



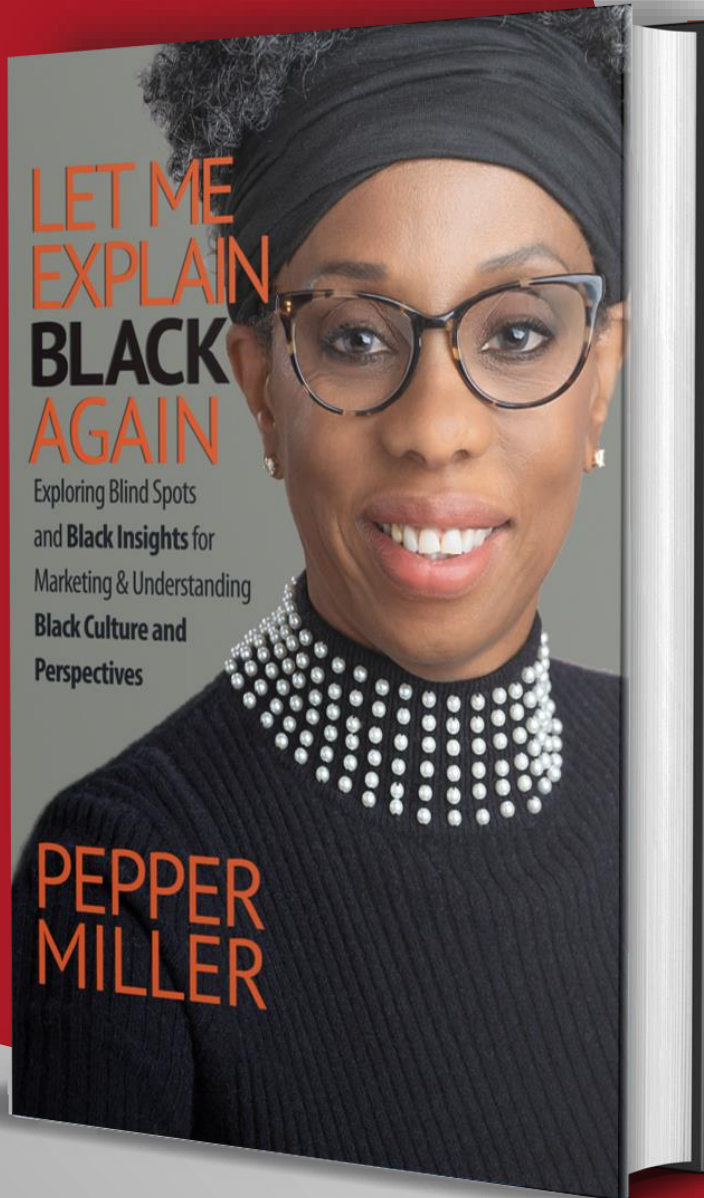
# Let Me Explain Black AGAIN

MARCH  
2023

*pm* PEPPER MILLER

**QUIRK'S**  
MEDIA

# Why this MESSAGE, Why? Now



#1

Millennial Power

- Surpassed Boomers in growth
- Front-liners of political and cultural change
- Black Millennials drive Black progress and identity; highly influential to American culture, language, music, and fashion

#

Three American Disrupters: Trump/COVID/George Floyd

#2  
#3

Four words: *“Pepper, I didn’t know.”*

# 7 Key Leadership Blind Spots

#1 Avoidance of America's History

#2 Misunderstanding the Language of Black Culture

#3 Misunderstanding Black Identity

#4 Privilege and the Deficit of Empathy

#5 Unapologetically Black

#6 No, Virginia. We are NOT Post Racial

#7 Generations of Awakening Give Rise to the Fight for Equality

Blindspot  
#3  
Misunderstanding  
g  
LANGUAGE OF  
BLACK  
CULTURE

*"They speak English, don't they?"*



# Blindspot #3 Misunderstanding Language of black culture

“Yes, I speak English, but are you talking to me?”



## BLACK WOMEN AND SUNSCREEN PRODUCTS

### X The missteps

- **Overarching belief: Language is the cultural identifier**
- **Blacks are dying of skin cancer**
- **No research investment**

## Authentic voices give rise to a new trusted brand

Black social media gurus, female dermatologists, and beauty experts educate Black women:

- “Melanin won’t protect us”
- Encouraged “ashy residue” tests
- Raw “in your face” demands

**Black Girl Sunscreen** addresses the health and beauty needs of Black women using an authentic voice.

## THE INSIGHT

To be heard.

The formula...

