

FleishmanHillard's
Culture Unit

The Togetherness Economy

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Made in partnership with Harvard professor Robert J. Waldinger and futurologist Martin Raymond



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Foreword

Togetherness, or social cohesion, is one of the major aspects determining the health of a society and economy. It binds different groups, factions and demographics together, breaking down boundaries and fostering friendship, belonging and wellbeing.

A variety of factors have coalesced to erode our sense of togetherness, including a breakdown of social trust and a reduction in cultural, economic and social experiences that are shared across different demographics.

This is happening at the same time as consumers, shareholders and other stakeholders are becoming increasingly conscientious in their consumption and investments. Companies are expected to prioritize social value as well as financial value, and to play a part in solving society's biggest issues. As research conducted by FleishmanHillard for this report shows, togetherness is one of these very issues. More than 60% of consumers polled said they feel brands have an important role to play when it comes to fostering togetherness in society and 70% said they are likely to buy a product if the brand offering the product promoted togetherness.

There is no doubt that we, as communications professionals, have a key role to play in pushing togetherness to the forefront of how brands market themselves. The results of our polling show nearly twice as many people feel that the way brands currently market themselves leads to social division than those that don't (45% versus 23%). Solving this imbroglio isn't only important from an ethical and social point of view but an economic one too: 75% fear that a lack of social togetherness will impact the economy; there is such thing as a togetherness economy!

Moving brands to being cohesion spreaders is work that requires skill and consideration, and we are privileged that some leading minds contributed to providing blueprints for how this can be done. In *Chapter 3* of the report, world-renowned Harvard professor Robert Waldinger has co-developed with us a checklist that brands can use today to ensure they are fostering cohesion — something we call "Togetherness Traits". Things to consider include: avoiding siloed communication, not saying different things to different people, and genuinely representing the society in which you operate.

For the *fourth chapter* we have worked with Martin Raymond, the founder of the U.K.'s most successful futurology consultancy, the Future Laboratory, to look at how we expect society will value cohesion in the future. Here, too, the expectation is that it will only become more important. Martin has co-developed a blueprint for a cohesive corporate future that focuses on moving brands from saying to doing and to becoming 'community companies'.

My hope for this report is that, whether it be for the immediate or longer term, brands can be assisted in moving from dividers to radical connectors for a more cohesive world.



Lauren Winter

*Global managing director of
consumer culture and senior partner*



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The context

Cohesion and companies

To its critics the concept of togetherness is intangible, vague and nebulous. The way the word is often used in day-to-day life lends it a saccharine fluffiness that means it tends not to be mentioned in the same breath as other pressing concerns.

The reality, however, is that a lack of togetherness, 'in-commonness' or, to use its more academic term, social cohesion is one of the largest challenges that can affect a society or an economy. It spawns resentment, cynicism and mistrust that make solving other existential issues impossible¹. The importance of togetherness is felt most keenly when it is in short supply. Recent geo-political events have shown how a lack of togetherness can embolden malign forces to the detriment of people's lives, their safety, security and the economy.

togetherness2 [tuh-geth-er-nis]

noun

1. Extent of connectedness and solidarity among groups in society. It identifies two main dimensions: the sense of belonging of a community and the relationships among members within the community itself

There are two major forces currently conspiring to make plain the need for togetherness to be prioritized by brands:

- i. Togetherness is decreasing; particularly in western, developed countries³
- ii. In the age of stakeholder capitalism, companies are expected to help solve society's biggest problems⁴





Why is togetherness on the decline?

Our sense of togetherness is falling in many Western countries because of a breakdown in two of its fundamental tenets. First, social trust⁵ – the implicit faith we put in major institutions, organizations and, crucially, each other – has collapsed. And second, there are far fewer cultural, economic and social experiences that we share across different demographics and classes than there used to be.

Why would people believe in the climate agenda, structural racism or Covid restrictions, if they didn't trust the scientists, media outlets or politicians promoting them?

