

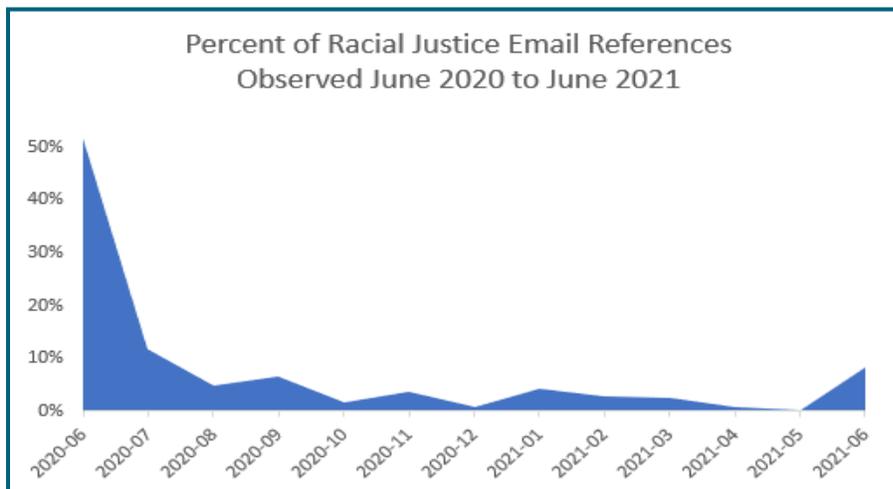


## Diversity & Inclusion

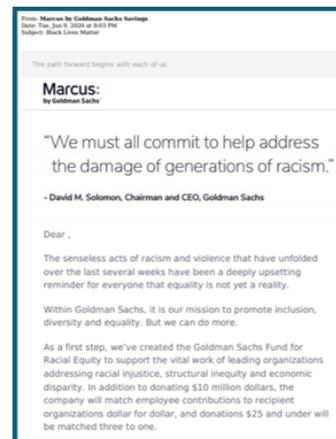
By Jessica Duncan

Competiscan has observed companies across industries respond to the call for equality and social justice by speaking out and announcing initiatives taken to boost diversity and inclusion within their brand.

Last summer's marketing efforts mimicked the intense call to action for social justice. Over 50% of the total email communications captured over the past year that addressed racial justice or equality were observed in one month, June 2020.



The social climate at that time brought about an increased level of attention and companies raised their voices to express their support. Additionally, on a larger scale than previously observed, the historical date of June 19th, or Juneteenth, was brought to the forefront of marketing communications. Many honored Juneteenth by taking time to discuss and reflect on past and present racial inequalities, but also to share their commitment or launch initiatives to progress as a more diverse and inclusive company.



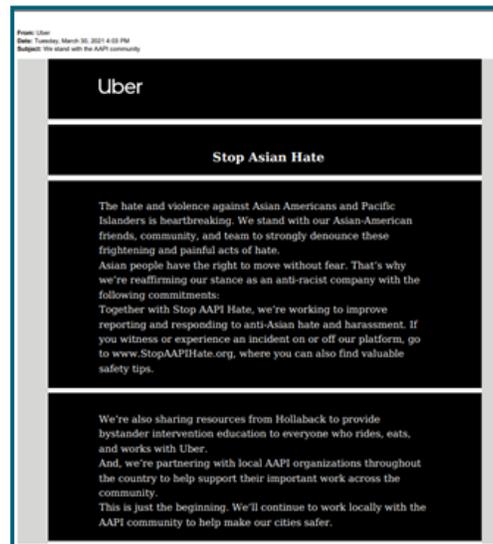
Cigna: We proudly launched our new Building Equity and Equality Program

Marcus: It's our mission to promote inclusion, diversity and equality. But we can do more

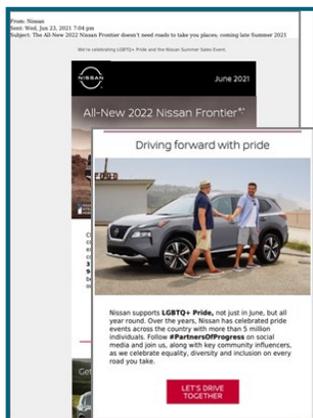
Fast forward one year and while the volume has calmed, Competiscan continues to see brands reaching out in support and holding themselves accountable for the change and growth they committed to making.

Often communications are triggered by events occurring in our society both positive and negative. Sparked by increased acts of violence targeted towards the Asian American and Pacific Islander Community (AAPI), we saw Uber take a clear stance of support against hate and racism. They boldly denounced hate against the AAPI Community and in closing stated “Racism has no place on our platform. If you tolerate racism, delete Uber.”

