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## WHO ARE WE?

We are a Multicultural Marketing Agency focused on digital and social content creation and experience design.

Led by Black women with more than 25 years of experience combined, **Pop'N Creative** was born out of our desire to see brands win at marketing in a multicultural world.

# **ACTION GUIDE TO DISMANTLING RACISM**



We at [Brand] are committed to fighting injustice by posting images to Twitter that express our commitment to fighting injustice.

To that end, we offer this solemn white-on-black .jpeg that expresses vague solidarity with the Black community, but will quietly elide the specifics of what is wrong, what needs to change, or in what ways we will do anything about it. This is doubly true if [Brand] is particularly guilty of exacerbating these issues.

We hope this action encourages you to view [Brand] positively without, you know, expecting anything from us.

**[BRAND]**<sup>®</sup>  
You know the ones.<sup>™</sup>

## LOOK FAMILIAR?

Your consumers, especially the Black ones, are highly engaged and uber critical. They're paying attention to your **language, tone** and **actions** now that you have announced your outrage about racial injustice and your confirmation that Black lives matter.

What you do next is critical.

**YOU SPOKE UP.  
YOU JOINED IN.  
NOW WHAT?**

# WHAT'S NEXT?



## **ACTION.**

Show your consumers your commitment starts with a statement, but it doesn't end with words.

## **Break free from business as usual.**

How will you dismantle racism from within? How will you adjust your processes and culture to be more equitable to Black people – employees, vendors, partners and more?

**FIVE QUESTIONS  
EVERY  
COMPANY  
NEEDS TO ASK**

# DO OUR STATEMENTS AND ACTIONS MATCH?



## CHECK YOURSELF.

The spotlight is on. Everything you do and don't do will come to light.

Make sure your words and actions are **consistent** and **authentic**.

Display your commitment across **all platforms**, not just social.

Black lives must matter beyond a post.





# STARBUCKS DRESS CODE DISPARITY



BuzzFeed News  
REPORTING TO YOU



In an interview, a Starbucks spokesperson said the company is dedicated to helping end "systemic racism," but that the dress code policy would remain in place because it was necessary "to create a safe and welcoming" environment for customers and staff.

"We respect all of our partners' opinions and beliefs, and encourage them to bring their whole selves to work while adhering to our dress code policy," the spokesperson said.

BuzzFeed News Starbucks Won't Let Employees Wear Gear That Supports Black Live

"I don't think asking for and supporting those who want basic human rights is necessarily political," this person said.

At a location in Washington, a manager said that he felt "muted" by not being able to visibly show his support at work.

"I work in a store where I am one of five people of color out of 30, and it would be nice to be able to show some sort of unity with them," he said. "I personally am having a rough time with this, as most people know Starbucks caters to a predominantly Caucasian customer base and Starbucks expects us to uphold an amazing customer experience for these demographics, to ensure the money keeps coming in."

Nearly every employee with whom BuzzFeed News spoke pointed out that the company allowed workers to wear accessories supporting marriage equality and LGBTQ rights, even giving them pins and Gay Pride shirts, since June is Pride Month.

Benson, who is black and transgender, said watching how Starbucks rallied behind and continues to embrace the LGBTQ movement made its response to Black Lives Matter even more "surprising and disappointing."




# STARBUCKS RESPONSE TO BACKLASH



**Forbes** Leadership Money Business Small Business Lifestyle Lists

BREAKING | 323,876 views | Jun 12, 2020, 10:32am EDT

## Starbucks Flips: Employees Can Now Wear Black Lives Matter Attire


 **Tommy Beer** Forbes Staff Business

Updated Jun 12, 2020, 12:18pm EDT

**f** **TOPLINE** After a torrent of social media backlash Thursday evening following a report that employees were banned from wearing clothing or accessories that mentions the Black Lives Matter movement, Starbucks announced Friday it not only would allow staffers to don BLM attire, the company would make 250,000 specialty shirts supporting the movement.

