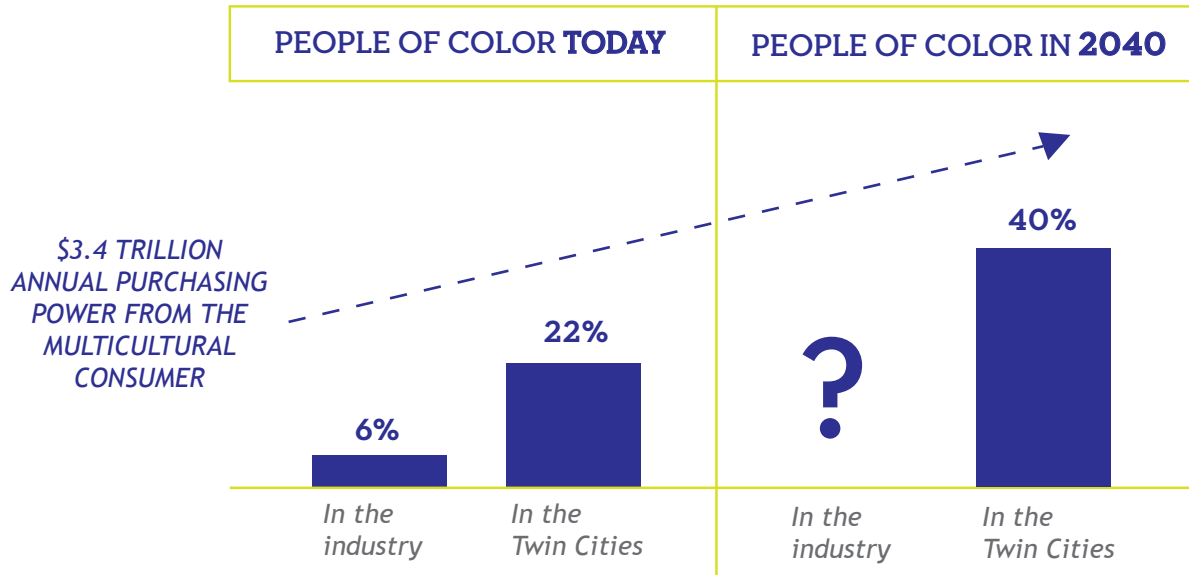
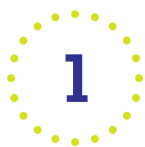


ONLY 6.3% OF THE PEOPLE WHO WORK IN THE TWIN CITIES ADVERTISING INDUSTRY ARE PEOPLE OF COLOR.*



The Twin Cities creative community is out to change the face and voice of the marketing industry. Agency leaders in the Twin Cities want more diversity in their workforce, but to really create an industry that is representative of the nation, we need to know where we’re starting. Fearless partners of The BrandLab have shared the racial makeup of their teams. Because of their commitment, we can work with them to grow their creative talent to be more reflective of our multicultural nation.

THE BRANDLAB IS HERE TO HELP MAKE THIS A REALITY. SO, WHAT’S OUR CALL TO ACTION?



SHORT TERM

Partner with The BrandLab



MID TERM

Collect racial demographics of your teams and share your baseline with The BrandLab



LONG TERM

Become *the* city known to have the most diverse creative workforce in the nation

+

Publicly post *all* job openings

+

Ensure the industry thrives on the insights and creativity of people from diverse ethnic and socioeconomic backgrounds

For the full white paper, contact Ellen Walthour, Executive Director of The BrandLab at ewalthour@thebrandlab.org

*Industry Insights. A white paper on The State of Racial Diversity in the Twin Cities Advertising Industry, 2015