

An illustration featuring two women, one with long blue hair and one with short pink hair, both with a red heart symbol on their chests. They are surrounded by a circular arrangement of hands in various colors (red, orange, yellow, black, brown). The text 'HOW TO BE AN' is in blue, 'Anti-Racist' is in a brown script font, and 'ALLY' is in blue. At the bottom, the logos for 'Ogilvy' and 'Roots' are displayed.

HOW TO BE AN

Anti-Racist

ALLY

Ogilvy | Roots

WHY NOW?



The Anti-Racist Allyship Handbook was born out of a desire to educate and raise awareness about racism in all its forms.

However, 2020 particularly shone a light on the harsh realities of police brutality against Black communities. The shooting of Breonna Taylor and George Floyd's murder happened within two months of one another, shaking the world. Protests under the Black Lives Matter movement peaked on the 6th of June with millions taking to the streets, making this one of the largest movements in recent history.

The Ogilvy Roots team were deeply impacted by this outpouring of grief and solidarity. We had to do our part.

We're releasing the Anti-Racist Allyship Handbook on the 25th of May 2021, the one-year anniversary of George Floyd's murder as a reminder that our work as allies is far from over.

As a powerful institution with a global platform, Ogilvy has a duty to spark institutional change—join us.

NEXT STEPS

➔ **You've donated,
you've protested,
you might've
even posted a
black square on
#BlackOutTuesday.**

It's time to start living your everyday life as an anti-racist ally – and that's what this guide will help you to do. Acknowledging that racism exists and recognising the need for anti-racist allies is the first step towards a better society.

It's important to understand exactly what an ally is: aka someone who recognises their privilege and stands in solidarity with an oppressed group in their fight for justice. This could be based on gender, class, sexual orientation, race, religion, healthcare or neurodiversity; however, this guide focuses on race.

Remember, White privilege doesn't mean you don't experience challenges in your life. It means your life is not made more difficult by the colour of your skin.

This guide is comprised of four parts covering Self-Reflection, Self-Realisation, Action and White Privilege.

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REFLECTION

Here are some key things to reflect on as you
start your journey to becoming an ally



ACCEPTANCE

Acknowledge and accept that racism exists all over the world – even if you haven't personally witnessed or noticed it. In fact, a July 2020 YouGov poll of Black, Asian and minority ethnic Britons, revealed how deeply embedded prejudice and discrimination is in the UK, finding that two-thirds of Black Brits had a racial slur used against them or had people make assumptions about their behaviour based on their race. Three-quarters of Black Brits have been asked where they're "really from". This question suggests that Black people don't belong in the country and they're not a part of Britain's culture.



Three-quarters of Black Brits have been asked where they're "really from".

OPEN MINDEDNESS



It's important to be open to new information, have an eagerness to learn and a willingness to accept you might be wrong. Remember: you may see and experience the world differently from the way a Black person does. An open-minded person tries to see things through other people's eyes, listens to what they have to say and asks questions so they gain a better understanding. Close-minded people are more inclined to focus on getting their own opinions across rather than understanding and empathising.


Have an eagerness to learn and a willingness to accept you might be wrong

INTROSPECTION


Take time to recognise your own prejudice and unconscious bias. To assume you are too liberal to be biased or are not part of the problem can be counterproductive. Numerous studies confirmed that unconscious bias exists in almost everyone. For example, a research experiment commissioned by the UK Government revealed that applicants for jobs with White-sounding names were twice as likely to get call backs for jobs than people with ethnic-sounding names.

So look within and hold yourself accountable for how you might be preserving racist views, be they covert or overt. You'll face completely new realities about yourself which might make you feel uncomfortable. Actually, they most certainly will make you feel uncomfortable – but that's okay.

You'll make mistakes along the way, but don't be afraid to keep trying – it's all part of learning.



Unconscious bias exists in almost everyone



Being aware of your biases helps you take steps to change them.



TRY THIS TEST



<https://implicit.harvard.edu/implicit/takeatest.html>

See if it picks up any implicit bias when it comes to skin tone.

