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NEBGH
Lessons from a Purpose-Driven Ad Agency
May 5, 2021



HELLO FROM OBER LAND

AdAge AdAge

2018
SMALL
AGENCY
AWARDS

Small Agency
of the Year
11-75 employees,
Gold

OBERLAND

2019
A-LIST
& CREATIVITY
AWARDS

Agency to Watch

Certified



Corporation

Best For
The World
2019 **Governance**
Honoree

Who we are.



Drew Train

President, Co-Founder at OBERLAND



These four social forces are top of mind for everyone.

OBERLAND's 2021 Purpose Forecast examined four leading social forces that erupted in 2020 and how they are shaping what employees and consumers expect from brands and employers in the post-2020 era.

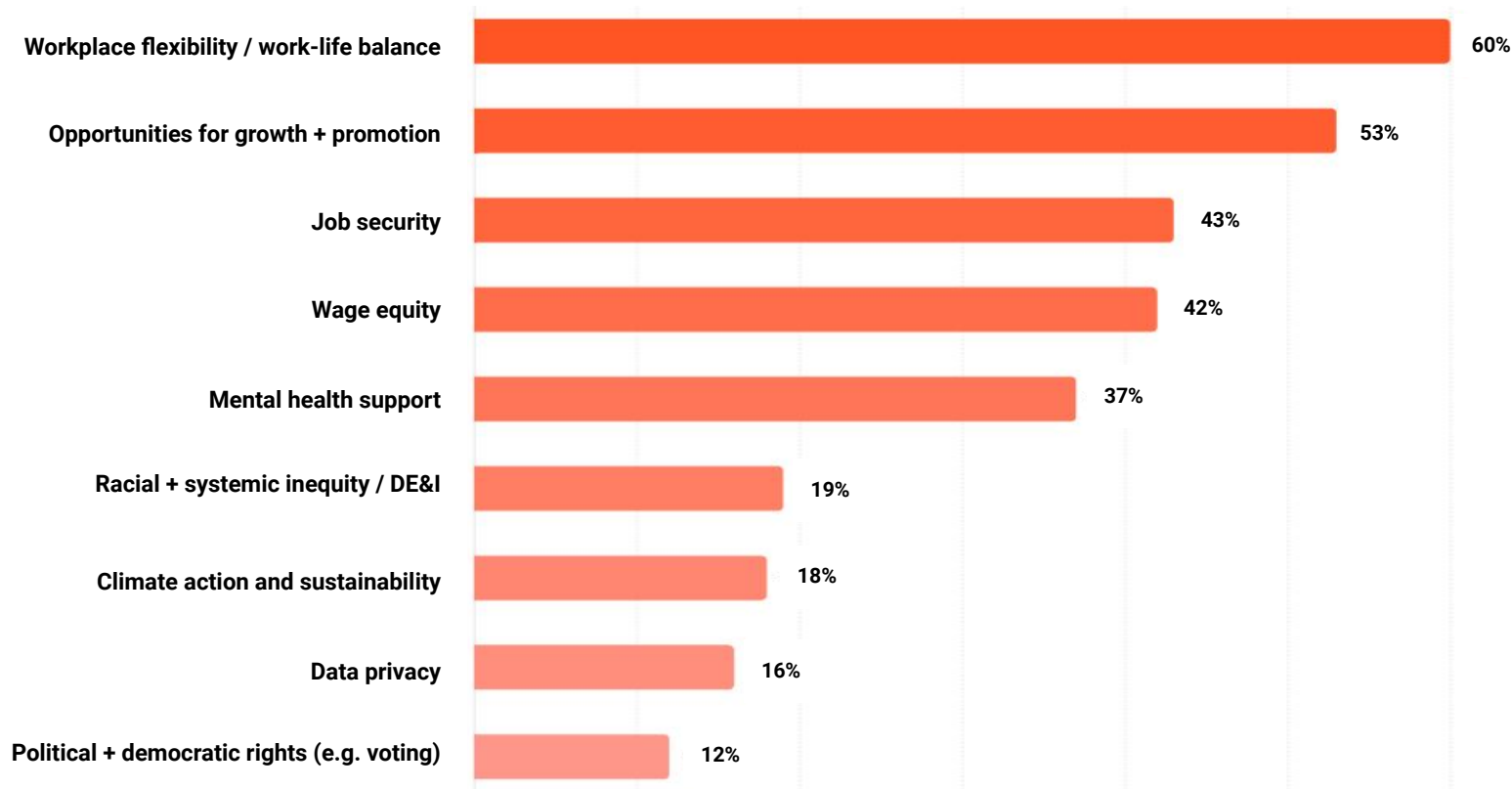
Listening and responding to these expectations is *critical* to maintaining (and winning) the trust and loyalty of your employees and consumers this year and beyond.