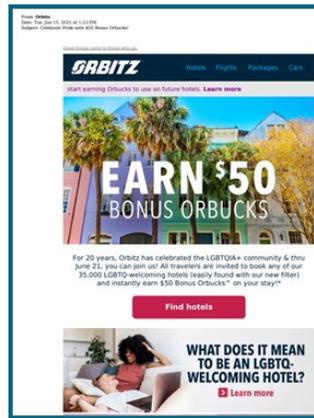
We also observed companies embrace and celebrate historical dates and commemorative observations. June, once again, brought about ample opportunity to re-engage with customers on topics of diversity and inclusion. Many acknowledged the milestone of Juneteenth being recognized as a national holiday and encouraged everyone to use the day for reflection. Furthermore, the celebration of Pride Month had brands across a large swath of industries dedicating positive attention and support to the LGBTQ+ community through special events, charitable contributions, and sharing of resources.



This is just the beginning. We'll continue to work locally with the AAPI community to help



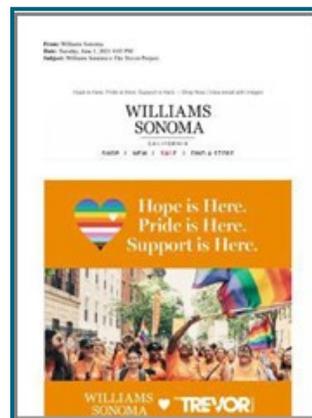
Nissan supports LGBTQ+ Pride, not just in June, but all year round



Celebrate Pride with \$50 Bonus Orbucks. Plus learn more about LGBTQ+ Welcoming hotels

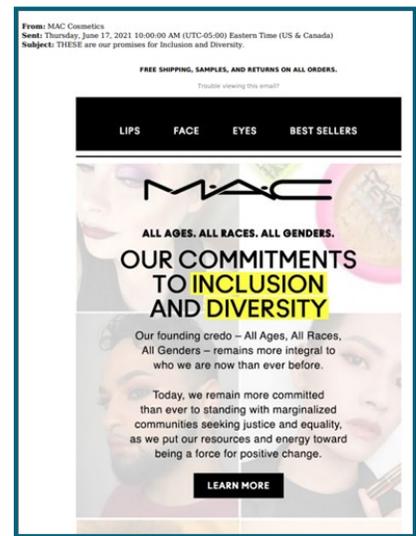
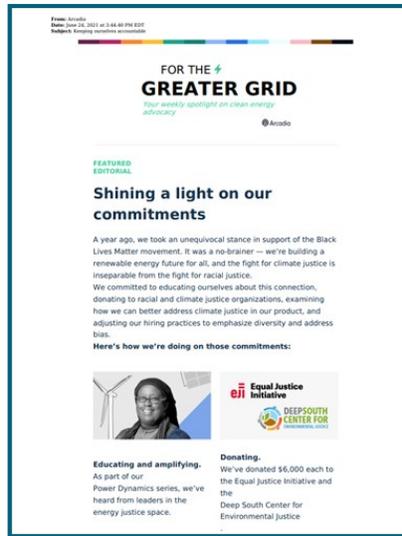
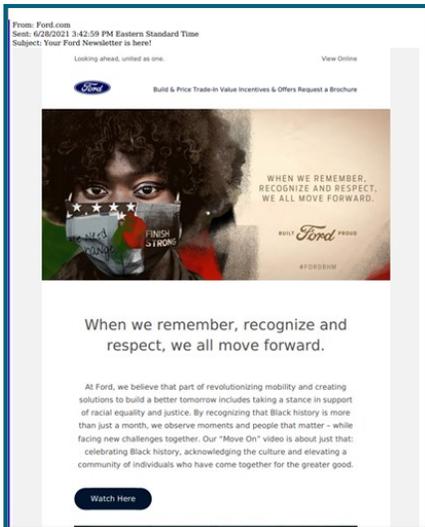


Introducing our LGBTQ+ business resource group (BRG)



We're proud to partner with the Trevor Project. Will you help us by donating too?

Notably, there were efforts made by companies to reflect on their ongoing commitment towards inclusion and diversity. In Ford's June newsletter, they led with a powerful image and reminder that building a better tomorrow includes taking a stance on racial justice and recognizing black history is more than just a month. They shared a link to their "move on" [video](#) which was first released in February. Arcadia Power shared updates on how they are holding themselves accountable to their commitments, and Mac Cosmetics reminded customers that inclusion and diversity are embedded within their founding credo.



## What Happens Next?

It is likely many companies will remain accountable and committed to embodying diversity and inclusion within their brand. Efforts along these lines matter to many consumers, and these themes will likely continue to be expressed as corporate core values engrained in products and services offered.

For more information on marketing trends, Competiscan clients can view our archive of reports and insights [online](#). Not a client? [Sign up for a demo today.](#)

For more insights:

**Follow us**

 **LinkedIn: Competiscan**

 **Twitter: @Competiscan**

 **Instagram: @Competiscan**

**Contact us**

 **312.488.1810**

 **ContactUs@Competiscan.com**

 **www.competiscan.com**