Team *just*reached out. Would you be able to provide the below by Monday?

**HM requested a writing sample with the below criteria.**

**What are the key diversity and inclusion challenges facing marketers today?**

· We’re eager to get a sense of your writing style and subject matter knowledge.

· You may structure your response in any way you see fit, but we recommend keeping it to fewer than 400 words.

It started with Beverly Johnson.

In August 1974, she became the first African-American model to appear on the cover of American *Vogue*. It was a breakthrough in minority recognition in the field of marketing—for the first time, beauty wasn’t considered solely a white thing, and marketers woke up and realized that they had to appeal to a more diverse sector of the population. It wasn’t just the right thing to do. From a profit perspective, it was also the smart thing to do.

Today it’s commonplace to see advertisement prominently featuring diverse and inclusive faces—whether they’re multiracial, LGBT, disabled, or members of another formerly under-recognized group.

But there’s more to marketing than showcasing diversity examples. What are the key diversity and inclusion challenges facing marketers today?

Visibility is key. If your audience members don’t see themselves in your marketing media, they’re not going to be inclined to buy. That means making sure that all the faces in your media aren’t just white and male. (Think of previous *Vanity Fair* covers.) It doesn’t mean that every ad has to include a representative from everyone of the aforementioned groups. But think about changing demographics and who you want your marketing materials to appeal to. Are those people included?

Previously excluded groups have great brand loyalty. After neglect and invisibility for so long, they appreciate seeing someone they can relate to in a commercial appeal. Show them you care, and you’ll win their dollar.

It’s also crucial not to resort to stereotypes in your media. Your audience will consider it offensive. Thwey want to be treated wuith sensitivity.