

SWAYBRAND: ESTABLISHING EQUITY AND AUTHENTICITY

VIDEO TRANSCRIPT

Horace Flournoy (00:00):

My name is Horace Flournoy, originally from Chicago now in Los Angeles. Founder, CEO of SwayBrand. SwayBrand started through multiple conversations with Israel Idonije, who was wrapping up an 11 year NFL career and Israel is a larger than life figure here in Chicago. Played with the Bears for eight seasons. Well, I remember a conversation. We were at his office and he had just gotten a brand deal from a brand here in Chicago that wanted to do some Chicago based campaigns. His number one point of [inaudible 00:00:36] was that they gave me this deal, but it really doesn't fit who I am. It doesn't fit my platform and my profile, and I didn't really want it. There was no real platform to help that brand kind of understand who he was and what his passion points were, and quite frankly what he really didn't want to do. And then his agent goes, "Oh, well, we get a lot of those things."

(01:03):

I was working at an agency, a marketing agency. One thing that we noticed was that there weren't a lot of diverse individuals getting repeatable brand deals that were indeed authentic. And we also saw at that time this immense rise in social media app usage and so we said, hey, wait a minute. There's something that we can build on. And so that helped really start the conversation for how we can improve on the creator economy and the creator marketplace with SwayBrand. We'd love to start with authenticity as the centerpiece of brand and creator matches and Stix Golf was a tremendous opportunity for his upstart golf brand, met the founder and was

decidedly looking to activate the awareness and the reach, and also the sales of their golf clubs to more diverse audiences.

(01:59):

There's a lot of different types of folks that are not white that want to get into the game of golf and are very excited about the game. Gabe realized that kudos to him. So he came to us for a campaign and for content and really utilizing some of our inspiration from conversations with Izzy and other conversations along the way and making sure that we stick with that level of authenticity. We were able to reach a set of celebrity barbers here in Los Angeles that were also big, huge, avid golfers. Had started their own golfing brotherhood, but they're very good actually. They're really good. They're probably scratch golfers.

(02:43):

We put two and two together. They make great content. They had an inbound virality coefficient. Their subculture is that barbers talk to a lot of people, and or they listen to a lot of people, and therefore they're a source of a lot of cultural and very up to date information and knowledge. In LA that's probably even more, probably even more interesting. It's certainly part of African American black culture. It's something that we love that's kind like a self-care moment. I even have a barber in LA that gives me spiritual wisdom and he gives me inspiration every time I talk to him so that's another reason why I like to go. And lo and behold, this is where things got really exciting because of who they knew.



(03:31):

There were celebrities to the likes of like Paul Pierce, NBA hall of famer, former Boston Celtics and music artists Ty Dolla Sign that requested a set of clubs. And for us that was really, really exciting because we realized that this was working. Tapping the culture and getting folks to talk about your products in an authentic way, but with their own voice and to their own people, to their own communities was a very valid and scalable exercise. It's exactly why we created SwayBrand. If we can help your brand, your product, your campaign reach diverse audiences in a more authentic way, sales go up, everyone wins. And again, we're doing that through a really unique set of apps and we want to change how brands source diversity driven content. That's something that a lot of Americans want to see is representation. And I'm no different. It feels good to see other people that look like me that are doing things that I aspire to do or that represent things that I could potentially buy or be a part of. So it feels good to be on the vanguard for that work.

Speaker 2 (04:49):

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