

Savanta:

Black Lives Matter:

Is it time for brands to be
vocal?



ALL LIVES WILL
MATTER WHEN
**#BLACK
LIVES
MATTER**
 #NoRoomForRacism

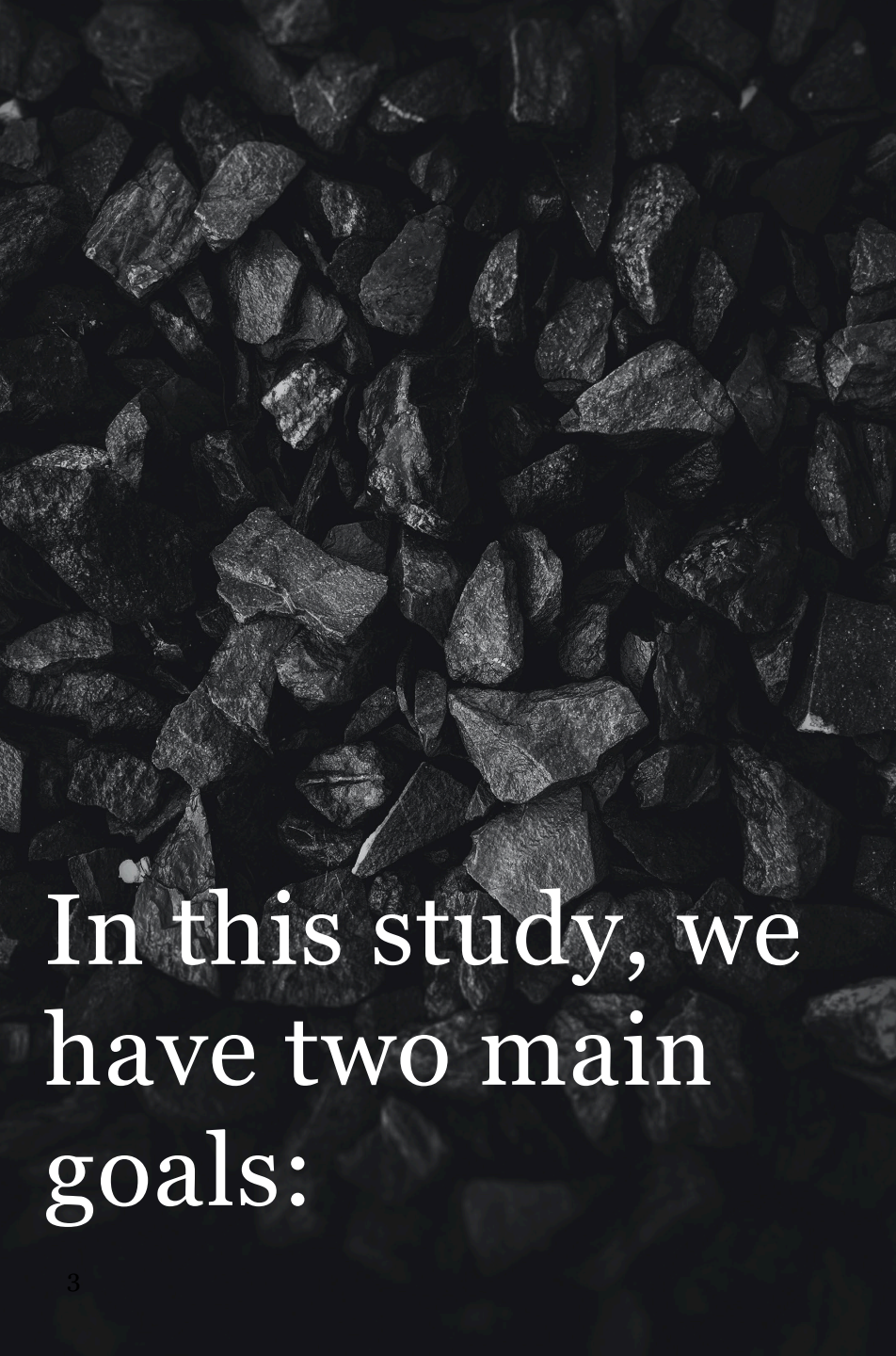
*A new call
to action...*

#STOP
ABORIGINAL
DEATHS IN
CUSTODY

#BLA
LIVE
MATTE

BLACK
LIVES
MATTER





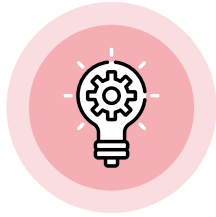
In this study, we have two main goals:

1

Gauge what BIPOC audiences expect brands to “do and say” publicly

2

Identify ways in which brands should engage with BIPOC audiences



Objective: Understand how BIPOC consumers want brands to support the Black Lives Matter movement

- General consumers, 18+



Objective: Evaluate how BIPOC employees feel about diversity and equity at their workplace

- FT/PT Employees, 18+

We conducted two studies to understand consumer expectations both from advertising brands and from their employers.

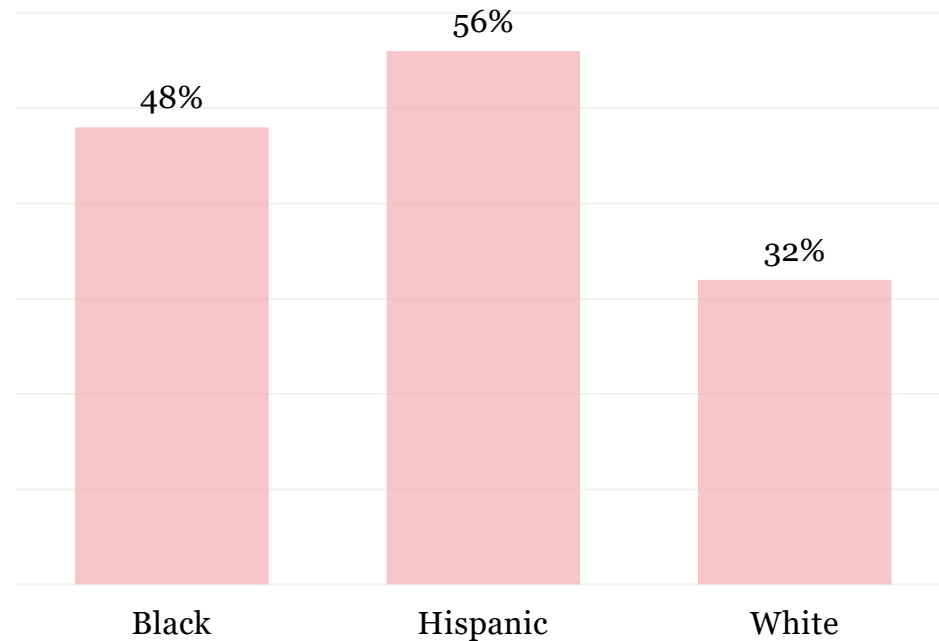
Setting the Stage

COVID had a substantial impact on the financial health of Black people and People of Color in America.

