



STATE OF THE INDUSTRY

REPORT

2023

GET STARTED



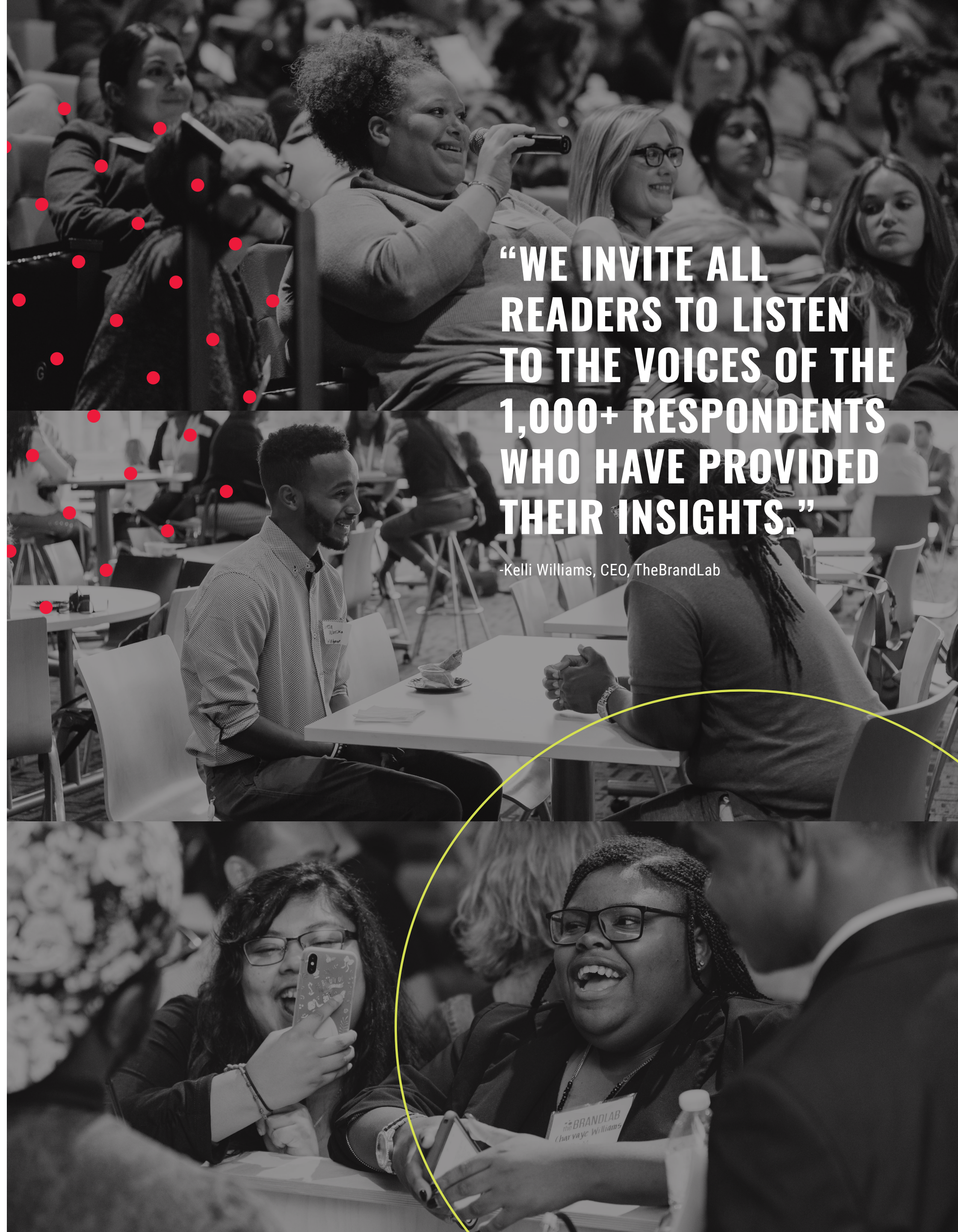
PROJECT BACKGROUND

Since 2009, The BrandLab, a Midwest-based nonprofit, has been on a mission to change the face and voice of the marketing and advertising industry by empowering young talent from Indigenous, Black, Brown, AAPI and Hispanic/Latinx backgrounds to launch sustainable careers in thriving workplaces of creativity, inclusivity and belonging.

