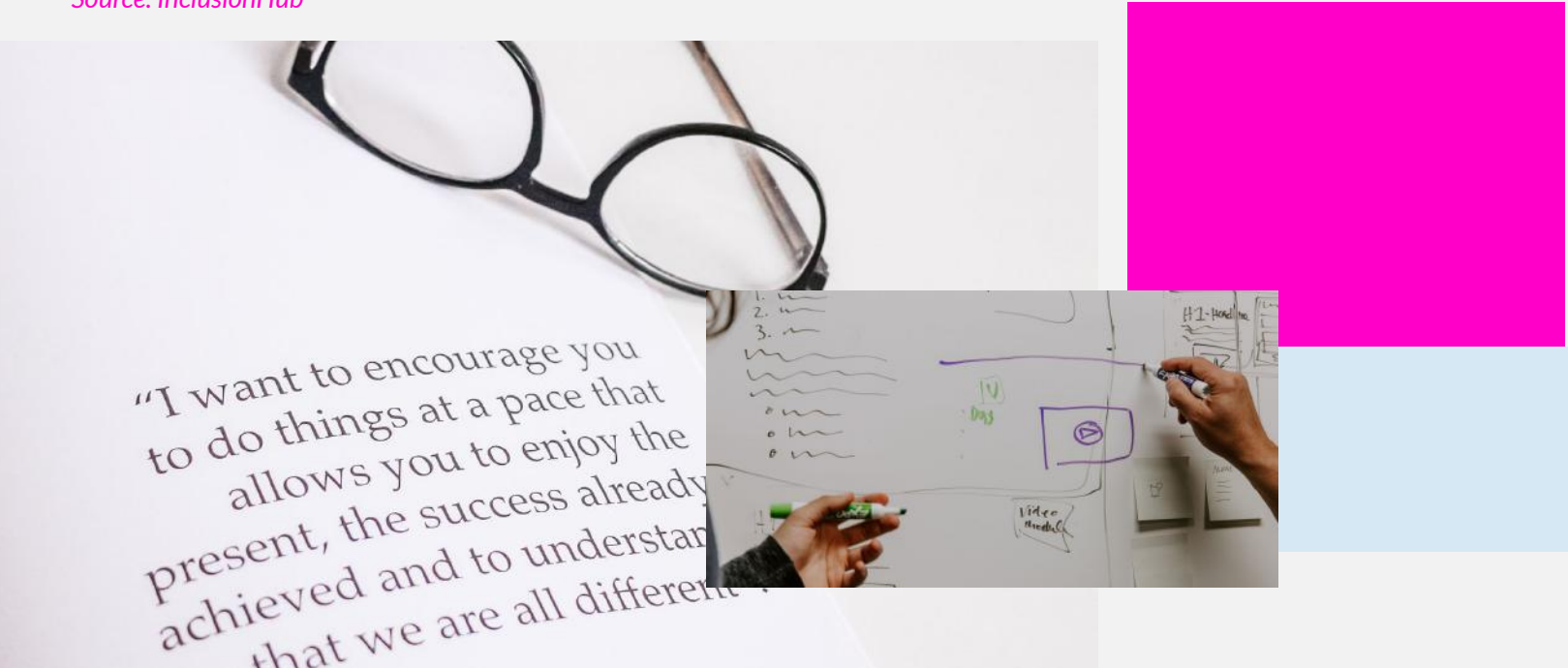


- “So You Want to Talk About Race,” by Ijeoma Oluo, 2019.
- Dr. Theresa Gregor, Assistant Professor, American Indian Studies, CSU Long Beach
- National Association of Black Journalists Style Guide
- Wikipedia – List of Ethnic Slurs
- Asian American Journalists Association’s Guide to Covering Asian America

Do's & Dont's

The mission behind accessibility and digital inclusion is geared toward granting everyone, regardless of disability, a chance to access, understand, and interact with online content. Such improvements elevate usability on a global scale—enabling people with blindness, low vision, hearing impairments, cognitive and motor challenges, and all disabled users to utilize and enjoy every aspect of the online experience.

Source: [InclusionHub](#)

