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"Black Millennials are very different in a lot of ways when compared to other Millennials. Black Millennials are highly receptive to advertising and are keenly aware of who's doing what, and have their antennae up for any signs of alienation and stereotypes. They will go out of their way to support companies involved in the Black community." – Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- How do Black Millennials differ from other Millennials?
- Have Black Millennials lost their connection to Black culture and traditions? How can brands integrate this into their marketing efforts?
- Which media touch points are the best ways to reach Black Millennials?

Millennials represent 27% of the total Black population – some 11.4 million people. Black Millennials are very different from other Millennials in many ways – from the lifestyle they lead, their attitudes toward life, how they view themselves, and their goals and aspirations.

Black Millennials are very image conscious and tend to be strong influencers and trendsetters in everything from music to electronics and fashion. Although they embrace other cultures, they have a strong attachment to Black culture, and are highly sensitive to the issues impacting the Black community – perhaps equally sensitive as people during the Civil Rights era. They are much more receptive than their White counterparts to both traditional and digital advertising. In fact, they have their antennae up for a brand's commitment to the Black community, stereotypes, and exclusion from advertising and marketing messages.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market



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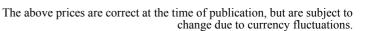
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GlobalHue
LimeGreen
Muse Communications
Sanders/Wingo Advertising
UniWorld Group
Walton Isaacson
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Alpha Phi Alpha Fraternity, Inc
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American Advertising Federation (AAF)
American Association of Advertising Agencies (AAAA)
American Marketing Association (AMA)
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Generations United
Interactive Advertising Bureau (IAB)
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