

# reboot.

## **Competency has no...**

An integrated marketing campaign developed to fight racial inequality in the financial sector.



In collaboration with  
New Wave Agency

# Who are New Wave?

An upcoming, forward facing creative PR and marketing agency with a focus on making a splash in the media industry whilst fighting for change. We are everything new, everything trendy, everything strong. We are a NEW WAVE of generation-z marketers, advertisers, and creatives, prepped with the knowledge and know-how to make your business boom.

Small Team of 5!



## Growth:

Company is positioned to grow greatly within the next few years.

## Most Successful Campaign:

Sustainability campaign combatting fast fashion.

## Beliefs:

Change for good.



## The Brief

reboot. wants to find a better way to engage and raise the profile of its ambassadors. Many of them are committed to the cause but very few end up promoting our work externally, or seem to want to discuss these issues 'on their own agenda'. This is a shame as we see them as influencers and if we were to get more proactive engagement from them, our reach would widen.

### What we want to see

A campaign to help us recruit 20 new senior ethnic minority professionals and senior allies who work in executive or senior roles within businesses, such as CEOs or board-level / Head of ESG / Head of HR / Head of D&I positions within FS

A clear brief of what an ambassador should be – what they should aim for, how they can represent reboot., and how they can support the initiative. We have one for all our key audiences currently but this can be completely overridden if you think it is worthwhile

With our current ambassadors – what can we do to make them more proactive and advocates (ie support the initiative and raise visibility of the cause among key audiences) for reboot. – particularly in their workplace and on LinkedIn

Financial services is highly regulated and therefore leans towards more conservative marketing/PR. Within this framework, we are still keen to see as much creativity as possible

### Considerations

- We work full-time in non-reboot. roles so we need something realistic and impactful
- We have access to free research, PR and senior stakeholders
- Our tone should remain engaging, cooperative and productive. We do not want to create divisive dialogue at the detriment of those we seek to convert
- We will be launching a website in January 2022



Information Classification: General

### Measuring success

A successful outcome for us would be:

- Adding more than 20 new names to our ambassadors list in the next 6 months
- Having an easy and sustainable process/system in place to keep ambassadors engaged longer term
- Increased engagement from our priority media publications (e.g. through coverage, requests for comments, or invitations to events)
- Invites for reboot. ambassadors or spokespeople to speak at relevant organisations on our work

17

Our client, reboot. have given us a clear brief of what they require from our company. We have since had a pitching opportunity where we presented our ideas to them. Between us, we decided on a concept which has been further developed into a campaign.

# Competency has no...

An integrated marketing campaign developed to fight racial inequality in the financial sector. reboot. is fighting to create a desperately needed change within the industry, giving a voice back to those oppressed by the institutionalised racism surrounding and oppressing them.

**40%**

of investment professionals having  
experienced racism in the workplace (CFA  
UK, 2022)


**66%**

of ethnic minority respondents in financial services  
have experienced discrimination  
at their organisation, as a result of their background  
(CFA UK, FEB 2022)

**48%**

of ethnic minority respondents believe  
their career progression is slower than  
that of their white colleagues  
(CFA UK, FEB 22)





# Research:

Existing research from reboot. gives us an immediate scope into the severity of these issues. Their mission is no joke, and it is up to us to provide a campaign which portrays just that.



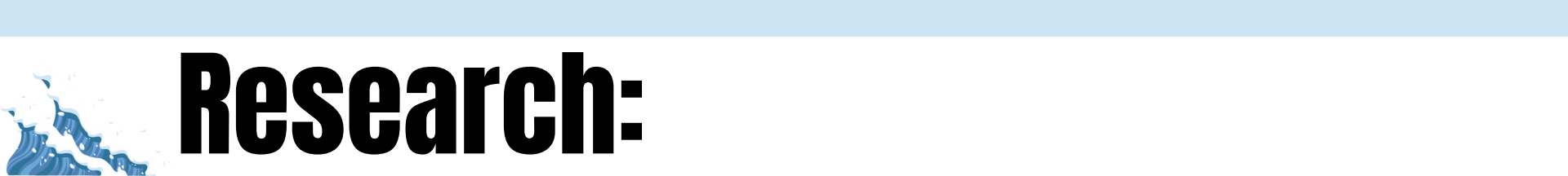
**Ethnic Diversity Index**



**FS Race to Equality: UK  
Financial Services  
Report**



**Black Employees  
Findings and Research**



# Research:

In order to produce a successful campaign it is important that we research our clients. Knowing EXACTLY what they want allows us to run campaigns smoothly, knowing that every part of what we do is true to what has been asked of us. reboot. is 'a group of senior professionals working together to maintain the dialogue on race and racial inequality in the UK workplace'. (reboot., 2022)

## Mission:

1

### Elevate

The Company

(and evolve the conversation through telling real human stories to help build better understanding on the very real obstacles ethnic minority groups face in the UK, particularly pertaining to the workplace.)

2

### Engage

The Audience

(with key stakeholders through their network of ambassadors using original research, case studies and insights to ensure our reach goes beyond the media and directly into the workplace)

3

### Embed

The Message

(reboot. recommendations into ED&I policies at organisations and influence trade bodies and policymakers on making sustainable positive change - through mandatory data disclosure or quotas in order to measure race equity in the



## Goal:

1

### Educate

e

Business Leaders + Policymakers

2

### Enable

Them to make a fairer and more diverse + inclusive workplace

# reboot.

## Audience:

**18-60+**

- Students
- Graduates
- Young Working Professionals
- Senior Professionals

- Industry contributes 8.6% to the total economy output
- Large disparity in opportunities for ethnic minorities to access senior positions, or the industry at all.

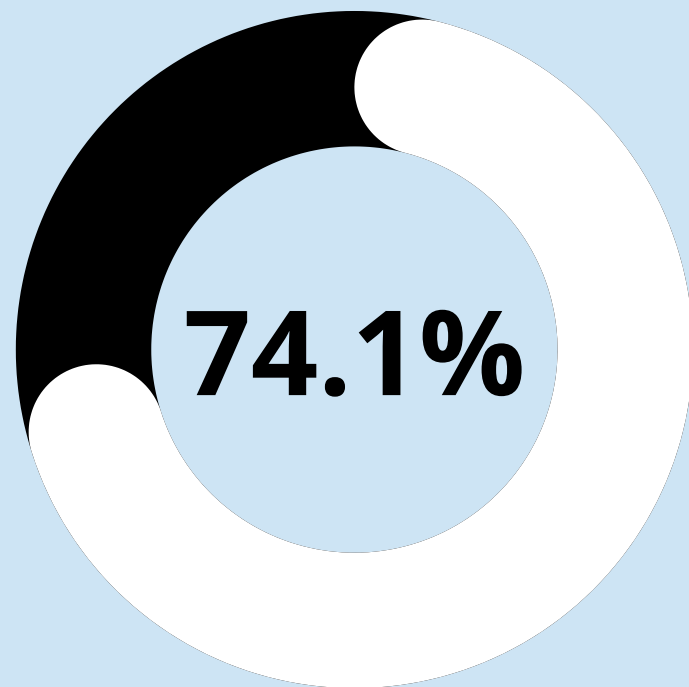
## Industry:

**8.6%**

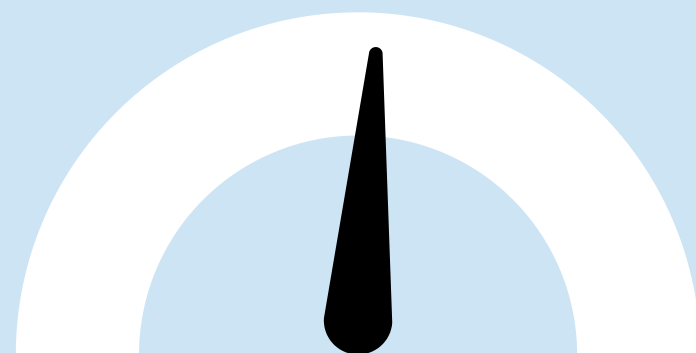
# Research:

In order to explain why we have decided to expand reboot.'s target audience wider than asked, we developed some market research into the new audience to explain why it is so important to open up the conversation further.

