

# Strategic Insights, Ideas & Resources For Creative Storytellers

## July 2020

*What do your customers want?  
Accountability. When do they want*

*it? Now.*

Those who spend on your brand expect it to reflect their values and serve a greater purpose than just driving revenue. Today's consumers want to see less competition and more collaboration. They're demanding better ways of doing business at every level and in every sector. If the first half of 2020 was all about expressing empathy and compassion, the second will be about backing up your brand's promises with plans of action.

A recent **Edelman survey** revealed 60% of respondents believe

brands should publicly speak out on racial injustice and systemic racism. But taking a stand means not only showing solidarity but also facilitating long-term, systemic change.

**Brands that take a stand against racial injustice are 4x more likely to gain their customers' trust than lose it.**

**(2020 Edelman Trust Barometer Special Report)**

# Storyteller Spotlight

Last year Rocket Mortgage joined forces with Forbes to bring the first of three annual Under 30 Summits to Detroit. The four-day event convened entrepreneurial minds from across the globe and renewed investment in an underdeveloped city on the cusp of revitalization. But when the pandemic halted travel and in-person gatherings ahead of the 2020 summit, Rocket Mortgage remained determined to shine a spotlight on its hometown.

Pivoting to virtual, Forbes worked with Major League Hacking to host

the Under 30 Hackathon:

**Accelerating Change**, with the goal of addressing Detroit's challenges and extending the resulting ideas and solutions to society at large through visual storytelling.

“We are committed to employing every resource we have to enable Detroiters to solve the unique challenges they face due to the pandemic – whether they are recent hardships or systemic issues,” Quicken Loans CEO Jay Farner told Forbes.

**An estimated 70% of**

**Detroit's students lack  
Internet access at  
home.  
(City of Detroit)**

**READ MORE**

**What We're Reading**





## Small Business

How **service-based businesses** can strengthen relationships with their customers amid lockdowns.

# Impact Investing

Brands including **Capital One**, **IBM**, **Salesforce** and **Netflix** announce initiatives to advance social justice and equal opportunity.

## Finance

Can **banks weather this storm?**

## Tech

Conversational **AI promises a future** where data from every interaction you've ever had with a company will be aggregated into one platform.

## Telecom

These young entrepreneurs have



a plan to **bring the Internet to Detroit**, the least connected city in America.

## Real Estate

Ready to relocate? How working from home is changing the way we think about **where we live**.

## Retail

How the pandemic has led **retailers to rethink leases** and the way they want to pay rent.





