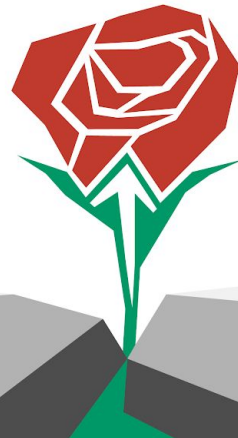


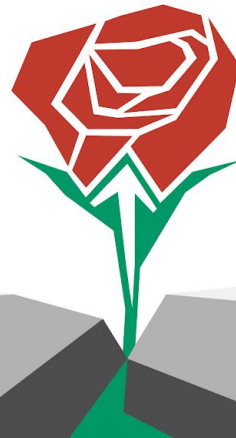


SUGAR & SPICE x 100 ROSES FROM CONCRETE

THE GROWTH INITIATIVE



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WE ARE
SUGAR AND SPICE

No meal is complete without a little bit of flavor, and let's be honest; salt and pepper just don't cut it—never have! Our mission is to bring creative, out-of-the-box solutions to the dinner table when everything else is too bland to remember.

We're the flavor explosion you've been craving.

THE SPICE RACK

HALLE NURSE



Account Management

ZARIYA SQUIRES



Account Management

CIARA REED



Art Direction

DEVIN ROUX



Art Direction

DEVIN BOOKER



Comms Planning

SHRAVYA ARRA



Copywriting

MIRIAM CHOI



Design

SABRINA DARIAS



Media Planning +
Buying

CHARLIE GARCIA



Media Planning +
Buying

NICOLE PUNG



Project Management

FRANCISCO VERA



Public Relations

KAYLA GAMBLE



Public Relations

NTHABI KAMALA



Strategy

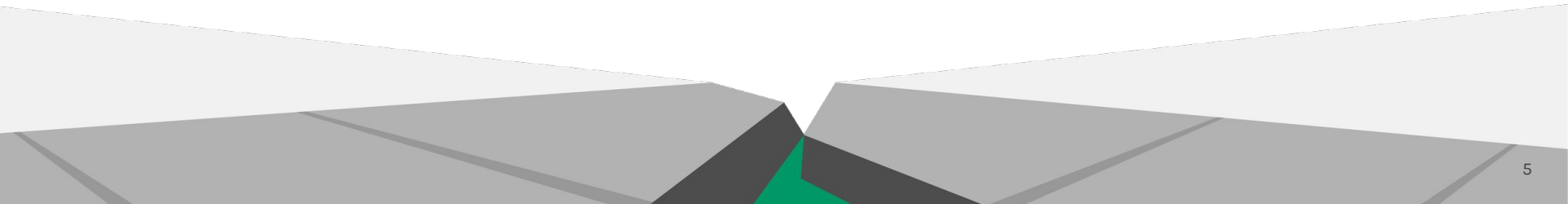
SAMARA DOWE



Strategy



THE BACKGROUND



MISSION STATEMENT

FROM 100 ROSES FROM CONCRETE

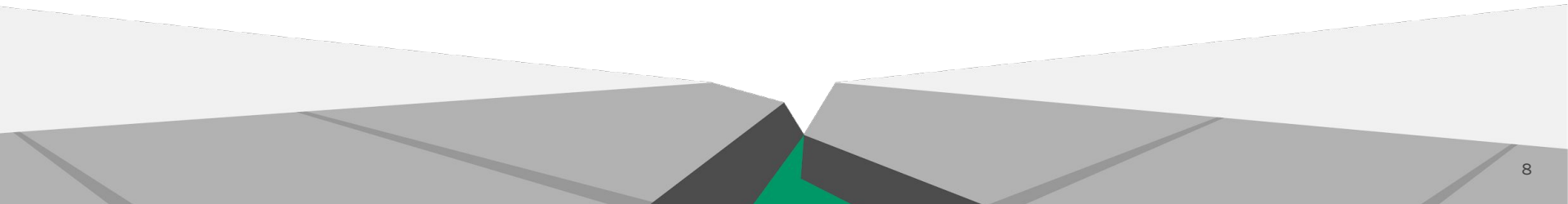
“Men of color need to see other men of color represented in the advertising industry. From the C-Suite down to the junior level. The goal of the 100 is to be a digital platform where men of color in the advertising industry can connect, collaborate, and grow together. Too often people of color in the advertising industry feel like the elephant in the room. Rarely do you see men of color in the C-Suite and the ones that are there are considered an anomaly. This platform will be a place for men of color to find strength and brotherhood in a space where they are encouraged and inspired by veterans and their peers.”

