

CULTURAL

CAPITAL.

What Black Culture Means for Modern Brands



WHAT ROLE DOES BLACK CULTURE

play in *shaping consumer
behavior* today?

OUR RESEARCH.

OBJECTIVES Explore how consumers engage with Black culture, which brand categories it touches, and what that means for brand strategy

METHOD

Nationally representative quantitative survey

MARKETS



United States



United Kingdom



Nigeria


SAMPLE

A18+ | Regular social media users

USA, Gen pop n= 564 , Black/AA Booster n= 240
UK, Gen pop n= 563, Black Booster n= 193
Nigeria, Gen pop n=560, Black Booster n= 240

THE

CULTURAL



FORCE

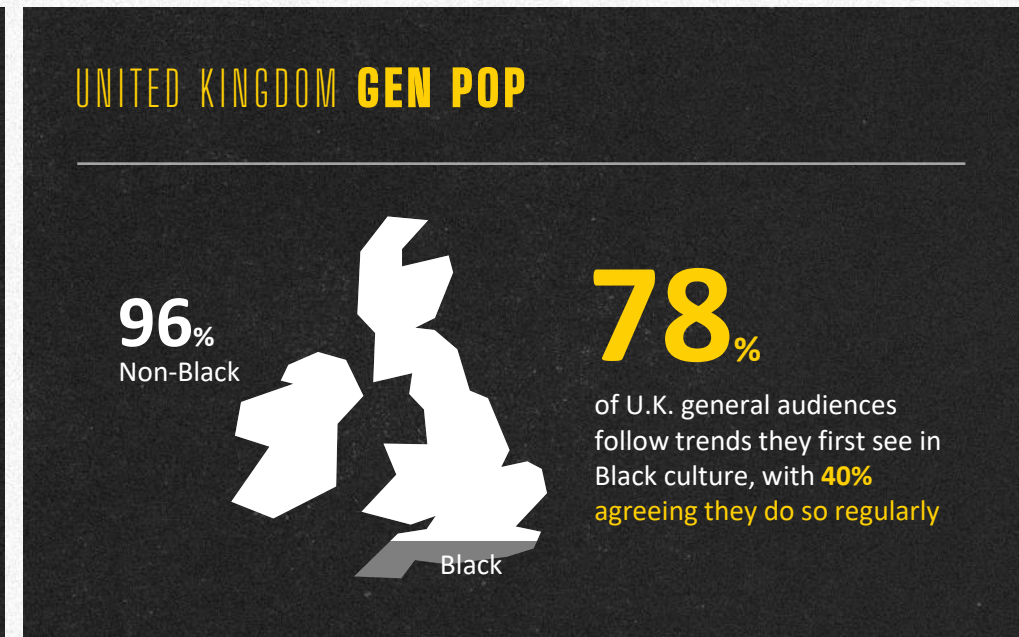
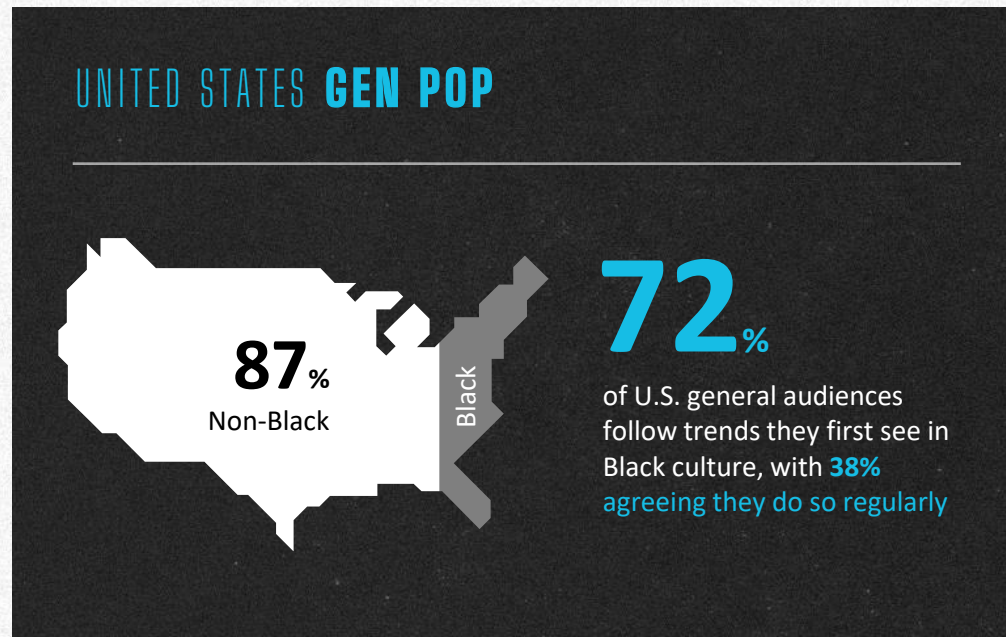
Why Black culture *matters*
for brands