# Virtual To-Do List

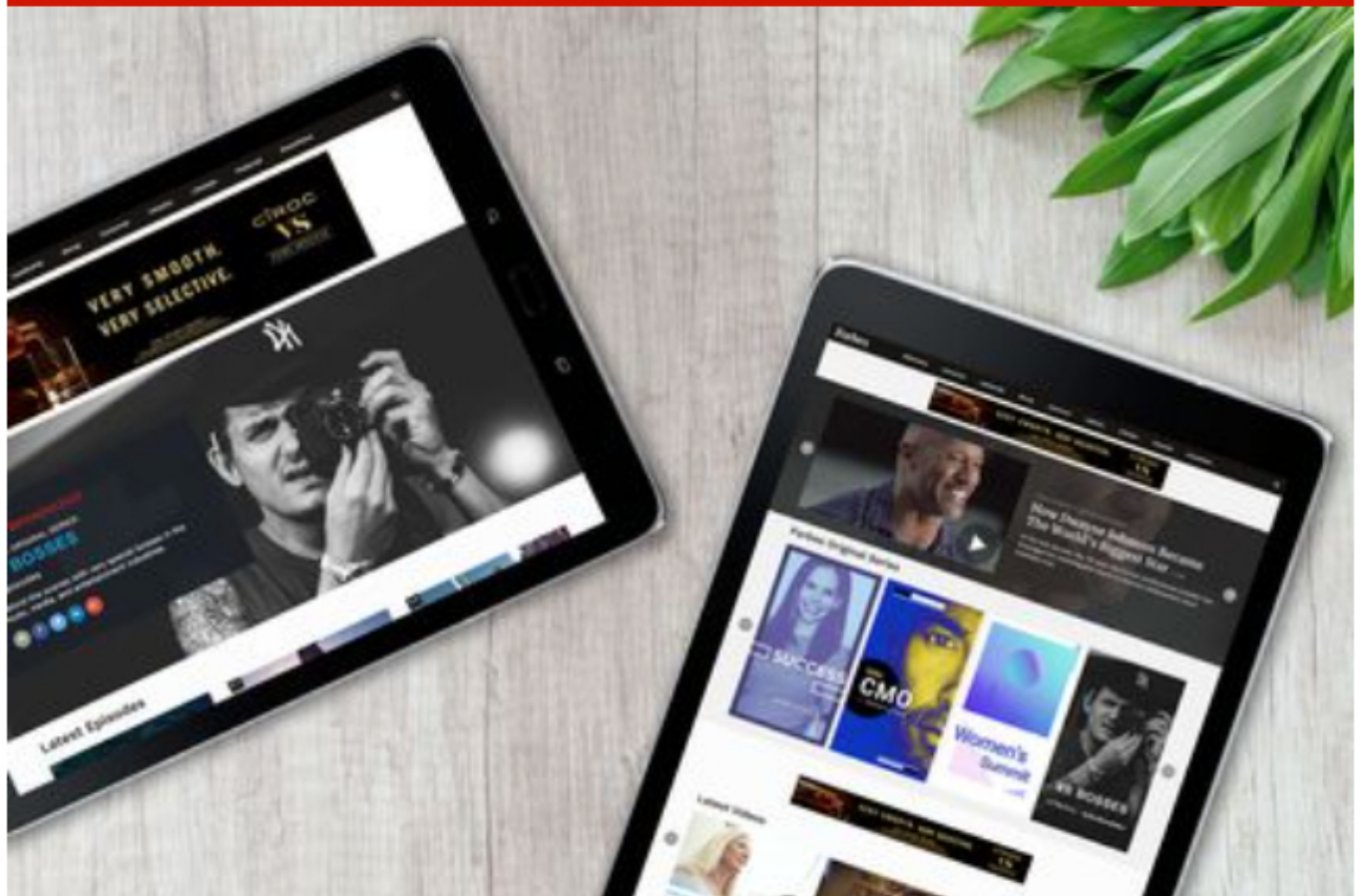
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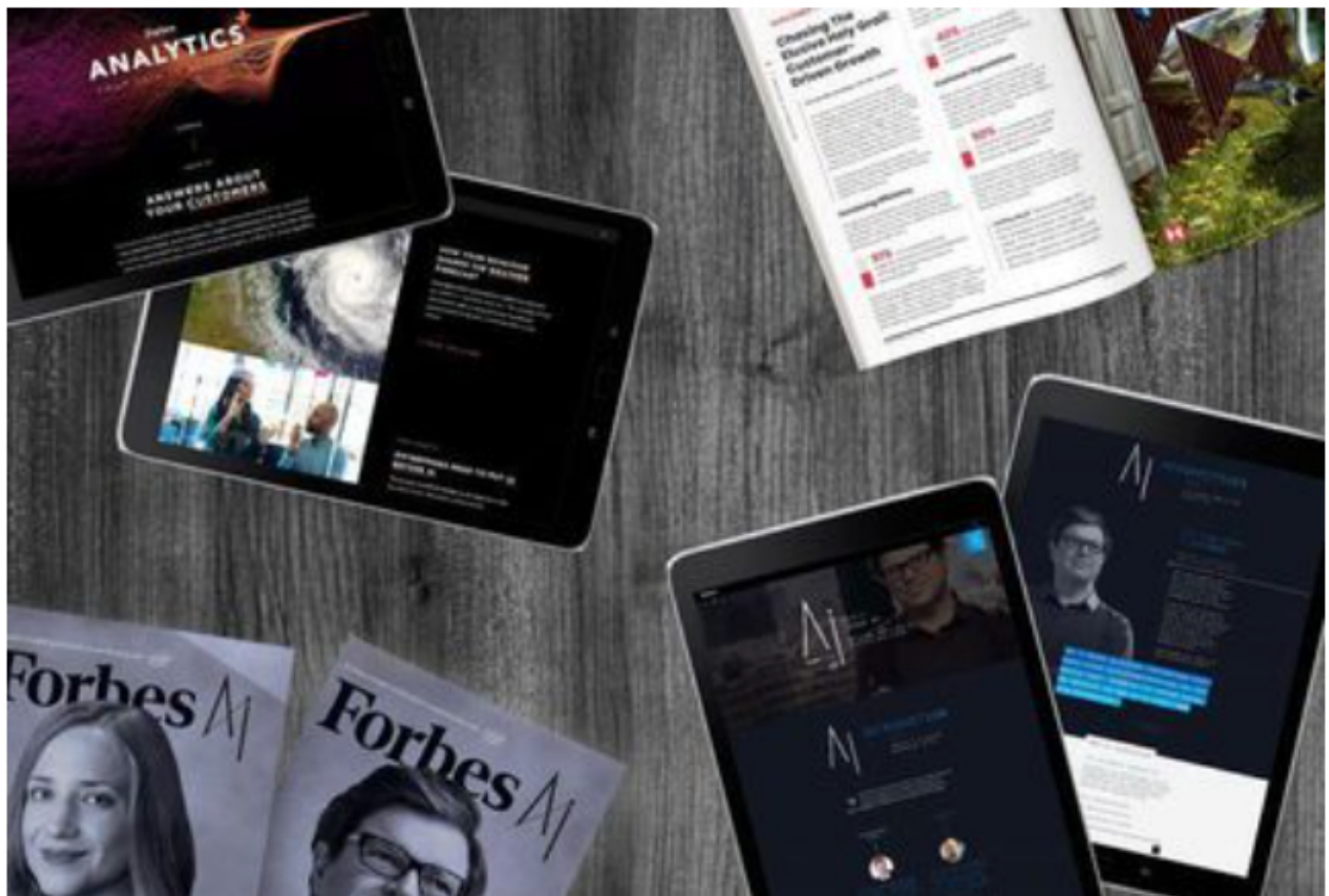
# Look Now, Listen Later



