

**BLACK LIVES
HAVE
ALWAYS
MATTERED
TO US**

**VIRTUAL TOWN HALL
OVERVIEW**

Thursday, July 30th, 2020
1 p.m. CT.

PREPARED BY:
BURRELL PUBLIC RELATIONS

**BURRELL
COMMUNICATIONS
BACKGROUND**

BURRELL



BURRELL COMMUNICATIONS GROUP

AGENCY OVERVIEW

- Founded in 1971 by multicultural marketing pioneer, Tom Burrell, Burrell Communications Group is the nation's premier Black advertising agency.
- Burrell's expertise and legacy of understanding cultural catalysts and trendsetters uniquely positions the Agency to connect with today's diverse, transcultural consumer audience. By leveraging deep ethnographic insights and in-depth cultural research, Burrell helps brands craft a relatable narrative that engenders a genuine connection with their audiences.
- Longtime client roster includes McDonald's U.S.A. (49 years), Toyota Motor North America (19 years), Comcast (9 years), Walmart (4 years), Procter & Gamble and more
- In addition to offering full-service capabilities, Burrell further distinguishes itself from other agencies through its growing in-house digital capabilities. Approximately 50% of the Agency's work is in the digital/social media space.
- The Agency also pioneered an innovative Social Listening Lab that allows the Company's researchers to tap into a curated sample of 10,000 influencers within the multicultural industry, to uncover attitudes, perceptions, and sentiments into cultural trends and perceptions.

QUICK FACTS

- **Staffing:** 125-130 full-time employees.
- **Headquarters:** 233 N. Michigan Ave., Suite 2900, Chicago, IL, 60601.
- **Satellite Office:** 3500 Maple Ave., Suite 1150, Dallas TX, 75219.
- **Certifications:** Minority Business Enterprise and Woman-Owned Business Enterprise.



BURRELL COMMUNICATIONS GROUP

AGENCY OVERVIEW

ABOUT BLACK IS HUMAN :

- Founded in 2015, **Black is Human** is the Burrell Communications Group community engagement platform created to uplift and empower the underserved in African American communities.
 - The Black is Human platform launched with a PSA titled, "Our Black Boys," designed to address street violence affecting young Black boys in Chicago's inner city.
 - Black is Human provides further resources to the community through the **Allies of Innocence** initiative.
 - **Allies of Innocence** is comprised of leading Chicago-based organizations in communications, counseling, legal services, and community activism, offering no-cost grief and trauma counseling to children and families affected by gun violence in the city of Chicago. Since its inception in 2016, AOI has served 26 families.
 - This spring, Burrell Communications Group created the "For Jason," a PSA to honor Detroit transit worker Jason Hargrove, who died in late March 2020 from COVID-19 complications after posting a now-viral plea for public safety via (Facebook) social media.
 - The heart-wrenching PSA's goal is to raise awareness of the severity of COVID-19 within the African American community, and provide streamlined access to critical and relevant information, via the Black is Human [webpage](#).
To View "[For Jason](#)."
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AGENCY PRINCIPALS

BURRELL



BURRELL COMMUNICATIONS GROUP

CO - CEO



Fay Ferguson

Fay Ferguson is both an excellent marketer and leader, who is frequently sought after for her deep knowledge of multicultural consumers. As Co-CEO and Co-Owner of Burrell Communications Group, a privately-held advertising and marketing solutions company, Fay is responsible for the vision, direction and health of the organization. She led the successful buy-out from the founder, transitioning the agency from one with a sole focus on African Americans to a trendsetting, transcultural marketing solutions company that communicates effectively with all audiences.

Under her leadership, Burrell has consistently ranked among the top-performing multicultural agencies, attracting Fortune 100 companies such as Toyota, McDonald's, Comcast XFINITY, Procter & Gamble, GlaxoSmithKline, Walmart, AARP, Google and others. Burrell has won more creative awards and built more #1 brands among African Americans than any other agency.