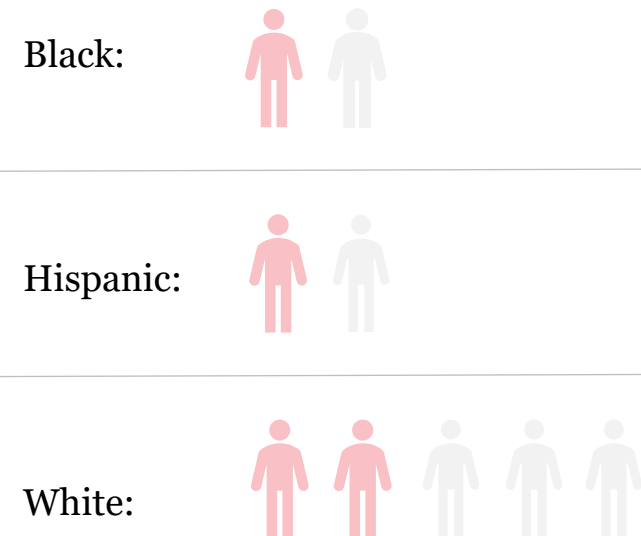


Financial impact of COVID

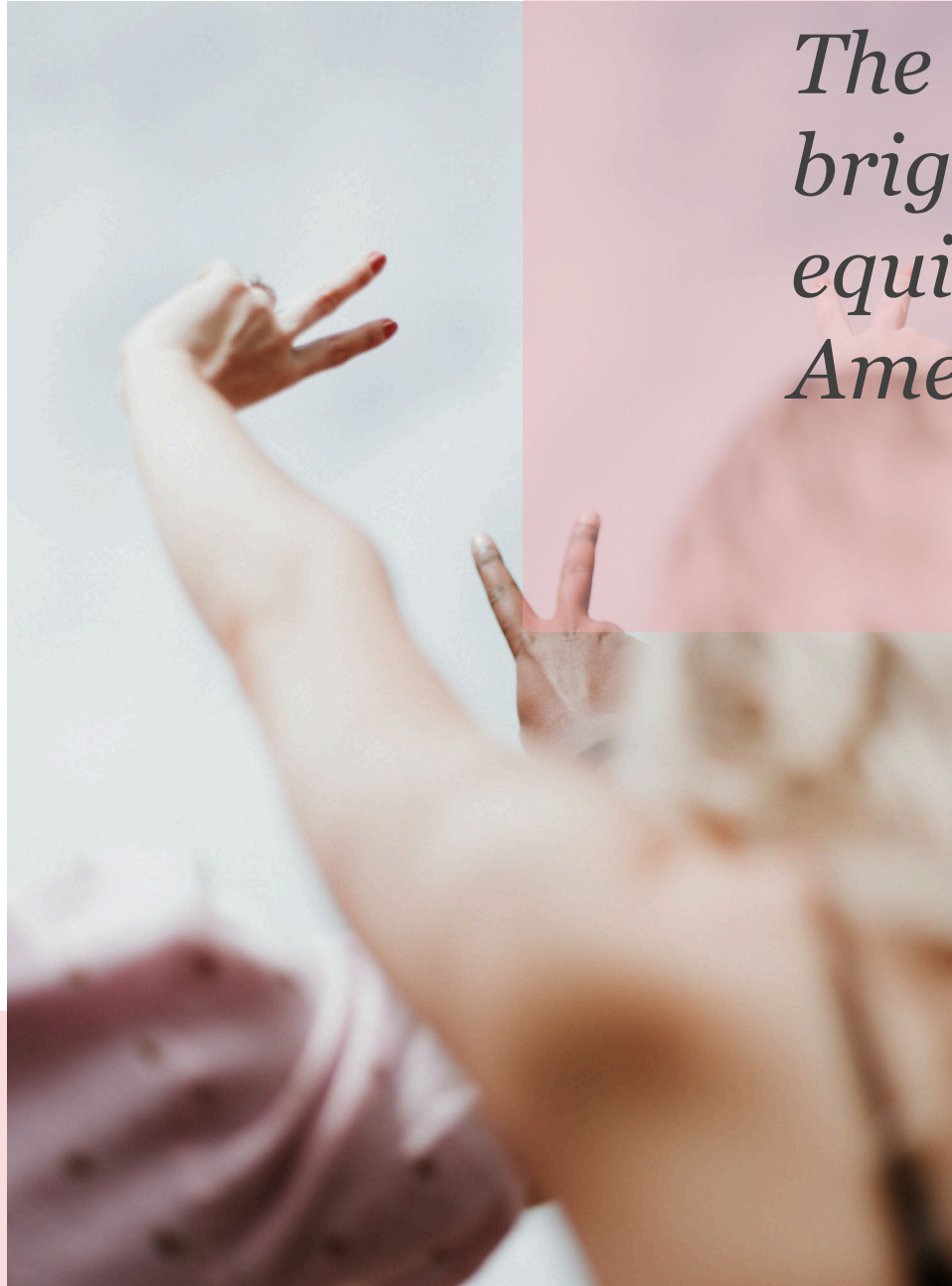
Has your financial situation decreased in 2020?