***We do not see the world
as it is, rather we see the
world as we are.***



Unconscious bias shapes our decisions, influences our actions, and can lead to outcomes that may not be as objective as we'd like. Ogilvy's Talent Management team host Unconscious Bias training through the [Craft Academy](#). These workshops expand our understanding of unconscious bias, how this shapes our judgement, and how we can overcome our biases to make better judgements.

OBJECTIVES:

- Provide an overview of the concept of unconscious bias and its impact
- Highlight the differences between and importance of the concepts of diversity and inclusion
- Cover the tools and techniques to manage and reduce bias
- Action plans to lessen bias

2



SELF REALISATION

Addressing micro-aggressions, guilt, attentiveness and pity.

MICRO AGGRESSIONS

Everyday, subtle, intentional – and sometimes unintentional – interactions, behaviours or insults that communicate a form of racial bias and ‘otherness’.

EXAMPLES:

- **Touching a Black person’s hair without their consent.** Even if they do consent, they might still feel uncomfortable but allow their hair to be touched because they don’t want to be perceived as difficult, rude or unfriendly. Either way, there’s something dehumanising about touching a Black person’s hair. Recently, [this video](#) went viral because it reveals how uncomfortable hair touching is for a Black person.
- **“I don’t see colour”:** Many people assume this proves you’re inclusive and not racist. But it diminishes the uniqueness and lived experience of other races. It’s important to recognise skin colour so we can recognise and call out the prejudices against this difference.
- **“Can I just call you ____?”** It’s OK to accidentally mispronounce someone’s name if you’ve never heard it before. And it’s OK to ask them the correct way to say it. However, asking if you can shorten or make their name simpler can come across disrespectful.
- **“All Lives Matter”:** saying Black Lives Matter doesn’t mean other lives matter less. But the BLM movement is about bringing attention to the way Black people globally are denied various human rights.
- **“I think they are a diversity hire”:** This viewpoint can lead to serious self-doubt; for example, here’s a real experience of a Black person in the workplace, “I was at a job interview and I remember thinking: ‘Am I the only Black person?’ I felt like I had to prove myself twice as much. After the interview, I text my family, ‘I was the only Black person there. I’ll probably get the job.’ When I got it, I thought, ‘I know I’m good, but to them was I good or was I Black?’”

GUILT

You'll feel this when facing up to the realities of racism and White privilege – it's normal and can be a useful tool to incite change. Use this new awareness to your advantage – it'll help fuel your fire to think more deeply, to analyse and break down systems that preserve racism.

Writer bell hooks has some words of wisdom about this:

“Privilege is not in and of itself bad; what matters is what we do with privilege. We have to share our resources and take direction about how to use our privilege in ways that empower those who lack it.”

This article - although it references the Black Lives Matter movement - has useful tips for turning guilt/shame into action for any White person feeling that way about any type of racism: <https://www.inverse.com/mind-body/white-shame-anti-racism-efforts>



ATTENTIVENESS

When a Black person explains their experiences, listen and find out how you can help, rather than turning the focus to yourself. And avoid the “both sides” argument – racism is bad, period. Here, a teacher shares a personal anecdote where Black people’s experiences were disregarded in favour of White people:

“I once said to a White colleague that I felt we needed to talk more about racism as experienced and perceived by Black students and staff. Their response: ‘We need to be careful in case our White colleagues and students feel polarised and won’t speak out.’” This is a perfect example of Black people feeling their experiences won’t be heard.

PITY PARTY

Often when White people witness racist acts they say, "I'm embarrassed to be White." We understand you might feel ashamed and overwhelmed by the struggle against racism. However, let's not allow shame to discourage your development towards becoming a better Ally.

Talk it through openly with trusted friends (White or Black) to make sense of why you feel this way. It's important to acknowledge these feelings and discover how to use these feelings as an impetus to educate and empower yourself and other White people to become better Allies too.

