



shift media

"Diversity:
the art of
thinking
independently
together."

LVMH Supplier Diversity IMPACT Day 2024

Shift Media is a communications firm that believes diversity is a brand's ultimate superpower.

We prioritize two key principles: internal diversity and external diversity.

Our niche is connecting with the Asian American and Pacific Islander (AAPI) community.



What Do We Do?



STRATEGY

1 | MEDIA CAMPAIGNS

We identify gaps in diversity within the market and create campaigns that address important social issues while tapping into underserved markets. Our goal is to build a direct connection with multicultural consumers and positively impact your brand's bottom line in the long term.

2 | EXPERIENTIAL PRODUCT MARKETING

We seamlessly integrate your product into the daily lives of your target audience. Our team crafts memorable marketing experiences by engaging the five senses, employing storytelling techniques, and leveraging data-driven strategies. We ensure consumers can see themselves using your product.



EXECUTION

3 | BRAND CONSULTANCY

Demonstrating a commitment to DEI can enhance a company's public image, fostering a positive reputation and increasing brand loyalty among employees, customers, and the broader community.

4 | LEADERSHIP ADVISORY

Leading a diverse team requires specialized skills. We believe in the power of approachable leaders to enhance internal communications and strengthen the workplace culture.



ADVISORY

5 | INDIAN & INDO-CARIBBEAN CONSUMER AWARENESS

This is our specialty demographic. With years of research focused on Asian American and Pacific Islander Groups, we help our clients design intentional products and execute campaigns that resonate using insights on purchasing power and demographic analytics.

Our Success Stories &
Clients Relationships



Bramble Berry is a company that specializes in providing raw materials and supplies for individuals and small businesses interested in crafting their own skincare, haircare, and personal care products. They offer a wide range of raw ingredients like essential oils, butters, and natural colorants.

The Challenge:

A DEI partner to help distribute their products to the multicultural market, specifically targeting the Indian, Indo-Caribbean, African-American, and Latin diasporas.

What We Offered:

Brand Strategy, Campaign Strategy, Audit, Research & Insights

The Outcome:

Bramble Berry expanded its reach into the multicultural market and, by 2024, successfully converted that effort into a 24% growth in its diverse customer base.



Bramble Berry Product Marketing Campaign

STEP 1. ASSESS CURRENT
OUTREACH

STEP 2. ESTABLISH
MARKETING GOALS
WITH CLIENT

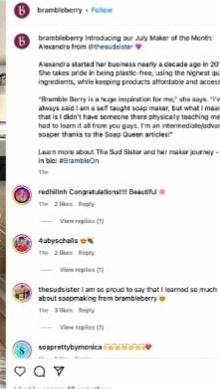
STEP 3.
DEVELOP CAMPAIGN
LOGISTICS AND DETAIL
BRAND PARTNERSHIPS
AND COLLABORATIONS

STEP 4. IMPLEMENT
AND EXECUTE
CAMPAIGN

STEP 5. MONITOR,
TRACK AND EVALUATE
CUSTOMER
CONVERSIONS



Instagram profile for brambleberry. The profile shows 3,916 posts, 253K followers, and 2,464 following. The bio includes the brand name, a description of products (Beauty, cosmetic & personal care), and contact information (1218 Humboldt St, Bellingham, Washington and linktr.ee/brambleberry). The profile picture is a purple circle with a white 'b'.



A screenshot of an Instagram post from brambleberry. The post is titled "Introducing our July Maker of the Month: Alexandra from @thehustleandglow". The caption reads: "Alexandra started her business nearly a decade ago in 2015. She takes pride in being plastic-free, using the highest quality ingredients, while keeping products affordable and accessible. 'Bramble Berry is a huge inspiration for me,' she says. 'I've always said I am a self-taught soap maker, but what I mean by that is I didn't have someone there physically teaching me. I had to learn it all from you guys. I'm an introverted/shy person sooper thanks to the Soap Queen articles!' Learn more about The Sud Sister and her maker journey - link in bio @sudsister". The post has several comments and likes.



Bramble Berry

@bramble-berry · 652K subscribers · 398 video

Are you passionate about creating your own ha

brambleberry.com/Shop_BrambleBerry and 5 more I

Subscribe

HIGHLIGHTS

- Facilitated a brand collaborations. We specifically partnered PopShift to do experiential product activations at AAPI music festivals.
- Created an online campaign called "Maker of the Month" which featured diverse faces to create awareness and resonate with potential customers.
- Following increased by 53K .
- Youtube Subscriptions increased by 89K.

