

Building a Longer Table

ThinkLA on Inclusivity and the Future of Advertising

We are ThinkLA.

A community of thought leaders

Who vow to use our minds for good.

Through DIG, we pledge to build a longer table,

Where everyone has a seat.

Until advertising becomes synonymous with allyship.

Until pinkwashing is erased.

Until he, she, and they feel seen, heard, and welcomed.

Until the wage gap is no longer herstory, but history.

Until more people of color rise up—and reach back.

Until neurodiversity is celebrated instead of stigmatized.

Until ability is part of inclusivity.

Until the ERGs are as fundamental as the ABCs.

Until social media becomes social justice.

Until the marginalized are no longer monetized.

Until every voice is heard.

The change starts now.

With you.

This is our promise.

Our call to action.

To increase education partnerships in our local high schools and colleges by the end of 2024.

To create more mentorship opportunities and management training by the end of 2024.

To promote more diverse individuals to positions of power until our leadership reflects the diversity of our city.

But we can't do it alone.

Whether you're an intern, a manager, or a CEO,

We can all hold the industry to a higher standard

And pave a new path

By using our creativity

For good.

