



Marketer FAQs

How does on-screen representation deepen engagement with Black consumers and drive business impact for brands?



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As American society evolves and the population becomes more diverse, there is a greater demand for accurate, on-screen representation and inclusivity in both programming and advertising, particularly within the Black community.

How can marketers drive awareness, strengthen engagement and boost business outcomes within this passionate audience?

We explore how culturally relevant entertainment and advertising campaigns drive greater engagement and positive business outcomes among Black Americans.



83%

of Black adults believe that their cultural & ethnic heritage is an important part of who they are

*Represents the highest percentage among ethnicity groups**

“Across streaming, cable and broadcast platforms, viewership among adults age[s] 18 to 49 peaked in many cases when a show had a majority-minority cast.

People basically want to see the TV shows that look like America, **that have characters they can relate to and have experiences that resonate with them.**”

Darnell Hunt

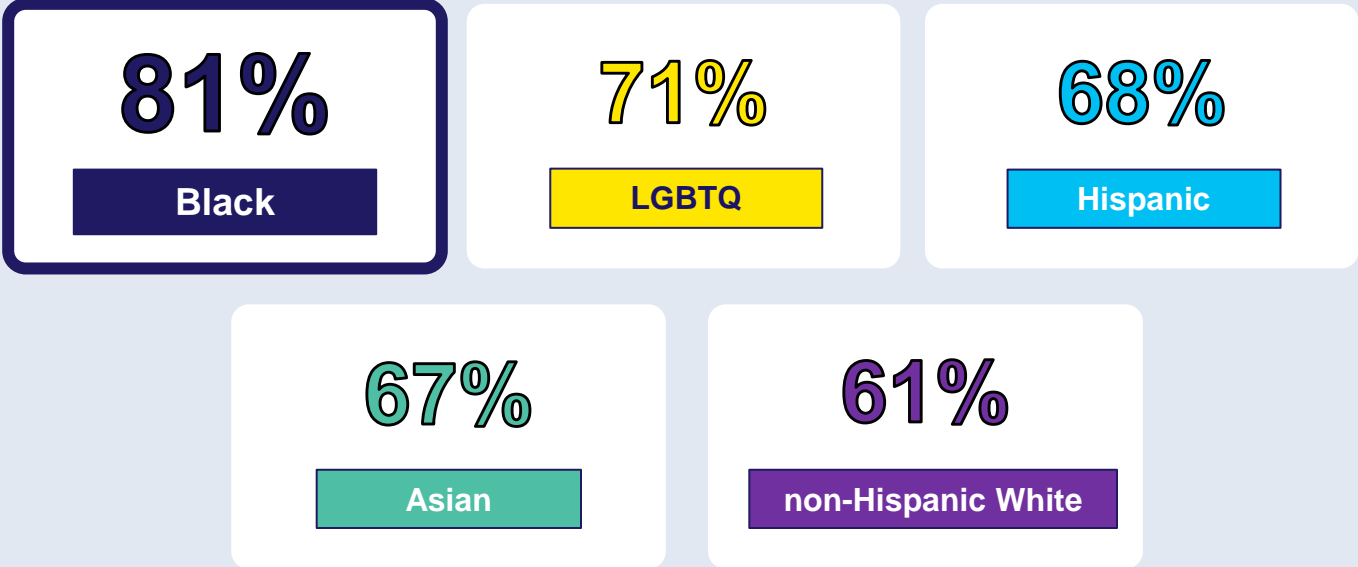
Dean of the Social Sciences at UCLA

Source: VAB analysis of MRI-Simmons USA Study, Fall 2021; Black P18+. 'My cultural / ethnic heritage is an important part of who I am (any agree)'. *% of P18+ respondents that agree with this statement: Asian - 82%, Hispanic – 78%, American Indian or Alaska Native - 75%, NH White – 52%.