**t**

**in**



Innovation Leadership Money Business Small Business

NEW YORK CITY, UNITED STATES - 2020/02/20: American coffee company and coffeehouse chain, Starbucks ... [+]

SOPA IMAGES/LIGHTROCKET VIA GETTY IMAGES

**KEY FACTS**

- In an email to *Forbes* Friday, Starbucks declared they stand "in solidarity with our Black partners (employees), community and customers, and understand the desire to express themselves."
- The company announced they are partnering with the Starbucks Black Partner Network and Black Starbucks leaders to make 250,000 shirts available to company-operated partners to affirm their support.
- "Until these shirts arrive in stores, partners will be able to wear their BLM pin or t-shirt in passionate support of their community and humanity," the statement reads.
- This represents a dramatic reversal of a prior stance, first reported by *BuzzFeed News* late Thursday afternoon.

- Starbucks told employees in a memo last week they were prohibited from wearing clothing or accessories that mentions the Black Lives Matter movement, claiming it could be misunderstood and potentially incite violence.
- A new memo to employees, posted on the company website Friday morning, reads, "we've heard you want to show your support, so just be you. Wear your BLM pin or t-shirt."

**KEY BACKGROUND:**

Starbucks noted its memo was merely serving as a reminder of an existing company policy that forbids accessories that advocate a political, religious or personal issue. However, several staffers reportedly said the company commonly permits them to don accessories that promote marriage equality and LGBTQ rights. Some employees claimed that the company recently gave them pins and Gay Pride shirts, since June is Pride Month. Others pointed out the seeming hypocrisy of the official Starbucks Twitter account, back on June 1st, posting an image that read, "We will confront racism to create a more inclusive and just world. We stand in solidarity with our Black partners, customers and communities. We will not be bystanders." The backlash following Thursday's BuzzFeed report was immediate. Within hours, #BoycottStarbucks was trending on Twitter in the United States.



# STARBUCKS RESPONSE TO BACKLASH



STARBUCKS STORIES Coffee Community Social Impact News Press Center USA English

## Standing together against racial injustice

June 12, 2020 · 2 min read

A letter to partners from Roz Brewer, Rossann Williams and Zing Shaw

Dear partners,

We have always led with Our Mission and Values. Through every moment in our history, and in every crisis, Starbucks has come together to show: We will not be bystanders. This has never been more true than today.

These are alarming, uncertain times and people everywhere are hurting. You've told us you need a way to express yourself at work, asking:

*Do you understand how I feel?!*

*Do you understand the black community is in pain?*

We see you. We hear you. Black Lives Matter. That is a fact and will never change.

This movement is a catalyst for change, and right now, it's telling us a lot of things need to be addressed so we can make space to heal.

As we talked about earlier this week, we're designing new t-shirts with the graphic below to demonstrate our allyship and show we stand together in unity. Until these arrive, we've heard you want to show your support, so just be you. Wear your BLM pin or t-shirt. We are so proud of your passionate support of our common humanity. We trust you to do what's right while never forgetting Starbucks is a welcoming third place where all are treated with dignity and respect.

starbucks



Liked by ryaninthecity and 92,249 others

starbucks Black Lives Matter. We continue to listen to our partners and communities and their desire to stand for justice together. In response to this historic time, our store partners can show support with their own t-shirts, pins and name tags. To learn more, visit the link in our bio.

The Starbucks Black Partner Network has also co-designed t-shirts with this graphic that will soon be sent to 250,000+ store partners.

View all 5,088 comments

goldbenso6 Dear Starbucks,

As a white ally, I was devastated to read what you put out yesterday. I have gone to Starbucks twice a day every day for most of my adult life. Listening and learning means apologizing when you have made a mistake. Please send a consistent message because I don't feel comfortable going to Starbucks and supporting Starbucks when I don't know where you stand. Please do what is right. You can do it!#blm

3h 528 likes Reply

starbucks @goldbenso6 We are providing a Starbucks designed t-shirt that acknowledges this movement and demonstrates our support for Black partners (employees), customers and communities. In the meantime, our partners may wear Black Lives Matter pins or t-shirts of their own.

1h 104 likes Reply

View 85 more replies

sleeplessjack It's important to listen and learn to change your mind more than ever. Thank you for listening to your partners. It shows strength.

