

# CREATE

Our creative teams are sourced from the communities you wish to target. They bring an understanding of the way that audience thinks and behaves, using their own experiences & insights to provide unique, compelling creative ideas to meet agreed commercial goals.



case study:

# BEAUTY BAY

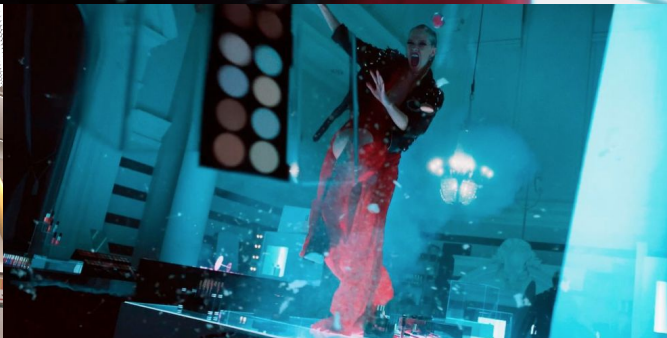
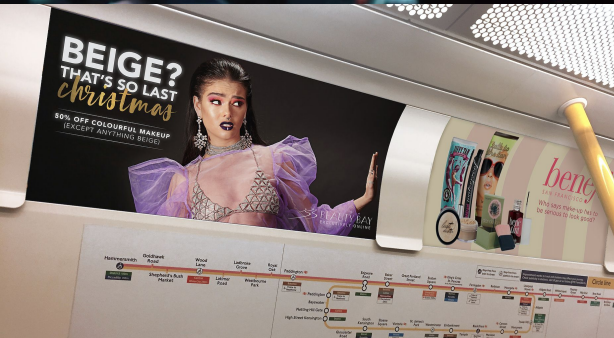
Beauty Bay is an online-only cosmetics retailer, specialising in exclusive, boundary pushing, Insta-famous brands. Their challenge to us? Raise their profile and attract new customers from diverse communities.

We knew our target audience pushed back against the boring conservatism of High Street Beauty, so we created our experimental New Queen. Alongside her crew, she smashed a stiletto heel through mass-branded conformity to celebrate men, women and non-binary individuals with an appetite for beauty exploration.

## THE RESULTS...

Almost **250,000** customers queued to access the Beauty Bay site, following campaign launch.

That's a **£5million queue** (at an avg basket of £25)!



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

case study:

# CHAPPY

Chappy was struggling to connect with gay men. This alternative gay dating app wanted to increase their downloads, pull across gay males from other gay dating apps, and find a way to put Chappy ads in front of gay men, not straight ones.

We created a campaign that spoke directly to and only to gay men, by using their vernacular in a funny and eye-catching way. The campaign went out across the globe digitally, alongside a UK OOH campaign that targeted gay men in GBT+ venues across London.

## THE RESULTS...

**1.1M+** Digital Reach  
(Ongoing)

**1.8M+** OOH  
Impacts

**0.68%** CTR

**12** GBT+ Screens

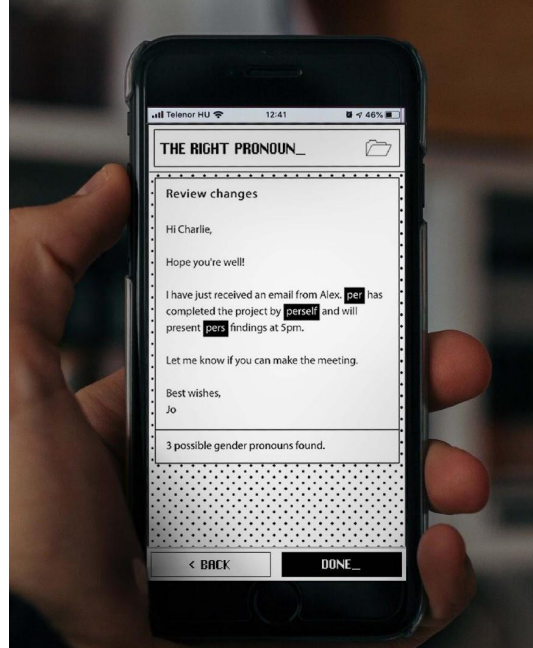


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# THE RIGHT PRONOUN\_

The Right Pronoun converts gender pronouns\_



case study:

# THE RIGHT PRONOUN

One third of GenZ know a non-binary person. These are individuals who don't use binary pronouns 'he' and 'she', instead using non-binary pronouns like 'they' or 'ze'.

However, most companies aren't set up to communicate with non-binary colleagues and so by default, end up misgendering them. But misgendering can have serious consequences on self-confidence and esteem, even overall mental health.

Amongst non-binary youths, 41.8% respondents stated that they had attempted suicide. That's totally unacceptable.

We made it our mission to help. Working with Mermaids UK, we created the world's first gender pronoun converter tool. Input any form of written text featuring binary pronouns, then select the recipient's appropriate pronouns and voila!

Authentic communications at the click of a button.

**THE  
DIVERSITY  
STANDARDS  
COLLECTIVE**

**CONNECTING COMPANIES**  
WITH DIVERSE PEOPLE

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