SMCC Webinar Series

Confronting Racial Inequality and Driving Systemic Change as an Industry



Thank you to Our Foundational **Partners!**



Scotiabank TTG TORXUE











Tell Us What You Think!

SMCC July 22 Webinar Post-Event Survey

Thank you for attending SMCC's July Webinar! We hope it was an informative experience. Please take a few minutes to fill out this survey to let us know about your experience.

> SPONSORSHIP MARKETING COUNCIL CANADA

f O I in smcc_ccc

SMCC Call for Board Nominations and Volunteers

Apply By Friday, August 21, 2020



SMCC Webinar Series

Title: The Hard Truth About the Future of Live Events: What Sponsorship can Learn from Population Disease Modeling

> Date: Wednesday, August 19, 2020 Time: 12:00 - 1:00 PM ET

f O 🕑 in smcc_ccc

August Summer Social

Grab your favourite drink and join us, virtually, for SMCC's Summer Social!

Reconnect with your colleagues and industry peers during this informal networking event.

Using Zoom Webinars

- Difficulty hearing? Go to 'Audio Settings' and check your speaker settings
- Any other Zoom issues? Please post a question in the Q&A and our tech support will try to help

The session will be recorded and available for registrants to view





Jana Masiewich

VP, Sponsorship & Events Publicis Sport & Entertainment SMCC Webiwar Series Confronting Racial Inequality and Driving Systemic Change as an Industry

SAVE the DATE

Date: Thursday, September 24, 2020 Time: 4:00 - 5:30 PM ET Location: Virtual

Join us for an incredible evening of learning, networking and celebrating the best in Canadian sponsorship at the 20th Annual SMAs!





SMCC's Commitment to Change

- Creation of SMCC Diversity and Inclusion Committee & selection of Chair
- Leverage existing and build new SMCC partnerships and programs to attract a more diverse talent pool to the sponsorship industry
- Promote diverse voices through SMCC events and content
- Review SMCC electoral process and volunteer outreach to create an inclusive community at all levels of governance



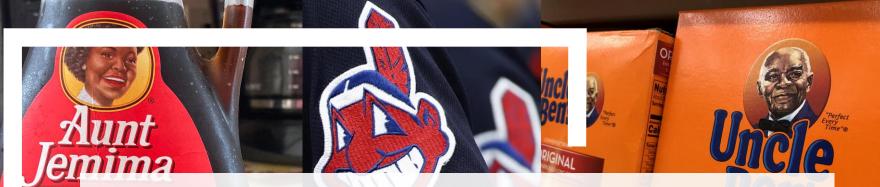
Market Watch



Howard Lichtman

Partner, Co-Founder Ethnicity Multicultural Marketing & Advertising Inc. SMCC Webinar Series

Driving Systemic Change as an Industry



Market Watch

Racialized Brands

Ethnicity Matters

on & 6 Essenti



Unconscious Bias

Unconscious Bias & Images



<u>Click here</u> to view the full video.



Racialized Brands and the Role of Sponsors

Definition

Racialized Brand: Ascribing ethnic or racial identities to a brand that does not identify itself as such and perpetuates negative stereotypes





Uncle Ben's Rice

History

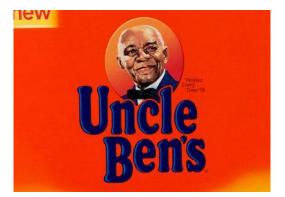
- Name "Uncle Ben" = Black Texan rice farmer
- Image = Black Chicago chef and waiter Frank Brown
- Term 'Uncle' and 'Aunt' used by White Southerners as honorifics for older Black people because they refused to call them 'Mr.' and 'Mrs.'

Action

- June 17th, 2020 Announces change of "brand identity"
- "Taking a stand to help end racial bias and injustices"

- **Mars Inc.**, follows quickly after PepsiCo announces their re-branding of Aunt Jemima
- Inspired by the Black Lives Matter movement







Cream of Wheat

History

- Depicts black chef character known as "Rastus", a jolly former slave who spoke broken English
- "Rastus" carries pejorative connotations for African-Americans

Action

- June 17th, 2020 - Announce review of the Cream of Wheat brand packaging

- B&G Foods follows Aunt Jemima & Uncle Ben's
- Inspired by the Black Lives Matter movement







Eskimo Pies

History

- "Eskimo" is commonly used to refer to natives people in Arctic regions
- Considered derogatory because it was a term given by non-Inuit people and was said to mean "eater of raw meat"

Action

- June 17th, 2020 Announce change of name & marketing
- "We are committed to being a part of the solution on racial equality, and recognize the term is derogatory"

- **Dreyer's Grand Ice Cream**, says it had been reviewing this for some time
- Follows Aunt Jemima & Uncle Ben's
- Inspired by the Black Lives Matter movement







