



# Let Me Explain Black, Again

**QUIRK'S**  
MEDIA

*pm* PEPPER MILLER


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July 2022



# TODAY'S DISCUSSION

- Addressing "I didn't know!" and Business leaders' blind spots
  - *The Fundamentals of Black Identity*
  - *Cultural Shape Shifters*
- Who's Getting It Right?
- Relevant Research Matters
- Earning Black Loyalty



YOU MAY BE WONDERING

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



BLACK AMERICANS IN CONTEXT

*Fundamental*  
TRUTHS AND BUSINESS  
LEADERS' BLIND SPOTS



BLACK AMERICANS IN CONTEXT

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# THE FUNDAMENTALS OF BLACK IDENTITY

# THE FUNDAMENTALS OF BLACK IDENTITY

# BLACK AMERICANS ARE DIFFERENT

## DIFFERENT HISTORY

*different lens*



## CENTURIES OF

*egregious injustice*

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: NAVIGATING SYSTEMIC  
INEQUALITY *in education, healthcare, justice, housing and finance*



# GENERATIONS OF AWAKENINGS GIVE RISE TO THE FIGHT FOR EQUALITY



**BOOMERS + GEN X**

BORN 1946-1964

BORN 1965-1980

CIVIL RIGHTS & POST CIVIL RIGHTS ERA



**MILLENNIALS**

BORN 1981-1996



ZIMMERMAN VERDICT



GEORGE FLOYD  
#BLM

**GEN Z**

BORN 1997-2012



# THE EQUALITY PARALLEL

#BLACKLIVESMATTER  
#GEORGEFLOYD  
#BLACKGIRLSCODE  
#OSCARSOWHITE  
#TAKEAKNEE  
#STAYWOKE  
#UNAPOLOGETICALLY BLACK  
#GROWINGUPBLACK  
#BLACKGIRLMAGIC  
#MELANINONFLEEK  
#PROUDTOBEBLACK  
#1000BLACKGIRLBOOKS  
#BLACKTHERAPISTSROCK  
#THERAPYFORBLACKGIRLS

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

• *Equality for Black Hair: The CROWN Coalition/Act, led by Dove, is legislation that prohibits discrimination based on hair style and texture*



*“It has been said that racism is so American, that when we protest racism, some assume that we are protesting America.” – Beyonce’*

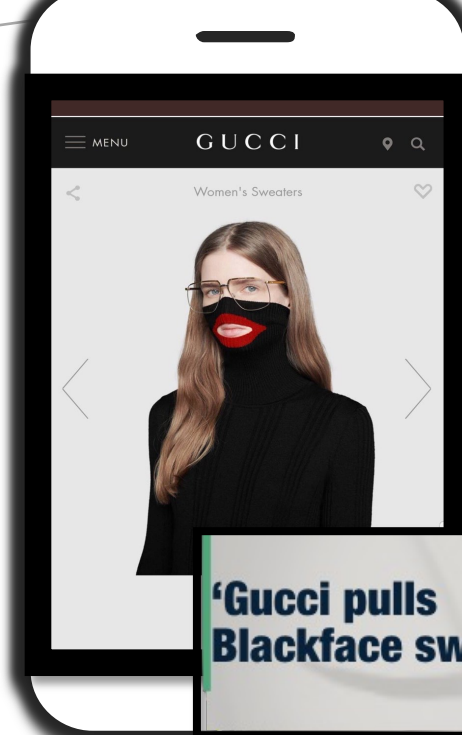


FUNDAMENTALS OF BLACK IDENTITY

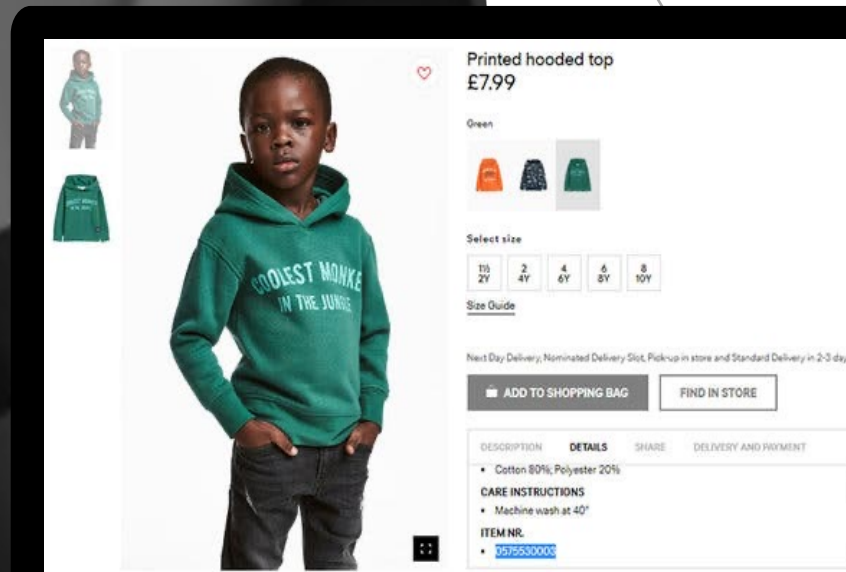
# UNCONSCIOUS BIAS

- ▶ “Differences” discussions are abandoned
- ▶ Language becomes the cultural identifier
- ▶ Deficit of empathy