[CONTENTS](#)





Allyship is acknowledging your privilege, listening to Black people and working against structures that perpetuate racist notions



Often when an incident with a client occurs, whether it be “seemingly” small and said in passing or more direct, employees deserve support and clarity on what to do next. Each account and team may choose to handle the situation as they see fit, but as an agency, We need to make sure that our clients adhere to the same codes of conduct on which we pride ourselves.



1

COMMUNICATE

Should an incident occur, such as referring to people of colour in a derogatory manner or being asked to replace BAME talent with Caucasian talent “because they don’t fit the brief”, immediately raise the issue with your client. If you do not feel comfortable doing so, make sure you alert your line manager as soon as possible.

2

REPORT

Document the incident by sending an email to your line manager with Talent Management cc’d. They will come back to you within 36 hours.

3

ACTION

Follow up on next steps and work collectively to find a resolution.

Remember to listen to your instincts. If a conversation or request does not feel right, it probably isn't.

Your colleagues are here to support you and we are here to help you navigate these difficult conversations.

EDUCATION

Take the time to educate yourself and find out how you can help. Read books and articles about racism, listen to the voices of Black people through friends, family music and podcasts. There are so many opportunities to learn something new about Black people.

“Do your best until you know better, then when you know better do better”.

Maya Angelou

READ

Me and White Supremacy by Layla Saad

It'll help you recognise, confront and unravel your White privilege.

LISTEN

Have you heard George's Podcast?

George Mpanga (aka George the Poet) enlightens us about race, crime and music and questions assumptions about race.

WATCH

13th (on Netflix or free on YouTube)

Which focuses on the criminalisation of Black people – an insight into how systemic racism began.



LEARN

While thinking and learning about real world experiences is great, it's also worth signing up for some of the training sessions at the [Craft Academy](#) run by Talent Management to experience learnings in a group setting:

- Partnership with [Project 23](#)
- How to talk about race in the workplace
 - Talking about Race at work
 - Allies & Allyship.
 - Support & Guidance for POCs
- How to talk to clients about D&I
- Managing & Leading a diverse workforce (for senior leaders & managers).

FOLLOW

[@IAmRachelRicketts](#) a racial injustice educator.

[@NoWhiteSaviours](#) gives lessons on White privilege and White supremacy.

[@MSpackyetti](#) is a writer, educator and activist – no doubt a powerful voice for social change.

[@kelechnekoff](#) Actor and host of Say You Mind podcast.

CONTRIBUTION

This is not just about money – what are your skills and how can you use them for good?

How can you help Black people with art, medicine, architecture, real estate, advertising, marketing, and consulting? Racism exists everywhere, so all industries count. Support Black businesses and make conscious purchases. Many Black businesses are denied loans and funding, and often depend on sales to progress.



You can find loads more organisations and ways to get involved on the Ogilvy Roots resource pack, but here are a few to get you started:

Volunteer with 100 Black Men of London <http://100bml.org/support-us/> – a community-based charity that offers mentoring, education, economic empowerment, health/wellness programmes

Join weekly webinars to discuss creating change in the media workspace: <https://www.mediaforall.org.uk/>

Donate to: <https://blacklivesmatter.com/>: a global organisation in the US, UK, and Canada, whose mission is to eradicate White supremacy and build local power to intervene in violence inflicted on Black communities. You can also donate to the UK arm of this coalition and find out more about it on Instagram @blmuk)

ADVOCACY

Stand up for and support Black people whenever you get the chance to – at work, the pub, hospital, school meetings, and even at the family dinner table.

Every small act has a ripple effect.

René and Adesuwa, two Black women, are the founders of nine to five's, an online community for Black people in the workplace. They started a hashtag (#BlackInTheOffice) to create a space for Black employees to anonymously share their experiences – and the responses they received were overwhelming.



“I changed my hair (new weave) and came into the office. During the 9am meeting, my line manager (who was right in front of me) was asking where I was and proceeded to make a joke about ‘Black people time’. When my other colleague said, ‘She’s right here,’ he proceeded to say,

‘Sorry, you changed your hair and I didn’t recognise you...’