Aunt Jemima

History

- 131-year-old brand under Quaker Oats/PepsiCo
- Acknowledged that Aunt Jemima's origins were "based on a racial stereotype" of a friendly Black woman working as a servant or a nanny for a white family

Action

- June 17th, 2020 - Announce a change to Aunt Jemima name & packaging

- Response to a viral TikTok that exposed the origins
- **PepsiCo** reflected on their efforts to address the need for systemic change following the Black Lives Matter movement







The Name & Image - Only 1 Piece of the Puzzle

PepsiCo will invest more than **\$400 million** over five years to lift up Black communities and increase Black representation at PepsiCo

These initiatives include:

- a) Black managerial roles, with an increase in 30% by 2025
- b) New recruitment policies
- c) Scholarships
- d) Mentoring programs
- e) Doubling spending with Black suppliers
- f) \$50 million to Black businesses
- g) Community investment
- h) Inclusion of Black voices in marketing content creative
- i) Training on unconscious bias







Racialized Sports Teams and the Role of Sponsors

Washington Redskins

History

- "Redskins" term used by bounty hunters to identify Indigenous peoples by the colour of their skin
- Bounties were offered for the murder of Native Americans

Action

- July 3rd, 2020 Conduct a "thorough review" of their 87year-old name
- July 13th, 2020 Announce change of team name & logo

- Sponsorship Pressure Nike, FedEx, PepsiCo, Bank of America
 - FedEx Statement demanding a name change & threaten not to pay \$45 million in contract fees
 - Nike Removed Redskins gear from their store
- Amazon, Walmart, Target, & Dick's Sporting Goods also removed Redskins merchandise for sale online







Cleveland Indians

History

 Originally called the Cleveland "Naps" and changed the name to "Indians" to honour Native American player Louis Sockalexis

Action

- 2019 MLB Season Removed Chief Wahoo logo from uniform caps due to public backlash
- July 3rd, 2020 Announce they will "determine the best path forward" for its 105-year-old name

- Sponsorship Pressure fear of losing major partner
 Progressive Insurance who paid for naming rights of the field
- Pressure from the public to remove the caricature and team name







Chicago Blackhawks

History

- Named after historic figure Black Hawk of Illinois' Sac & Fox Nation
- Team has since donated money to Indigenous groups to raise awareness of Black Hawk's history

Action

- July 7th 2020 Announce they have no plans to change the name or logo
- State they are "committed to raising the bar even higher to expand awareness of Black Hawk and the important contributions of all Native American people."

- No evidence of Sponsorship pressure to date
- Face pressure from tribal groups & social justice advocates







Atlanta Braves

History

- "Braves" originates from a term for a Native American warrior
- Use of foam tomahawks led to criticism from Native American groups that it was "demeaning" to them and called for them to be banned

Action

- July 2020 Announced no change to its 107-year-old name or logo
- Emphasized their commitment to Native Americans and said they have been in discussions with tribes about how best to support them
- However, they will review the "Tomahawk Chop" chant

Why?

- Public Pressure following the Washington Redskins statements & the Black Lives Matter movement







Edmonton Eskimos

History

- "Eskimo" is a derogatory term used by colonizers to refer to the native peoples in Arctic Regions
- Link with "Eaters of raw meat" insinuating barbarism and violence

Action

- July 14th, 2020 Team defends its name saying it invokes "toughness, hardiness and the ability to perform in cold weather,"
- July 17th, 2020 Announce decision to change their name

- Sponsorship Pressure Belairdirect & Sports Interaction
 - Issued an ultimatum for Eskimos to change their name
- Pressure from Inuit communities







Vancouver Canucks

Canucks Diwali Night

- Themed game celebration since 2017, honouring Diwali traditions and South Asian culture
- Includes: Live entertainment, South Asian food, dancing, face painting & colouring, etc.

Lunar New Year Jersey

- Themed game celebration, honouring elements of both Chinese and West Coast hockey culture
- Designed special jerseys for Lunar New Year game
- Features traditional red and gold colour palette symbolizing luck and fortune
- Year of the Rat shoulder patches







CFL

Diversity is Strength Program 2018

- Designed limited edition T-Shirts
- Host activations and activities for Diversity is Strength game days
- Celebrates Canada's diverse country, players, and fans during Weeks 10 and 11 across the country

Includes:

- Share stories of CFL's ethnic trailblazers
- Citizenship ceremonies to welcome new Canadians
- Pregame and halftime cultural showcases







Toronto Raptors

Canada's Team

- Diversity of the Raptors' roster accurately reflects the team's home city
- Support diversity through Ethnic Nights, Drake, Half-Time Performances, DJs, Raptors Superfan, Jeremy Lin
- This did not happen overnight, this has been in the works for 25 years