**APRR:**  
**Authentic, Positive, Relevant, Representation**



# Blindspot #4 Misunderstanding and Misjudging Black Identity

## RESPECT



# Blindspot #4: Misunderstanding and Misjudging Black Identity



## THE INSIGHT

### Respect is King!

- *Unapologetically Black* is the new normal
- Black Identity rises as momentum grows



## The misstep

**Not** exploring beliefs and behaviors based on:

1. Complex history
2. The Black cultural lens

*Different does not mean  
deficient*



## THE RESPONS E

***“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 publishers agree: NY Times, USA Today, The Atlantic, Associated Press and more!



**Cultural  
Shapeshifter  
s**

**BLACK  
YOUTH: not  
as mainstream  
as some may  
think**



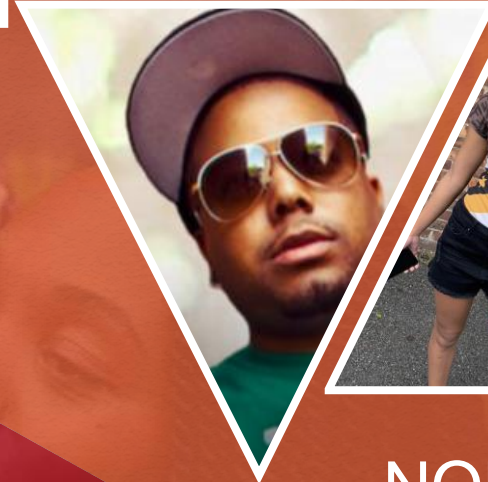
# DEAF OR MILLENNIAL + GEN-Z MINDSET CONTINUUM



ASSIMILAT  
ED



ADAPTABLE



NON-  
CONFORMI  
ST



# Black Opinion s Matter

*Where is the  
Designated  
Black Market  
Research?*





# RELEVANT RESEARCH & ACCURATE REPRESENTATION ARE KEY

Black respondents are rarely invited to the table. Cultural sensitivities matter. Building trust matters.

Extend a relevant invitation

- Invest in Black designated research
- Practice relevant screening and recruiting
- Black Anthropologists, interviewers and analysts are recommended

Watch out: coded bias in Artificial and Automated Intelligence

# When Brands Get it Right, they Center the Black Experience

Consistency is key to Black consumer loyalty

- **Best Practice:** Procter & Gamble Corporate Plants Seeds for Change
- **First Win:** Pixar's Soul: Positive Realism in Action



PROCTER AND GAMBLE

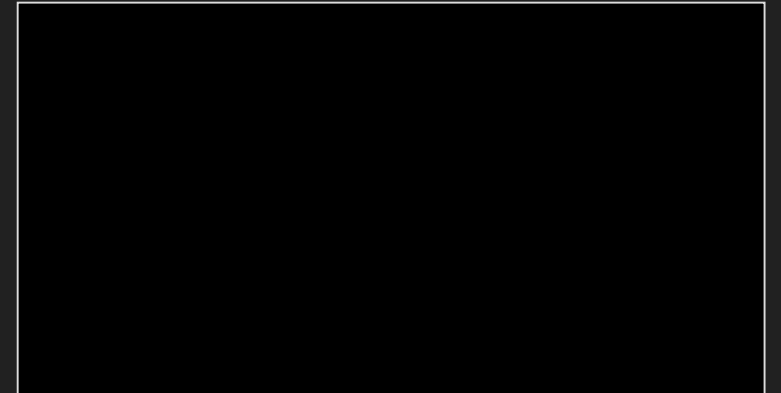
# Telling the Unvarnished Truth



THE TALK



THE LOOK



WIDEN THE  
SCREEN

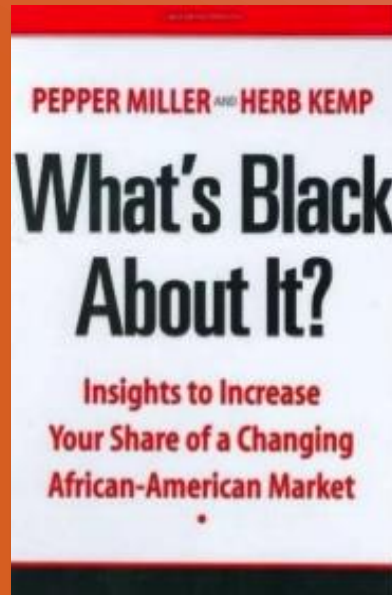
# So what, now what?

## Begin with why

- Introspective
- See through the eyes of humanity
- Respect for and celebration of differences
- Less bias, creates new ways of seeing the world and doing business
- Pathway to becoming an ally

# Thank You!

*pm* PEPPER MILLER



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