

SUBJECTS *of* DESIRE

FINAL IMPACT REPORT



HUNGRY EYES MEDIA

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ABOUT THE FILM

SYNOPSIS

Subjects of Desire explores the cultural shift in North American beauty standards towards embracing Black female aesthetics and features while exposing the deliberate and often dangerous portrayals of Black women in the media. From society's new fixation on the 'booty', fuller lips, the dramatic rise of spray tanned skin, ethnic hairstyles, and athletic bodies, some argue that Black women are having a beauty moment. But others, primarily Black women, argue that traditional Black features and attributes are seen as more desirable when they are on White women.

Told from the POV of women who aren't afraid to challenge conventional beauty standards, the film is partially set at the 50th Anniversary of the Miss Black America Pageant, a beauty pageant that was created as a political protest. *Subjects of Desire* is a culturally significant, provocative film that deconstructs what we understand about race and the power behind beauty.

Written and Directed by Jennifer Holness

Produced by Jennifer Holness

2021 | 101 minutes

Hungry Eyes Media

Original version in English

**SUBJECTS
of
DESIRE**

AWARDS AND RECOGNITION

AWARDS

- Top 10 Audience Award** – Hot Docs
- Cultural Spirit Award** – New Hope Film Festival
- Best Documentary** – DC Black Film Festival
- Best Documentary** – San Francisco Black Film Festival
- DOXX Award for Best Documentary** – Tallgrass Film Festival
- Best Documentary** – CineFAM Film Festival
- Canada's Top 10 Films** – Toronto International Film Festival
- Most Influential People in Canadian Film** - The Globe and Mail
- Best Feature Film** - Black Harvest Film Festival
- Top 5 Black Filmmakers to Watch in the Documentary Genre** - IMDB Pro

NOMINATIONS

- Grand Jury Award for Best Documentary** – SXSW
- Best Documentary** – Bentonville Film Festival
- Best Canadian Documentary** – Calgary International Film Festival
- Mind the Gap Award** – Mill Valley Film Festival
- Spirit Award** – Mill Valley Film Festival
- Gordan Parks Black Excellence in Filmmaking** – Tallgrass Film Festival
- Best Documentary Audience Award** – American Black Film Festival
- Best Documentary Feature** – Denton Black Film Festival



ABOUT THE CAMPAIGN

In Fall 2021, we organized two **braintrust sessions** to engage community leaders, educators and influencers in helping us form our impact strategy. These intimate sessions were moderated by **Camille Dundas** and **Karlyn Percil** and our guests included many accomplished women including:



Rosemary Evans, Principal, University of Toronto Schools



Sandy Hudson, Co-founder, Black Lives Matter Canada



Jeanne Lehman, Executive Director, Black Canadian Women in Action



Belinda Longe, Superintendent of Education, Toronto District School Board



Rosemary Sadlier, leader of the campaign to have Black History Month recognized across Canada.



ABOUT THE CAMPAIGN

IMPACT GOALS

As a result, our goal became to harness *Subjects of Desire* to serve as a powerful catalyst for important conversations that:

- empower Black women of all ages to step into their authentic selves, healing traumatic negative self-narratives and leading and reframing the conversation around Black beauty and power
- inspire intergenerational conversations between Black mothers and daughters, and inter-racial conversations among all women
- connect with Black men about the need for better allyship and support of Black women
- educate white women around the Black women's experience of beauty and power looking at damaging cultural appropriation trends and the privilege of being seen and represented in mainstream media, and the barrier of not being seen
- challenge and address the significant misrepresentation, biases, and stereotypes in media historically and present day when it comes to Black women
- engage with women in other racialized communities around the themes explored in the film, finding solidarity



ABOUT THE CAMPAIGN

Our strategy was to bring *Subjects of Desire* into as many classrooms, communities and corporate spaces as possible to spark critical conversations about race and culture, to celebrate Black beauty and foster allyship and inspire long needed change.

We spent a significant amount of time collecting relevant contacts in these areas, with a focus on the following audiences:

Community	Educational	Corporate
<ul style="list-style-type: none">Girls mentorship programsWomen's rights groupsBlack-led advocacy groupsCommunity health and wellness organizations& more	<ul style="list-style-type: none">High school Health and Wellness LeadsEnglish DepartmentsMedia Literacy TeachersEquity and Inclusion Leads StaffTraining/Professional Development Directors	<ul style="list-style-type: none">C-Suite leadersDEI, HR, People and Culture LeadersCorporate Women's GroupsBlack Employee Resource Groups

MOMENTS OF MAGIC: CAMPAIGN HIGHLIGHTS

- Selection of the film as one of Canada's Top 10 Films of 2021
- Theatrical Screening at TIFF for Viola Desmond Day in November 2021
- Partnership with Canadian Women's Foundation to offer 50 free screenings to community groups across Canada in addition to the creation of a Community Facilitation Toolkit
- Screening at Black Girls Rock Festival in Washington, D.C with Special Performance by India.Arie
- Keynote Presentation by Jen Holness to an audience of over 800 educators and administrators at the Elementary Teachers Federation of Ontario's Annual General Meeting
- Making connection with L'Oreal's Diversity, Equity and Inclusion Department for a partnership for Black History Month 2023
- Developing a multi-level partnership with the Toronto District School Board, including a screening for the Centre of Excellence for Black Student Achievement and creation of a student-led resource by the TDSB's Black Girl Book Club
- Partnership with Karlyn Percil of KDPM Group to offer customized screening opportunities for folks working in the corporate world

ENGAGEMENT TOOLS: DISCUSSION GUIDES AND CLIP LIBRARY

Since *Subjects of Desire* is a film that requires unpacking in a supportive environment, we invested considerable time in creating resources and talk-back opportunities to accompany the film.

Educators' Guide: A 30+ page resource written and reviewed by practicing educators and geared towards grade 7-12 students. The guide includes pre and post viewing activities, facilitator's tips, curriculum connections, glossary of terms, clip and quote selections with discussion prompts and useful resources.

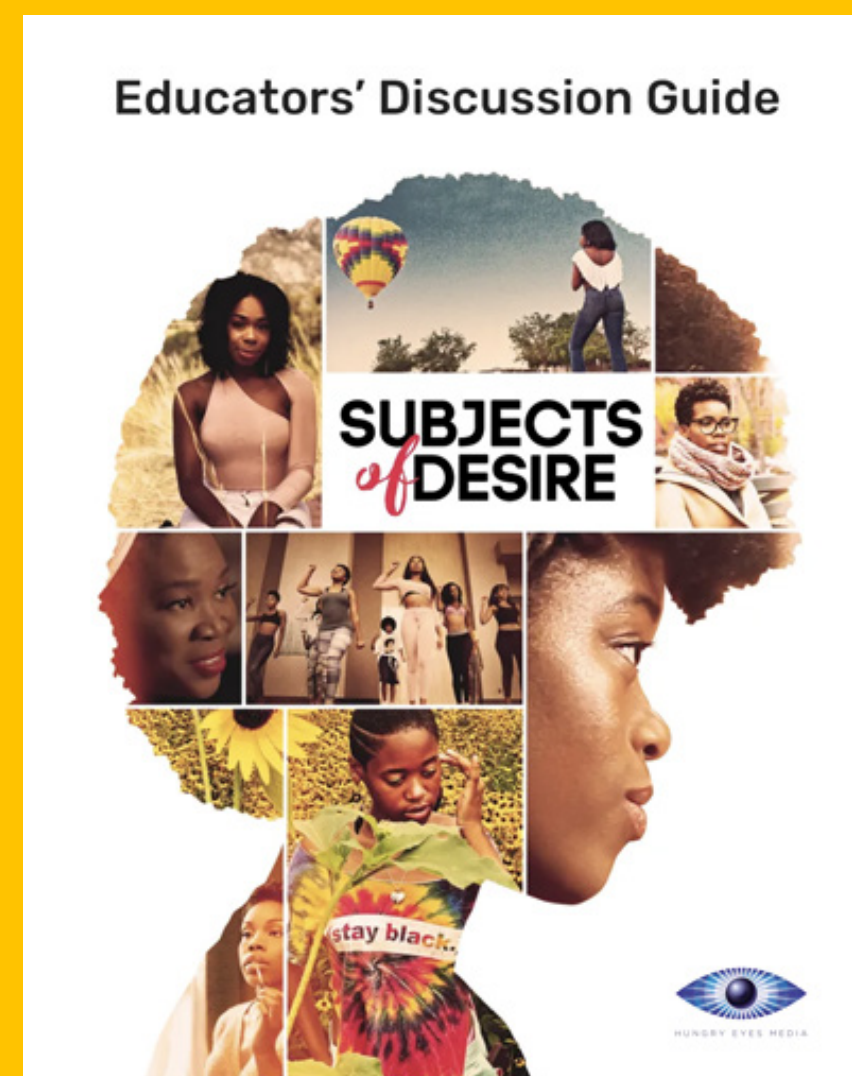
Virtual Screening Room:

We created a password protected, commercial-free, online theater for classes or groups to stream *Subjects of Desire*.