In service of their mission, The BrandLab releases a biennial State of the Industry (SOTI) report measuring demographic and attitudinal changes related to diversity, equity, inclusion and belonging (DEI&B) across the marketing and advertising industry.

In 2023, Fusion Hill partnered with The BrandLab on this, the fifth, SOTI report, providing 500+ hours of pro bono research, strategy and creative services, resulting in a highly engaging 40-page report summarizing the current state of inclusion and opportunities for improvement.

PHASE ONE



“WE INVITE ALL READERS TO LISTEN TO THE VOICES OF THE 1,000+ RESPONDENTS WHO HAVE PROVIDED THEIR INSIGHTS.”

-Kelli Williams, CEO, TheBrandLab

PHASE ONE: CAMPAIGN CONCEPTING & COMMUNICATIONS PLANNING

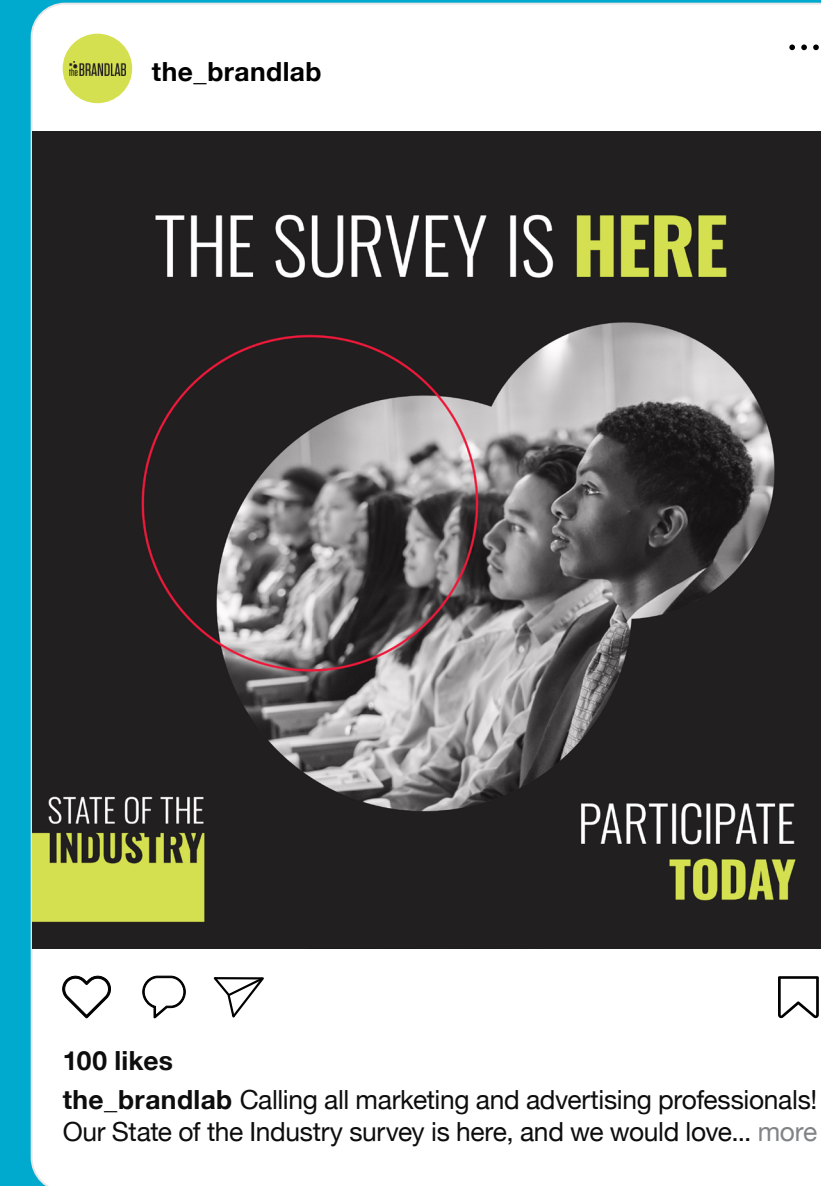
Our strategy and marketing team began by developing a comprehensive communications plan for The BrandLab team, outlining strategies for social media and email campaigns to encourage engagement with the survey itself and drive readership of the final report. The team crafted 30+ communications pieces across email, social media and the web, giving The BrandLab team a complete and organized content plan to utilize for years to come.