Through a survey sent out to current students, graduates and young working professionals aged between 18-30, we questioned them on their experiences on racism/inequality, and despite the short time they have studied/worked in the industry, the findings were shocking.



74.1% of participants believed that there is a racial/inequality problem in the financial sector.



over 50% of our participants have experienced racism/inequality.





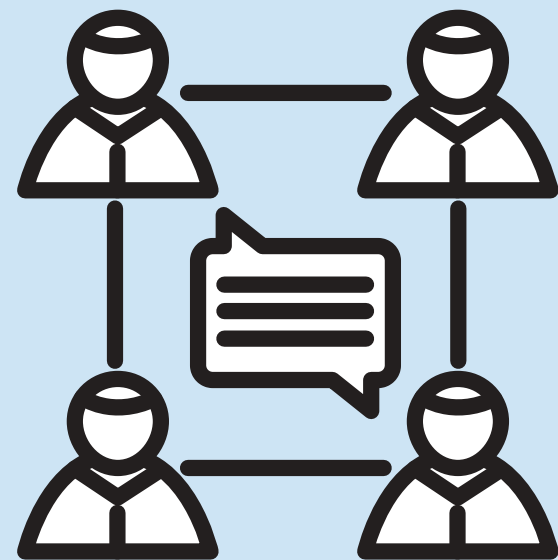
# Objectives:

An objective, described as 'what we expect to achieve' (Soas, n.d.) allows us goals to come back to at different points in the campaign, keeping us on track and ensuring we hit the client's needs.

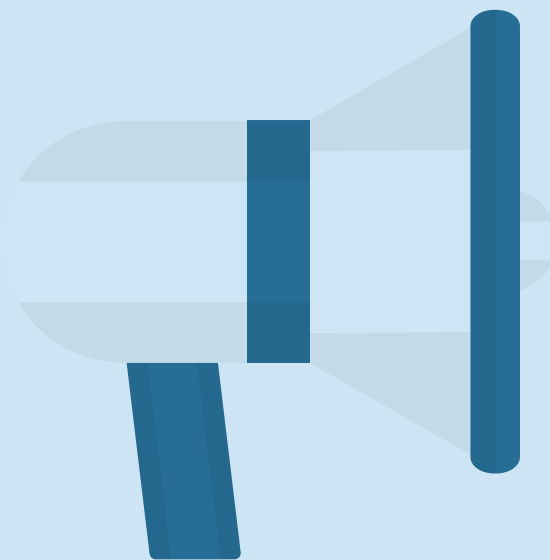
- 1** +20 new names to the ambassador list.
- 2** easy + sustainable system to engage ambassadors long term.
- 3** new ambassador pack to engage current and new recruits.
- 4** invites for reboot. to relevant events + increased engagement from media publications

# Strategies:

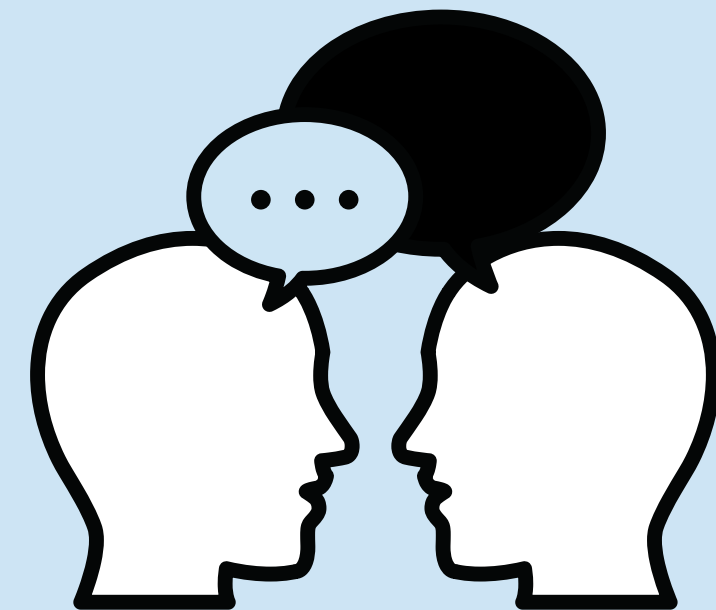
Our plan of action, developed specifically to the client's needs, taking into account all research and objectives.



create a community  
of friends that  
actively participate  
and work with  
reboot..



engage current  
ambassadors and work  
with them to  
encourage new people  
to work with us.

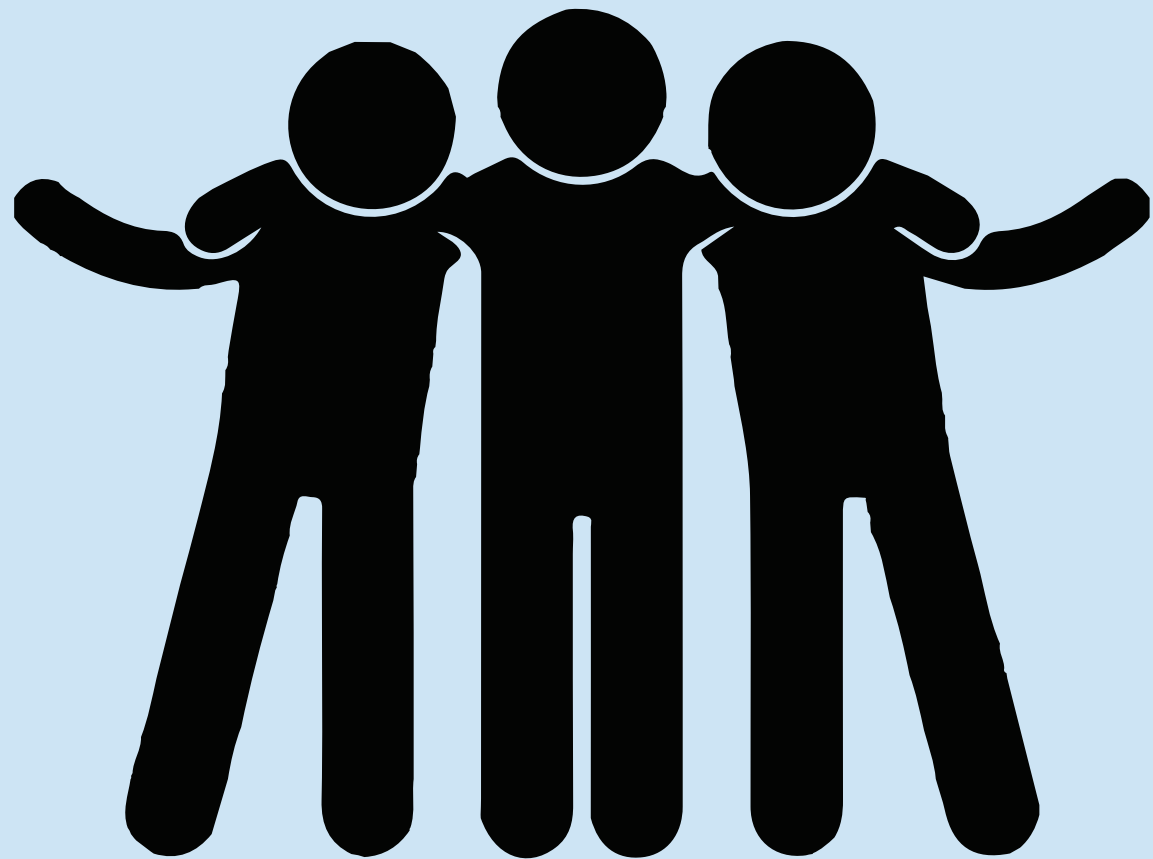


attract new  
ambassadors  
through direct  
communication.