Versions available:

89min (English, subtitles included)

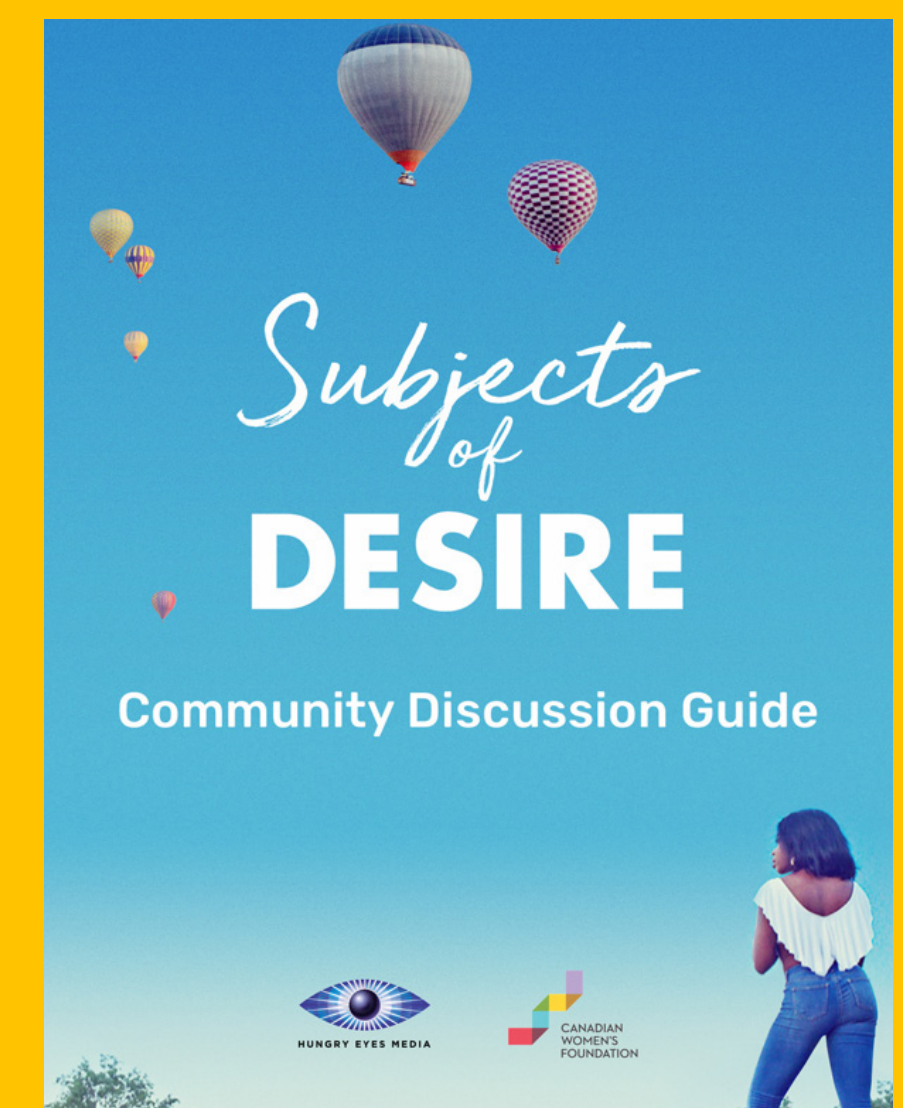
101min (English, French subtitles included)



Community Facilitation Toolkit: A unique digital package developed by the Canadian Women's Foundation to equip youth-focused organizations, programs, and groups in Canada to use *Subjects of Desire* to enhance their programming.

Post-Secondary Discussion Sheets:

Written by award-winning speaker and professor Dr. Carolyn West, these discussion sheets aim to support educators and students across departments ranging from Psychology/Sociology, Communication/Media Studies, Women / Gender Studies, African American Studies, and History.



ENGAGEMENT TOOLS: DISCUSSION GUIDES AND CLIP LIBRARY

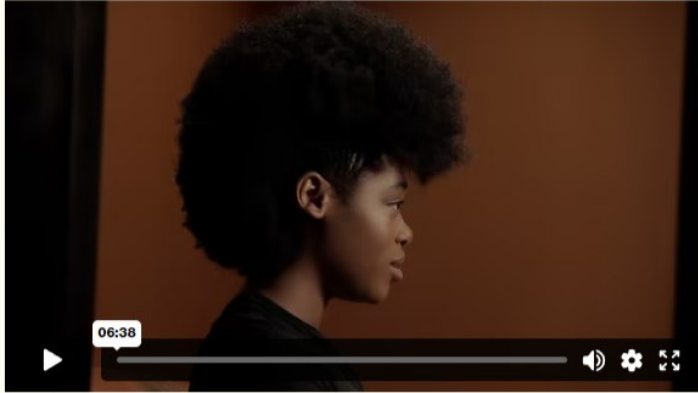



Clip Library: The 16 short clips in our clip library are referenced in the Educators' Guide and Community Discussion Guide but can also be used independently. Clips range in length and are categorized and titled by theme. Great bite-sized conversation starters for those who don't have time to screen the whole film, or to bring people back into one aspect of the film quickly and easily.

CLIP LIBRARY

Please note the following clips are for educational use only. To view the clips online, click on the play button on each of the videos. To download a clip to play offline, click the download clip option below the video.

CLIP LIBRARY FOR GRADES 7-8

[DOWNLOAD CLIP LIBRARY](#)

<p>Intro and Conceptions of Beauty</p>  <p>Download Clip</p>	<p>The Black Binary and Anti-Black Racism</p>  <p>Download Clip</p>
<p>Teens Roundtable</p>  <p>Download Clip</p>	<p>Ms Black America and Media Representation</p>  <p>Download Clip</p>

“The film is informative and empowering: it tackles Black beauty’s historical roots, from the intersectionality of race, class, and power, in smart and compelling ways. I consider it one of the most powerful anti-racist and decolonial teaching tools available to educators and researchers.”



Amina Mire,
Associate Professor, Carleton University

COMMUNITY IMPACT HIGHLIGHTS

In February 2022, the **Canadian Women's Foundation** officially joined the campaign as a National Impact Partner. Our partnership included the creation of a community facilitation toolkit and 50 subsidized screenings to be disbursed to community groups through the CWF's network.

To commemorate the partnership, we held a screening event + panel discussion, titled: "**Black Women + Beauty Standards: deconstructing a harmful past and pushing new narratives toward a powerful and gorgeous future.**"

The panel was moderated by CWF President Paulette Senior and featured Jennifer Holness as a panelist.



We also reached out to the **Foundation for Black Communities** who are interested in hosting a number of free screenings before February 2023, courtesy of the Canadian Women's Foundation.

Additionally, the film was screened by the following community groups:

- Jean Augustine Centre
- Therapy for Black Girls
- Vaughan-Oakwood Youth Network
- Jamaican Canadian Association-Women's Group
- First Ontario Performing Arts Centre
- Programme d'Actions pour le Développement au Congo
- YWCA of Canada
- Adornment Stories
- SisterTalk
- Sis to Sis Toronto
- Starts with One Canada
- Girls E-Mentorship
- Roots Community Services
- Women's Centre of Calgary
- YMCA Mississauga Teen Nights Program

"Our hope is that the *Subjects of Desire* community facilitation guide will enable diverse girls and young people in Canada to explore these critical issues for themselves and get empowered and equipped as advocates for gender justice."



Paulette Senior,
Canadian Women's Foundation

EDUCATIONAL SECTOR HIGHLIGHTS

Our educational impact strategy involved bringing the film to as many schools and institutions across Canada. We offered the film as a tool for in-class learning, an opportunity for a special event screening for students and teachers, a resource for professional development among educators and administrators, and to campus groups looking to engage student bodies.

MIDDLE & HIGH SCHOOLS

Our targets for public and private middle and high schools included High school Health and Wellness Leads, English Departments, Media Literacy Teachers, Equity and Inclusion Leads, and Staff Training/Professional Development Directors.

The **Canadian Media Producers' Association** came on board as an impact partner to sponsor two subsidized screenings for high schools in Canada, which supported screenings at McCrimmon Middle School in Brampton and the Black Student Association at Newtonbrook Secondary School in North York.



Schools that booked screenings included:

- Elementary Teachers Federation of Ontario
- Toronto District School Board's Centre of Excellence for Black Student Achievement
- Halton District School Board
- Ottawa-Carleton Elementary
- Teachers Federation of Ontario
- Durham Early Childhood Educator Local
- Branksome Hall School
- Greenwood College School
- Bishop Strachan School

"The film can be a beacon of hope for racialized girls.... and a tool for non-racialized girls to have to think about and reflect on the ways they may be perpetuating negative stereotypes about girls and women who identify as Black."



Belinda Longe,
Superintendent of Education, TDSB

EDUCATIONAL SECTOR HIGHLIGHTS

POST-SECONDARY

Our targets in the post-secondary space included professors teaching Women & Gender Studies, African Studies, Social Justice, Historical & Cultural Studies, Fashion, Film Studies, Esthetics Program Departments, Media Literacy Professors, Equity and Inclusion Leads, and Staff Training/Professional Development Directors.

We also reached out to key contacts at many **Historically Black Colleges** in the US, including Spelman College, Howard University, Bennett College, Xavier University, Morehouse College and Jackson State University.

As of summer 2022, the film was licensed by 45 universities via our educational distributor, Kanopy.

Another focus for us in the post-secondary sphere was targeting student associations who could organize a screening event on campus. Through this outreach, we obtained interest from the **University of Alberta Black Students' Association, University of Ottawa Black Student Leaders Association,** and **University of Toronto's Hart House Black Futures Program.**

"This film was phenomenal! I am still getting stopped in the hallway and told how appreciative people are for making them aware of the film."



Academic Advisor,
Chattanooga State Community College

"Jennifer's film is both timely and necessary...As a Black woman, I have gone to great lengths to bring greater awareness, diversity, history, and inclusive conversations into the classroom - filling the gaps in learning where the kinds of stories like Jennifer's documentary had been historically hidden or untold."



Wanda Taylor
Professor, Centennial College

CORPORATE SECTOR HIGHLIGHTS

For the corporate sector, our aim was to have *Subjects of Desire* support People & Culture departments and deepen Equity and Inclusion mandates by bringing together groups of corporate women to share a safe space where they can celebrate Black women's beauty, voices and power, and where they can re-commit to authentic understanding and allyship.

MORE THAN JUST HAIR

For most Black women, hair is a lot more than just hair. It is political and can cause barriers in the workplace due to discrimination.