It all boils down to trust

A successful, functioning society is almost always contingent on high levels of social trust⁴. By this, we mean citizens' trust in a nation's largest institutions – its political parties, its civil service or its mainstream media outlets – and a belief that the vast majority of fellow citizens will uphold the laws and values that exist to make a given country function.

Both of these have fallen thanks in large part to regular abuses of power in the political arena, many media outlets being more concerned with driving views and engagement than producing responsible and accurate reporting, and malign forces using social media to pit different groups against one another.

The result is endemic mistrust, low social cohesion and a major effect on the ability of a state to solve its biggest problems. After all, why would people believe in the climate agenda, structural racism or Covid restrictions, if they didn't trust the scientists, media outlets or politicians promoting them?

¹Marche, S., *The Next Civil War*

²The Encyclopaedia of Quality of Life and Well-Being Research

³Understanding and fostering social cohesion

⁴FleishmanHillard, 2021. *The Authenticity Gap: Global Report 2021*, St Louis, FleishmanHillard.

⁵How Good is Trust? Measuring Trust and its Role for the Progress of Societies

Literally nothing in common

In his recently published book titled *Post Corona*⁶, Professor Scott Galloway argues that a second reason we are seeing a decline in togetherness is that the number of shared experiences – the habits, pastimes and traditions that people in a certain country or region share – are down enormously on those enjoyed by previous generations.

The crystallization of the economic divide over the last 50 years has meant that, whereas in the 70s and 80s, citizens tended to buy food from the same place, drink the same beer brands and go to similar destinations on holiday, now they buy totally different things, and go to totally different places. Even when they do go to the same place – Galloway uses the example of Disneyland and its tiered entry delineating speed of access in accordance with the amount of money visitors paid – the experience of the rich and poor varies enormously.

A similar phenomenon is evident in our news and media ecosystems. Consumers in 2022 have a near-limitless amount of ‘content’ available to them. It is unsurprising, therefore, that the ‘content’ we view has dissipated to such an extent that there are considerably fewer moments that will entice or grip an entire nation.

Similarly, much of the advertisements people see, the content they are suggested and the products they are pushed are hypertargeted, based on niche traits they are ascribed as a result of their online footprint. The result, again, is fewer mutual experiences and thus less cohesion.

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Where do brands fit in?

All of this is taking place in a new landscape where unconstrained market forces and ‘capitalism unchained’ are viewed with increasing skepticism.

Driven predominantly by widespread environmental and social concern, consumers, shareholders and other stakeholders are becoming increasingly conscientious in their consumption and investments. Companies are expected to prioritize social value as well as financial value, and to play a part in *solving* society’s biggest issues, rather than causing them.

Falling social cohesion is one of these very issues, and as the rest of the report highlights, the expectation among today’s consumers is for companies to communicate in a way that is alive to that fact.

⁶Galloway, S. (2021) *Post Corona: From Crisis to Opportunity*



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The research

Demanding togetherness

For the purposes of this report, FleishmanHillard's TRUE Global Intelligence undertook a detailed quantitative study of consumers in the U.S. and U.K. The results enabled us to get a clear understanding of whether consumers expect brands to be cohesive forces in society, if they feel brands are currently living up to those expectations, and what their opinions were on the general importance of togetherness as it relates to the broader economy and ability to connect with others.

Theoretical importance of brands
as cohesive forces

The Expectation

61%

consumers feel brands have an important role to play when it comes to fostering togetherness in society

2 in 3

consumers are likely to buy a product if its brand promoted togetherness

The respondents of our research answered emphatically the question of whether brands should be cohesive societal forces: two-thirds of Americans and 54% of Brits felt companies have an important role to play in fostering social togetherness.

This responsibility to bring people together spans across an array of stakeholders and businesses. Unsurprisingly, marketing materials and communications are a priority for consumers; 82% (86% U.S. and 78% U.K.) want to see brand advertisements accurately represent the make-up of society. However, they are equally concerned about what goes on within the business itself. There is wide consensus that companies should treat their employees with respect and dignity (82% of Americans and 73% of Britons strongly agree that this is important), but there is also demand that this same attitude is applied by brands to the people and organizations that make up their entire supply chain (61% strongly agree in the U.S. and 52% in the U.K.).

