

## Drivers, Drains & Disguises

### Topic: Diversity & Inclusion

WE CONNECT PRODUCTS TO PEOPLE, CAUSES & EVENTS



The research this company used, and other companies with similar degrading brand imagery reference in this article published by CNN, has failed again. It's awesome that the brand team made a conscientious decision to remove the negative depiction of African-Americans in its branding, but to

“white wash” it in its entirety misses the mark. When decision makers have a chance to include African Americans in a positive way but fail to do so, it's either a sign of poor leadership, fear or thinly veiled bias. It would have been even more awesome, if the decision makers replaced the degrading image with a positive African American historical figure. <https://www.cnn.com/2021/02/09/business/aunt-jemima-new-name/index.html>



## What's New & Next

1

### GROOMING & COVID

Mobile Barber Grooming for men & women is set to make its mark in the Chicagoland area.

2

### U.S. BASED PLASTICS

U.S. based minority owned and operated packaging for beauty care products coming soon.

3

### TOWN HALLS

The black family and Covid.