THE ASK

In an effort to create change, 100 Roses From Concrete asked us to start an open and honest conversation, through an organic social media campaign, about appearance and racial bias in the workplace and the outside world regarding BIPOC.



RESEARCH + INSIGHTS



AUDIENCE INSIGHT

Upper Gen Z's nature is to stay connected 24/7; when plugged in all the time, they absorb more current events and are exposed to more social injustice, leading them to fight against social injustice.

OUR AUDIENCE

UPPER GEN Z (AGES 21-25)

While Gen Z may be a broader group, we want to narrow it to the older section of the generation, or “Upper Gen Z.”

Upper Gen Z is entering the workplace, and want to bring structural change with them. They’re the most ideal target audience for a social campaign because

- 1) they are most active on social media and
- 2) there’s no generation more politically involved than they are.

They value diversity and justice

PRIMARY AUDIENCE

Non-BIPOC: Education is important so they can avoid making the same mistakes repetitively.

SECONDARY AUDIENCE

BIPOC: BIPOC should see empowerment and that non-BIPOC are making an effort to educate themselves.

<https://www.businessinsider.com/generation-z>

UPPER GEN Z (AGES 21-25)

SOCIAL MEDIA ENGAGEMENT

- Upper Gen Z has never known a world without social media. They're more likely to use social media to fill time and be entertained rather than connect with friends.
- As the most digitally connected generation, they're most likely to adapt and adopt to new trends, challenges and platforms.

UPPER GEN Z (AGES 21–25)

ACTIVISM

The year 2020 alone has fundamentally shifted the worldview of Upper Gen Z. They've seen the place they call home fail them on multiple fronts during a global pandemic and a movement for social justice. As their influence grows, they can no longer tolerate past patterns of systemic racism.

But while Upper Gen Z is less optimistic about the future—they increasingly believe they can make a substantial change.

CULTURAL INSIGHT

Members of the BIPOC community are no longer willing to let microaggressions slide. Members outside the community are unaware it's even an issue.

BIPOC RELATIONSHIP WITH THE WORKPLACE

WE CONDUCTED A SURVEY ON AUDIENCES' EXPERIENCES AS POC IN THE WORKPLACE.

“I think being in a work environment that uses surveillance at all times doesn’t allow me to be my authentic self because it is self awareness that I need to remain ‘professional’ and not do anything that could jeopardize my job status.”

“I believe that my workplace does not care much for everyone to be their authentic selves.”

“They identify me as a young ‘well educated’ Latina woman.”

They identify me as a black male who’s standoff-ish cause I usually have a mean face but I’m really shy and just naturally have a mean face. I also have natural hair so I think people might identify me as a ‘thug’ or something because I also wear Durags, wear my hair in cornrows or sometimes in a fro and I feel like I can be judged just by doing that.”

MICROAGGRESSIONS

Microaggressions are defined as “a statement, action, or incident regarded as an instance of indirect, subtle, or unintentional discrimination against members of a marginalized group such as racial or ethnic minority.”

Examples of these in the workplace would include:

“Is that your real hair?”

- BIPOC’s natural hair is perceived as less professional.

“Can I feel your hair?”

- Curiosity might be normal, but invading personal boundaries is not.

“Why do you wear that?”

- Often time BIPOC attire is viewed as “non-professional” or “different.”

THE BURDEN OF BEING "THE ONLY"

Being “the only” is exhausting

“The experience can feel isolating and threatening – while you are trying your best to show up as a positive, hardworking ‘team player,’ a part of you is in a constant state of censorship. You might be extra vigilant about not sounding like you’re ‘complaining’ or too ‘aggressive’ when bringing up concerns around workplace bias or diversity and inclusion.”

*Michelle Kim, A Love Letter to “the Onlys”:
Underrepresented People Experiencing Tokenism
and Isolation at Work*

The New York Times

From Inclusion to Support: How to Build a Better Workplace

“If we want the full benefits of diversity, we need more than one woman — or one person of color or one L.G.B.T.Q. person in the room. Diversity starts with real numbers. And it’s about creating an environment where everyone feels like they belong and can do their best work.”

