

Press Release

FOR IMMEDIATE RELEASE

WARC and Black Cultural Archives launch partnership with a series of interviews spotlighting pioneering Black British creatives and marketers

Hidden Figures: A Look at Black British marketing and design - featuring Kevin Morosky of Havas and Pocc, Dr Glen Yearwood of Soul Marketing, and Binki Taylor of The Brixton Project with Kunle Olulode of Voice4Change paying homage to designer Jon Daniel

London, 15 October 2020 – [WARC](#), the global authority of marketing effectiveness and [Black Cultural Archives](#) (BCA), the home of Black British History, have partnered to produce a series of intimate interviews showcasing the contribution, influence and impact Black British marketers and creatives have had on the marketing communications industry.

Launching today, the video series **Hidden Figures: A look at Black British marketing and design**, created in collaboration with [Niche on Demand](#), is available to view on [WARC](#) to mark UK's Black History Month, and features:

- **Kevin Morosky, Creative Director, Havas Media Group and Co-founder Pocc** (released today - view [here](#)) on:
 - The current state of diversity, equality and inclusion in advertising - what do brands need to do next?
 - Personal experiences of progressing in advertising: barriers faced and actionable steps
 - The future Black marketers and advertisers of tomorrow
- **Dr Glen Yearwood, Owner, Soul Marketing** (released 22 October) on:
 - The importance of storytelling to success
 - Recommendations for the aspiring Black creatives and marketers of the future
 - What should brands do now in order to have true representation
- **Binki Taylor, Founding Partner, The Brixton Project and Kunle Olulode, Director, Voice4Change England and Creative Director, Rebop Productions - in memoriam of Jon Daniels** (released 29 October) on:
 - The importance of brand activism
 - The power of personality and openness in creating a change environment
 - Jon Daniels' pivotal creative campaigns

As well as being part of WARC's commitment to help address diversity in marketing, the video series marks the start of a long-term partnership with the BCA, the aim of

which is to help brands make their marketing more effective by embedding inclusion as a way of life.



Paul Coxhill, Managing Director, WARC & Lions Intelligence, commented: *“The lack of diversity in marketing and advertising urgently needs to be addressed in an authentic and meaningful way.*

“As such, we are delighted to partner with the BCA to not only highlight some of the pioneers in Black British advertising, but to continue to help bring change to our industry by helping businesses market more effectively by incorporating inclusivity into their strategies.”



Arike Oke, Managing Director, Black Cultural Archives, said: *“We are always excited to work with partners who are interested in amplifying the stories of the Black communities. Our contributors have made great waves in the marketing and design industries. Their stories deserved to be told and committed to our archive which is the Home of Black British history. We look forward to our continued partnership with WARC.”*

In response to the Black Lives Matter movement, WARC has so far:

- Launched a BLM / Brand Activism content [hub](#)
- Released the WARC Guide to Brand activism in the Black Live Matter era. Download a sample of the report [here](#)
- Created five WARC [Commitments](#) to Racial Equality
- Will host two [webinars](#) - 27 October: *Marketing to Multicultural Consumers Now and in the Coming Majority-Minority* & 28 October: *A Global look at Racial Representation in Advertising.*
- Have a long-term commitment to feature new voices on all topics, and to cover BLM and its impact on marketing in WARC’s content and other future reports
- Has teamed up with [Cannes Lions](#), the [AEF](#), the [4A’s Foundation](#) and [ARF](#) to bring industry knowledge to future Black marketers in the US by partnering with the [HBCU Business Deans Roundtable](#). The [partnership](#) sees 100+ Historically Black Colleges and Universities given free access to WARC and The Work by Cannes Lions platforms - a commitment valued at \$1m per annum

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About WARC – A global authority on marketing effectiveness

WARC is part of Ascential: the path-to-purchase company that combines intelligence, data and insights to drive growth in the digital economy. We do this by delivering an integrated set of business-critical products in the key areas of product design, marketing and sales.

For over 30 years WARC has been powering the marketing segment by providing rigorous and unbiased evidence, expertise and guidance to make marketers more effective. WARC services include 18,000+ case studies, 0,000+ best practice guides, research papers, special reports and advertising trend data, webinars, awards, events and advisory services; has 1,200+ client companies, 21,500+ active users in 100+ countries; collaborates with 50+ industry partners; has offices in the UK, US, China and Singapore.

About Black Cultural Archives (BCA)

Black Cultural Archives is the home of Black British History, conceived in 1981 as a monument to hold space for the histories of people from across the African diaspora in British culture and history. We use our mission to collect, preserve and celebrate the histories of people of African and Caribbean descent in the UK and to inspire and give strength to individuals, communities and society.

Our HQ is 1 Windrush Square in Brixton, London where we run a series of gallery exhibitions, educational programmes and public engagement events. We provide free access to our unique set of archives, museum objects and reference library.

BCA's collection spans several centuries, including personal papers, rare books, periodicals and press cuttings, photographs and artefacts, all reflecting the history of the African Diaspora and the presence of Black people in Britain. It is an important collection for all researchers.

We have become the leading non-governmental and heritage institutional voice for the Windrush Generation. We are part of the Windrush Action Group and the Windrush National Organising Committee.

BCA's network includes current collaborations with the Universities of Roehampton and Kings College. We are leaders in the heritage sector for our work on workforce diversity, and we are interrogating decolonial archival practices.

Our new Managing Director, Arike Oke, began in March 2019.

www.blackculturalarchives.org