

# Global Retailer - Multicultural Marketing Case Studies



Aligning the Fortune 1000  
With Tomorrow's Diverse Leaders

# The Opportunity

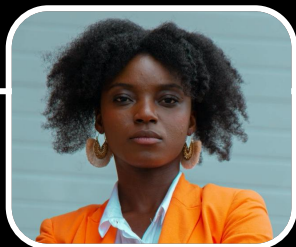


A global retailer sees a **\$6 trillion market in diverse customers.**



# The Solution

- ✓ The retailer develops a 12-year-running HBCU campus impact and up-skill program to **elevate their DEI brand.**
- ✓ **The Paragon One Externship** is 1 of 3 strategic programs to deliver on this \$9M+ initiative.



# The Externship In Action

Ambitious HBCU students collaborate with retailer's Multicultural Marketing Team.

## Externship Goals:

- ✓ **Grow retailer's business by ensuring brand authentically connects with needs of diverse customers**
- ✓ **Embed multicultural insights and best practices across marketing organization**
- ✓ **Elevate brand among a new generation of diverse talent and diverse end consumers - part of a \$9M+ initiative**



## Case Study 1

In the ISE Externship, Students Re-Imagined The Shopping Experience For The Next Generation of Diverse Home Buyers.



Global  
Retailer

50

HBCU  
Students

### STUDENT EXPERIENCE

9.7

Likelihood to **recommend the program** to a friend



The experience to learn about multicultural marketing and essentials to succeed was extremely helpful. It opened my eyes to what other career paths I could take. This has even prepared me for other course I'll have to take continuing my college experience.

**Trinity**, *Bowie State University*

9.0

**Overall experience** reported by students



What I like the most about the Paragon One experience is having the ability to test my marketing skills, and hearing motivation from the THD team.

**Kylah**, *Alabama Agricultural and Mechanical University*



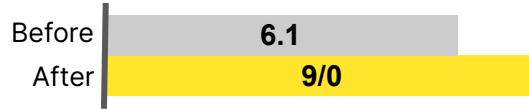
## Case Study 2

In the SBD Externship, Students Recommended Acquisition Targets That Disrupted The Do-It-For-Me Market.

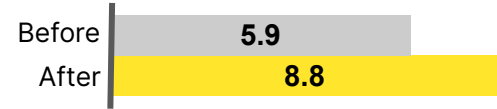


Global Retailer

**48%** Increase in knowledge of host company as reported by students



**49%** Increase in knowledge of industry or field as reported by students



## STUDENT IMPACT

What did you like the most about the experience?



I like how engaged the host company was in our project development. Also, the communication was top tier with quick responses.

Daniel, North Carolina Agricultural and Technical State University



I really enjoyed the opportunity to gain knowledge that will help me in my future career. This includes attending workshops and company meeting sessions.

Emmanuel, Jackson State University

9.0

Usefulness on achieving your career/education goals as reported by students

9.0

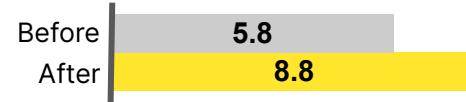
Improved confidence in deciding to pursue a career in the industry as reported by students



## Case Study 3

In the MCM Externship, 50 Students Crafted Transformative Messaging Strategies To Engage The Next Generation of Home Buyers.

**54%** Increase in knowledge of industry or field as reported by students



### What did you like the most about the experience?



I really liked and appreciated how supportive Paragon One and The Home Depot was throughout this entire process. The weekly meetings and the checkups through email made me feel supported and encouraged.

**Arianna**, Clark Atlanta University



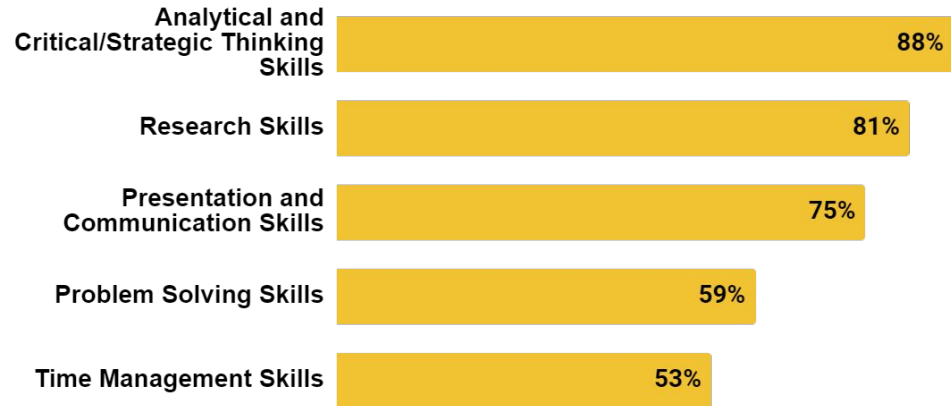
I enjoyed the weekly meetings because we always got an opportunity to converse with our cohorts in the break out rooms.