Black culture regularly shapes popular trends, even as an underrepresented group

Despite making up just 13% of the U.S. and 4% of the U.K., Black culture regularly shapes what the general population follows

How often do you start following trends that you first see in Black culture?

% Very often/often/sometimes

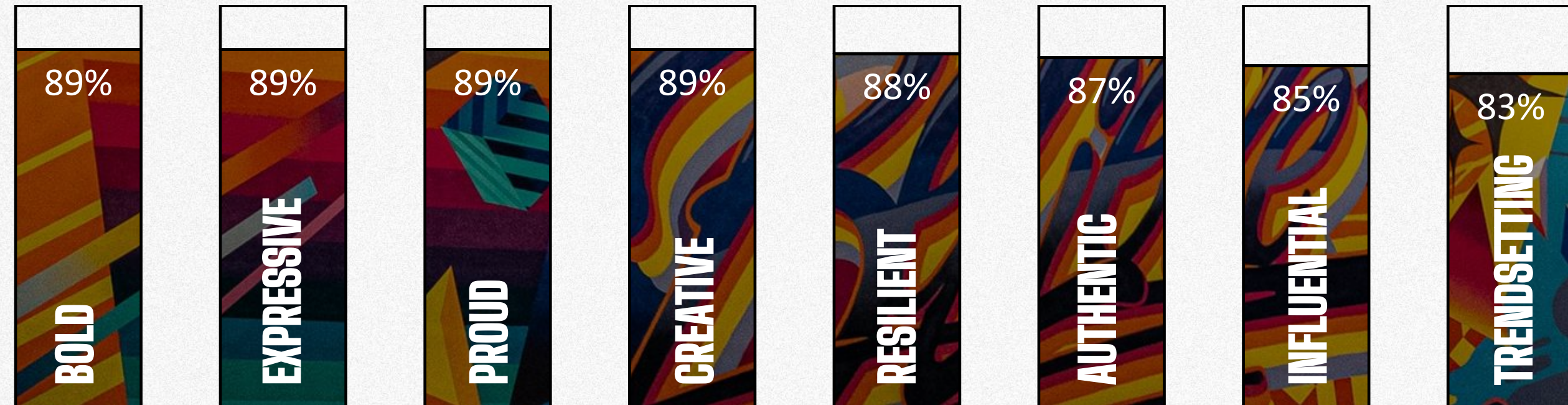


Black culture reflects the very values today's brands aspire to

Black culture is synonymous with creative confidence and cultural integrity – traits brands often strive to embody

How strongly do you associate each of the following qualities with Black culture?