By building campaigns around TV content that not only **promotes inclusivity** but **accurately portrays identities**, marketers can further engage diverse audiences, particularly Black viewers who are more likely to prioritize this content

Almost **80%** of Black audiences believe it is important that television shows and movies **accurately represent their identities**

% that are more likely to start watching a television show or movie because characters with similar (racial, ethnic, religious, etc.) identities as you are represented?
% of respondents who answered very/somewhat likely



Source: VAB analysis of Morning Consult, Media Representation, September 2021.

Black audiences desire more accurate representation on-screen in order to feel a **deeper connection** with the stories they are watching



Reasons why 'it is important to you that television shows and movies accurately represent your (racial, ethnic, religious, etc.) identities'*

Responses related to 'feeling connected'

"If I don't see people like me on shows and movies, then I won't watch the programs. I want to feel like people like me are **included in TV shows and movies.**"

"**I want to feel included.** I want to feel like the message is for people like me."

"I like watching movies and shows where I can at least **relate to the characters.**"

"So I feel **connected** to it and [it] **piques my interest.**"

Source: VAB analysis of Morning Consult, Media Representation, September 2021. *Survey respondents that selected 'it is important to you that television shows and movies accurately represent your (racial, ethnic, religious, etc.) identities. Why? ('very / somewhat important')

With the importance of cultural identity, it's imperative to **consider the context of on-screen representation**, ensuring it does not reinforce stereotypes or promote racial discrimination within the Black community



Reasons why 'it is important to you that television shows and movies accurately represent your (racial, ethnic, religious, etc.) identities'*
Responses related to 'overcoming stereotypes'

"Representation within **media we consume impacts our mindset** and views of the world overtime, it also impacts the minds of children."

"Because **false representations** of black people lead to **racial stereotypes** and **discrimination**."

"More diversity needs to be displayed for the youth of today so they can know **they are seen and are valued as well**."

"**It is important that our Black culture is reflected in the right way**. I do not think that stereotypes in the media reflect who we truly are as a race and as people."

Source: VAB analysis of Morning Consult, Media Representation, September 2021. *Survey respondents that selected 'it is important to you that television shows and movies accurately represent your (racial, ethnic, religious, etc.) identities. Why? ('very / somewhat important')

Recognizing the audience desire and impact of diverse programming, multiscreen TV companies have increased their investment

VARIETY

CBS Commits 25% of Development Budget to BIPOC Projects

Music City Drive-In

BET+ celebrates Black culture and excellence with Black History Month collection

Charter
COMMUNICATIONS

Spectrum On Demand Celebrates Black History Month With a Multitude of Movies and Specials, Including 'Fruitvale Station,' 'Dreamgirls,' 'Lovecraft Country' and 'MLK/FBI'

Tubi Celebrates Black History Month With 'Howard High,' 'Pass the Mic' & More



This February, **Tubi** will celebrate Black History Month with over a thousand Black film and TV titles available to stream for free

NBCUniversal

One Platform for All Audiences:
#OurPartnershipCommitment to Culture, Representation & Action

And as we prepare to celebrate Black History Month in February, we also know that it's our responsibility to tell diverse stories and model inclusivity all-year-long.

THE HOLLYWOOD REPORTER

Disney Launches Onyx Collective for Creators of Color, Underrepresented Creatives

VARIETY

ABC Sets New Inclusion Guidelines to Amplify Underrepresented Groups on TV

PRESSPARTY

discovery+ Announces New Hub to Showcase Black Voices All Year Round

The Streamable

Paramount+ Exec Says Diversity Is Key Part of Global Strategy and Expansion Plans

THE HOLLYWOOD REPORTER

Fox Launches Diversity Initiative for Unscripted Programming

DEADLINE

Black History Month Programming: What's On TV And Streaming In February

AMC+ is hosting "Black Stories & Storytellers," a collection of documentaries

rollingout

New Peacock streaming service focuses on diversity in programming



Disney+, Hulu & ESPN Honor Black History Month with New Content & Curated Collections Across the Bundle

