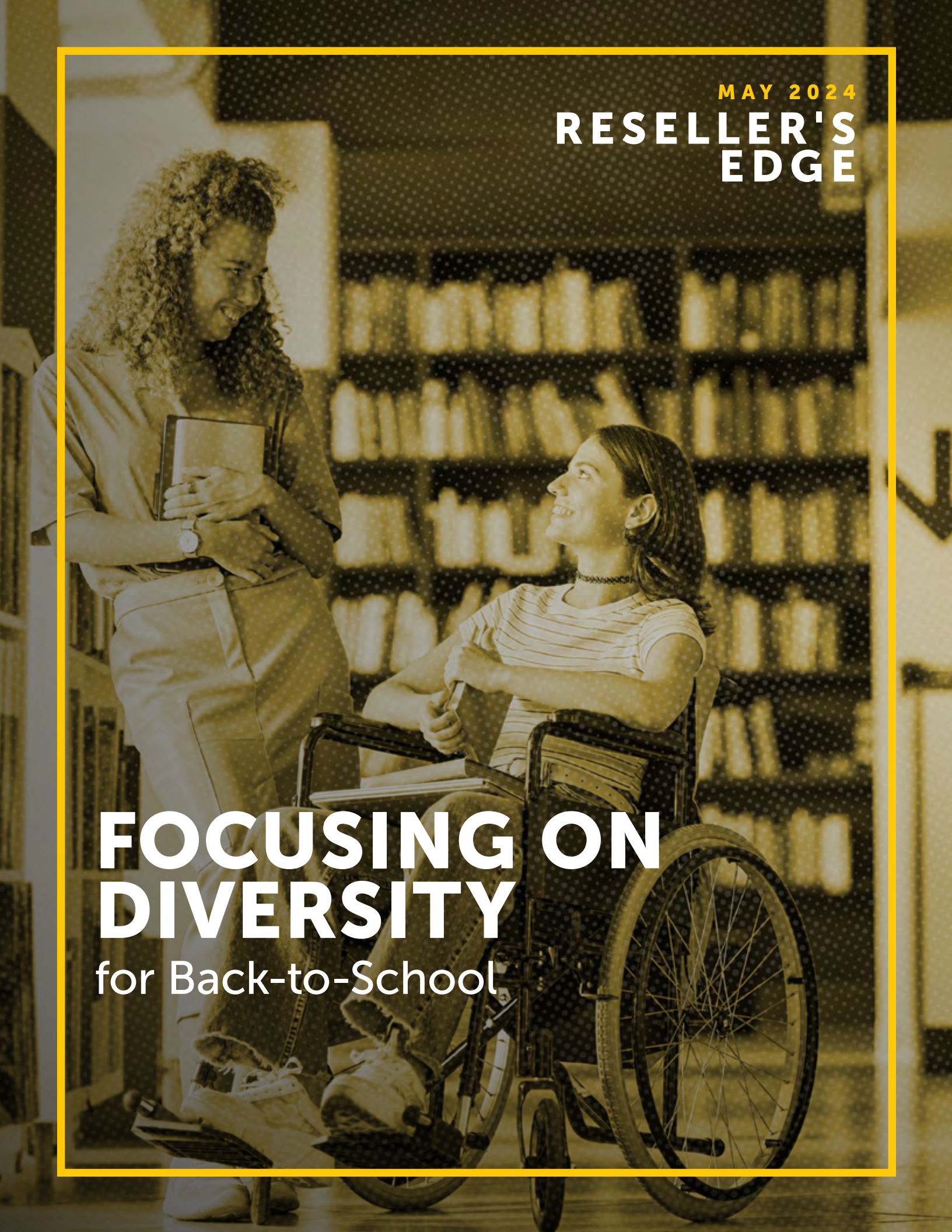


MAY 2024

RESELLER'S
EDGE

FOCUSING ON DIVERSITY

for Back-to-School



- pg. 4 Microsoft
- pg. 5 Skullcandy
- pg. 6 Promoting DEI in Your Store: 8 Tips for Store Owners
- pg. 8 Diversity in Your Marketing