In the US, the national CROWN Act (Create a Respectful and Open World for Natural Hair) provides protection for race based hair discrimination. So far, in Canada, there isn't any similar sweeping federal rule but people are pushing for that to change. In Ontario, MPP Jill Andrew presented a petition called "Protecting Our Crowns" to the Ontario Legislative Assembly this March.

"For many Black women and women of colour, living and leading their lives at work comes with a persistent systematically influenced emotional tax, labour and fatigue. This form of workplace cultural racism is experienced through many layers of intersecting identities, such as race, gender, age, abilities and more, with many Black professionals and women of colour unable to fully flourish or bring their "authentic" selves to the workplace. Many leaders of colour face this at all levels, impacting their economic and psychological well-being with potential long-term impact on their career and life journey."



Karlyn Percil,

CEO, KDPM Group and Founder, SisterTalk Group and Leadership Academy as seen on Oprah's Lifeclass

CORPORATE SECTOR HIGHLIGHTS

Our targets in the corporate sector were C-Suite leaders, DEI, HR, People and Culture Leaders, Corporate Women's Groups and Black Employee Resource Groups. To encourage meaningful connections to the film, we offered Customized Screening Opportunities for folks working in the corporate world. Facilitated by **Karlyn Percil** (CEO, KDPM Group and Founder, SisterTalk Group and Leadership Academy as seen on Oprah's Lifeclass) and featuring director **Jennifer Holness**, these sessions could be presented as a discussion, panel or storytelling workshop and were designed to unpack, understand and cultivate cultural capital in order to be an ally.

Through our outreach in this area, we made connections with the following companies:

-  DENTSU
-  Manulife VIBE Working Group
-  L'Oreal USA
-  MAC Cosmetics
-  Goodman's Law Firm
-  Osler Law Firm
-  CIBC
-  TD Bank Group
-  Sick Kids DEI Department



SUBJECTS
of
DESIRE

ONLINE CAMPAIGN

In February 2022, we engaged Innovate by Day to help us design and execute our social media strategy. With their support, we were able to design a robust and user-friendly website that hosts everything from press info to streaming links to the film as well as our booking request form.

Our online campaign consisted of two stages, each with multiple ads which were used to generate awareness of the film and to generate clicks through to the *Subjects of Desire* website and to streamers in several different countries. The campaigns ran on Facebook, Instagram and LinkedIn and were effective at achieving the campaign goals.

- The ads were delivered to over 962,000 people
- Generated over 2 million impressions
- The videos were viewed 987K times
- The click-through campaigns generated over 21K clicks to the *Subjects of Desire* website and to broadcaster sites in the USA and Australia.

Further details of our online campaign results can be found in the Appendix section.

SOCIAL MEDIA HIGHLIGHTS

- Jen participated in an [IG Live with Karlyn Percil](#) discussing why the “joke” [#ChrisRock](#) made is about more than just hair.
- We caught up with castmember Seraiah Nicole for an [exclusive interview](#) on International Women’s Day 2022
- Jen Holness’ [Podcast Interview](#) with [mis.educate](#) discussing the cost of beauty.
- Brittany Lee Lewis repped the film at the Black Girls Rock Film Fest, with fellow cast member India.Arie as a performer. (see below)
- In June 2022, [we received an endorsement from the MissRepresentation Project on Twitter.](#)



AUDIENCE REVIEWS



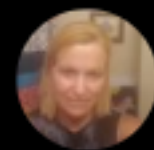
mellynatural Congratulations! This film inspired such amazing conversations between my son and I. Truly grateful 🙏



peculiar_arrianna_ This Documentary literally has me in tears ... it's truthful.. it's exciting... it's painful... it's awakening.... lovingly made.... It's EVERYTHING 🙌



marcproudfoot Powerful, Beautiful, Thoughtful 🌻✊



Julie Cumbie
@CumbieJulie

Watch [#SubjectsOfDesire](#) on [#Starz](#) if you want to educate yourself. Thought provoking. Don't just accept the status quo. Elevate your mind.



Kierstyn Beattie
@Kierstyn_Rae

I thoroughly enjoyed our speaker [@justjenholness](#) talking to [#ETFOAM2022](#) about her research into her new film [#SubjectsOfDesire](#) I can't wait to watch it and continue my reflection on the issues she brought up! Thank you!



Lauren MacKinlay
@LaurenMacKinlay

Had the pleasure of seeing [@justjenholness's](#) incredible documentary [#SubjectsOfDesire](#) this evening on [#ViolaDesmondDay](#). Congratulations to entire team behind this powerful film, I hope it gets the widespread audience that it deserves!



SUBJECTS
of
DESIRE

SURVEY HIGHLIGHTS

100%

of groups who licensed the film would recommend this film to their network of friends and colleagues

100%

of groups who licensed the film would recommend the resources

88.9%

said that it challenged and addressed significant media misrepresentation, biases, and negative stereo-types of Black women

77.6%

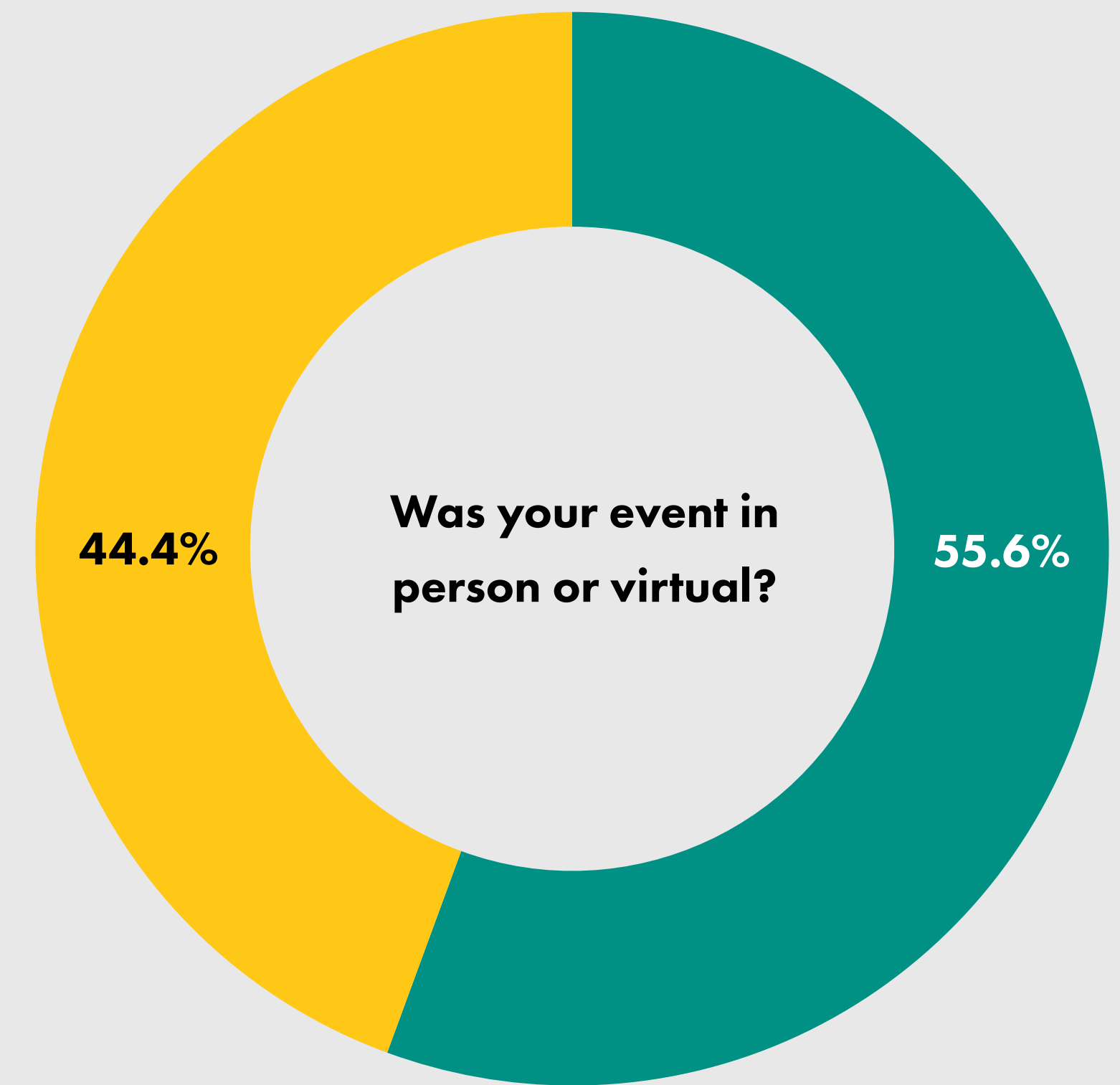
said that it facilitated dialogue that provides understanding and insight about the dynamics of race, systemic inequity and the nuances of culture

66.7%

said that it created spaces for Black girls and women to connect, engage, heal and celebrate themselves

55.6%

said that it educated folks about damaging cultural appropriation trends like Black-fishing



● Virtual ● In Person

OUTCOMES FROM THE AUDIENCE

"We discussed themes of appropriation vs flattery, and the need for resilience. Many wanted to watch the doc again and recommendations were made for similar films to watch."



Jamaican Canadian Women's Association

"Fascinating, educational, and insightful, *Subjects of Desire* should be seen widely and considered thoughtfully by people of all colors..."



Alliance of Women Film Journalists

"Black women were able to discuss different areas of struggle and acceptance."

"Almost all folks that watched the film stayed for the discussion. There was really good engagement and conversation. New information was shared with each other and at least a little more insight into the topics."



