

2 0 2 0

M E D I A K I T

MIXD.COMPANY

#AskMixedCompany



A R A W P O D C A S T
A B O U T D I V E R S I T Y, E Q U I T Y,
A N D I N C L U S I O N
I N C R E A T I V E I N D U S T R I E S



KAI / SIMEON



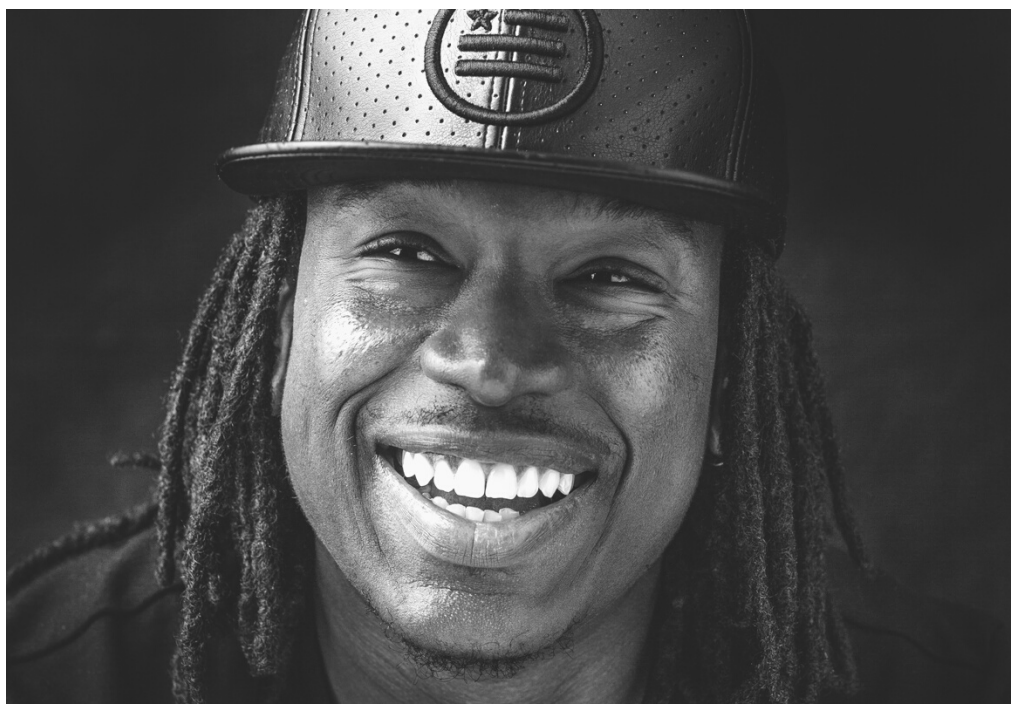
**MAKE
CHANGE
HAPPEN.**



ESTABLISH NEW NORMALS

WE TAKE A CRITICAL LOOK AT CREATIVE INDUSTRIES FROM THE BOTTOM UP TO UNPACK THE ISSUES THAT AFFECT NON-MAJORITY GROUPS AND PROVIDE TANGIBLE SOLUTIONS.

LISTEN CLOSELY AS WE SPEAK TO INDUSTRY LEADERS AND SHARE OUR OPINIONS AND ADVICE BASED ON OUR EXPERIENCES IN THE ADVERTISING INDUSTRY.



51.9K+ ▶
PLAYS

MIXED COMPANY PODCAST IS
RELEASED EVERY OTHER
MONDAY AND IS AVAILABLE ON
SOUNDCLOUD, SPOTIFY, ITUNES,
GOOGLE PLAY & STITCHER

121
EPISODES

SINCE OUR LAUNCH IN 2016,
WE'VE SELF PRODUCED 121
EPISODES IN-STUDIO AND AT
CONFERENCES LIKE ADCOLOR,
BWOP & 3%



7.8K+
SOCIAL FOLLOWERS

WE ENGAGE OUR
FOLLOWERS ONLINE
WITH ORIGINAL AND
SPONSORED CONTENT,
AND IRL WITH OUR
SIGNATURE EVENTS

OUR AUDIENCE

Age Range: 25-34

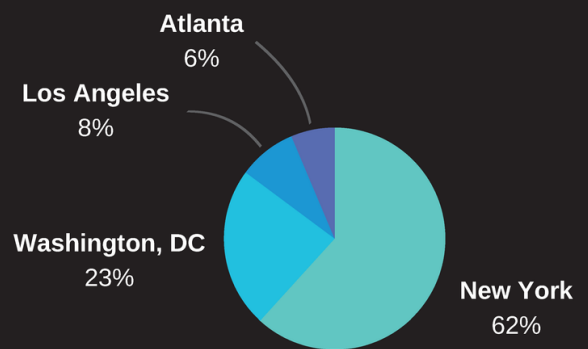
60%
WOMEN



40%
MEN



Top Locations:



Top Interests:

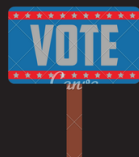
78%

Business & News



78%

Politics & Current Events



72%

Comedy (Movies /TV)



71%

Tech News



68%

Music



TOP NOTCH FLOW

EPISODES, GUESTS & TOPICS THAT KEEP OUR FOLLOWERS TALKING

EPISODE 01

THE MISEDUCATION
OF DIVERSITY



CINDY GALLOP

NEGOTIATING
SALARIES & PERKS

NAVIGATING RACIAL, GENDER,
& SEXUAL DISCRIMINATION

DEALING WITH
MICROAGGRESSIONS

MENTORSHIP, SPONSORSHIP,
& CAREER COACHING

SEXUAL HARASSMENT

CAREER ADVANCEMENT



GOD-IS RIVERA

EPISODE 28

WOKE, LIT & READY



DEREK WALKER

EPISODE 70

THE LIE OF ENOUGH



COLLEEN DECOURCY

EPISODE 75

MOVERS & SHAKERS

KAI DEVERAUX LAWSON

KAI USES HER LIFE LONG PASSION FOR CULTURE, AND NINE YEARS OF EXPERIENCE IN ADVERTISING, TO TELL HONEST STORIES THAT SHED LIGHT ON THE NEED FOR DIVERSITY & INCLUSION IN THE WORKPLACE. HER EXPERIENCE LED HER TO LAUNCH THE CULTURALLY FOCUSED PLATFORMS, MIXED COMPANY PODCAST AND HER BLOG, MYLIFEOFKAI.COM. ON THESE PLATFORMS, SHE SHARES HER FIRST HAND EXPERIENCES IN LIFE, TRAVEL AND CAREER, FROM THE PERSPECTIVE OF A MILLENNIAL WOMAN OF COLOR.



DIRECTOR OF COMMUNITY
ENGAGEMENT, GLOBAL CULTURE, WPP

"YES, LET'S STAY WOKE. LET'S RECOGNIZE WHEN LARGE CORPORATIONS WITH GLOBAL INFRASTRUCTURE ARE PANDERING TO IGNORANCE AND MONETIZING PAIN."

KEEP YA HEAD UP - EPISODE 24



SIMEON COKER

SIMEON IS A SEASONED COMMUNICATIONS PROFESSIONAL WITH FIFTEEN YEARS OF EXPERIENCE IN MEDIA AND ADVERTISING UNDER HIS BELT. HE BRINGS HIS PASSION FOR STRATEGY, CREATIVITY, AND JUSTICE TO THE TABLE TO ENSURE THE CONVERSATIONS AROUND DIVERSITY, EQUITY, AND INCLUSION MOVE FORWARD. OFTEN UNAPOLOGETIC IN HIS APPROACH, SIMEON CHALLENGES HIMSELF AND GUESTS TO GO BEYOND THE SURFACE AND DIG INTO PLACES THAT ARE OFTEN UNCOMFORTABLE, BUT SPARK INSIGHT AND CHANGE.



EXECUTIVE CREATIVE DIRECTOR,
INDIGO & PYRITE

"LET'S BRING THE SAME LEVEL OF STRATEGIES, INSIGHTS, AND GENIUS WE GIVE TO OUR CLIENTS TO THE TABLE WHEN TALKING ABOUT DIVERSITY, EQUITY, & INCLUSION. "



PARTNERSHIP | SPONSORSHIP

OPPORTUNITIES

STARTING AT \$500, YOU CAN WORK WITH MIXED COMPANY TO AUTHENTICALLY AND PERSONALLY ENGAGE WITH OUR AUDIENCE.

CONTACT US TO DISCOVER HOW WE CAN WORK TOGETHER TO ACHIEVE YOUR GOALS.

MIXD.COMPNY

[#AskMixedCompany](#)

EPISODE PRE- & MID-ROLLS

15-, 30-, & 60-SECOND PRE-RECORDED SPOTS

SOCIAL PROMOTION

CROSS-CHANNEL DIGITAL PROMOTION

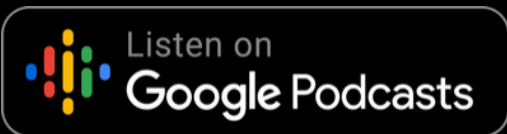
EVENT & EPISODE SPONSORSHIP

CO-BRANDED ACTIVATIONS

ASKMIXEDCOMPANY@GMAIL.COM | MIXEDCOMPANYPODCAST.COM

MIXD.COMPANY

#AskMixedCompany



LISTEN, LIKE, SHARE