

# Engaging Canada's Diversity

Changes in planning to meet a changing country





# Land Acknowledgement

We acknowledge we are hosted on the lands of the Mississaugas of the Anishinaabe, the Haudenosaunee Confederacy and the Wendat. We also recognize the enduring presence of all First Nations, Métis and the Inuit peoples.



# Welcome

**Nikki Stone**

CEO of Wavemaker Canada

# Presenting



**Karen Purewall**  
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Research Coordinator,  
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# Today we'll be...

outlining the characteristics of, media consumption habits of, and considerations for DEI target groups **so that brands appropriately show up and resonate authentically with them.**



*DEI stands for*  
**Diversity, Equity and Inclusion**

Photo by [Surface](#)

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DEI = Diversity, Equity and Inclusion  
2SLGBTQI+ = Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, and additional people who identify as part of sexual and gender diverse communities

01

*The Breadth of*  
**DEI &**  
**Why We Care**



# Diversity, Equity and Inclusion (DEI) spans across...

**Age**

**Accessibility/  
Disability**

**Gender  
Identity**

**Sexual  
Orientation**

**Ethnic  
Identity**

among others...





# Why DEI?

**Change**



**Targeting**

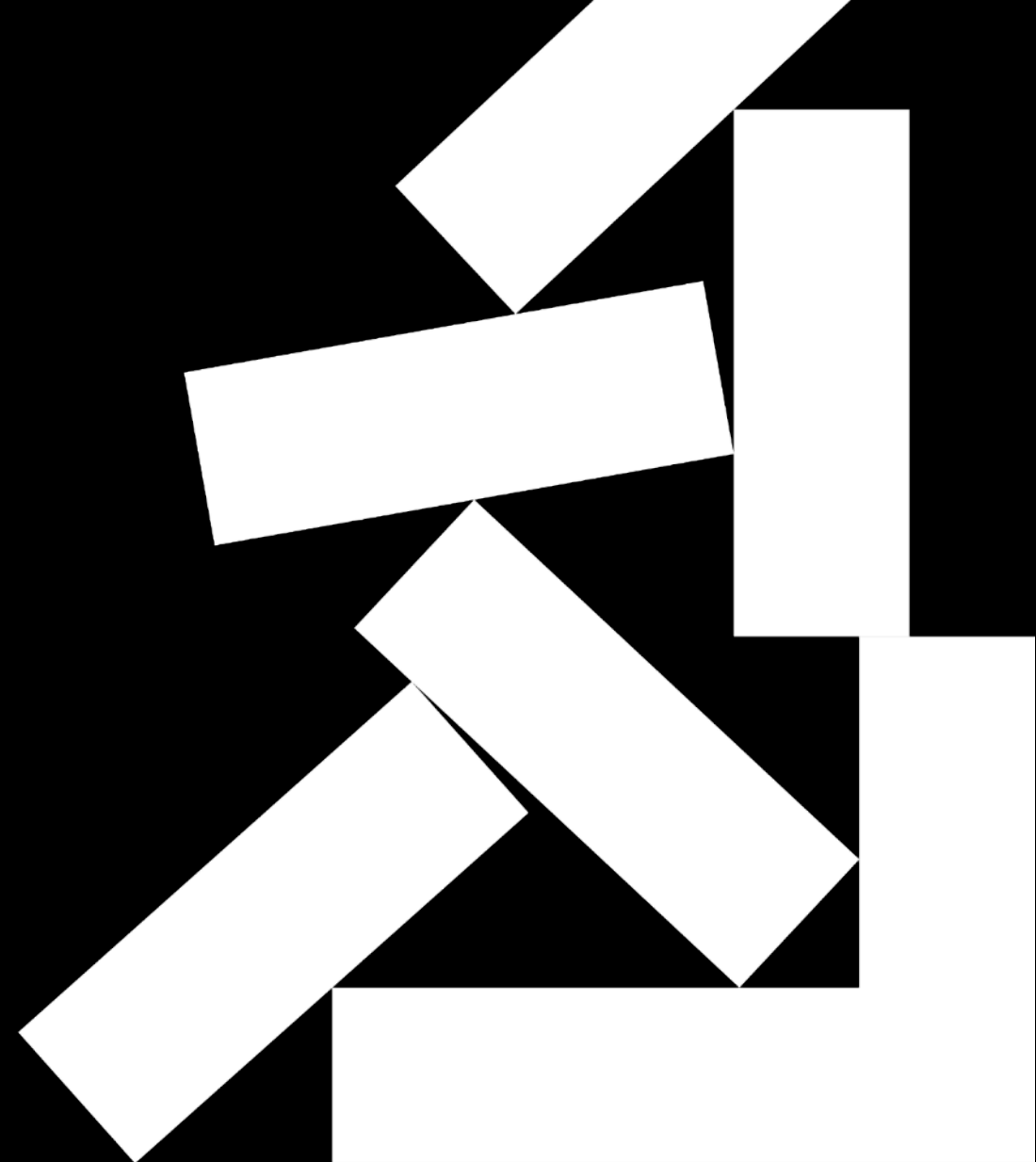
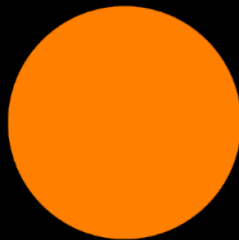


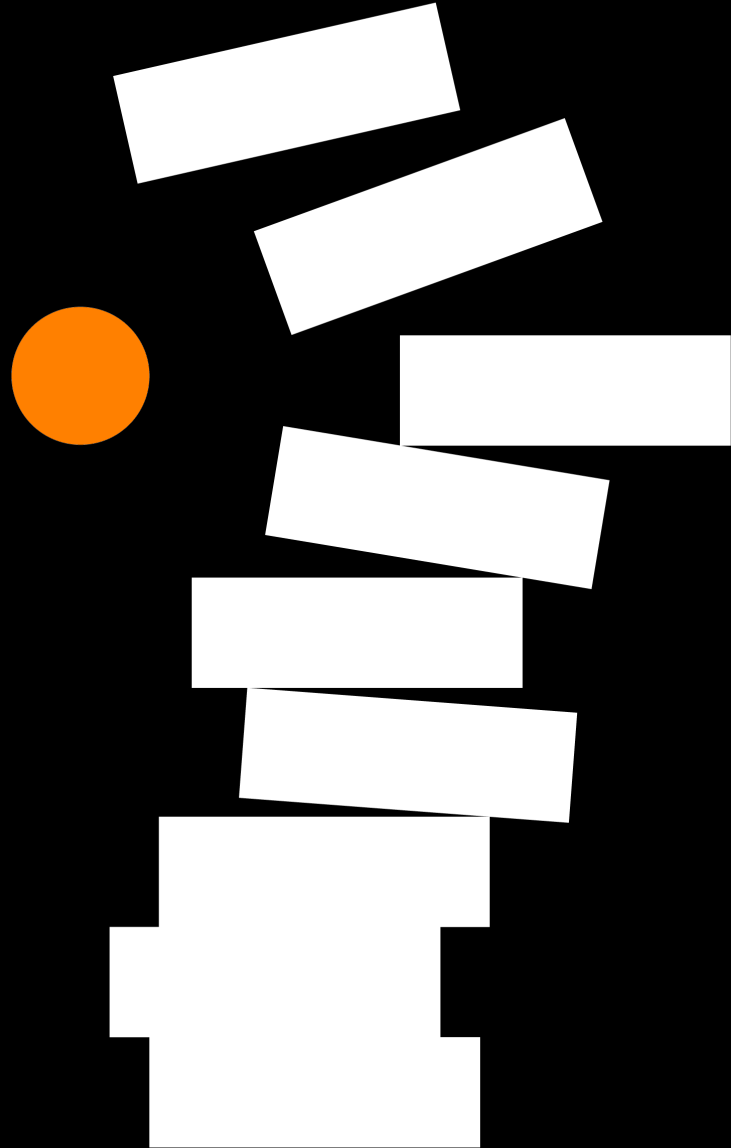
To build credibility in this discipline and **lead with Positive Provocation**, it is critical to keep on top of what DEI truly is, what DEI entails, and what DEI means in planning.

**88%**

**of global consumers say...**

*“Not enough brands do a good job of representing people similar to me or my community”*





**87%**  
**of Canadian media  
organizations are actively  
taking steps to be more  
diverse and inclusive**  
*vs. 63% globally*

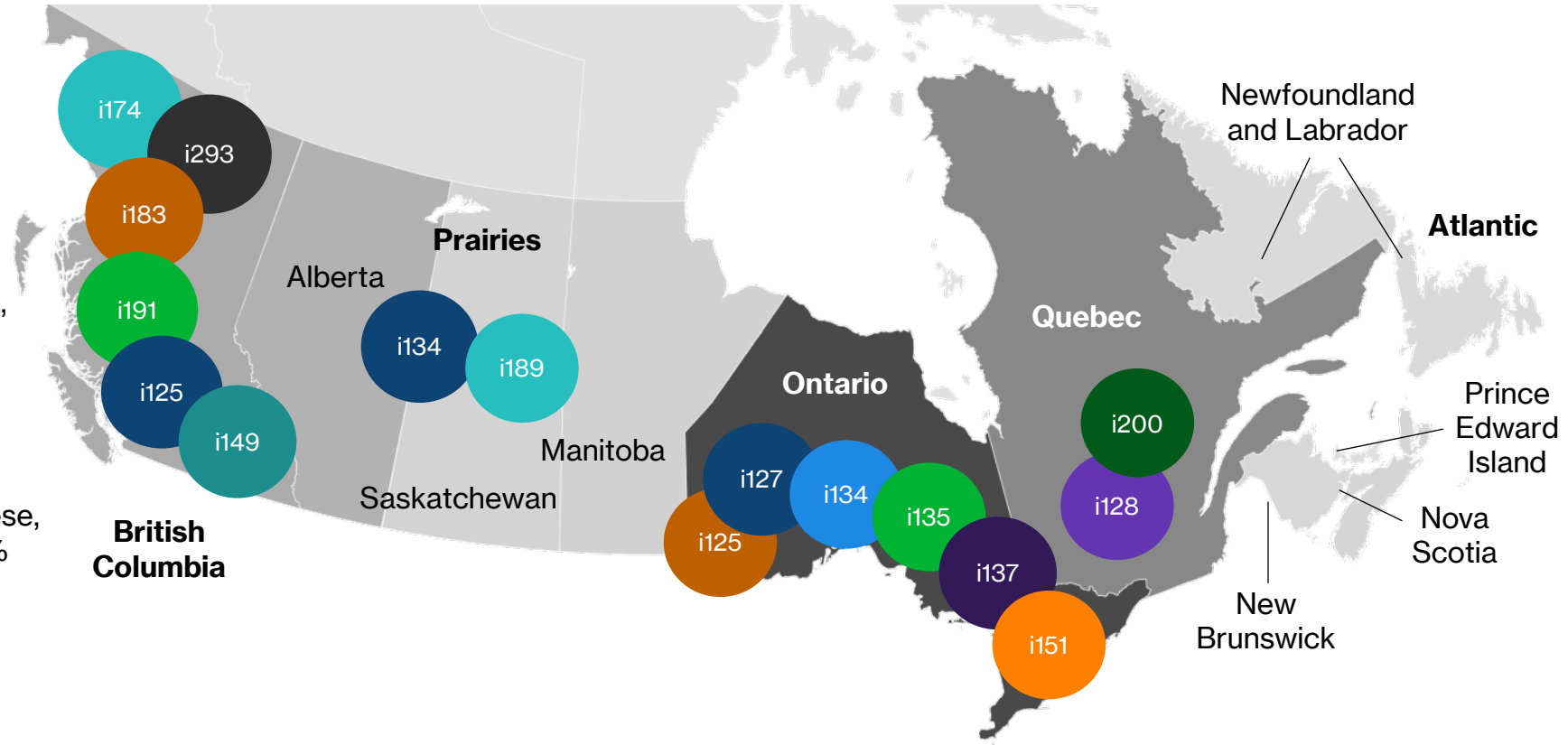
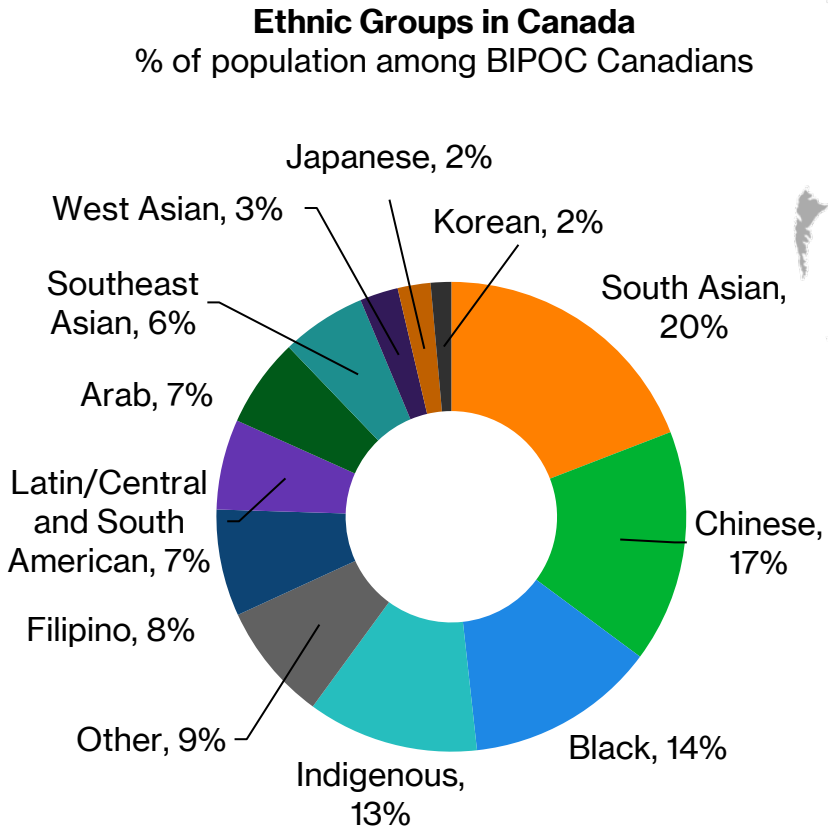
02

# Ethnic Diversity *in Canada*



# South Asian, Chinese and Black Canadians are the largest BIPOC ethnic groups in Canada

26% of Canadians identify as BIPOC



Map Base: Total Canada A18+; Bubbles represent indices over 120 for each measured BIPOC group with sufficient sample size per region.  
An index of 120 or higher = this target is more likely to live in this region.  
Provincial map gradient represents total Canadian population sizes as per Statistics Canada.