Respondents were also keen to demonstrate their enthusiasm to support and provide custom to the companies who successfully meet those expectations. Nearly two thirds (70% U.S. and 54% U.K.) claim that they are likely to buy from a brand if it, or the product/service it offers, promoted togetherness.

In sum, if brands are to earn the approval and loyalty of consumers, they must foster togetherness through both their actions and their words, and across multiple stakeholders and audiences. If in their supply chain, employees, marketing materials, or suite of products or services, they are found to be guilty of exclusionary, inequitable or divisive practices, consumers will not be afraid to part with their money elsewhere.





What people feel brands are currently doing to foster togetherness

The Reality

45%

people feel that the way brands currently market themselves actively contributes to societal division (versus 23% who do not)



The fashion, healthcare and beauty sectors were judged to be the three industries that most contribute to division

Consumers were equally categorical on whether they felt companies were currently meeting their high expectations.

Across the U.S. and U.K., the prevailing sentiment (45%) is that the way in which brands currently market themselves contributes to societal division. Even more (58%) feel that brands play on stereotypes – be it in an attempt to be humorous or to appeal to a certain section of society – in their marketing materials.

And while it is undeniable that the myriad disciplines involved in companies' communications have improved enormously in this respect in recent years, consumers throughout the U.K. and U.S. are clearly demanding more. Trope-laden adverts, a lack of minority representation in marketing materials, or exclusionary language in their communications – all of which just serve to emphasize the differences, rather than the similarities, between parts of society – won't wash in 2022.

Considered in this context, that our respondents judged the fashion, healthcare and beauty sectors to be the three industries that contribute most to societal division is unsurprising. Of all consumer brands, they have arguably played the most prominent roles in perpetuating unattainable and one-dimensional beauty standards, and contributed most to gender stereotyping.

Where all this fits in

75%

fear that a lack of social togetherness will impact the economy

66%

say they enjoy connecting with people from different communities



It is crucial, when assessing companies' roles in contributing to togetherness and how seriously they should take the results reported above, to know where it falls in people's hierarchy of priorities. In this regard, our polling definitively proves that Americans and Britons don't need convincing that a mutual sense of togetherness helps improve society as a whole – be it in the context of their ability to connect with others or the broader economic outlook.

Three quarters (80% U.S. and 70% U.K.) are conscious that a lack of togetherness in society will impact their country's economy – a belief that is backed up convincingly by the research cited in *Chapter 1*. They are also keenly aware of, and enthusiastic about, the importance of togetherness from a sociological standpoint: 66% (71% U.S. and 60% U.K.) say they enjoy connecting with members from different communities.

One can derive from this that, regardless of whether a brand is involved, togetherness is a priority for western consumers, who have a visceral dislike of division and know that they can benefit emotionally and financially from a cohesive society. And the fact that these beliefs are held so instinctively in this broader milieu, would suggest the benefits reaped by brands who pull in this same direction, with both their actions and words, would be all the more significant.



Togetherness is a priority for western consumers, who have a visceral dislike of division and know that they can benefit emotionally and financially from a cohesive society



A framework for togetherness

Professor Robert Waldinger's Togetherness Traits

What really matters?

Brands aim to touch people, to be relevant, to speak to people about what's important.

Companies spend thousands of hours and vast sums of money trying to figure out what those important things are. At Harvard Medical School, we've studied hundreds of people from the time they were teenagers all the way into old age – for over 84 years – in the longest study of adult life ever done. Once these study participants had reached their 80s, we asked them to look back on what they were proudest of in their lives, and what they regretted most.

Almost unanimously, people said they were proudest of their relationships.

“I was a good friend.”

“I was someone people could trust.”

“I raised healthy kids.”

And the most frequent regret that people expressed as they looked back on their lives was,

“I wish I had been myself more, that I'd spent less time worrying about what people thought of me.”

