

pm PEPPER MILLER

LEADING WITH BLACK INSIGHTS

ACTIONABLE INNOVATIVE INSIGHTS FOR EXPANSIVE
OPPORTUNITIES

MARCH 2024

QUIRK'S
MEDIA



***Innovation is not a cost but an investment.
The failure to innovate can cost a fortune.***

-John Parikhal

Recognized global market researcher, creative strategist, and tactician who helps companies expand by identifying current and emerging trends



BLACK AMERICA: AN AMERICAN ASSET

- **47.2 million** We can't be ignored
- **\$1.6 trillion** contributed to the U.S. economy
- **57% Southerners**— a prominent presence in the American South.
- **Young and Influential**, with 27% under 18; an average age of 33 years, vs. whites at 38 years; global influencers
- **Profoundly Resilient and Enduringly Optimistic**



THE INNOVATIVE VALUE OF BLACK INSIGHTS

- Amplifies authentic voices to drive genuine connections and market relevance
- Prioritizes and incorporates perspectives, experiences, and needs from the Black community:
 - Breaks down stereotypes
 - Addresses growing demand for social responsibility
- Creates a competitive edge; opens up avenues for growth and opportunities for market research and marketing; enhances market reach and strategies that resonate across diverse audiences
- Reduces potential blunders/missteps

THE PUSHBACK



- FEAR OF LOSING OUT
- FEAR OF MAINSTREAM REJECTION
- BUSINESS LEADERS ARE COMFORTABLE WITH TRADITIONAL STANDARDS AND STEREOTYPES

THE LEADING FOUNDATION

- Understanding **7** Critical Leadership Blind Spots
- Embracing them as innovative insights

1. *Avoidance of America's History*
2. Privilege and the Deficit of Empathy
3. *Misunderstanding the Language of Black Culture*
4. *Misunderstanding Black Identity*
5. Unapologetically Black
6. No, Virginia. We are NOT Post-racial
7. Generations of Awakening Give Rise to the Fight for Equality

BLIND SPOT #1

AVOIDANCE OF AMERICA'S UNBRIDLED HISTORY

DIFFERENT HISTORY/DIFFERENT LENS



Different Treatment: Centuries of Egregious Injustice Stifled Progress

250 YEARS OF SLAVERY/88 YEARS OF JIM CROW
60 YEARS OF SEPARATE AND EQUAL
35 YEARS OF STATE SANCTIONED
REDLINING

- FREEDMAN'S BANK FRAUD LOST \$57MM IN 1874
- "BLACK WALL STREET" FIREBOMBED IN 1921
- TODAY: NAVIGATING BROKEN SYSTEMS: EDUCATION, HEALTHCARE, FINANCE, HOUSING, AND JUSTICE

SOURCE: TA-NEHISI COATES – A CASE FOR REPARATIONS – THE ATLANTIC
NATIONAL ARCHIVES; HISTORY.COM

BLIND SPOT #4
MISUNDERSTANDING
AND MISJUDGING
BLACK IDENTITY

RESPECT IS
KING

COLORISM

PRIDE & SENSITIVITY

SMOLDERING COALS

BLACK VS. AA, POC & BIPOC

BLACK & BI-RACIAL

DUALITY/ CODE SWITCHING

BADGE VALUE

UNAPOLOGETIC



UNDERSTANDING "RESPECT" AND BLACK IDENTITY



THE RESPONSE

"Respect my identity, progress, and where I'm from."

- Not victims
- But WOKE -- aware and unapologetically vocal about racial and social issues
- Not anti-white or anti-American



THE APPLICATION

Why We Capitalize Black

- Culture Vs. Color
- Celebrates Black identity
- Conveys respect for past and present generations
- Noteworthy publications agree: Associated Press and members: NY Times, The Atlantic, BuzzFeed News, USA Today, Business Insider, HuffPost, McClatchy, Los Angeles Times, Seattle Times, Boston Globe, Chicago Sun-Times, Philadelphia Tribune, Detroit Metro Times, San Diego Union-Tribune, Sacramento Bee, Columbia Journalism Review, The Canadian Press, Toronto Star, CBC News, Essence Magazine and theGrio etc.

BLIND SPOT #3

**MISUNDERSTANDING THE
LANGUAGE OF BLACK
CULTURE**



THE LANGUAGE OF BLACK CULTURE | POSITIVE REALISM IS KEY

They speak English, don't *they*?