Once the communications plan was finalized, our creative team designed a campaign look and feel for all digital assets for social media, the report landing webpage, a PowerPoint template and the final comprehensive report. The team blended The BrandLab's current brand visuals with unique design elements to create a fresh yet familiar and cohesive campaign across all deliverables.

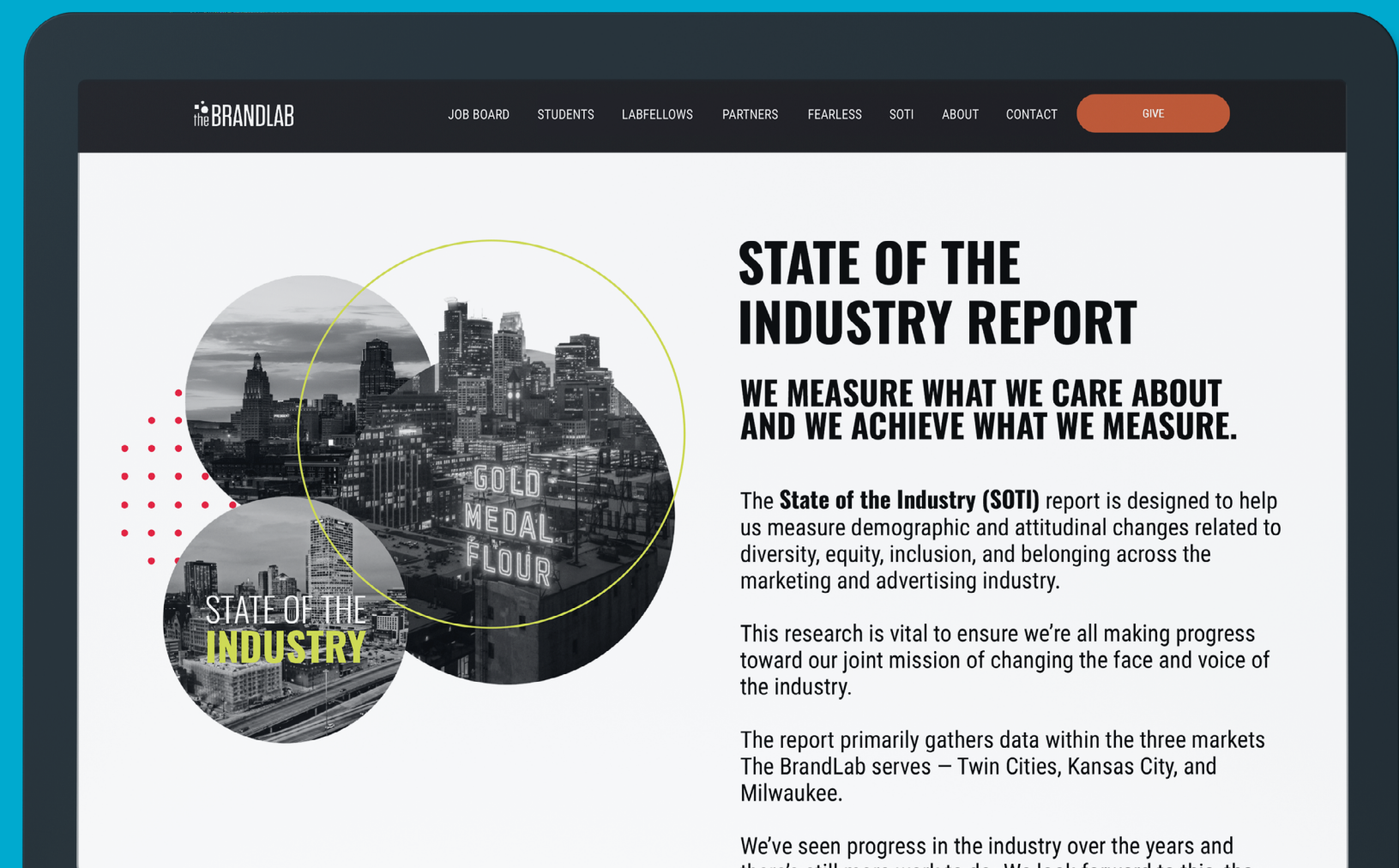
BACK

NEXT PHASE

SOCIAL MEDIA TEMPLATES



LANDING PAGE



PHASE TWO: SURVEY CREATION, DEPLOYMENT & ANALYSIS

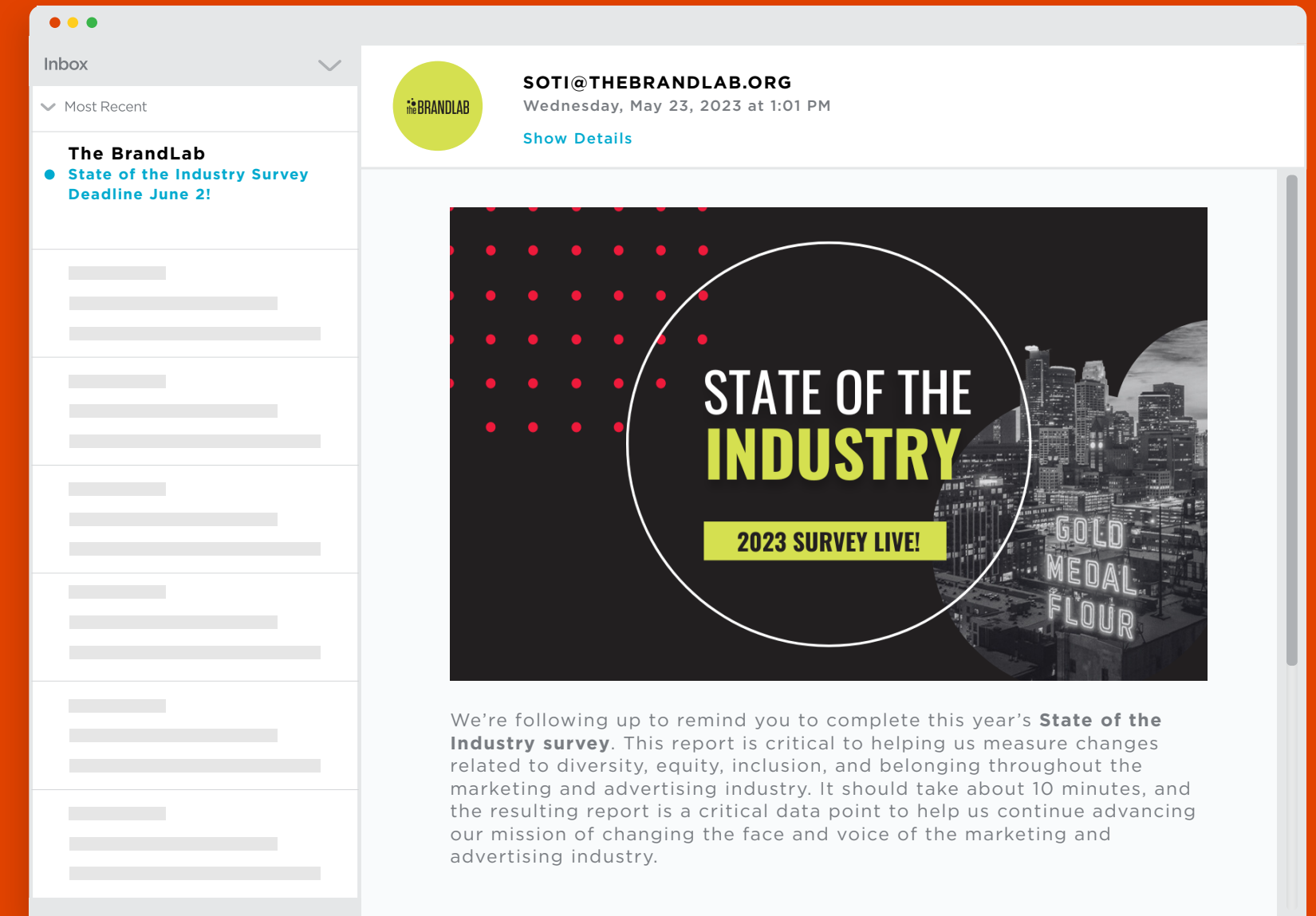
Our research team crafted, programmed and deployed a 55-question survey collecting both individual experiences and organizational information as a basis for our analysis. The survey was promoted via The BrandLab’s social media, email newsletter, website and one-to-one partner outreach, resulting in 1,000+ survey engagements and 700+ fully completed responses. Participation rates, especially from HR departments and individual BIPOC respondents, reached an all-time high compared to previous years.

After the survey closed, our research team analyzed the data qualitatively and quantitatively. We utilized a data visualization tool, Google Looker, to create an engaging dashboard for easier analysis and comparison of findings. Top takeaways from the data centered on stagnating diversity in the industry, divergent experiences for BIPOC and white employees, and a continuing gap between an organization’s positive intent and true impact.