KEY LEARNINGS

During our time on this project, the importance of the themes explored in this film was repeatedly strengthened and validated. We received wonderful feedback from folks who had seen the trailer and who wanted to share it widely in their networks. In many of our conversations with Black women in particular, they expressed how meaningful it was for them to feel represented on screen. We are grateful to all those who shared their personal experiences with us and the deep conversations and reflections that this film helped foster.

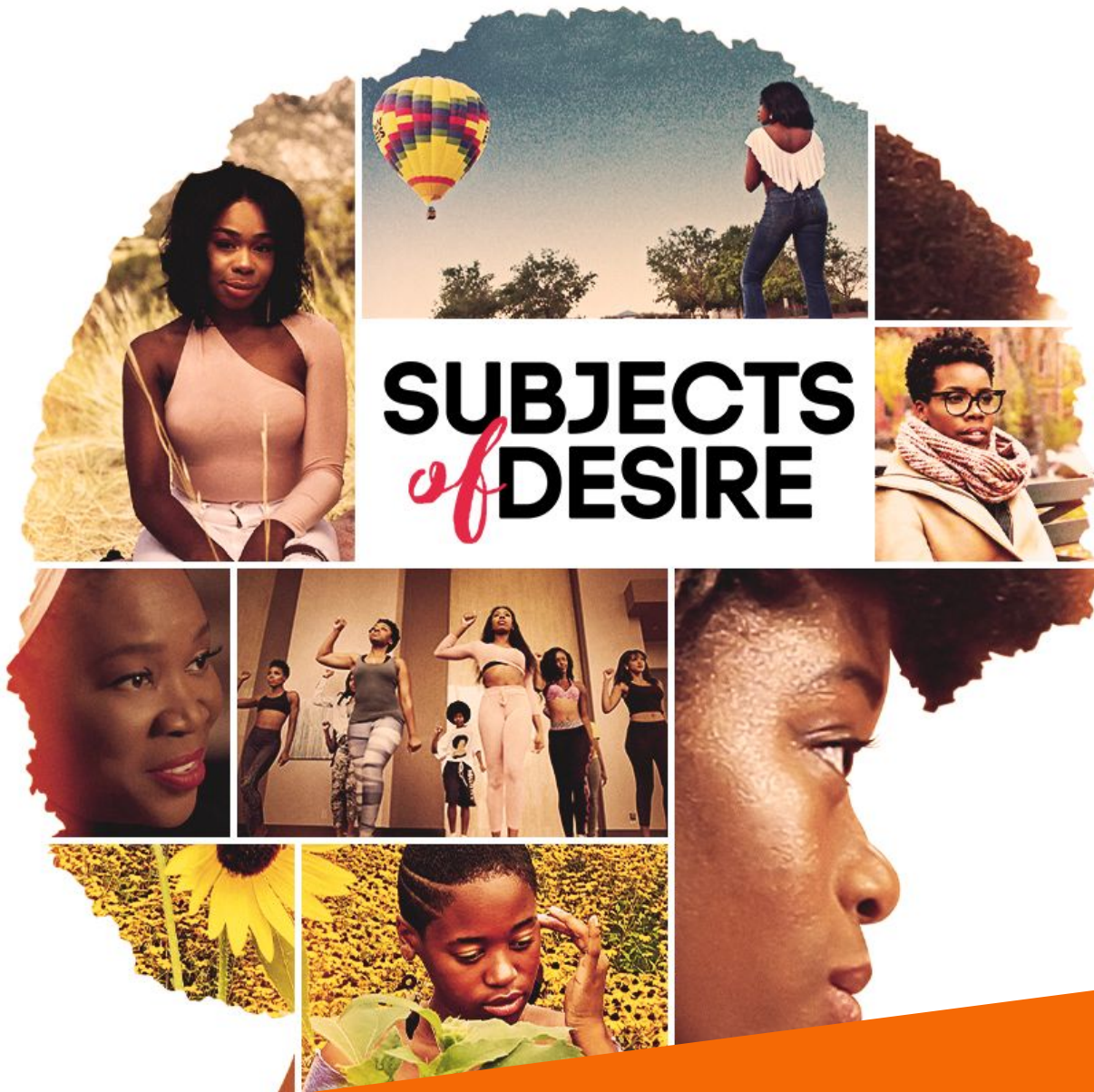
Our human-centred approach aimed to support the folks who were interested in booking a screening, even those who had no previous experience hosting a screening before.

While the timeliness of the film as a social issue was increasing, the general capacity to host screenings and make new connections were limited due to lack of resources and burnout in a post-pandemic world. While we actively outreached to over 500 curated contacts across the educational, community and corporate sectors, the majority of our uptake happened in Fall 2022, with a large push for Black History Month in 2023.

We noticed that while many folks are ready and willing to have the important conversations that are addressed in the film year-round, there are still quite a few out there who only focus on this type of content during commemorative dates such as Black History Month or International Women's Day. It is our hope that with time, we start seeing more groups booking this film outside of these times to keep the conversation going.



**APPENDIX: INNOVATE BY DAY
SOCIAL ADS REPORTS (STAGE 1 & 2)**



SUBJECTS *of* DESIRE

SNAPSHOT REPORT - SUBJECTS OF DESIRE

April 21, 2022

INNOVATE
BY DAY

BUDGET BREAKDOWN

Stage 1: March 17 - April 8
Budget Allocation: \$3,000

Stage 2: April 9 - June 30, 2022
Budget Allocation: \$10,000

NOTES

Stage 1 has been completed with \$600 unallocated ad spend

Stage 2 has been broken out into campaigns (see Slide 8), IBD incorporated notes from Jen Holness and Stage 2 campaigns 1 and 2 began on April 8. These campaigns were paused April 13 due to a request for review by Ring Five. Campaigns 3 - 5 have not launched as we are awaiting further approvals, links and dates for other campaigns, and for repairs/updates to the website (anticipated the week of April 21).

STAGE 1 - Ads Spend Plan

Campaign 1

Awareness and Likes Campaign

March 17 - April 8

Budget: \$800

Divided in 2 mini-campaigns:

1 - A/B Test 1 - Variety Quote

A/B Test 2 - Roger Ebert Quote

A/B Test 3 - Poster

2 - Engagement with Poster

Campaign 2

Drive to Stream on Kanopy

March 25 - April 08

Budget: \$800

Campaign 3

Drive to website for where/how to stream film

March 25 - April 08

Budget: \$800

Campaign 4

TIFF Digital or Book a Screening

TBD

Budget: \$600

NOTES

Campaign 4 was held indefinitely pending final approval by client

CAMPAIGN 1 RESULTS

Awareness A/B Test (Page likes)

INNOVATE
BY DAY



22,552

REACH

45,817

IMPRESSIONS

317

PAGE LIKES

\$1.39

COST PER LIKE

\$441.27

COST TO DATE

0

DAYS LEFT

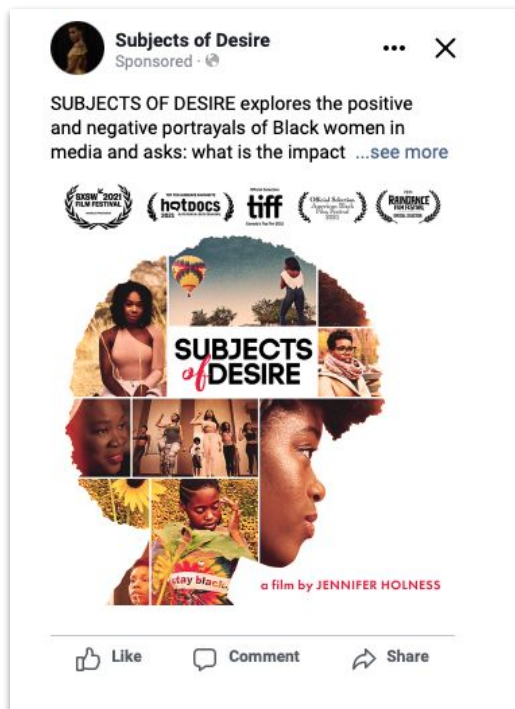
NOTES

- Estimated 22,552 people saw the ad 2.03 times per person
- 1,534 clicks in total (intentional or unintentional) of which 175 led to the FB Page.
- Average CPC is \$2.52
- Testimonial images didn't performed as well as the poster in all tests
- Some ads ran longer than others to make up time while we received more content
- Test B (Blue Testimonial) underperformed. It was stopped before the end and the remaining budget was re-allocated to a new Engagement campaign.
- This campaign targeted only women +18-65 in Canada

CAMPAIGN 1 RESULTS

Engagement - Poster

INNOVATE
BY DAY



30,856

REACH

58,647

IMPRESSIONS

3,290

LIKES, SHARES,
COMMENTS

\$0.11

COST PER
ENGAGEMENT

\$358.73

COST TO DATE

0

DAYS LEFT

NOTES

- Estimated **30,856** people saw the ad **1.90** times per person
- 922 clicks in total (intentional or unintentional)
- **2,440** people are estimated to be able to remember the ad after 2 days
- Average Cost per estimated ad recall lift is \$0.15
- Estimated CPM is \$6.12
- Campaign was **boosted since it performed well**. It received remaining budget from A/B test campaigns that underperformed.
- This campaign targeted only women +18-65 in Canada

