

Innovation is *Diverse*.

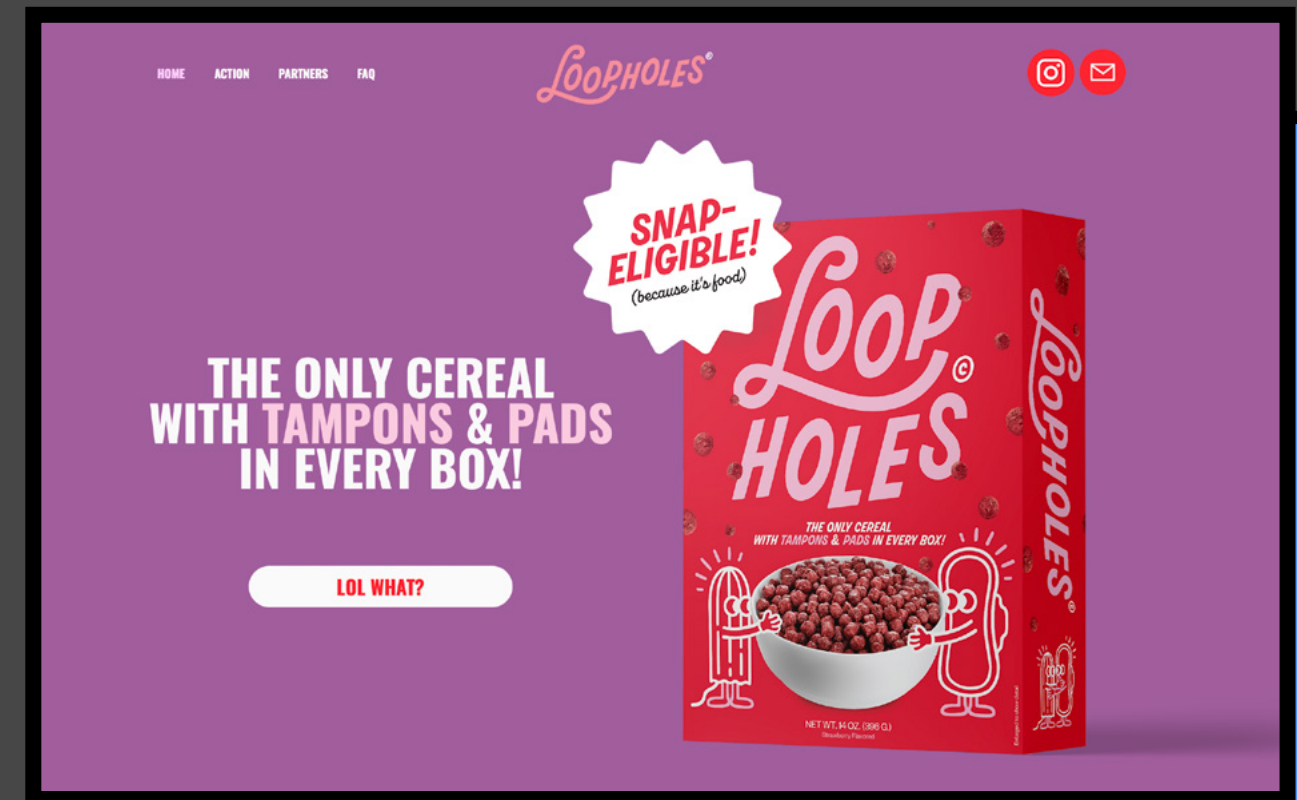
It's finally getting
brighter team! 🌞

Welcome to the twelfth 'Innovation Is Diverse' newsletter – your monthly dose of culture, diversity and inspiration to widen our research lens and think more inclusively.

This month's mailer is presented as a PDF while I sort out some bits with the Mailchimp. But fear not, there's plenty of fascinating pieces of stimulus for you all to enjoy and it'll be easier from now on for everyone to get involved and take with you.

The next few pages feature wonderful ideas, heartfelt moments captured through experiential designs, innovative ads and community first platforms driven to make a difference and reshape how their industry operates.

Thank you Nick, Liston, Mark, Helen and Kirstin for your suggestions this past month. Do let us know what you liked most, keep up the great digging and join in however you like. Enjoy and stay blessed! :) Luke



Adweek shares how Loop Holes Cereal gets people talking about a growing issue...