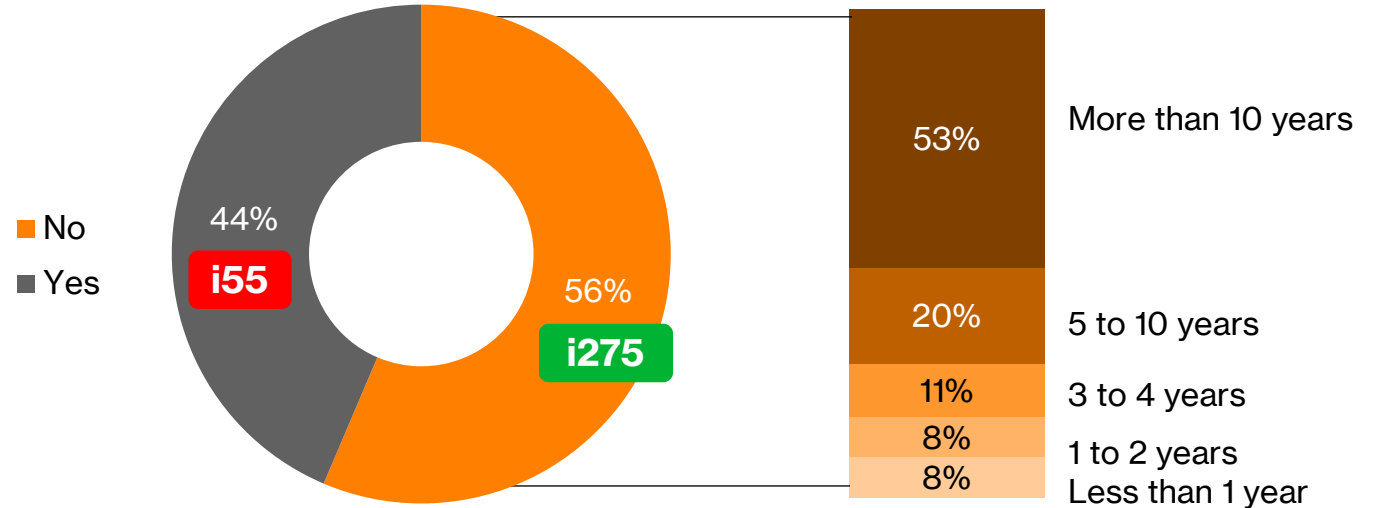
# Overall, 20% of Canadians are foreign born

Among BIPOC Canadians who were not born in Canada, 27% have been residing in the country for less than 5 years.

**1 in 5**  
**Canadians are**  
**foreign born**

This is equivalent to  
Quebec's population\*

**% of BIPOC\*\* Canadians Born in Canada**  
and length of time in Canada if Foreign Born



\*Not Born in Canada = 21% of Canadians A18+  
Quebec Population = 23% of Canadians A18+

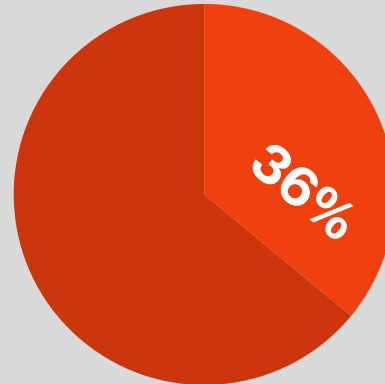
\*\*Excluding Indigenous Peoples  
BIPOC = Black, Indigenous and People of Colour  
Green Box: Index  $\geq$  i120 (more likely than avg. A18+ Canadian). Red Box: Index  $\leq$  i80 (less likely than avg. A18+ Canadian)

# Immigration to Canada is expected to continue rising, requiring brands to keep on-top of Canada's fast changing market

Since 2016, Canada's population has grown 5.2%, making Canada the fastest-growing country in the G7

**80%**  
of this growth was  
due to immigration

By 2036,



of Canada's  
population will  
belong to BIPOC  
groups

Canada's Immigration Levels Plan goal is to welcome approximately\*

**450k+**  
new permanent  
residents annually

BIPOC = Black, Indigenous and People of Colour

# Top sources of immigration further highlight South Asian and Chinese Canadians



Photo by [Ekam Juneja](#)

Country	New Permanent Residents (PRs) 2022	
	#	% of new PRs
India	118,095	27%
China	31,815	7%
Afghanistan	23,735	5%
Nigeria	22,085	5%
Philippines	22,070	5%
France	14,145	3%
Pakistan	11,585	3%
Iran	11,105	3%
USA	10,400	2%
Syria	8,500	2%



# New Permanent Residents are settling in major Canadian cities

*But keep eyes on rural communities as Canada makes efforts to spread immigration*

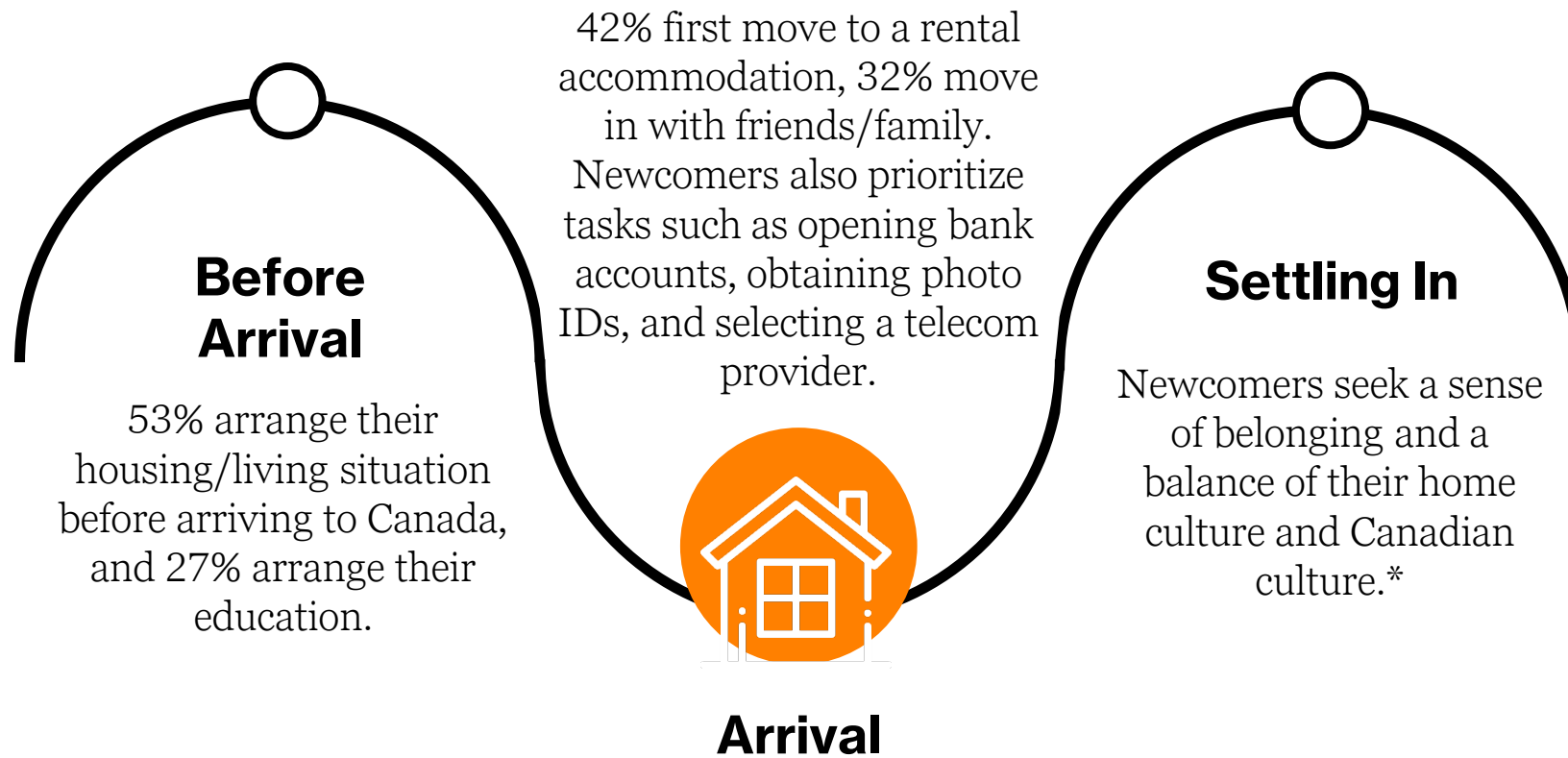
**City of Residency for PRs New to Canada**  
Q2 2022 to Q1 2023\*



## Canada announced in 2023 changes to the Rural and Northern Immigration Pilot (RNIP) to make Canada's rural communities more attractive to settle in...

- North Bay, Ontario
- Sudbury, Ontario
- Timmins, Ontario
- Sault Ste. Marie, Ontario
- Thunder Bay, Ontario
- Brandon, Manitoba
- Altona/Rhineland, Manitoba
- Moose Jaw, Saskatchewan
- Claresholm, Alberta
- Vernon, British Columbia
- West Kootenay, British Columbia

# Newcomers' journeys present opportunities before and after arrival



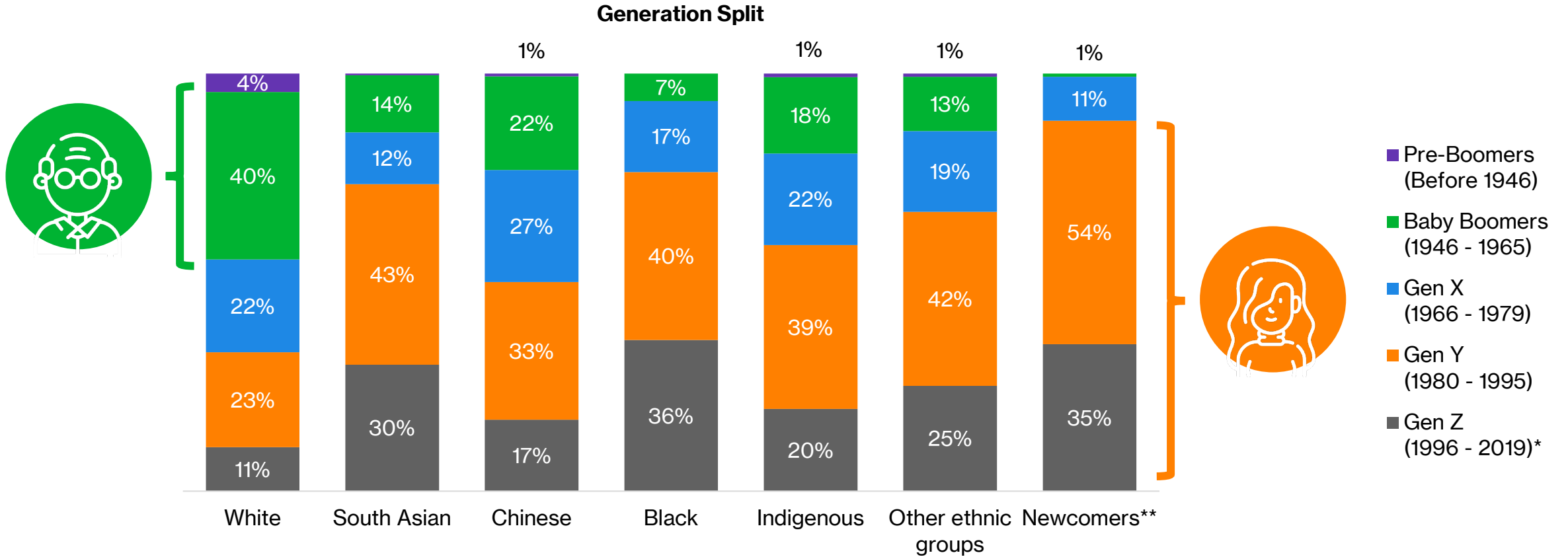
Newcomers = Less than 5 years in Canada



*Ethnic Diversity in Canada*  
**Demographics**

# Targeting Gen Z? Millennials? Consider Ethnic Diversity

Canada's current BIPOC and Newcomer populations skew younger, while White Canadians make up 40% of the baby boomer population



Newcomers = Less than 5 years in Canada

\*\*Interpret directionally. Data is impacted by Vividata's accessibility to respondents in Baby Boomers+ generations who fall into Newcomers definition

\*Data is A18+

# Canada's BIPOC population thrive in family-friendly homes, pets included

	White	South Asian	Chinese	Black	Indigenous	Other ethnic groups	Newcomers
<b>Kids in HH</b> Under 18 vs. avg. 29%	25%, i86	<b>43%, i147</b>	30%, i104	<b>53%, i183</b>	<b>46%, i158</b>	<b>40%, i137</b>	<b>48%, i164</b>
<b>Pets in HH</b> vs. avg. 50%	50%, i101	45%, i91	44%, i87	<b>55%, i110</b>	<b>54%, i108</b>	49%, i99	51%, i103

Newcomers = Less than 5 years in Canada

Green Box: Index ≥ i120 (more likely than avg. A18+ Canadian). Red Box: Index ≤ i80 (less likely than avg. A18+ Canadian)

## High spending power across different ethnicities represent potential new targets for luxury brands

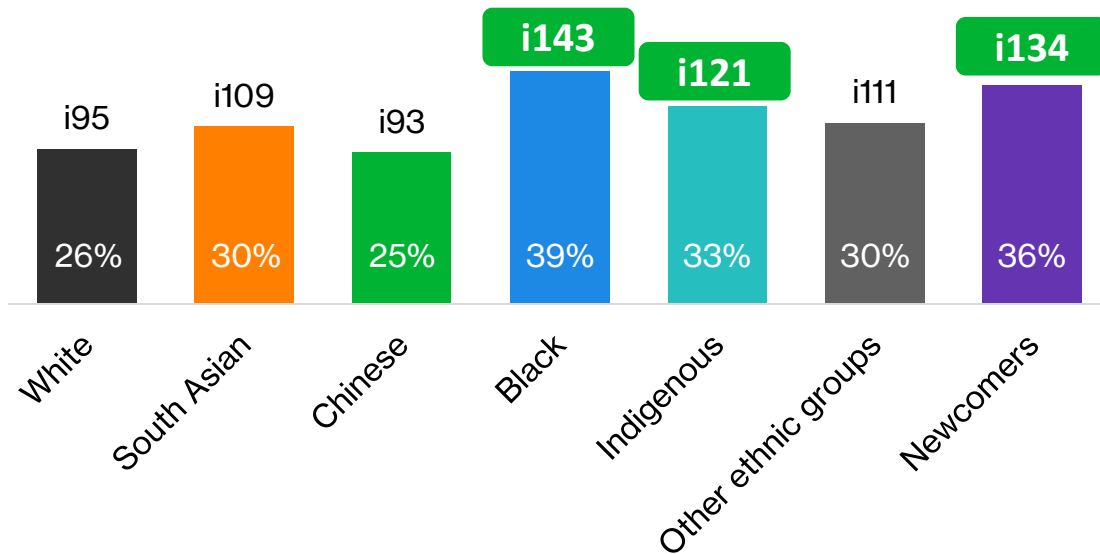
*Chinese Canadians are reported to account for \$61B in consumer spending.\**

	White	South Asian	Chinese	Black	Indigenous	Other ethnic groups	Newcomers
<b>Average HH Income</b> vs. avg. \$84,264	\$85,725	\$70,465	<b>\$100,272</b>	\$78,569	\$70,969	\$81,396	\$62,130
<b>Average Monthly Spend on Credit Cards</b> vs. avg. \$1,316	\$1,296	\$1,300	\$1,447	\$1,462	\$1,405	\$1,354	\$1,144

Newcomers = Less than 5 years in Canada

# Black Canadians, Indigenous peoples and Newcomers embrace more short-term consumption

*I am more of a spender than a saver*  
Indexes, any agree (4-5)



Newcomers = Less than 5 years in Canada



Photo by [Sora Shimazaki](#)

Green Box: Index  $\geq$  i120 (more likely than avg. A18+ Canadian)

Photo by [Andrea Piacquadio](#)