# MARKETING MISSTEPS



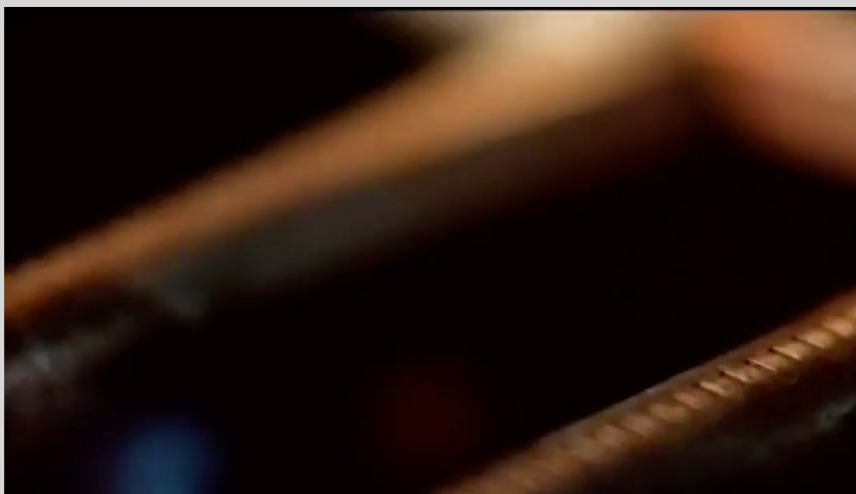
**'Gucci pulls Blackface sweater'**



**Walmart Pulls Juneteenth Ice Cream & Issues An Apology**

# POSITIVE REALISM AND CELEBRATION ARE KEY

Differences must be  
celebrated, not ignored.



*Food, upbeat grilling and fun*



*Food and our good men*

## Positive Realism:

- ✓ Is it **Real/Authentic**?
- ✓ Is it **Relevant**?
- ✓ Is it **Relatable**?
- ✓ Does it **Resonate**?



CULTURAL SHAPE SHIFTERS

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**BLACK GEN Z + 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.
- **Two-thirds** of Millennials and Gen Zers **see wealth and income as unequally distributed** in society.

Source: Pew Research, 2021



## 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**

**MILLENNIALS**  
(b. 1981-1996; 25-40)  
**GEN Z**  
(b. 1997-2012; 9-25)



## Black Youth: Unapologetically Black, Proud & Future-Focused

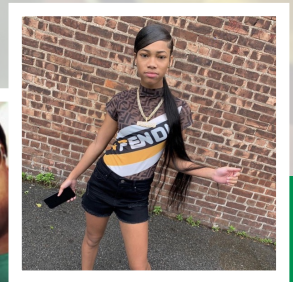
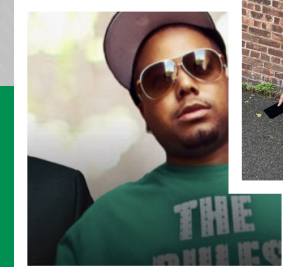
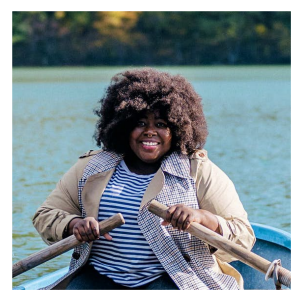
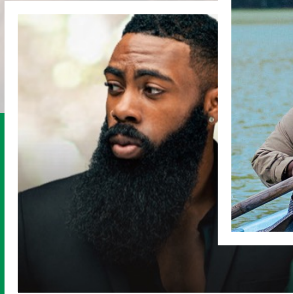
- ▶ **72%** are proud of their heritage
- ▶ Want reframed stories of Black history that depicts:
  - ▶ historical resilience
  - ▶ modern day Black excellence
  - ▶ celebrations of Black achievements

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

LIVING PARALLEL LIFESTYLES

# BLACK MILLENNIAL + GEN Z

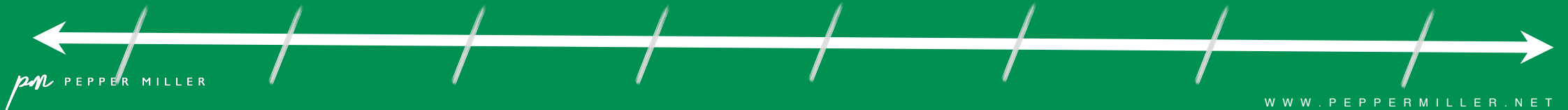
## MINDSET CONTINUUM



ASSIMILATED

ADAPTABLE

NON-CONFORMIST



**NETFLIX**



**WHO IS AHEAD OF THE  
CURVE AND WINNING?**



# NETFLIX

## LEADING THE WAY WITH UNAPOLOGETIC CONTENT

**Strong Black Lead Team**  
amplifies content for the  
Black audience

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





# 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 AND GAMBLE

# TELLING THE UNVARNISHED TRUTH



THE TALK



THE LOOK



WIDEN THE  
SCREEN

*pm* PEPPER MILLER

# RELEVANT RESEARCH & ACCURATE REPRESENTATION MATTERS

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## Building trust matters

## Cultural sensitivities matter

- Black interviewers
- Screening for cultural connections
- Relevant questions
- 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