The four social forces are:



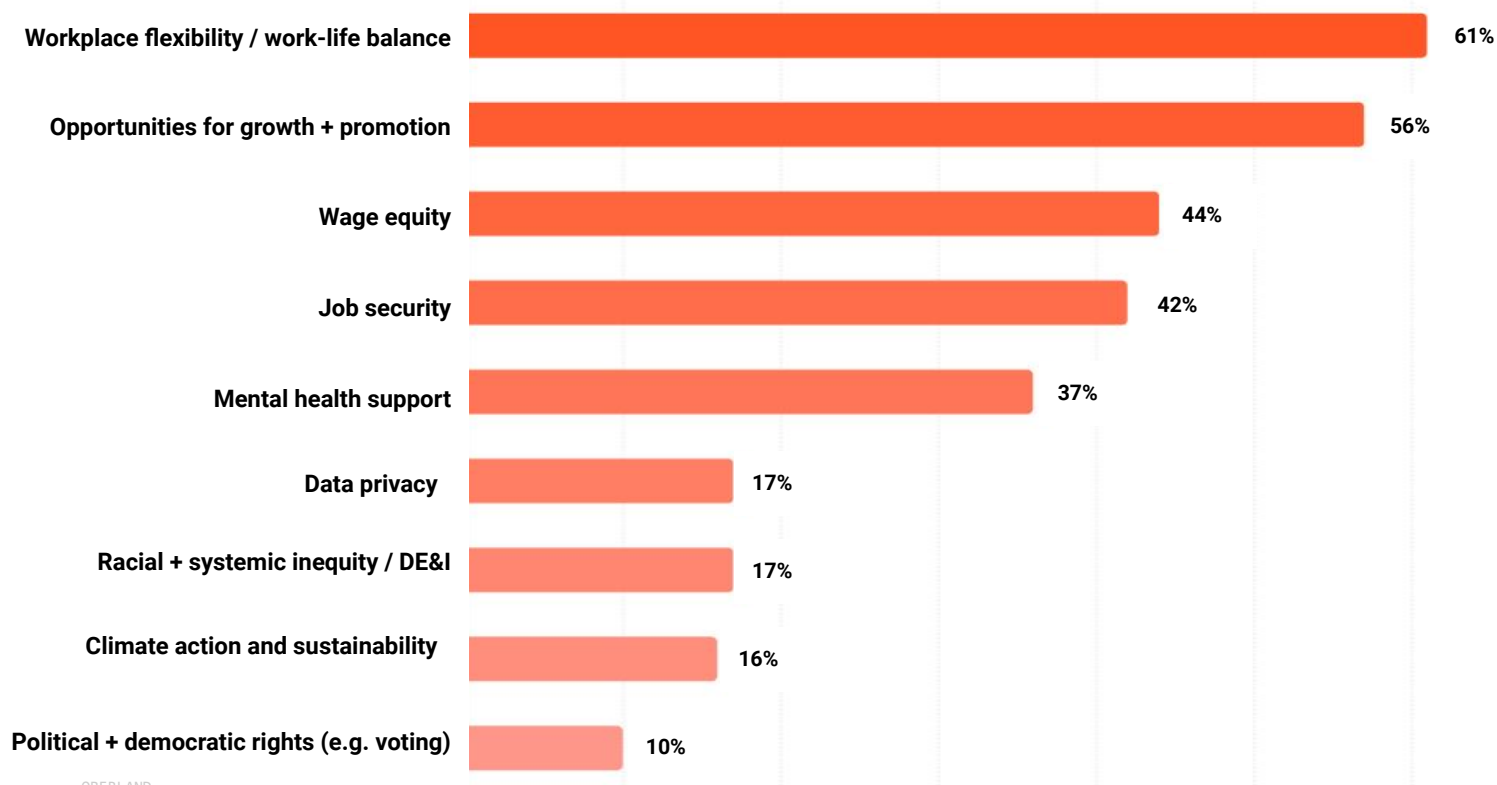
Real-time employee pulse.

