



At Breakfast Culture, we believe brands thrive when they embody their authentic selves — not just in their marketing campaigns but across every aspect of their operations. Corporate Social Advocacy, or what we like to call “Woke Marketing,” goes beyond the superficial. It’s about aligning with your core values and demonstrating them consistently—every day, everywhere, and in every way.

Being “woke” in the true sense of the term, as derived from African American Vernacular English (AAVE), means maintaining awareness and commitment to social justice (*Legal Defence Fund: How “WOKE” went from Black to bad*). For brands, this translates into authenticity, accountability, and action. It’s not a one-month-a-year effort, nor is it a series of opportunistic campaigns. It’s about being:

- **Authentic:** Living your values throughout your supply chain, hiring practices, and internal culture.
- **Present:** Engaging meaningfully with stakeholders, customers, and communities.
- **Prepared:** Anticipating challenges and addressing them with integrity.

Our Marketing & Communications Services

- Strategy Development & Planning
- Media Relations & Publicity
- Social Media & Digital Strategy
- Experiential Marketing
- Event Management
- Stakeholder & Community Relations
- Corporate & Brand Marketing
- Media Kit Development & Design
- Influencer Campaigns
- Marketing Collateral & Writing
- ESG Report Writing, Editing, & Design
- Corporate Social Advocacy
Inspirational Talks & Workshops

Talk: Reimagining Corporate Responsibility Through Marketing and Communications

Breakfast Culture’s inspirational talks offer a transformative perspective on embedding corporate social responsibility into marketing and communications strategies. Designed to help organizations foster genuine connections with diverse communities — including women, racialized groups, Indigenous peoples, 2SLGBTQ+ individuals, people with disabilities, and more — these sessions provide actionable insights for brands to champion equity while achieving business success.



Workshop: The “3 Bees” of Purpose-Driven Marketing & Communications

This interactive session equips teams with the tools and frameworks needed to craft meaningful, socially conscious strategies that deliver measurable impact. The workshop can be tailored for specific functions such as Crisis Communications or other Marketing Communications initiatives.

Key Takeaways from Talks & Workshops:

- **The “3 Bees” of Woke Marketing:**
 - **Be Authentic:** Consistently live your values across all touch points.
 - **Be Prepared:** Anticipate challenges and address them with integrity.
 - **Be Present:** Engage meaningfully with stakeholders to build trust and loyalty.
- **How Corporate Social Advocacy Drives Business Results:**
 - Cultivating new audiences and customers.
 - Developing innovative, purpose-led products.
 - Driving real-world change, from human rights advancements to legislative reform.
- **Inspiring Case Studies:**
 - Real-world examples showcasing successful purpose-driven strategies addressing race, Indigeneity, gender identity, sexual orientation, ability, age, religion, and beyond.



Ideal Audience:

- **This workshop is perfect for:**
 - Marketing and communications professionals.
 - Employee resource groups and diversity leaders.
 - Senior leadership and board members looking to align purpose with performance.



Redefine marketing as a force for purpose and authenticity.

With Breakfast Culture, your brand's advocacy will not only resonate but also inspire lasting impact. Together, we'll turn intention into action—and action into measurable success.

Here's what participants had to say...

"I participated in this webinar with Jefferson Darrell who provided great information on how organizations can support the LGBTQ+ communities through their marketing strategies with integrity and authenticity and avoid woke washing or rainbow washing i.e. using rainbow logos during Pride, but not supporting the LGBTQ+ communities the rest of the year." - Julie

"I've attended many DEI presentations, but this was by far the most interesting! Thank you!" - Manon

"That was a fantastic presentation... I am grateful for your contributions. Our conference attendees were very engaged and found the examples and resources relevant and helpful to their work."
- Sarah Matsushita, Director of Communications & Engagement, Ontario Nonprofit Network

"Through Pride at Work [Canada], I had joined your 'Woke Marketing: Rainbow Edition' webinar, and I was blown away with how strong the message was and learned the importance of connecting genuinely with the communities we want to reach." - Sheena

Organizations that have been inspired by our Corporate Social Advocacy Keynote Include:

- Broken Heart Love Affair
- Canada's Gay & Lesbian Chamber of Commerce (Rainbow Edition)
- Canadian Blood Services
- Heart & Stroke Canada
- IABC Canada West Conference
- Life Long Crush
- Ontario Non-Profit Network (Crisis Communications with a DEI Lens)
- Porter Novelli Canada
- Pride at Work Canada (Rainbow Edition)
- Tourism British Columbia (2X: The presentation was so well received by their marketing team they requested another one the same week for the entire organization)
- University of Toronto
- White Privilege Conference