Nav Bhatia - Raptors Superfan Attended every Toronto Raptors home game since 1995 & unites fans across the country



Jeremy Lin

First American of Chinese or

Taiwanese descent to play in the NBA



Drake Raptors global ambassador since 2013 and OVO partnership



Commitment to Systemic Change

Commitment to Systemic Change



Alex Patrices	a		0.0	AL.			
HARC PRITCHARD	RIU	17 Kg	the	400	michael Jocorange	- Carron	Sugent & Day
Chief Brand Officer, Procter & Gamble and ANA Brant Chair	BOB LIODICE CEO, Association of National Adventures and AIMM Co-Chair	TONY ROGERS Orief Member Office: Sam's Only and AMM Co-Osair	JOIN DILLON Over Grand Officer & EVP. Denny's and APM Vice Chair	ALICA ENCISO Otel Marketing Officer, NextN and AIMM Incoming Vice Chair	MICHAEL LACORAZZA EVP & Head of Integrated Harketing, Wells Fargo and ADM Founding Chair	LISETTE ARSUAGA Co-President, DMI and APMM Co-Founder	GILBERT DÁVILA Co-President, DHI and APM Co-Founder
free Dugge	Afr	Pa alle	all-	and -	Wanes	Lynn Blackford	
BILL DUGGAN Group EVP. Association at	CARLOS SANTIAGO	PAUL ALEXANDER Chief Narieting 5	JENNIFER BELL Chief Narketing Officer	DOUWE BERGSMA	LYNNE BIGGAR	LYNN BLASHFORD	Natalie Boden NATALIE BODEN
National Advertisers	APHI Co-Founder	Communications Officer, Eastern Bank	Char Marketing Officec eSSENTIAL Accessibility	Chief Marketing Officer, Piedmont Healthcare	Chief Marketing & Communications Officer, Visa		President & Founder, BODEN
Decom Ber marys	AB-	mpas	alara Burns.	Was alle	Darchon	1-0	Saulist
JENNIFER BREITHAUPT Global Comuner Chief Marketing Officer, Citi	AMANDA BERNKHAN Chief Brand Officer, Delure	DONNIE BROXSON Chief Executive Officer. Acarto	ALANA BURNS Chief Marketing Officer. Southern New Hampshire University	EMICY CALLAHAN Oned Mashaling Offices, ALSAC	BAVID CHITEL Founder & Chief Executive Officer, NGL Collective	ALEX CORRAL Chief Executive Officer, JOE Agency	SEAN CUNNINGHAM President & CEO, Video Advertising Bureau
Spirglo Jelton	SI Han an	Jay Intotico	Altertinard	Marina Pitypelle	A Revell Jinday	Mayor Judy	1/1 se
Croup H Matterstand	SARAH KATE ELLIS President & Chief Executive Officer, GLAAD	JOY FALOTICO President, Liscoln & Over Marketing Officer Ford Motor Company	RACHEL FERDINANDO Chief Marketing Officer, Frito Lay North America	MARINA FR. IPPELLI Chief Executive Officer, Orci	RUSSELL FINDLAY Global Onief Marketing Officer Hiscos	MORE AN EL ATLEY	HORACIO GAVILAN Executive Director, Culture Marketing Counc
Rich Jomes	William	here	Repute T. Hayes	Hail Howwood	Halp Holoman	Danger W Drie	/
RICK GOMEZ Chief Marketing, Dipital &	MICHAEL GRAY Evenident/ECEL	SHELLEY HAUS	TIVALE HAYES	GAIL HORMOOD	ALL MALLAND	GEORGE W. IVIE	TIM JONES
Strategy Officer, Targat	GAG Advertising	Chief Ministery Officer, UN Beauty	SVP, Container Insights and Marketing Planning, BET Networks	Chief Marketing Officer, Kellogg's	Chief Executive Official Intertrend	CEO, Executive Director, Media Rating Council	Chief Executive Officer, Publicis Media American
Als K-	Kaska	While	Mad heles	thed-t-	1000	a Chan	h . I
DAVID KENNY	KELLYN KENNY	SEFFREY LIBERHAN	HOWARD LICHTMAN	ALEX LOPEZ NEGRETE	KARLA LUCIA	ANTONIO LUCIO	Billy Lyons
Chief Executive & Diversity Officer, Nielsen	SVP & Chief Marketing Officer, Hilton	Precident & Crief Operating Officer, Entransion	Partner & Co-Founder, Ethnicity Matters	President and OEO, Lopez Negreta Communication		Global Chief Marketeng Officer Facebook	GREG LYONS Chief Marketing Officer PepsiCo Beverages Nort Amarica
Rundconlida	Catty	Reat 1 7Hole_	Kirk	REMA	Laure Welen	Alexandra Morehouse	Mongin J. Kell
STEVE MANDALA President / Ad Sales & Marketing, Univision Communications	CARLOS MARTHEZ President, Confl	RENETTA HCCANN Oxief Inclusion Experience Officer: Publicis Groupe	KIRK MCDONALD Chief Business Officer, Xandt	KEVIN MCGURN President, Salas & Distribution, Vevis	LAURA MOLEN President, Advertising Sales and Partnerships, NBCUniversal	ALEXANDRA MOREHOUSE Chief Marketing Officer, Banner Health	MONIQUE NELSON Chair & Chief Executive Officer, Universid Group
Plan 6	dim Orm	applant	app.	ala_		20000 1 000	
BOBERTO ORCI	JOHN OSBORN Chief Executive Offices	INGRID OTERO-SMART President & Chief Executive	GIANCARLO PACHECO	ANDRES PALENCIA	ALBERTO PARDO	Michelle A RELIED	water
President, Orci Consulting	CHO /	Officer, Casariova McCarm	Co-Founder & Osief Executive Officer, Plan C Agency	Co-Executive Director, LATV	Over Encoutive Officer & Founder, Adumoval	SVP Digital Sales & Chief Marketing Officer, IBM	IVAN POLLARD SVP & Global Chief Marketing Officer,
454	2	DEnci	17/1-	Marki some	Kont	Glustous	General Mills
MANOJ RADHUNANDANAN Precident of Global Self Care	MARK REVERMANN	DIEGO SCOTTI Executive Vice President	NITA SONG President & Diver Momentum	SIR MARTIN SOBRELL Founder & Executive	SH SPAETH	ELISA TOPPES	Mallal MATT TUMMINELLO
& Office of Marinting Value, Jobroon & Johnson	integration, Fluent160	& Chief Marketing Officer, Verizon	Officer, IW Group	Chairman of S4 Capital and Founder of W9P	Sequent Partners	EVR Network & National, Spanish Broadcasting System / AIRE Radio Networks	President, Target 10
Luc	Match	X	Jalond Well	Marg Naligo	Ano	no	P.
LORBAINE TWOHILL	HATTHEW VANDIKE	LEE VANN Co-Foundar & Chairman	DEBORAH WAHL Global Chief Marketing	ROSEMARY WALDER	AARON WALTON	THIWANG	L Ware
Chief Harlanting Officer, Geogle	Ford Mutor Company	Capitura Group	Officer, General Motors	Music Audience Exchange	Chief Executive Offices, Walton Isaacson	Founder & Principal, TDW+Co	REGGIE WARE Chief Executive Officer, BlackDoctor.Org
TYANSWUMBER	lus_	William White	Anader	Ac Alu Osse	allegengeligter littlegen -	25355	New & which t
FRANCIS WEARDEN Chief Executive Officer	MATT WEISBECKER	WELLIAM WHITE Chief Marketing Officer.	SANE WEDMAN	MCGHEE WILLIAMS OSSE	ALLYSON WITHERSPOOR	DOUGLAS WOOD	
FPO Marketing, LLC / Roger Obvistion & Company, Inc.	H Code	Walmart	Executive Advisor Digital Transformation	Burrell Communications Group	Vice President, Marketing, Nissan	Partner, Reed Smith LLP	DAVID WRIGHT Chief Marketing & Commercial Officer, Minor League Basetual