CAMPAIGN 2 RESULTS

Driving clicks to Kanopy

INNOVATE
BY DAY



33,172

REACH

63,343

IMPRESSIONS

1,678

CLICKS TO KANOPY

\$0.48

COST PER CLICK

\$800.00

COST TO DATE

0

DAYS LEFT

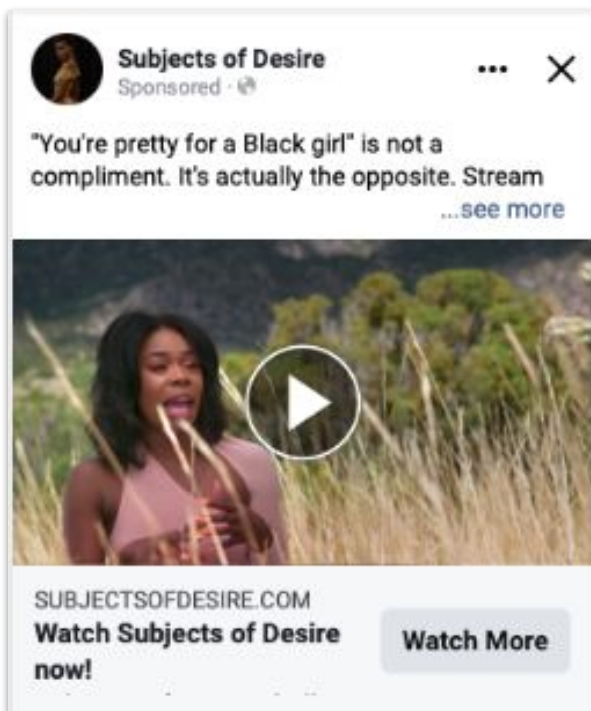
NOTES

- This campaign used all 4 videos available, alternating every 2 weeks, to minimize the Auction Overlap Rate, which averaged 12.99% and to make time until we received more content.
- 53.22% of First-time impression ratio - the amount of people who saw the ad for the first time. This means that **the ads performed well at finding new audiences.**
- Estimated **33,172 people watched ad 1.88 times per person**
- 5,745 clicks in total (intentional or unintentional) of which 30% derived to the Kanopy page
- Estimated Cost per ThruPlay \$0.11
- Estimated CPM is \$12.63
- **41,200 total video plays** (watched more than 25% of video)
- This campaign targeted only women +18-65 in Canada

CAMPAIGN 3 RESULTS

Driving clicks to website

INNOVATE
BY DAY



38,448

REACH

67,214

IMPRESSIONS

2,138

CLICKS TO WEBSITE

\$0.37

COST PER CLICK

\$800.00

COST TO DATE

0

DAYS LEFT

NOTES

- This campaign used all 4 videos available, alternating every 2 weeks, to minimize the Auction Overlap Rate, which averaged 14.70% and to make time until we received more content.
- 57.20% of First-time impression ratio - the amount of people who saw the ad for the first time. This means that the ads performed well at finding new audiences.
- Estimated **38,448 people watched the ad 1.75 times per person**
- 6,700 clicks in total (intentional or unintentional) of which 30% derived to the website
- Estimated Cost per ThruPlay \$0.10
- Estimated CPM is \$11.90
- **42,294 total video plays** (watched more than 25% of video)
- This campaign targeted only women +18-65 in Canada

STAGE 2

Proposed Ads Spend Plan

Campaign 1

Page Likes (Facebook)

Poster Image + New images (images showing accolades/laurels)

April 8 - June 30 - started April 8 and stopped on April 13

Will be restarted as soon as assets are approved and available

Budget: \$1000

Target daily reach of 346-1.0K people -targeting women +18 in major cities in the USA and Canada

Campaign 2

Awareness (driving likes and follows on Facebook and Instagram)

A/B Test

18/30 secs Videos and new images (image showing accolades/laurels)

April 8 - June 30

Budget: \$1600

Target daily reach will be determined using results of A/B test

Campaign 3

Traffic to watch (STARZ USA)

18 sec Video and new image showing accolades/laurels, particularly PAFF, and STARZ logo or call to action to watch on STARZ.

April 8 - June 30 - started April 8 and stopped on April 13

Budget: \$3, 000

Target daily reach of 3.0K-8.5K people - targeting women +18, in selected major cities with access or interest to STARZ Play and TV Network, and Film Festivals like PAFF

Campaign 4

Traffic to watch (Australia)

April 8 - until June 30

18 sec video and new images showing accolades.

Budget: \$1, 000 - until June 30 -

Target daily reach of 1.3K-3.8K people - targeting women +18 with an interest or connection to SBS and similars.

NOTES

- Balance of \$600 from Stage 1 Campaign was reallocated to Campaign 2 Awareness
- \$1000 has been withheld for event boosts
- Verbal approval for Stage 2 Ad Plan granted by J. Garrow on April 20, 2022.

STAGE 2

Proposed Ads Spend Plan

INNOVATE
BY DAY

Campaign 5

Impact Campaign - Book a Screening -

TBD

Budget \$3,000

On hold.

Estimated data will be updated as soon as more information (locations, URLs, dates, etc.) is available.

NOTES

STAGE 2- Campaign 1 - Page Likes (Paused campaign pending client approval)

**INNOVATE
BY DAY**



16,212

REACH

21,472

IMPRESSIONS

100

PAGE LIKES

\$0.47

COST PER LIKE

\$47.05

COST TO DATE

79

DAYS LEFT

NOTES

- This campaign was paused pending review and approval.
- Under the new approved campaign, will include additional images as well as the poster (which performed extremely well in Stage 1).

STAGE 2- Campaign 2 - Traffic to watch STARZ USA/CAN (Paused campaign pending client approval)



Subjects of Desire

Sponsored · 🌐



SUBJECTS OF DESIRE explores the positive and negative portrayals of Black women in media and asks: what is the impact ...see more



starz.com

Watch Subjects of Desire now!

Watch More

12,452

REACH

306

CLICKS TO STARZ

\$139.47

COST TO DATE

15,173

IMPRESSIONS

\$0.46

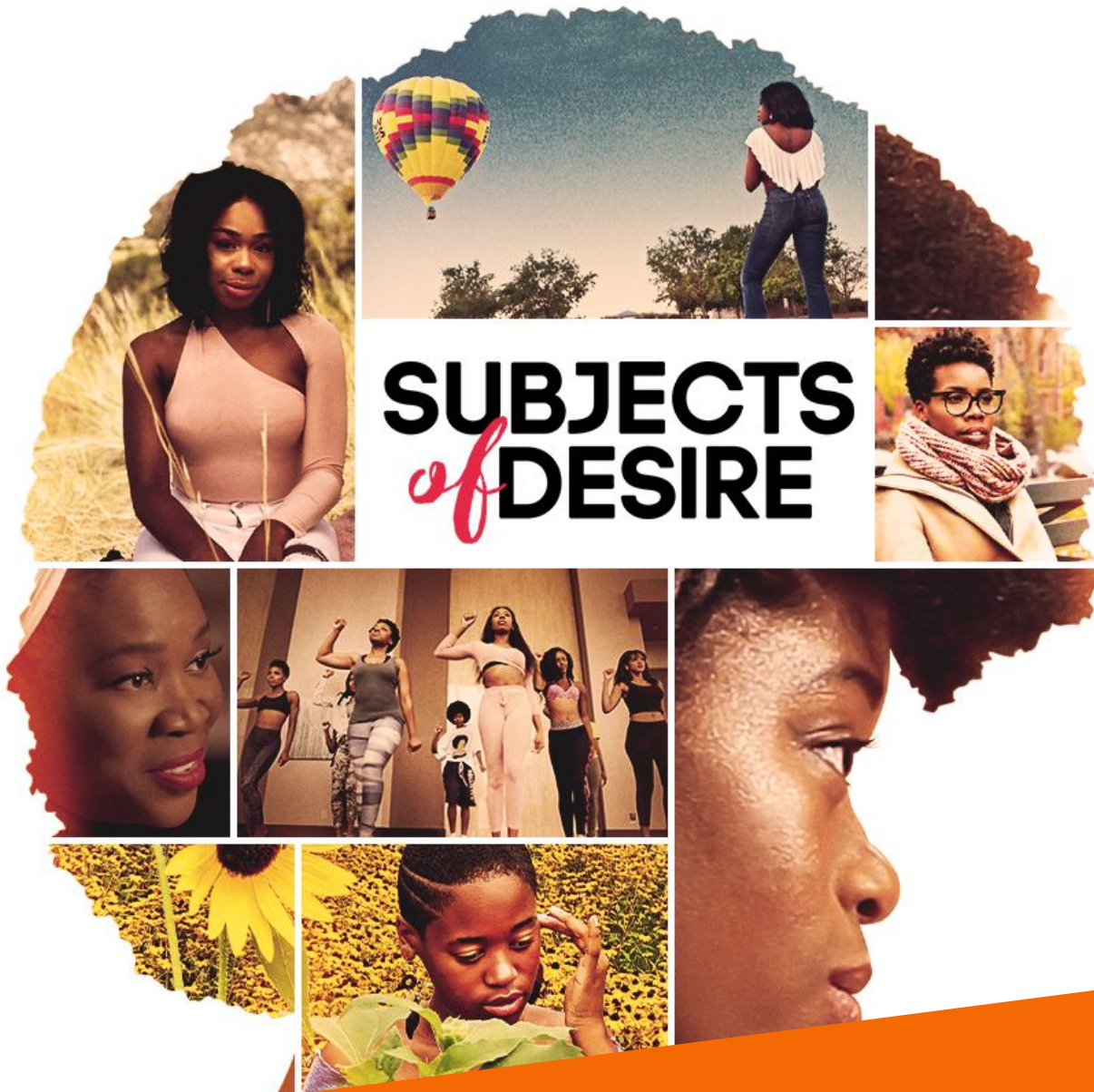
COST PER CLICK

79

DAYS LEFT

NOTES

- This campaign was paused pending review and approval.
- Under the revised and approved plan, this will continue with a US-only audience and updated image highlighting accolades/laurels



SUBJECTS *of* DESIRE

STAGE 2 & FINAL REPORT SUBJECTS OF DESIRE

Cumulative Analytics from April 08 to June 30, 2022
July 18, 2022

INNOVATE
BY DAY

EXECUTIVE SUMMARY

This report covers Stage 2 of the ads campaign for *Subjects of Desire*. Even without taking Stage One into consideration, this was a complex series of campaigns with multiple objectives, audiences, assets, and messages. This Stage ran from April 8 - June 30, 2022 with a budget of \$9,600.