## MARKETING AUTHENTICALLY: TAKING A STAND IS THE NEW BLACK

- ▶ Differences must be celebrated, not ignored
- ▶ Know who you are *really* talking to, and why
- ▶ Lead with Black insights
- ▶ Invest in market research and Black owned and operated media
- ▶ Communications must be real/authentic, relevant, relatable and must resonate
- ▶ Remain curious: improve your knowledge
- ▶ Be an ally and an advocate for the cause

PROCTER AND GAMBLE

# TELLING THE UNVARNISHED TRUTH



THE TALK



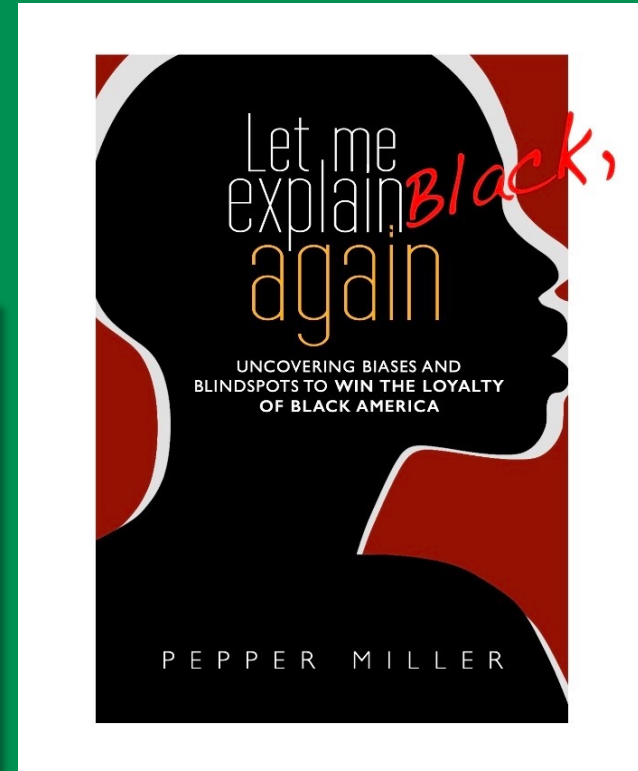
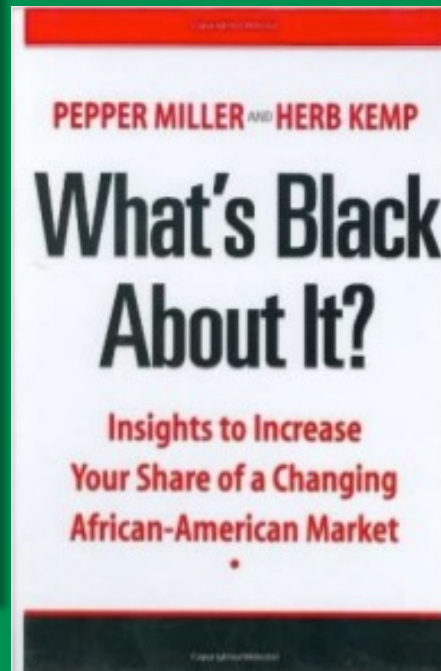
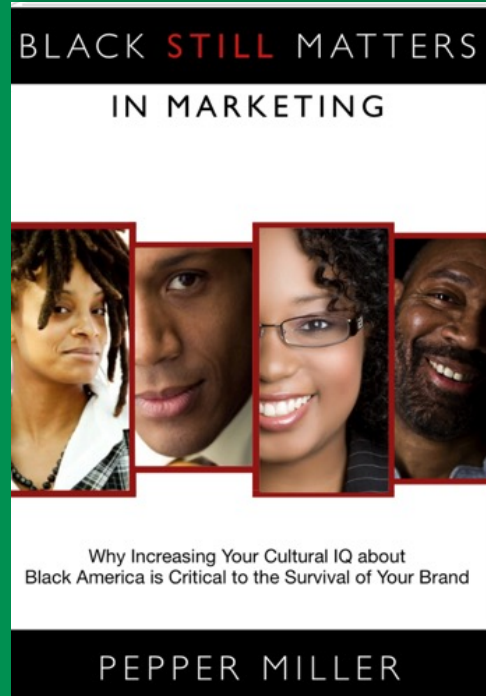
THE LOOK



WIDEN THE  
SCREEN

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*Thank You!*



COMING FALL 2022!

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