Rachel Thomas, co-founder and president, Lean In

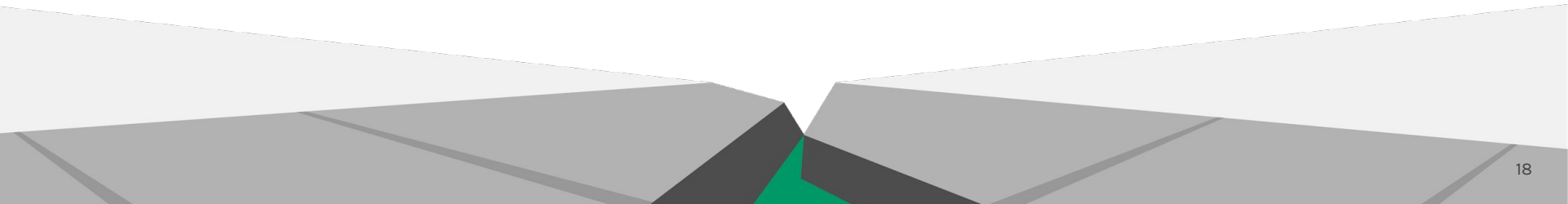
<https://www.nytimes.com/2019/06/17/business/recommendations-diverse-workplace-new-rules.html>

THE PROBLEM

Knowing the bigger problem boils down to interpersonal racism, we want to highlight racial biases in the workplace as a doorway to a bigger conversation. How do we draw attention to the matter and spark a discussion about taking a first step to solve a bigger problem?



CAMPAIGN STRATEGY



100 RFC'S TRUTH

“Too often people of color in the advertising industry feel like the elephant in the room. This platform will be a place for men of color to find strength and brotherhood in a space where they are encouraged and inspired by veterans and their peers.”

100 RFC was created to **inspire** and **give strength** to people of color in the industry.

Through offering mentorship, creating spaces, and opening conversations, 100 RFC empowers BIPOC in the industry.

CULTURAL TENSION

BIPOC are tired of seeing important conversations be handled on a surface level basis—just like they've always been.

100 RFC'S MISSION

100 RFC fosters a brave and empowering space for BIPOC to share their experiences navigating their workplaces.

**IT'S TIME TO ADDRESS SYSTEMIC RACISM
NO MATTER HOW UNCOMFORTABLE IT MAY BE.**

STRATEGY

LET'S GET TO THE ROOT

In a world full of black squares and performative reposts, people of color want more. We started the conversations, we came to the protests, we demanded that change must happen, and now we are ready for the next step.

We want to get to the root of systemic racism and we are **unafraid** to have the difficult conversations. We want to showcase real professionalism and what it means to embrace diversity with a social media campaign.



EXECUTION



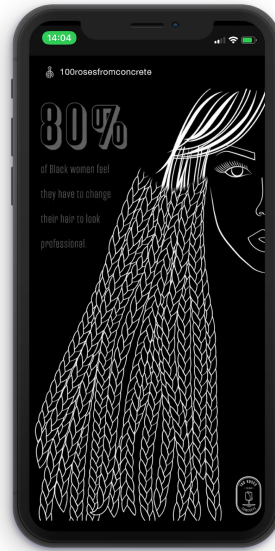
GRAPHIC DELIVERABLES



We want to visually showcase the contrast between what is currently considered professional vs what is not due to ethnic backgrounds...

This half and half juxtaposition can be used with food, clothing, and other cultural elements in the office place.

INSTAGRAM STORY



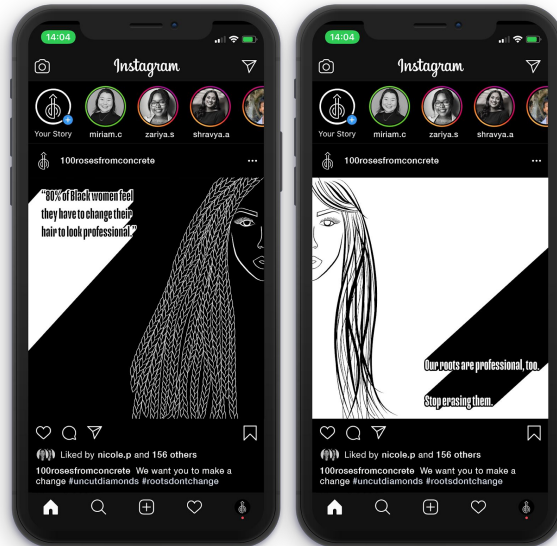
Using the eraser transition, we want to showcase what's natural and what is perceived as professional.