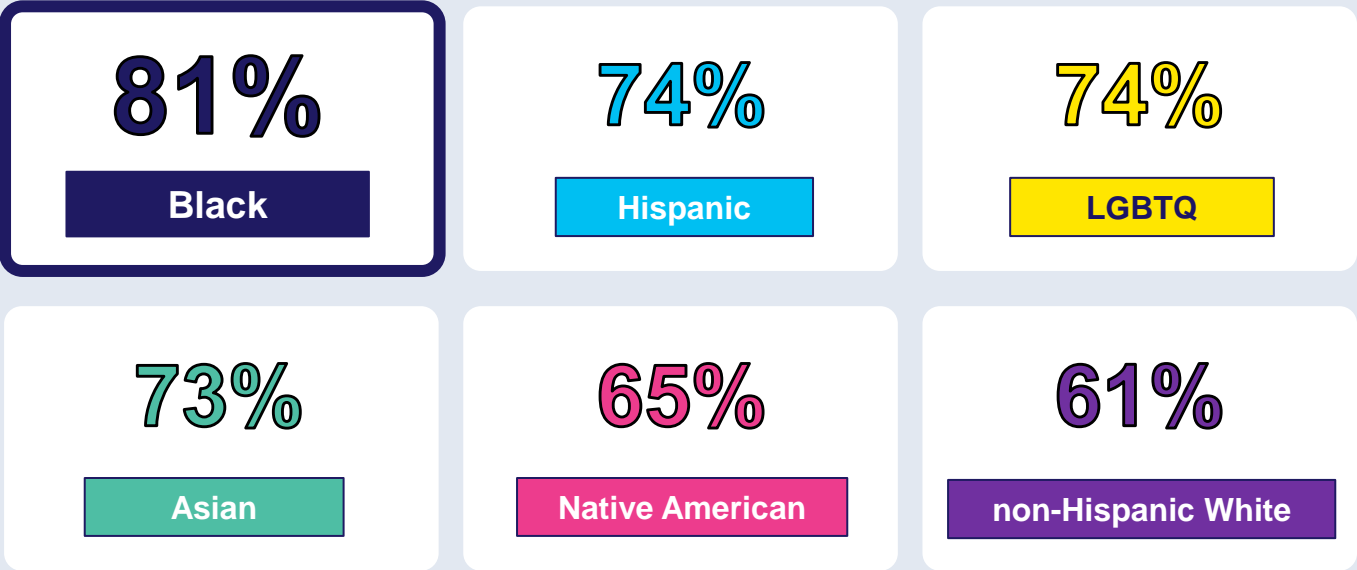
COMCAST
xfinity

Comcast NBCUniversal Celebrates Black History Month by Spotlighting Black Storytellers

As Black viewers crave inclusive representation, more so than other minority groups, marketers can **authentically connect** with Black consumers by creating culturally diverse advertising campaigns



'It is important for companies to create advertising that is culturally diverse in order to stay relevant'
% of respondents who agree



Source: VAB analysis of MRI-Simmons USA Study, Fall 2021; P18+.



These real-world case studies clearly demonstrate the link between inclusive campaigns and business outcomes for Black viewers

For Black History Month, Target's 'Entrepreneur' campaign featuring positive messaging and support of Black, female-owned businesses ranked #8 in attentiveness out of 296 ads



For Black History Month in 2020, Target released an ad entitled 'Entrepreneur: The Honey Pot' as part of their 'Founders We Believe In' series. The spot featured Beatrice Dixon, owner of *The Honey Pot*, who talked about how difficult it was for her to start her own company, while expressing gratitude to Target for helping her overcome obstacles and paving the way for her to get shelf space in other retailers.

Results: One of the highest attention scores of all Target ads, Honey Pot sales increased 20-30% across its retailers a month after the campaign launched.

