

CHECK

More and more content is being made featuring diverse communities... and whilst some brands are getting it right, a lot more are getting it wrong.

CHECK THAT YOUR DIVERSITY MESSAGE WORKS.

The DSC allows you to upload creative, ideas, mock-ups or finished work into a central closed system. Then simply assign the group you want to canvas and get real-time feedback for total reassurance before going to market.

You can access 100s of diverse individuals from misrepresented communities, by segment, to check your work in the real world, with real people and receive real feedback. That's 100s of different views from each community at your fingertips, ensuring you get authentic, focussed, in-depth feedback on your content.



This framework will help to shape not just a more dynamic narrative but also more authentic, appropriate work that will engage and motivate your target audience, rather than offend them!

CHECK SERVICES MENU

CHECK OVERVIEW

We have looked at the different ways we can offer access to our database in a Panel format – we call it a Network. Our Networks have differing numbers of people from specific Diverse Communities (one or multiple community groups, available as appropriate for the project).

DSC REMOTE CHECKS

COMMUNITY CHECK

Ten members of your target community are asked 20 questions of your choice for their experienced and culturally aware opinions on your content. Think of it as a vigorous brand safety check from the very people you feature or target, allowing you to harvest honest and insightful audience feedback. It's flexible, informal and gives extremely useful directional observations.

DEEP COMMUNITY CHECK

Five members of your target community are consulted on a one-on-one basis by a DSC representative. This two-way dialogue allows for deeper exploration of ideas, thoughts and themes through singular responses. These conversations uncover a rich bank of feedback, which helps to develop campaign strategy and planning around uncovered insights and learned personal experiences. These interviews are conducted with the potential to record audio / video responses for reference, with authentic reactions captured. A highlights reel is included.

COLLECTIVE CONSULTANCY

There may be a requirement to seek specialist professional guidance from representatives of particular protected characteristics, who may include academics, business leaders, celebrities or community leaders.

CHECKS WITH CLIENT PRESENT

CLASSIC ONLINE CHECK

Ten members of your target community are convened online via a chosen video mechanic (ie. Zoom). The network interacts as a group to offer collective feedback and thoughts, following fulsome debate amongst the crew. We then curate the feedback as required, with snippets of individual responses followed by a summary of overall collective review. These sessions generally take one hour.

CLASSIC CHECK

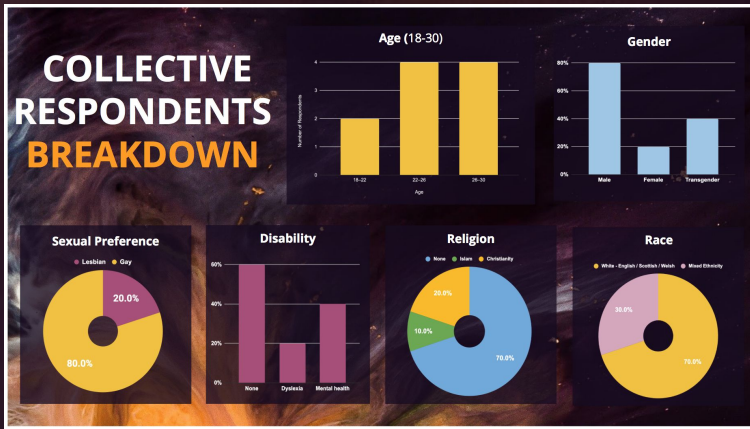
A traditional qualitative group of ten community members, assembled at a physical location for a 90 minute session. These groups are mentored by a professional from the particular diverse group where appropriate. These groups are always filmed and there is full client / agency access. Our recommendation is two separate groups (min.) to ensure a broad range of opinions and discussions, with four groups being optimum.

CHECK service example.

Brand: FMCG brand X

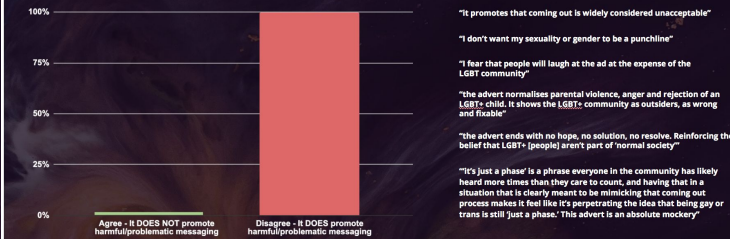
Content: Community Check for social film

Diverse Audience: LGBTQI+



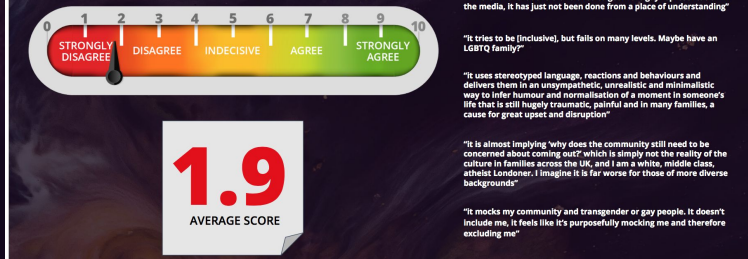
SECTION 1: OFFENSIVE / STEREOTYPING

2 I feel this advert does **NOT** promote potentially harmful / problematic messaging about my community.



SECTION 2: INCLUSIVE MESSAGING

5 I feel the advert was inclusive of my community / demographic in its messaging.



SECTION 3: BRAND SENTIMENT

9 After seeing this piece of communication, I would be likely to tell a friend or family member about it in a positive way.

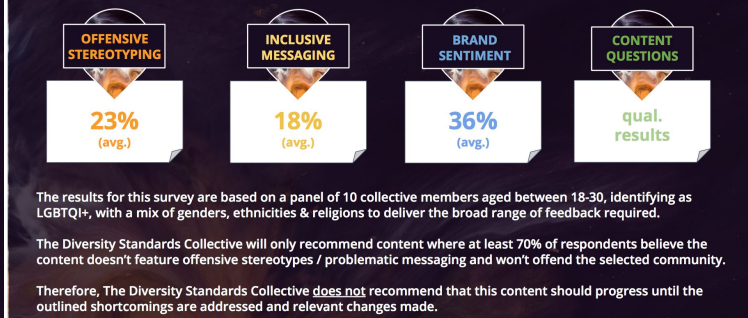


SECTION 4: CONTENT-SPECIFIC QUESTIONS

11 I think the advert **DOES** use the LGBTQI+ narrative of ‘coming out’ in a positive way.



RESULTS OVERVIEW.



**THE
DIVERSITY
STANDARDS
COLLECTIVE**

CONNECTING COMPANIES
WITH DIVERSE PEOPLE

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LGBTQI+ | Black, Asian & Minority Ethnic | GenZ | Disability | Gender Empower | Religion | Age 50+