**Faith**, Florida A&M University

Source: Paragon One Offboarding Survey

### Top 5 Skills and Competencies Learned

as reported by students





## Case Study Outcomes

9 / 10 ★★★★★  
★ ★ ★ ★ ☆

**Rating from Retailer's Leadership  
On Quality of Student Output** Across  
Merchandising, Content Marketing,  
and Marketing Research Strategy.

100%

**Of Retailer's Participating Leaders  
Gained Access to Potential Hiring  
Candidates.**

What did retail leaders think about the student output?



"I'm truly inspired by this next generation - the level of leadership, the level of engagement that you all brought to this - I think we're in great hands."

*Sr. Director of In Store*



"Somehow, in 90 seconds, I feel like you threw a big bucket of cold water on me and then dusted me off and gave me a bunch of great ideas. Great work here and thank you!"

*VP of Merchandising*



## Case Study Outcomes

# 100%

**Of Retailer's  
Business  
Development  
Leaders** More  
Confidently  
Engaged In DEI  
Initiative.

**The Global Retailer's brand was elevated in  
diverse student's eyes.**

**34%** Increase in knowledge of host  
company as reported by students

What did you like the most about the experience?



**"The program was seamless from project scoping to recruiting updates to scheduling to final presentations. I loved the energy -- I have never seen better energy on a virtual meeting than the ones facilitated by Paragon One."**

*Strategic Business Development*



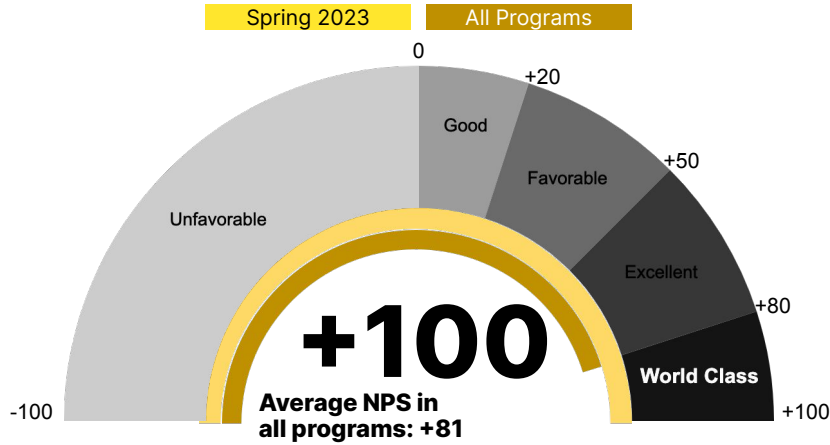
**"I liked interacting with the students and hearing their creative solutions!"**

*Director, Services Onboarding & Compliance*



# Case Study Outcomes

## Company Overall Net Promoter Score



9.6

Overall satisfaction score as reported by company leads

10

Overall satisfaction with student interaction as reported by company leads

100%

Of company project leads felt they gained access to potential hiring candidates as reported by company leads

4 Promoters

0 Neutrals

0 Detractors

Source: Paragon One Offboarding Survey (n = 4)