Which of the following issues would you most like to see your company's HR department talk about? (Choose top 3)



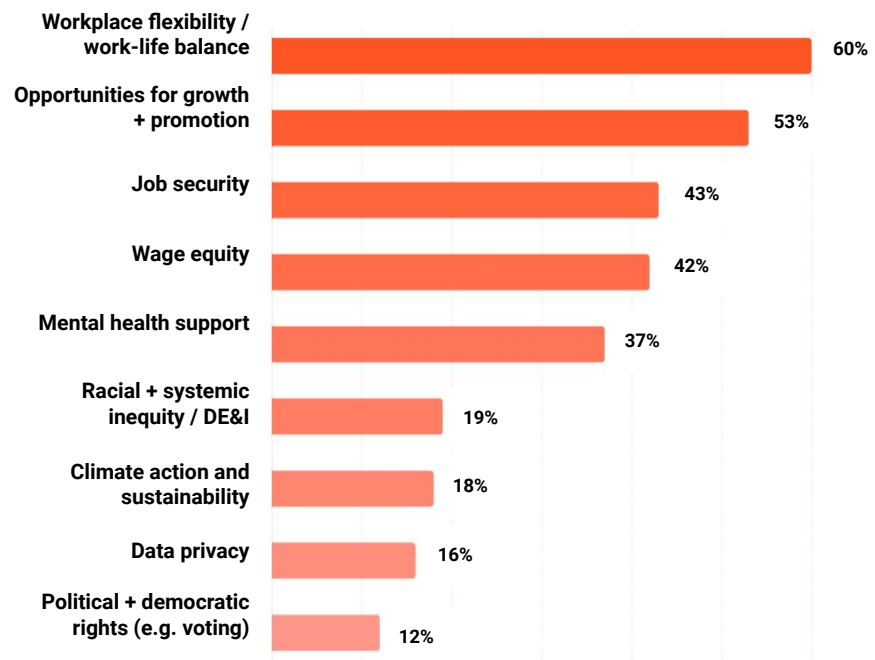
Real-time employee pulse.

Which of the following issues would you most like to see your company's HR department act on? (Choose top 3)

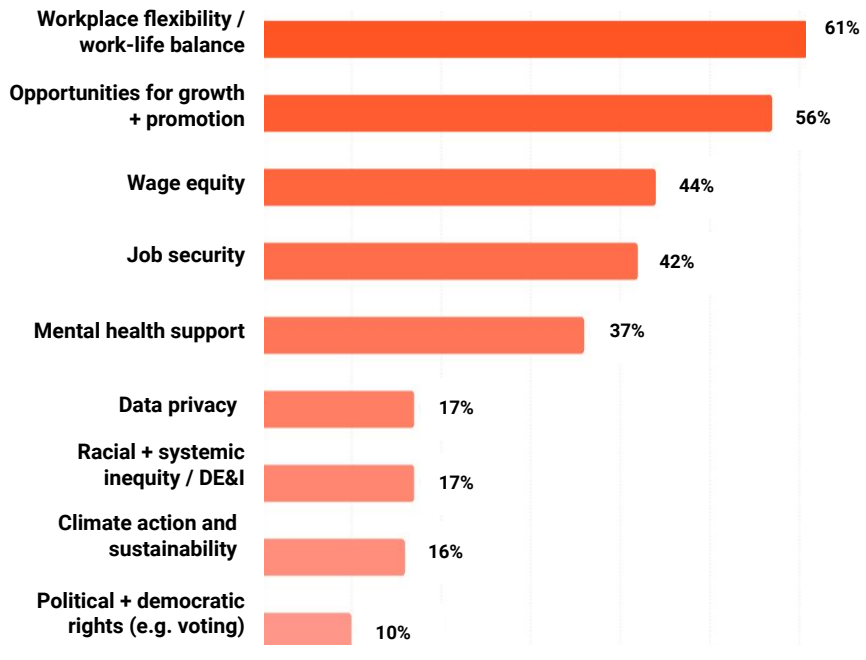


Practice what you preach.