Concern about ability to pay bills/loans

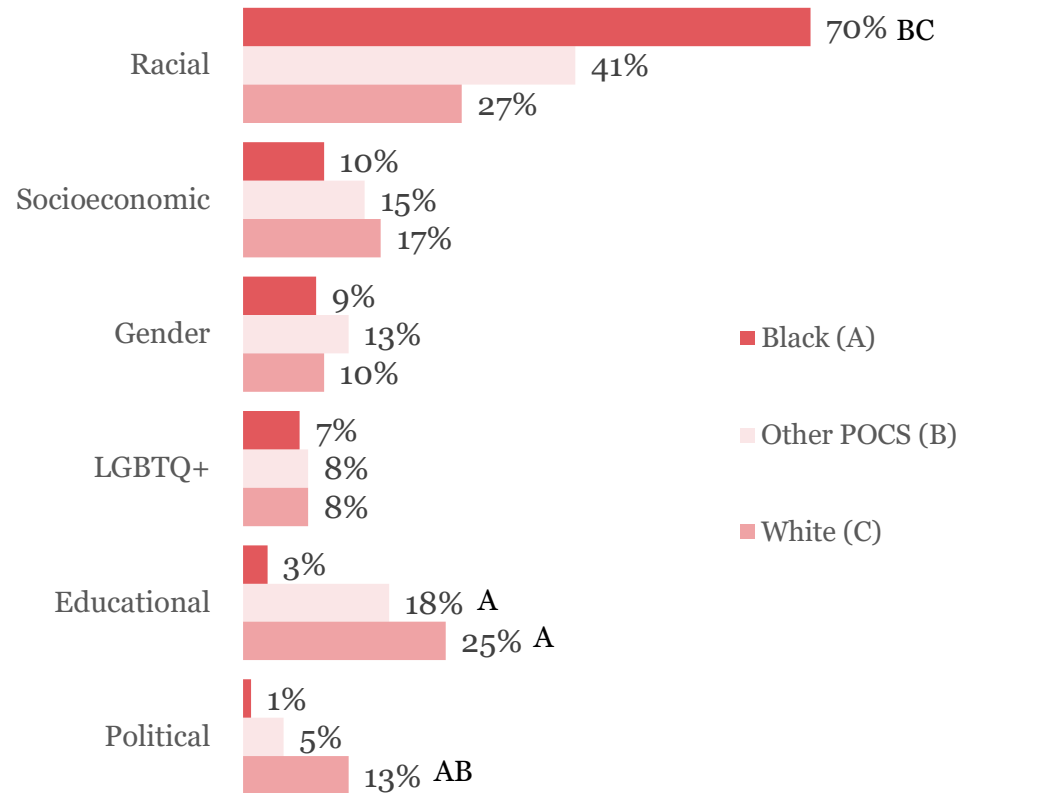


The spotlight shines brightly on racial equity issues in America.

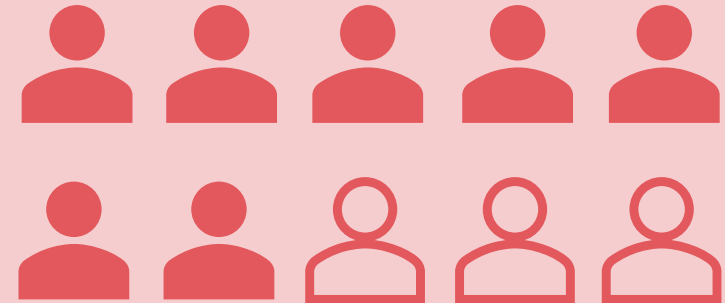


Critical Equality Topics

When asked what equity topic is MOST critical at this time, consumers rally around the notion that we should focus on the root cause across many of the topics: racial equality.



A/B/C represents significant differences at the 95% confidence level



This is even more important to Black consumers, where 7 out of 10 feel it is the most important equity topic

While many brands have supported Black Lives Matter with key initiatives

Pledge donations to NGO's/
Community organizations



Support Black
entrepreneurs



Set internal diversity and
inclusion targets



Lead social conversations



Support through
advertisements



CEO statement against
racism



Still, only 10% of the 150 most popular brands in the US chose to fully engage with the BLM movement.

