



BLACK (STILL) MATTERS IN MARKETING AND MARKET RESEARCH

SEPTEMBER 2021

QUIRK'S
MEDIA

pm
PEPPER MILLER



TODAY'S DISCUSSION

- Black Americans in Context
- 3 Fundamental Truths About Us
- Who's Getting It Right?
- Relevant Research Practices
- Engaging with Cultural Relevance



YOU MAY BE WONDERING

**BLACK,
AFRICAN AMERICAN,
PEOPLE OF COLOR OR
BIPOC ?**

WHO ARE WE?

46.8 MILLION

BLACK AMERICANS. WE CAN'T BE IGNORED

\$1.5 TRILLION

CONTRIBUTE TO THE U.S. ECONOMY

57% SOUTHERNERS

STRONG SOUTH PRESENCE

27% YOUTH

ARE UNDER 18 YEARS OF AGE

YOUNG

AVERAGE AGE 32, VS. WHITES AVERAGE AGE 43

OPTIMISTIC

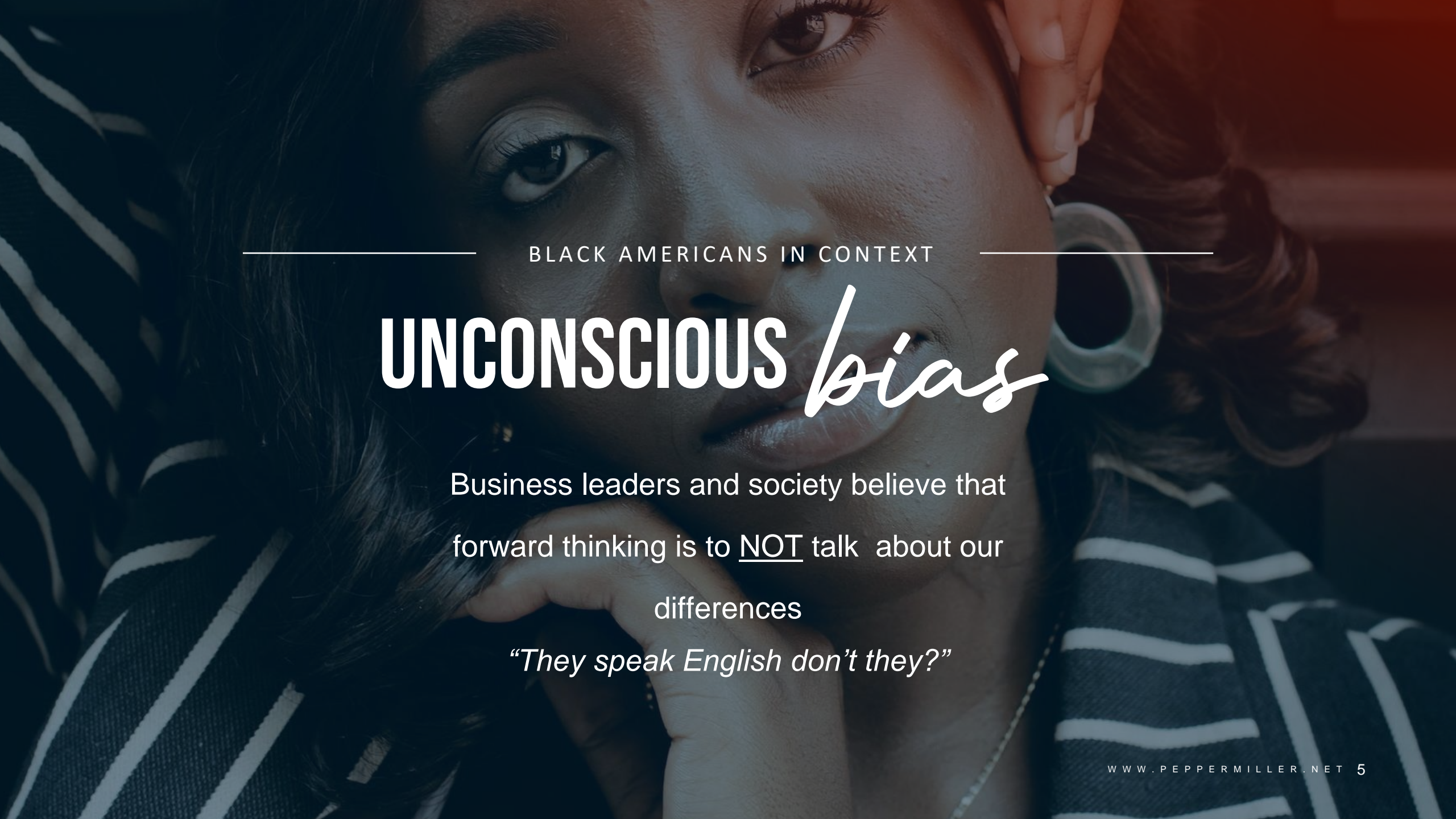
VS. WHITE AMERICA (FEAR OF LOSING OUT)