- Ask the Expert: Solutions From The Forbes Under 30 Detroit Hackathon with **Caper AI CEO Lindon Gao**
- Forbes #CultureTalks: **Path To Prosperity with Lule Demmissie**, President of Ally Invest
- The 2% Solution: Inside **Robert Smith's Bold Plan** To Funnel Billions To Black-Owned Businesses
- What's Ahead with Steve Forbes: What Changes Can We Expect In The **Future Of Air Travel?**



- Pros & Content Connect 2020 by Knotch: **Storytelling As A Platform For Change**



**Your Content Strategy**

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The Forbes Content Studio works closely with partners, including **Deloitte**, **T-Mobile** and **Teradata**, to share their perspectives and expertise in a way that resonates with our readers. The most successful content creators continue to spark dialogue and build trust with their audience, not just to meet short-term campaign goals, but as a form of long-term relationship building.

relationship building.

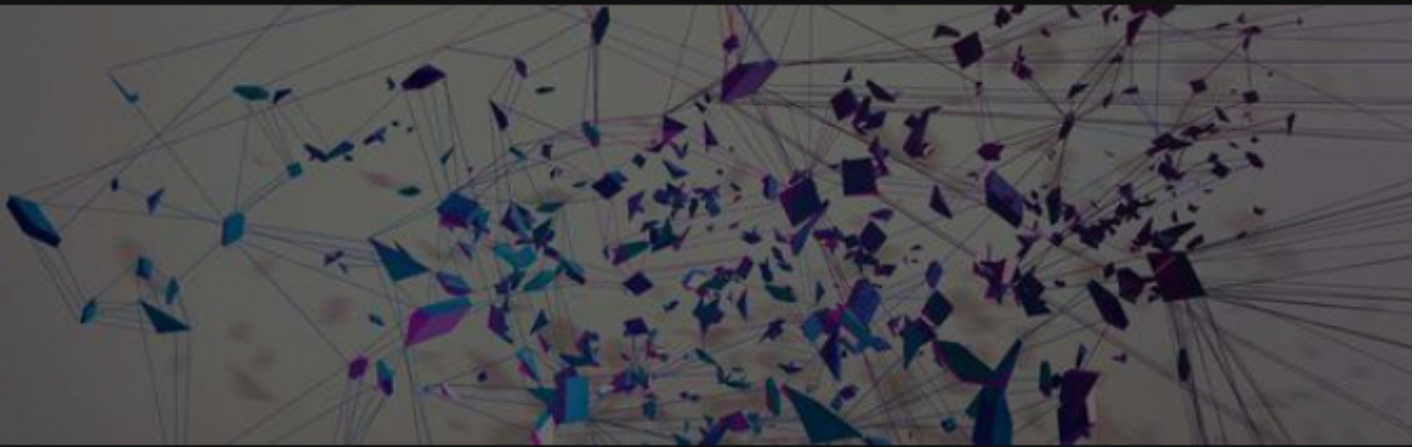
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Comments?**

# Comments?

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