This is FAKE brand FYI. With the aim to highlight how [You'll Need a Loophole to Pay for Period Care Products!](#) But it is meant to help raise awareness of the very real problem many people face with financial hardship and Period Poverty. Loop Holes website points to organisations that are helping to make a difference with charity work and financial aid IRL.

[Find out more here](#)



Breonna's Garden

AN AUGMENTED REALITY EXPERIENCE

SXSW featured a powerful VR experience for visitors which honours the life of Breonna Taylor, a victim of police brutality in 2020.

Built in collaboration with her family, Breonna's Garden is a piece that harnesses the power of technology to foster a space for collective grief and healing. Artist Lady Pheonix initially developed the project in 2021 for Breonna's family after learning that her sister Ju'Niyah Palmer's public grief was met with death threats. Originally intended as a safe space for the family to grieve without facing a hateful backlash, Lady Pheonix has expanded the project for public communal healing.

[View here](#)



Highlight the remarkable. Phyllis Robinson. While Bill Bernbach is often credited for sparking the creative revolution it was Phyllis Robinson that was the mastermind behind much of the work. As America's first female copy chief she penned many campaigns for Volkswagen, Polaroid and Ohrbach's.



**I love how simple and effective this ad is:
How Stabilo used print ads to 'highlight the remarkable'**

This is a really clever print campaign for the German pen-maker by DDB Dusseldorf. They applied a rational message in an emotive context and turbo-charged the debate around gender equality. The Drum writes that: *Phyllis Robinson was a pioneer, not just for women but for the creative advertising revolution that she helped ignite, changing the face of the industry forever. She was one of the founding employees of Doyle Dane Bernbach (DDB) back in 1949, the agency's first Copy Chief and the first female Copy Chief in the United States. But in 1949, men stood in the spotlight.*

[Read here](#)





Why this matters:

Ralph Lauren has released a limited fashion collection that collaborates with two leading historically Black colleges. It draws on the work of an all-Black creative team and they've taken a risk with a collection that could spark controversy and frustration on social media too.

Liston - A young Black designer got Ralph Lauren to dedicate a new limited collection to the swanky collegiate style of HBCUs.

New Ralph Lauren collection explores collegiate style on historically Black campuses... The campaign is the company's first with an entirely all-Black cast: creative directors, cinematographers, models (including students, faculty and alumni at both institutions) and the photographer. While dedicating the whole fashion design and promotion process to a whole cast of talented Black creators.

[Read here](#) 




MAKS AKTER

Meet Nude 05: A Bengali-born Los Angeles raised yoga teacher in training fighting for freedom of expression.



This brand wants to change women's lives and the industry it operates in

I really loved the ethos and beliefs from this underwear company. They state that they want to disrupt the way lingerie is marketed towards women by creating a brand that seeks to empower women instead of objectifying them. Gone are the sexist shoots aimed at the male gaze, Naja know where they stand and want to connect with the smart, courageous and sexy women of today.

[Check out their Ethos, #rolemodel and masks 4 Good pages here](#) 