## Canada's student population is ethnically diverse

*Chinese, Black and other BIPOC groups are more likely to be working full-time*

**28%**  
of Newcomers are  
International  
Students when first  
arriving in Canada  
and **27%** arrive  
with working/visitor  
visa

	White	South Asian	Chinese	Black	Indigenous	Other ethnic groups	Newcomers
<b>Work Full-Time</b> vs. avg. 40%	38%, i92	47%, i116	<b>55%, i137</b>	<b>54%, i133</b>	42%, i103	<b>50%, i123</b>	45%, i111
<b>Current Student</b> vs. avg. 12%	<b>8%, i68</b>	<b>27%, i234</b>	<b>16%, i136</b>	<b>33%, i286</b>	<b>18%, i153</b>	<b>22%, i192</b>	<b>36%, i308</b>

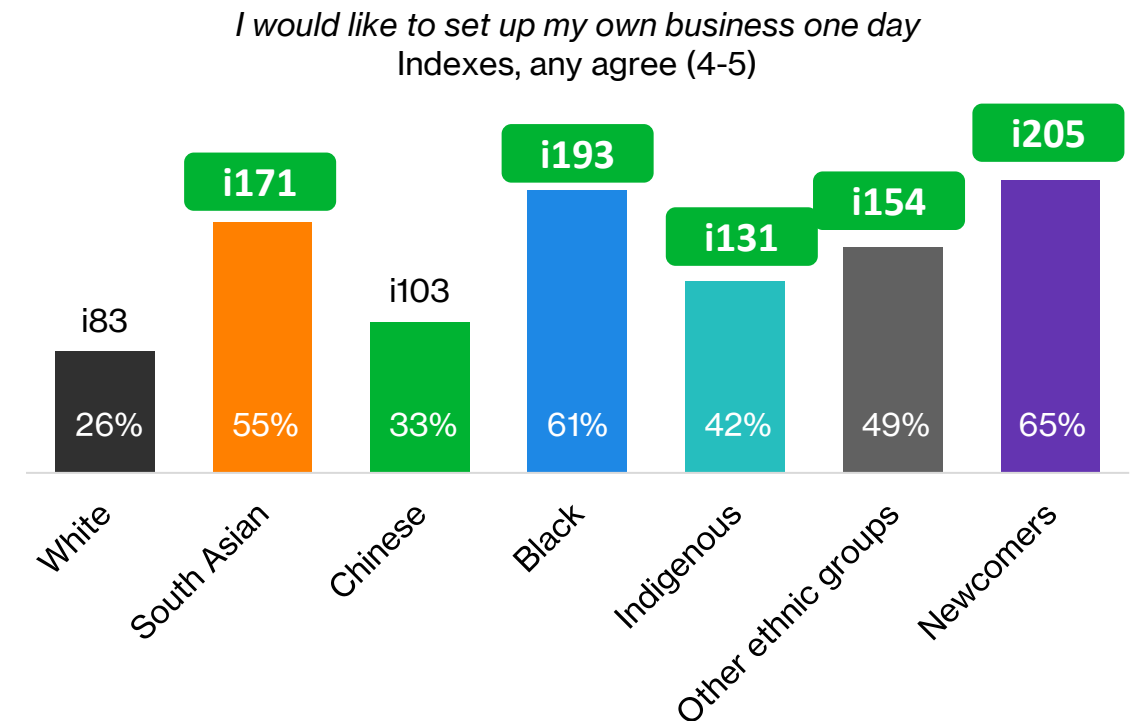
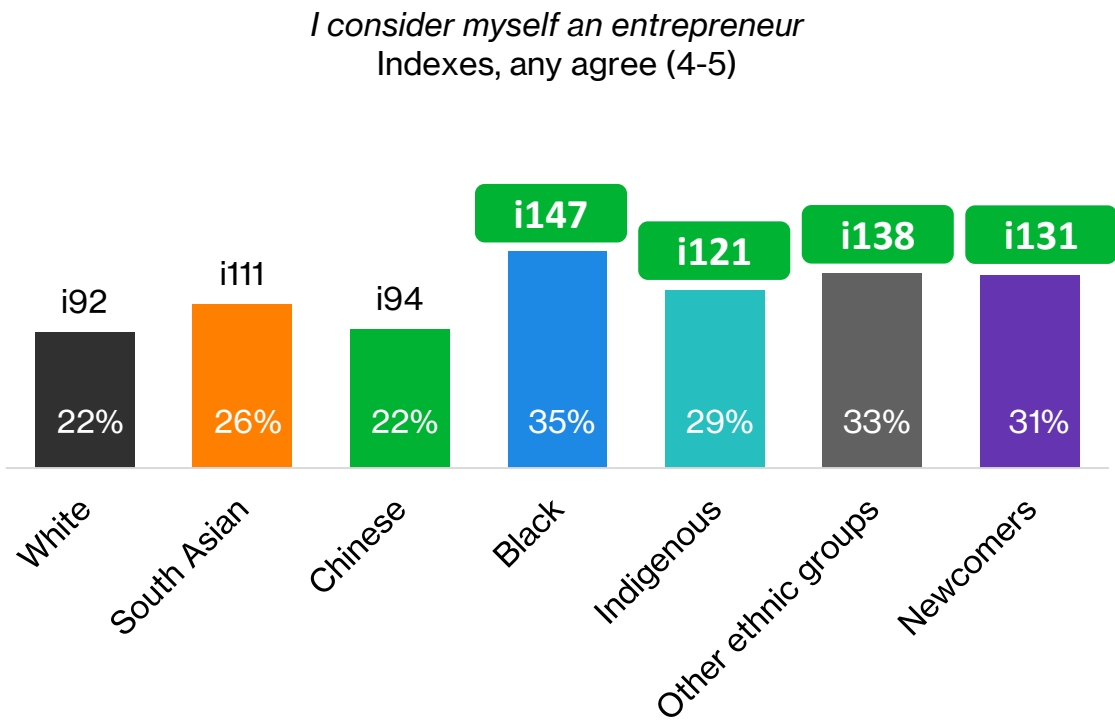
Newcomers = Less than 5 years in Canada

Green Box: Index  $\geq$  i120 (more likely than avg. A18+ Canadian). Red Box: Index  $\leq$  i80 (less likely than avg. A18+ Canadian)



# South Asian and Black Canadians are entrepreneurial and motivated to open their own business, representing an opportunity for B2B marketing and potential new segments

*Indigenous business leaders are set to grow the Indigenous economy to \$100B within the next few years.\**



Newcomers = Less than 5 years in Canada

Green Box: Index ≥ i120 (more likely than avg. A18+ Canadian)

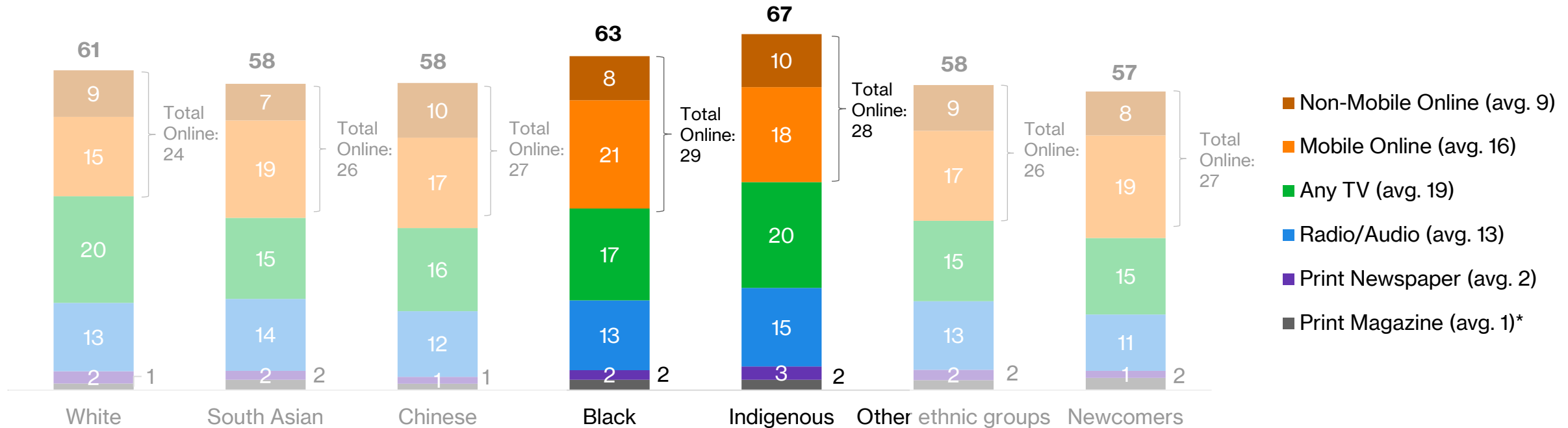


*Ethnic Diversity in Canada*

# Media Consumption

# Black Canadians and Indigenous Peoples show highest weekly engagement across channels, with Black Canadians leading time spent online

**Media Consumption**  
Average hours per week\*



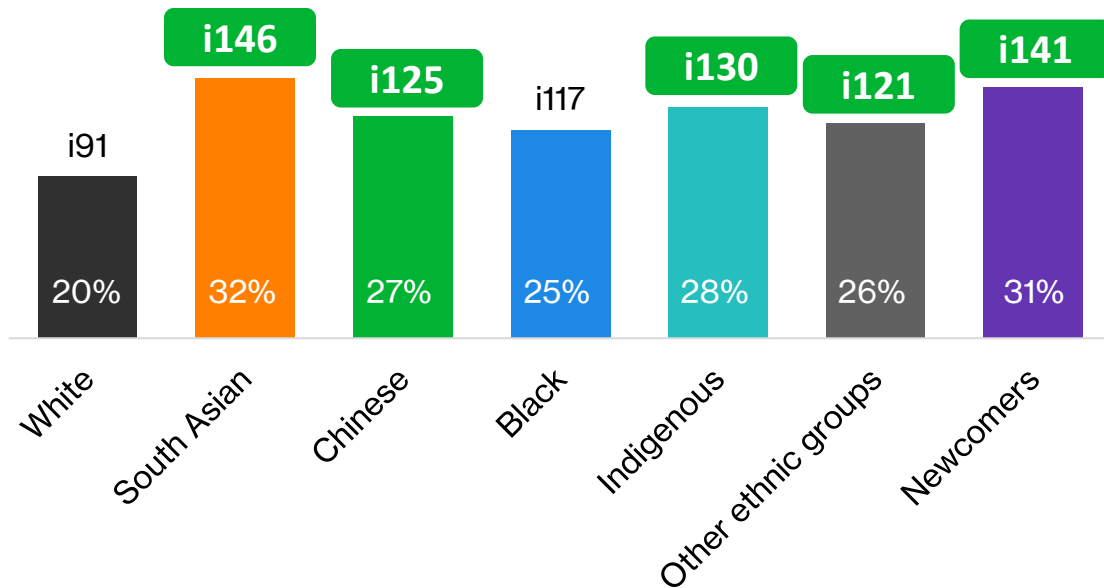
Newcomers = Less than 5 years in Canada

Notes: Mobile Online = time spent online via a mobile device and therefore exists within the Online total. TV is any screen/any device  
\*Print Magazine is measured per month

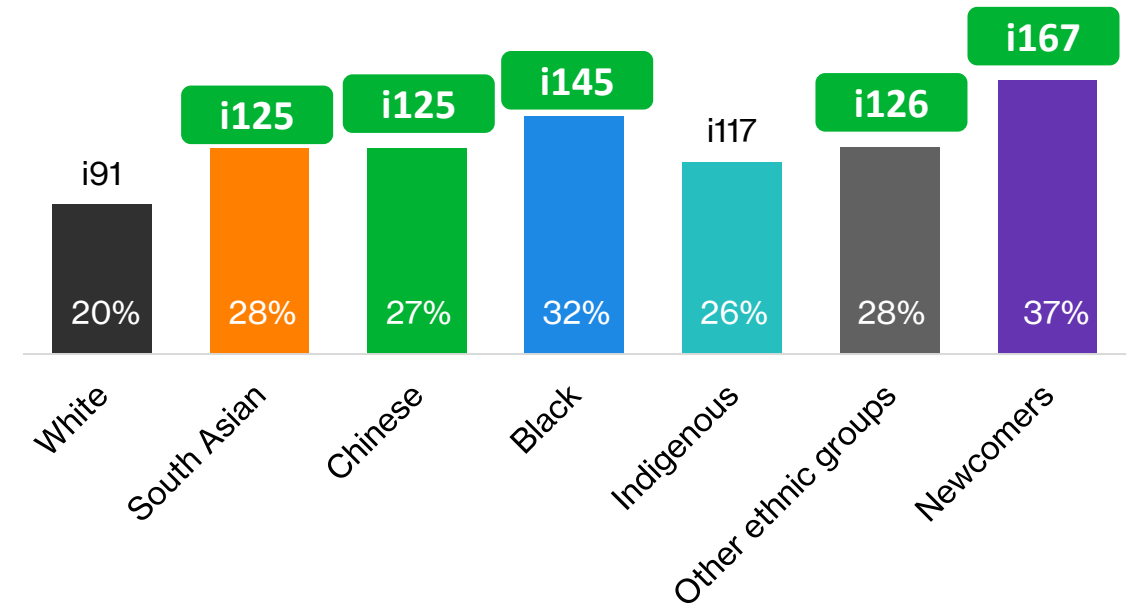
# BIPOC Canadians seek online avenues for sharing and receiving advice on their purchases

*Suggesting community-based platforms and influencer touchpoints*

*I like to share my opinions about products and services by posting reviews online*  
Indexes, any agree (4-5)



*I carefully consider product recommendations made by influencers I follow online*  
Indexes, any agree (4-5)



Newcomers = Less than 5 years in Canada  
BIPOC = Black, Indigenous and People of Colour

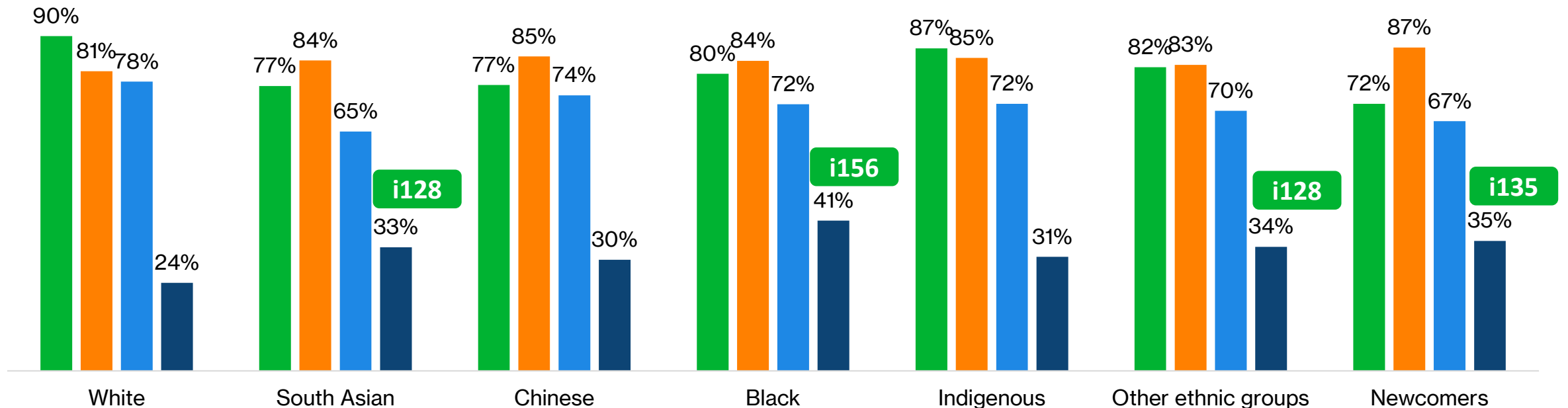
Green Box: Index ≥ i120 (more likely than avg. A18+ Canadian)