Source: <https://www.provokemedia.com/latest/article/how-brands-can-sustain-black-lives-matter-in-2021>

Consumers feel this is not enough

Almost **three-fourth** of consumers feel like US brands are not doing their part to promote equality.

23%

Said brands are doing a lot

44%

Said brands are doing a little

24%

Said brands are not doing very much

9%

Said brands are not doing anything



Actions taken by employers

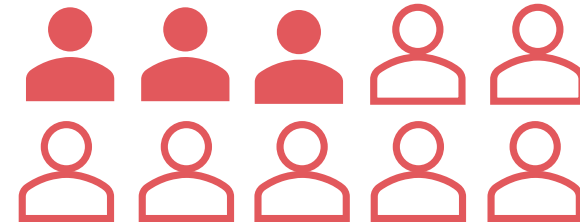


And BIPOC employees echo this sentiment

About 1 in 6 BIPOC employees reported that their companies have not undertaken any type of action or initiative in reaction to the BLM movement.

Releasing a statement has been the most common form of action among those that acted.

The lack of response from employers in relation to the BLM movement has resulted in:



3 in 10 BIPOC employees being disappointed in their employer

Do consumers expect brands to be vocal?

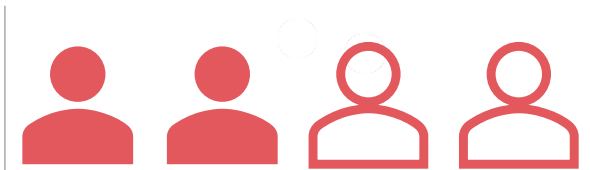




Time to be vocal:

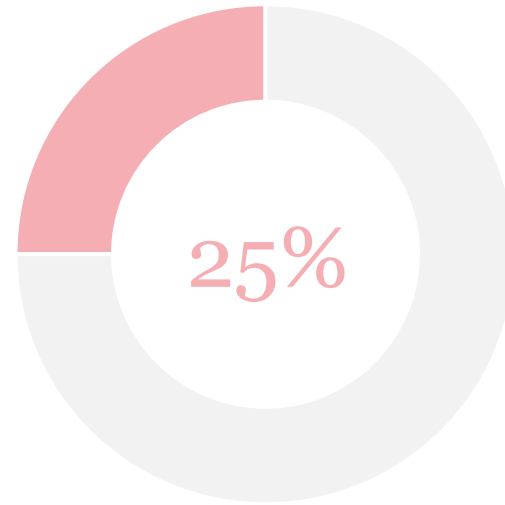


More than three-fourth of BIPOC consumers feel that it is important for brands to speak about the Black Lives Matter (BLM) movement.

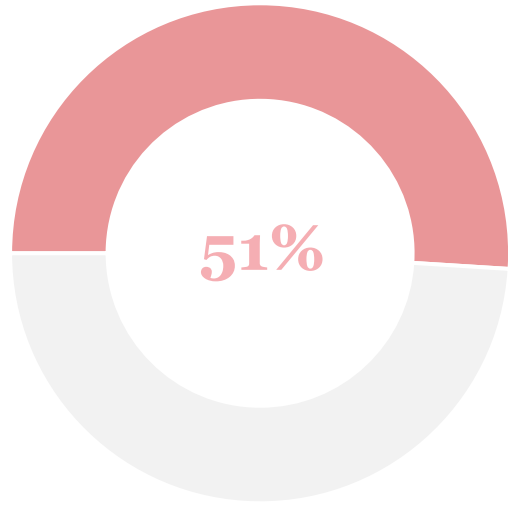


When we look at White consumers, we see that rate is drastically low, 1 in 2 White consumers feel that it is important for brands to speak about the Black Lives Matter (BLM) movement.

The price of brand silence



Brand silence during this time means a quarter of BIPOC consumers are unlikely to do business with you.