'Entrepreneur: The Honey Pot' TV spot - \$15.3 MM

6-Week Flight: 2/1/20 – 3/16/20
4,473 Airings / 1,244.8 MM HH IMPs



click banner above images to watch spot

Business Outcomes

Ad Attention Score: 96.8

On average, the ad was viewed for 97% of its duration before interruption.

Brand Attention Index: 170

70% fewer interruptions than the average Target ad during the measured time period.

Brand Attention Ranking: #8

Ad ranked #8 in viewer attention among 296 Target ads that aired between 1/1/16 – 6/30/20.

Source: VAB analysis of iSpot.tv TV occurrence data and attention analytics, time period: 1/1/16 – 6/30/20, estimated media spend. Impressions represent US TV HHs and include activity within measured national broadcast and cable TV linear, national time-shifted, local, VOD and OTT. Attention scoring is based on national aired impressions viewed live/same day and played from the beginning. Interruptions = changing the channel, skipping the ad (via DVR), turning off the TV device or pulling up the programming guide. To learn more, download [Do The Right Thing: How diversity & inclusion drives brand outcomes](#).

Denny's 'See You At Denny's' diversity and inclusion campaign drove a triple-digit increase in website traffic among Black / African-American audiences



In late April 2019, Denny's launched their 'See You At Denny's' campaign with a message of inclusiveness in both English and Spanish language spots. The ads, which were produced in collaboration with Fluent360, Conill and EP+Co agencies, were inspired by the diversity of Denny's guests and captures the inclusive gatherings of modern, multicultural families and friends.

Results: There was an immediate surge in Denny's website visitation upon launch, especially by Black / African-Americans, which continued through the duration of the campaign. Average monthly unique Black 18+ visitors post-campaign (Sep '19 - May '20) continues to be +50% higher than the three-month average pre-campaign (+65% higher for total P18+).

'See You At Denny's' TV spot (three creatives) - \$6.4 MM

4-Month Campaign: 4/29/19 – 8/25/19 (Spanish-Language ad was extended through 2/17/20)
3,381 Airings / 574.7 MM HH IMPs



click image above to watch English-language spot



click image above to watch English-language spot



click image above to watch Spanish-language spot

Business Outcomes

Persons 18+ Website Traffic: +86% increase

in Denny's average monthly unique P18+ website visitors during August '19 (final month of campaign) vs. March '19 (pre-campaign), with unique visitors building through the flight.

Black 18+ Website Traffic: +135% increase

in Denny's average monthly unique Black 18+ website visitors during the same time frame comparison as above, with unique visitors increasing steadily through the flight.

Source: VAB analysis of iSpot.tv TV occurrence data, time period: 1/1/19 – 6/30/20, estimated media spend. Impressions represent US TV HHs and include activity within measured national broadcast and cable TV linear, national time-shifted, local, VOD and OTT. VAB analysis of Comscore mediаметrix multiplatform media trend data (desktop and mobile), P18+, Black 18+, March '19 – May '20. To learn more, download [Do The Right Thing: How diversity & inclusion drives brand outcomes](#).

Key Implications for Marketers

- ▶ Connecting with Black audiences in an authentic way, through both inclusive programming and culturally diverse advertising campaigns translates to stronger engagement and better business outcomes
- ▶ With the growing emphasis publishers and distributors are putting on culturally relevant content, there are now more opportunities than ever to reach Black audiences across video platforms, especially streaming

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Check out this related VAB content

We are committed to providing marketers with the data and insights they need to develop thoughtful, inclusive campaigns & strategies. To find out more on the unique media consumption behaviors and cultural trends of multicultural consumers, visit our [Multicultural Marketing Resource Center](#).



Do The Right Thing
How Diversity & Inclusion Drives Brand Outcomes



Marketer FAQs
What types of content are diverse audiences more likely to stream?



A Fresh Take
Diversity, Equity, Inclusion & Belonging in Streaming



A Fresh Take On
Engaging Black Consumers

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at [theVAB.com](https://thevab.com)

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

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