



JCDecaux

CASE STUDIES



# BUILDING AWARENESS OF EVENFIELD'S SUPPORT OF BLACK TALENT

*Evenfields Careers*



Drive  
Awareness

## BACKGROUND:

Evenfields is a grassroots organisation attracting and engaging with jobseekers from diverse communities, particularly black and ethnic minorities. It focuses on raising awareness of Black talent through **Evenfields Careers**, **Evenfields Community CIC**, the **Black Talent Awards**, and podcast series **Black Talent Talks**.

## CAMPAIGN DETAILS:

The campaign ran across June and July on D6 formats and motion screens at rail stations as well as on street furniture.

While a country-wide campaign, the core focus was on London and The Midlands.

## CAMPAIGN OBJECTIVES:

To raise awareness of the Evenfields brand and to champion Black talent.



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Out-of-home has proved to be a powerful platform for showcasing successful Black role models: people who can instil self-belief and inspire young people. By its very nature, it's one of the most inclusive advertising channels accessible to anyone walking by. As a result, it provides the opportunity to change mindsets and open up horizons in Black communities by highlighting successful people who look like them.

It's why our campaign featured real people from the real world including judges, award winners, and even me - the founder of Evenfields. The impactful nature of Out-of-Home allowed us to get the message across to our communities that we're Black, we're thriving, and so can they.

Seeing this campaign, which we've worked on for the past four years, appear in public spaces alongside national and international brands was such a proud and emotional moment for me.

**DENISE MYERS**

DIRECTOR, EVENFIELDS