Previously, Fay held positions at Leo Burnett and Bozell & Jacobs, two general market agencies where she honed her skills on CPG brands such as Kellogg's, Pillsbury and Alberto Culver before joining Burrell Communications Group. Never looking back, she became a fierce advocate for ethnic consumers, always leading by example.

Fay holds an MBA from Indiana University and a BA from Concordia College. She is the founder of Allies of Innocence, an organization dedicated to providing grief and trauma counseling free of charge to survivors of gun violence in Chicago. Her awards include, Chicago Advertising Woman of the Year, the Chicago Advertising Federation's Silver Medal Award, Advertising Working Mother of the Year, and she was inducted into the History Makers, an honor awarded to individuals who have achieved lifetime recognition for work in their fields.

Fay established an endowment scholarship for diverse students at her alma mater, Concordia College, and a Navy Supply Corps Foundation Scholarship in honor of her late son, Eric who served as a Lieutenant in the U.S. Navy.

She is dedicated to living a purpose-driven life and is especially gratified and humbled to be able to help children and families in the Black community through organizations such as By The Hand Club For Kids, Perspectives Charter Schools, the Primo Center for Women & Children and others.



BURRELL COMMUNICATIONS GROUP

CO - CEO

McGhee Osse is a seasoned marketing and advertising professional. She is the Co-CEO of Burrell Communications Group, one of the leading and most highly regarded multicultural advertising agencies in the country with annual billings exceeding \$200 million dollars and a roster of clients that lead in their respective categories – including Procter & Gamble, McDonald's, Comcast, Toyota, Walmart, the W.K. Kellogg Foundation and The Coca-Cola Company.



Osse became an equity partner in Burrell in 1996 and in 2004 with a long-time colleague, purchased majority ownership of the company from its founder, Tom Burrell.

She is especially strong as a visionary and strategic brand builder. She is credited with starting the agency's Yurban marketing initiative, which became the gold standard in reaching youth and young adults during the early days of Hip Hop; the introduction and development of the agency's account planning practice; spearheading the agency's formal entry into the digital and interactive marketing arena; and starting the agency's increasingly growing political practice.

Osse has provided oversight for such widely recognized brands as Coca-Cola, Verizon, adidas, the Bahamas Ministry of Tourism, Nestle, Tide, Crest, Olay and American Airlines. Prior to Burrell she held marketing positions at KFC, the General Mills Restaurant Group, Sears Atlanta Group Advertising, and RTM, Inc.

Campaigns under her watch have won acclaim from the Association of National Advertisers (ANA) and the American Advertising Federation (AAF) for creativity and in-market results.

She is highly regarded as an advocate for multicultural marketing and has served on numerous industry boards and committees. Her affiliations include the American Association of Advertising Agencies (4A's), the American Advertising Federation (AFA), and the Alliance for Inclusive and Multicultural Marketing (AIMM). While she has received many awards and much recognition, her proudest moment was receiving the inaugural "Advertising Legend Award," from the ADCOLOR Industry Coalition for outstanding professional achievement.

Her strong concern and sense of community keep her active as a member of the board of directors for the International Black Women's Public Policy Institute; advisory board of the Institute for Translational Medicine (ITM) External Communications – University of Chicago; board of advisors for Medical Wings International; and the board of directors for Planned Parenthood Illinois Action.

McGhee Osse

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BURRELL COMMUNICATIONS GROUP TOWN HALL OVERVIEW

BLACK LIVES HAVE ALWAYS MATTERED TO US

Our town hall is an attempt to add a voice to the conversation around racial injustice that's been missing. A voice that not only represents Blacks in advertising but the Black community at large. A voice that must quietly process the senseless murders of George Floyd, Breonna Taylor, Ahmaud Arbery and countless others while enduring the racial tension and inequality so often prevalent in corporate America. Our town hall is a chance to provide the business community with perspective, insight, and advice about how we can all do our part to create a better America.