BUSINESS BOUNCE BACK

UNDERCAPITALIZED, UNDER RESOURCED BUT WELL POSITIONED

#IT'SAGOODTIMETOBEBLACKANDINBUSINESS

#GODBLESSGEORGEFLOYD



BLACK AMERICANS IN CONTEXT

UNCONSCIOUS *bias*

Business leaders and society believe that
forward thinking is to NOT talk about our
differences

“They speak English don’t they?”



BLACK AMERICANS IN CONTEXT

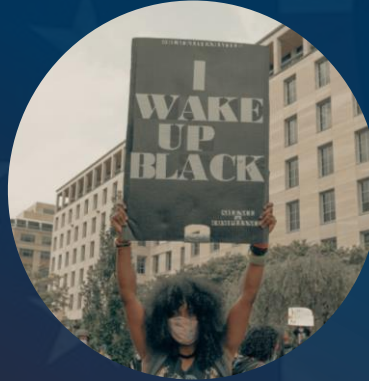
3 fundamental
TRUTHS ABOUT US

BLACK AMERICANS ARE *different*



DIFFERENT HISTORY DIFFERENT LENS

We didn't just show up!



CENTURIES OF EGREGIOUS JUSTICE

250 years of slavery

88 years of Jim Crow

60 years of separate "but unequal"

35 years of racist housing practices



UNFAIR TREATMENT STIFLED PROGRESS

Freedman's Bank Fraud
African-Americans lost \$57M in 1874

Prosperous Black Wall Street
Firebombed in 1921

Today: Systemic Inequality
in education, healthcare, justice, housing and finance



DIFFERENT BELIEFS + BEHAVIORS

feels undervalued

sensitive

masks duality

highly values
feeling respected

Kairos time

badge value

stereotyped

smoldering coals

have relationships with brands

BLACK AMERICANS IN CONTEXT

THE EQUALITY

#BLACKLIVESMATTER

#GEORGEFLOYD

#BLACKGIRLSCODE

#OSCARSOWHITE

#TAKEAKNEE

#STAYWOKE

#UNAPOLOGETICALLYBLACK

#GROWINGUPBLACK

#BLACKGIRLMAGIC

#MELANINONFLEEK

#PROUDTOBEBLACK

#1000BLACKGIRLBOOKS

parallel

- For years, obtaining Equality has been the #1 value for Black Americans
- Equality was rated far less important for Whites -- ranking #8. #1 was Loyalty



POSITIVE REALISM **AND CELEBRATION ARE KEY**

Differences must be celebrated, not ignored.

Food and our good men



Food, upbeat grilling and fun

BLACK AMERICANS IN CONTEXT

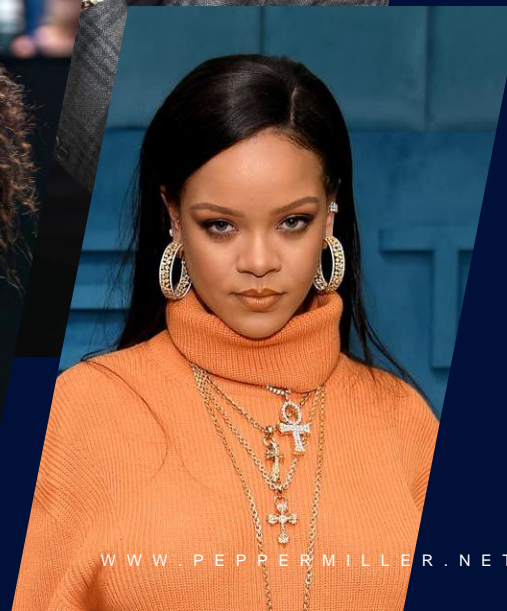
2.) undeniable influence

REDEFINING CULTURAL NORM\$



A portrait of Janet Mock, a transgender activist and author, wearing a white turtleneck dress with a sheer overlay.

1619





3.