- 1** **Roaring Spring Blue Examination Book**
DSC# 89036 | SRP \$0.60
- 2** **Skullcandy Jib In-Ear Bud w/Mic**
DSC# 117614 | SRP \$9.99
- 3** **Duracell Coppertop Alkaline Battery AAA 4pk**
DSC# 56108 | SRP \$7.42
- 4** **Paper Mate Arrowhead Cap Eraser - Pink Large Bulk**
DSC# 49715 | SRP \$0.11
- 5** **Duracell Coppertop Alkaline Battery AA 4pk**
DSC# 56104 | SRP \$7.42
- 6** **OnHand Portable Power Bank Plus - Black 10,000mAh 1Pk BP**
DSC# 117790 | SRP \$24.98
- 7** **Roaring Spring Wirebound Notebook**
DSC# 141655 | SRP \$2.31
- 8** **Sharpie Permanent Marker**
DSC# 56215 | SRP \$1.99
- 9** **BIC Gel-ocity Quick Dry Retractable Gel Pen - Black .7mm 2Pk BP**
DSC# 107123 | SRP \$5.27
- 10** **BIC Xtra Life Mechanical Pencil 5pk**
DSC# 74062 | SRP \$3.53



TOP SELLERS

FACTOIDS

41% of consumers will stop purchasing from a brand if they perceive its advertising to be lacking diversity.

Accenture

Brands that demonstrate diversity and inclusion in their advertising can appeal to younger demographics, such as millennials and Gen Z, who are more diverse and place a high value on inclusivity.

64% of consumers say that they are more likely to trust a brand if they perceive them as being diverse or inclusive.

Google

Diverse marketing campaigns have the potential to reach wider audiences.

85% of respondents believe it's important for companies to have a diverse and inclusive workforce.

Deloitte

Brands that prioritize diversity and inclusivity in their marketing efforts are more likely to build positive brand reputation and loyalty among consumers.

By incorporating diverse viewpoints and experiences, companies can develop marketing strategies that resonate with a wider range of audiences and address their diverse needs and preferences.

Gender-diverse companies are 15% more likely to outperform their respective national industry medians.

McKinsey

70% of consumers in the U.S. and Canada expect companies to promote diversity and inclusion in their advertising.

Adobe

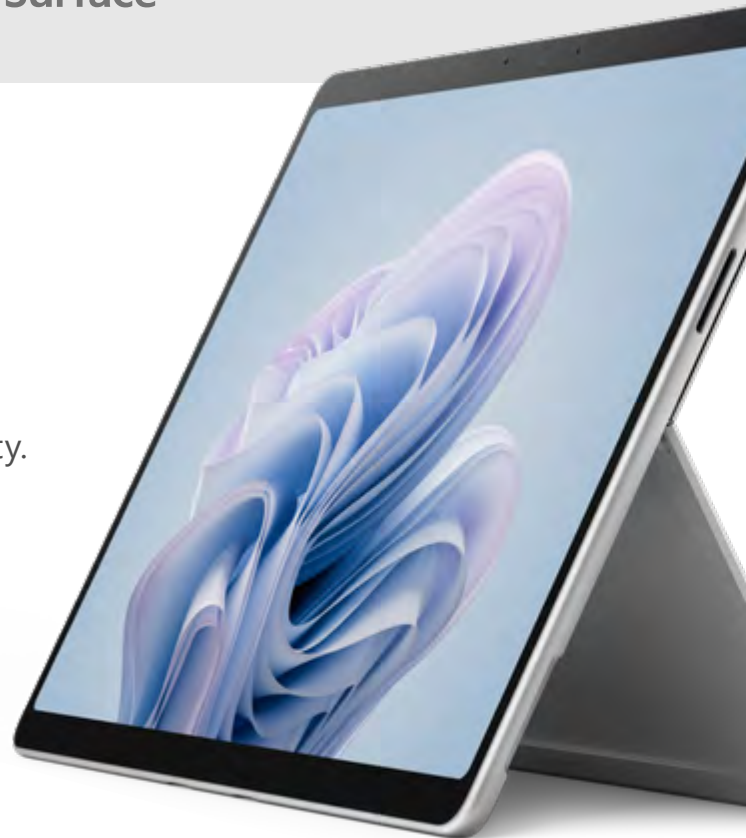
Diverse teams and perspectives foster innovation and creativity.