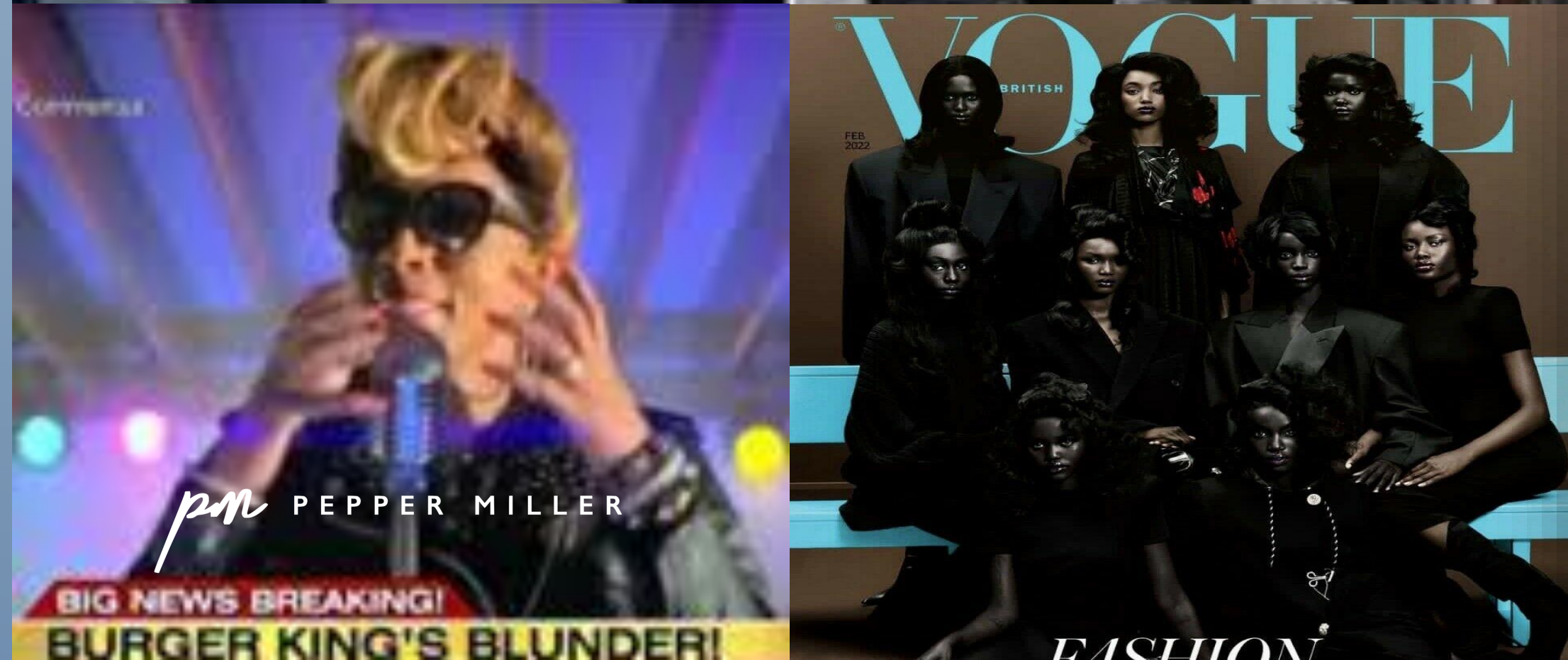
Um...Yes, *I* speak English...
but are you *talking to me*? 🙄 Watch
these classic and new TV spots.
They're talking to me!





MARKETING BLUNDERS AND MISSTEPS

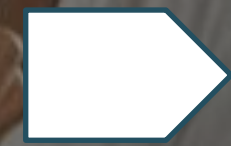
- H&M “Coolest Monkey in the Jungle”
- Gucci Lip Sweater
- Kendall Jenner and Pepsi
- Mary J. Blige and Burger King
- Vogue Int’l (2023 cover)



THE LEADING APPROACH

Utilize Designated Black Research

- Invest in secondary and primary research
 - Diverse mindsets
 - Authentic experiences, perspectives, values, cultural nuances and behavior
- Continuous learning



BLACK INSIGHTS IN ACTION

- Do they align and resonate with Black values?
- Do they counter stereotypes?
- Does it showcase universally relatable experiences?



