

One Club and Popeyes Launch Food Styling Class as Step Toward a More Inclusive Ad Industry

If you're looking for a helpful visual tool that encapsulates the diversity issue that continues to plague the ad industry, Popeyes' Diversity Scorecard might be of great service. In a recent assessment of its advertising, the brand reported a notable lack of BIPOC talent on the marketing and production teams, despite the fact that people of color occupied 55% of its consumer base. Only 6% of the production crew was Black—an especially troubling reality when stacked against the 46% of Black on-camera talent.

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