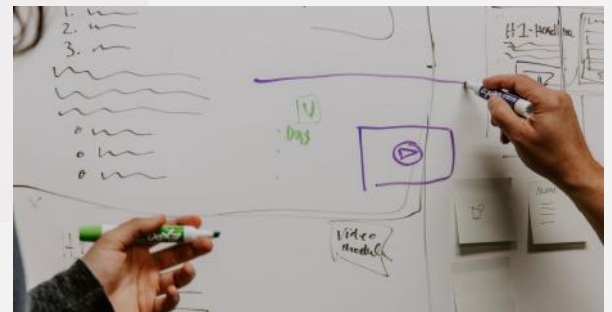
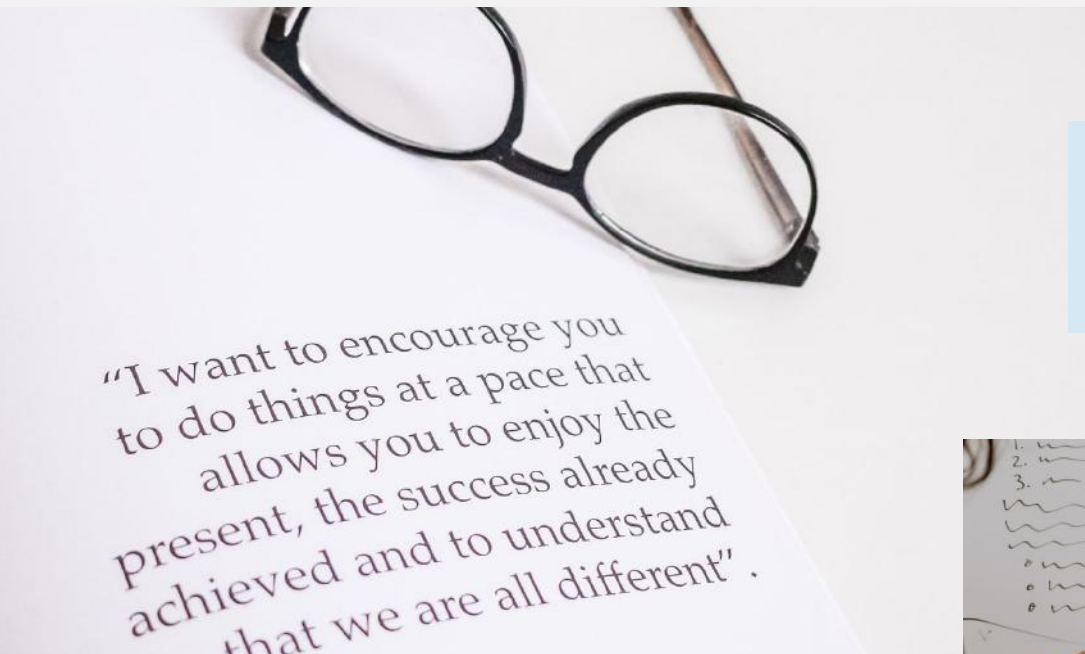


Always put the person at the center of the description rather than the disability.

- Don't refer to someone who doesn't have a disability as able-bodied. Use non-disabled.
- Avoid using phrases like "afflicted with," suffers from," "wheelchair-bound," or "victim of."
- Use accessible when describing a space, location, or event that complies with the ADA Act of 1990.

Do's & Dont's

Remember not to confuse sex and gender; they are not the same thing.



LBGTQ+ is an abbreviation for "lesbian, gay, bisexual, transgender, queer, and/or questioning."

- Always, define your pronouns and ask for their pronouns or ask how they would like to be addressed. Pay close attention to how the person you're talking to narrates their own story and follow their cues.
- For transgender persons, do not use someone's former birth name if they have changed it to align with their identity.

D&I Holidays

Source: <https://www.diversitybestpractices.com/2020-diversity-holidays>

- **January 4 - World Braille Day**
- **January 20 - MLK Day**
- **January 26 - India's Declaration of Independence**
- **January 27 - Commemoration to remember the victims of the Holocaust.**
- **Feb 1 - National Freedom Day**
- **February 8 - Lantern Festival; feast after the Chinese New Year**
- **February 25 - Mardi Gras**
- **March 8 - International Women's Day**
- **March 9- 10 - Holi; Hindu and Sikh religious festival**
- **March 13 - April 15 - Deaf History Month**
- **March 21- International Day for the Elimination of Racial Discrimination**
- **March 31 - International Transgender Day of Visibility**
- **April 2- World Autism Awareness Day**
- **April 10 - Good Friday**
- **April 17 - Day of Silence (protest the silencing of the LGBTQ+ due to bias and harassment)**
- **May 5 - Cinco de Mayo**
- **May 11- End of Ramadan**
- **May 21 - World Day for Cultural Diversity for Dialogue and Development**
- **June 8- Race Unity Day**
- **June 19 - Juneteenth**
- **June 20 - National Indigenous Day**

D&I Holidays (con't)

Source: <https://www.diversitybestpractices.com/2020-diversity-holidays>

- **June 24 - Pride Day**
- **July 26 - National Disability Independence Day**
- **August 9 - International Day of the World's Indigenous People**
- **August 26 - Women's Equality Day**
- **September 7 - Rosh Hashanah begins (Jewish)**
- **September 16, Mexican Independence Day**
- **October 10- World Mental Health Day**
- **October 11- National Coming Out Day and National Native American Day**
- **October 16 - Bosses' Day**
- **October 17 - Spirit Day (LGBTQ+)**
- **October 22 - International Stuttering Awareness Day**
- **Oct 31 - Dios de los Muertos begins**
- **November 11- Veterans Day**
- **November 20 Transgender Day of Remembrance**
- **November 28 - Hanukkah begins**
- **December 1 - World AIDS Day**
- **Dec - International Day for People with Disabilities**
- **December 10 - International Human Rights Day**
- **December 26 - Kwanzaa begins**