There were five campaigns in Stage 2, each with multiple ads which were used to generate awareness of the film and to generate clicks through to the *Subjects of Desire* website and to streamers in several different countries. The campaigns ran on Facebook, Instagram and LinkedIn and were effective at achieving the campaign goals.

Stage 2 Results

- **The ads were delivered to over 962,000 people**
- **Generated over 2 million impressions**
- **The videos were viewed 987K times**
- **The click-through campaigns generated over 21K clicks to the *Subjects of Desire* website and to broadcaster sites in the USA and Australia.**

We used a mix of images and video assets, though in the end we found that the 30-second trailer was one of the strongest performers and that image carousels didn't serve as effectively well and didn't translate to click-throughs. The 30-second trailer accounted for 95% of click-throughs across the link click campaigns with 20,347 total clicks.

While testing the mix of assets and messages was a valuable method for establishing what worked and what didn't, shifting assets and moving funds from one campaign to another made for a lot of extra work for team members on all sides; there was also a time period early in April where we had no ads going out while we reshaped the Stage 2 campaigns and this may have cost us some momentum.

Of note with the LinkedIn Campaign, there were click-throughs from people at TD, CIBC, Scotiabank, Desjardins, KPMG, and Amazon. We recommend focusing on these companies when doing outreach to book screening packages and for retargeting on future LinkedIn campaigns.

It was a pleasure collaborating with Ring Five and Hungry Eyes to get *Subjects of Desire* in front of more people worldwide. Thank you for your continued trust in Innovate By Day. We look forward to future opportunities to support your marketing goals.

KEY OBJECTIVES

For this **second stage** of the *Subjects of Desire* campaign, these were the **key objectives identified** in consultation with Hungry Eyes Media (Selina McCallum) and Ring Five (Jackie Garrow):

Grow the organic audience for *Subjects of Desire* by:

- Increasing Page Likes on Facebook
- Increasing Awareness on both Facebook and Instagram, with likes and follows as a possible outcome

Encourage streaming views of *Subjects of Desire* in international markets by:

- Driving traffic to watch the film on STARZ (USA)
- Driving traffic to watch the film on SBS (Australia)

NOTES

- We created an Awareness campaign to target Instagram since Meta's Ads Manager platform does not provide a means to increase account likes on Instagram.
- On the bi-weekly reports previously provided, we included suggestions to improve content and copy for those ads that were underperforming. The results are detailed below.

BUDGET BREAKDOWN

Stage	Budget Allocation	Budget + Variance from previous stage	Actual Spend	Variance	Status
Stage 1: March 17 - April 8	\$3,000.00	\$0.00	\$2,400.00	\$600.00	COMPLETED
Stage 2: April 03 - June 30	\$10,000.00	\$10,600.00	\$9,599.84	\$1,000.16	COMPLETED

NOTES

Stage 1 was completed with \$600 remaining, which was reallocated to Stage 2, Campaign 2 (Awareness).

Stage 2 was completed. Campaigns 1 and 2 began on April 08 and were paused after 5 days while we refined the Stage 2 plan and sought final approval from Ring Five. They were **resumed on April 22** along with the beginning of Campaigns 3 and 4.

Stage 2 was broken into 4 campaigns (see [Ads Spend Plan](#)) promoting page likes, awareness, and link clicks to streamers in the USA and Australia.

An additional \$1,000 from the budget was withheld to boost Events. That budget has not been spent and shows here as part of the Stage 2 variance.

To improve performance, some assets in Campaigns 1, 2, 3 and 4 were turned off to drive attention to the remaining assets that performed better.

The remaining variance of \$0.16 was an underspend on the Campaign 4 (Australia) budget as a result of the reallocation of part of its budget to the LinkedIn Book a Screening campaign.

STAGE 2 ADS SPEND PLAN AND RESULTS BY CAMPAIGN

STAGE 2	Start	End	Budget Total	Total Spend	Variance	Results	Type of Result
Campaign 1 - Facebook - Page Likes	April 8	June 30	\$1,000.00	\$1,000.00	\$0.00	2,144	Page likes
Campaign 2 - Facebook and Instagram - Awareness	April 22	June 30	\$1,600.00	\$1,600.00	\$0.00	80,200	Estimated ad recall lift (People)
Campaign 3 - Facebook and Instagram - Traffic to watch (STARZ USA)	April 8	June 30	\$3,000.00	\$3,000.00	\$0.00	16,414	Link clicks
Campaign 4 - Facebook and Instagram - Traffic to watch (Australia)	April 25	June 30	\$564.00	\$563.84	\$0.16	4,685	Link clicks
Campaign 5 - LinkedIn - Website visits - Book a Screening June 2022	June 22	June 30	\$3,436.00	\$3,436.00	\$0.00	312	Link clicks
TOTAL			\$9,600.00	\$9,599.84	\$0.16		

NOTES

- This spend plan encompasses data from **STAGE 2** campaigns from **April 08 to June 30**.
- Verbal approval for Stage 2 Ad Plan granted by J. Garrow on April 20, 2022.
- **Balance of \$600 from Stage 1 was reallocated to Stage 2 Campaign 2 (Awareness)**
- **Balance of \$436 from Campaign 4 (Australia) was appended to Campaign 5's (Book a Screening) original budget of \$3000.**
- There is a **variance of \$0.16 from Campaign 4**, as a result of Meta (Facebook) adjusting the final spend after the campaign was turned off and had its budget reallocated to Campaign 5.

STAGE 2- Campaign 1

**INNOVATE
BY DAY**

Facebook

Page Likes

April 08 - June 30

COMPLETED

STAGE 2 - April 08 - June 30 2022	Asset	Results	Type of Result	Reach	Impressions	Cost per result	Video views	Thruplays	Post engagement
Campaign 1 - Facebook - Page Likes	30 sec	1,387	Page likes	43,392	88,012	\$0.47	50,679	4,426	17,712
	18 sec	720		32,569	62,121	\$0.46	50,428	3,687	15,094
	India	15		7,010	10,820	\$0.44	8,051	182	1,148
	Seraiah	22		2,819	4,150	\$0.55	3,117	84	646



SUBJECTS OF DESIRE explores the positive and negative portrayals of Black women in media and its impact ...See more



MOVIE
Subjects of Desire
2,893 people like this

Milady ... 32 Comments 351 Shares

72,064 REACH **165,103** IMPRESSIONS **\$0.47** COST PER LIKE **\$1,000** TOTAL SPEND

2,144 PAGE LIKES **34,600** POST ENGAGEMENT **36,744** PAGE ENGAGEMENT

NOTES

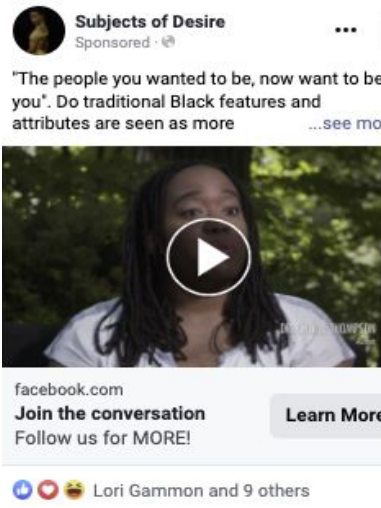
- This campaign was divided among 4 assets: 18-second and 30-second trailers; 15 and 13 second teasers, targeting women +18 in major cities in the USA and Canada. They all included the TIFF laurel and each had specific copy.
- Overall, this campaign maintained a positive trend, growing in engagement which directly impacts Awareness of the documentary.
- The 30-second trailer performed best. It generated 53% of the total Thruplays and has 301 shares and 2,893 Likes alone.
- The India and Seraiah videos underperformed and were turned off on June 1..
- In total, all 4 videos were played 112,275 times. They accrued 8,379 Thruplays, (the number of times people watched any one of the videos for at least 15 seconds).

STAGE 2- Campaign 2

Facebook and Instagram
Awareness (Likes and follows)
April 22 - June 30
COMPLETED

**INNOVATE
BY DAY**

STAGE 2 - April 22 - June 30 2022	Asset	Results	Type of Result	Reach	Impressions	Cost per result	Video views	Thruplays	Post engagement
Campaign 2 - Facebook and Instagram - Awareness	18 secs	37,800	Estimated ad recall lift (People)	309,951	449,628	\$0.01	271,841	3,358	34,402
	30 secs	47,700		447,613	680,477	\$0.02	365,642	5,103	53,460
	43 secs	10,900		99,104	153,042	\$0.02	106,907	1,174	16,809
	Carousel	7,240		71,296	105,920	\$0.01	N/A	N/A	60



718,845 **1,389,067** **\$0.02** **\$1,600**

REACH

IMPRESSIONS

COST PER AD RECALL
PER PERSON

TOTAL SPEND

80,200

AD RECALL LIFT

104,731

POST ENGAGEMENT

9,635

THRUPLAYS

NOTES

- This campaign's assets were 18, 30 and 43-second trailers, and one carousel with four branded images.
- This campaign gained over 1 million 300 impressions with a frequency of 2 views per person.
- The 30-second trailer was the strongest performer overall, followed closely by the 18 second trailer.
- The 43-second trailer and the Carousel were shut off on June 01 in favour of stronger-performing assets.
- Low cost per ad recall, high reach and engagement remained at high levels throughout the campaign.
- 100% of people who engaged with the post, also engaged with the Page.
- The 3 trailers accumulated a total of 744,390 Video plays. The 30-second trailer accounted for 49%..
- Ad Recall Lift means the number of people who remember or are aware of seeing your ad after two days.
- Thruplays means the number of times a video was played for at least 15 seconds.