BLACK AMERICANS IN CONTEXT

BLACK GEN Zs + MILLENNIALS

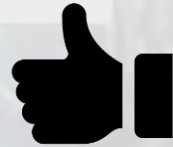
ARE NOT AS MAINSTREAM AS SOME MAY THINK

MOST MILLENNIALS AND GEN Zs DESIRE A **NATION OF EQUALITY**



An Unequal Society

- **60%** Gen Zers and **56%** of Millennials **see systemic racism as very or fairly widespread** in general society.
- **1 in 5** Millennials believe they are discriminated in the workplace “all the time”.
- **Two-thirds** of Millennials and Gen Zers **see wealth and income as unequally distributed** in society.



For Equality

- **68%** want more inclusive topics in their college curriculum
- **48%** of Gen Zers and **47%** of Millennials **approve of gay and lesbian marriage**
- **59%** of Gen Zers **say data collection profiles should include additional gender options**
- Gen Zers and Millennials **support single women raising children on their own**

Source: Pew Research, 2021

MILLENNIALS b. 1981-1996
AGE: 25-40

GEN Z b. 1997-2012
AGE: 9-25

Black Youth: Proud Unapologetically Black & Future-Focused

- **72%** are proud of their heritage
- Want **reframed stories of Black history** that depicts:
 - historical resilience
 - modern day Black excellence
 - celebrations of Black achievements
- Promote Black culture in schools.

Source: Viacom/BET Study on Black GenZers, October 2020

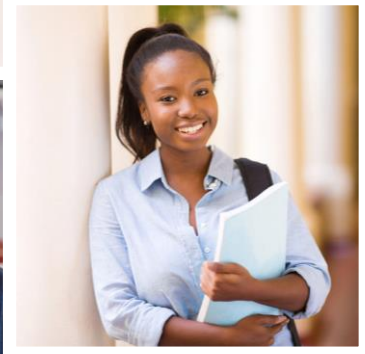
BLACK GEN Z + MILLENNIAL

mindset continuum

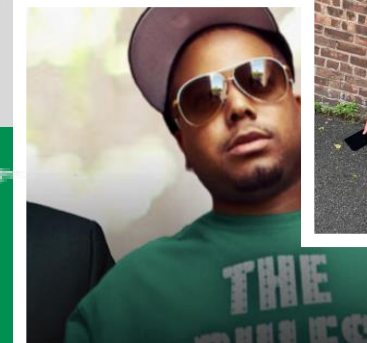
LIVING PARALLEL LIFESTYLES



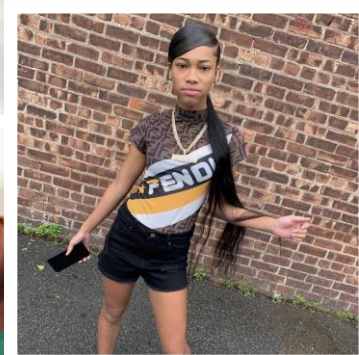
ASSIMILATED



EXPOSED-WORLDLY



INSULATED





WHO IS AHEAD OF THE CURVE AND

winning?

NETFLIX | P&G



NETFLIX: LEADING THE WAY WITH *unapologetic content*



NETFLIX'S

Strong Black Lead team
amplifies content for the
Black audience



- American Son
- Dear White People
- Jingle Jangle
- I Am Not Your Negro
- Nappily Ever After
- She's Gotta Have It
- Styling Hollywood
- The Black Godfather
- When They See Us
- Pose
- Self Made
- Ma Rainey's Black Bottom





P&G

PUTTING A STAKE IN THE GROUND TO

promote black value

Marc Pritchard, Chief Global Brand Officer, is an advocate for telling Black value stories and upholding Black consumer investment

- Increased investment in Black media
- Invest in Black consumer research

PROCTER & GAMBLE

telling the unvarnished truth



THE TALK



THE LOOK



FIRST SHAVE

RELEVANT RESEARCH PRACTICES

Understanding and Effectively Engaging
Black Respondents

THE MARKET RESEARCH LACKS DIVERSITY AND INCLUSION

Segments adequately and accurately identified for targeted marketing in large data bases:

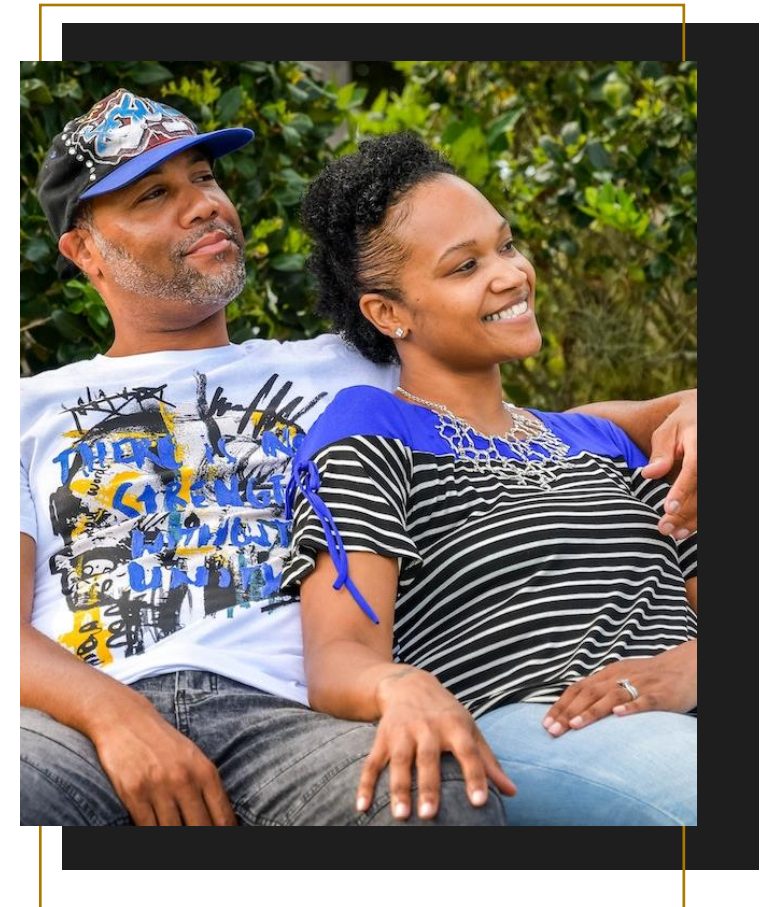
- **68% Whites**
- 49% Hispanics
- 28% for Black Americans
- 24% for Asian Americans

**Accurate
Representation
Matters**

BLACK RESPONDENTS ARE DIFFERENT

- Race matters
- (Qual setting) **The Black Respondent's Lens:**
 - White recruiters/interviewers
 - Qual facility: White receptionists
 - Primarily white participants
 - Assume white viewers behind the glass
- Building trust matters

Cultural sensitivities matter

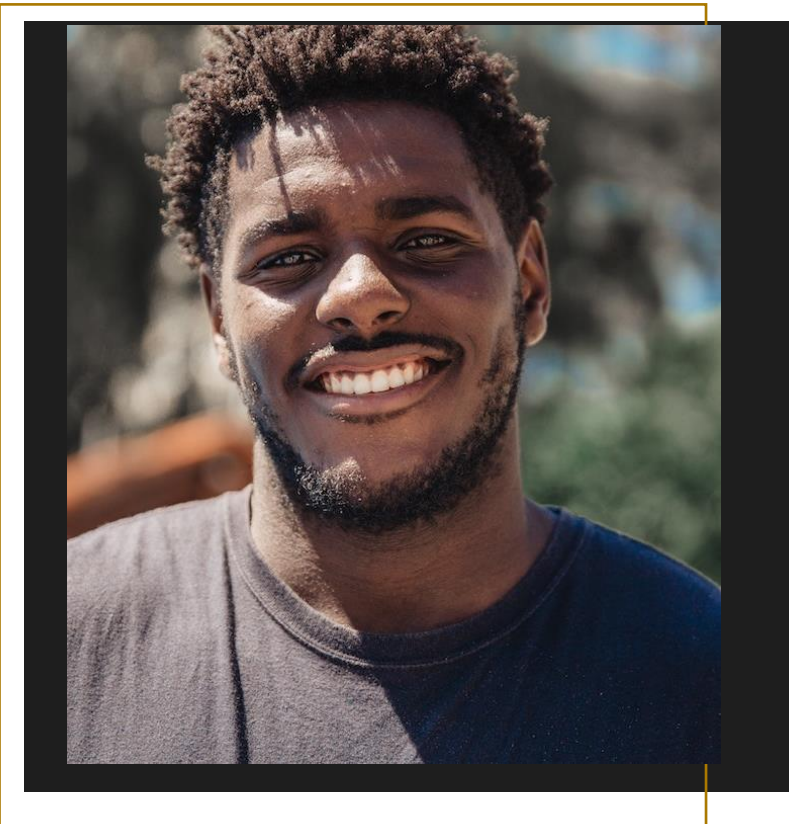


BUILD TRUST WITH RESPONDENTS

Qualitative research should be non fact-finding, but insuring a positive experience.