THE LEADING OPPORTUNITY

**BLACK INSIGHTS SUCCEEDS
BOTH BLACK AND MAINSTREAM
WHEN BLACK PERSPECTIVES
ARE UNDERSTOOD**

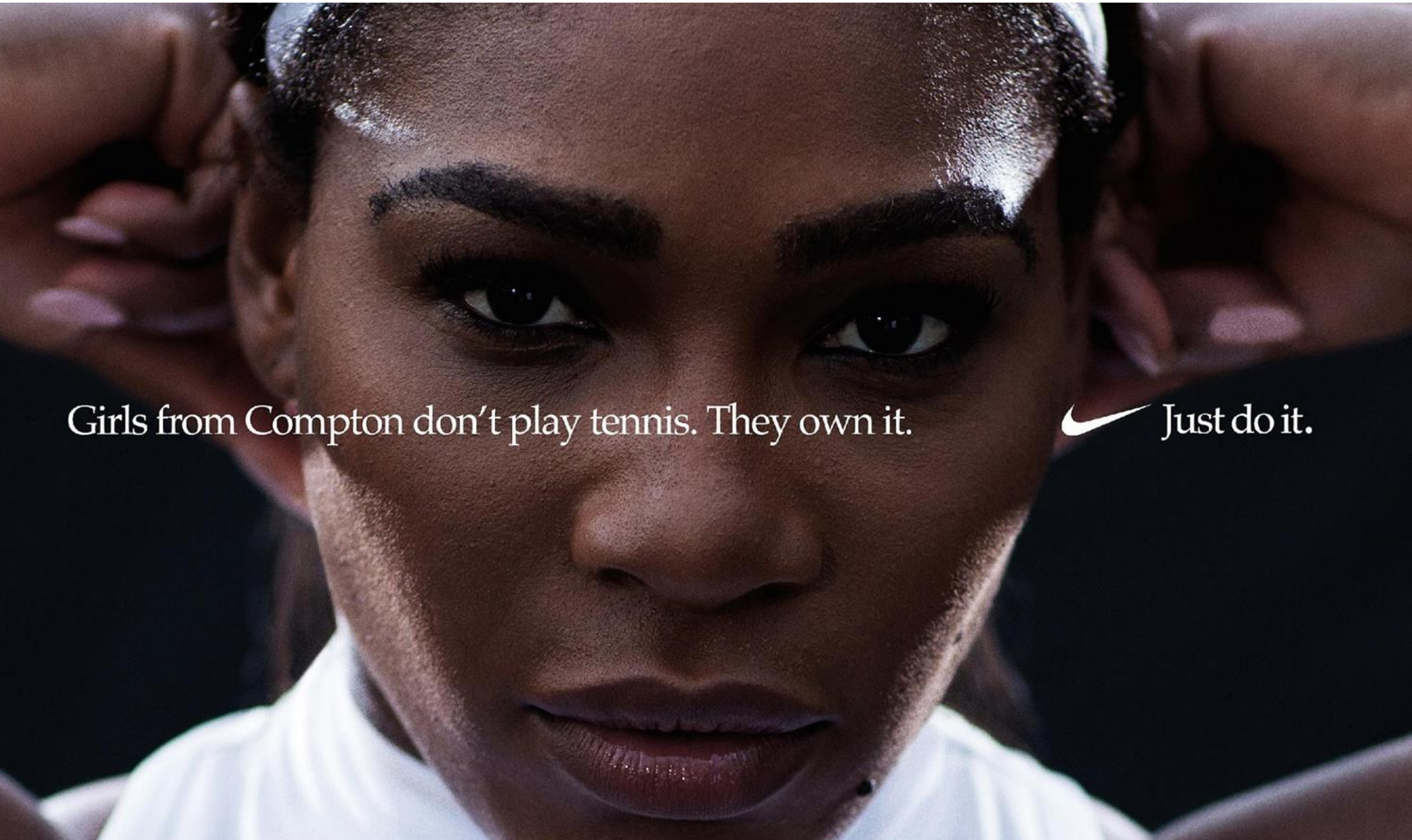


STRATEGY THAT RESONATES ACROSS DIVERSE AUDIENCES

FENTY BEAUTY
BY RIHANNA

**REVOLUTIONIZED
THE MAKE-UP AND SKINCARE
INDUSTRY**

NIKE'S "DREAM CRAZY" CAMPAIGN



Girls from Compton don't play tennis. They own it.

 Just do it.

- ▶ Won the Grand Prix in the Creative Effectiveness category at Cannes.
- ▶ Earned media worth \$163 million, added \$6 billion of value to Nike's brand, and boosted sales by 31 percent.

This work meant something to our community. And eventually, this work meant something to the world."