# Tactics:

Our course of action designed to achieve the goals of the client.

Our campaign is split into two sections, almost like two separate campaigns that work seamlessly together.



## 1 engage friends of reboot.

Develop a community of students, graduates and young professionals in the industry that also want to incite change. Having a community gives the company more power and respect among the industry.



## 2 add new names to our ambassador list.

Using our current ambassadors and our new community of friends, we will reach out to senior professionals and invite them to work with us to help create change.



# Creative Brief:

A simple document designed to summarise our campaign simply and keep our company on track with evidence of the plan, milestones and expected outcomes. We will use this later on to evaluate our success.

New Wave

CREATIVE BRIEF

WHAT FUTURE HAVE WE RE-IMAGINED FOR THIS BRAND?

We want to go out of the box. Instead of using traditional marketing tools we will use online marketing and virality to achieve the brief's objectives.

WHAT IS THE CURRENT PROBLEM/OPPORTUNITY THAT WE NEED TO HELP SOLVE?

Not enough engagement from reboot.'s current ambassadors.  
Lack of communication between reboot. and the ambassadors  
Not enough response from potential CEOs

WHO DO WE NEED TO INFLUENCE?

We need the current ambassadors to be more proactive and make them feel part of reboot in order to get new CEOs on board.

WHAT DOES THIS BRAND NEED TO SAY, OR DO, OR WHAT EXPERIENCE DOES IT NEED TO CREATE?

Reboot. needs to create a community that will initiate change.

HOW SHOULD WE CONSIDER USING MEDIA AND TECHNOLOGY?

Social media platforms will be our main source of communication to create a community that will help us engage current ambassadors and add new ones.

HOW WILL SUCCESS BE JUDGED?

- how many people sign up for our friends of reboot. list
- how many current ambassadors are willing to help us get new ones
- how many names we add to the ambassador list

New Wave

WHAT ARE THE PRACTICAL GUIDELINES AND KEY PIECES OF INFORMATION?

- Create a community of young people. We don't only want to communicate to CEOs, we want the whole world to know about reboot. and try to help
- Create a new ambassador pack. Following our out of the box idea, we will create a new ambassador pack to keep the current ambassadors more engaged.
-

reboot.



# reboot.

## Part 1:

Engaging friends of reboot.

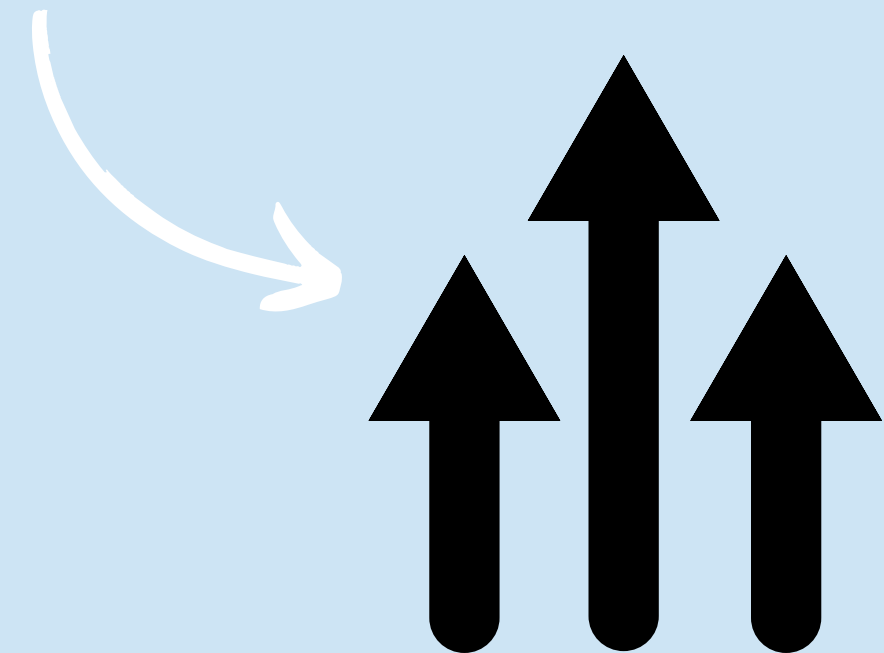


# The Plan:

In order to widen the reach of reboot. it is important to open the conversation to the new generation - the next people to enter the workplace. The generation Z described as a generation who 'fight for and grapple with politics, war, global relationships, immigration, the economy, innovation, social issues, racial equality, gender equality and family structures' (Seemiller, 2018) are a generation not afraid to fight for what they want, and therefore, working with reboot. would be a good opportunity for both parties. By opening the conversation up, we enable companies to create change from the bottom up, as well as from the top down.

Opening the conversation to students, graduates and young working professionals.

Creating change from the bottom up.



**reboot.**

# Creative Concept:

The main concept of our campaign is to create a viral hashtag #competencyhasno... The idea of this is to spark conversation among different social platforms between all groups, educating and detailing the harsh realities of working in the finance sector as an ethnic minority. Creating this conversation will help us to engage potential friends of reboot. as we will be bringing the conversation to their lives, allowing them to get involved by interacting with the hashtag, contacting us or us contacting them.

## #competencyhasno...

Our tagline, (the #) is designed to be interchangeable. This means that we can change it to fit whatever specialised topic reboot. is working on.

By being interchangeable, our tagline also allows reboot. to support other initiatives within the sector that are fighting for change i.e., fighting for gender equality, whilst being recognisable as a seperate entity fighting their own mission.




# Virality:

To accompany the #competencyhasno... we will create a video designed to go viral on several platforms - namely tiktok. The video uses emotion as its punchline and details the story of two boys who grew up together with the same opportunities, yet as adults are separated by the disparity of racial inequality which prevents the black man from progressing in his role, despite having the same ability as his white counterpart. When made with a budget, the video would include a voice over.



Going viral is a promising way to increase communication between groups, and with 'emotional appeals being more likely to be shared' (Akpinar, Berger, 2017) our video will highlight the disparity between groups and get the conversation started on social media.





# Posters:

To be distributed across social platforms to engage friends of reboot. and in offices by our newly built community of those in the sector (and current ambassadors), our posters are designed to capture people's attention, encourage them to find out more and shock them into realising the realities of the industry.