The Office of the Mayor of West Palm Beach serves as the executive branch of the city's government, responsible for overseeing the daily operations and administration of the city. The mayor's office leads the city's policy-making, strategic planning, and budget management.

The Challenges:

1. A DEI partner who could make equity, inclusion, and belonging feel relevant and engaging for a highly-technical team.
2. Create an diverse incubator to attract Asian American & Pacific Islander entrepreneurs.

What We Offered:

Leadership Advisory, Internal Operations Strategy, Brand & Campaign Strategy, Consultative Support

The Outcome:

We developed inclusive training programs, created employee resource groups, and facilitated dialogue-driven sessions to promote a strong sense of belonging among staff. Additionally, our successful incubator campaign attracted 40 entrepreneurs, with 10 receiving seed funding from the Mayor's Office.



WEST PALM BEACH

Mayor's Office Internal DEI Strategy

STEP 1: ASSESS
CURRENT DEI STATUS

STEP 2: DESIGN
INCLUSIVE
TRAININGS

STEP 3: DEVELOP
EMPLOYEE
RESOURCE
GROUPS (ERGS)

STEP 4:
FACILITATE
DIALOGUE-DRIVEN
SESSIONS

STEP 5: MEASURE
PROGRESS AND
ADJUST STRATEGY
AS NEEDED

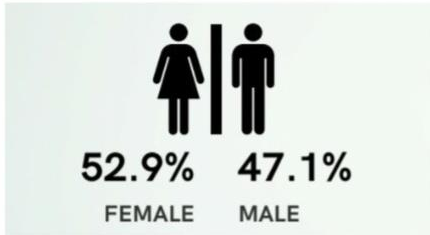
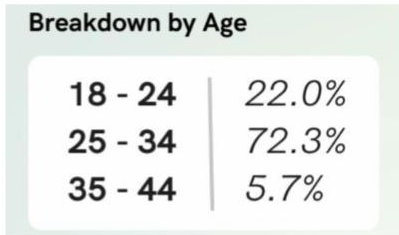
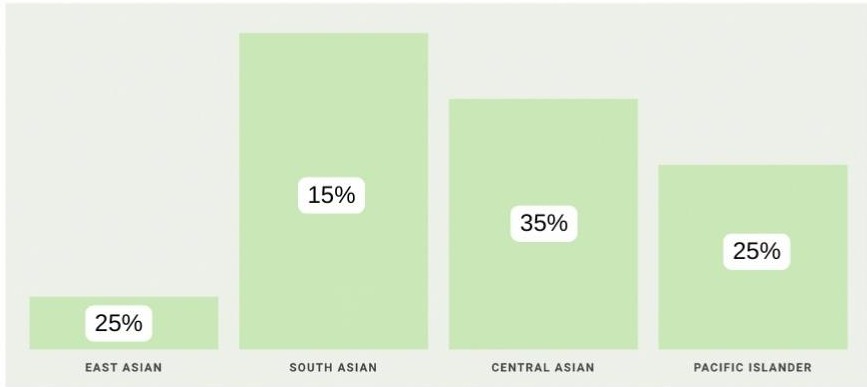


HIGHLIGHTS

- Train managers and executives on unconscious bias, cultural competence, and inclusive leadership.
- Host **monthly ERG meetings** for community-building, discussing challenges, and proposing DEI-related initiatives.
- Conduct **cross-functional dialogue circles** where employees from different departments come together to discuss DEI challenges and brainstorm solutions.
- Celebrate key cultural or DEI milestones (e.g., Black History Month, Pride Month) with organization-wide events.



Mayor's Office External JumpStart Program



Other Success Stories



INCREASING DIVERSE TALENT PIPELINE

We facilitated the partnership with Amazon Prime and local universities to create a mentorship program, leading to a 25% increase in diverse hires.



FOSTERING AN INCLUSIVE CULTURE

The White House Office of Public Engagement aimed to foster an inclusive culture among its employees. To support this, we organized the first-ever Diwali celebration at the White House, honoring the Hindu holiday. This initiative led to increased employee engagement and widespread public appreciation.

Client Testimonials

“We are so grateful to Shift Media for helping us to inspire and reach a greater diverse audience. It has increased our 2023-2024 profits by 24% and has inspired minority women that interacted with our products to utilize them to start their own small business.

– Anne-Marie F.
CEO, Bramble Berry,,

“The Mayor's Office of West Palm Beach was impressed with the research data insights that Bhavna's team provided and they developed a flagship program for new entrepreneurs that impacts the entire city positively. We are looking forward to working with Shift Media in 2025!

– Charlotte Wright, Director,
Mayor's Office of Small Business
Affairs,,

What Problems Can We Help You Solve?

shiftmediastudio.com



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