Boost productivity and creativity

Surface Pro 10 is a no-compromise device, bringing a new level of productivity and versatility. With the power of AI assistance from Microsoft Copilot and the innovation in Windows 11 Pro, Surface Pro 10 unlocks the ability to be more productive than ever before.

Surface Pro 10

DSC# 163988 | SRP \$1,139.99



Get up to two-times faster performance

Surface Laptop 6 is the ultimate laptop, powered by the latest Intel® Core™ Ultra H-Series processors and designed with improved thermal capacity to deliver incredible performance.

Surface Laptop 6

DSC# 163914 | SRP \$1,139.99



Big Sound. Tiny Impact.

From the outset, Skullcandy EcoBuds were designed to reduce their impact at every stage of the process without compromising the sound, the look, or the fun. The result is a 50% reduction in EcoBuds' carbon footprint* plus legendary Skullcandy sound and style.

DSC# 163472 | SRP \$39.99



Bluetooth® v5.2



Up to 8hrs of total battery in Earbuds with battery-free charging tray



IPX4 sweat and water resistant



Premium audio quality with music, bass boost and podcast EQ modes



USB-C rapid charging



Made from 65% certified recycled plastics and 100% recyclable packaging



*Versus comparable products. Measured using Ecochain to calculate upstream scope 3 emissions.





PROMOTING DEI IN YOUR STORE: 8 TIPS FOR STORE OWNERS

Promoting Diversity, Equity, and Inclusion (DEI) as a college store owner is not only a responsible business practice but also contributes to a positive and inclusive environment. Here are 8 tips to help you promote DEI in your store:

Read the full article at retailconnection.dstewart.com ›

1 EDUCATE YOURSELF AND YOUR TEAM

Most of us are still learning and it's valuable for you as a store owner to stay informed about diversity issues and best practices in promoting inclusivity. You can also provide training for your retail staff on topics like unconscious bias, cultural competency, and inclusive communication to help create the best environment for everyone.

2 CREATE A DIVERSE WORKFORCE

Implementing inclusive hiring practices is key to fostering a diverse team at your store. You can do this by actively seeking and recruiting candidates from different backgrounds, cultures, and experiences.

3 OFFER INCLUSIVE PRODUCTS AND SERVICES

Your product range should cater to a broad customer base, and you should consider the needs of students at your school when selecting products. When working on your advertising and marketing, make sure you avoid stereotypes and consider how you can emphasize diversity.

4 CULTIVATE AN INCLUSIVE ENVIRONMENT

One way you can create a welcoming and inclusive physical and online space is using inclusive language in all store communications and signage. Make sure you also encourage feedback from your customers and employees on the inclusivity of your store to best improve the experience for everyone.

5 COMMUNITY ENGAGEMENT

If you want to go the extra mile, work on building relationships with diverse community organizations. You can sponsor and participate in events that celebrate diversity and support local causes and charities that promote inclusivity. Encourage your staff to join you in this engagement.

6 ACCESSIBILITY

Ensure that your physical and online store is accessible to people of different cultures by providing information and support in multiple languages if applicable. Consider adopting braille and hearing assistance technology where applicable as well to accommodate for people with disabilities. You should also be training all your staff on accommodating customers with different needs.

7 REVIEW AND REVISE POLICIES

Regularly review your policies to identify and eliminate potential biases while also being transparent about your commitment to DEI through your communications and policies.

8 COMMUNICATE YOUR COMMITMENT

It's important to clearly communicate your commitment to DEI to customers, employees, and the school. Not only does this create transparency, but it will encourage students from different backgrounds as well. Consider also sharing success stories from your efforts!

FINAL THOUGHTS

Remember that promoting diversity, equity, and inclusion is an ongoing process that requires dedication and continuous improvement. By fostering an inclusive environment, you not only contribute positively to society but also create a stronger and more resilient store.

DIVERSITY IN YOUR MARKETING

Your Content

Do your images include all different types of people, whether race, culture, gender, or size? Does your copy reflect inclusive language for LGBTQ+, different abilities, etc.?

Having people with different perspectives speaking into your marketing will better equip you to create content that connects with your customers.

Your Team

When looking to incorporate influencer marketing or other content contributors, prioritize collaborating with creators from minority, underrepresented, and marginalized groups

Your Collaborations

Your Inspiration

There are many brands with excellent representation in their marketing and company that you can turn to for inspiration.