

Creative At Fenton

Creative Service Area Overview

2023

Fenton 

Fenton

Overview

We are the first national communications agency dedicated exclusively to advancing social issues and causes.

For more than 40 years, our team of experts has helped to shape national health policy, fight voter suppression, protect reproductive rights, advance racial equity, expand economic opportunity, liberate the LGBTQ+ community, demand climate action and more.

We partner with clients to spark movements, change minds, influence behaviors, advance policies, and support communities to create a more just, healthy and equitable world.



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Our diverse staff are experts in building multicultural, multilingual campaigns that speak to all audiences across all media platforms. We understand our audiences because, in many instances, they are the communities from which our staff of experts belong, and we strive to communicate with them in a meaningful way.



Core Competencies

As a full-service agency with decades of experience, we are experts at crafting integrated communications strategies built to serve immediate needs or designed to accomplish long-term goals. We know how to position organizations as thought leaders to expand their influence. We understand how to build the capacity of grantees and other partners to be more effective changemakers for equity.

Services

- Branding & Visual Identity
- Video Production
- Advertising
- Advocacy Campaigns
- Websites
- Content Creation



Diversity, Equity & Inclusion at Fenton

Fenton is an anti-racist and intersectional organization that prioritizes the needs of those who have been historically marginalized or oppressed.

We believe to truly create change that dismantles white supremacy, racism, misogyny, xenophobia, homophobia, transphobia, heteronormativity, ableism, classism, religious discrimination and other forms of oppression, we must learn from the wisdom of those whose identities and experiences closely align with the problems we see today. And we honor the value of their lived experiences — domestically and globally — by continually building and sustaining a workplace that is inclusive and rooted in justice and equity.

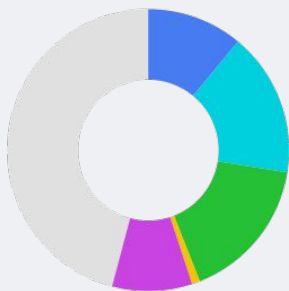
Fenton is highly intentional when it comes to our commitment to equity and inclusion, both in our approach to our work the makeup of our staff. Our agency now leads the industry in diverse employee representation, with 55% of our staff and 54% of our leadership team being people of color (national PR firm averages are 21% staff of color and 7% leadership of color).

Our diversity helps us maintain both an inclusive culture at Fenton and to better servicing our clients. It is deeply meaningful and impactful that we can relate to the lived experiences of the diverse communities our clients are serving. Diverse communities and individuals we serve are NOT “them.” Diverse communities are “us.”



Our Racial and Gender Diversity

ALL STAFF



54%
PEOPLE OF COLOR

46%
WHITE

NATIONAL AVERAGE:
21% PEOPLE OF COLOR, 79% WHITE

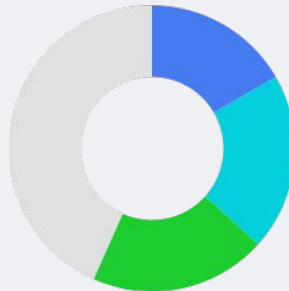
78%
WOMEN

22%
MEN

12 asian, **18** black or african american, **18** latinx,
1 native hawaiian & pacific islander, **10** two or more races, **50** white

NATIONAL AVERAGE: 19% PEOPLE OF COLOR, 81% WHITE

LEADERSHIP



57%
PEOPLE OF COLOR

43%
WHITE

NATIONAL AVERAGE:
7% PEOPLE OF COLOR, 93% WHITE

63%
WOMEN

37%
MEN

5 asian, **5** black or african american, **6** latinx, **13** white

Source: Diversity Action Alliance. 2020 & 2021 Race And Ethnicity. In Public Relations And Communications Benchmark Report.

DEI TASK FORCE

In 2019 Fenton created the DEI Task Force, a body of staff dedicated to ensuring our agency lives its values. The team includes a diverse mix of staff across all levels within the firm including our CEO and CPO. A DEI roadmap that we developed with staff input details agency goals and an action plan to operationalize inclusive practices. [Fenton's DEI statement is found here.](#)

ERGs

Fenton also supports five active staff-led employee resource groups (ERGs) which create community, provide programming and social events: **The Asiancy** (AAPI Staff), **BERG** (Black staff), **Palante** (Latine staff), **Prism** (LGBTQIA+ staff); and **WoOF — Women Of Fenton** (Women-identifying staff).



CLIENT SPOTLIGHT

Gun Violence Prevention: Halt The Assault campaign

In September 2022 Fenton teamed with the Illinois Gun Violence Prevention PAC (G-PAC), the state's leading gun violence prevention organization, to launch the Halt The Assault campaign to pass this historic legislation that goes to new lengths to keep Illinois children and families safe.

In order to counter the powerful political influence of the gun lobby, Fenton conceptualized and strategically deployed the Halt The Assault campaign. This integrated surround-sound campaign reached people online and in the press by delivering a steady drumbeat of content across social media, email, earned media, and paid digital advertisements. Fenton's integrated campaign countered the powerful political influence of the gun lobby to ensure this life-saving legislation was signed into law in January 2023. Thanks to this campaign, Illinois is now the ninth state in the country to pass assault weapons and large-capacity magazine bans.





Carton Council is an organization committed to increasing carton recycling in the U.S. keeping countless cartons out of the nation's landfills.

CLIENT SPOTLIGHT

Carton Council: Increasing carton recycling in the U.S.

Making carton recycling fun and engaging required that it first be relatable to consumers. Fenton rebranded Carton Council (including a new logo and website) as a more approachable, consumer-facing entity. We launched a national campaign to leverage the 60% access milestone to reinforce the idea that cartons are recyclable and motivate people to integrate the habit into their daily lives. Fenton has supported Carton Council on various local and national efforts that span branding, earned media, events, and digital since 2012. Most recently, Fenton developed and launched a comprehensive digital media campaign in Delaware and Maryland that deployed video, images, gifs, and stories across multiple platforms and placements. Custom videos outlined what cartons are and how to recycle them, while a Facebook Chat bot, online quiz, and carton recycling game encouraged visitors to pledge to recycle.





The Greenlining Institute is a think tank that has been working for over 30 years to build a future where communities of color can build wealth, live in healthy places filled with economic opportunity, and that are ready to meet the challenges posed by climate change.

CLIENT SPOTLIGHT

The Greenlining Institute: Building equal opportunities for communities of color

Fenton took on the challenge of rebranding Greenlining to reflect how far they have come over throughout the years, including a new messaging platform, logo, and brand guide. Once we had their fresh new brand in place, we built a new website to better tell their story and facilitate their many initiatives. Greenlining's previous site had user-experience and navigation challenges, making it difficult for users to get the information they needed. The key tasks we undertook were a new sitemap, a content audit to streamline the UX, and a new design to promote the evolution of the organization and to better organize the extensive information that lives on their website. Through the messaging strategy and framework, rebrand, website update, and the enhanced email program Fenton has equipped the Greenlining team with a solid infrastructure to continue doing the incredible work that they do.



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