# TV and Social reign with 70%+ reach, while podcasts also captivate BIPOC Canadians and Newcomers

*Audio engagement represents an opportunity to partner with more diverse voices*

**Media Reach**  
Consumed in the past week

■ Any TV (avg. 88%)   ■ Social Media (avg. 81%)   ■ Radio/Audio (avg. 76%)   ■ Podcast (avg. 26%)

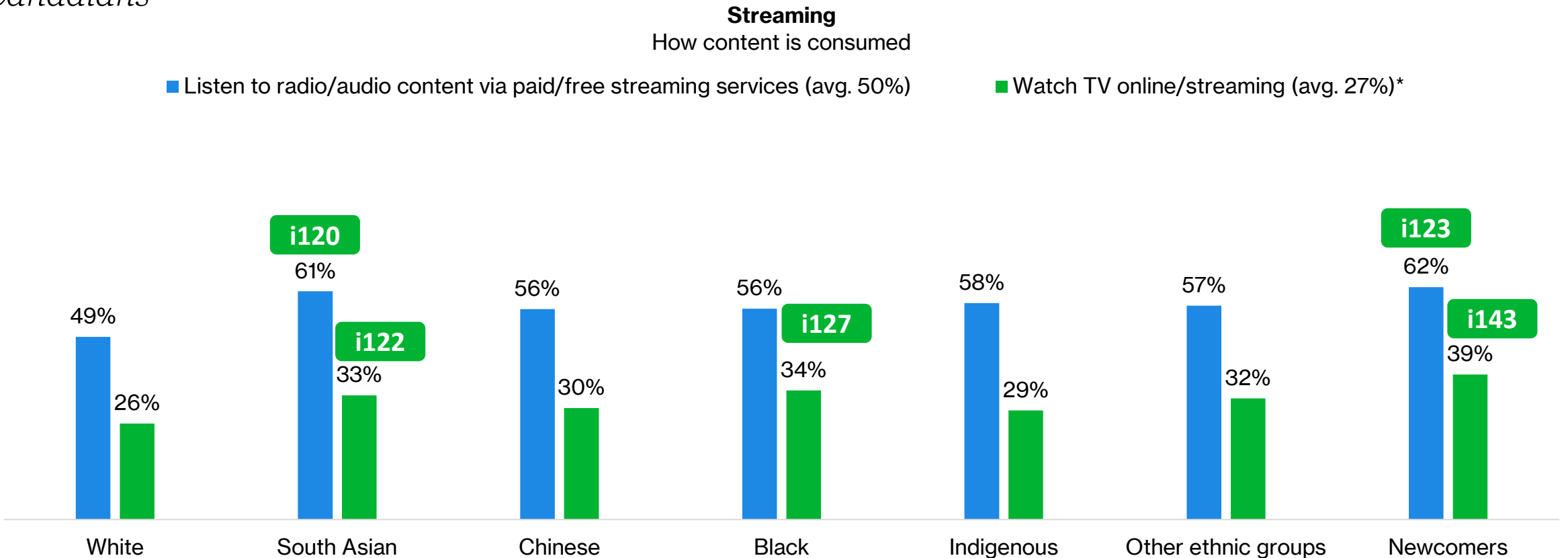


Newcomers = Less than 5 years in Canada  
BIPOC = Black, Indigenous and People of Colour

Note: TV is any screen/any device  
Green Box: Index ≥ i120 (more likely than avg. A18+ Canadian)

# South Asians and Newcomers prefer streaming for Radio/Audio and TV content

*The ability to access different/regional content through streaming platforms is appealing to BIPOC Canadians*



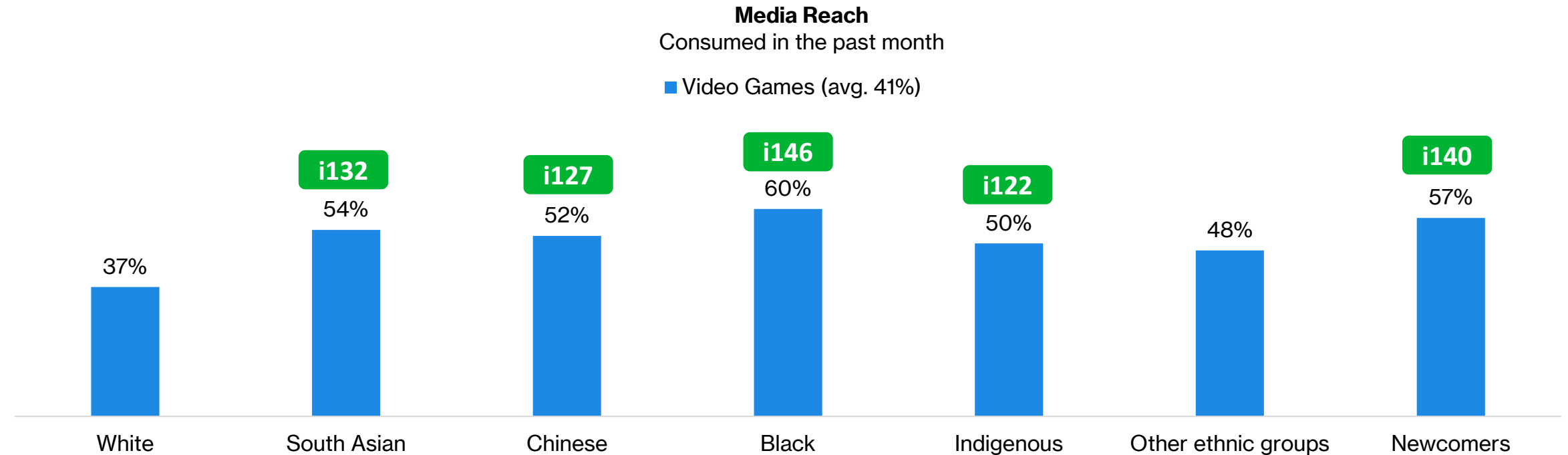
Newcomers = Less than 5 years in Canada

Green Box: Index  $\geq$  i120 (more likely than avg. A18+ Canadian)  
\*Does not include subscription services – subscription services (e.g., Netflix, Crave) is asked separately to online/streaming.

# Time spent gaming is even across all ethnicities, yet reach is highest among Black Canadians and Newcomers

*Content and Social Gaming also represent a growing trend, and a more equitable landscape*

	White	South Asian	Chinese	Black	Indigenous	Other ethnic groups	Newcomers
<b>Average Time Spent Gaming (per week) vs. avg. 5</b>	5	5	5	5	6	5	5

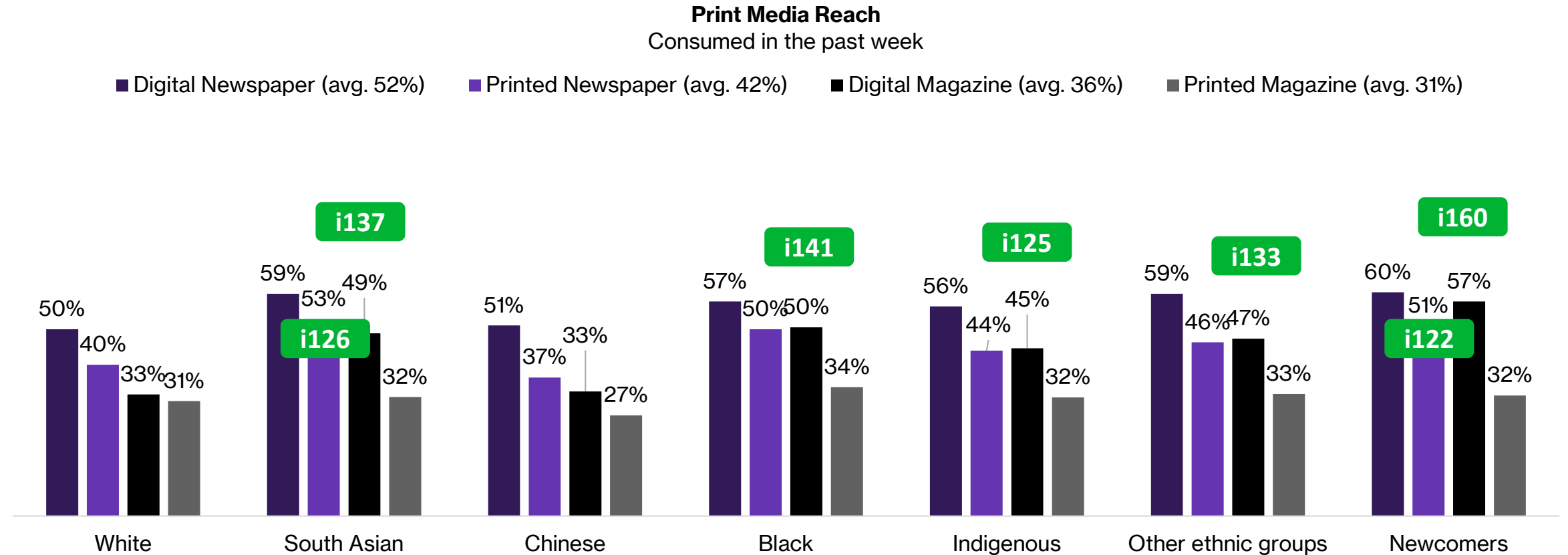


Newcomers = Less than 5 years in Canada

Green Box: Index  $\geq$  i120 (more likely than avg. A18+ Canadian)

# BIPOC Canadians and Newcomers engage with Digital Magazines. South Asian Canadians and Newcomers engage more with Printed Newspaper

*Still suggesting a targeted mix when considering audience segments*



Newcomers = Less than 5 years in Canada  
BIPOC = Black, Indigenous and People of Colour

Green Box: Index ≥ i120 (more likely than avg. A18+ Canadian)



# OOH has strong potential among BIPOC groups

*However, despite majority of Chinese Canadians living in urban communities, they see less public transit boardings than other urban-dominant ethnic groups*

	White	South Asian	Chinese	Black	Indigenous	Other ethnic groups	Newcomers
<b>Average Public Transit Boardings Seen (per week) vs. avg. 29</b>	26	34	30	35	34	33	37

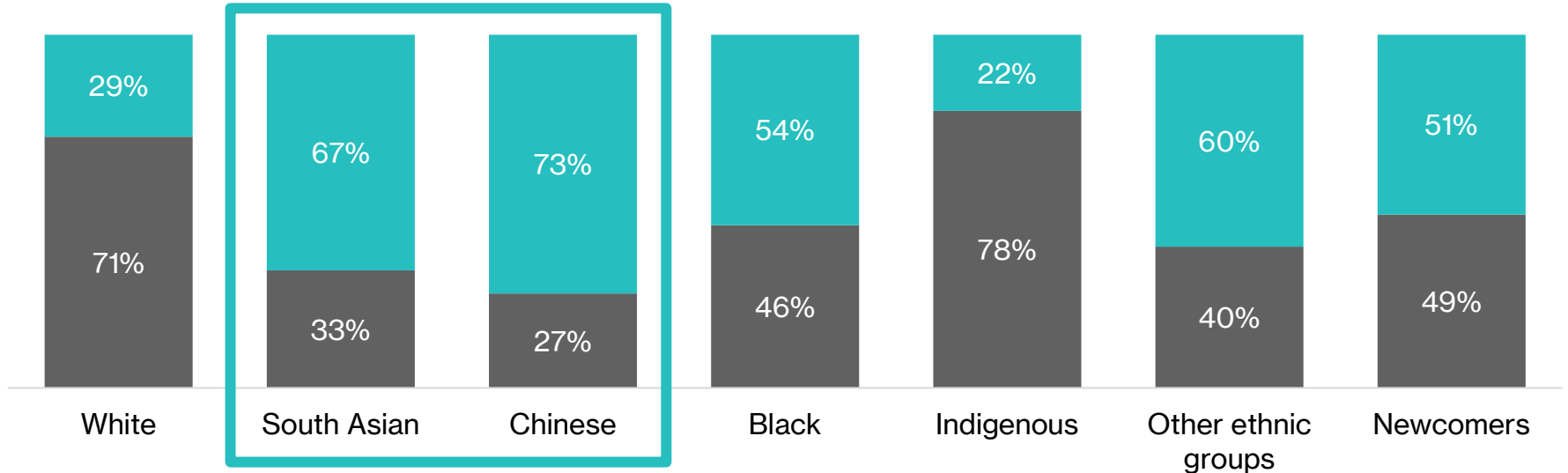
OOH advertising affects how I see a brand



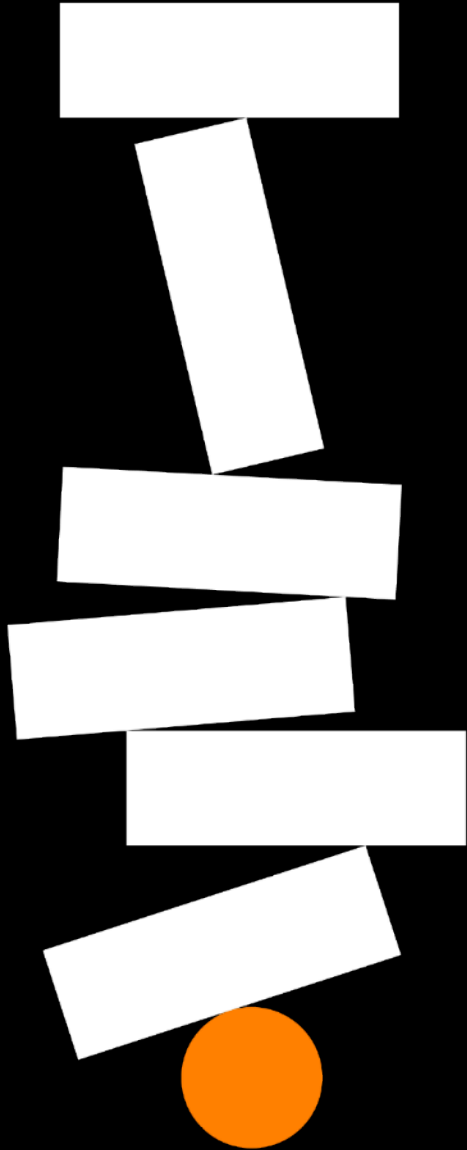
## Community Size



■ 2M+  
■ Under 2M



Newcomers = Less than 5 years in Canada



# Ethnic Diversity in Canada

## Summary



- As Canada's immigration targets continue to grow, so does cultural and ethnic diversity



- Broadly, Canada's current BIPOC and Newcomer populations skew younger and urban, with larger households



- Media consumption and behavioural nuances suggest further opportunities for targeting in digital spaces

BIPOC = Black, Indigenous and People of Colour  
B2B = Business-to-Business

03

# 2SLGBTQI+

*in Canada*

2SLGBTQI+ = Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, and additional people who identify as part of sexual and gender diverse communities



# 2SLGBTQI+ representation is good for business

*and Canadians are on-board with 2SLGBTQI+ strategy*

**+40%  
BUYER  
INTENT**

Ads that are inclusive of 2SLGBTQ+ communities can increase buyer intent by 40%.