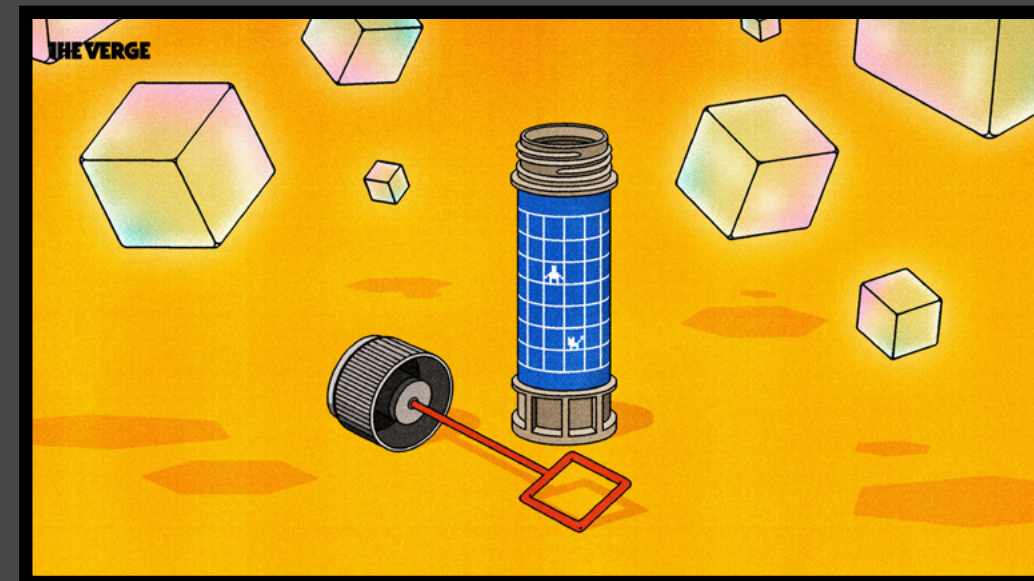
The logo for Sew Queer features the words "sew" and "queer" in a dashed, blue, hand-drawn font. The text is centered on a rectangular background with a horizontal rainbow gradient from pink on the left to purple on the right. The entire graphic is framed by a thick black border with a red and blue L-shaped shadow effect on the right and bottom.

SEWQUEER is a community driven brand that believes sewing is for everyone and that queer power can change modern cultures for good.

Founded in 2017, SewQueer started as a simple blog post, then an Instagram feed and now the community has it's own place. The Verge wrote that 'Queer people were searching for something often overlooked: binders, gaffs, lingerie for trans women, boxer briefs for nonbinary folks; designs that have simply never existed in the universe of McCall's or Simplicity patterns.'

SewQueer welcomes anyone who identifies under the broad queer and trans umbrellas, has an interest in sewing and stitching, and believes in the importance of making, building identity, community, and resilience.

[Read here](#)



Bitsy is the small video game engine with a big community.

The Verge writes how BITSY is changing the game by democratsing game design with easy to use tools, a second to none community and digital DIY tools that make it real and human and approachable for all.

[Read Here](#)



HOW 4 BLACK CREATIVES ARE NURTURING THE DIVERSITY THE AD INDUSTRY NEEDS

Check out how these 4 black creatives are championing and supporting young talent to boost inclusion. (FYI: Paywal)

[Read Here](#)



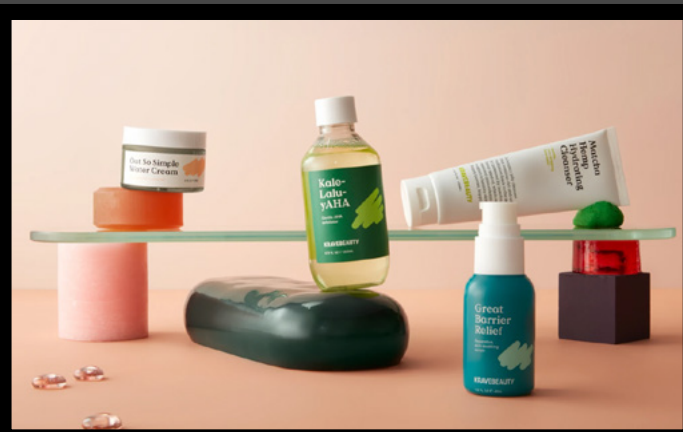
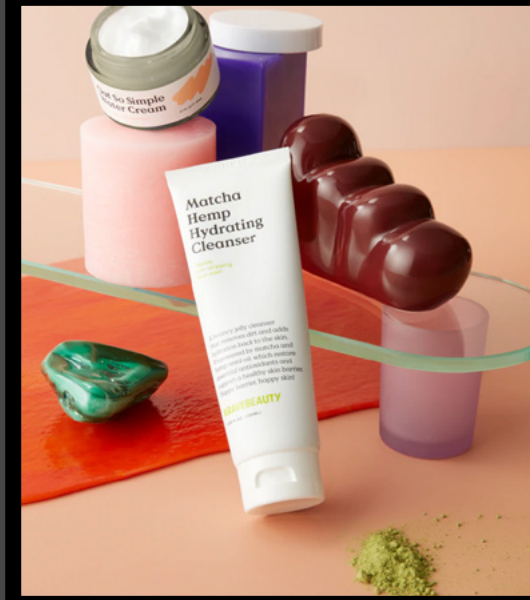
When they zig, we zag

From the start, we never wanted to be the “million step routine” brand or the “launch 20 products at once” brand. We didn’t want to fit the mold, we wanted to break it. So, we became the “your skin can do its job, we’re just here to help” brand. Catchy, right? Krave Beauty was created to help us rethink our relationship with skincare and turn skincare conventions into skin-minded intentions that make you (not products) the focus.