Deep down, we recognize the truth of these statements. As the FleishmanHillard research shows, people want to feel kinship with others, to be reminded of our shared humanity, and to celebrate what's unique about each of us along with what we have in common. Corporate marketing and communications are powerful shapers of our expectations about what is normal, about what life should be like, and about whether we belong. The language we hear, the images we see, and even the music in the background can inspire us to feel more connected, or to feel more isolated.



**Robert J.
Waldinger**

Professor of Psychiatry at Harvard Medical School and Director of the Harvard Study of Adult Development



People want to feel kinship with others, to be reminded of our shared humanity, and to celebrate what's unique about each of us along with what we have in common



Questions to get you to the togetherness traits

As this study shows, stakeholders expect companies to speak out about and help solve society's biggest problems.

The research that the FleishmanHillard team presented and analysed in *Chapter 2* points emphatically to the conclusion that cohesion, connection and a sense of togetherness in society are priorities for stakeholders. In considering how corporations can fulfill these expectations, it may be helpful to ask ourselves some basic questions that are easy to ignore:



1. When thinking about inclusion, who are we forgetting?

The advertising and communications industries have come a long way in the past half decade when it comes to representation. We are depicting more people of color than ever before, so that the people in our campaigns accurately reflect the many different communities that see them. We are also seeing better, more accurate representation of different genders and sexualities. But in the vast majority of these depictions, everyone is young, fit and beautiful. It is the rare fashion cosmetics brand that includes people of different body types, and the rare cosmetics fashion brand that shows how products enhance the appearance of those who are not models. People with disabilities are rarely seen in clothing advertisements or pictured cooking a meal. Affluence is the norm in the backgrounds of most ads, so that those of us who have modest means do not feel that we belong in the worlds we are shown. How thrilling would it be for 'mere mortals' to see campaigns with other ordinary people in ordinary settings doing ordinary things? It would certainly make us feel that we have more in common with those in the advertisements, and thus that we belong.

2. When depicting those who are typically left out, how do we portray them?

As discussed in *Chapter 1*, a core element of togetherness is our collective sense of 'in-commonness'. The values, interests, languages and cultures that members of a society share with one another are the glue that binds them together. Much of the minority representation we see in brands' communications today focuses on – and often exaggerates – the differences between people of different backgrounds. A more inclusive way to depict people from different backgrounds would be to suggest or explicitly show the values they share with the majority of society, rather than emphasizing differences by relying on trite and tired clichés.

3. Do our communications show people connecting with each other, or do our images of the good life depict solitary individuals enjoying their purchases by themselves?

Cohesion, ultimately, comes from connection. Research tells us that people are happier for longer when they have new experiences with each other, and less happy when they spend money on objects that do not connect them with others. When thoughtfully positioned, brands can send powerful messages about the satisfaction of being with others, including those from different backgrounds.