He thought I was the other Black employee (who was actually on maternity leave). Like, where does the insult end? I was so embarrassed, but the day just went on like nothing happened.”

“I had a client say to me that they went on holiday and wanted to tan and get dark so that we could look related. They also went on to say they were disappointed because they were nearly as dark as me, but not quite.”

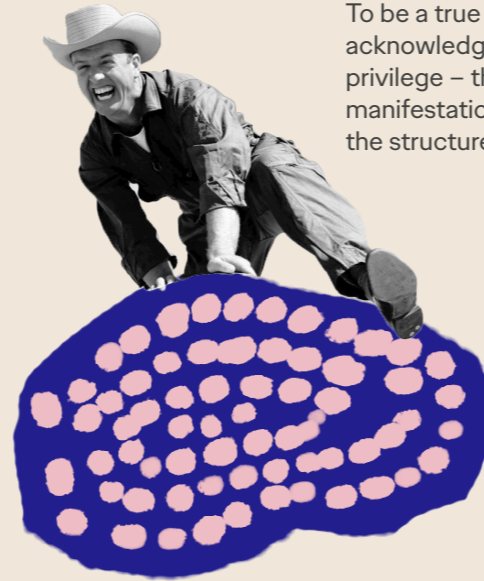
[These experiences are more common than you think, read more here.](#)



4

WHITE PRIVILEGE

To be a true ally you must acknowledge and address your White privilege – this section covers various manifestations of White privilege and the structures that facilitate it.



RACISM AND THE SYSTEM

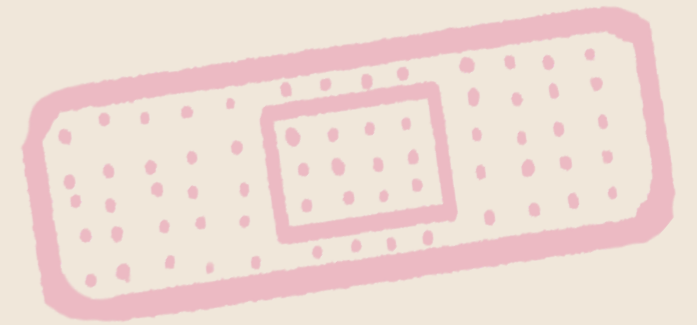
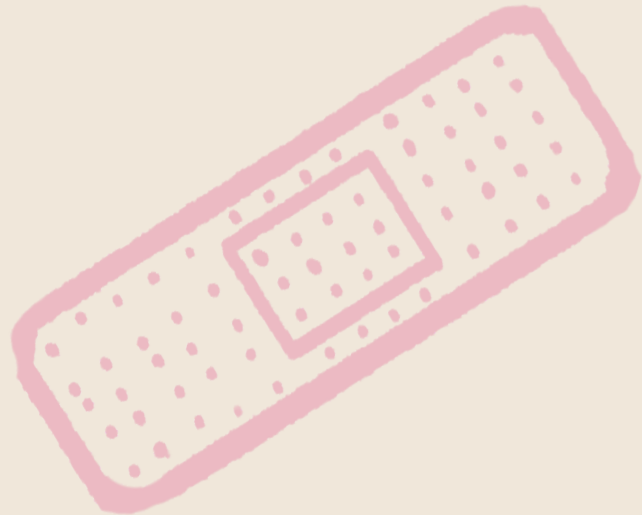
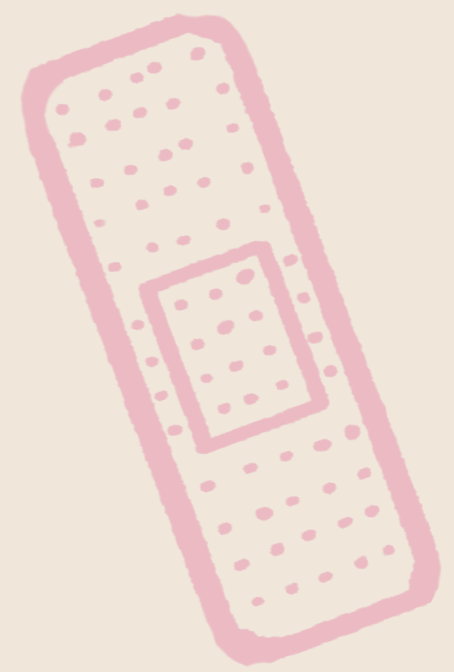
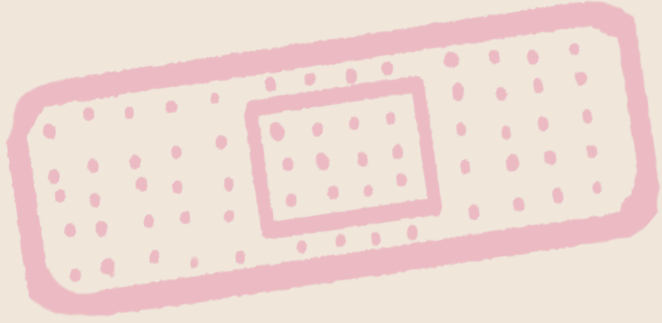
White privilege is both a legacy and the cause of racism. It is often a subconscious societal advantage afforded to White people that needs a true effort to identify. White supremacy is the belief that White people are superior over other races and should assert their power over them. Racism, Colourism, Immigration Complications, Inter-Diaspora Tensions, Cultural Imperialism, Biracial Child Fetishisation, African Corruption all have a common enemy – White Supremacy.