STAGE 2- Campaign 3

Facebook and Instagram
Traffic to watch STARZ USA
April 08 - June 30
COMPLETED

**INNOVATE
BY DAY**

STAGE 2 - April 08 - June 30 2022	Asset	Results	Type of Result	Reach	Impressions	Cost per result	Video views	Thruplays	Post engagement
Campaign 3 - Facebook and Instagram - Traffic to watch (STARZ USA)	18 sec	690	Link clicks	21,004	26,445	\$0.30	4,670	711	2,794
	Alex	9		377	426	\$0.27	N/A	N/A	10
	Ryann	0		190	220	\$0.00	N/A	N/A	0
	30 sec	15,715		163,712	365,200	\$0.17	86,473	7,922	44,954



180,160 **392,291** **\$0.18** **\$3,000**
 REACH IMPRESSIONS COST PER LINK CLICK TOTAL SPEND

16,414 **47,759** **8,633**
 LINK CLICKS POST ENGAGEMENT THRUPLAYS

NOTES

- This campaign started with 2 carousels with branded images for Ryann and Alex; and the 18 and 30-second trailers and targeted audiences in the USA.
- Over 47,000 people Engaged with the trailers at a Frequency of 2 views per person, which is a good sign that folks found the content interesting.
- The Ryann and Alex graphics were turned off on May 3 and May 26 respectively to focus on the higher-performing 18 and 30-second trailers.
- The 30-second trailer was the strongest performer overall, generating 95% of the Link Clicks alone and 92% of all the Thruplays.
- 100% of people who engaged with this ad also clicked or engaged with the Subjects of Desire Page..
- Thruplays means the number of times a video was played for at least 15 seconds.

STAGE 2- Campaign 4

Facebook and Instagram

Traffic to watch (Australia)

April 25 - June 30

COMPLETED

**INNOVATE
BY DAY**

STAGE 2 - April 25 - June 30 2022	Asset	Results	Type of Result	Reach	Impressions	Cost per result	Video views	Thruplays	Post engagement
Campaign 4 - Facebook and Instagram - Traffic to watch (Australia)	30 sec	4,632	Link clicks	33,744	75,720	\$0.12	12,513	2,249	10,320
	Carousel	52		1,337	1,524	\$0.22	N/A	N/A	54
	Video Carousel	1		130	172	\$0.70	43	3	21



34,960 REACH **77,416** IMPRESSIONS **\$0.12** COST PER LINK CLICK **\$563.84** TOTAL SPEND

4,685 LINK CLICKS **10,395** POST ENGAGEMENT **2,252** THRUPLAYS

NOTES

- This campaign had one carousel with four branded images; one video carousel with the poster and 2 teasers; and the 30-second trailer.
- The Video Carousel and the Image Carousel both underperformed and were turned off on May 25 in favour of the 30-second trailer, again the strongest performer..
- The 30-second trailer performed better than the rest, especially between women 25-44, and leading with 99% of the overall Link Clicks even before the other assets were turned off.
- 10,320 people Engaged with the video alone, yet just 18% watched for more than 15 secs, a trend that remained during the entire campaign.
- Thruplays means the number of times a video was played at least 15 seconds.
- This campaign had an original budget of \$1,000. It was suspended on June 02 per the client's instructions and the remaining budget (\$436) was reallocated to Campaign 5.
- After the campaign was completed and Meta updated final spend numbers, this campaign showed a variance of \$0.16.

STAGE 2- Campaign 5

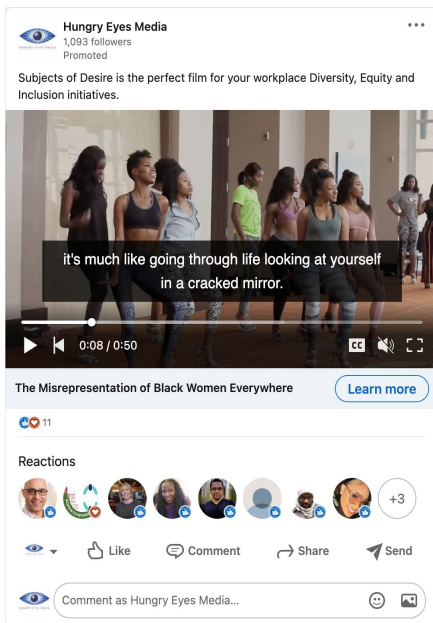
LinkedIn

Website visits - Book a Screening June 2022

June 22 - June 30

COMPLETED

STAGE 2 - June 22 - June 30 2022	Asset	Results	Type of Result	Reach	Impressions	Cost per result	Video views	Thruplays	Post engagement
Campaign 5 - LinkedIn - Website visits - Book a Screening June 2022	Trailer 43 sec	40	Link clicks	4,787	11,783	\$21.25	N/A	N/A	N/A
	Dance clip	272		26,385	36,711	\$9.51	N/A	N/A	N/A



31,172

REACH

48,494

IMPRESSIONS

\$3,436.00

TOTAL SPEND

312

WEBSITE VISITS

\$11.01

COST PER VISIT

NOTES

- This campaign targeted professionals working in Human Resources and Equity, Diversity, and Inclusion in larger companies and organizations
- This campaign had 2 assets: the 43-second trailers and the “dance clip”.
- The dance clip video with the title “The Misrepresentation of Black Women Everywhere” outperformed the trailer, gaining 5x the impressions and nearly 7x the link clicks. The cost-per-result (link clicks) was less than half the CPR for the trailer.
- The CPR for the dance clip video was below LinkedIn’s benchmark of \$10. While the CPR on LinkedIn is significantly higher than on Facebook, we are able to target very specifically on this platform.
- The overall click-through rate of 0.64% is almost exactly on LinkedIn’s benchmark of 0.62% -- an impressive result for a short campaign with limited budget.
- The campaign received strong video completion rates and benchmark click-through rates from TD, CIBC, Scotiabank, Desjardins, KPMG, and Amazon employees.



APPENDIX: OUTREACH SUMMARY, BY ORGANIZATION

SCHOOL BOARDS

Toronto District School Board
TDSB, Centre for Excellence for Black Student Achievement
Peel District School Board
We Rise Together - Peel
Dufferin-Peel Catholic District School Board
York Region District School Board
People For Education
Ottawa-Carleton District School Board
Halton District School Board
Hamilton-Wentworth District School Board

PRIVATE SCHOOLS

Branksome Hall
Greenwood College School
Havergal
St. Clements
The York School
Bishop Strachan School
St. Josephs (Catholic Girls School)
Linden School
St. Mildred School
Elmwood

Miss Edgar and Miss Cramps
York House
Crofton House
The Study

EDUCATIONAL UMBRELLA ORGS

Peel Association of African Canadian Educators (PAACE)
DPCDSB Black Community Advisory Council (BCAC)
YRDSB Centre for Black Student Excellence
YRDSB The Come Up Summer Program
YCDSB Office of Human Rights, Equity, Diversity and Inclusion
YRDSB Alliance of Educators for Black Students (AEBS)
TDSB Black Student Achievement Community Advisory Committee (BSACAC)
People for Education
Ontario Alliance of Black School Educators
African Heritage Educators' Network – Toronto Black Educators' Network (AHEN-TBEN)
Durham Black Educators' Network (DBEN)
Canadian Alliance of Black Educators (CABE)
Ottawa Black Educators Network (OBEN)
UofT Black Students' Association

UofT Black Students in Business
UofT Black Social Work Student Association
UofT Black Future Lawyers UTSG
Boss Women UTM
UofT Caribbean Studies Students Union (CARSSU)
UofT African Students Association
UofT Girls Help Girls
Guelph Black Student Association
University of Alberta Black Students' Association
UWO Black Students' Association
University of Ottawa Black Student Leaders Association
Starts With One Canada
UWO African Student Association
Queens Feminist Collective
Queen's Women of Colour Collective (QWOCC)

POST-SECONDARY

Queen's University
Western University
University of Toronto
University of Alberta
UTM Black Students Association
Guelph Black Student Association

University of Alberta Black Students' Association
UWO Black Students' Association
UofT Black Students' Association
University of Ottawa
Universities Canada's Equity, Diversity and Inclusion
Advisory Group
University of BC
Queen's Social Healing and Reconciliatory Education
(SHARE) / Faculty of Education
OISE Centre for Integrative Anti-Racism Studies
University of Toronto
York University
York's Faculty of Education
Queen's Faculty of Education
Queen's Faculty of Education
OISE, Department of Curriculum, Teaching and Learning
McGill's Community Outreach Program (fmrly Social
Equity & Diversity Education Office)
BRANCHES
McGill's Community Outreach Program
McGill's Faculty of Education
Ontario Teacher's Federation
Inclusive Education Canada

Faculty of Education, University of Ottawa
UofT Womens & Gender Studies Institute
York University Humanities
UBC Faculty of Education
UofT Scarborough
Ryerson Faculty of Law
UBC Black Caucus
Black Canadian Studies
UofT Black Faculty Working Group
Queens University Black Faculty & Staff Caucus
McGill Black Faculty & Staff Caucus
SFU African Studies Working Group
Canadian Association of African Studies
Carleton University
Dalhousie University
Concordia University Black Studies
McGill University School of Social Work
Nipissing University Gender Equality & Social Justice
McMaster University Gender Studies & Feminist Research
University of Ontario Institute of Technology
UofWestern Gender, Sexualities & Culture Program
Wilfred Laurier Studies in Gender & Genre Program
UTM Study of Women & Gender

York U Cinema & Cultural Theory Program
UofT Cinema Studies Program
Western U Critical Studies in Global Film Cultures Program
Queens U Film & Media Program
Ryerson RTA School of Media
Sheridan College Media Arts Program
Toronto Film School
Centennial College Film Program
Humber Film & Media Production
OCAD University
York's Faculty of Education
York University Humanities
UofT Womens & Gender Studies Institute
Toronto Metropolitan University
SSHRC Advisory Committee to Address Anti-Black Racism