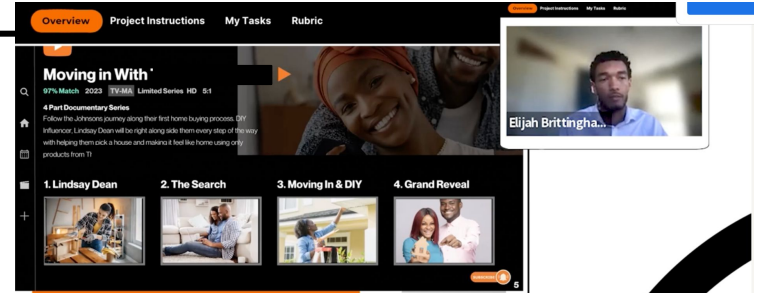
## Case Study Outcomes

200+

HBCU Students and  
Future Corporate  
Leaders Engaged



Global  
Retailer



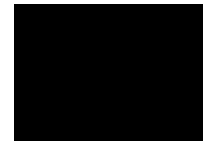
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HOWARD  
UNIVERSITY



MOREHOUSE  
COLLEGE



# The Externship Achieved...



## Externship Goals Accomplished:

- ✓ **Ensure brand authentically connects with needs of diverse customers**
- ✓ **Embed multicultural insights and best practices across marketing organization**
- ✓ **Elevate brand among a new generation of diverse talent and diverse end consumers**



# Externship Service Components

## ✓ Program Setup & Administration

Extern Sourcing, Curriculum Development, Student & Enterprise Onboarding, Extern Stipend Processing

## ✓ Custom & Scalable Enterprise Platform

Comprehensive, Custom And Seamless Educational Journey - We Guide All Aspects Of Student Experience

## ✓ Student & Company Management

Company and students discuss project, industry trends, and feedback

## ✓ Comprehensive Performance Reporting

Paragon One shares progress and student performance with company

# Project Launch

## Timeline

### Pre-Launch Schedule

### Externship Live



**1. Agreement Review & Vendor Onboarding**



**Next Step**  
Review Session  
P1 & Host-Company



**2. Project Scoping Call**  
Paragon One & Host-Co. Attend

30  
MIN



**3. Project Brief Completion**  
Host-Co. Completes

2  
HR



**4. PES Creation**  
Paragon One Creates

1  
WK



**5. PES Walkthrough & Sign-Off**  
Paragon One & Host-Co. Attend

45  
MIN



**6. Student Recruiting (Optional)**  
Paragon One Recruits

2- 4  
WK



**7. Curriculum Development**  
Paragon One Develops

2- 4  
WK



**8. Final Pre-Launch Planning**  
Paragon One & Host-Co. Attend

45  
MIN



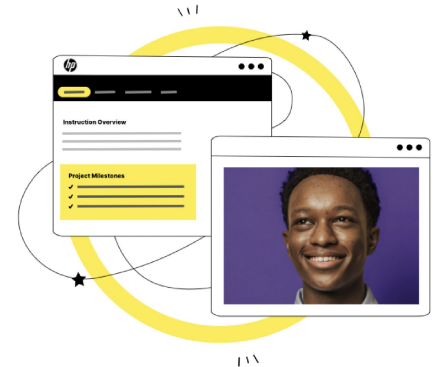
**Externship Live**



6 - 8  
WK

Week 1 2 3 4 5 6 7 8

Week -11 -10 -9 -8 -7 -6 -5 -4 -3 -2 -1



6 - 8 WK

Engage &  
Up-Skill  
**Underrepresented  
Communities**

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**58%**

**Budget Savings**

The Externship saves brands more than half of their impact learning budget on average

**2X**

**More Students  
Served**

The Externship allows Fortune 1000's to up-skill twice as many students on average, within the same budget

# We Find Tomorrow's Corporate Leaders

## Diverse Pipeline Reach Channels

Channel	Applicant Volume
Other	10%
Recruiter Outreach	12%
Marketing and partnerships	16%
Direct	28%
Student Ambassadors	34%

## Comprehensive Talent Filtering System



# The Externship Is Redefining Corporate Student Programming

10K<sup>+</sup>

Students Up-Skilled

250<sup>+</sup>

Programs Launched Per Year (scaling to 500+)

81%

Of Students Complete Externship Successfully (versus 15% for competing online courses)

Partners / Customers:



Companies That Hire Externs:



# Externs Are Fortune 1000 Ready

## Major enterprises hire Paragon One Externs - here's a snapshot view...



**70%**

of Externs are hired by Corporations within 12 mo's of completing externship

**95%**

of Fortune 1000 volunteers participating in the externships found the students they spoke to as potential hiring candidates



# Reach & Equip the World's Ambitious Underrepresented Leaders

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We look forward to partnering  
with you to elevate your DEI  
Employer Brand.

Contact:

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