



MARCH 2022


**RESELLER'S
EDGE**

**RETAIL
STORES
PLAY A
ROLE IN
SOCIAL
JUSTICE**

INDEX

- pg. 2 3 Ways to Be More Inclusive with Your Marketing
- pg. 3 Clarivate
- pg. 4 Social Justice: To Take Action, or Not Take Action?

FACTOIDS

 6 major retailers pledging to fight social justice: Ben & Jerry's, AirBnB, Birchbox, FUBU, Nike, & Impossible Foods

 Target is committing to \$10 million and ongoing resources to advance social justice & support rebuilding & recovery efforts in local communities.

 Companies that share a socially responsible commitment to being present connect with transparency, dignity, and respect.

1 FiveStar Paper Pocket Folder Display - Asst 48ct
DSC# 64542 | SRP \$3.84

2 Skullcandy Jib In-Ear Earbuds with Mic
DSC# 117614 | SRP \$12.83

3 BIC Xtra Life Mechanical Pencils - 0.7mm 5pk
DSC# 74062 | SRP \$4.02

4 Roaring Spring Blue Examination Book
DSC# 89036 | SRP \$0.95

5 Duracell CopperTop Alkaline Batteries AA 4pk
DSC# 56104 | SRP \$9.53

6 OnHand Wall Charger
DSC# 125677 | SRP \$12.81

7 AVID JS-75 Earbuds
DSC# 20103 | SRP \$1.26



TOP SELLERS



3 WAYS TO BE MORE INCLUSIVE IN YOUR MARKETING

1 LOOK INWARD

Most people's social and professional networks are comprised of individuals who share similar opinions, appearances, and backgrounds. Surrounding yourself with similar people can cause you to live in an echo chamber and makes it harder to empathize or be aware of others outside of your circle (Later). If you don't have a diverse marketing team, take the time to focus on expanding your circle to include people with different backgrounds, educations, cultures, and languages.

With a more diverse marketing team, you can:

- Better understand the cultural nuances of your audience
- Recognize subtleties in marketing efforts that might be off-putting to consumer groups (Economic Development Collaborative)
- Have a more robust emotional intelligence and empathy for different audiences (Forbes)

2 CREATE COMPREHENSIVE BUYER PERSONAS

When focusing on inclusivity in your marketing, it is necessary to revisit your buyer personas and make sure they represent:

- Your customer population through all applicable demographics such as gender, age, education level, disabilities, and race
- How comfortable they are using your products
- Hurdles consumers may face when interacting with your business
- How your ideal clientele prefers to communicate with you

3 USE INVITING & DIVERSE MARKETING MATERIALS

When customers recognize themselves in your marketing, they are more likely to respond. If your customer doesn't feel represented, you will push them away (Maryville University). For example, if you only feature men in your marketing visuals, you indirectly let prospective female customers know that the product is not for them. Statista hosted a study in 2019 to discover the full impact of non-inclusive marketing. Their study found that 58% of LGBTQIA+ participants, 53% of African Americans, 40% of Hispanics, and 38% of Middle Eastern respondents stopped supporting a brand because their advertising did not represent them.

WHY IS INCLUSIVE MARKETING NECESSARY?

- The millennial and Gen Z generations are the most diverse in history: only 56% of millennials are Caucasian compared to 72% of the baby boomer generation (CNN Money)
- According to Adobe, 38% of consumers are more likely to trust brands that regularly show diversity in their ads, and this percentage is even higher among specific consumer groups, including Latinx+ (85%), Black (79%), Asian/Pacific Islander (79%), LGBTQIA+ (85%), millennial (77%)
- A 2019 consumer survey hosted by Google and The Female Quotient showed that 64% of all respondents took action after seeing an ad they considered diverse or inclusive



Clarivate™ | EndNote™

Accelerate the Power of Human Ingenuity

EndNote™ 20 helps students and researchers save time, stay organized, and collaborate with colleagues. Students can focus on what matters most: their ideas.