4. Do our messages arouse feelings of worry and anger, or feelings of love and compassion?

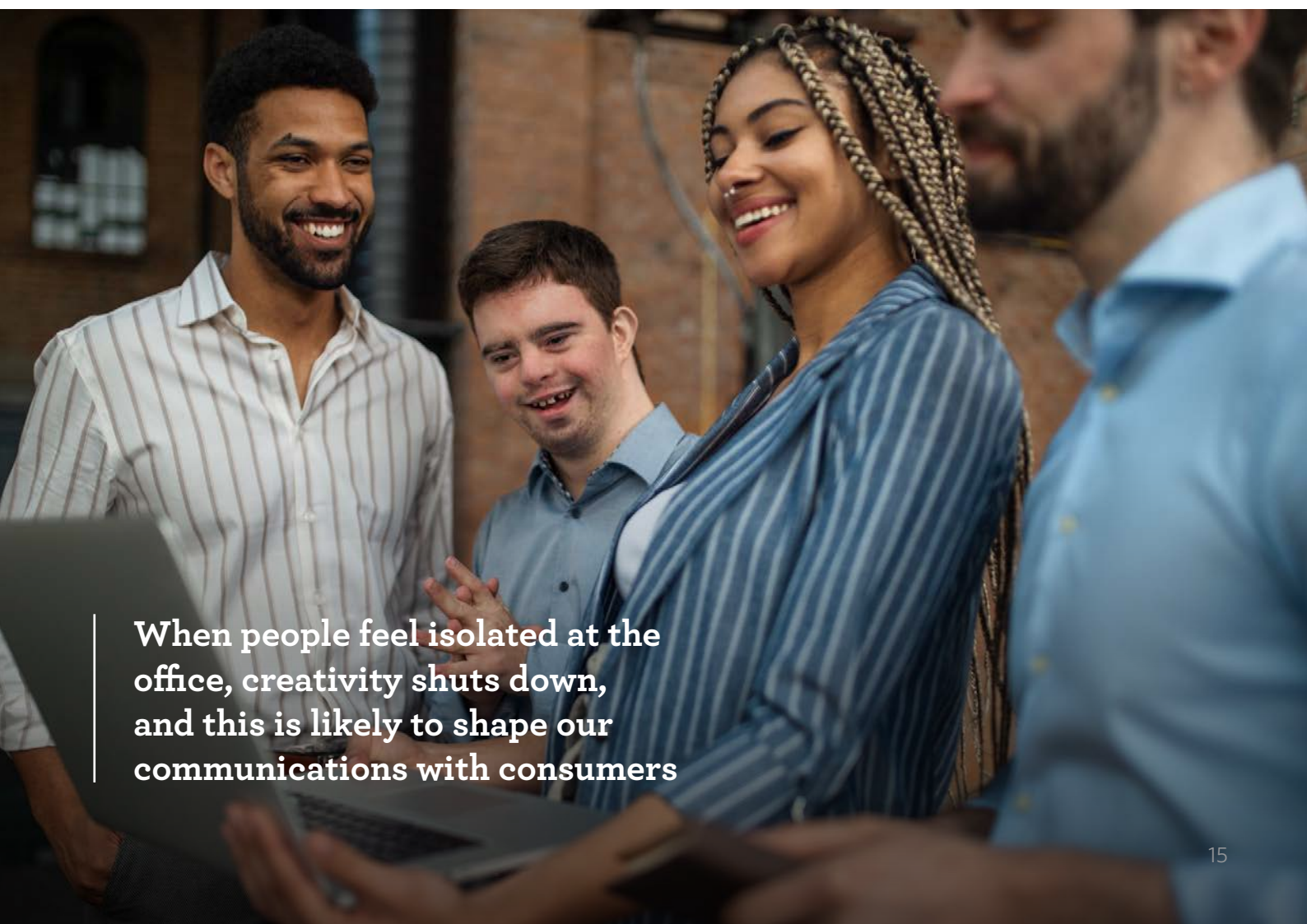
We know that anger and fear grab attention. How do we resist the age-old ploy of stimulating negative feelings in our customers to capture their interest? Divisiveness is arousing, but it leaves us agitated and more alone. Warm feelings help us feel like we belong in the world.

5. Do we talk in silos and say different things to different people?

The birth of social media has enabled brands (and politicians) to hypertarget people from different demographics and localities, playing on their specific needs and concerns. Would consumers be more responsive in the long run to messages that cross these sociological barriers? Some of the most celebrated advertising and communications campaigns bridge divides.

6. Does our workplace culture reflect the values we want to convey to our customers?

Loneliness at work is epidemic. Only 30% of workers say that they have a best friend in the workplace. When people feel isolated at the office, creativity shuts down, and this is likely to shape our communications with consumers. Research shows that those who feel included socially in the workplace are happier, more engaged and better at their jobs. What better place is there than our own offices to start creating brands that make everyone feel that they belong?



When people feel isolated at the office, creativity shuts down, and this is likely to shape our communications with consumers

A blueprint for the future

Martin Raymond introduces the Community Company and the Five Cs

As the old investment adage goes, “past performance is no guarantee of future results.” In my role as a futurologist, it is a saying that I would be inclined to agree with. That is, except, when the object you are analyzing is humans, and the performance in question is their genetically predisposed nature.