TALK ABOUT



ACT ON



The state of bias in the workplace.

39%

of American employees said they experience bias at least once a month.

83%

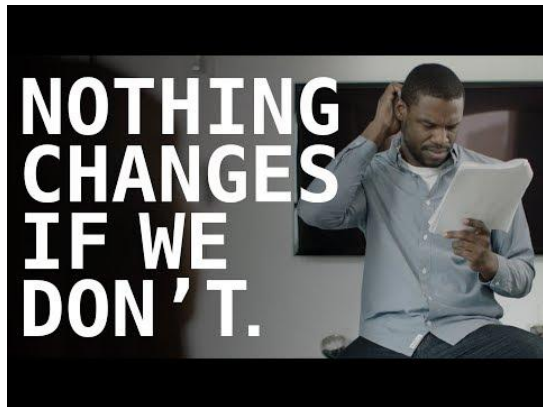
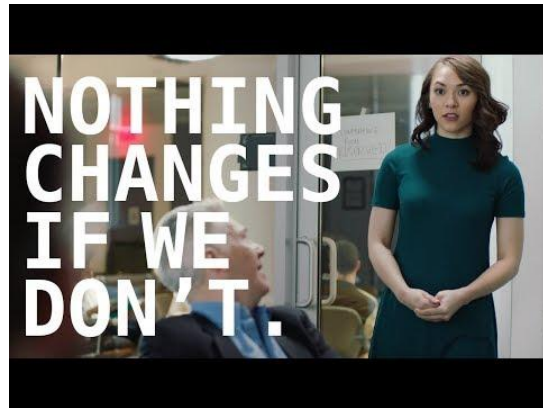
of American employees categorize the bias(es) they have experienced in the workplace as microaggressions.

68%

said that witnessing or experiencing bias had a negative impact on their productivity.



Nothing Changes If We Don't.

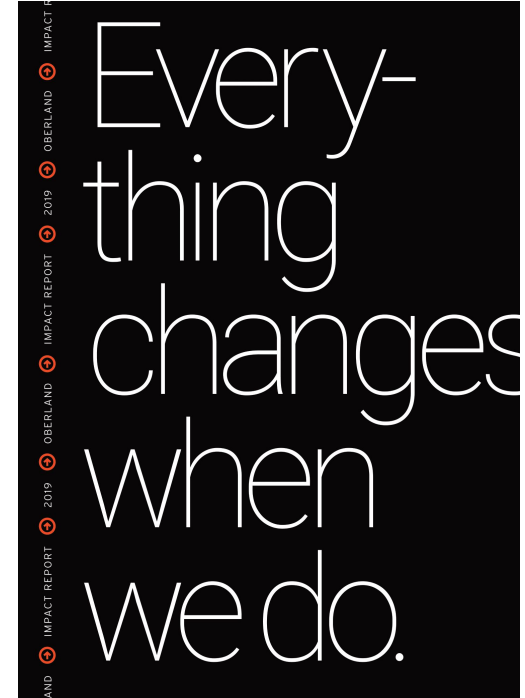


Everything Changes When We Do.

“Everything Changes When We Do,” lays out the work OBERLAND has done to address bias and inequality. It’s how we’ve made our company more diverse and inclusive in a way that shows up both internally *and* externally. It can be used as a roadmap for other companies and brands to practice what they are (now) preaching.

In 2019, OBERLAND conducted a thorough internal audit of our practices and policies including:

- + Wage gap audit
- + Employee Handbook Review
- + Creating Telecommuting Policy
- + Mental Health @ Work Training
- + Unconscious Bias Training
- + Sexual Harassment Training
- + Understanding Power + Privilege Training



Racial + Systemic Inequities.

DO

Ensure external words and actions mirror internal initiatives.

Seek opportunities for long-term internal brand campaigns.

DON'T

Stay silent when it comes to racial injustice.