We will distribute 3 main posters which highlight the 3 main reasons people are racist and show how our # is interchangeable.

simple design to capture attention

QR code with a link to our social media

facts about the harsh realities of  
working in the industry as a minority

Example one: Competency has no ethnicity.

Only one third (36%) of respondents believe their companies are 'fully committed' to enhancing diversity and inclusion.

Two thirds (66%) of ethnic minority respondents in financial services survey have experienced discrimination at their organisation

Almost half (48%) of ethnic minority respondents believe their career progression is slower than that of their white colleagues

# competency has no



ethnicity

In a perfect world, success is not measured by ethnic background.

Example two: Competency has no race.

Only one third (36%) of respondents believe their companies are 'fully committed' to enhancing diversity and inclusion.

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Almost half (48%) of ethnic minority respondents believe their career progression is slower than that of their white colleagues

# competency has no



# race

In a perfect world, success is not measured by racial background.

Example three: Competency has no religion.

Only one third (36%) of respondents believe their companies are 'fully committed' to enhancing diversity and inclusion.

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# competency has no



# religion

In a perfect world, success is not measured by religious background.



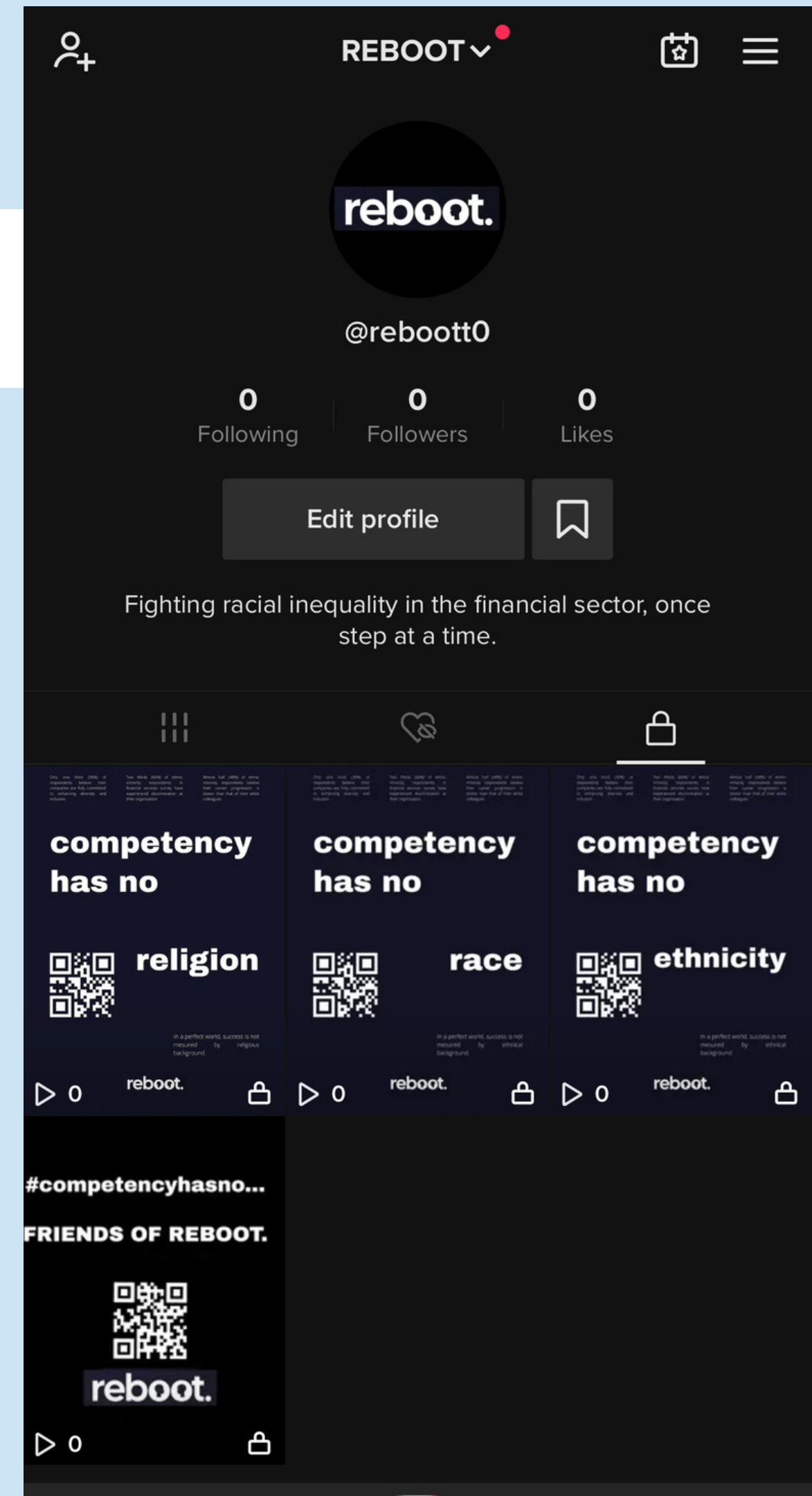
# Social Media:

Social media, having 'transformed society' (Singa, 2015) is an important tool in marketing a business. Although reboot. isn't selling anything, having a presence on platforms which allow global conversations is essential in growing reach and creating calls to action the industry cannot ignore.

## TikTok

TikTok ( 'having gained prominence as the latest digital apparatus for fan engagement' (Su, et al., n.d.)) is key to our video going viral.

With an audience of 13–24 year olds (Hillyer, et al., n.d.) the platform is exactly what we need to gain the attention of students, graduates and young working professionals in the industry.



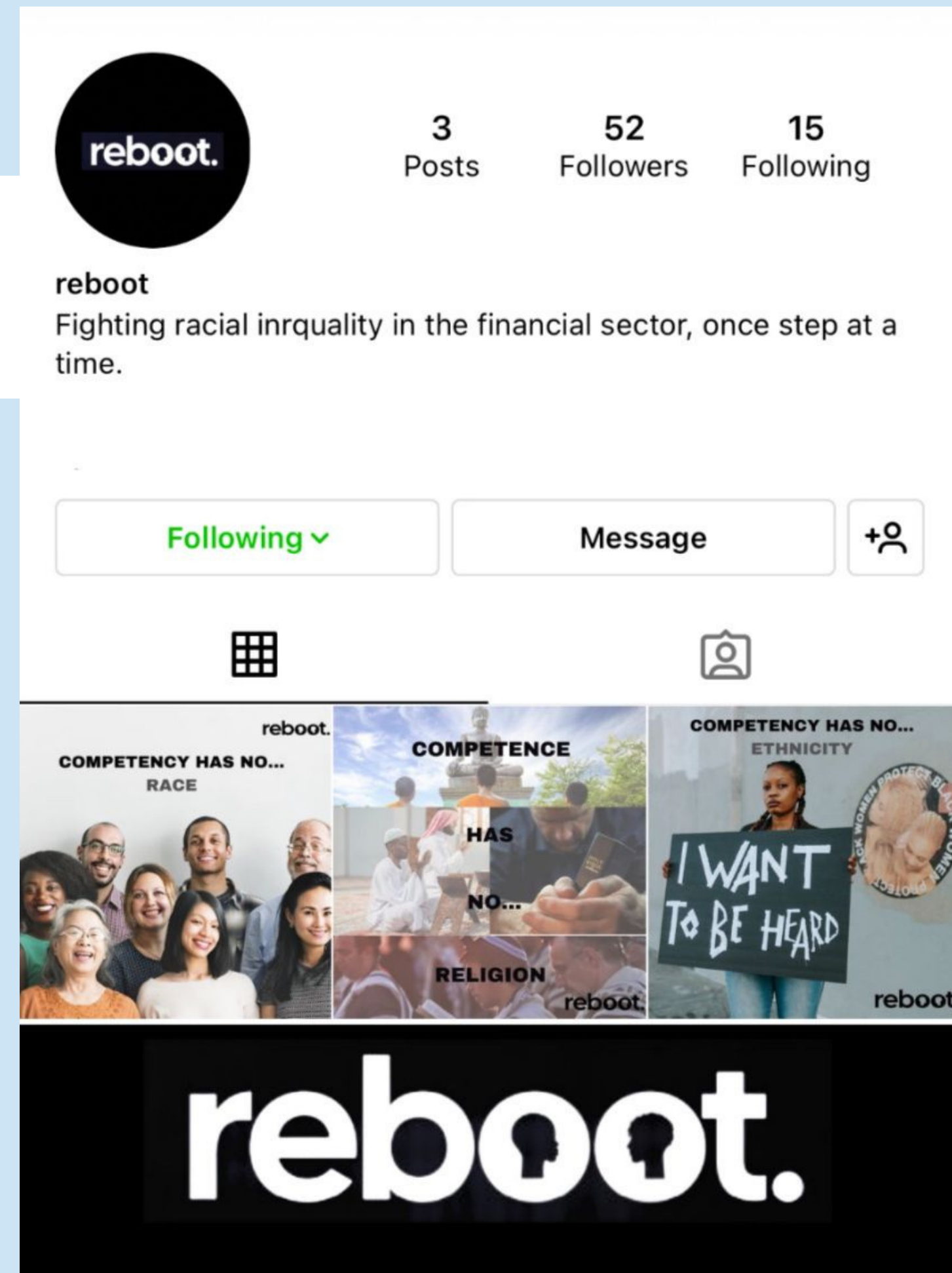
# Social Media:

Three main platforms will be focused on, arguably the most used among our target audience, in order to maximise reach to our community, no matter what platform they use. Instagram allows reboot. to post interactive research and get involved in current trends. Instagram allows our # to flourish.

## Instagram:


Instagram a place of 'both professional knowledge and wisdom, as well as affective support' (Carpenter, et al., 2020) is one of our main platforms as we can support our community whilst educating.

Where we post interactive content and encourage the use of the #competencyhasno...




# Social Media:

LinkedIn will continue to be our main source of social media. Especially when keeping current ambassadors engaged. As a 'interface which caters for the need for professional self-promotion' (Van Dijck J., 2013) LinkedIn allows us find our specific audience and target those who work in the industry directly.



**reboot.**  
Ethnic minority allies working to ensure momentum is maintained around race discussions in the workplace and UK society.  
Non-profit Organizations · London · 552 followers

 1 person from your school works here · 9 employees


✓ Following



More

HomeAboutPostsJobsPeopleVideos

AllImagesVideosArticlesDocumentsAds

Sort by: Recent


**reboot.**  
552 followers

**reboot.**  
552 followers  
11h · 


Racism remains a significant issue in the UK workplace. It impedes the potential of individuals and organisations. But not everyone wants to confront these issues – let alone solve them.  
...see more

Numis  
Investment Banking  
7,100 followers  


+ Follow


**Reboot**  
Marketing & Advertising  
1,676 followers  

+ Follow

**Reboot**  
Civic & Social Organization  
4,477 followers  

+ Follow

 Messaging

The LinkedIn logo, consisting of a blue rounded square with a white lowercase 'in' inside.

reboot.





# Podcast: interview series:

With podcast popularity on the rise and the ability to market to a specific audience of any age, our interview series will connect the friends of reboot. with the ambassadors and our audience. Tying the community together no matter what position.



## the plan:

- friends of reboot. will interview current and new ambassadors
- they will share their stories + why they work with reboot.
- discussions of current issues, events and ongoing work

## why?

- podcasts allow us to hit the financial sector specifically
  - open to all ages
- brings ambassadors and friends together
- allows us to grow our audience



# Community:

Through our social media strategy, assets and hashtag we will have created a community of students, graduates and young working professionals all willing to assist reboot. in their drive for change. By opening the conversation we will have created a huge community of people working towards the same thing. But, what does it mean?

## podcast series

- chance to network and talk with highly respected senior professionals from the industry
- interviews with ambassadors about their work with the company

## email subscription

- event opportunities
- information about reboot.'s latest actions and achievements

**what does it mean to be a 'friend of reboot.' ?**

## community

- networking opportunities with those in the industry
- references from senior professionals about your work with the company
- helping to create awareness of the issues faced

## online certificate

- fun, certified status as a 'friend of reboot.'



# reboot.

## Part 2:

Engaging current ambassadors + finding new ones

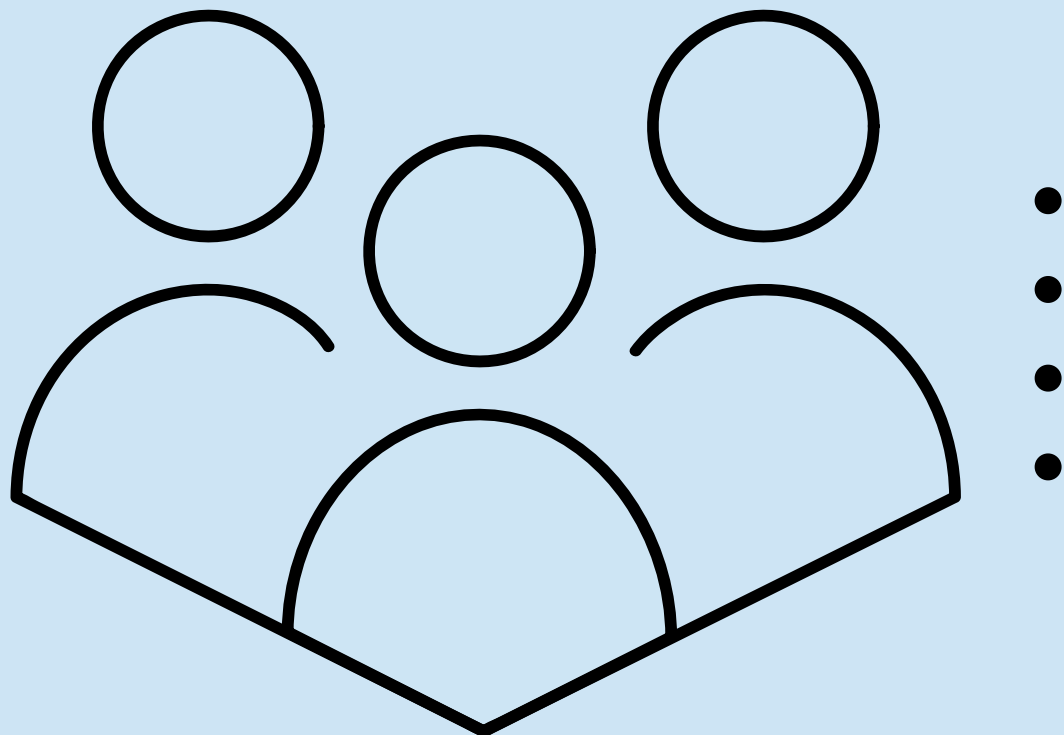


# The Plan:

Once we have expanded our audience and gained a community our focus will then be to create a sustainable system where we engage our current ambassadors whilst adding at least 20 new names to the ever growing list of over 100. Although creating a community gives us support from the bottom of the chain, it is important to continue working with those in power so that we don't have to wait for the new generation, instead we can attack the chain from both ends.