Community, conviviality, collaboration, conscientiousness and cooperation are all fundamental parts of our species' existence. Evident in the teamwork required for the subsistence hunting carried out by our prehistoric ancestors, in the widespread almsgiving that existed in ancient Rome and South-East Asia, or with the Rochdale Pioneers' establishment of the first ever cooperative in the 19th Century; they are traits that I like to refer to as the 'Five Cs', and which are as old as humankind itself.

And it is when each one of our five Cs combine within a large social system that a sixth C arises: cohesion. Cooperation and collaboration improve our understanding of, and communication with, one another. Conviviality builds rapport and relationships. Community fosters empathy and selflessness. All of which mean that we have more in common with each other than not, and are more likely to trust someone, even if we've never met them. And as this report has already established, shared values and social trust are key tenets of cohesion and togetherness.

Developments in the late 20th and early 21st century put this essential element of human nature on the back burner. However, recent demographic and social trends would suggest that the status quo ante looks set to return, and the era of the self, shareholder primacy, and profit at the expense of planet and people, will not just stall, but go into reverse.



Martin Raymond

Futurologist and co-founder of the Future Laboratory

Even though, in this world of culture wars and coarsened discourse, it may not feel like it now, we are going to see, and indeed in our younger contemporaries are already seeing, a new paradigm whereby the Five Cs are back at the heart of the way we operate. The trend began with millennials, who – thanks in large part to increased awareness of the climate crisis – began to consider the importance of protecting people and places beyond their immediate surroundings.

Then Generation Z – whose formative years took place in a world that was reeling from the biggest financial crisis for almost a century – arrived with a transformative outlook on social and economic norms. Latterly, members of Generation A – or 'Alpha' – show early signs of using technology to drive this trend toward togetherness further still. These younger citizens – let's call them Zalphas because of their overlapping values and mindsets are better collaborators, they are more selfless voters, and harbor a belief that together they as a community or a society can be better than the sum of their parts.

Community, conviviality, collaboration, conscientiousness and cooperation are all fundamental parts of our species' existence.

But if the outlook is so rosy, why does it not feel like we are on the cusp of a utopia in which the Five Cs are a dogma by which we all live, and mistrust and division are a distant memory?

The primary obstacle to this new system is as simple as it is unoriginal: social media, or – more accurately – the algorithms that are used to siphon us off into pockets of interest, age and political persuasion under the pretense that, because it keeps us on the platform, it is what we want. This may be an effective strategy in the short-term, but in the long run we need, and respond best to, the exact opposite.

The ability to disagree agreeably – a process described as adversarial collaboration by the Nobel laureate Daniel Kahneman to converse and eventually to reach consensus, is the lifeblood of any cohesive community. Yet algorithms' abilities to filter us into separate, rarely overlapping bubbles, has given rise to an inability and an unwillingness to reach a consensus. After all, why would anyone put themselves through a challenging, uncomfortable conversation, when they could just retreat to a 'community' that is almost entirely reflective of your own sensibilities. The internet activist and author, Eli Pariser, refers to this collapse into groupthink as the 'filter bubble effect', and warns us that if it is left unchallenged, it can lead to the worst kinds of virtual or 'IRL' pile-ons.

These pile-ons tend to be intellectual, social, cultural, racial and gender-based in nature, and reward the loudest most extreme views in the (chat) room with 'likes' and/or 'upvotes'. It is, as I quote him in my book, 'The Trend Forecaster's Handbook', a dangerous and 'personal ecosystem of information that's been catered by these algorithms'.

It is these technological developments, amplified by a financially vulnerable mainstream media desperate to sell papers and drive clicks, that is the main source of the somewhat confected 'culture wars' that we see today.