More than half of consumers have a positive opinion about brands that choose to support the BLM movement

Top 2 Box, 5-point scale

57% among BIPOC consumers

41% among White consumers

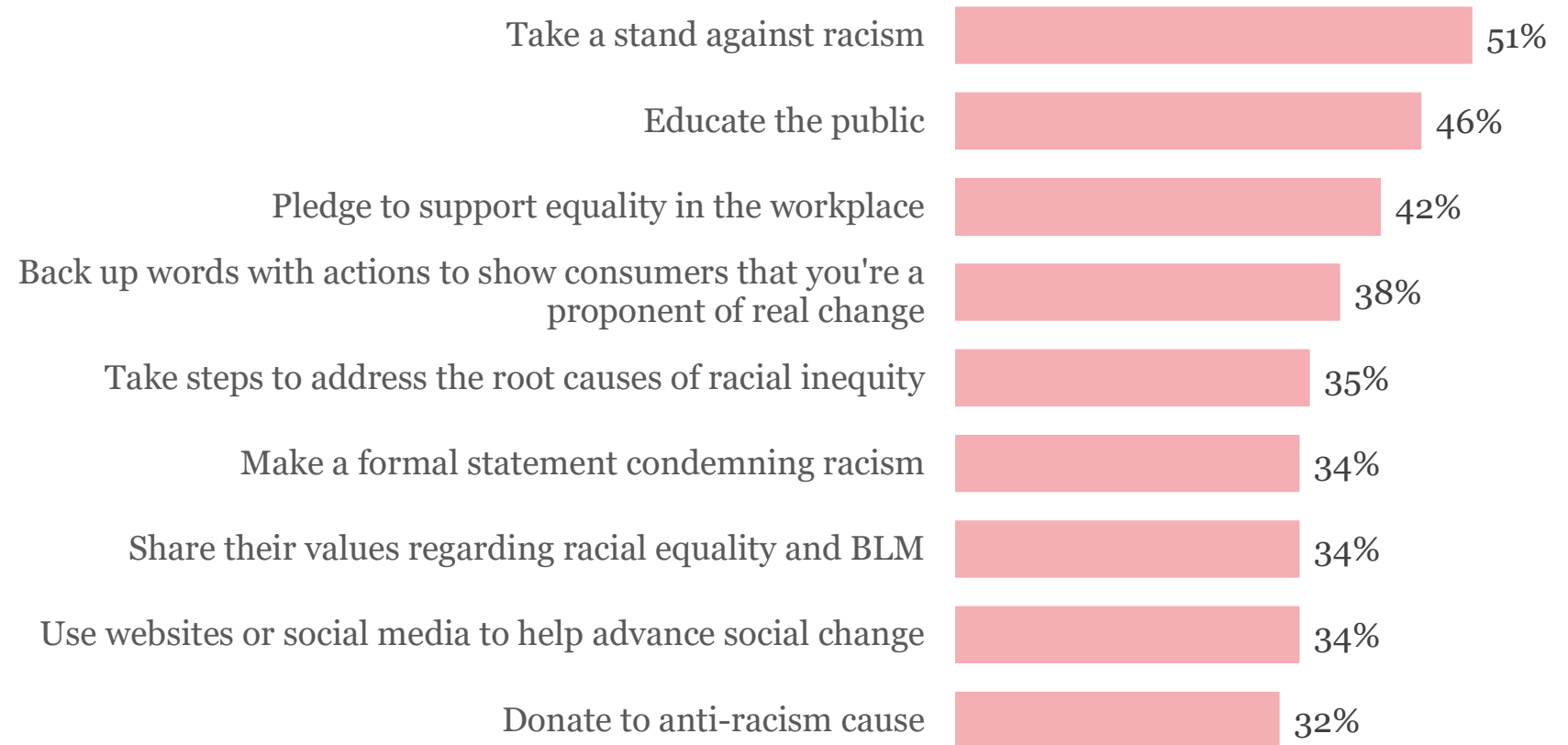
Brand Equity benefits



*What actions
move the
needle the
most?*



Actions speak louder than words





Use of racially diverse models in advertising

57%

Leveraging diversity in advertising

BIPOC consumers are more likely to purchase from a brand whose advertising uses racially diverse models.

Avoid use of black stereotypes in advertising

58%

of BIPOC consumers would walk away from a brand that perpetuates stereotypes about Black people in its advertising.