Acknowledging White privilege isn't racist; however, participating in structures that preserve White privilege is an element of White supremacy.

Racism is systemic and affects all parts of society. It doesn't exist as a result of the system; it is the system.

WHITE PRIVILEGE LOOKS LIKE:

- Being more likely to be taught in school by someone who looks like you.
- Not being an afterthought with developments in technology.
- Being less likely to experience police brutality and discrimination.
- “Flesh-coloured” plasters being the colour of your flesh.
- Accepting a job without having to consider if you’ll feel alienated by being the only White person there.
- Having to learn about racism instead of experiencing it directly.



HOW RACISM BECAME NORMALISED

HERE ARE A FEW EXAMPLES:

- Clowns were initially comic characters in the circus who performed in Blackface and wore makeup to exaggerate the features of Black people.
- Looted African artefacts are still on display in the British Museum.
- It was only in 2015 that taxpayers finished 'paying off' the debt which the British government incurred to compensate British slave owners in 1835 because of the abolition of slavery.
- And 14 African countries are still paying 'colonial taxes' to France (this is based on a pact that France forced these countries to sign before they were granted independence in the 1960s).
- Thousands of Africans escaping war, persecution and poverty have been trafficked into slavery when crossing through Libya (According to the U.N.'s International Labor Organization (ILO), there are more than three times as many people in forced servitude today as were captured and sold during the 350-year span of the transatlantic slave trade)





THE MODERN BLACK EXPERIENCE

THIS IS HOW IT IS STILL MANIFESTING TODAY

- Black women are 4x more likely to die in childbirth.
- Black children are more likely to be predicted low grades in school and 3x more likely to be suspended from school.
- During the Covid-19 lockdown in the UK, the death rate for people of Black African heritage was 3.5 times higher than for White Britons. For people of Black Caribbean heritage, per capita deaths were 1.7 times higher than in the White community. A report investigating this said that historic racism may mean that people are less likely to seek care or to demand better personal protective equipment.
- Lack of freedom for Black hairstyles in schools & workplaces.
- Black people are more likely to get denied business funding.
- Black people in England and Wales are 40 times more likely to get stopped and searched than White people.