New interface design

Students can save even more time writing papers & managing bibliographies with an intuitive user interface.



They can cite while they write

Users can insert in-text citations while simultaneously creating a bibliography in Microsoft® Word.



EndNote Click Integration

Automatically export references & full-text PDFs into EndNote.



Improved PDF reading and editing

Students and researchers can read & annotate more easily with full-size PDFs. Identify the most important reference information at a glance & quickly copy a formatted reference.



Improved search

They can find what they're looking for more easily, whether the content is in an online database or already in their EndNote library.



Easier multitasking

Users will be able to quickly switch between groups and references with content tabs.



Share and collaborate

Students and researchers can share selected groups of references, manage team access, & track activity & changes.



7,000+ reference styles

Users can build bibliographies in any of the included styles, or create custom styles. Plus, support for new, modern types of references like blogs and online videos.

DESCRIPTION	DSC#	VENDOR#	SRP	COST
EndNote 20 Student Edition	146418	45021249	\$148.88	\$124.12
EndNote 20 Commercial	146417	45021248	\$320.93	\$236.82
EndNote 20 Commercial Upgrade	146419	45021250	\$128.33	\$118.41



Prices subject to change. Please visit www.dstewartcanada.com for current pricing.

SOCIAL JUSTICE

TO TAKE ACTION OR TO NOT TAKE ACTION?

Retail stores have always been in the spotlight when it comes to social justice because it directly affects customers' lives. Even though they did not start the fire, they have always been involved in the social turmoil of it. If you haven't already been asking this, now is the time. Should your store join the fight or should you stay out of it? Many retailers have an anti-support policy in place that prohibits employees to show support for politicians, brands, etc. But social justice isn't about that—it's about racial, cultural, and gender equality. Gen Z'ers want to support brands and companies that are willing to step up to the plate. Studies have shown that consumers want brands to do something to show their support to make the necessary changes to be able to move forward.

Research has shown that customers are more likely to make a purchase from a company that has a stance on social justice.

And they're not interested in companies that only post about it. Gen Z students are smart and will see right through any actions such as only posting on social media about social justice. Practices need to be happening from within the company.

WILL CUSTOMERS STILL BUY FROM YOUR STORE?

The short answer here is yes, they will continue to support your business. In fact, you might even create a more loyal following by taking a stance with social justice. The National Retail Federation's Todd Szahun issued a statement about the research conducted on this topic:

“Retailers who do this right will be rewarded with loyalty. Retailers who do not embrace purpose will find shoppers may choose to purchase elsewhere, driven by increases in low-friction retail options including wide product selection, seamless ecommerce, flexible fulfillment and last-mile delivery partners – all trends that have accelerated since mid-March of this year.”

WHAT CAN YOUR STORE DO TO STAND UP FOR SOCIAL JUSTICE?

Many practices start within the company. One of the most important things is to be careful that your store doesn't become a “brand activist”—only posting to gain popularity. If your internal practices don't match your enthusiasm to show your support of the movement, beware that shoppers will see the truth.

RESEARCH TAKEAWAY

Consumers want to buy from brands that are taking an active stance in social justice.

Wren, Hannah. “6 Companies Tackling Social Justice and Inspiring Customers.” Zendesk, 21 Sept. 2021, <https://www.zendesk.com/blog/6-companies-tackling-social-justice-inspiring-customers>.

Skorupa, Joe. “Social Justice Plays a Growing Role in Retail.” RIS News, 8 Dec. 2021, <https://risnews.com/social-justice-plays-growing-role-retail>.

Sandy Smith, NRF Contributor
September 21, et al. “Through the Retail Lens: Shopper Response to Retail's Racial Reckoning.” NRF, 21 Sept. 2020, <https://nrf.com/blog/through-retail-lens-shopper-response-retails-racial-reckoning>.

Lerska, Misia. “Walmart, Brands Discuss Social Justice at Retail.” Path to Purchase IQ, 7 Dec. 2021, <https://pathtopurchaseiq.com/walmart-brands-discuss-social-justice-retail>.