4h 302 likes Reply

starbucks @sleeplessjack

2h 35 likes Reply





# STARBUCKS RESPONSE TO BACKLASH



**ummjust\_lee** Y'all obviously don't care about #blacklivesmatter You're backtracking because you don't want to lose our business. I still won't be visiting Starbucks.  
4h Reply

Reply to ummjust\_lee...

**icyflvcko** How are you gonna allow your employees to wear LGBTQ accessories but not BLM?? Lmao y'all blew it  
6m 22 likes Reply

**starbucks** This is no longer the case. Store partners (employees) may now express their unity and solidarity with the Black community by wearing Black Lives Matter t-shirts, pins and name tags. To learn more about this change, please visit the link in our bio.  
4m 10 likes Reply

View 3 more replies

**30kind** Are yall really banning people from wearing BLM gear in your stores ? ....  
1h 169 likes Reply

View 3 previous replies

**starbucks** We won't always get things right, but we're committed to listening to our partners and customers to help us understand how we can continuously improve.

**jenn\_yayas** So wait, they can't wear their own BLM because you're going to provide your own  
5h 618 likes Reply

**starbucks** Until the new t-shirts arrive, partners (employees) can wear their own BLM pin or t-shirt.  
5h 604 likes Reply

View 156 more replies

**mrs.miller\_0308** As an avid Starbucks patron, I'm very confused. Why make a statement saying your employees can't wear BLM apparel but not 24 hours later, tell them now it's okay because you "stand with us". Pick a side. Admit you made a mistake. Don't romanticize this movement for publicity. This is real life.  
5h 2,067 likes Reply

View 32 previous replies

**starbucks** @mrs.miller\_0308 Our ongoing commitment is to listen, learn, and work to be a better company.  
5h 266 likes Reply

View 185 more replies

**jp\_oliveria** You're a day too late to be showing support on this... Why the sudden change of heart?  
5h 768 likes Reply

**ummjust\_lee** Y'all obviously don't care about #blacklivesmatter You're backtracking because you don't want to lose our business. I still won't be visiting Starbucks.  
4h Reply

Reply to ummjust\_lee...

**icyflvcko** How are you gonna allow your employees to wear LGBTQ accessories but not BLM?? Lmao y'all blew it  
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1h 169 likes Reply

View 3 previous replies

**starbucks** We won't always get things right, but we're committed to listening to our partners and customers to help us understand how we can continuously improve.



# STARBUCKS DRESS CODE RESPONSE



## WHAT STARBUCKS DID WRONG

1. Their passionate support on social was in stark contrast to the memo's policy.
2. They did not explicitly apologize or admit a mistake.
3. The backlash was about the inconsistency of their actions. Yet, their response focused on giving out t-shirts.
4. Their corporate memo lacked empathy and did not fit the depth of the error.
5. Their social responses sounded too scripted and repeatedly missed the mark.

**DO WE HAVE  
BLACK  
EXECUTIVES IN  
SENIOR  
LEADERSHIP?**



**TAKE STOCK.**

Assess your senior leadership and board of directors to compare Black to non-Black representation. Is it enough?

If you do not have Black representation, **make room.**

Black voices must be in key leadership roles to make a difference.



# REDDIT FOUNDER'S ANNOUNCEMENT



## Alexis Ohanian asked to be replaced by a black candidate on Reddit's board. Reddit listened



By Kaya Yurieff and Sara Ashley O'Brien, CNN Business  
Updated 7:38 PM ET, Wed June 10, 2020

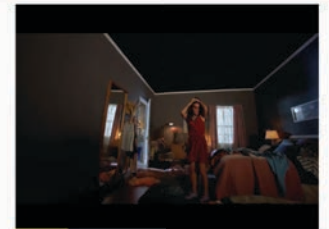


EDITORS' PICK | 8,491 views | Jun 10, 2020, 11:40am EDT

## Michael Seibel Becomes Reddit's First Black Board Member After Alexis Ohanian's Resignation

Isabel Togoh Forbes Staff  
Business  
I cover breaking news.