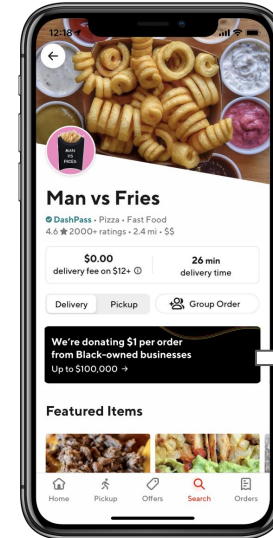
Be a cicada.

Racial + Systemic Inequities.

Brand Example.

DoorDash took a holistic approach to responding to racial inequities at the height of the BLM protests last year, announcing internal and external shifts in an [open letter](#) from DoorDash co-founder and CEO:

- 1) **External Shifts** included a \$500,000 donation to Black Lives Matter and a “Black- owned” tag on the DoorDash and Caviar platforms. This offered free delivery from those establishments as well as zero commission fees for 30 days for new Black-owned restaurants that sign up.
- 2) **Internal Shifts:** Internally, the company committed to tying diversity goals to job performance and promotions, as well as rejecting hire requests where a diverse slate of candidates were not considered. They also gave \$500,000 to their Black@DoorDash ERG to create a fund to be directed towards state and local organizations.



**We're donating \$1 per order
from Black-owned businesses**
Up to \$100,000 →



Climate Action + Sustainability

DO

Create sustainability initiatives and policies with the intention of long-term impact.

Understand that internal comms can be external comms

DON'T

Be dishonest about your commitment to sustainability.
You must walk the walk.
Otherwise, it's just lip-service.

Climate Action + Sustainability Brand Example.

Every Thanksgiving and Black Friday, REI closes its doors and pays its thousands of employees to #OptOutside. The campaign encourages employees to use the day to reconnect with the joys of nature and activity, as well as with family and friends.

The company also gives “Yay Days” to all employees—one day off every six months to go outside, and “Employee Challenge Grants,” offering \$300 in products for a personally-challenging outdoor activity.



Social Connection + Mental Wellness

DO

Prioritize your employees' physical and emotional well-being over liability and profit.

Use the first person.

DON'T

Be afraid to raise the subject of mental health.

Use the third person.

Social Connection + Mental Wellness

Brand Example.

To support employees' mental health through the pandemic, one company invested heavily in its employee care programs to support their mental wellness. Program enhancements included:

- Daily group counseling sessions for parents, adult caregivers, and people caring for family members with disabilities
- Daily drop-in sessions combining short mindfulness exercises with practical tips for managing anxiety, social isolation, feeling overwhelmed, etc.
- Backup adult and childcare support for working parents or caregivers
- Virtual yoga, workout classes and volunteer opportunities



Democracy + Truth

DO

Advocate and take action for your employees' civil rights.

Focus on utility and value add communications.

DON'T

Believe that employers should stay silent on issues directly affecting their employees.

Dump information on people.

Democracy + Truth

Brand Example.

Patagonia, Levi Strauss, and PayPal launched [Time to Vote](#), a nonpartisan, business-led initiative to help ensure employees across America don't have to choose between voting and earning a paycheck.

Well over 1,000 companies joined the movement, each with their own policies for educating employees on their right to vote and getting to the polls. For example:

- **Patagonia** closed all of its stores, offices, and distribution centers for Election Day
- **Levi Strauss** offered five hours of paid time off for all employees to vote on Election Day and five hours of paid time off each month for workers to volunteer for voter engagement efforts
- **Sweetgreen** created a custom voter registration site for employees in addition to giving them time off to vote.
- **Everlane** partnered with the ACLU to provide its workforce with resources about mail-in voting.

Time To Vote



Key Takeaways.

1.

Act like the marketing department (should).

- Long-term branding
- Creative and production value matter
- Be as human as possible
- Talk to one person at a time

2.

Address the leading cultural forces affecting your employees.

- Employees aren't machines
- Progress over purity
- Stay in their context

3.

Give people what they like - and what they need.

- Employees aren't machines
- Progress over purity
- Stay in their context



QUESTIONS?



THANK YOU

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Connect with us:



Check us out:

