

# Respectful & Inclusive Marketing & Design

Tinu Don, M.A, B.A (Hons)  
Mohawk Students' Association  
Communications & Engagement Manager



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# Creativity is a wild mind with a disciplined eye.

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## Education Background



### **Brock University**

Bachelor of Arts (Honours), Communication and Media Studies



### **Brock University**

Master of Arts - MA, Popular Culture - Advertising

Research field: Advertising, advertising history, marketing, & representations of immigrants

Title of the Major Research Project: Semiotic analysis and content analysis on newspaper tourism advertising from 1911-2011 that depicts the change in representation of ethnic diversity

Supervision: Dr. Russell Johnston and Dr. Michael Ripmeester (Second Reader)

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## Career Background



UTAH SYSTEM OF  
HIGHER EDUCATION

uheaa<sup>®</sup>

UTAH HIGHER EDUCATION  
ASSISTANCE AUTHORITY



FINDLAY  
Personal Injury Lawyers

# Respectful & Inclusive Marketing & Design

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**Freelance**  
Couple Corporate Head Office Clients





Let's humanize

**What is Respectful & Inclusive Marketing & Design Mean?**

**Real people in the real world**

**How to incorporate inclusive marketing strategies?**

**Why does it matter**

User Experience

**Feelings/Emotions of a User**



Let's humanize

**What is Respectful & Inclusive  
Marketing & Design Mean?**



Let's humanize

**Real people in the real world**

**BE THE FACE  
OF THE MSA!**

Interested? DM us or email:  
[msainfo@mohawkcollege.ca](mailto:msainfo@mohawkcollege.ca)



*We're looking to  
photograph students  
to showcase  
student life!*



# Let's humanize

## What is Respectful & Inclusive Marketing & Design Mean?



It's about recognizing that your audience is made up of different groups of people.



# Let's humanize

## What is Respectful & Inclusive Marketing & Design Mean?

It's also creating marketing campaigns that will resonate with all people from all backgrounds and walks of life.

### Dialogue gives you access to:

- Conversation mental health program
- Specialists, psychotherapists, nurse practitioners, doctors, and more
- Personalized virtual therapy sessions



### Wellness support in your back pocket.

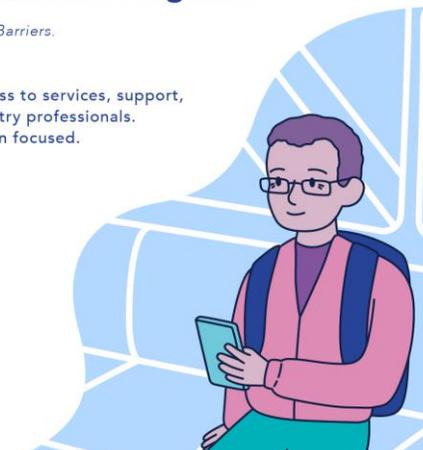
Worth having. Within reach.



### Dialogue Virtual healthcare. Conversation Program.

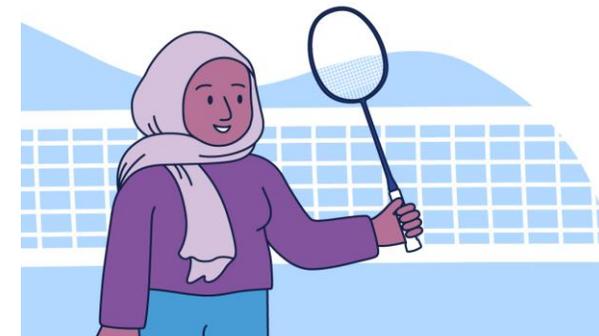
Reducing Barriers.

Easy access to services, support, and industry professionals. Prevention focused.



### Wondering about the benefits?

- Easily book appointments around your schedule
- Easily access care and support





Before

# Let's humanize

After





You Won't Want to Miss This!  
Time to Get Involved!



Something to Fall for... Clubs & Communities

Things may be feeling very gray right now but we want to remind you of the importance of looking down, and taking some time for yourself.

Exploring our Clubs & Communities Program is an excellent way to do so because the program allows you to connect with like-minded students who have similar interests.

Want to learn more? Who better to explain it than our Clubs & Communities Specialist, Hibo!



If you want to learn more about the Program, visit the [Clubs & Communities](#) page on our website today. Hibo can also be reached directly at [msaclubs@mohawkcollege.ca](mailto:msaclubs@mohawkcollege.ca) if you have specific questions, or if you want to begin the process of starting a club or community today!



Save These Dates:  
Election Nominations +  
Valentine's Events + Free  
Breakfast



The start of a semester doesn't just mean new classes... It can also mean new ways to get involved. Let us let you about a few at the MSA!

Your Voice is Power,  
Don't Miss Your Chance to Use it



MSA 2023-2024  
ELECTIONS  
#IAMMSA

Your time to get involved with the MSA Board of Directors is running out! Election nominations close on February 10 (Friday). This is your chance to engage with and advocate for the student body as a Director at Large (for the 2023 - 2024 year).

Submit your election nomination package  
today before it's too late.

Election Nomination Package

A Few Items You Should Know About!

Graduation Photos

Want to get your grad photos done now? You're in luck! You will be able to get grad photos done right here on Fenwick campus starting October 31st - November 11th.

Book your photos for just \$20 on the [Liftouch booking website](#).

- What you need to know:
- Sessions will be 15 minutes
  - You will receive 8 - 10 proofs per sitting
  - Please arrive 10 minutes early (to fill out paperwork and get setup)
  - Traditional and contemporary poses

It's Almost Time for Our Annual General Meeting

Our Annual General Meeting is happening from 5:30 - 7:30 p.m. on November 7th! This is an excellent way to learn more about how we work for YOU, and what we're working to achieve moving forward. More details will be coming soon - keep an eye on your e-mail!



Making New Friends Has Never Been Easier

Why can't we be friends? Join us in the Dome on February 12th for speed friending. Meet off your conversation skills post-pandemic!  
Time: 11:30 a.m. - 1:30 p.m.

Sign-up here now or drop in before the event begins at 11:45 a.m.

If that's not enough... you can also amplify your love and form new friendships during **Dine in the Dark** (also on February 12th... in The Cafes), where you and your date can enjoy a three-course meal in the **total** blindness. Purchase your ticket for this event today!

- Cost: \$15
- Where: Purchase your ticket at our Front Desk (0709)

Start Your Morning with Us

Crunch down on muffins, granola, yogurt, and more with our free Breakfast Program!

Offered every Wednesday morning in C109 from 8:30 - 11 am while supplies last.



Change your communication preferences  
Unsubscribe from future mailings  
View online

# Let's humanize

## What is Respectful & Inclusive Marketing & Design Mean?



Inclusive marketing also recognizes that every person has multiple identities

An illustration on the left side of the slide shows the profiles of several diverse individuals in various colors (pink, blue, green, white, brown) against a background of overlapping colored shapes. The figures are stylized and layered, creating a sense of depth and community.

Let's humanize

# What is Respectful & Inclusive Marketing & Design Mean?

Inclusive marketing is marketing that considers diversity in all forms.



Let's humanize

# What is Respectful & Inclusive Marketing & Design Mean?

This includes age, appearance, ethnicity, and gender identity.





Let's humanize

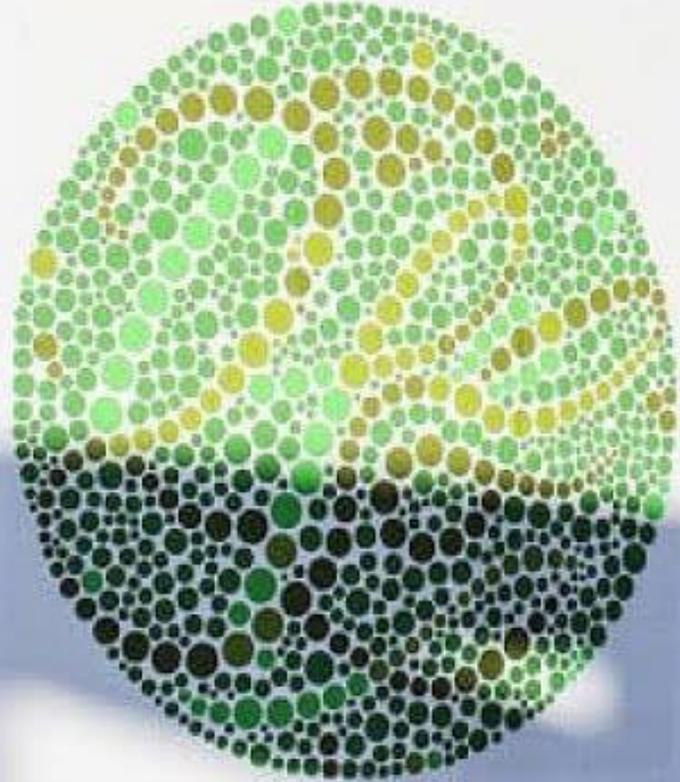
# What is Respectful & Inclusive Marketing & Design Mean?

As well as language, socio-economic status, religion/spirituality, and physical/mental ability.



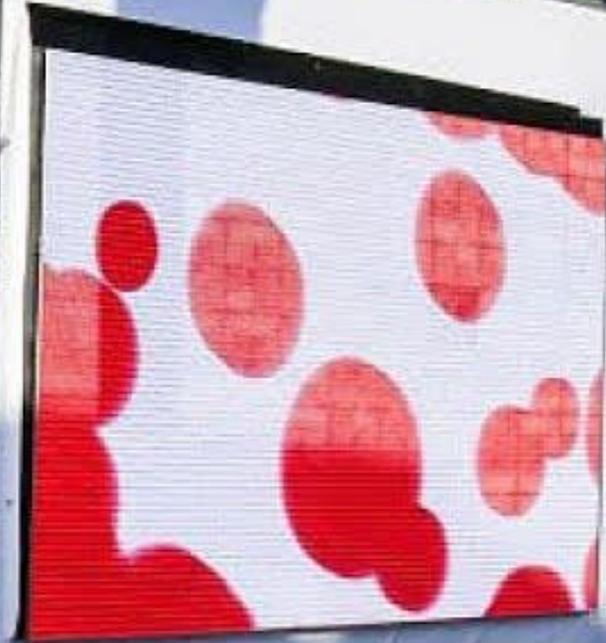
# Let's humanize

## Real people in the real world



**HVAD GEMMER SIG I BOBLERNE?**

FORTÆL OS, HVAD DU SER MED #HvemErFarveblindNu 



**HVAD GEMMER SIG I BOBLERNE?**

FORTÆL OS, HVAD DU SER MED #HvemErFarveblindNu 





let's humanize

## **Story telling**

Share an example of a respectful and inclusive campaign your team carried out or a brand that did it well and why did it resonate with you?

# Where to start?

## HOW TO INCORPORATE INCLUSIVE MARKETING STRATEGIES

### ONE

Think beyond race. Also consider ethnicity, sexual orientation, language, nationality, etc.

### TWO

Avoid stereotyping experiences and instead, focus on describing objectively how your product addresses pain points.

### THREE

Consider talking to friends and peers of diverse backgrounds to better understand what is appropriate or potentially offensive.

### FOUR

Include images that represent diverse individuals (but do not simplify this idea to just replacing images with ethnic minorities). Don't think of inclusive marketing as ticking a box.



For more tips from PoppySellerSuccess, follow us on



# Who cares



## Why Does It Matter

According to [a global study](#) done in 2020 on diversity in the marketing industry;

72%

of people feel most advertising doesn't reflect the world around them

63%

don't see themselves represented in most advertising

60%

don't see their community of friends, family and acquaintances represented accurately

What is User Experience (UX)?

YOU Care About Your User

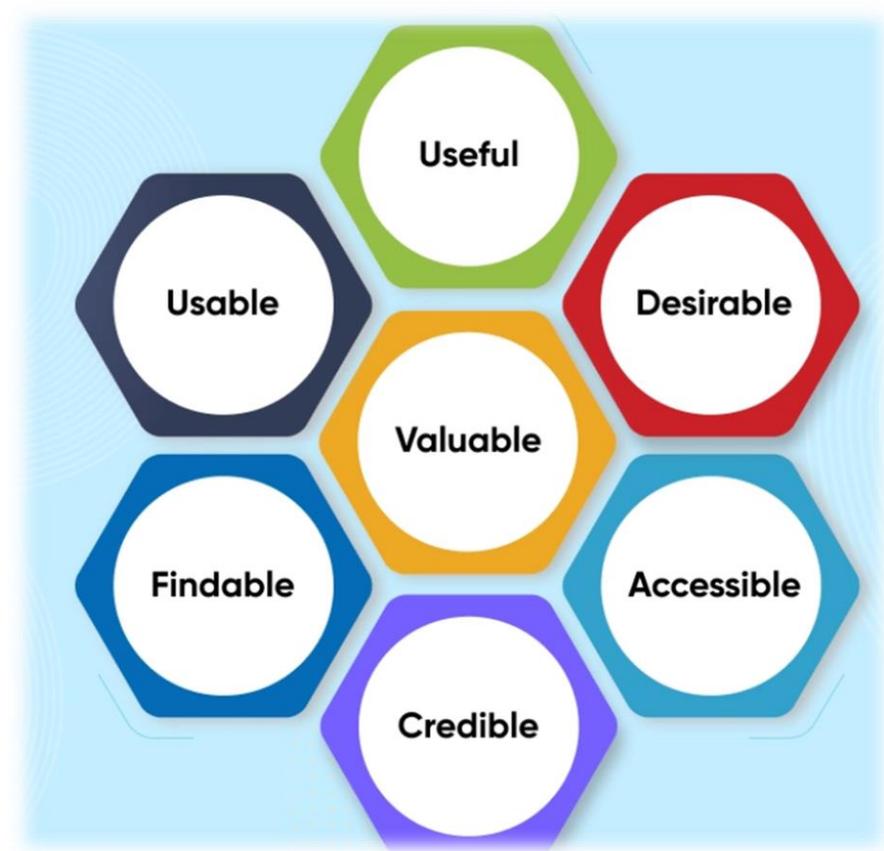
EMOTIONS

What is  
User Experience(UX)?  
**YOU Care About Your User**

User experience design is about understanding user feelings when interacting with a website, app, or any creative asset.

# What is User Experience(UX)?

**YOU Care About Your User**



User experience design is about understanding user feelings when interacting with a website, app, or any creative asset.

# What is User Experience(UX)?

**YOU Care About Your User**

Dad & The Food = Marketers/Promotional Intermediaries/Designers

Characters = Your users/audiences experience + feelings





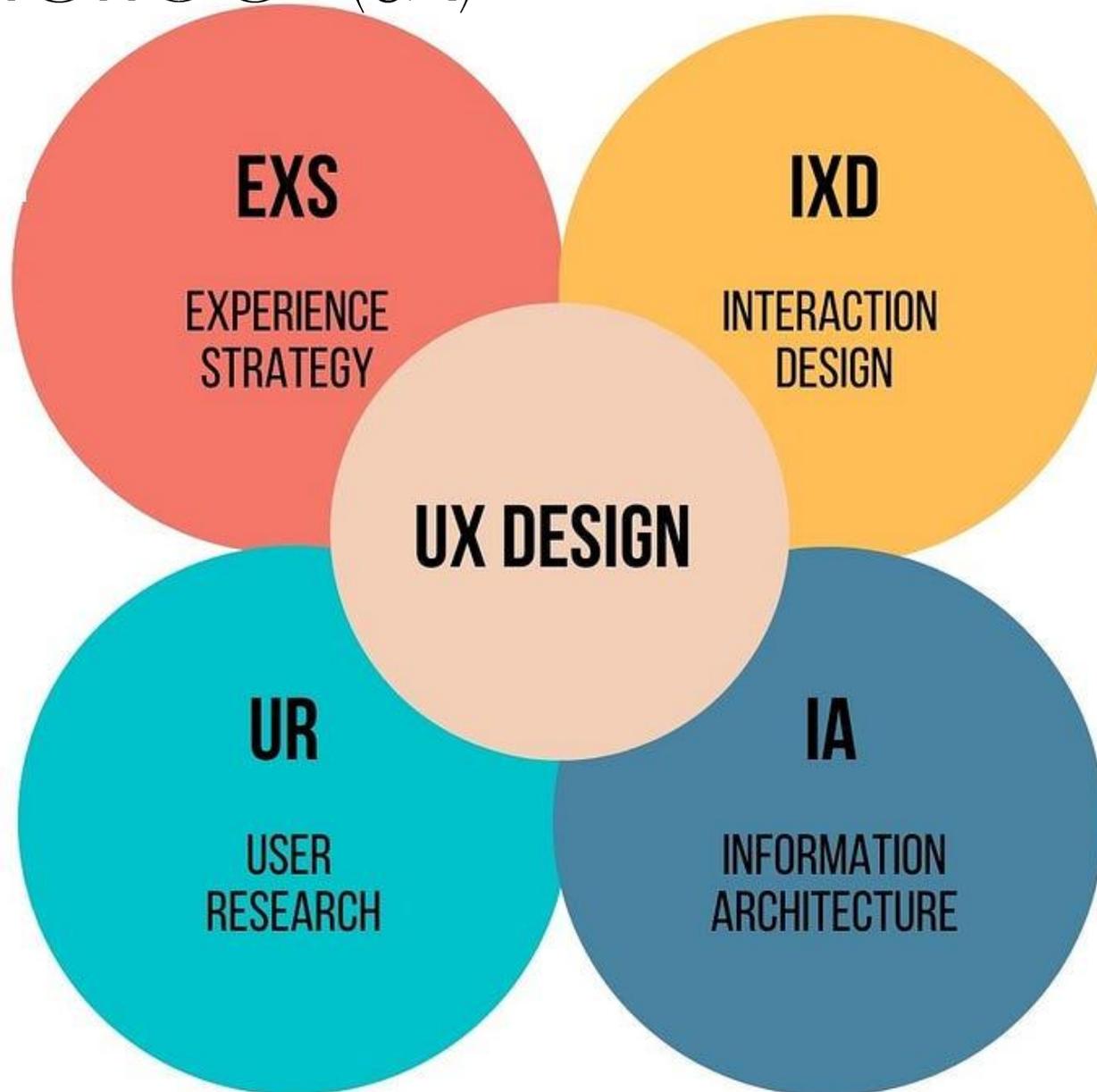
# User Experience (UX)

## **Story telling**

Share an example of a creative asset or a campaign you came across that ignited strong feelings in you?

*What was your reaction to the feeling?  
Why was that experience so memorable?*

# User Experience (UX)



DANKE!  
THANK YOU!  
MERC I!  
GRAZIE!  
GRACIAS!  
DANK JE WEL!

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# Keep In Touch



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