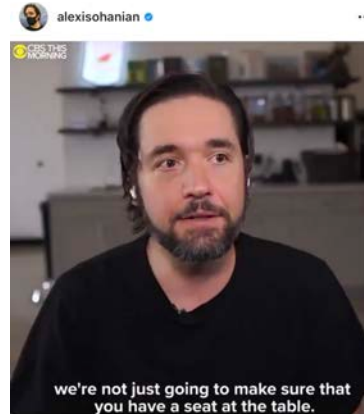
**TOPLINE** Y Combinator CEO Michael Seibel is Reddit's newest board member, the company announced on Wednesday, after co-founder Alexis Ohanian resigned on June 5 and asked to be replaced by a black candidate amid global anti-racism protests.



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# REDDIT FOUNDER'S INTERVIEW







# REDDIT FOUNDER'S DECISION



## WHAT REDDIT DID RIGHT

1. Founder signaled to Reddit, and the world, the importance of creating room at the top specifically for a Black person.
2. He led by example.

# DO WE CHAMPION BLACK-OWNED BUSINESSES?



## **LOOK UNDER THE HOOD.**

Creating a plan of action goes beyond employees. Black-owned businesses are often left out when companies hire vendors, buy products or outsource.

For every invoice you receive, there is a chance to use a **Black-owned business.**

Create a goal to increase the amount of Black-owned companies and contractors you use.

SEPHORA

# SEPHORA COMPANY PLEDGE



The New York Times

George Floyd Protests > **LIVE** Latest Updates Seattle Protests

## Sephora Signs '15 Percent Pledge' to Carry More Black-Owned Brands

A movement spearheaded by a black creative director in Brooklyn is urging major retailers to commit to devoting a set amount of their shelf space to black-owned businesses.



15percentpledge 15h

fifteen percent pledge

**Black people in the U.S. make up nearly 15% of the population.**

**So, we are calling on major retailers to commit a minimum of 15% of their shelf space to Black-owned businesses.**

Swipe Up to Sign the Petition Now

19 Posts 37.1K Followers 2 Following

**15 Percent Pledge**  
Nonprofit Organization  
Black people in the U.S. make up nearly 15% of the population. We're asking brands to pledge 15% of their shelf space to Black-owned businesses.  
15percentpledge.org/  
Followed by mimivaldes, elainewelteroth and 7 others