Engaging with current ambassadors whilst finding new ones to join our community.

Encouraging and creating a sustainable system through community to keep all ambassadors engaged in the long term.



# Ambassador Packs:

In order to create a sustainable system we need to improve what has gone wrong in terms of engaging current ambassadors. To start, we will improve the ambassador pack, detailing specifically our expectations of them and also what they can expect from us. Being honest is key and allowing people to see the workload they will have to take on for an unpaid role is important as they too have important roles.

The pack will be sent to ambassadors, new and old, virtually (with a physical copy available at request) in the form of a book.

They will have to sign to the terms and conditions expected of them as a 'contract' to ensure full commitment from all parties.

## Ambassador Pack:

This ambassador pack details what we expect of you as an ambassador for reboot. and what you can expect from us in return.

reboot.

### What we expect from you:

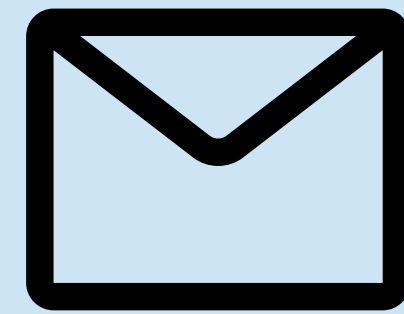
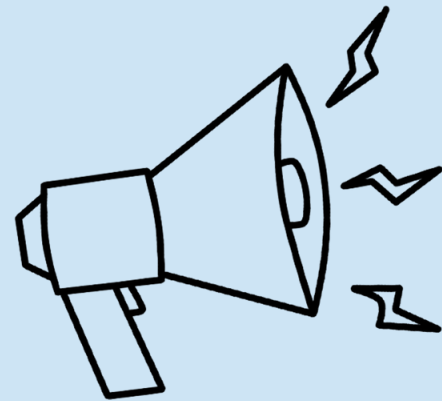
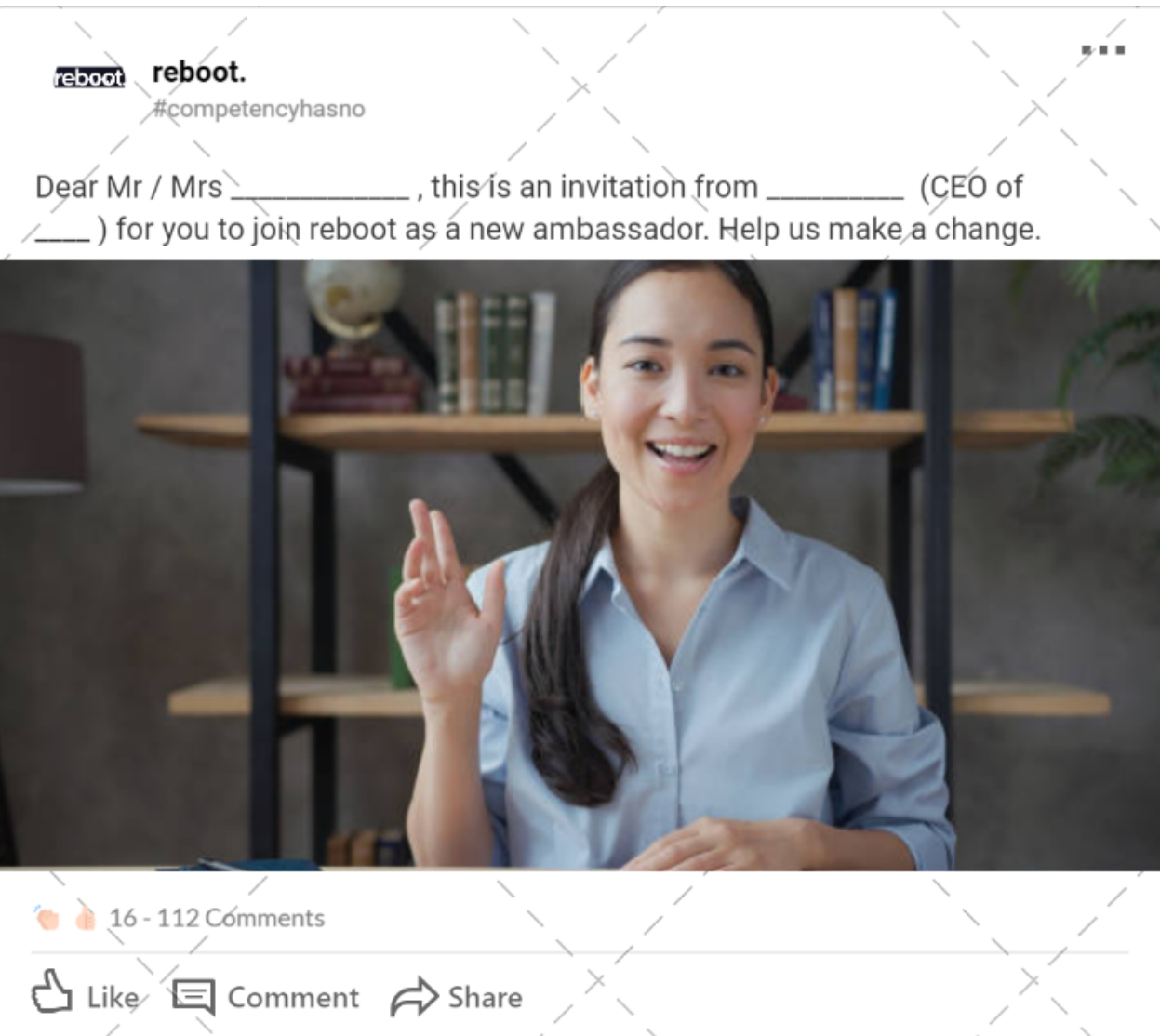
- 2 social media posts per month
- to engage in any video assets we ask you to complete i.e., detailing your experiences in the industry + your story
- to encourage suitable members of your network to come forward as potential ambassadors
- to work closely with friends of reboot. to keep a close knit community
- actively engaging in podcasts and interview opportunities

### What you can expect from us:

- invites to events
- networking opportunities
- exposure to wider audiences
- support in your work
- being part of a movement
- working for a charity\*
- exciting opportunities as we grow

# New Ambassadors:

To encourage new ambassadors to work with us we will use the community we have built of friends and current ambassadors. At this point in the campaign there will be a buzz around reboot. and we expect that many senior professionals in the industry will have seen our work. We plan to use this community, current ambassadors in particular, to give a call to action to named professionals that we want to work with, or who we think aren't doing enough to support the initiative. This will come in the form of public invitations via LinkedIn, in which they can approach us and ask to work with us; and direct calls to action from current ambassadors in the form of videos in which they name who we are approaching - this will then be shared on social media and shared by our community. In turn, this encourages these professionals to come forward and reply/interact with reboot. otherwise it could look bad for their reputation.



