

Brandweek Lift Connects Brands With Minority-Owned Solution Providers



This year's Brandweek event arrives during an exciting, inspiring time of change and transformation. But the 2020 equity uprising isn't just about one moment in time. We recognize that it's about blazing a path forward to enable systemic change.

Over the past few months, we've connected with and listened to members of our community—including the brand executives on Adweek's DEI Council—who expressed a strong desire to broaden their partner networks and diversify who they work with. Many represent major multinational corporations that aim to diversify not just their workforces and supply chains but also the advertising and marketing firms that help sell their products.

Through our increased diversity, equity and inclusion editorial coverage, Adweek has also become acquainted with a vibrant community of business leaders from underrepresented groups. Those professionals are often sought out for

multicultural marketing campaigns when brands want to authentically connect with consumers in specific communities.

Too often, however, those firms are overlooked when it comes to big-ticket global campaigns and ongoing partnerships. As a recent letter signed by industry leaders in partnership with ANA and AIMM pointed out, only 5% of ad spend goes to multicultural markets. Between smaller multicultural budgets and a tendency to get pigeonholed into niche campaigns, it's fair to say that minority-owned marketing solutions providers have been getting shortchanged.

Brandweek Lift can help change that. This year, we're introducing a new marketplace during Brandweek, which is taking place Sept. 14-17, for brand marketers to meet and connect with diverse suppliers and minority-owned solution providers. From ad agencies and multicultural marketing firms to production houses and technologists, we're inviting companies owned by people of color, LGBTQ+ founders and people with disabilities to attend Brandweek free of charge to connect with some of the world's top brand leaders.

If you lead a minority-owned business (over 50% company ownership by Black, Hispanic/Latinx, Asian, Indigenous, LGBTQ+, people with disabilities or other minority groups), apply to waive the \$379 Brandweek agency pass fee and attend for free by completing this form.

All applicants will be verified to ensure that they meet the qualifications of a minority-owned enterprise and will be notified prior to Sept. 14. Limited free passes are available.

<https://www.adweek.com/brand-marketing/brandweek-lift-connects-brands-with-minority-owned-solution-providers/>