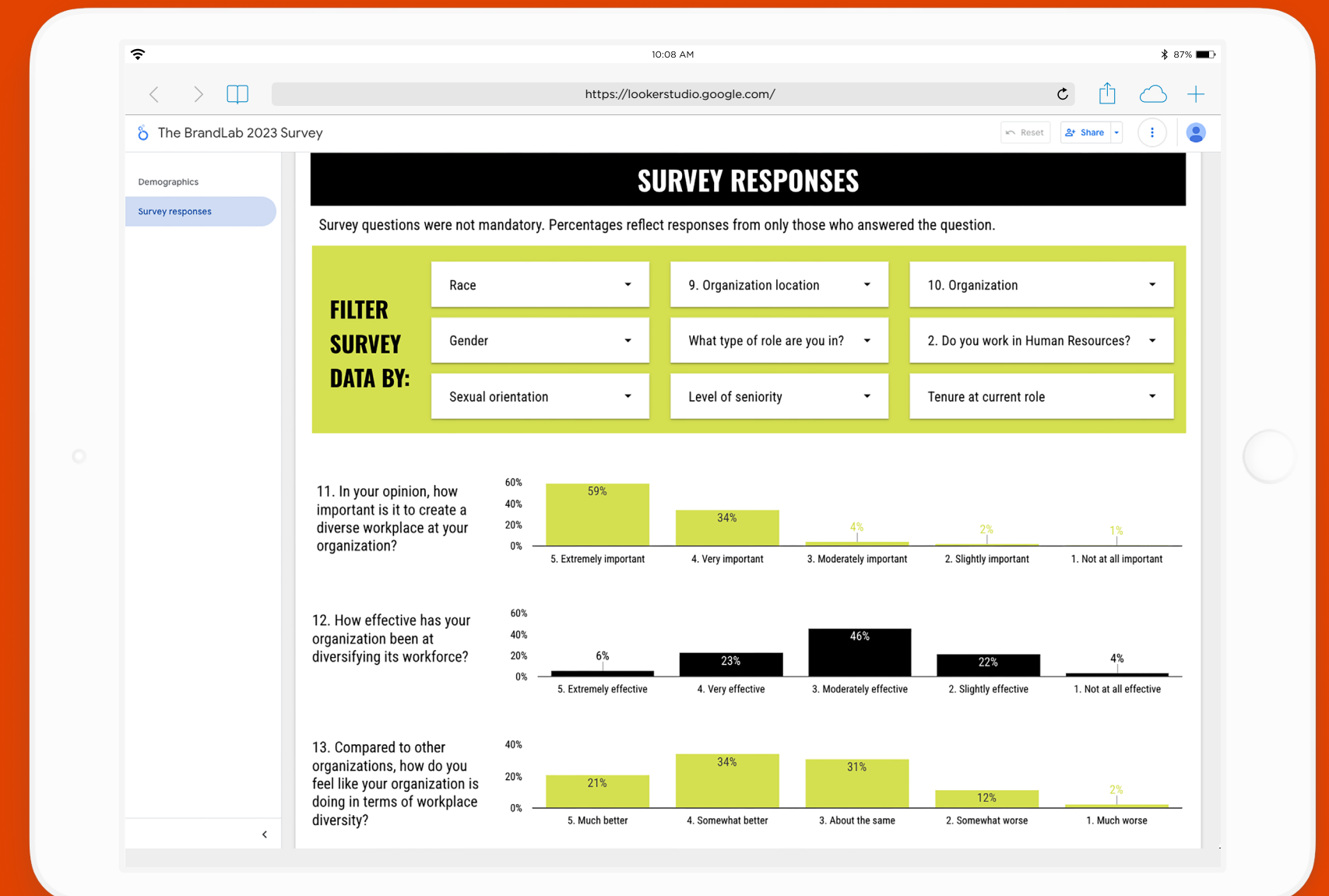
PREVIOUS PHASE

NEXT PHASE

EMAIL COMMUNICATION



GOOGLE LOOKER



Click a page to zoom in

PHASE THREE: CONTENT CREATION & DESIGN

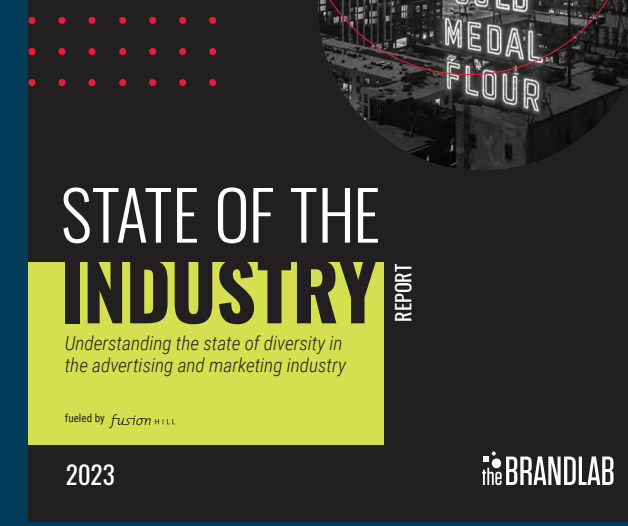
With the survey data analyzed, our strategy team then determined which data points and respondent quotes would best represent the survey feedback. They outlined the report's narrative and, in collaboration with The BrandLab's leadership team, fine-tuned their approach for contextualizing the survey results. Our copywriting team transformed that outline into a rich introduction, statistics, quotes and summaries, creating an engaging and easily readable report on DEI&B across the marketing and advertising industry.

Our creative team designed the final 40-page document, bringing the survey data to life through charts, graphs and quotations. The resulting document is a more digestible, visually appealing report than that of previous years. Our goal was to marry the written content with striking visuals, so readers could easily pick out important information and statistics.