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MODERATED BY **RYAN SMITH**
CORRESPONDENT & LEGAL ANALYST,
ESPN & ABC NEWS

TRACY ANDERSON
VP ACCOUNT DIRECTOR,
PUBLIC RELATIONS

COREY SEATON
VP CREATIVE DIRECTOR

BRITNY PHARR
ACCOUNT DIRECTOR

JEFF FORTUNE
ASSOCIATE STRATEGIC
PLANNING DIRECTOR

BRANDI RAND
ASSOCIATE DIRECTOR
OF SOCIAL MEDIA

BURRELL
7.30.20 1PM CST

AMERICA'S PREMIER
BLACK AGENCY SPEAKS UP

PANELIST BIOS

BURRELL



BURRELL COMMUNICATIONS GROUP

PANELISTS

Tracy Anderson: Vice President, Account Director, Burrell Public Relations –Toyota Motor North America



Tracy has more than 20 years of experience in strategic communications, influencer engagement and event amplification. She curates engaging brand narratives that drive earned media and deliver measurable results across traditional, digital and social media platforms. From celebrity procurement to stakeholder relations, Tracy manages strategic partnerships with key influencers whose brand advocacy can help change consumer perception and fortify business objectives. Recent industry acknowledgements include National Finalist for PR Daily's Corporate Social Responsibility Awards in the Corporate-Community Nonprofit Partnership category (2019), PR News Platinum PR Finalist honors for Top Multicultural PR Campaign (2017) and Public Relations Society of America (PRSA) 2015 Skyline Award for Best Multicultural Campaign.

Brittney Pharr: Account Director – Procter & Gamble



Brittney is an energetic marketing communications professional with nearly 15 years of expertise and a wide range of client experience including Mars/Wrigley, American Airlines and Verizon Telecommunications. However, her most noted experience has been during her tenure with Burrell Communications Group. Her passion for the beauty industry and winning attitude, allowed her to quickly excel to her post as the day-to-day account lead managing all African-American strategic development and advertising for Procter & Gamble's Multicultural Haircare Portfolio –My Black is Beautiful, Gold Series from Pantene, Head & Shoulders Royal Oils.

Jeff Fortune: Associate Director of Strategic Planning – Toyota Motor North America



Jeff Fortune is a strategic planner with over 12 years of innovative brand building and storytelling experience. With a strong belief in the mission of tinkering and rethinking every day, Jeff appreciates re-engineering the strategic thinking process if it means the team will uncover an unexpected path forward. Beyond his dedication to finding efficient solutions to consumer problems, he's also dedicated to the search for colorful outcomes that might help reshape the way his teams think together. He's helped brands like T-Mobile, AT&T, Toyota, Sparkling Ice, Major League Soccer, and Les Schwab find more impactful ways to tell stories and connect emotionally with consumers.



BURRELL COMMUNICATIONS GROUP

PANELISTS



Brandi Rand: Associate Social Media Director – Toyota Motor North America

Brandi is a wife, mom to two boys under 5, and an award-winning marketer at Burrell Communications, where she leads African American social media marketing for Toyota. In her 12+ years in the industry Brandi has launched digital and integrated campaigns for many brands including AT&T and Uber and has led social media and influencer activations at events from the College Football Championship to the Soul Train Awards. As a speaker and trainer, Brandi loves to educate on the power of social media, personal branding, diversity, and networking.



Corey Seaton: Vice President/Creative Director– Toyota Motor North America

Corey D. Seaton is an award-winning ad executive. Over his twenty-year career, he's leveraged his expertise to help major brands including Toyota, Chevy, AT&T, American Cancer Society, National Fatherhood Initiative and countless others, become smarter, younger, hipper and more culturally relevant.



