

Black Consumers Attitudes toward Advertising - US - July 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Many marketers are shifting their dollars away from the Black consumer segment, while others are moving their initiatives away from traditional to digital. Since Blacks are receptive to advertising and want to see more targeted to them, they are paying attention to which companies demonstrate a sincere commitment and understand the cultural nuances."

– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- Is targeted advertising still relevant?
- Which advertising media are most effective at reaching Black consumers?
- What will marketers need to do to attract Black Millennials and men?

The growth in Black buying power has outpaced that of Whites, despite the fact that Blacks have lower income. The increasing purchasing power of this consumer group demonstrates that marketing targeted specifically to the Black consumer is more important than ever before.

The Black population isn't a homogenous group and is very different from the White population, or as advertising pioneer Tom Burrell put it, "Black people aren't dark skinned White people." This consumer group is very receptive to advertising, and although Blacks consume mainstream media, the images they see in advertising don't always reflect people who look like them and the lifestyles they lead, nor do they connect with them on a cultural level. What's important for marketers to know is that Black consumers crave messaging that they can relate to on a cultural level, and although they admit targeted advertising has come a long way, there's still a perception that some advertising is stereotypical.

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