– Emily Spensieri

- Black interviewers matter
- Black respondents are less guarded with Black interviewers
- Don't underestimate the power of the introduction
- Address the elephant in the room:
 - For non-Black interviewers: Tell "your" truth
 - Encourage respondents to "tell their truth"
 - Invite Black respondents to be authentic/"Black"
- Help respondents understand why their honest participation matters



STUDY CONSIDERATIONS

EXAMPLE

- Screen for Black respondents in an identity conscious world
- Screen for cultural connections
- Include relevant questions and situations during qual discussions and quant surveys:

Financial study:

- ...figuring out to pay for further education for yourself and your children
- I'd like to learn more about how to best invest my money
- I want to learn how to incorporate a financial plan that includes tithing, saving and budgeting to live on the rest



AUTHENTIC INCLUSIVITY

IS THE WAY TO WIN WITH

Black Respondents

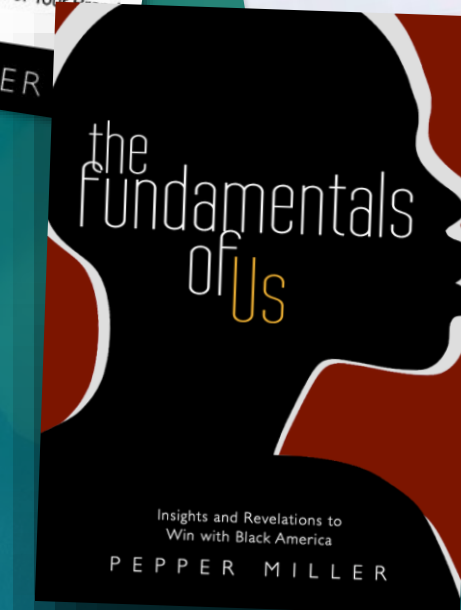
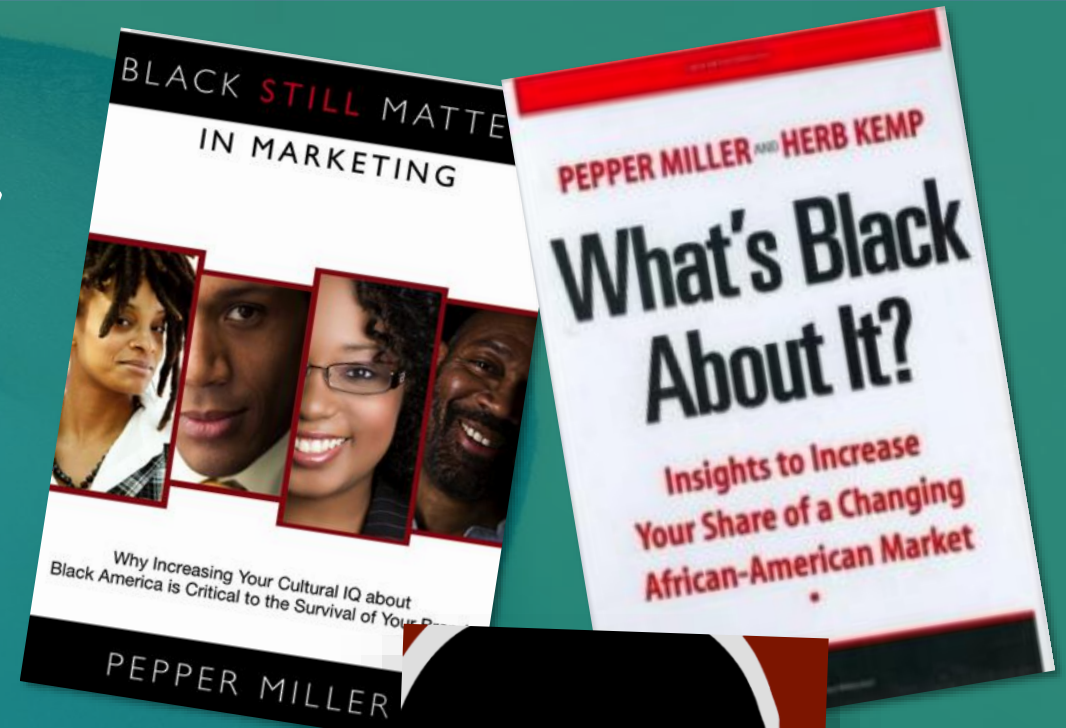
- ▶ Get serious about inclusivity and diversity
- ▶ Have courageous conversations
- ▶ Invest in more designated Black studies
- ▶ Be sensitive to the Black community's sensitivities
- ▶ Be an ally, advocate and accomplice for the cause

Thank you!

pm

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COMING 2022!