**Scan to see our  
Award Winning  
Proprietary Study**



**Over 87% of Canadians and Americans are comfortable with brand targeting based on sexual identity\***

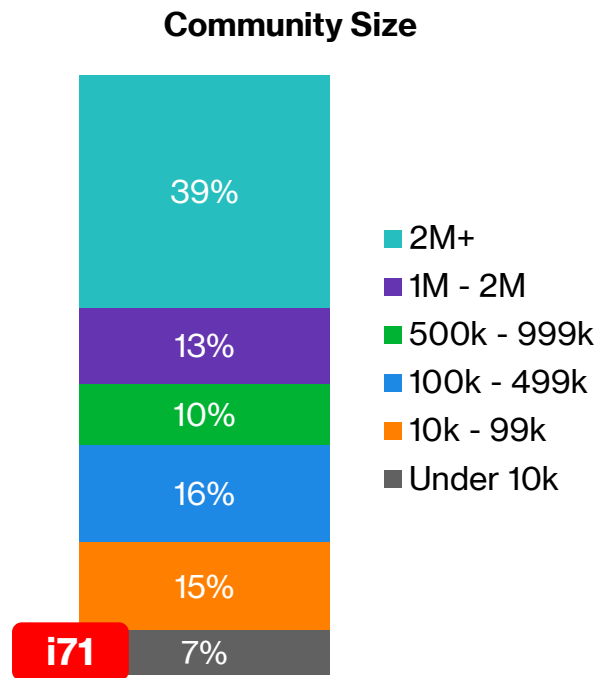
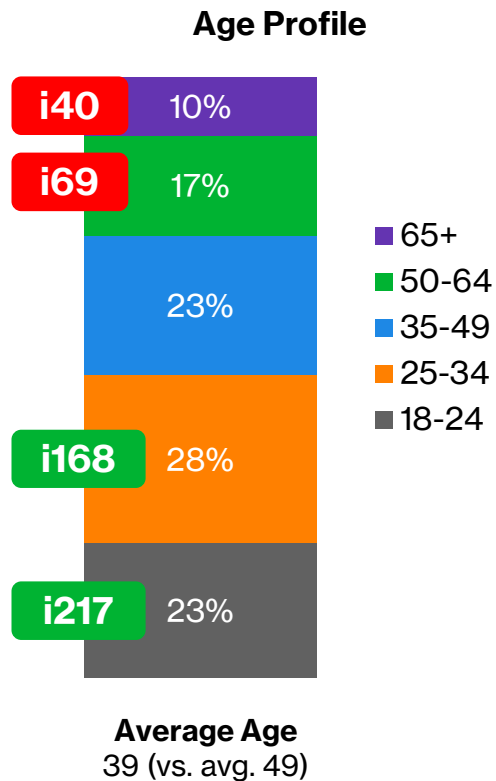


\*93% of non-cisgender identifying audiences and 87% of cisgender audiences via a 2023 Nielsen study in both Canada and the U.S.

Photo by [Monstera Production](#)

# 2SLGBTQI+ in Canada generally skew younger

However, over 1 in 4 Canadians over 50 years old identify with the community



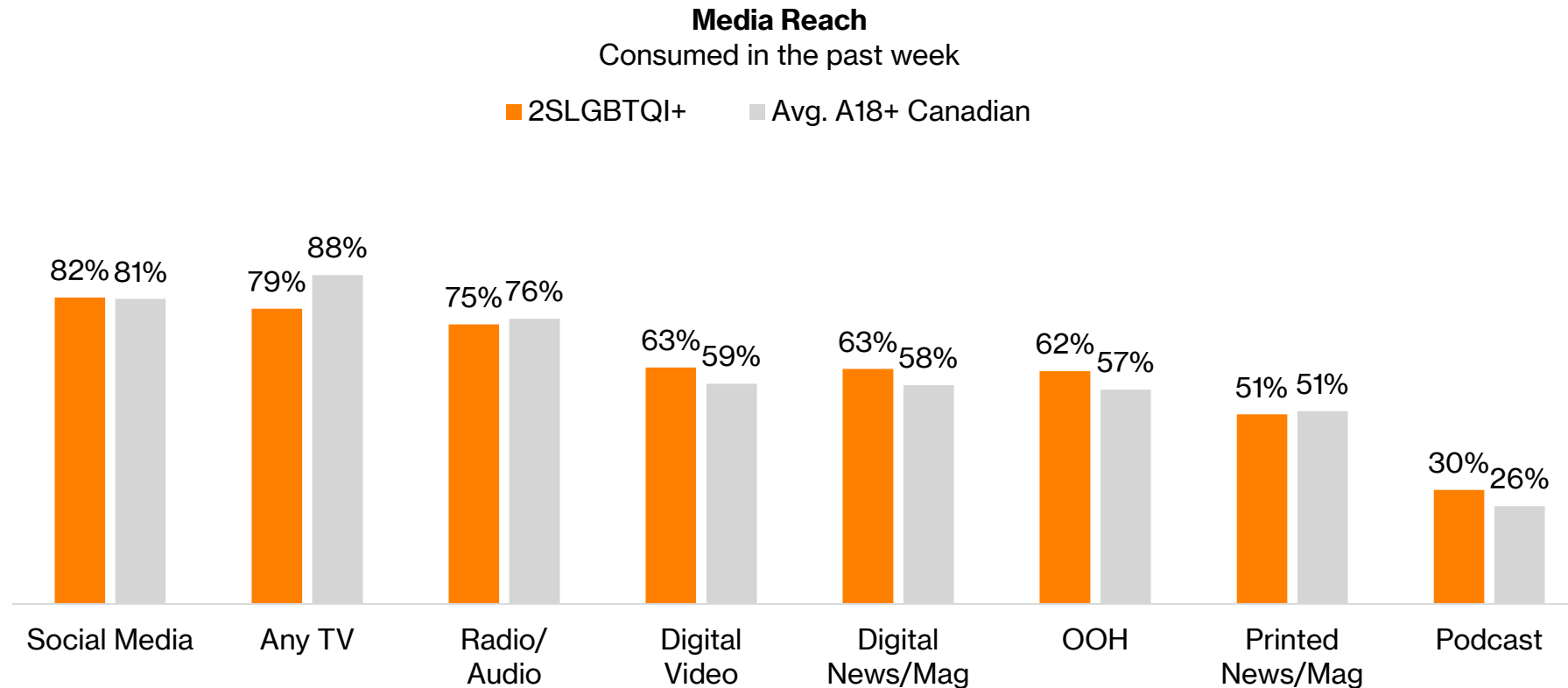
### Key Demographics

<b>Average HH Income</b> vs. avg. \$84,264	\$75,109
<b>Average Monthly Spend on Credit Cards</b> vs. avg. \$1,316	\$1,297
<b>Kids in HH</b> Under 18 vs. avg. 29%	29%, i100
<b>Parent/Guardian</b> vs. avg. 57%	<b>36%, i63</b>
<b>Current Student</b> vs. avg. 12%	<b>22%, i194</b>

Green Box: Index  $\geq$  i120 (more likely than avg. A18+ Canadian). Red Box: Index  $\leq$  i80 (less likely than avg. A18+ Canadian)  
2SLGBTQI+ = Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, and additional people who identify as part of sexual and gender diverse communities

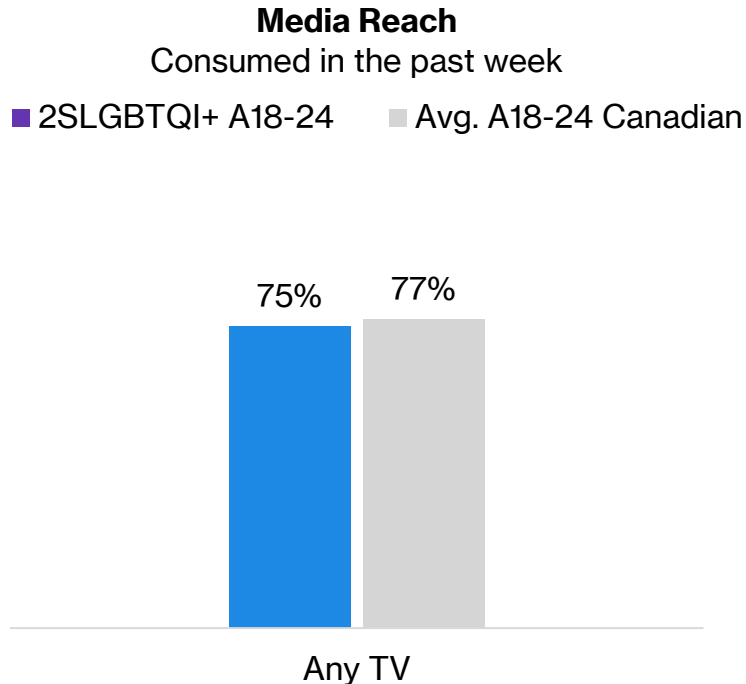


# Media reach among those identifying with the 2SLGBTQI+ community is comparable to the average Canadian



Any TV = TV consumed on any screen/any device  
 OOH = Any type of OOH advertising seen in past week (includes roadside billboards, on a bus stop/shelter, at subway stations/platforms/trains)  
 2SLGBTQI+ = Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, and additional people who identify as part of sexual and gender diverse communities

# Direct mail, streamed TV and film content make an impact for 2SLGBTQI+ Canadians aged 18-24



*“Because of online TV streaming I now watch more television than I used to”* **i124**

2SLGBTQI+ A18-24: 46%  
Avg. A18-24 in Canada: 37%

*“I often notice products or brands that appear in TV programs and films”* **i124**

2SLGBTQI+ A18-24: 47%  
Avg. A18-24 in Canada: 38%

*“I tend to remember companies who send me mail”* **i124**

2SLGBTQI+ A18-24: 46%  
Avg. A18-24 in Canada: 37%

Any TV = TV consumed on any screen/any device  
2SLGBTQI+ = Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, and additional people who identify as part of sexual and gender diverse communities



*“If I trust a brand, I buy it without looking at the price”*

2SLGBTQI+ A50+: 30% **i125**  
Avg. A50+ in Canada: 24%

# Accelerate conversion by building trust with 2SLGBTQI+ over the age of 50

*This target is also engaged with social and TV content*

**Media Reach**  
Consumed in the past week

■ 2SLGBTQI+ A50+    ■ Avg. A50+ Canadian



*“Social media allows me to discover new brands”* **i120**

2SLGBTQI+ A50+: 28%  
Avg. A50+ in Canada: 23%

*“TV often inspires me to take up new interests”* **i131**

2SLGBTQI+ A50+: 22%  
Avg. A50+ in Canada: 17%

Any TV = TV consumed on any screen/any device  
2SLGBTQI+ = Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, and additional people who identify as part of sexual and gender diverse communities



# Canadians Craved Absolut as Wavemaker Canada and the vodka brand backed 2SLGBTQI+ allyship with sponsorship of 1 Queen 5 Queers



In 2022, Absolut and Wavemaker Canada integrated product and “Born to Mix” messaging into each episode of 1 Queen 5 Queers (Season 2).



Accompanying ad placements also over-delivered on impressions.



The partnership included nearly 9 minutes (8:59) of Total Brand Exposure, 61 visuals of the Absolut bottle and 8 verbal mentions.

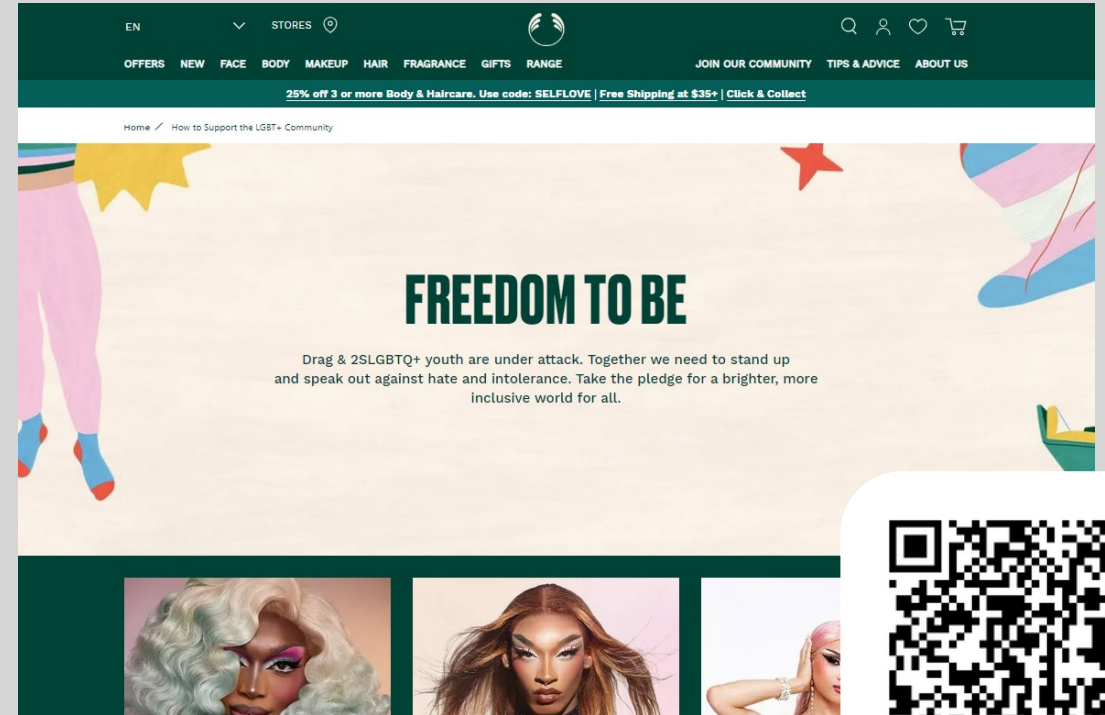
30 sec spots

**+143%**  
over-delivery on  
impressions

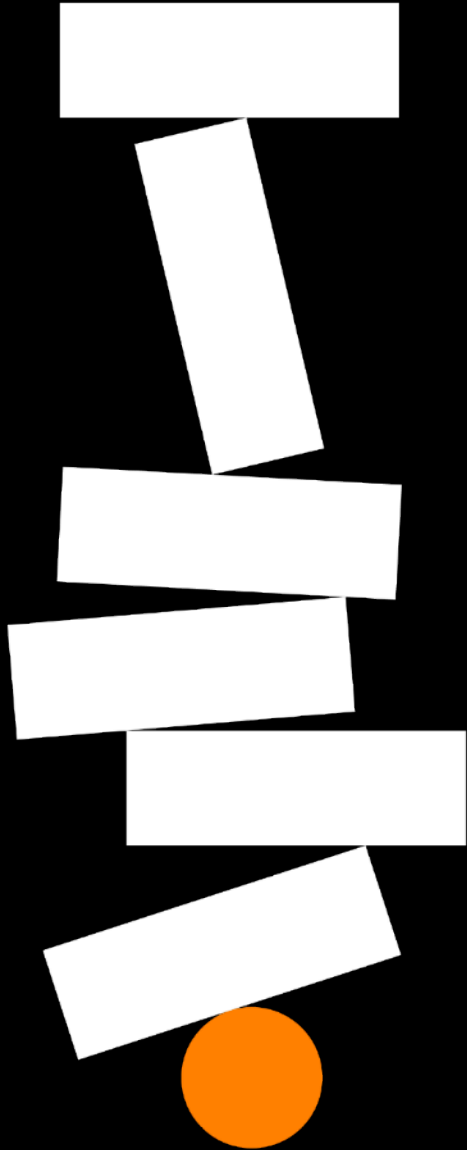
15 sec spots

**+177%**  
over-delivery on  
impressions

# The Body Shop makes sure 2SLGBTQI+ people feel seen and supported while encouraging Canadians to take the pledge for a brighter, more inclusive world