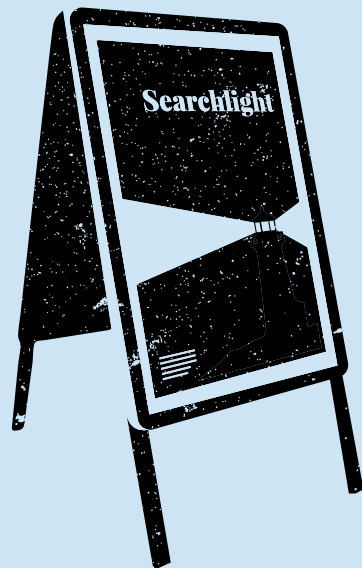
# Channels:

In order to hit our specific age range for the second section of the campaign it is important we choose to market to them in ways which will reach them. Stereotypically older, this generation are less social media focused and instead will respond to physical assets better. Therefore, these channels have been chosen specifically to reach all ranges of our audience from ages 18-60+.



email marketing poster distribution podcast interviews

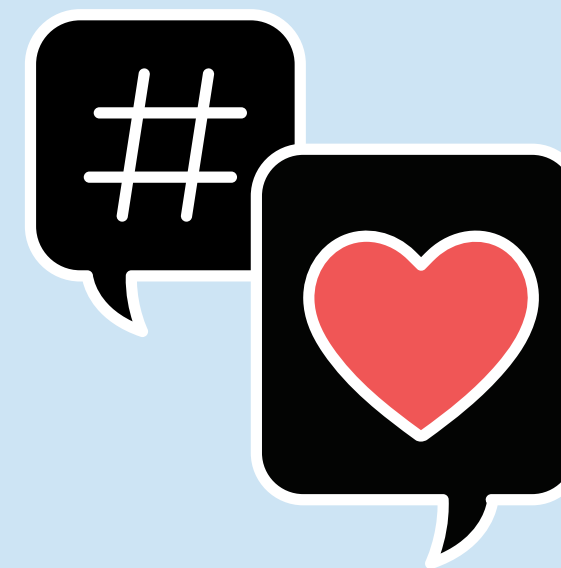
- personalised emails
- invitation to get involved
- subscription option to receive regular information



- placed in offices around the country
- distributed by our friends and current ambassadors



- entice those who are keen to learn more or to create change.



social media traditional media

- TikTok, Instagram, LinkedIn
- encourage friends
- entice senior professionals to check our work out



- Continue to work with journalists, newspapers, publications and having interviews on radio etc

# reboot.

## **Evaluation:**

Time-scale, success, budget





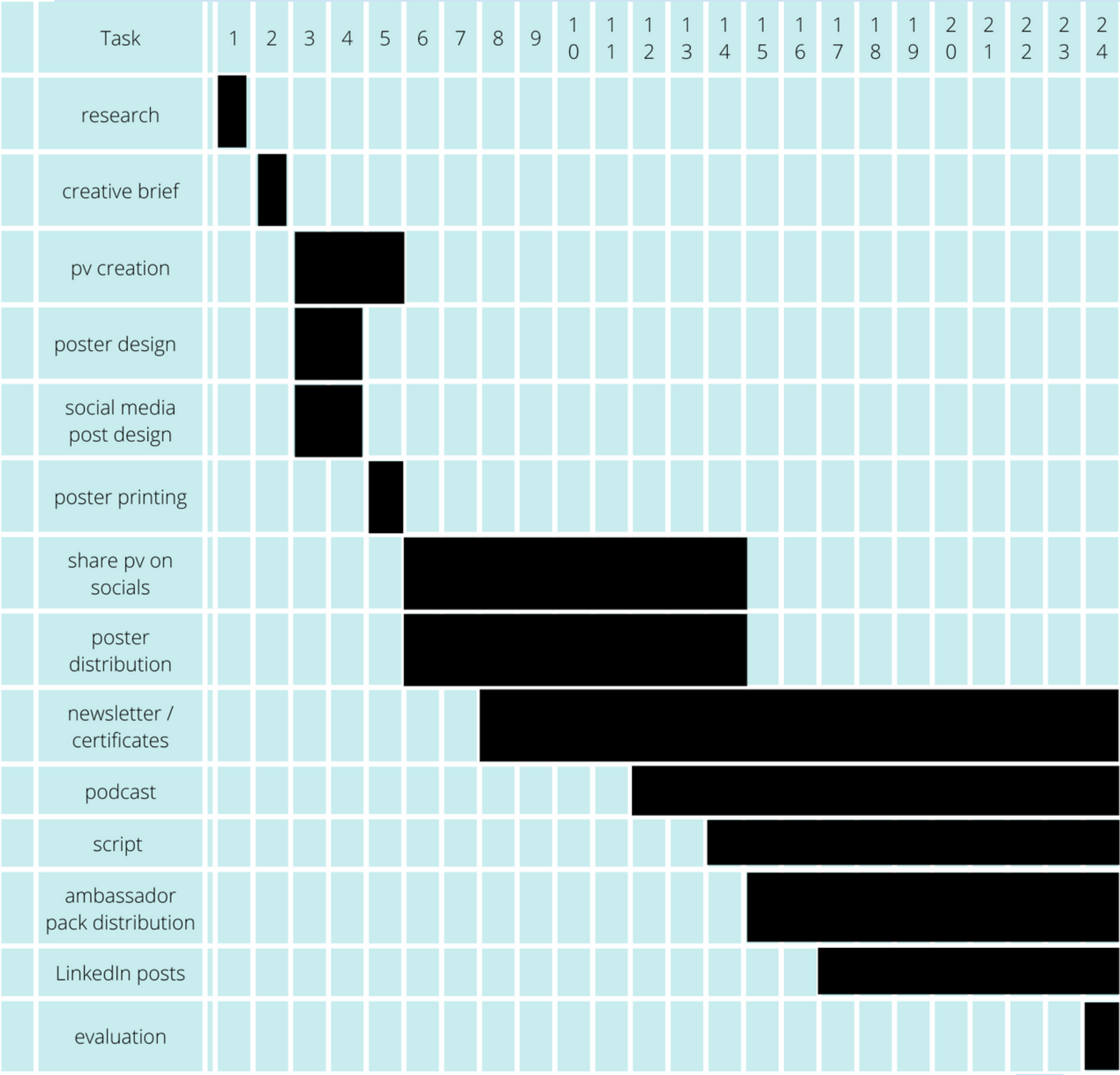
# Time Scale:


Our campaign will run over a 6 month period.

3 months will be dedicated to creating a community of friends.

3 months will be dedicated to engaging current and finding new ambassadors.

The month the campaign starts will be up to the client, however we would suggest it doesn't clash with any other major events (i.e, black history month) as we can then support these initiatives once we have achieved our own goals. It also allows the focus of our community to stay on reboot.





# Budget:

With reboot. being a volunteer led company trying for charity status the budget for our campaign had to remain low. After speaking with the client we agreed that with sponsors and charity status there would be room to cover basic costs.

