

GLOBAL INTELLIGENCE

DEI - Supplier Diversity

QUESTION

What are your challenges in hiring diverse-owned and/or operated suppliers (agencies, production companies, marketing suppliers, or other businesses)?

ANSWERS

- The primary challenge for us has been finding an efficient and reliable source of diverse supplier options that is maintained with up-to-date information. To that end, our industry has recently kicked off a project to build a minority-owned supplier database that is tailored to the unique needs of our industry.
- In most instances, it's because existing partnerships are already in place and there is no structure for regular reviews or re-evaluations. The mantra of "why fix it if it ain't broke" applies here too. It's a lot of work to switch vendors and for an already-strapped team with too much to do, no one wants to take on the task of proactively exploring options or engaging people to create more work upfront. If a contract is up for a renewal, then there is a better chance for diversity success – if someone is willing to look for it in particular. Our brand budget is part of a corporate "expense" budget (instead of investment, unfortunately) and therefore variable each year.
- Change—we are a complex organization and a complex B2B purchase cycle. Our current agency knows us and our business. Onboarding a new agency is disruptive. I prefer to challenge my current agency to build diversity into their organization.
- Contracting is more difficult as they do not have the risk tolerance of larger established businesses generally. Understanding the players is a big area of opportunity.
- We are not having challenges hiring. We feel proud of who we have identified to help us bring more talent to our creative, production, social activation, and communication areas. We are also asking non-minority-owned agencies to diversify:
 - Increase 10x spend with Black/African-American owned agencies by CY22
 - Increase Black/African-American owned talent in non-minority owned agencies by 10% (this means for every 10 employees working on our business, 1 must be Black/African-American)

QUESTION

What are your challenges in utilizing diverse content creators?

ANSWERS

- When it comes to diverse content creators, we primarily use influencers on social media. It has not been that challenging because there are tools that can aid with finding the right person. We use [CreatorIQ](#).
- I wish I had the opportunity to work with more of them!
- Finding diverse content creators in an industry that's inherently homogenous. Have been working with a non-profit ([Crew Collaborative](#)) to identify sources.
- Seeing less challenges here, but understanding the supply chain and who is out there is the biggest challenge
- We have approached diverse creative/content/social activation in a way that we have leveraged current RFPs for some of these categories to place key B/AA Agencies into the process so that from an award outcomes, we have included them in our preferred purchasing Agency of record recognition. For those we enhanced into other commodity codes as qualified, we are ensuring that there is enough business and opportunity for them.

QUESTION

What are your challenges in increasing investment in diverse-owned and/or operated media companies?

ANSWERS

- Per Q#1, the biggest challenge has been being able to quickly and easily find a company that has the capability to do what we need and also has diverse ownership. We are slowly building our network/knowledge in the space but hope to accelerate progress by building a minority-owned supplier database.
- We don't have budgets large enough to warrant splitting apart media companies. I need a 1-stop shop that can do it all in one place, ideally that shop should include BIPOC talent but even if it did, if my budget is too small then I won't have exposure to larger teams. At this stage, I'm happy to at least be working with a full team of women at my media agency, I do think that's made a big difference in how we plan.

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- Availability/existence of diverse-owned/operated media in the heavy industrial goods market.
 - The demands that the Black Owned Media Businesses are demanding are not in line with availability and are short on the perspective of the consumer. The consumer ultimately chooses where and what they want to watch, over saturation of messaging with over frequency is an off-putting to consumers. Building a strong ecosystem will take time so that appropriate consumer-focused advertising can happen in the right way. We also need to broaden the traditional use of media to include influencers, experiential, and the like. The definition does not hold water in today's landscape.
 - Challenge is 'how'. We have in-housed all of our U.S. media agency business. We need to go direct to B/AA and other diverse media companies to purchase. What we are finding is that there are not enough diverse media to 'buy' and/or even get brokered. We are determined to drive something more impactful here.