



FEBRUARY '25

NEWSLETTER

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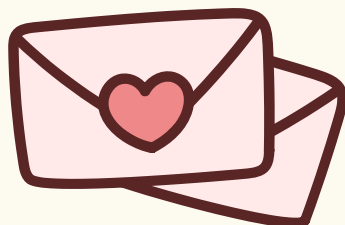
FEBRUARY CHECK-IN

We're officially in the second month of the semester, and things are in full swing at GBMA!! January brought us an exciting start, filled with incredible opportunities to learn, connect and succeed.

This month GBMA had the exciting opportunity to host our MLSE Panel, where industry professionals Macro Renda and Joanna Balamatsis shared their valuable insights into the sports and entertainment industry. We're so grateful to hear about their inspiring journeys and career paths in the field.

GBMA also hosted a successful hiring event, offering students the chance to explore their potential career paths in marketing. We're thrilled to welcome our new associates to the team!!

With plenty more events and initiatives coming up, we're excited for what's coming next. Stay tuned for more updates and opportunities - there's still so much to look forward to this semester!



**Stay connected
this semester!**



MEMBER OF THE MONTH



This month, we're proud to recognize Kadesha, our dedicated Director of Operations and Communications.

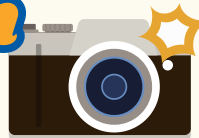
She consistently takes initiative to enhance GBMA's outreach—connecting with members, building external relationships, and ensuring smooth operations. As the driving force behind our newsletter, she works closely with the Operations and Communications team to keep our members engaged.

Most recently, she led the creation of a powerful Black History Month campaign for our newsletter and Instagram. She also took charge of external outreach for our upcoming Women in Business event, personally connecting with prospective speakers and securing key participants. Without her efforts, this event wouldn't be possible!

Thank you, Kadesha, for your leadership, creativity, and dedication to GBMA



SMILE, *You're on camera*



PHOTOS TAKEN BY TENZIN JIGMEY (CREATIVE TEAM)

ENGAGE & ELEVATE

Welcome to Engage & Elevate!

This month, we're diving into two of the biggest marketing moments of the year—Super Bowl and Valentine's Day campaigns. From high-impact Super Bowl ads to creative Valentine's Day promotions, we'll explore how brands capture attention, drive engagement, and shape consumer behavior.

VALENTINE DAY CAMPAIGNS

V-Day isn't just for couples anymore—it's about self-love and deeper relationships. Brands are catching on to this shift in a big way!

Skims x Rosé Collab

Skims and Rosé are celebrating love for everyone with comfy, heart-themed pieces. It's about self-care and embracing all kinds of love, with Rosé's authentic touch making it feel personal.

Red Robin's Onion Ring Proposal

This campaign is all about humor—couples can propose with onion rings for a chance to win a \$10K diamond! It's a fun and quirky way to make proposals unforgettable.

CAMPAIGN: TOBLERONE

Iconic Toblerone's Love Insurance Campaign (2023)

Toblerone took things up a notch with "love insurance." If a relationship ended, you could get a redeemable voucher for your chocolate purchase. It was a playful way to say: no matter what happens, love and chocolate are always worth it.

SUPERBOWL ADVERTISING

The Super Bowl is the ultimate stage for brands to showcase creativity, storytelling, and marketing prowess. With ad slots costing \$7 million for 30 seconds in 2024, companies must create campaigns that capture attention, drive engagement, and boost brand recall. Analyzing past Super Bowl successes offers valuable insights into the art of advertising and the strategies behind iconic campaigns.

CHRYSLER'S "BORN OF FIRE" (2011)

Chrysler's campaign used emotional storytelling and regional pride to reposition the brand. Featuring Eminem driving through Detroit, the ad symbolized the city's resilience and Chrysler's resurgence. The tagline "Imported from Detroit" reinforced its commitment to American manufacturing and quality. This wasn't just about selling a car—it was about revitalizing a city's image and strengthening brand loyalty through cultural connection.



MARKET INSIGHTS & TRENDS

This edition of the *Marketing Moment* highlights the rise of Live Shopping and its impact on e-commerce.

Live Shopping

Live Shopping is quickly becoming the newest method in the world of retail marketing. Live shopping also known as the Virtual Shopping Experience is where consumers can browse and buy their favourite products during live videos.

Using platforms like TikTok and Instagram more brands are hosting live events that allow their most loyal consumers to shop in real-time, creating a new immersive and interactive shopping experience.

Though the term live commerce is not new, marketers are seeing an increase in using the trend as a new innovative marketing tactic. Brands like P Louise have produced over \$2 million in sales during their own live stream events.

ARTICLE OF THE MONTH

Understanding the difference between Millennials and Gen Z is becoming essential for marketers looking to engage these consumer groups. While Millennials are receptive to traditional advertising, Gen Z is becoming more skeptical of overt advertising.

This month's article breaks down key differences between the two generations and how this can help marketers today.

MYCAREER- RESUME REVIEW

Need help creating your professional resume or cover letter?

MyCareer is a platform created by George Brown to connect students with Career Peer Coaches to provide feedback and suggestions on improving their resumes.

Check out MyCareer here to learn more information on kickstarting your resume.



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MARCH EVENT



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AMPLIFYING **BLACK VOICES IN MARKETING**

INTRODUCTION

As we celebrate Black History Month, the George Brown Marketing Association is proud to recognize the incredible opportunities of black professionals in marketing, business and beyond the industry. From groundbreaking ad campaigns to authentic storytelling, the works of these professionals have directly challenged stereotypes and reshaped the ways companies engage with various audiences

This month is more than a time to reflect, it's an opportunity to learn, support and take action in creating a more inclusive and diverse industry.

In this special section of the newsletter, we'll explore Black Trailblazers in marketing, the power of representation in advertising, how to support Black-owned businesses and the ways to continue fostering diversity beyond February.



BLACK

TRAILBLAZERS

VOLUME 05

Tom Burrell: Starting in the industry as a copywriter, Tom Burrell changed history when he founded Burrell Communications Group in 1971. His approach to marketing changed the way brands advertised products to the black community. Burrell worked on ground breaking campaigns like the Black Marlboro Man, which change the course of authentic branding.

Carol H. Williams: A true Trailblazer, Carol became the first Black woman inducted into the Advertising Hall of Fame in 2017. Best known for her the creation of Secret Deodorant “Strong enough for a man, but made for a woman.” Williams has worked on award winning campaigns for General Motors and Disney.

Vince Cullers: In 1956, Vince would establish Vince Cullers Advertising, the first Black-owned ad agency in the U.S. Inspired by the Civil Rights Movement, Cullers used the culture of the black community to reshape representation in the mainstream media. His work would influence how brands marketed to black consumers and set the foundation for multicultural advertising.



IMAGE CREDITS: CREATIVE HALL OF FAME



IMAGE CREDITS: CHICAGO DESIGN ARCHIVE



IMAGE CREDITS: CHICAGO DESIGN ARCHIVE

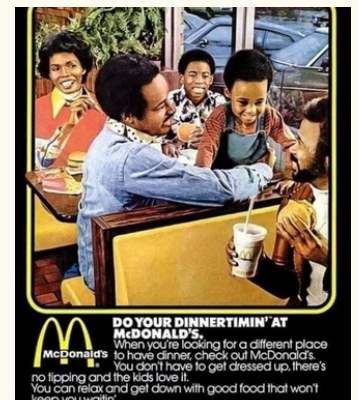


IMAGE CREDITS: CREATIVE HALL OF FAME

THEIR IMPACT

Black advertising pioneers like Tom Burrell, Carol H. Williams, and Vince Cullers reshaped the industry by challenging stereotypes and advocating for authentic representation. Their work highlighted the power of diversity in marketing, proving that campaigns rooted in culture and identity resonate more deeply with audiences. Their legacy continues to influence the industry, reinforcing the importance of inclusivity in brand storytelling.

THE POWER OF REPRESENTATION

VOLUME 05

WHY REPRESENTATION MATTERS

In today's marketing landscape, representation in advertising is not just about inclusion—it's about relevance and connection. Consumers want to see themselves reflected in the brands they support, and inclusive advertising fosters trust, strengthens loyalty, and enhances brand reputation. Representation shapes narratives, influences perceptions, and creates a sense of belonging. When people feel seen and valued, they are more likely to engage with a brand. On the other hand, brands that fail to embrace diversity risk alienating audiences and appearing outdated.

Black History Month is a time to remember that diversity in marketing is beyond recognition, it's making space for real voices to be heard.

However, authenticity is key. Consumers can quickly recognize tokenism, and insincere representation can backfire. To be effective, diversity efforts should be genuine and deeply integrated into a brand's identity, rather than just a marketing tactic. Brands must engage diverse voices in their creative process and ensure that representation is not just surface-level but woven into their storytelling and corporate culture. When brands embrace diversity they create trust and inspire engagement.

CAMPAIGNS THAT CELEBRATED DIVERSITY

Over the years, several brands have set an example by embracing diversity in their advertising. **Dove's "Real Beauty" campaign** challenged beauty stereotypes by featuring women of all ages, shapes, and ethnicities, shifting the conversation around self-esteem and representation. **Nike's "You Can't Stop Us"** highlighted athletes from different genders, races, and abilities, reinforcing the importance of inclusivity in sports.

Another standout was **Microsoft's Adaptive Controller campaign**, which showcased how inclusive technology can empower individuals with disabilities, reinforcing the importance of accessibility in product design. Meanwhile, **Coca-Cola's "It's Beautiful" Super Bowl ad** celebrated cultural and linguistic diversity, presenting a powerful message about unity. These campaigns were not just about selling products; they told stories that resonated with people on a deeper level, proving that representation in advertising is not just good ethics—it's good business.

WHAT DOES DIVERSITY MEAN TO YOU?

Diversity in marketing is a commitment to authentic representation and inclusivity. But what does diversity in marketing look like to you?

SUPPORTING BLACK-OWNED BUSINESSES

As we celebrate Black History Month, it's important to recognize and support the incredible contributions of Black entrepreneurs in our community.

Here are three amazing Black-owned businesses in Toronto to check out this month and beyond:

The Green Jar

Located on St. Clair Avenue West, *The Green Jar* is a sustainable haven for eco-conscious shoppers. Offering refillable household products and eco-friendly goods, it's the perfect place to stock up on cleaning supplies and personal care items while reducing waste.

Azan's Beauty Salon

A staple in Yorkville for over 50 years, *Azan's Beauty Salon* is one of Toronto's first Black-owned beauty salons. Known for its expert stylists and dedication to all hair textures, it's a go-to spot for top-tier cuts, color, and styling.

A Different Booklist

This locally owned bookstore is a must-visit for those looking to explore literature from the Black diaspora. With a wide selection of books by Black authors, *A Different Booklist* offers a unique space for learning and celebrating diverse voices.

ECO STORE



BEAUTY SALON



BOOKSTORE



Fostering CHANGE

STEPS FOR LONG-TERM CHANGE

Black History Month is a time to recognize, reflect, and celebrate Black contributions, but true progress requires an ongoing commitment to diversity, equity, and inclusion. Representation in marketing, media, and business is more than a trend, it's a necessity. When diversity is prioritized, it fosters innovation, authenticity, and deeper connections with audiences.

Here's how we can keep the momentum going beyond February:

Stay Informed

- Continuously educate yourself on diversity and inclusion efforts in marketing, media, and business.
- Follow thought leaders, read industry reports, and stay engaged with evolving conversations on representation.
- Be aware of unconscious biases and work to challenge them in your personal and professional life.

Support Representation

- Amplify Black voices and other underrepresented groups by engaging with and promoting their work.
- Advocate for diversity in leadership, hiring practices, and marketing campaigns to ensure authenticity.

Take Action

- Support policies, initiatives, and brands that prioritize equity and inclusion.
- Use your platform—whether in school, work, or social media—to advocate for meaningful change.