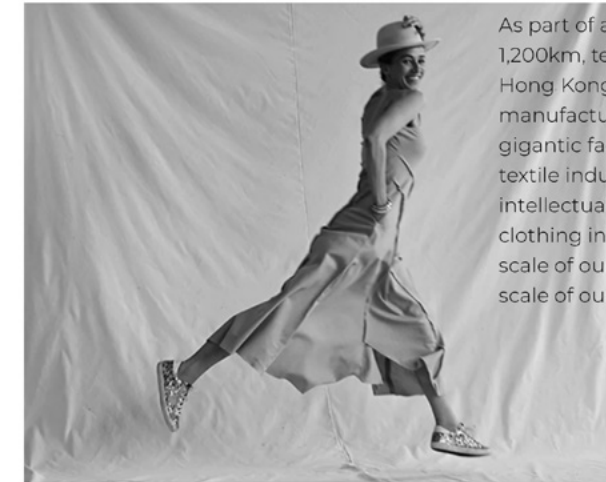
KraveBeauty is a South Korean beauty brand that openly wants to reset skincare!

Their brand identity and communication is bold and shines a light on their deeper purpose and I liked this little ‘Enlightened Zagger’ piece near their about page, where they say ‘when the industry zigs, they zag’. Their ultimate mission are two separate things - knowing that skincare is their main work and they say that changing the game is their hustle.

[Find out more about them here](#)



It all started with a cycling trip



As part of a sponsored charity event, I cycled 1,200km, ten hours per day, from my back door in Hong Kong, through China's expansive southern manufacturing hinterland. This area is wall-to-wall gigantic factories, enabling the country's massive textile industry. The ride unlocked an emotional and intellectual blind spot regarding the origin of our clothing in the West. I suddenly understood the scale of our fashion consumption and the parallel scale of our textile waste.



Hong Kong based ‘The Collective’ have a lovely start up story and a circular R stream diagram. Which shows off their unique reuse process

The womens clothing brand uses reused and excess materials from other leading luxury brands as well as their factories. Their mission is also straight to the point - No more fashion waste.

[Read here](#)





‘This is nice from Adidas. I remember reading an article during the summer olympics that said something like every piece of athlete kit is meticulously designed for their body and sport, except for women’s sports bras??!’

- Kirstin

Read what Adidas had to say below:

SUPPORT FOR ALL - WHY WE RE-ENGINEERED OUR ENTIRE SPORTS BRA PORTFOLIO



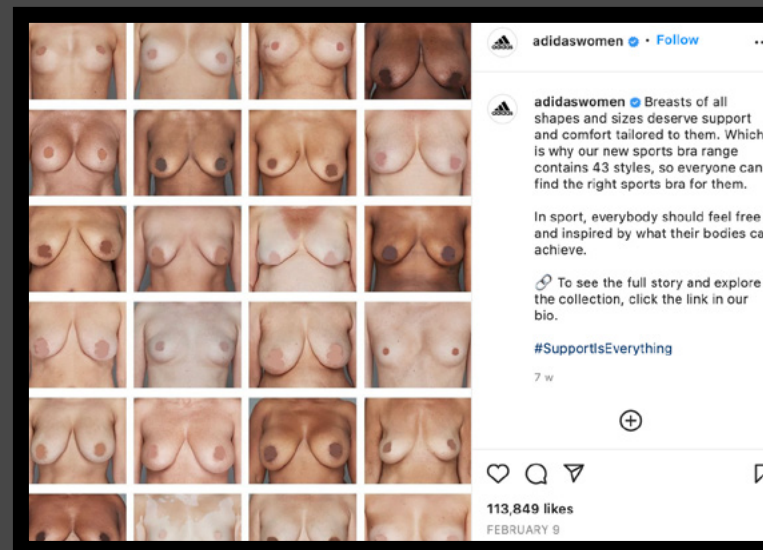
Why your brand should think less about designing a logo, and more about designing a sound.