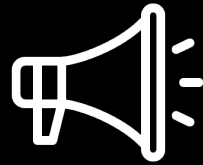


2SLGBTQI+ = Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, and additional people who identify as part of sexual and gender diverse communities

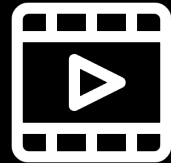


# 2SLGBTQI+

## *Summary*



- Canadians are on-board with 2SLGBTQI+ strategy



- Direct mail, streamed TV and film content make an impact for 2SLGBTQI+ Canadians aged 18-24



- Accelerate conversion by building trust with 2SLGBTQI+ over the age of 50+ and engaging this target with social and TV content

2SLGBTQI+ = Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, and additional people who identify as part of sexual and gender diverse communities

04

*Canadians with*  
**Disabilities**



# Take leadership in increasing representation and accessibility for Canadians with disabilities

**Over 1 in 4  
(27%) of Canadians over the age of 15  
have a disability**

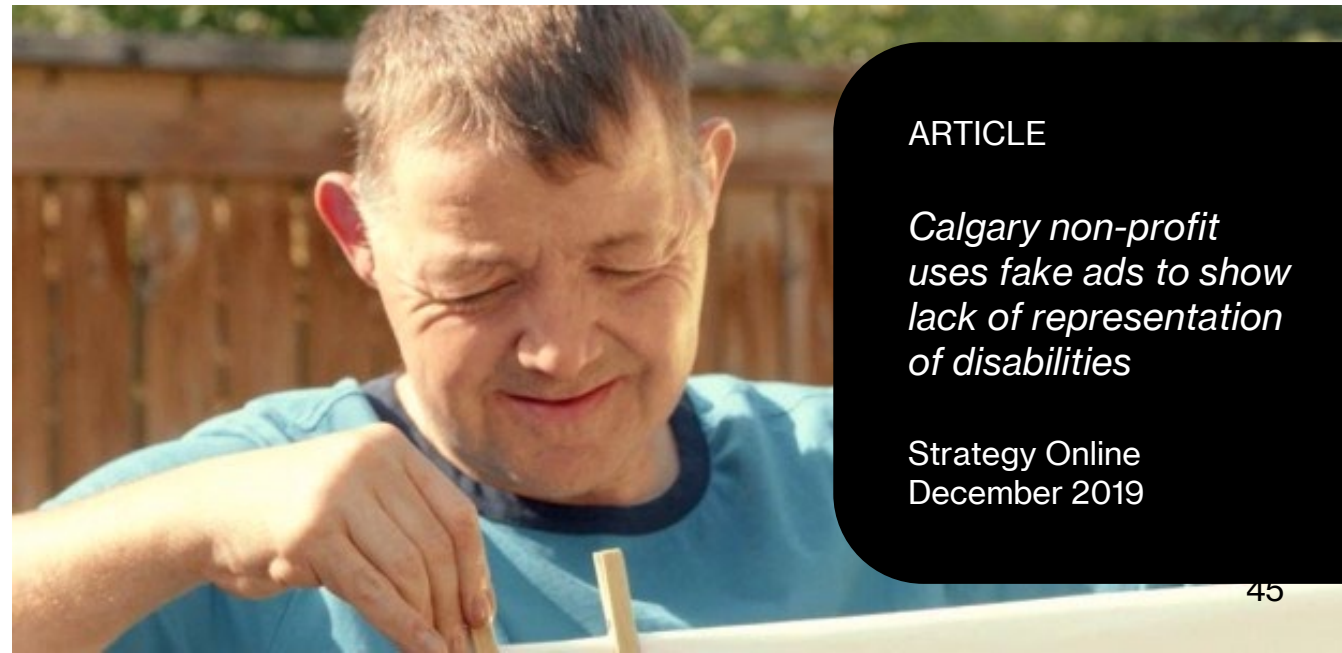
The past 5 years have surfaced discussion about the lack of representation in media for those with disabilities.

**47%**

**of Canadians A18+ say...**

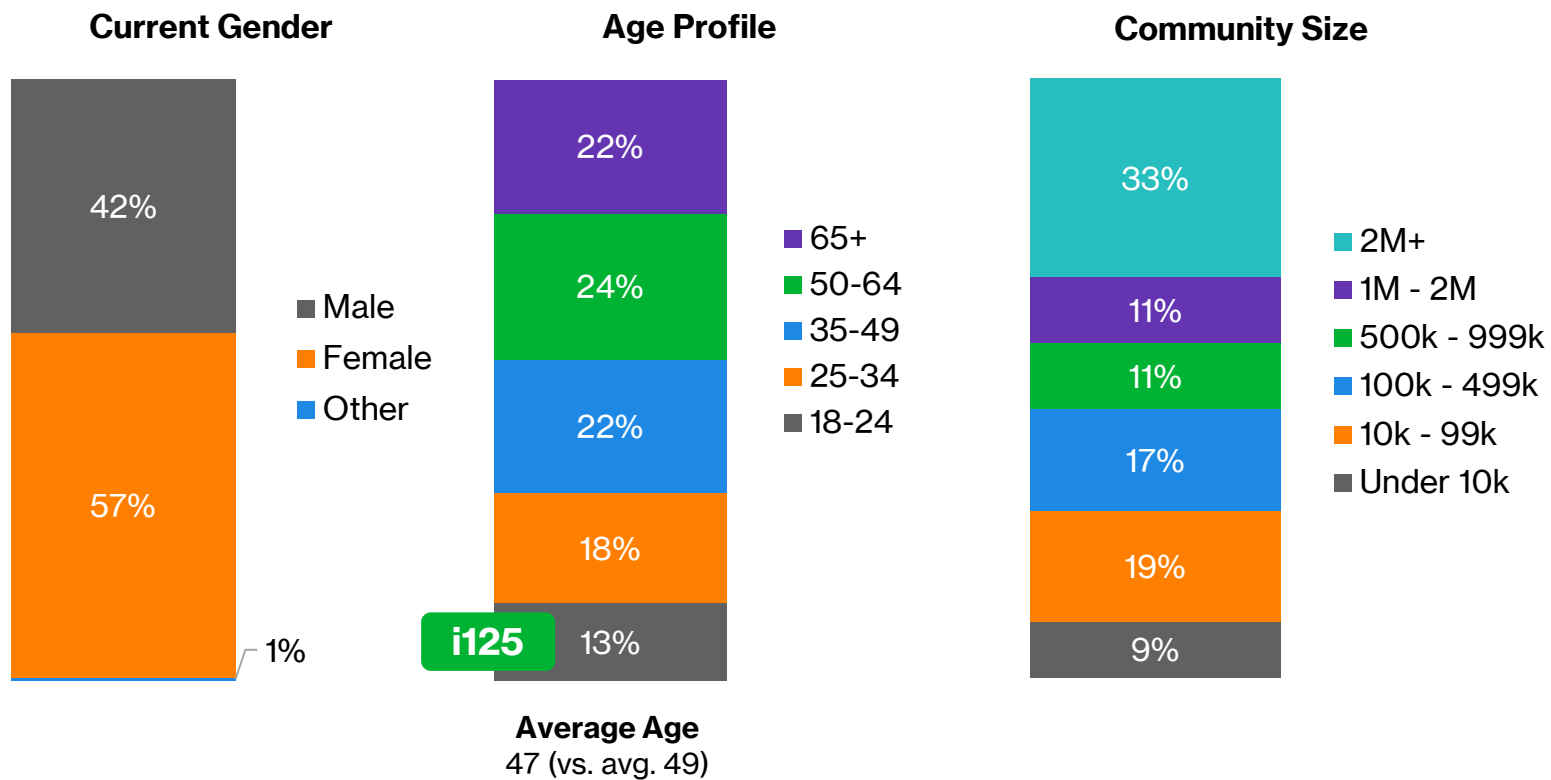
*“Brands should play a major role in the fight against all forms of discrimination”*

Sources: Vividata Fall 2023 SCC (Total Canada A18+).  
Holland Bloorview calls on ad industry to be more inclusive, Strategy Online (Aug 2019).



# 70% of Canadians with disabilities are the principal grocery shopper in their household

*This means Canadians with disabilities are making purchase decisions on their own, and on their household's behalf*

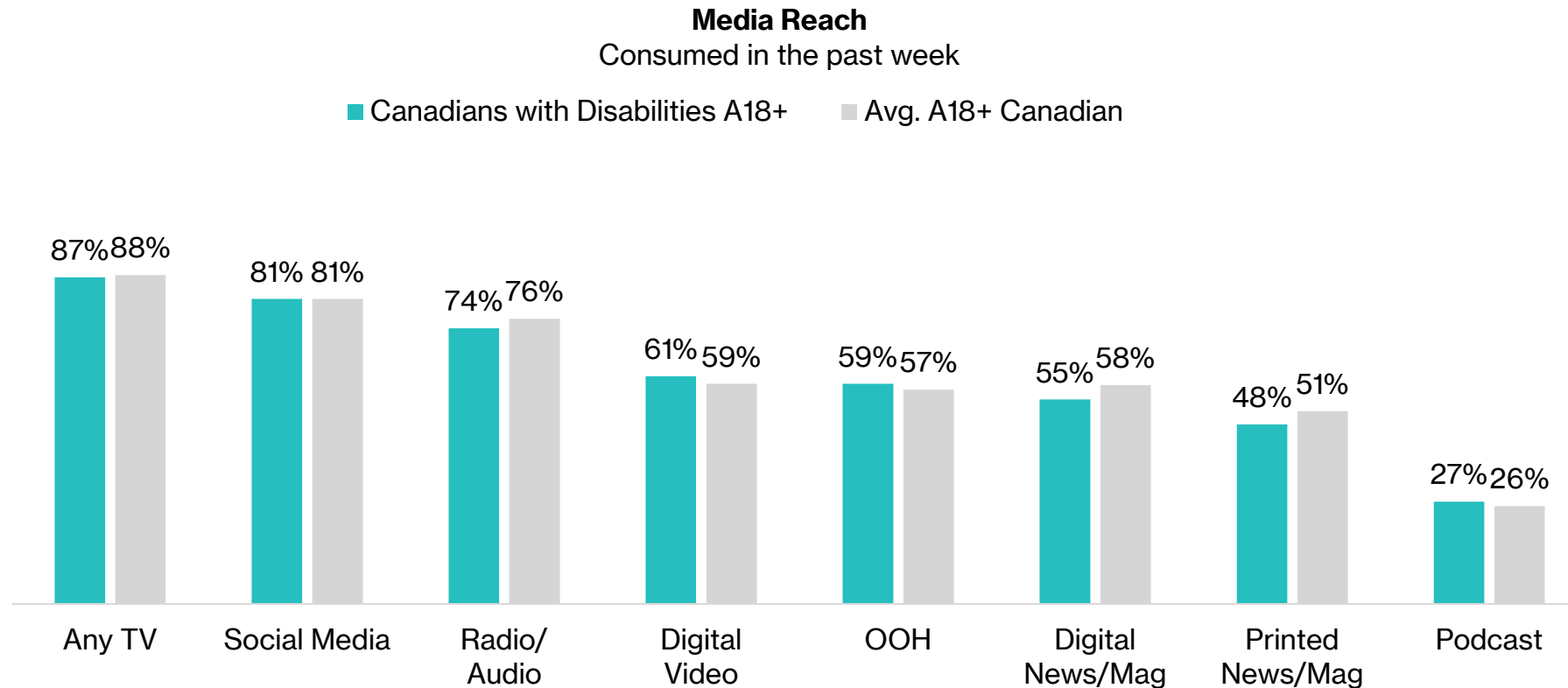


**Key Demographics**

<b>Principal Grocery Shopper in HH</b> vs. avg. 71%	70%, i99
<b>Average HH Income</b> vs. avg. \$84,264	\$73,891
<b>Average Monthly Spend on Credit Cards</b> vs. avg. \$1,316	\$1,225
<b>Kids in HH Under 18</b> vs. avg. 29%	25%, i85
<b>Average HH Size</b> vs. avg. 2.8	2.8

Green Box: Index ≥ i120 (more likely than avg. A18+ Canadian)

# Media consumption habits among those living with disabilities in Canada is comparable to the average Canadian

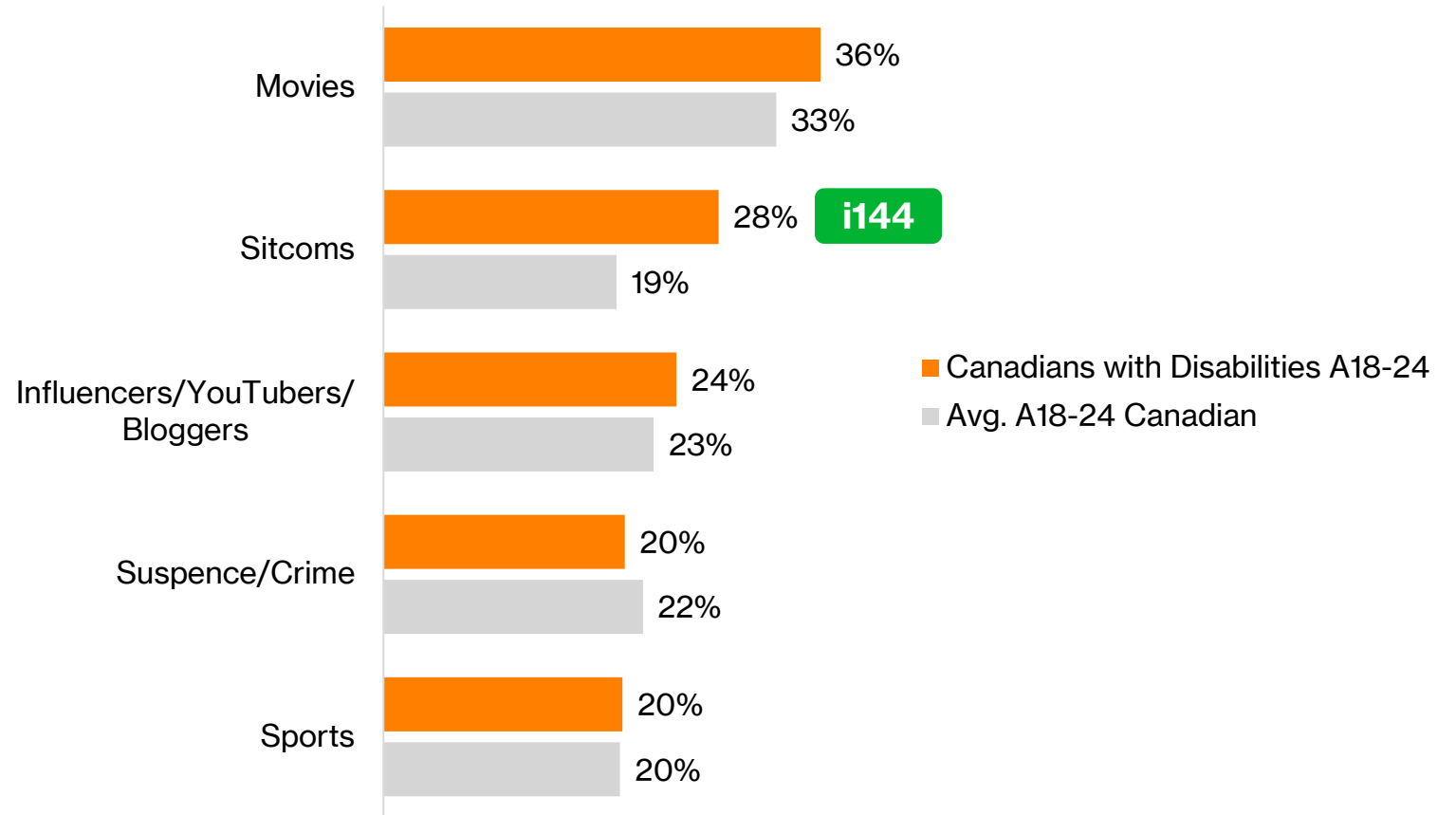


Any TV = TV consumed on any screen/any device  
OOH = Any type of OOH advertising seen in past week (includes roadside billboards, on a bus stop/shelter, at subway stations/platforms/trains)

# Canadians aged 18-24 with Disabilities are more likely to be streaming sitcoms

**34%**  
of Canadians  
aged 18-24 with  
Disabilities  
usually watch  
online/streamed TV  
vs. 32% avg. A18-24 Canadian\*

**Top 5 Types of Streamed Content**  
Among A18-24 who consume online/streamed TV

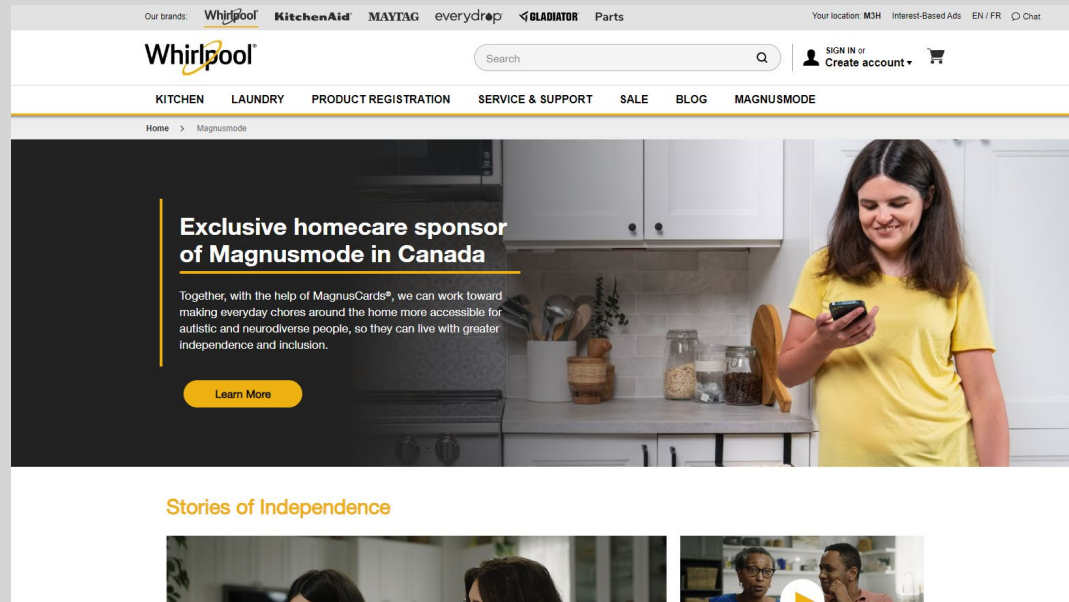


\*Respondents are asked about "subscription services (e.g. Netflix, Crave TV, Amazon Prime Video, etc.)" separate to "TV online/streaming"

Green Box: Index  $\geq$  i120 (more likely than avg. A18+ Canadian)

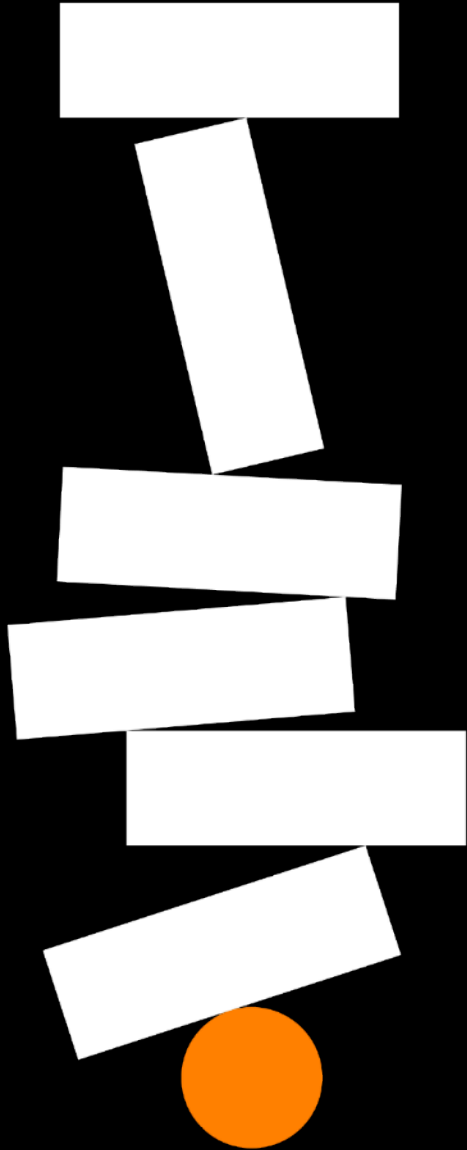


# Whirlpool becomes an Inclusion Partner to Magnusmode, making everyday chores more accessible for autistic and neurodiverse people



## Other Inclusion Partners include...





# Canadians with Disabilities

## *Summary*



- Accessibility should be considered across all media, and there's opportunity to lead in the industry



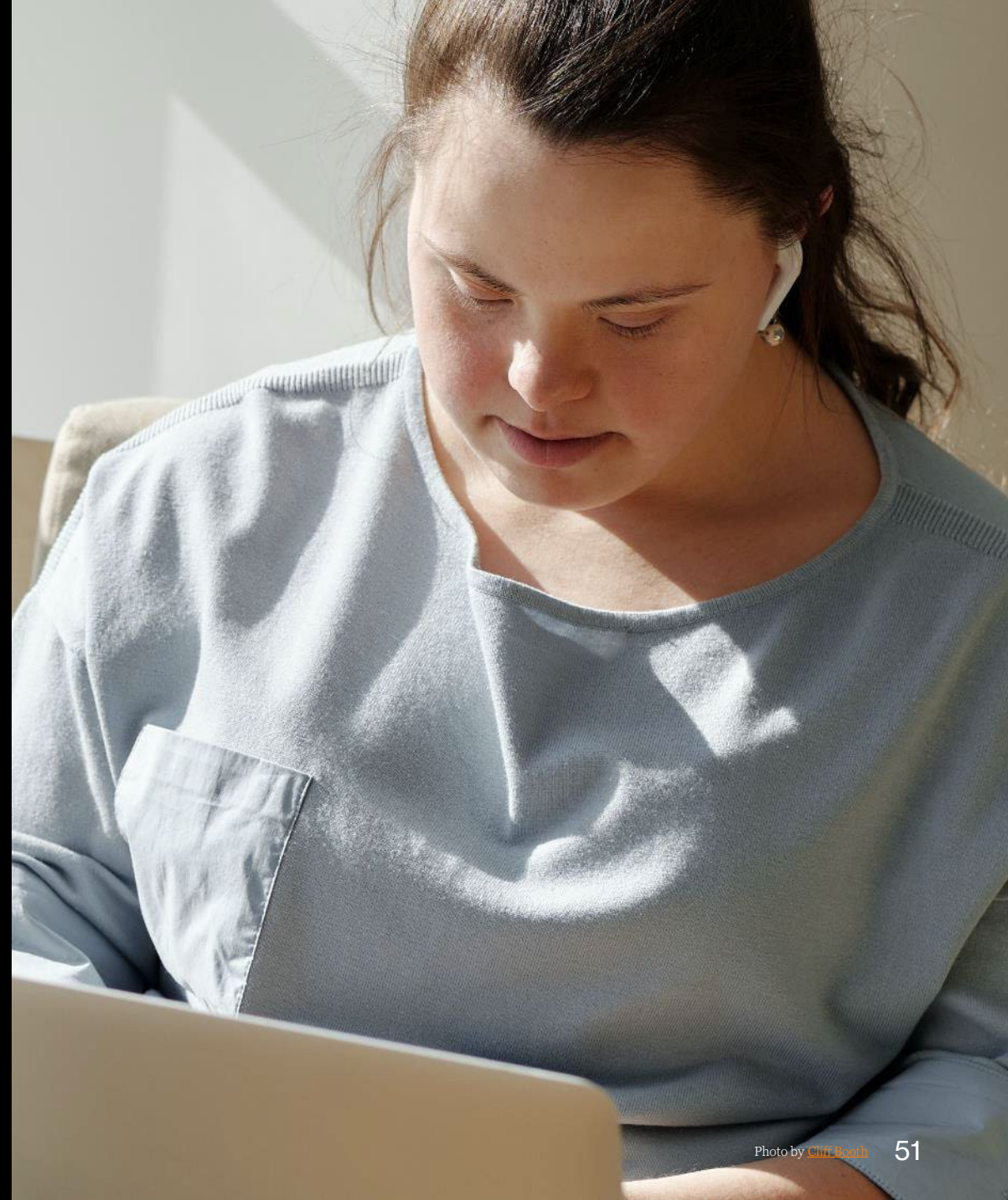
- Over 1 in 4 Canadians have a disability – and 70% of Canadians with disabilities are the principal grocery shopper in their household



- Media consumption habits among those living with disabilities in Canada is comparable to the average Canadian

**05**

**Brand  
Implications**  
*for DEI*



A photograph of a man and a woman sitting together, looking at a tablet. The man is wearing a black turban and a light-colored button-down shirt. The woman is wearing a light blue button-down shirt. They are both smiling and appear to be engaged in a collaborative activity. The background shows a window with wooden blinds and a lamp.

*Brand Implications*  
**Language Matters**

# In-language advertising can instill feelings of familiarity in Newcomers by prompting reminders of 'home' and community

**69%**

of Canadian Newcomers  
**pay attention** to ads in their own language

**70%** of recent immigrants  
prefer to use a non-official language  
at **home**

**68%**

of Canadian Newcomers  
feel **a sense of belonging** to  
brands that reach them with ads in  
their own language

Newcomers = Less than 5 years in Canada

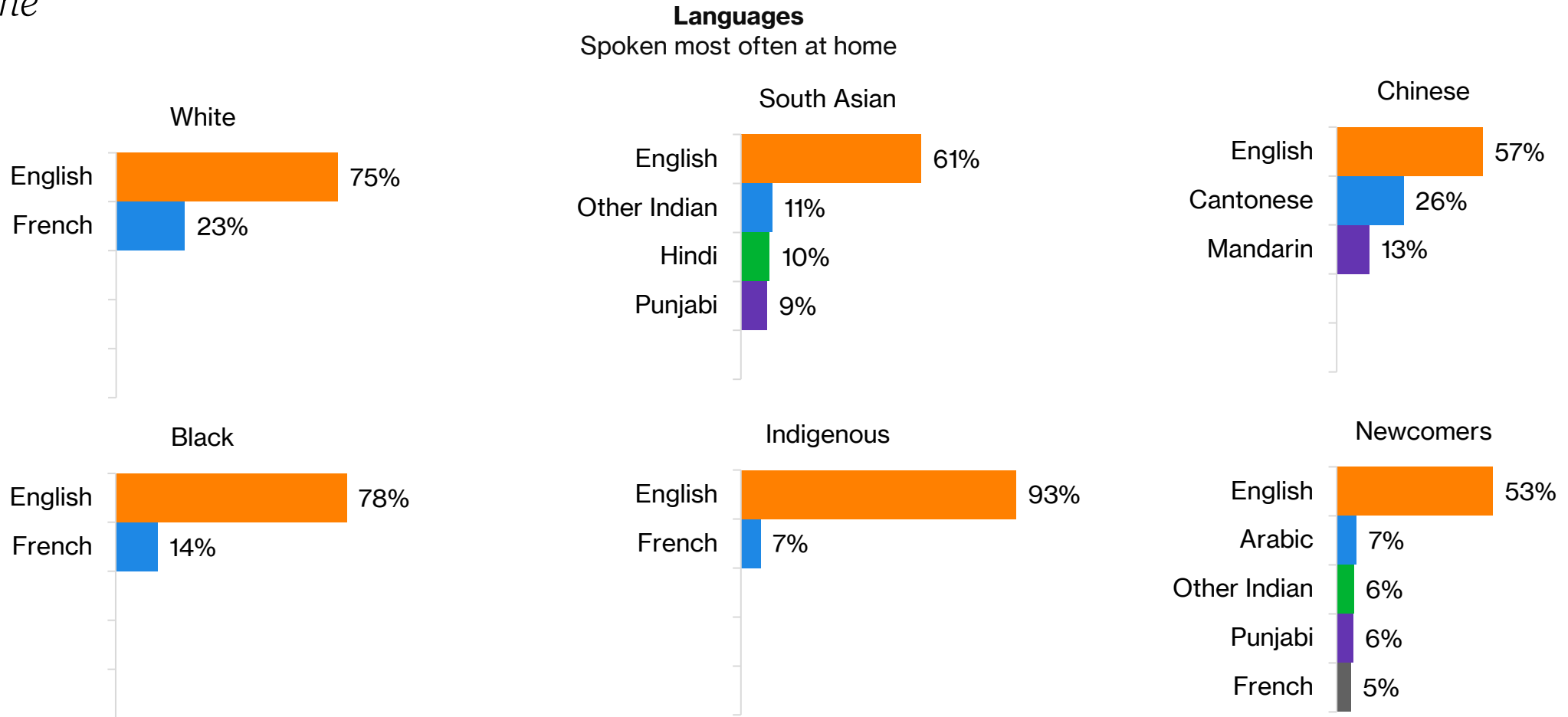


Photo by [Kevin Malik](#)

Consumers are  
**2.7x**  
more likely to buy  
from a brand with  
culturally-appropriate  
in-language ads.\*

# South Asian Canadians and Newcomers have the most diverse set of languages spoken most often at home

*Avoid generalizing the relationship between culture and language as not all language communities are the same*



