

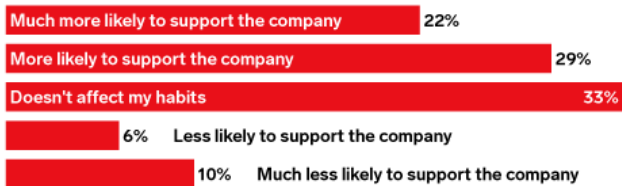
Brand Anatomy: How Sephora's DEI campaigns succeed through cultural insights and close ties to the brand's core values

Audio

On this episode of Brand Anatomy, where we get exclusive looks inside leading brands, eMarketer Briefing director Jeremy Goldman sits down with Abigail Jacobs, senior vice president of integrated marketing and brand at Sephora, and Joshua DuBois, co-founder and CEO of cultural insights firm Gauge, to discuss the genesis of the beauty retailer's "Black Beauty Is Beauty" campaign, what role Gauge's NXTLab played in the process, how the campaign came to life across multiple channels, and how Sephora uses the 15 Percent Pledge to keep itself accountable with its diversity, equity, and inclusion (DEI) efforts. Plus, hear what brands Abigail and Joshua draw inspiration from—and learn a little-known fact Joshua picked up from his friendship with a recent ex-president.

How Do US Adults Feel When a Company Makes a Public Commitment to Diversity and Equality Initiatives?

% of respondents, April 2021



Note: ages 18-64
Source: ThinkNow, "Diversity & Inclusion: Brands and Consumer Purchase Intent," June 8, 2021

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