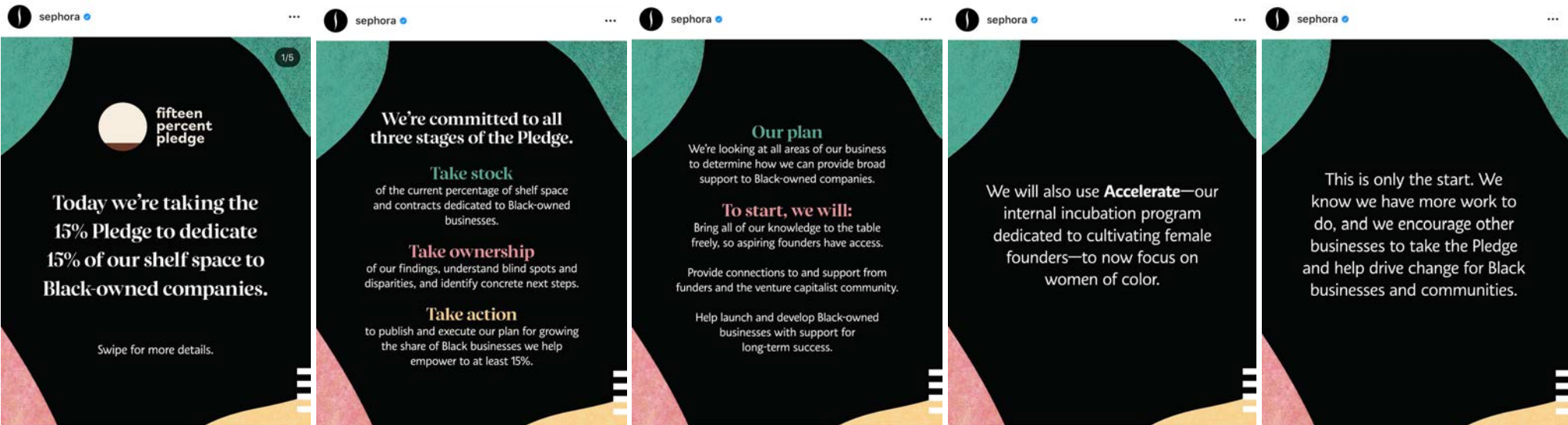
Following Message Text

3 Steps

<p>fifteen percent pledge</p> <p>Black people in the U.S. make up nearly 15% of the population.</p> <p>So, we are calling on major retailers to commit a minimum of 15% of their shelf space to Black-owned businesses.</p>	<p>The number of working Black business owners has fallen by 40% during the Coronavirus pandemic — more than any other racial group.</p>	<p>We can't stop with Sephora. Who's next?</p>
<p>Thank you Sephora for committing to the 15% Pledge Target, Shopbop, Whole Foods, will you be next?</p>	<p>Welcome SEPHORA to the 15% Pledge</p>	<p>Step 3. Take Action</p>

SEPHORA

# SEPHORA COMPANY PLEDGE



SEPHORA

# SEPHORA COMPANY PLEDGE



## WHAT SEPHORA DID RIGHT

- Answered a pledge that challenged them to grow Black businesses.
- Made it overtly clear that they committed to all 3 phases of the pledge:
  - Assessing current % of Black-owned business contracts
  - Creating plans to eliminate blind spots and disparities
  - Publishing their progress

## WHAT SEPHORA DID WRONG

- Only posted their pledge to Instagram, not Facebook or other social platforms.
- Did not feature their commitment on their website or app. This could seem conveniently hidden from core consumers.

# HOW DO WE CREATE PATHS TO SENIOR LEADERSHIP?



## IDENTIFY THE ISSUES.

There **isn't** a lack of Black talent.  
There is a **lack of sourcing** it.  
There is a **lack of retaining** it.  
There is a **lack of promoting** it.

Expand your sourcing strategy to discover Black talent.

Engage Black professional organizations.

Make it a business imperative.



# ADIDAS SOCIAL STATEMENT



## WHAT ADIDAS DID RIGHT

- Quantified the % of open positions to be filled with Black and Latinx talent.

## WHAT ADIDAS DID WRONG

- Did not commit to Black representation in senior leadership roles. Black people are often only hired at the lower levels.
- Lacked specificity on how they would remove hiring bias, increase representation and ensure accountability.
- Lumped all diverse talent into one bucket instead of listing the percentages by category to ensure measurable and equitable growth.



*Here is how we are committing to change:*

## PEOPLE

### EFFECTIVE IMMEDIATELY:

- We are developing a program to ensure fair and equitable hiring across adidas – to remove hiring bias, increase representation and create more accountability and oversight.
- 30% of all open positions (internal and external) filled with Black and Latinx talent.
- 50% of all new positions will be filled with diverse talent (inclusive of all diverse categories, gender, sexual orientation, disability, veteran).

*THESE ACTIONS ARE JUST THE START.*

# HOW CAN WE ENSURE ACCOUNTABILITY?



## BE TRANSPARENT & SPECIFIC.

We know it's **uncomfortable**.

We know it's **hard**.

But to **create change**, you must be open, honest and willing to do the work.

Share your Black numbers publicly.

Commit to a measurable % increase.

Make it significant, specific & trackable.



Uber

# UBER EMAIL TO CUSTOMERS



Uber

Jessica,

Let me start by saying I wish I never had to send this email.

I wish that the lives of George Floyd, Ahmaud Arbery, Breonna Taylor, and countless others weren't so violently cut short. I wish that institutional racism, and the police violence it gives rise to, didn't cause their deaths. I wish that all members of our Black community felt safe enough to move around their cities without fear. I wish that I didn't have to try to find the words to explain all of this to my two young sons.

But I've been given hope this week by hundreds of thousands of peaceful protestors demanding change. I am committed to being part of that change.

As a company, we believe that everyone has the right to move freely, no matter where they live or the color of their skin. We're proud of how Uber has helped [improve transportation equity](#) over the last decade. But the reality remains that Black Americans often don't feel safe to move freely in many places around our country. And they still face enormous barriers that others do not.

This is a reality we should not perpetuate or accept. We must do better.