The idea can be used with food, clothing and other cultural moments in the office.

(click link for animation)

<https://bit.ly/100rfcvideo>

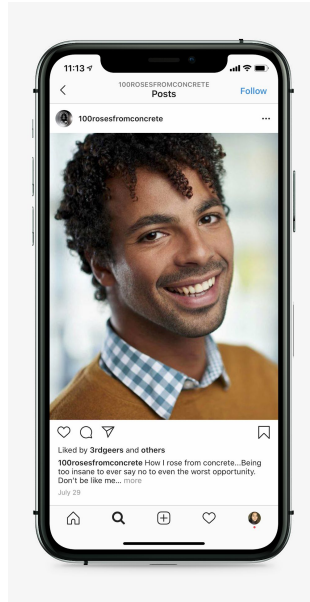
INSTAGRAM CAROUSEL POST



The prior content will also be displayed as an Instagram Carousel.

We want to utilize the hashtag #RootsDontChange to invite user-generated content as well.

INSTAGRAM TESTIMONIALS



Using quotes found from surveys of BIPOC professionals and other testimonials, we want to tag professionals in the industry.

We want to utilize the hashtag **#RootsDontChange** to invite user-generated content as well.

MEDIA

Instagram Metric	Purpose	Formula	Goal
Engagement rate	To identify performance trends and audience resonance	$\frac{\text{Total Engagement}}{\text{Follower Count}} \times 100$	60%
Follower growth	To understand what is or isn't working	Insights > Audience > Growth	297% Current 377 New 1,123
Comments	To determine how engaging and impactful our content is	Insights > Posts (See All) > Sort by Comments	30 comments per post
Reach	To calculate the amount of people seeing our content	Insights > Activity > Reach	5000/week
Instagram Stories	To stay relevant and fresh on our followers' feeds	Interactions	800 impressions + 20 replies per Story



THANK YOU



1. APPENDIX



<https://morningconsult.com/form/gen-z-worldview-tracker/>

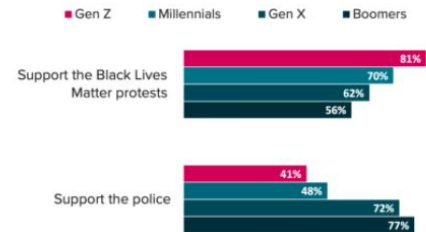
Even as Pessimism About the Future of the Country Grows, Most of Gen Z Remains Optimistic About Their Personal Futures

The share of Gen Z members who say they are "very" or "somewhat" optimistic about each of the following:



Gen Z is Notably More Likely Than Older Generations to Support the Black Lives Matter Protests

The share who say they support "a lot" or "somewhat"



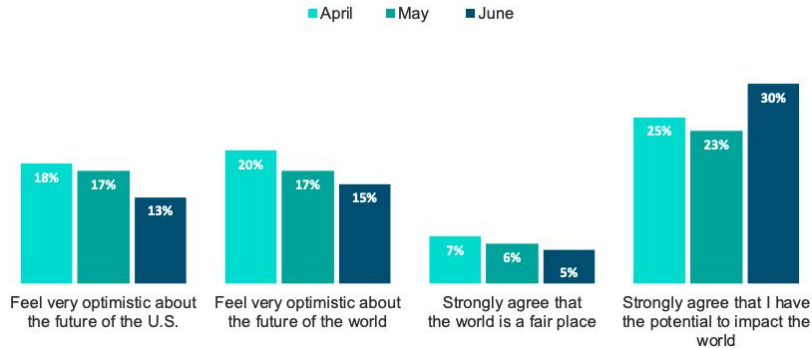
2. APPENDIX



<https://morningconsult.com/form/gen-z-worldview-tracker/>

Gen Zers are less optimistic about the future, but increasingly believe they can shape it

Share of U.S. Gen Z adults who:



Gen Z values companies that strive to fight racism within their organization the most

Which of the following is most important to you? In times like this, companies should mainly provide specifics on how they are committing to...