Celebrity endorsement for BLM

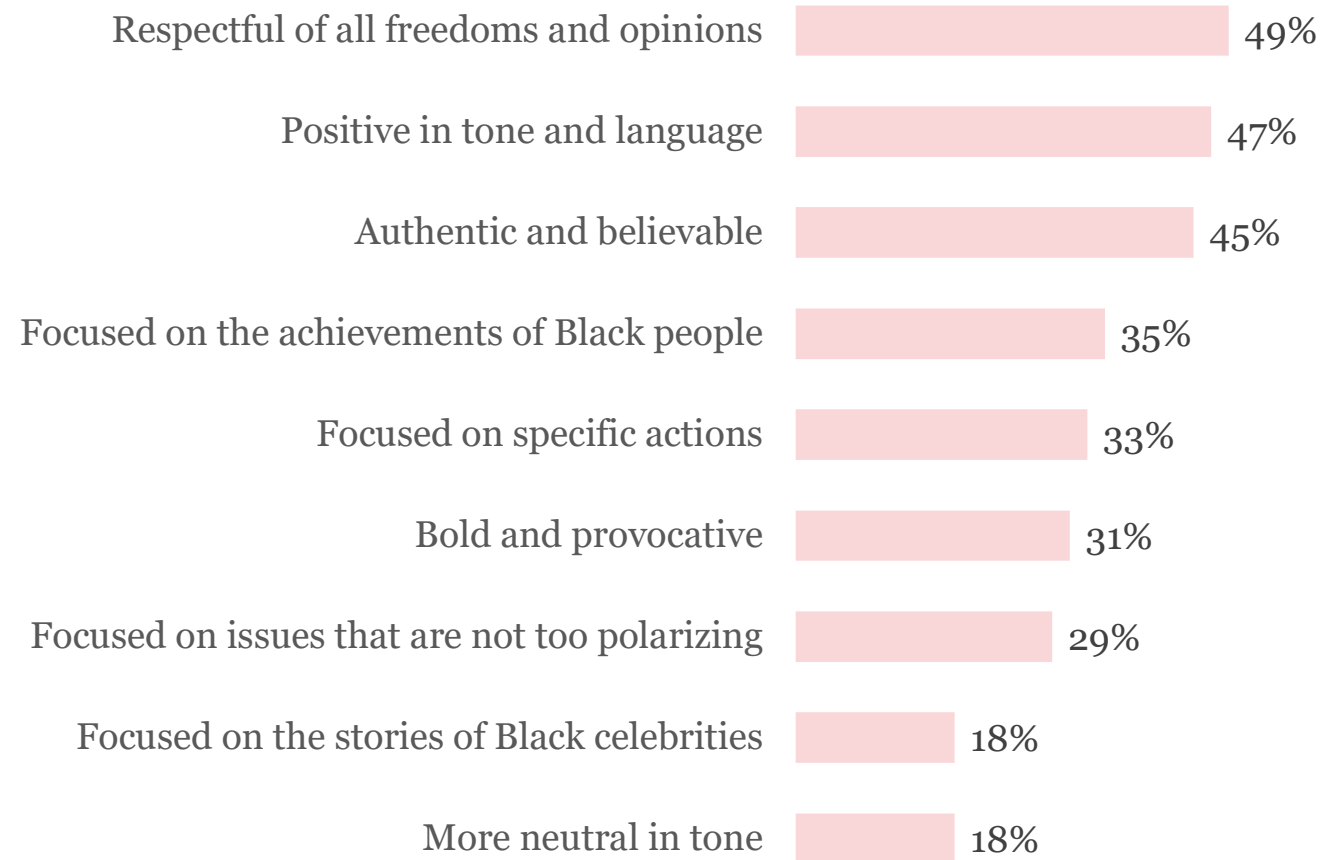
54%

of BIPOC consumers want to see brands have celebrity endorsers who prominently support Black Lives Matter.



*Embracing
the new
normal*

Respectful, positive and authentic voices



“In a racist society, it is not enough to be non-racist, we must be anti-racist.”

-Angela Davis, American political activist, academic, author

Brand implications and actions



01



Take a stand
against racism



02



Educate
consumers



03



Support Racial
Equity internally



04



Tangible
actions



05



Advertising

Any
questions?



Thank you



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