This creative insight article from Co design - Fast Company is fascinating. It basically highlights why brands shouldn’t overlook the power of sound in their advertising, whether social media, digital or in real life activations. The ultimate achievement is how memorable you could be by your consumers with that simple sound or jingle. Here’s a few snippets that would be great client stimulus:

Sound is the fastest human sense, faster than smell, taste, sight, and even touch. Combine that with the fact that music elicits emotion, which is a big driver in brand loyalty, and the potential for sound in branding is crystal clear. One of the most successful examples of this is McDonald’s long-running “I’m Lovin’ It” campaign and jingle. By the time the song started to circulate, the five-note earworm of “ba-da-ba-ba-baaa” was stuck in our brains for good, and it’s been used to memorable effect ever since.

And take Mastercard, which has extensively utilized a holistic and DNA-based sonic identity, using sound across both its global digital platforms and its physical retail services, and earning the brand the top ranking two years in a row in Amp’s annual index of the world’s Best Audio Brands (BAB). Companies like Mastercard that have invested in developing high-quality audio assets have gained significant ground on their rivals, creating what Amp calls “a stark audio advantage gap.”

[Read more here](#)

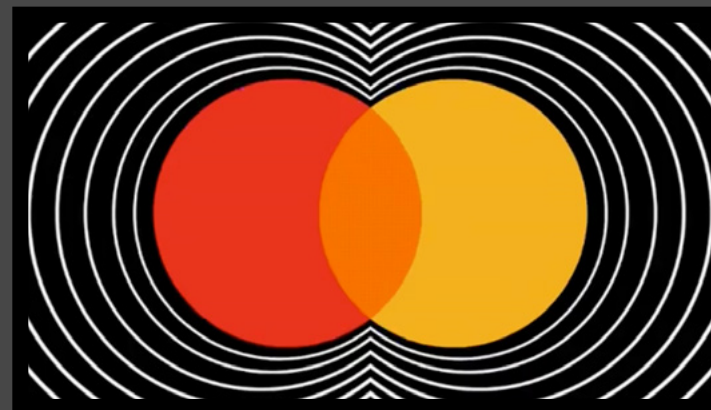


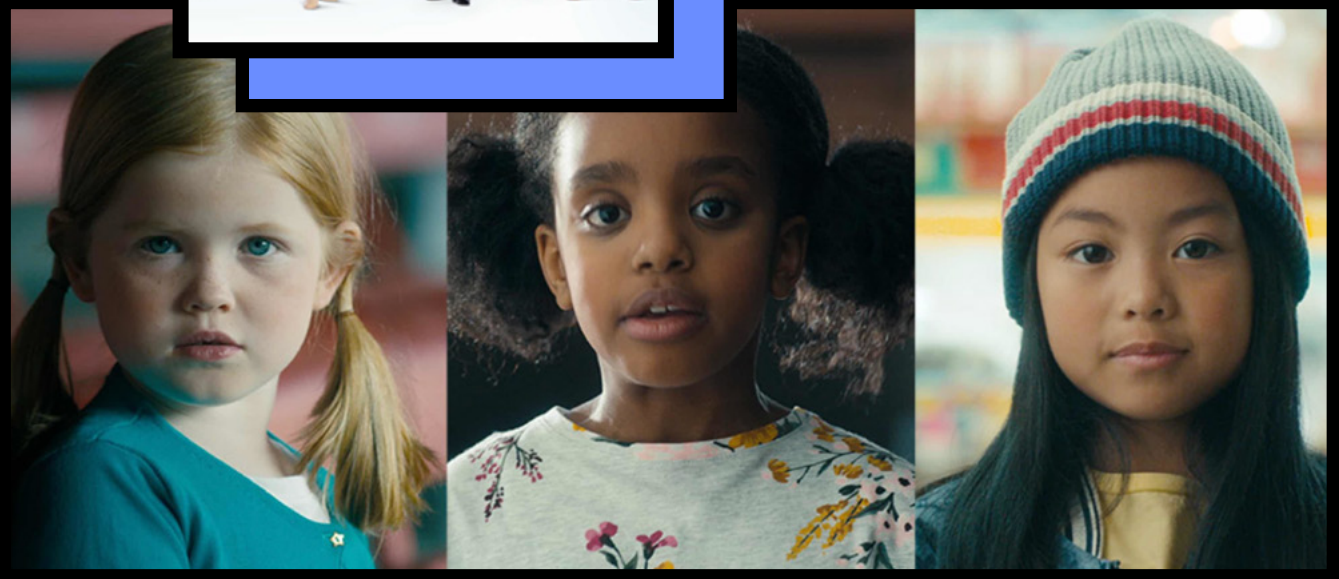
[Check out the Instagram post here](#)



Why this matters?

Statistics show that sound moves important brand metrics in significant ways, including a 26% increase in brand awareness and a 46% increase in brand favorability. What’s more, an 86% correlation has been made between reaction to sound and a desire to return to that experience.





Now these will make a difference... Barbie: Female Founders and 'new role models' initiative

Barbie not long ago announced Dame Pat McGrath DBE as a UK [Barbie role model](#) and dropped a one-of-a-kind doll of her. This came from the fact she is one of the world's most influential makeup artists for over 25 years and a founder of billion-dollar beauty brand Pat McGrath Labs.

They also announced their global '[Dream Gap Project](#)' partnership with charitable organization Inspiring Girls International, which works to raise the ambitions of young girls by inspiring them for greater things and enabling them with the tools to reach further. Barbie and Inspiring Girls International will work with local schools across the UK, USA, Spain, Italy, France, Poland, Brazil and Australia to present workshops and give advice from featured Barbie role models.

[See all 12 from the collection](#)



Mad Happy is a fashion brand that's dedicated to talking about the topic of mental health – all year round.

This brand is something special, they've been on a mission since 2017 to make the world a more optimistic place. They are more than fashion, they are a voice and a community, who educate and discuss mental health and have a platform full of interviews, podcasts, stories and toolkits, with mental health and wellbeing in mind.

[Read here](#)



VIEW MORE STORIES		VIEW MORE INTERVIEWS	
PODCAST		MADHAPPY	
Episode 41: Identity and Immigration 03.10.2022		The Madhappy Classics Models On What Mental Health Means to Them 02.25.2022	
VIEW MORE PODCASTS		VIEW MORE MADHAPPY	
PLAYLISTS		TOOLKITS	
Empowered 03.09.2022		Getting to Know Your Inner Child 01.26.2022	

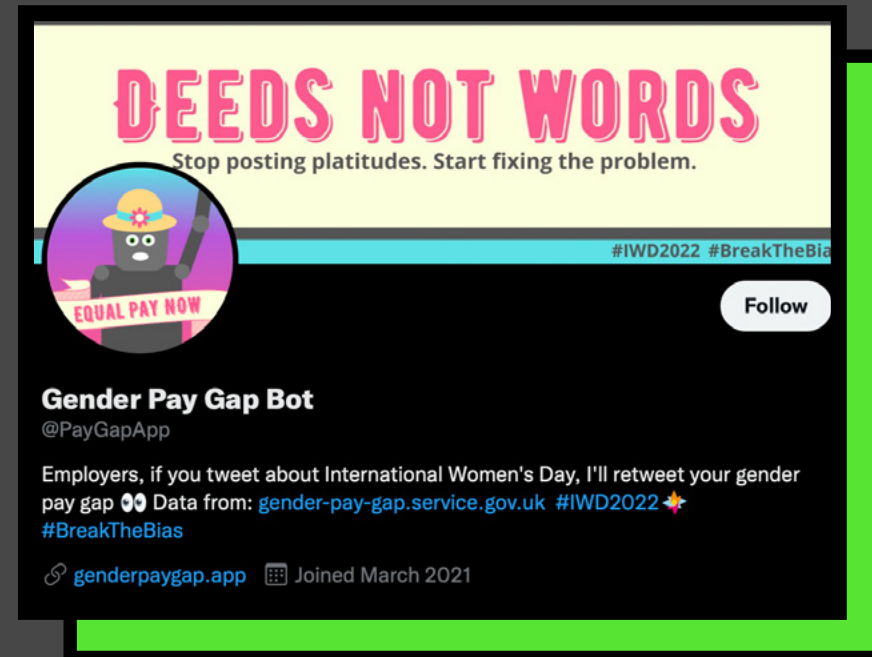


Mark Barden shared - Black therapists are struggling to be seen on TikTok. They're forming their own communities instead

"I am a Black, queer therapist, and I want to showcase myself being fully that," Mclaurin said. "I always say, 'My durag is part of my uniform.'"

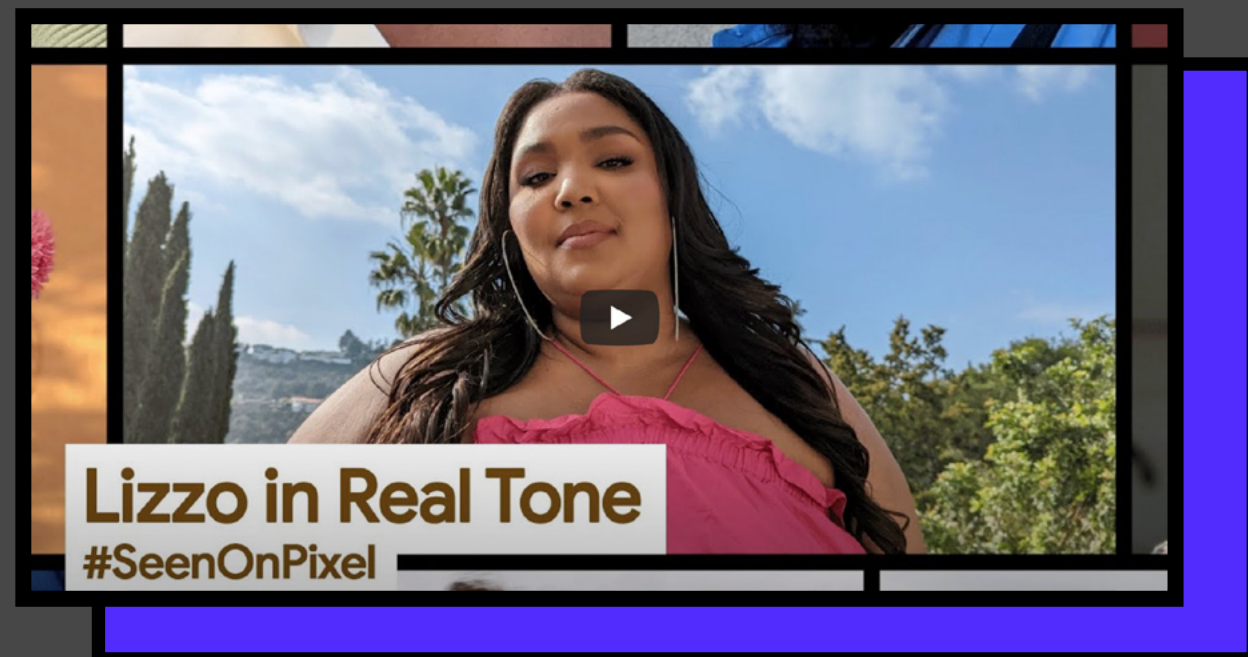
Mental health professionals have soared in popularity on TikTok, addressing a wide swath of mental health conditions, reacting to the racial trauma from charged events like the trial of Derek Chauvin for George Floyd's murder and the January 6 insurrection, and bringing humor to sensitive issues like depression that for some communities remain hushed. On TikTok, Black therapists talk openly about working in a predominantly White field, while at the same time making mental health care more accessible for people who might be shut out of the health care system.

[Read more here](#) 🖋️



Helen shared this 'Gender Pay Gap Bot' which highlights the shocking inconsistency between men and womens pay in similar job roles and the companies that they work in.

[Check it out here on Twitter for more information](#)



Nick posted this new Google ad campaign showing how their latest Pixel 6 technology better represents darker skin towns properly - Lizzo in Real Tone #SeenOnPixel

[Watch the 1min video here on Youtube](#) 📺

Designed and curated by: Luke
Content suggested by: Kirstin, Mark, Nick, Liston,
Helen & Luke



IID IS OPEN TO ALL, JUMP ON AND GET INVOLVED!



[TO VIEW ALL PAST ISSUES - CLICK HERE!](#)