Join the Pledge Now at www.anaaimm.net



"We hear you, we are with you"

We commit to do everything in our individual & collective power to end systemic racism and achieve equality and justice. This includes to:

- Achieve **representation** that reflects our country's demographics
- Conduct **conversations** about systemic inequalities
- Eliminate **bias** through accurate portrayal of race, identity, & culture in advertising & media programs
- Increase **spending** in multicultural marketing to be reflective of the size of the population vs 5%
- Commit to the accuracy of multicultural & inclusive data
- Achieve an equitable creative **supply chain**
- Double-down on **cross-industry partnerships** to support diverse suppliers





Carlsberg Beer



<u>Click here</u> to view the full video.



Thank You

Howard Lichtman Partner & Co-Founder howard@ethnicitymatters.com

Ethnicity Multicultural Marketing & Advertising Inc. ethnicitymatters.com

Moderator



Kayla Grey Anchor and Reporter SPORTSCENTRE SMCC Webinar Series

Confronting Racial Inequality and Driving Systemic Change as an Industry





Julian Franklin President Franklin Management Group Inc.



Mark Harrison President and CEO The T1 Agency



CEO BrandEQ Group Inc.

SMCC Webiwar Series Confronting Racial Inequality and Systemic Change as an Industry

HOSTED AND MODERATED BY:



Kayla Grey Anchor and Reporter SPORTSCENTRE



SMCC Webinar Series

Confronting Racial Inequality and Driving Systemic Change as an Industry