D&I Month Long Holidays

Source: <https://www.diversitybestpractices.com/2020-diversity-holidays>

January: Slavery and Human Trafficking Awareness Month

February: Black History Month, Human Relations Month

March: Developmental Disabilities Awareness Month, Ethnic Equality Month, National Women's History Month

April: Autism Awareness Month, Celebrate Diversity Month, National Volunteer Month

May: ALS Awareness Month, Mental Health Month, Older Americans Month (South Asian American Heritage Month)

June: AIDS Awareness Month, Brain Awareness Month, PRIDE Month

Sept: Hispanic Heritage Month, National Guide Dog Month

Oct: Breast Cancer Awareness Month, Bullying Prevention Month, Domestic Violence Awareness Month, Down Syndrome Awareness Month, LGBTQ+ History Month.

Nov: Movember - Awareness of men's health issues, Native American, American Indian, and Alaskan Native Heritage Month.

LGBTQIA Content Creation Best Practices

Keep people as your focus.

Celebrating Pride is not a trend. It is to show your support for the LGBTQIA+ community and should be treated as such.

Best Practices

It is a good idea to bring your ERG (Employee Resource Group), Marketing Specialist, Content Specialist, and DEI Leader together to create content and celebrate through outreach as well. Please make sure volunteers are compensated in a meaningful way.



Use proper terminology. Your content should educate, not harm.



Ask yourself why you are supporting this holiday and have a clear purpose for you and your team.



Show your support for the LGBTQIA+ community year round. Not just during pride month.



Education & Inclusivity should be at the core of your content.

Gymshark champions inclusivity in fitness.

Gymshark is highlighting the diversity of athletics and the inclusive communities that LGBTQ+ people have found in fitness spaces. From an all-LGBTQ+ production team, the brand is rolling out a series of videos, called “Pride in Progress,” throughout June and beyond showcasing inspirational stories of found family.



Source: ADAge

Juneteenth Content Creation Best Practices

Remember to educate. Not everyone is familiar with the holiday.

Remember the historical context behind Juneteenth. It's best to approach content with empathy and understanding. Black-ish helps us understand the complexity behind the holiday.

<https://www.instagram.com/blackishabc/>

Best Practices

It is a good idea to bring your ERG (Employee Resource Group), Marketing Specialist, Content Specialist, and DEI Leader together to create content and celebrate through outreach as well. Please make sure volunteers are compensated in a meaningful way.



Remember, at it's heart, Juneteenth is a day of celebration.



Take a note of what you're doing internally—Days off, spotlight Black-owned businesses, creators, and employees.



Don't use Juneteenth as an opportunity to sell your product/service or appear "woke."



Use hints of Red, Green, and Black in your Graphics.

Educate your community, spotlight, and pass the mic.

Not everyone is familiar with the history of Juneteenth. This is also a time to amplify Black voices and #PassTheMic (don't steal that, lol)

What is Juneteenth?

latermedia Have you ever celebrated Juneteenth? If not, you're probably not alone. But this year, we want to help change that! 🗡️👉 Swipe through for a quick lesson.

And to help you better understand the holiday and get ideas on how your brand can *successfully* celebrate Juneteenth on social media, we teamed up with social media strategist and photographer @allthingsdante to share his knowledge on the day. 🌍

For inspiration and ideas on how to celebrate Black culture (while also

Juneteenth

Pass the Greens:
A CONVERSATION ON JUNETEENTH AND BLACK FOOD

DR. GEORGE AUMOITHE,
HISTORIAN

ORIANA KOREN,
PHOTO-ENTHNOGRAPHER

Source: Later.com (WeAreHellaCreative, OurPlace, LaterMedia)



THANK YOU!

ELIZABETH (LIZ) NEWKIRK

PRONOUNS: SHE/HER

TITLE: MANAGER OF DIGITAL MEDIA

EMAIL: LIZ@LOEBSACKBROWNLEE.COM

Elizabeth (Liz) Newkirk (she/her) currently serves as Manager of Digital Media at Loebsock & Brownlee, PLLC, based in Charlotte, NC. Originally from Atlanta, GA, Liz has a background in digital marketing and analytics, content creation, leasing, and overseeing the execution and design of Diversity, Equity, and Inclusion strategies.

Liz obtained her bachelor's degree from Johnson C. Smith University and has multiple certifications. In 2021, Elizabeth received her Organizational Culture and Diversity certification and Legal Environment certification from Arizona State University. A DEI certification from the University of South Florida. In 2020, she obtained a Social Media and Digital Marketing certificate from Clemson University, and currently, Liz is pursuing a Fostering Inclusion and Diversity Certification from Yale School of Management.

Her leadership roles include serving as Co-Chair of the GCAA Diversity, Equity, and Inclusion Committee and 2022 GCAA PSC Secretary-Elect. She currently serves on the NAA 2022 DEI Committee, Triangle Apartment Association DEI Committee, and AANC DEI Committee.