The primary obstacle to this new system is as simple as it is unoriginal: social media

That being said, we are already beginning to see a resistance to social media giants assigning us traits that will then decide the content and news we see. And again, this resistance is being driven by younger generations. They are flocking toward friendly-faced expertise, rather than self-anointed 'influencers'. They are intentionally engaging with content that they know they don't like, in order to 'refix' their algorithm. And they are signing up to new forms of media – such as Signal, Telegram or Discord – whose algorithms, if they have them, are not nearly as draconian.

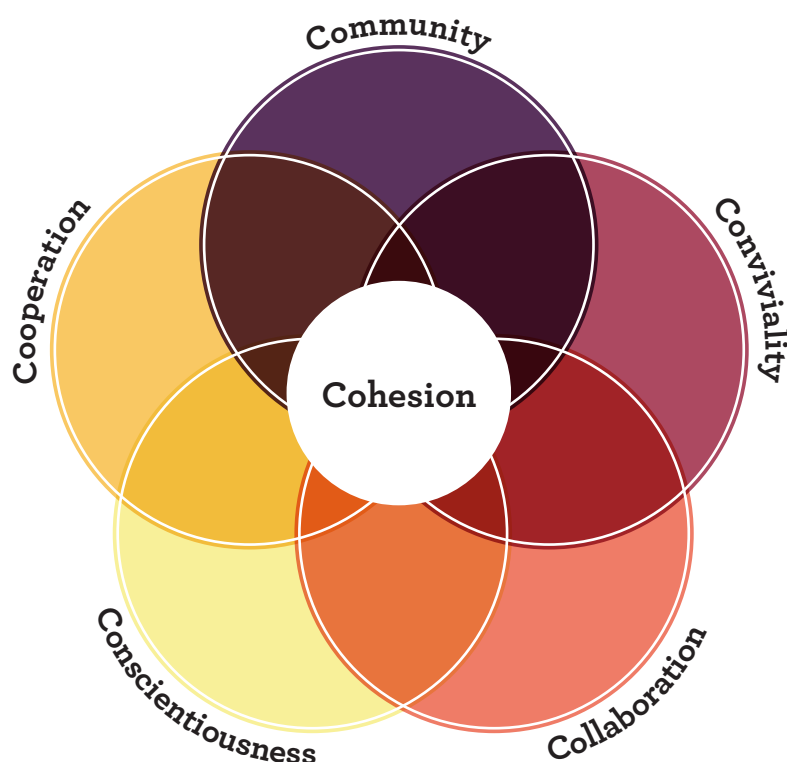
So if, in the future, we will see cohesion flourish, how should a successful brand behave and communicate in order to be an authentic fit?

The answer is twofold. Initially, brands will need to work on embedding themselves into the fabric of the very communities that I expect to prosper. Not in a way that attempts to facilitate, or host, or least of all control them in a hierarchical way, but as an active, equal participant. In other words, they need to embody the Five Cs themselves, and become what I call a 'Community Company'. We are already seeing these emerge, either as employee stakeholder companies, or as Decentralized Autonomous Stakeholder Organizations, whereby everything from ownership, to values, to decision making is linked on the blockchain, and regulated equitably, and, more importantly, transparently!

Secondly, companies can help futureproof themselves for this paradigm shift by going from saying to demonstrating. The aforementioned cynicism with which younger generations view big business, means that words and lofty aspirations alone won't suffice. And so to convince this next generation of consumers, investors and workers of your readiness to 'come down to them', and be part of their community, you must show them the track record you have in doing so. Whether that's through clearly labelling a product's carbon footprint, showing the important inroads you are making to make your company, and indeed the world, more inclusive, or by actively helping facilitate meaningful connections between different demographics.

That is not to say that communication is surplus to requirements; of course not. Being alert to culture and how you demonstrate your stake in your community will be of critical importance. Rather, it is a warning that these communications must demonstrate your actions and your track record in being part of the cohesive communities of the future – it's in our nature, after all.

The ability to disagree agreeably, to converse and reach consensus is the lifeblood of cohesive communities.



Brands will need to work on embedding themselves into the the fabric of the very communities that I expect to prosper.

Get in touch

About the report and its producers:

The *Togetherness Economy* was developed by FleishmanHillard's global Culture Unit, in collaboration with Robert Waldinger and Martin Raymond. The Culture Unit was set up in early 2022 to ensure FleishmanHillard stays abreast of the latest developments in consumer trends and insights.

The team is made up of macro culture strategists from across the world, who enable brands to be brave and take action while being thoughtful of the cause they are communicating. The report comes in the wake of the Unit's industry-first partnerships with the inclusive talent agency, [Zebedee](#), and the United Nations' [Unstereotype Alliance](#).

If you would like to find out more about FleishmanHillard's Culture Unit, and how it is embedding the Togetherness traits, Five Cs and the concept of the Community Company into the service it provides to its clients, please contact:

thecultureunit@fleishman.com

About the research:

Methodology: FleishmanHillard's True Global Intelligence surveyed 2,000 adults – 18 years' old and older – across the U.S. and U.K. (1,000 per country). Respondents were made up of nationally representative samples based on gender, age, region and ethnicity. The survey consisted of eight questions that were answered online by respondents between March 30th and April 7th.

If you would like to find out more information on the full suite of services that TRUE Global Intelligence provides, please email:

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Contributors to the Togetherness Economy



Robert J. Waldinger

*Professor of Psychiatry at Harvard Medical School and
Director of the Harvard Study of Adult Development*

Robert is Professor of Psychiatry at Harvard Medical School and directs the Harvard Study of Adult Development, the longest-running study of adult life ever done. The Study tracks the lives of 724 men for 83+ years and now studies their children to understand how childhood affects health and wellbeing in middle age. He is Founding Director of the Lifespan Research Foundation, dedicated to sharing the learning from the study more broadly to help people live more meaningful and happier lives.

His TED talk on lessons from the longest study of happiness is the fastest spreading talk of TEDx events.

Please see more about Bob's programs which he has developed through insights from the Harvard Study to help people live happier lives with greater meaning and fulfillment by going to www.lifespanresearch.org.



Martin Raymond

*Futurologist and co-founder of the
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Martin is co-founder of The Future Laboratory and editor-in-chief of LS:N Global. Martin is a well-known trend guru, having written several best-selling books on trend forecasting, including *The Trend Forecaster's Handbook* and *The Tomorrow People*. Martin contributes regularly as an expert on trends and business for the BBC, Channel 4 and ITV.

FleishmanHillard's TRUE Global Intelligence

TRUE Global Intelligence leads communications efforts through data-driven strategy, intelligence and research. With the team's unwavering focus on organizational outcomes, and never-ending cycle of intelligence gathering, it ensures sustained success for its clients. It provides an advantage to its clients by finding the truth about their audiences, their operating environment, and their competition helping them realize their goals. The research team are industry leaders in carving out unique, rich and global insights about the motivations and behaviors of a range of corporate stakeholders from consumers, to shareholders, to policymakers.

FleishmanHillard's Culture Unit

The Culture Unit is a global team of macro culture strategists from across FleishmanHillard. The team is focused on analyzing consumer behavioral and macro culture trends, providing strategic insights to guide clients on how to position their brand, product or other organization.

The team collaborates with partners and tools, to analyze macro trends and behaviors and ultimately provide cultural insights and strategy. Using these tools allows us to deliver bespoke analysis on specific topics, brands and sectors. Our research briefs are formulated through specific search queries, where we work closely with you and our partnered platforms to ensure we investigate trends of relevance and importance.

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This report was produced by FleishmanHillard's Culture Unit.

If you are interested in finding out more about the contents of the report, or FleishmanHillard's viewpoint of the importance of embedding keen cultural awareness into communications, then please email

thecultureunit@fleishman.com

Binding our words with the message of unity, this report utilizes the *Togetherness is More* color palette.



Japanese Violet
#5A325D



Medium Ruby
#AC4860



Coral Reef
#F97D66



Pastel Yellow
#FDFC96



Crayola's Orange-Yellow
#F9C763



Middle Red Purple
#A9575D