

Case study: Global Entertainment Company

Identity and Inclusion Outlook: The Evolution to Microculturalism

Challenge

A global entertainment company recognized that identity and inclusivity were critical topics to embrace in its future content development efforts.

But the shifting landscape of diversity posed a difficult challenge:

How can an entertainment company develop compelling storytelling that delivers a sense of belonging or togetherness in a time when people are more invested in celebrating individuality and uniqueness (a concept we call "microculturalism")?

Approach

Kantar first established a strong business case for inclusivity, presenting a 60-minute perspective leveraging historical insights and data from U.S. MONITOR's identity and inclusion practice to various business units (corporate, movie studio, broadcast TV, children's network, etc.)

Through this work, we established four guiding inclusivity principles and demonstrated their application to content development, retail, brand communications, talent management, and work culture.

Insight

Content creation must evolve and embrace representation in a different way to engage today's key audiences – many of whom have felt neglected or overlooked due to the entertainment industry's focus upon a "mainstream" audience that doesn't exist anymore.

Kantar's four principles for engagement in a microcultural world include:

1. Focus on untold, positive stories
2. Show characters that break the stereotype
3. Enable multi-dimensional representation
4. Deliver messaging for unity

Impact

The insights in Kantar's outlook on Microculturalism – **unity in uniqueness** – inspired a path forward. We provided content developers the confidence, ideas and inspiration to create stories that unite and celebrate diversity of all types. Our solution emphasized highlighting untold stories of growing demographics in the country; creating characters that are multi-dimensional, dynamic and surprising; constantly asking "who is missing?" both on screen and behind the cameras in the creators' and producers' room; and focusing on human stories that generate empathy for those who are not the majority.

*"The entire presentation was so eye opening. Yes, we're all striving for inclusion, but **the why of that and the how of that has never before been so impressively conveyed.** Directly following the presentation, I made a **huge casting change, and cast a transgender actor in a role that was not transgender specific.**"*

- Television Series Creator and Executive Producer