— Black Creative Director, Jonathan Johnson Griffin

EXPANDING THE MARKET RESEARCH OPPORTUNITY

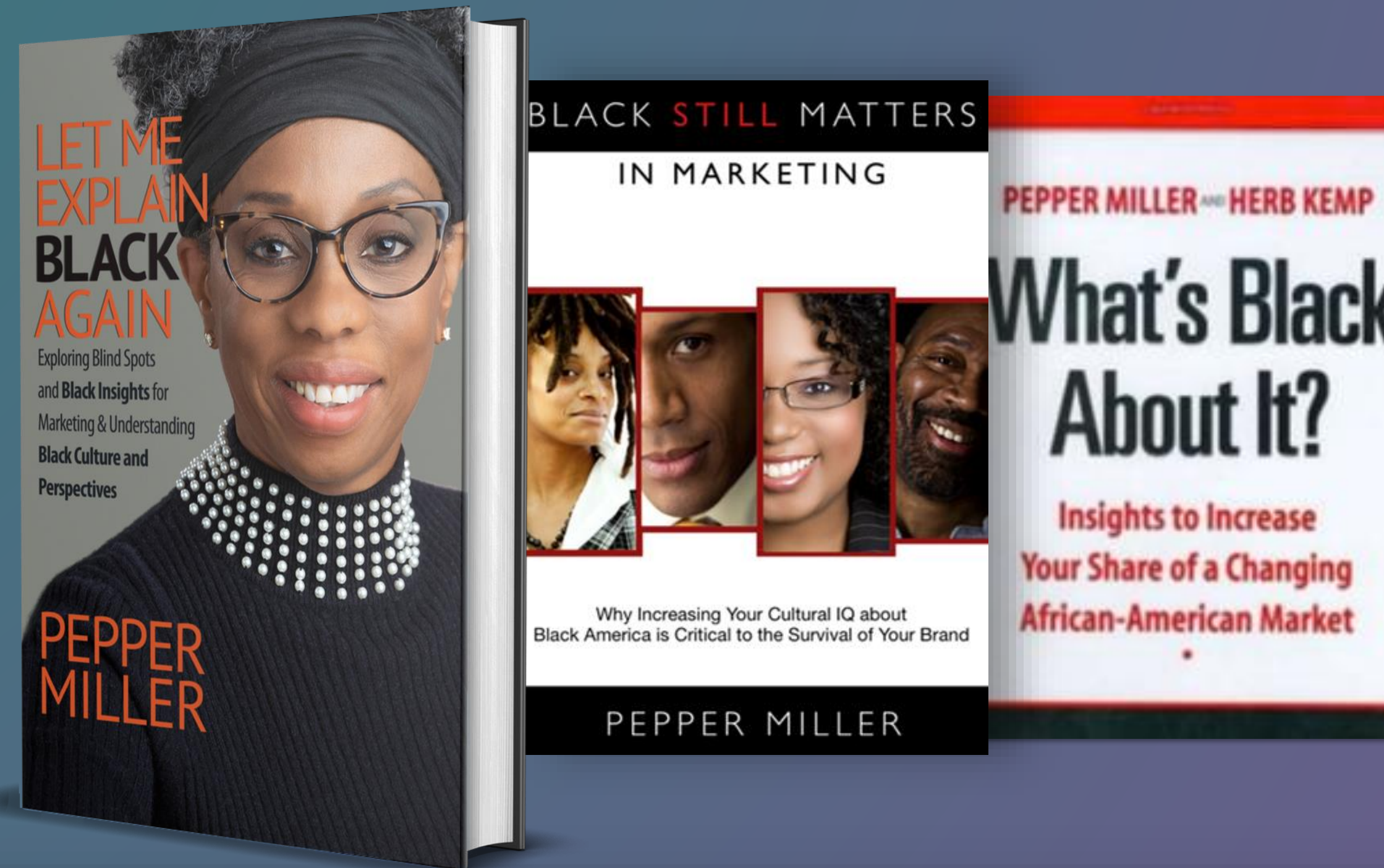
THE WAY TO WIN WITH BLACK AMERICAN RESPONDENTS

- Begin with WHY
 - Be introspective: What do we really know/understand about Black Americans?
- Position Black insights as an innovative strategy
- Invest in designated Black consumer research
- Develop and implement inclusive practices: relevant research and AI tools, screening and recruiting, and cultural analysis
- Utilize diverse teams: include Black interviewers, analysts, and Anthropologists



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THANK YOU!



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Q&A