Newcomers = Less than 5 years in Canada

# In-language messaging doesn't have to be all or nothing

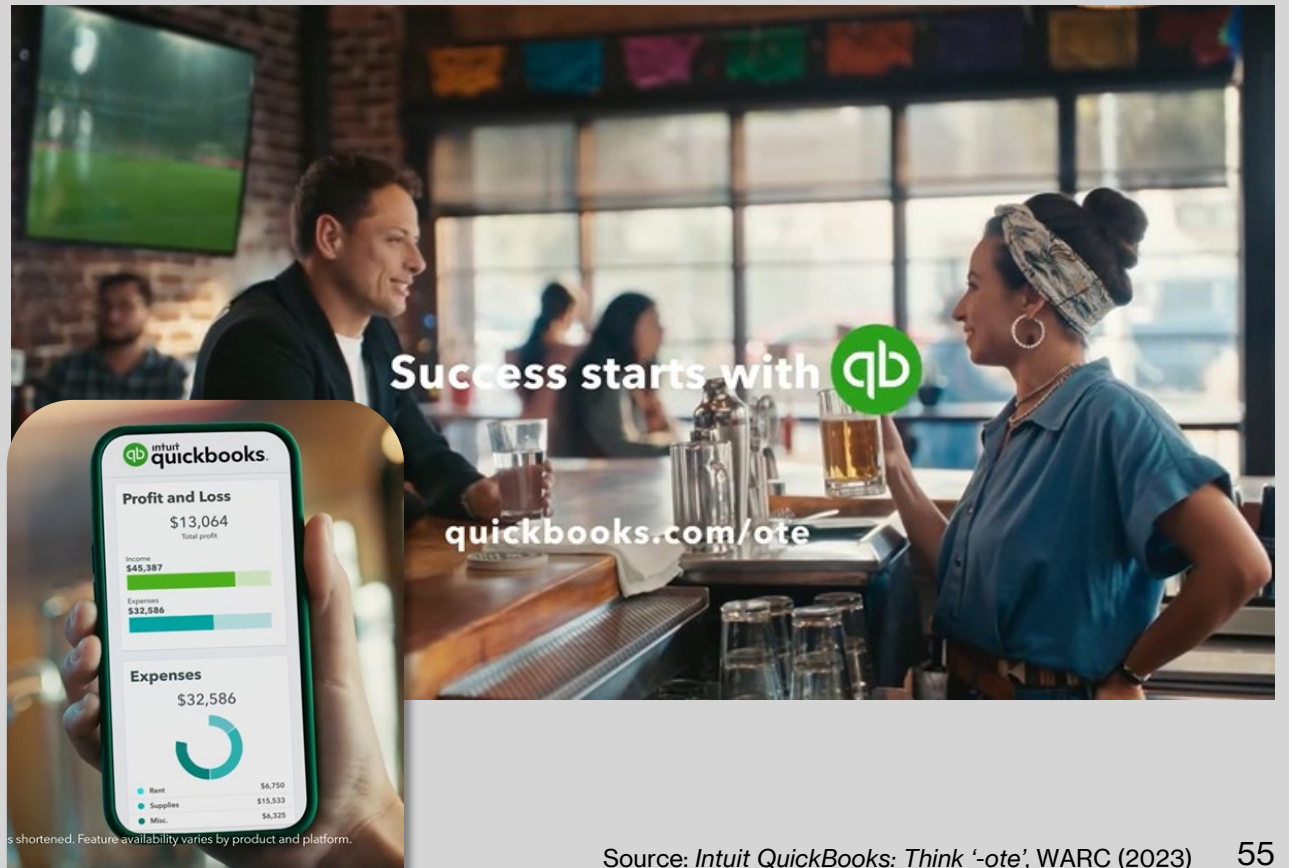
*A culturally relevant word, phrase, or part of language can be effective*



Sources: *The importance of language*, Ethnicity Matters (2021)  
*Heritage Languages in Canada*, Nagy (2021)

**Intuit Quickbooks** tailored their ad to Hispanic small business owners, prompting them to “think ‘big’”.

*mercadito* ('little market')  
→ *mercadote* ('big market')





# Molson and Wavemaker Canada received Global recognition for welcoming all Canadians to hockey

*broadcasting Canada's sport in 7 top languages*



Accompanying the broadcast were limited edition multilingual Molson Canadian cans.



This award-winning initiative backs the brand's history of encouraging community and togetherness.

In 2021, Molson partnered with Sportsnet to broadcast *Hockey Night in Canada* games in: Cantonese, Mandarin, Hindi, Vietnamese, Tagalog, German, and Arabic.



# Kruger and Wavemaker Canada partner with Ethnicity Matters to set a standard for multicultural strategy in Canada



With help from Ethnicity Matters, Kruger adapted their “Unapologetically Human” ad into three languages (Hindi/Urdu, Mandarin and Cantonese) with creative edits and original music in 2021 ads.



Ethnicity Matters assisted on ethnic outreach and Spider Marketing Solutions on in-store marketing for Kruger’s annual Big Assist program that supports DEI in hockey across Canada.

*Brand Implications*  
**Putting DEI  
into Practice**



# Follow this 5 stage framework to embed inclusivity into your work



## STAGE 1

### Pre-Brief, Evolving Our Thinking

Setting a meaningful and actionable intention.



## STAGE 2

### Strategy and Audience Insights

Ensuring audiences are diverse and inclusive.



## STAGE 3

### Planning, Activations and Investment

Optimizing your plan to best reach and drive relevance.



## STAGE 4

### Content, Partnerships and Influencers

Drive authentic representation.



## STAGE 5

### Measurement

Quantifying and understanding impact for future investments.

# Proprietary Insights and Planning Tools at Our Disposal

Explore the whole CX Journey  
to identify opportunities for growth

Create the most effective  
Channel Plan

Take a step back & consult  
on strategic growth opportunities

## Uncover CX Insights ^

- Access purchase journey studies
- Compare Purchase Journeys
- Discover live journey insights (NEW)
- Analyze Brand Equity (BAV)

## Conduct CX Audits ^

- Scorecards summary
- Audiences
- Content
- Ecommerce
- Paid search
- Programmatic
- Site & apps
- Social
- Technology
- Video

Create growth opportunities roadmap

## Provoke the Brief ^

Provoke the Brief

## Quantify the Source of Growth ^

Source of growth

## Investigate the Audiences ^

Create audiences (Architect)

## Build the Plan ^

- Configure campaign touchpoints (Architect)
- Create the campaign (Architect)
- Calculate existing media plan (Architect)
- Compare media plans (Architect)

## Activate the Plan ^

Translate planning audiences to  
activation platforms

## Develop Comms Plan (Toolkits) ^

- Ideas
- Insights
- Strategy
- Precision

## Leverage Data & Tech ^

- Build a data strategy
- Create martech Architecture
- Analyse site performance speed

## Explore Commerce ^

Optimize Amazon Search budgets (R Compass)

## Explore Content ^

Analyse social content insights (Content Scan)



Photo by [AllGo](#)

## STAGE 2 – Strategy and Audience Insights

# DEI is holistic and considers intersectionality

*highlighting the importance of identifying similarities and nuances*

DEI = Diversity, Equity and Inclusion

# Speciality Partners

*Examples of partners in Wavemaker Canada's knowledge bank*



## Agencies

monsoon

ETHNICITY  
MATTERS

ETHNIQUEMEDIA

CREATIVE FIRE  
Member of Des Nedhe Group

## Networks

OMNI  
TELEVISION

TIMES  
NETWORK  
NOW OR NOTHING



新時代電視  
FAIRCHILD TELEVISION

tln



UNIVISION

ATN  
ASIAN TELEVISION NETWORK

OUTtv

STAGE 4 – Content, Partnerships and Influencers

# Visibility alone is not enough

*Collaborate with community members throughout a campaign rather than consulting them during a single stage.*



Sources: *Moving beyond 'just enough'* (WARC, 2023)



The making of Sephora Canada's National Indigenous History Month Campaign



Sources: *Sephora ensures authenticity as it celebrates Indigenous beauty*, Strategy Online (Jun 2021)  
*Sephora goes bigger with second Diwali campaign*, Strategy Online (Oct 2021)



Photo by [Greta Hoffman](#)

### STAGE 5 – Measurement

**DEI needs to be portrayed in all its complexity to have a positive impact on the brand itself**



DEI = Diversity, Equity and Inclusion



## STAGE 5 – Measurement

**Measuring DEI in digital campaigns on social media and programmatic platforms involves several key steps:**

- a. Define Key Metrics**
- b. Engagement Metrics**
- c. Benchmarking**
- d. Continuous Monitoring and Optimization**

*Wavemaker can do it all*





**STAGE 5 – Measurement**

**Custom research can also help understand DEI groups better via solutions like...**

- **Online Focus groups**
- **Creative Testing**
- **Monitoring Brand Equity**



*Wavemaker can do it all*

06

# Tentpole Events



# Tentpole events are...

days, weeks or months throughout the year your consumers and prospective consumers identify with and rally around in some way

- **Industry specific**  
(ex. Soil Day, eBook Week, Vegan Month)
- **Non-industry specific**  
(ex. Men's Health Week, Indigenous Peoples Day, Black History Month)

**DEI needs to be  
foundational to the brand  
– not just the event**



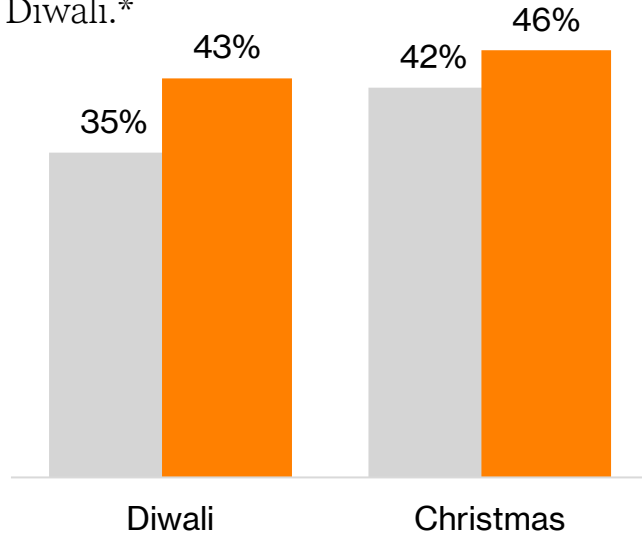
# Celebrations are not siloed

*Connect and celebrate with South Asian and Chinese Canadians by authentically engaging in cultural traditions, while also further fostering belonging through Canadian Christmas festivities*

**Holidays celebrated or shopped during**  
Among South Asian Canadians A18+

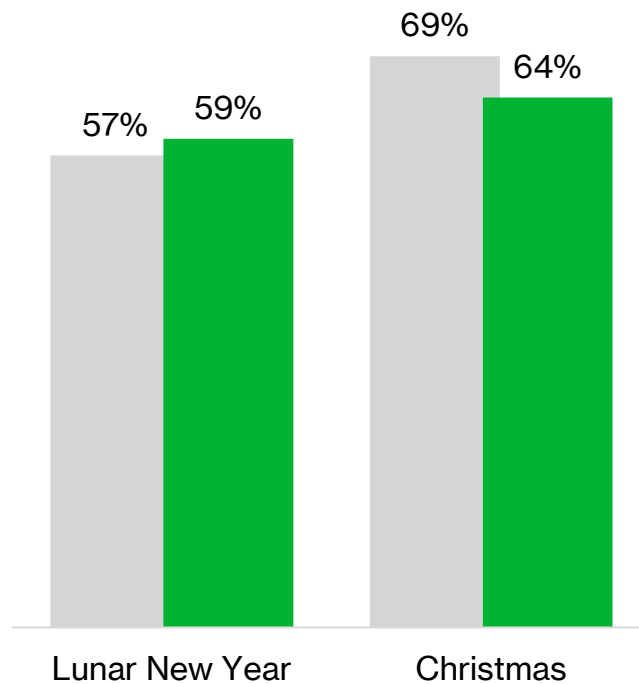
■ Born in Canada ■ Not Born in Canada

More than **two in five** South Asian Canadians not born in Canada celebrate **both** Christmas and Diwali.\*



**Holidays celebrated or shopped during**  
Among Chinese Canadians A18+

■ Born in Canada ■ Not Born in Canada





# Danone and Wavemaker Canada partner with Ethnicity Matters to tap into holidays, Lunar New Year and Diwali, on Meta



Danone's 2023 Oikos Diwali campaign included a mix of static and influencer ads, translated to Hindi and Punjabi.

The static assets outperformed on reach, impressions and CPM, while the influencer ad excelled in amount spent, engagements, video completion and link clicks.



In 2023, Lunar New Year Masterbrand campaigns on Meta featured authentic translations with help from [Ethnicity Matters](#).

These ads reached 87% of the simplified Chinese and 61% of the traditional Chinese language audience during flight; higher than the recommended reach by platform.

07

*Key Takeaways &*  
**Overarching  
Positive  
Provocations**



# Key Takeaways & *Overarching Positive Provocations*



**DEI is expansive  
and necessary**

**Brands can take a  
leadership role by  
connecting with  
Canada's fastest  
growing populations**



**Inclusive planning  
begins with corporate  
values and practices**





*Let's lead with  
Positive Provocation*

---

**Speak to your  
Planning Team about  
your Diversity, Equity  
& Inclusion goals**  
*for how Wavemaker can help*

# Wavemaker<sup>o</sup>

Grow fearless

# Consider timing media around relevant H1 Tentpoles...

*DEI is foundational to **all** campaigns, not just 'cultural moment' campaigns*

## January

- MLK Jr Day
- Get To Know Your Customers Day
- Bell Let's Talk
- Seeing-Eye Guide Dog Anniversary
- Martyrs' Day
- Tamil Heritage Month
- Lohri

## February

- Black History Month
- Time to Talk Day
- Chinese/Lunar New Year\*
- No One Eats Alone Day
- Language Day
- Lantern Festival

## March

- Gender Equality Month
- Neurodiversity Celebration Week
- Nowruz
- Intl. Women of Colour Day
- Holi
- Intl. Transgender Day of Visibility

## April

- Ramadan\*
- World Autism Awareness Day
- Universal Day of Culture
- Chinese Language Day
- Tell a Story Day
- Sikh Heritage Month
- Filipino Food Month

## May

- Mental Health Awareness Month
- Cinco De Mayo
- African Heritage Day
- Intl. Family Day
- World Multiple Sclerosis Day
- AAPI Heritage Month
- Eid al-Fitr

## June

- Summer Solstice
- Global Day of Parents
- Men's Health Week
- Juneteenth
- World Refugee Day
- Indigenous Peoples Day
- Multiculturalism Day
- PRIDE Toronto

# Consider timing media around relevant H2 Tentpoles...

*DEI is foundational to **all** campaigns, not just 'cultural moment' campaigns*

## July

- Canada Day
- Love Your Skin Day
- Intl. Day of Friendship
- Social Wellness Month
- National Minority Mental Health Month
- Eid al-Adha

## August

- Emancipation Day
- Intl. Day of World Indigenous People
- Caribana Toronto
- PRIDE Montreal

## September

- Truth and Reconciliation Day
- Tourism Day
- Bollywood Day
- Celebrate Bisexuality Day
- Gender Equality Week

## October

- Invisible Disabilities Week
- Diwali\*
- Rosh Hashanah\*
- Yom Kippur\*
- World Mental Health Day
- Islamic History Month

## November

- Canadian History Week
- Intl. Day for the Elimination of Violence Against Women
- Hindu Heritage Month
- Indigenous Disability Awareness Month
- Singles Day (Double 11)

## December

- Intl. Day of Persons with Disabilities
- Rosa Parks Day
- Human Rights Month
- Arabic Language Day
- Kwanzaa
- Hannukah
- Bodhi Day