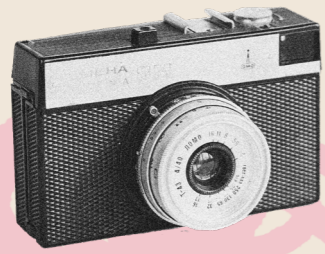
OVERT & ~~COVERT~~ RACISM



Overt racism includes the more obvious socially unacceptable racist situations such as lynching, KKK rallies, racial slurs, genocide, police brutality and hate crimes. It's not just a US problem. Music supremo Stormzy had his door kicked in by police – neighbours reported they were suspicious of a Black man letting himself into a home in a wealthy neighbourhood in Chelsea.

It's on the rise in football, too – the Home Office reported a 47% increase in football-related hate crimes in England and Wales during the 2018-19 season. Of the 193 reports relating to hate speech, 79% were racist – a 51% increase on the previous season. In 2019, Chelsea forward Tammy Abraham faced vile online racist abuse after missing a penalty, and Bulgarian fans racially abused England's Black footballers when they played in Sofia, while monkey chants were aimed at Ghanaian-Italian striker Mario Balotelli.





~~OVERT~~ & COVERT RACISM

Covert racism isn't as apparent to the wider society but can be just as dangerous - sometimes even more so.

Dismissing the experiences of Black people, racist jokes, hiring discrimination, lack of Black representation in politics and the media, cultural appropriation, tone policing: all fall under what is considered covert racism.

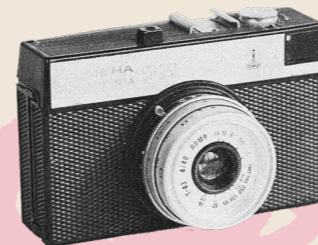
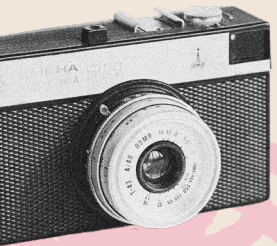
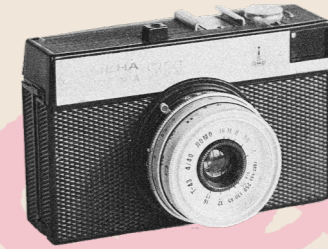
Racism in the UK is usually described as covert, which is especially harmful. Covert racism leads so many to believe it doesn't exist and you can't fix a problem you don't believe is real.

Take model and influencer @CurvyNyome who posted a tasteful, topless modelling photo of herself - within hours, Instagram had deleted the photo and Nyome was warned her account could be shut down.

She told The Guardian:

"Millions of pictures of very naked, skinny white women can be found on Instagram every day. But a fat black woman celebrating her body is banned? It was shocking to me. I feel like I'm being silenced."

And when it comes to covert hiring discrimination? A study by Centre for Social Investigation at Nuffield College, University of Oxford, found applicants from minority ethnic backgrounds had to send 80% more applications to get a positive response from an employer than a white person of British origin - and when compared with results of similar studies done in 1969, it's pretty much unchanged. These are just two examples of how much work is yet to be done.