COMMUNITY ORGANIZATIONS

NetWORKING Mentorship
Black Women in Motion
Federation of Black Canadians
Multicultural Family Resource Society
Art Starts
Youth Ottawa - Empower'em Program

The Women's Centre of Calgary - Girls YYC
ElevateHER
YWCA Quebec
Community Arts and Heritage Education Project (CAHEPP)
Nia Centre for the Arts
Empowered in My Skin
Harriet Tubman Community Organization
Federation of Black Canadians
Jean Augustine Centre for Young Women's Empowerment
Girls E-Mentorship (GEM)
Black Mentorship
UoA Black Youth Mentorship Program
Hamilton Centre for Civic Inclusion
UTM Black Youth Mentorship
Girls Action Foundation
Developing Young Leaders of Tomorrow Today (DYLOTT)
Canadian Women of Colour Leadership Network
YWCA Women of Distinction Awards
Women in Leadership
Girl Talk Empowerment
Girls Inc. of Durham
Girls Inc of York Region
Girl Up UofT

Indigo Girls Group
Freedom School Toronto
Stepstones
Tropicana Community Services
TAIBU Community Health Centre
Central Toronto Youth Services
TheComeUp-Youth Empowerment Initiative
Empowering Black Girls
YWCA Edmonton - GirlSpace
National Congress of Black Women Foundation (NCBWF)
Caribbean African Canadian Social Services
GirlTrek
Power to Girls Foundation
She Rises: Uplifting Words for Anxious Girls (book)
Youth REX
Youth Fusion
Kids Up Front
Laidlaw Foundation
Youth Leaps
SKETCH Working Arts
YWCA Toronto
Girl Guides of Canada - Quebec Council
Girls Inc of York Region

Girl Guides of Canada - Newfoundland and Labrador Council
Girl Guides of Canada - Alberta Council
Girl Guides of Canada - Nova Scotia Council
Girl Guides of Canada - Ontario Council
Girls Action Foundation
Girl Guides of Canada - New Brunswick Council
Girl Guides of Canada - British Columbia Council
Girl Guides of Canada - Manitoba Council
Soroptimist International of the Tricities
YMCA of Greater Saint John
Fire and Flower
Adsum House
YWCA Prince Albert
YMCA of Greater Saint John
The Door Youth Centre Ottawa
Therapy for Black Girls
Central Toronto Youth Services
JET Mentors Youth & Community Services
Entyce Mentorship & Community Services
Ontario Association of Children's Aid Societies
Roots Community Services
Free For All Foundation

Fashion Art Toronto
Parting the Roots
Carla Beauvais
Tea Mutonji
Nubian Book Club
Black Lives Matter Toronto
Black Lives Matter Montreal
Black Lives Matter Vancouver
Black Lives Matter Waterloo
Black Lives Matter Edmonton
Federation of Black Canadians
Hogan's Alley Society
Congress of Black Women of Canada, Ontario Region
Women's Health in Women's Hands
Hogan's Alley Society
Black Medical Students Association of Canada
Black Business and Professional Association
Afro Caribbean Business Network
Black Execs
Canadian Small Business Women
Blacks Inspire
Ontario Black History Society
Black Youth Helpline

BlackSpaceWPG
Across Boundaries
Jamaican Canadian Association
Wellesley Institute
African Community Services of Peel
Council of Canadians of African & Caribbean Heritage
Support Network for Indigenous Women & Women of Colour (SNIWWOC)
Black Womens Studies Association
Black Physicians of British Columbia
Esmerelda Thornhill
Black Cultural Society of Prince Edward Island
Pitch Better
FoundHers
Imagine Woman
Jamaica Association of Montreal Inc
Foundation for Black Communities
BWSS Black Women's Program
Innovative Supports for Black Parents
The Young Black Womens Project
Black Canadians
Black Canadian Coaches Association
Ontario Black History Society

BlackNorth Initiative
Adsum House
Richmond Women's Resource Centre
Women's Health Clinic
Sheen for She Foundation
Canadian Foundation for Women's Health
Dawn House Services and Housing for Women Inc.
Fort Garry Women's Resource Centre
Victoria Faulkner Women's Centre
Women's College Hospital
Women's Health Clinic
Canadian Women's Foundation
PSAC North - Women's Committee
The Canadian Federation of University Women
Canadian Research Institute for the Advancement of Women
St. John's Status of Women Council/Women's Centre
South Asian Women's Centre Toronto
Black Opportunity Fund
Men Engage
Cote des Neiges Black Community Association
Black Opportunity Fund
Congress of Black Women in Canada - Ontario

Nancy Falaise Salon
Inhairitance Curl Spa
Victory Speaks
Malton Neighbourhood Services (MNS)
Chiropractic Office & Health Associates
Black Physicians Association of Ontario
WomenatthecentrE
Black Health Alliance
Women's Health in Women's Hands
The Most Nurtured
The Villij
Coach Mensah
Healthy Options
Women's Health in Women's Hands
Essentials by Temi
jELN
Dive In Well
Studio Ānanda
Centre of Excellence for Women's Health
Canadian Association of Community Health Centres
School of Health & Wellness, George Brown College
The LIV Collective
Women of Colour Remake Wellness

Parents of Black Children
Roots Community Services
Black Foundation of Community Networks
York Region Alliance of African Canadian Communities
Congress of Black Women of Canada - Ontario
Black Community Action Network (BCAN)
United Way Black Advisory Council
Chatelaine
Broke&Living
Brother Vellies
Ellie Bianca
Janell Hickman
The Method Male
Makeup for Melanin Girls
After25 Podcast
Muslimah Beauty
Nakai Skincare & Cosmetics
Brown Beauty Talk
UOMA Beauty / Pull Up for Change
African Fashion Week Toronto
Comfy Girl Curls
Annastasia Liu
Natural Canadian Girl

The Lotus Movement
Rubiks Counselling Services

CANADIAN CORPORATIONS

FoundHers
TELUS Mobility
Bell Media
Rogers
Dr. Sonia Kang
Canada Goose
Catherine Chandler-Crichlow
RBC
Shopify
TD Bank Group
Four Brown Girls
Blakes Law Firm
Lulu Lemon Canada
Aritzia Canada
Joe Fresh Canada
Knix Canada
Hudson's Bay Company
Cosmetic Executive Women
L'Oreal Canada

Cosmetic Alliance Canada
Sephora Canada
SSENSE
Glossier
Mejuri
Shapermint
Unilever Canada
Driving Marketing Success
Clarins Canada
Clarins Canada
Bath and Body Works
Eye Love Beauty Bar
Mary Kay Canada
The Canadian Pharmacists Association (CPhA)
Sick Kids
CAN Health Network
Sinai Health System
Unity Health Toronto
Trillium Health Partners
Bruyere
Miller Thomson Lawyers
Sunnybrook Health Sciences Centre
Tropicana Employment Centre

Williams Family Lawyers
Education Foundation of Ottawa
Toronto and York Region Labour Council
Vibrant Healthcare Alliance
Canada HR Solutions Inc.
Ontario Health / Toronto Rehab
Toronto Academic Health Science Network
Peel District School Board
University of Toronto
Institute for Health and Human Potential
Scotiabank
Black Female Accountants Network
RFW Consulting
Dexterra Group Inc.
CAMH
Dr. Roz Roach
Kids Help Phone
Ahava Group Global
de Sedulous Women Leaders
Black Owned Toronto
BKR Capital
Alder Apparel
Ernst and Young

AGO
Hudson's Bay Company
Walmart Canada
MAC Cosmetics Canada
Aveda Institute
CIBC
BMO
Osler Law Firm
Bennet Jones Law Firm
Tory's Law Firm
Gowling WLG
Davies Law Firm
Goodmans LLP
McMillan Law Firm

U.S. CORPORATIONS

Girls Inc
YWCA USA
Skoll Foundation
California Women's Foundation
New York Women's Foundation
A Little Piece of Light
Geena Davis Institute on Gender In Media

Media Literacy Now
About Face—Education for a Change
No Studios
Black Women’s Health Imperative
Black Women’s Health Alliance Philadelphia
National Centre of Violence against Women in the Black Community
National Coalition of 100 Black Women
Black Girls Smile
Black Girls Code
ESSENCE Communications Inc.
Shea Moisture / Sundial Brands
Girls With Impact
ULTA Beauty
ULTA Beauty
Black Girl in OM
Savage x Fenty
DOVE Data Products
BlackGirls Rock Leadership Conference
Black Women For Wellness LA
The Representation Project
Brown Girl Jane
L’Oreal

Ms. Foundation for Women
Me Too Movement
National Basketball Players Association (NBPA)
Firelight Media
Ghetto Film School
National Coalition of 100 Black Women Inc.
Refinery 29
National Black Women’s Justice Institute
Ladies of Hope Ministry
100 Black Men
GirlFriends Inc.
Black Women Talk Tech
Black Opal Beauty
Smithsonian National Museum of African American History and Culture
Museum of African Diaspora
BetterUp
MAC Cosmetics
Target
Promise Media Group
Sirius XM
Miss America Organization
Black All American Pageant Systems, Inc.

American Institute of Positivity, Miss Black America Pageant
Corporate Playbook
Sephora
NARS Cosmetics
Estee Lauder Companies (Clinique, Bobbi Brown, Aveda)
Unilever North America(DOVE, TRESemmé, Suave, Vaseline, Degree, Axe, and Shea Moisture)
Unilever (Sundial Brands)
Johnson & Johnson
Proctor & Gamble Beauty

HISTORICALLY BLACK COLLEGES

Spelman College
Bennett College
Morehouse College
University of Washington
Xavier University
Howard University
Hampton University
Penn State
Jackson State University