RECENT PRESS RELEASES

BURRELL



BURRELL COMMUNICATIONS GROUP

Award-Winning Burrell Communications Group Taps ESPN/ABC News Correspondent Ryan Smith to Moderate Virtual Town Hall Event, "Black Lives Have Always Mattered to Us"

CHICAGO, Illinois (July 27, 2020) –Burrell Communications Group has announced that it will host a virtual town hall, "Black Lives Have Always Mattered to Us," on Thursday, July 30 at 1 p.m. CT. Moderated by ESPN/ABC News correspondent Ryan Smith, the event is an open forum to generate further dialogue around issues that not only impact Black marketing and communications professionals but the African American community at large.

As the nation's premier, full-service African American advertising agency, Burrell is uniquely positioned to provide perspective on the state of social injustice, the Black Lives Matter movement, and how the ever-evolving national narrative has impacted brand strategies. The 2020 National Gold ADDY winner's roster of longtime clients includes McDonald's U.S.A., Toyota Motor North America, Walmart, Comcast, and more, further solidifying its position as an industry leader. Clients past and present have sought guidance and counsel from the award-winning agency to help manage their responses across both the COVID-19 and racial injustice pandemics.

"Now more than ever, the importance of multicultural marketing cannot be denied," says McGhee Williams Osse, co-CEO, Burrell Communications Group. "Burrell consistently delivers award-winning creative, further demonstrating our unmatched ability to turn rich insights into innovative work that speaks directly to the target in meaningful and relevant ways," adds Fay Ferguson, co-CEO, Burrell Communications Group.

"The Black Lives Have Always Mattered to Us" Virtual Town Hall discussion will feature some of the most resonant voices representing the agency's various disciplines. Panelists include Tracy Anderson, vice-president/account director, public relations; Jeffery Fortune, senior account planner for account planning/research; Brandi Rand, associate social media director; Brittny Pharr, account director and Corey Seaton, vice president, and creative director.

To register for the town hall, please visit:

https://us02web.zoom.us/webinar/register/WN_Vh7ZNVjYQSyIuwpeHa6rhA

ABOUT BURRELL COMMUNICATIONS GROUP

Celebrating nearly 50 years of best-in-class transcultural communications, Burrell Communications Group is the largest U.S. agency specializing in communications to diverse audiences. The agency is known for its strategic thought-leadership and creativity. The foundation of its success lies in uncovering rich insights and a deep understanding of the Black community. Current clients include McDonald's U.S.A., Toyota Motors North America, Walmart, Comcast, AARP, Procter and Gamble, and more.



BURRELL COMMUNICATIONS GROUP

Burrell Communications Group Wins Top Honors at 2020 American Advertising Awards and Publicis Groupe's Inaugural Cannes-Do

CHICAGO, Illinois (June 29, 2020) – Leading multicultural agency Burrell Communications Group has earned top industry honors from the American Advertising Federation – a Gold National "ADDY" for the Comcast/NBC Universal digital campaign, "Visions of King." Launched to celebrate Martin Luther King Day, the VisionsOfKing.com platform featured an interactive digital mosaic of the legendary civil rights leader constructed with thousands of inspirational photos, videos, and artwork submitted from consumers around the globe.

"We are thrilled to have received one of the industry's most prestigious awards," says Lewis Williams, executive vice president/chief creative officer, Burrell Communications Group. "As the marketing and communications environment continues to shift, Burrell remains committed to creating groundbreaking and culturally relevant work for its clients. Most importantly, the ADDY recognition is further evidence of our growing strength in digital." As one of the industry's largest creative competitions, a National Gold ADDY is awarded to the highest level of artistic excellence and is only achieved after winning local and regional competitions. This year's 2020 American Advertising Awards had more than 40,000 entries during the beginning of the three-tier competition.

To view the "Visions of King" digital mosaic, please visit: <https://www.burrell.com/visions-of-king>

In addition to the 2020 American Advertising Awards announcement, the winners of the Publicis Groupe's inaugural Cannes-Do Awards were revealed this past Friday. Burrell Communications Group earned 3rd place for its deeply moving PSA campaign, "For Jason," which was created under the agency's signature community engagement platform, *Black is Human*. "For Jason" honors Detroit transit worker Jason Hargrove, who died in late March from COVID-19 complications following a now-viral social media plea for public safety. The campaign's goal was to raise awareness of the ongoing severity of COVID-19, especially within the African American community, as well as provide streamlined access to critical and relevant information via the *Black is Human* webpage.