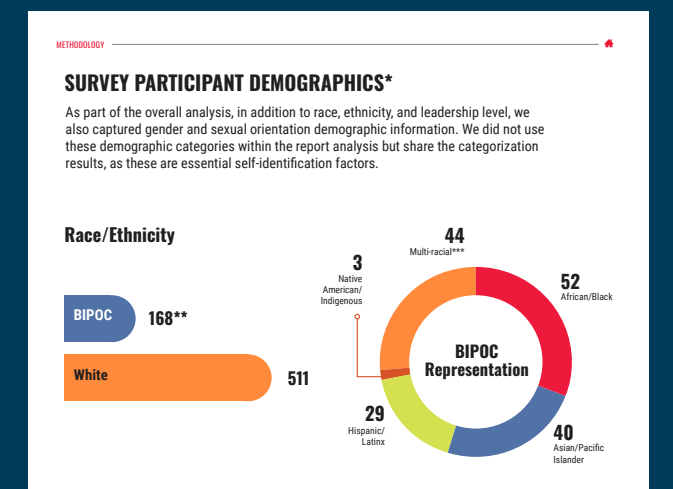
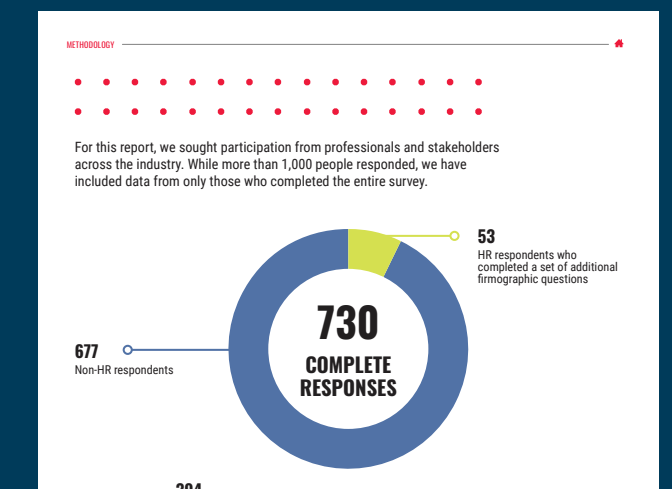
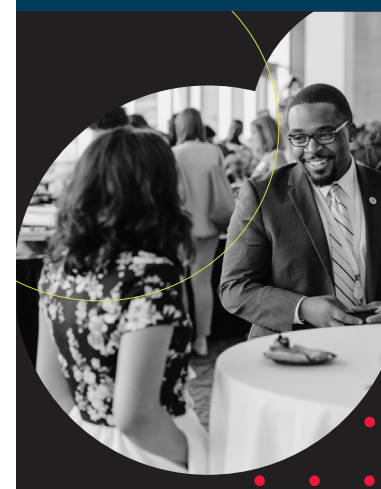
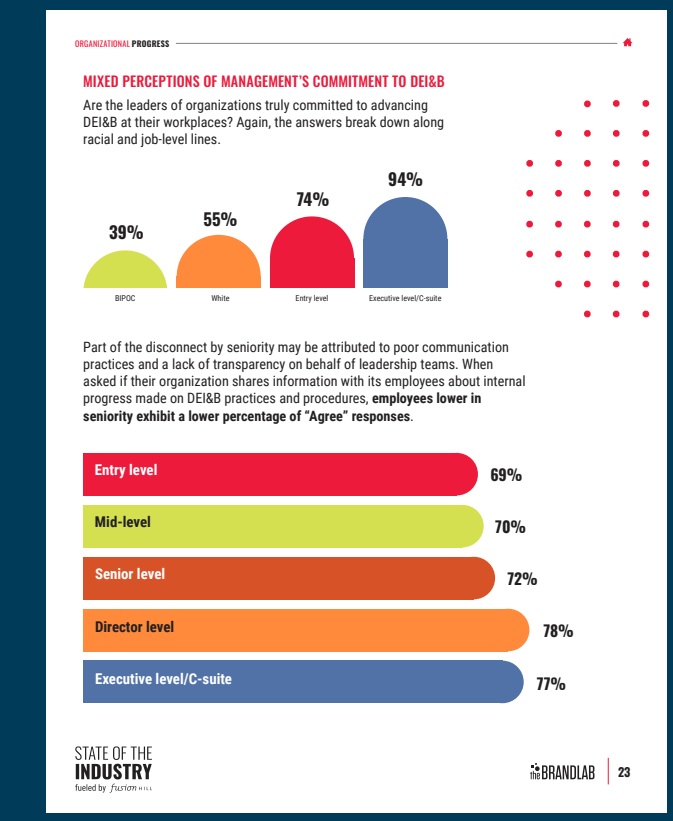
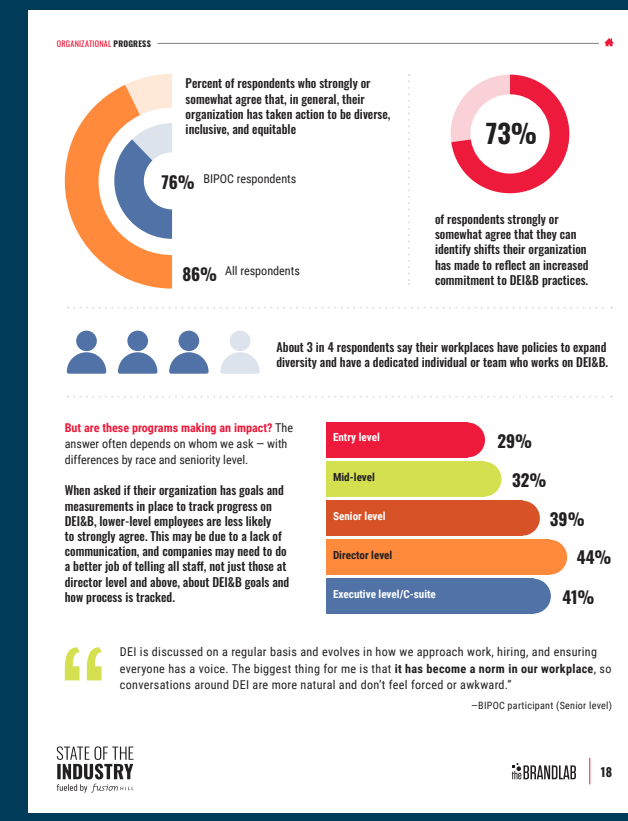
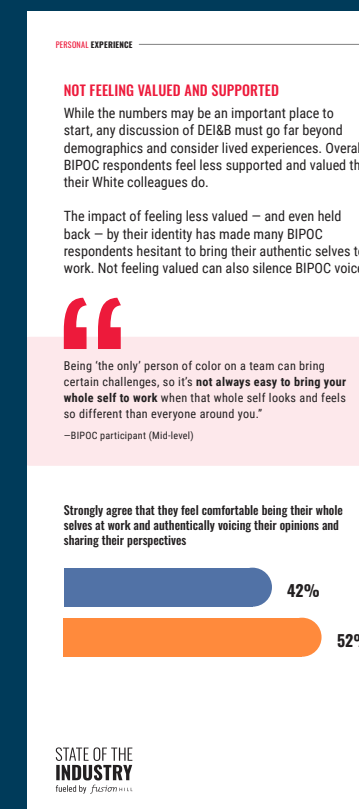
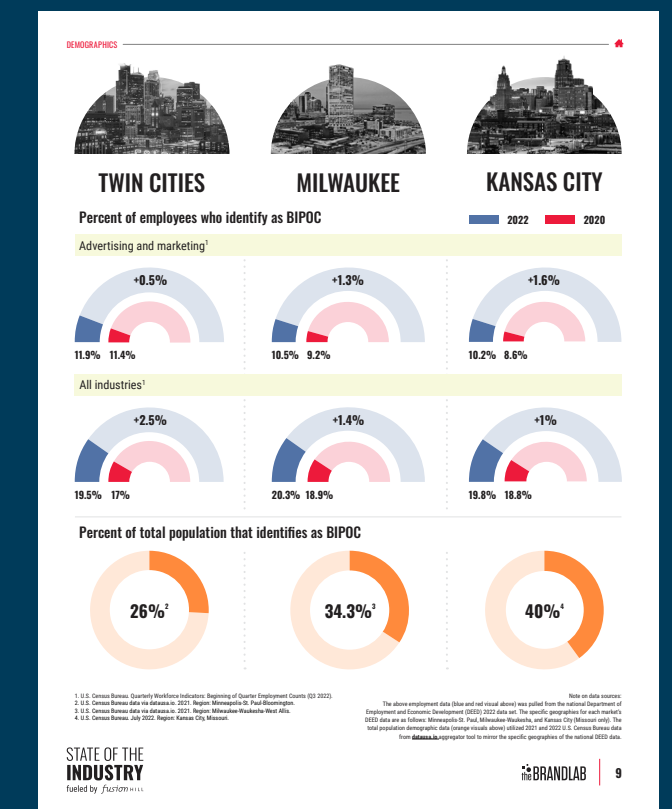
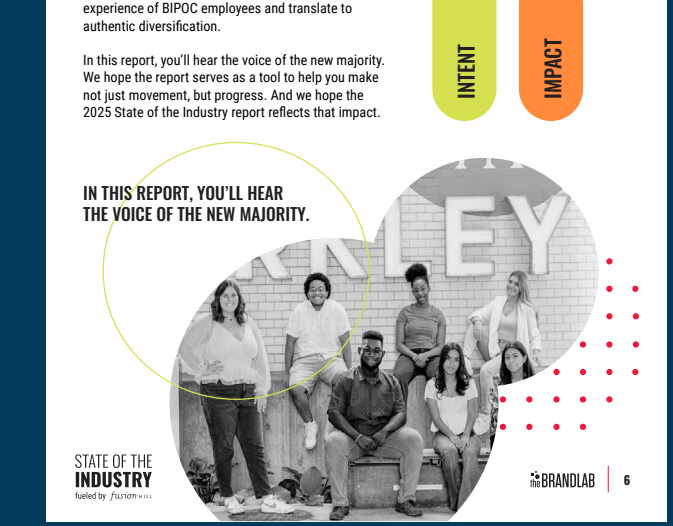
While the visual cues boost the overall reading experience, we also wanted to elevate the navigation experience. We programmed the table of contents so readers can jump to any section, with home buttons on each page to return to the table effortlessly. Direct links to email The BrandLab are also sprinkled throughout so readers can share their insights without losing their train of thought.

PREVIOUS PHASE

CONCLUSION



- 08 DEMOGRAPHICS: THE IMPORTANCE OF BEING SEEN
- 11 PERSONAL EXPERIENCE: THE IMPORTANCE OF BEING HEARD
- 17 ORGANIZATIONAL PROGRESS: THE IMPORTANCE OF CONSTANT RECOMMITMENT
- 25 RECOMMENDATIONS/REFLECTIONS
- 30 METHODOLOGY
- 34 APPENDIX



CONCLUSION

The final SOTI report has sparked industry conversation, engaged existing and new donors, and even inspired the 2024 BrandLab conference theme: **Moving from positive intent to real impact.** Fusion Hill's partnership on this critical industry report showcases not only our methodological rigor and creative prowess but also our commitment to social responsibility. We are proud to continue playing a role in creating a more diverse, equitable and inclusive marketing industry.

PREVIOUS PHASE