BEWARE THE WHITE SAVIOUR

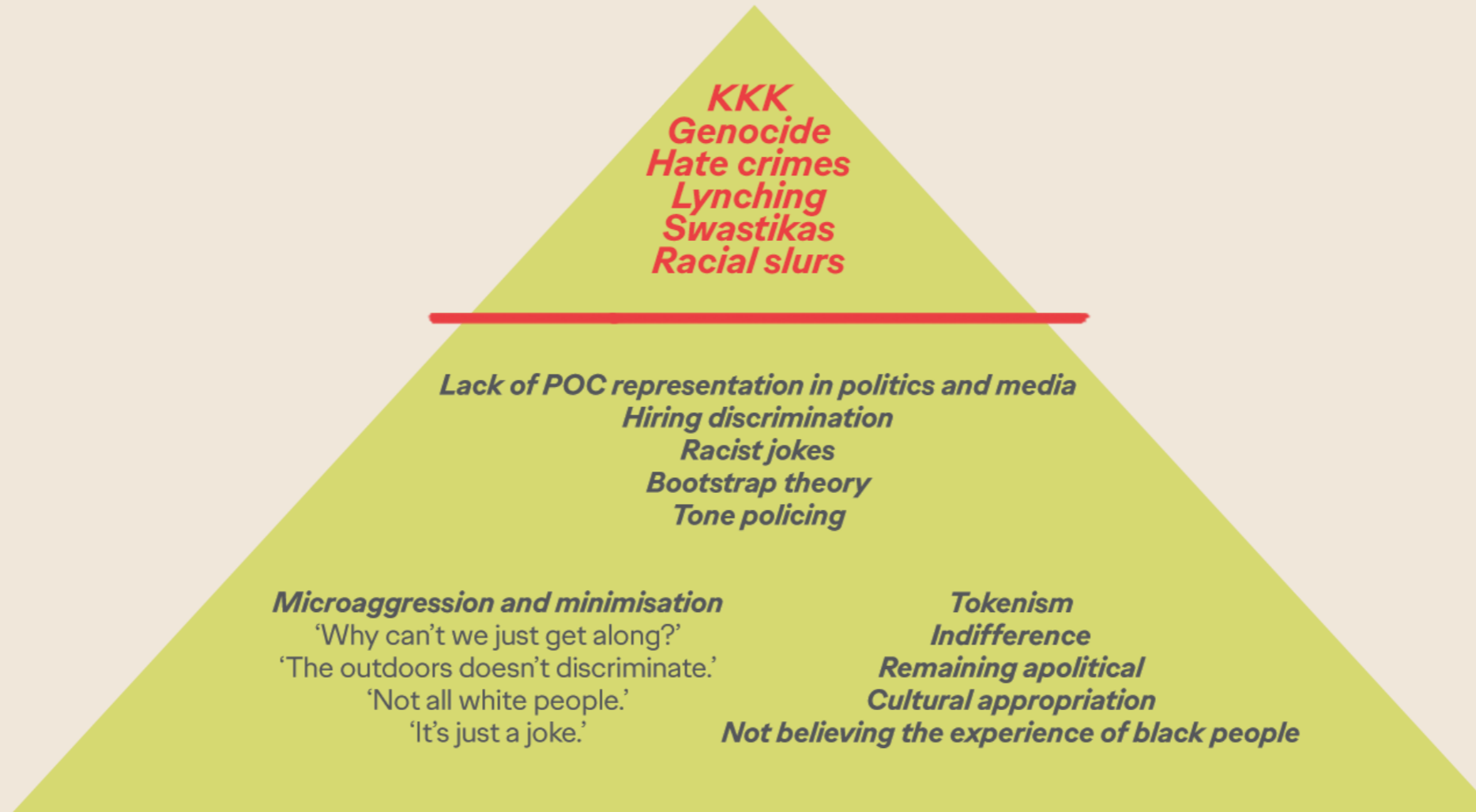


Be careful not to fall into the White Saviour Complex trap. "Say what?" This phrase refers to a White person who helps Black people in a manner that's self-serving and ego boosting. It implies that Black people are inferior and presents White people as heroes and experts in situations they've never experienced, overpowering the voices of Black people.

Here's a notorious example, think of all the White celebs who visit Africa who post content of themselves with vulnerable children. While their intention of raising awareness is good, many critics feel it exacerbates the idea that Africa and other poor parts of the world are vast barren lands, teeming with poverty, when there are other narratives, too. Plus, it's often White celebrities who get the kudos for helping, yet the behind-the-scenes, local heroes working hard 24/7 remain unnoticed.



OVERT RACISM
(This is racism at its most extreme and obvious)



COVERT RACISM
(This is normalised racism we need to recognise and unlearn)

In a pyramid, every brick depends on the ones below it for support. If the bricks at the bottom are removed, the whole structure comes tumbling down. Use this pyramid as a guide to play your role in dismantling these racist systems and activities in society.



**“It’s in your hands to
create a better world
for all who live in it”**
Nelson Mandela