What It Looks Like To Take A Stand: Top 2021 Inclusive Marketing Moments

The launch of Dove’s iconic “Real Beauty” campaign in 2004 marked the first time I had ever seen a body that looked like mine celebrated on television. With what was then considered a bold move, Dove gained a place in my heart and in my Target cart for life by offering something money can’t buy—a greater sense of comfort and belonging in the world. Years later, an exponentially growing category of inclusive brands like Fenty Beauty and Good American continue to make billions following suit.

Recommended articles
https://www.adweek.com/brand-marketing/2021-inclusive-marketing-moments/

What Marketers Must Consider When Raising AAPI Community Awareness

For the past two years, the rising tide of anti-Asian violence spurred by COVID-19 accelerated at light speed. Not only did

we see the Asian American Pacific Island Community barraged with verbal, physical and life-threatening racial attacks, Asian-owned businesses also witnessed a steep decline in consumer spending.

Recommended articles
https://www.adweek.com/brand-marketing/what-marketers-must-consider-when-raising-aapi-community-awareness/

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5 Ways to Make the Most of CES 2022

Preparing for a trip to the Consumer Electronics Show has always been a daunting proposition—even in pre-pandemic times.

Recommended articles
https://www.adweek.com/media/5-ways-make-most-ces-2022/

Sorry Doesn’t Need to Be the Hardest Word

No matter the category or executive team, brands and gaffes go together, especially when dealing with employee layoffs. But

how these companies respond publicly can be better or worse than the initial act—assuming they even know how to properly structure an apology.

Recommended articles
https://www.adweek.com/brand-marketing/sorry-doesnt-need-to-be-the-hardest-word/

Every Brand Should Be Thinking Like A Wellness Brand

I don’t know if you’ve noticed but the past two years have caused pretty much everyone to take their well-being much more seriously. And they want to know that their favorite brands are taking it just as seriously.

Recommended articles
https://www.adweek.com/brand-marketing/every-brand-should-think-like-a-wellness-brand/

A Higher Purpose: Pivoting

Your Marketing Career to a Nonprofit

2020 undoubtedly had an impact on you in some shape or form. Perhaps you had career momentum and were continuing to build on you; perhaps you were already a rockstar employee, teammate, respected leader, parent, son, neighbor or a passionate marketer grinding towards what could be next. Regardless of your life stage, you were a different person prior to March of that year.

Recommended articles
https://www.adweek.com/brand-marketing/pivoting-your-marketing-career-to-a-nonprofit/

A Lifeline for the Subscription Box Model Beyond the Pandemic

Subscription boxes like BirchBox and Barkbox are all the rage these days—and not just among us humans. My dog Bear jumps for joy when his Bark Box comes through the door.

Don’t miss **The Business of Marketing** podcast featuring leading c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance, technology, HR and the boardroom to drive business growth. **Tune in**.

Recommended articles
https://www.adweek.com/brand-marketing/a-lifeline-for-the-subscription-box-model-beyond-the-pandemic/

What Marketers Need to Know About the Changing Luxury Landscape

As the end of another year approaches, premium retail brands continue to navigate a new post-Covid era that sees the luxury market in an unprecedented state of cultural scrutiny.

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technology, HR and the boardroom to drive business growth. **Tune in**.

Recommended articles
https://www.adweek.com/commerce/marketers-changing-luxury-landscape/

How British Brands Are Gamifying Kindness This Christmas

Consumers at Christmastime essentially want two things: to consume and to feel good about it. And with an entirely new patch of grey hairs dedicated to the pandemic, we're all in desperate need of a bit of feel-good positivity this year. So it's little wonder that we're seeing a flurry of cause-driven advertising hit our screens during this season of goodwill.

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Recommended articles

https://www.adweek.com/brand-marketing/how-british-brands-are-gamifying-kindness-this-christmas/

Body Positivity Saves Lives. Brands Should Act Accordingly

With Breast Cancer Awareness month behind us for another year, it feels like a good time to look at one of the major obstacles preventing early diagnosis.

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