- We are committed to supporting the Black community. As a starting point, we will use Uber Eats to [promote Black-owned restaurants](#) while making it easier for you to support them, with no delivery fees for the remainder of the year. And in the coming weeks, we will offer discounted rides to Black-owned small businesses, who have been hit hard by COVID-19, to help in their recovery.
- We are committed to making Uber a diverse and inclusive place for people of color to work and thrive. While we have more work to do, we have [tied our senior executives' pay](#) to measurable progress on our diversity goals, and will continue to [publish data](#) on our workforce so the public can hold us accountable. We're also committed to expanding opportunities for drivers and delivery people, including through [education opportunities](#) and [skills training](#).

The Uber logo, consisting of the word "Uber" in white lowercase letters on a black square background.

# UBER EMAIL TO CUSTOMERS



## WHAT UBER DID RIGHT

1. Demonstrated responsibility starts at the top.
2. Held senior leadership accountable by tying executive pay and incentives to company's diversity goals.
3. Committed to transparency. Publishing workforce data allows the company and the public to track progress.
4. Used services central to their core operations to champion Black businesses.

**FINAL  
THOUGHTS...  
DOS & DON'Ts**



# HOW SHOULD WE ENGAGE BLACK EMPLOYEES?

## WHAT NOT TO DO

Exhaust Black employees with constant questions or ask them to solve the problem (for you). Hire experts to help.

## WHAT TO DO

Ask employees for feedback. Let them share the issues they have faced in a safe environment. Give them a voice to challenge you and better your company.

# HOW CAN I MAKE AN IMPACT?



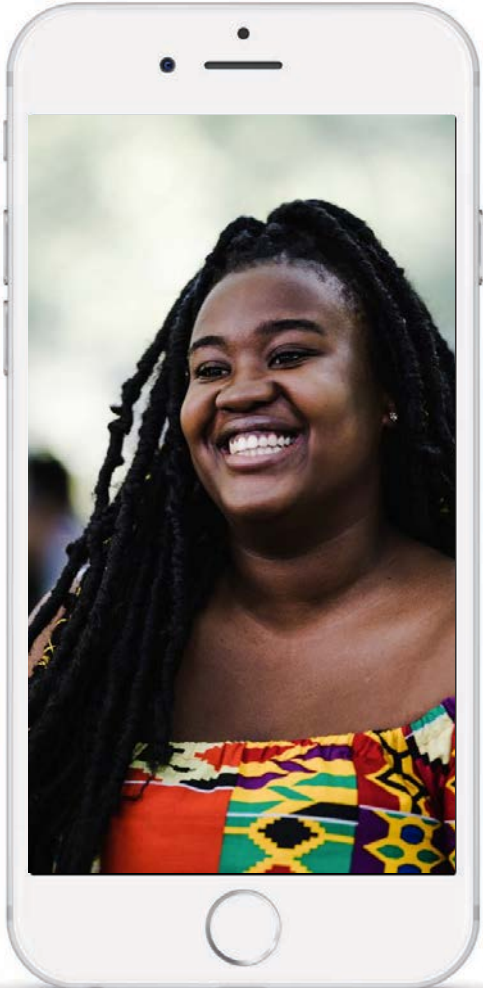
## WHAT NOT TO DO

Don't make your statement the end of your contribution.

## WHAT TO DO

Do create a timeline for change and follow up to ensure initiatives are discussed, planned and executed as a matter of critical business.

**NEED HELP  
WITH YOUR  
ACTION PLAN?  
LET'S TALK!**



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## Lori Hall

With more than 15 years of marketing expertise, Lori has driven major successes in her career. She launched Tyler Perry's comedies on TBS, developed marketing campaigns that led to the top 3 movies of all time on TV One, created the first viral video campaign for UP TV, which garnered 43 million views.



## Jessica Lane

Obsessed with the intersection of pop culture, marketing and technology, Jessica masterfully uses these as platforms to build strong brands. Her experiences span the media industry from TBS & TNT, to Microsoft to TV One. She excels in translating risk-taking ideas into content and marketing strategies that drive results.



## Keisha Taylor

Marketing enthusiast with 19+ years of brand experience across news, sports and entertainment. An expert at developing and executing award-winning marketing campaigns, supporting B2B sales and revenue generation and managing experiential/event campaigns.