These are the costs associated with our campaign.

costs	
<div><b>agency fees</b><ul style="list-style-type: none"><li>- work of 5 professionals over a 9 month period.</li></ul></div>	<div><b>social media</b><ul style="list-style-type: none"><li>- social media management</li><li>- time of content creation</li></ul></div>
<div><b>video production</b><ul style="list-style-type: none"><li>- casting</li><li>-supplies</li><li>-transport</li><li>- location fees</li><li>-equipment</li></ul></div>	<div><b>podcast</b><ul style="list-style-type: none"><li>- equipment</li></ul></div>
<div><b>posters</b><ul style="list-style-type: none"><li>- design</li><li>- printing cost</li></ul></div>	<div><b>email marketing</b><ul style="list-style-type: none"><li>- design</li></ul></div>
	<div><b>other assets</b><ul style="list-style-type: none"><li>- content creation</li><li>- management</li></ul></div>

# Evaluation:

Measuring the success of our campaigns is crucial to our company and our clients. We want to provide the best service possible, therefore we set ourselves targets we know we can achieve, and find ways to measure these accurately. Along with keeping to our budget and timescale, we will measure our success by seeing if we achieved our clients goals along with any we have set for the campaign ourselves. For example, we will measure our success in this campaign by:



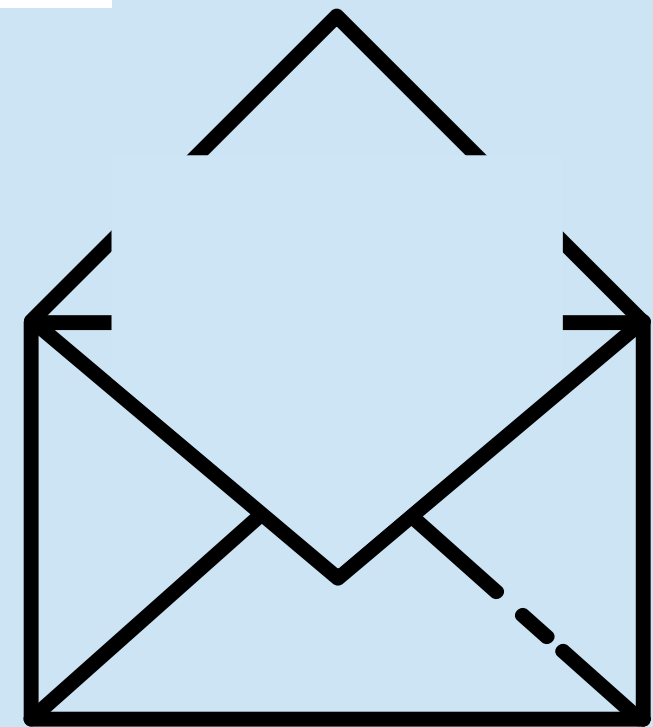
- how many friends of reboot. we sign.
- how many names we add to our ambassador list.



- virality of our video (social media statistics).



- engagement statistics.
- social media analytics
- podcast engagement (Spotify statistics).




- amount of invites reboot. receives to relevant events.

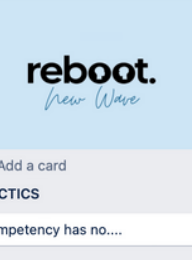
# Project Management:

As a company we pride ourselves on being a team which both work well together and manage our projects well. In order to keep on track we use Trello (project management tool), whatsapp, zoom and in-office meetings to work on the campaign and communicate.

NEW WAVE AGENCY INFORMATION



NEW WAVE AGENCY INFORMATION



+ Add a card

TACTICS

competency has no...

+ Add a card

BRIEF

The Brief

reboot.

BRIEF:

DEADLINE: 26TH JANUARY 2022

AIM: recruit 20 new senior ethnic minority professionals / senior allies

- have to work in executive or senior roles within financial businesses

NEW AMBASSADORS - who should they be, what should they aim for, how can they represent REBOOT, how can they support the initiative?

CURRENT AMBASSADORS - how to make them more proactive, how to make them advocates, how to raise visibility of the cause, how to hit key audiences - workplace and

+ Add a card

MARKETING CHANNELS

TRADITIONAL MEDIA MARKETING:

- PRINT (newspapers/magazines/leaflets)
- BROADCAST (radio/tv)
- DIRECT MAIL
- OUTDOOR ADVERTISING (billboards/bus stops)

DIGITAL MARKETING:

- SOCIAL MEDIA
- BANNER ADS
- APPS
- TARGETED ADS
- PUSH NOTIFICATIONS
- EMAIL MARKETING

+ Add a card

REBOOT

ABOUT THE BRAND:

EXISTING CONTENT:

- press releases
- ambassador packs
- media coverage

LINKED IN PAGE:

FINANCIAL SERVICES REPORT:

BUDGET

SOCIAL MEDIA:

+ Add a card

THE VOICE OF THE AMBASSADORS

CREATIVE IDEAS

CREATIVE IDEA (TOM)

FRIENDS OF REBOOT. CREATIVE IDEAS

YOUNG AND SOCIAL. CREATIVE IDEAS

+ Add a card

RESEARCH

AUDIENCE:

THE CAMPAIGN:

FINANCE INDUSTRY:

RACISM IN THE WORKPLACE:

FINANCE HERO'S/BEST IN THE GAME

EXISTING AMBASSADORS:

POSSIBLE NEW AMBASSADORS:

EXISTING RESEARCH ON THE TOPIC:

CEOS

+ Add a card

PERFORMANCE MEASURING:

USE OBJECTIVES TO MEASURE SUCCESS AMONG OTHER MEASURES

+ Add a card


OBJECTIVE

SUCCESSFUL OUTCOME:

- add more than 20 new names to ambassador list
- have an easy and sustainable system in place to keep ambassadors engaged in the long term
- increased engagement from priority media publications
- invites for reboot or at least ambassadors to speak at relevant organisations/events about our work

+ Add a card

STRATEGY



HIERARCHY OF VALUES

+ Add a card

CAMPAIGN DEVELOPMENT

MARKETING METHOD

+ Add a card

BRIEF AND CAMPAIGN OBJECTIVES

BRIEF OBJECTIVES

- Add 20 new ambassadors
- Keep current ambassadors engaged
- Create new ambassador pack

CAMPAIGN OBJECTIVES

+ Add a card

STRATEGY AND TACTICS

+ Add a card

VIRAL VIDEO

- CEO admitting he was racist

-

CEO/white person saying there is no racism in the sector - cut to black screen with different people explaining what they have experienced what jobs have been denied etc - build up of music and people speaking....silence link to reboot.

CEO saying no racism / cut to interview of younger person explaining their experiences

Young BAME ready for first day at work, excited ready to start journey to CEO - thinks will keep getting promoted, keeps getting knocked down - 50 years later (or something), and is still in the same position/role he was when he was younger

Young person(black and white screen) stressing out while at a desk. Voices and comments of

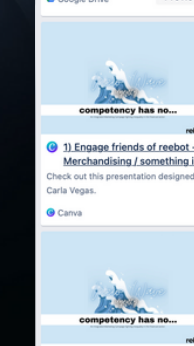
+ Add a card

EVALUATION

SCRIPT REBOOT

Google Drive

Preview



1) Engage friends of reboot - Merchandising / something in...

Check out this presentation designed by Carla Vegas.

Canva

NOTES

<https://docs.google.com/forms/d/1wGBUzEd1sGhNiaYnXmaDpUZXks3SUOLUZY-cvEed17users/sharing>

Screenshot 2022-02-02 at 16:03:36.png

[https://www.canva.com/design/DAE5LpAuQ2vHtHsReBvC4tHnZuGf/sdE2?utm\\_content=DAE5LpAuQ2vHtHsReBvC4tHnZuGf&utm\\_medium=sharebutton](https://www.canva.com/design/DAE5LpAuQ2vHtHsReBvC4tHnZuGf/sdE2?utm_content=DAE5LpAuQ2vHtHsReBvC4tHnZuGf&utm_medium=sharebutton)

Inequality survey.csv

+ Add a card



# reboot.

**Thank You.**







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