For more information on the Black is Human initiative, please visit: www.blackishuman.com Publicis Groupe's first-ever Cannes-Do Awards featured 1,400 campaigns submitted globally from 400 agencies, 60 countries, and 110 cities. An expert jury of 25 creative curators across Publicis Groupe agencies narrowed the submissions down to 40, further solidifying the impact of the "For Jason" PSA campaign among industry peers.

"For almost 49 years, Burrell Communications Group has sought to authentically address the African American community through storytelling and innovative campaign work," adds Fay Ferguson, co-CEO, Burrell Communications Group. "As industry leaders, our vision – and voice – must resonate as we, as well as our clients, navigate through these difficult times."

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BURRELL COMMUNICATIONS GROUP

Burrell Communications Group Launches New “Black is Human” Campaign to Address the Disparity of COVID-19 Impact on the African American Community

“For Jason” PSA Honors Detroit Transit Hero Whose Life Was Cut Short Due to COVID-19 Complications

CHICAGO, Illinois (April 20, 2020) In response to the devastating impact COVID-19 continues to have on the African American community, Burrell Communications Group will release a video PSA entitled “For Jason” as part of its “Black is Human” initiative. The PSA pays tribute to Detroit Transit Authority veteran, Jason Hargrove, who died in late March from COVID-19 complications after posting an impassioned plea for public safety via (Facebook) social media. The video quickly went viral, garnering more than 805,000 views and 23,000 reshares as it brought national attention to the dire need for all essential workers to be armed with personal protective equipment.

According to the McKinsey & Company report, *COVID-19: Investing in Black Lives and Livelihoods*, 39% of jobs held by Black workers (seven million jobs in all) are vulnerable as a result of the COVID-19 crisis, compared with 34% for White workers. The majority of Black workers, by the very nature of their jobs, are putting their lives and health on the line to provide necessary goods and services to our society.

“Black is Human” is the Burrell Communications Group community engagement platform created to uplift and empower the underserved in African American communities. The award-winning marketing and communications agency is based in Chicago and has spent nearly 49 years curating targeted creative and community relations programs for major brands like McDonald’s U.S.A, Toyota Motors North America, Walmart, Comcast and more. The “For Jason” PSA will be distributed across top-tier African American broadcast and digital media outlets, including TV One, Black News Channel, Revolt TV, iOne, Rolling Out and Bounce TV. The campaign’s goal is to raise awareness of the severity of COVID-19 within the African American community, and provide streamlined access to critical and relevant information, via the *Black is Human* webpage.

If interested in supporting the “For Jason” campaign, please follow and like the Black is Human Twitter and Facebook pages and share the video.

For more information on the Black is Human initiative, please visit: www.blackishuman.com

In an additional effort to support those most severely impacted by this global pandemic, Burrell will provide grocery deliveries to long-time community partner, Primo Center. Primo Center is a leader in providing family shelter, permanent supportive housing and other services to homeless families in the south and west sides of Chicago, including North Lawndale, Englewood, and Auburn-Gresham. This week, 64 households – providing shelter for 191 children in the Chicago area – will receive a generous donation of healthy foods and other supplies, courtesy of the agency.

“We are proud to support those most affected by the COVID-19 pandemic and hope that other industry leaders will join us in our mission to provide much-needed resources to vulnerable communities,” says Fay Ferguson, Co-CEO, Burrell Communications Group.

Burrell provides further community engagement and support through *Allies of Innocence*. This initiative offers no-cost grief and trauma counseling to children and families affected by gun violence and other challenges.

To learn more about Allies of Innocence, please visit: www.perspectivesltd.com/allies-of-innocence/

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