% Very/somewhat strongly

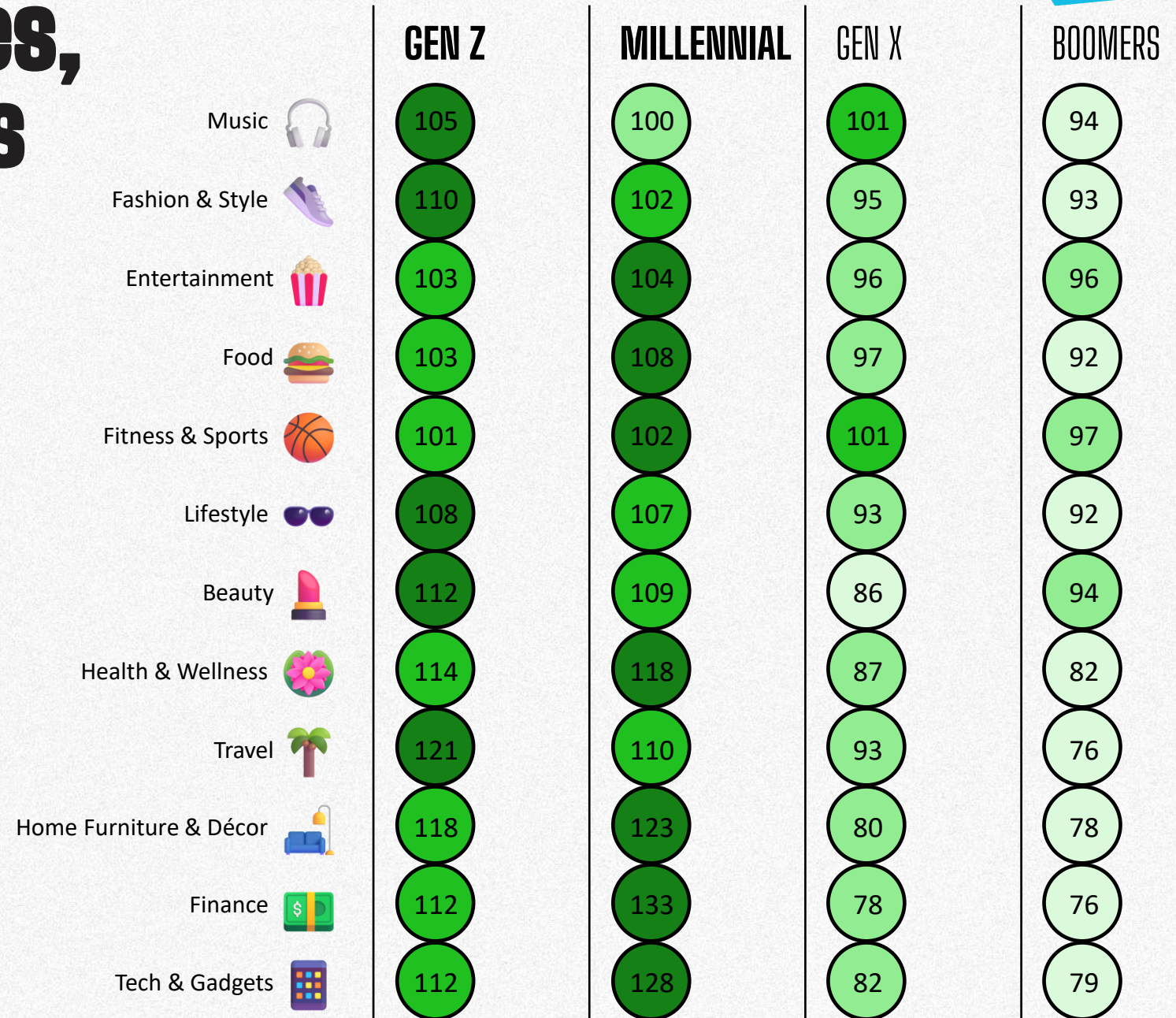


To young audiences, Black culture leads the way

Whether it's travel, tech, or healthcare, younger generations consistently crown Black culture as the source of what's next, more so than older generations

Do you see Black culture as a trendsetter in these areas?

% Yes – Indexed to average across generations within vertical

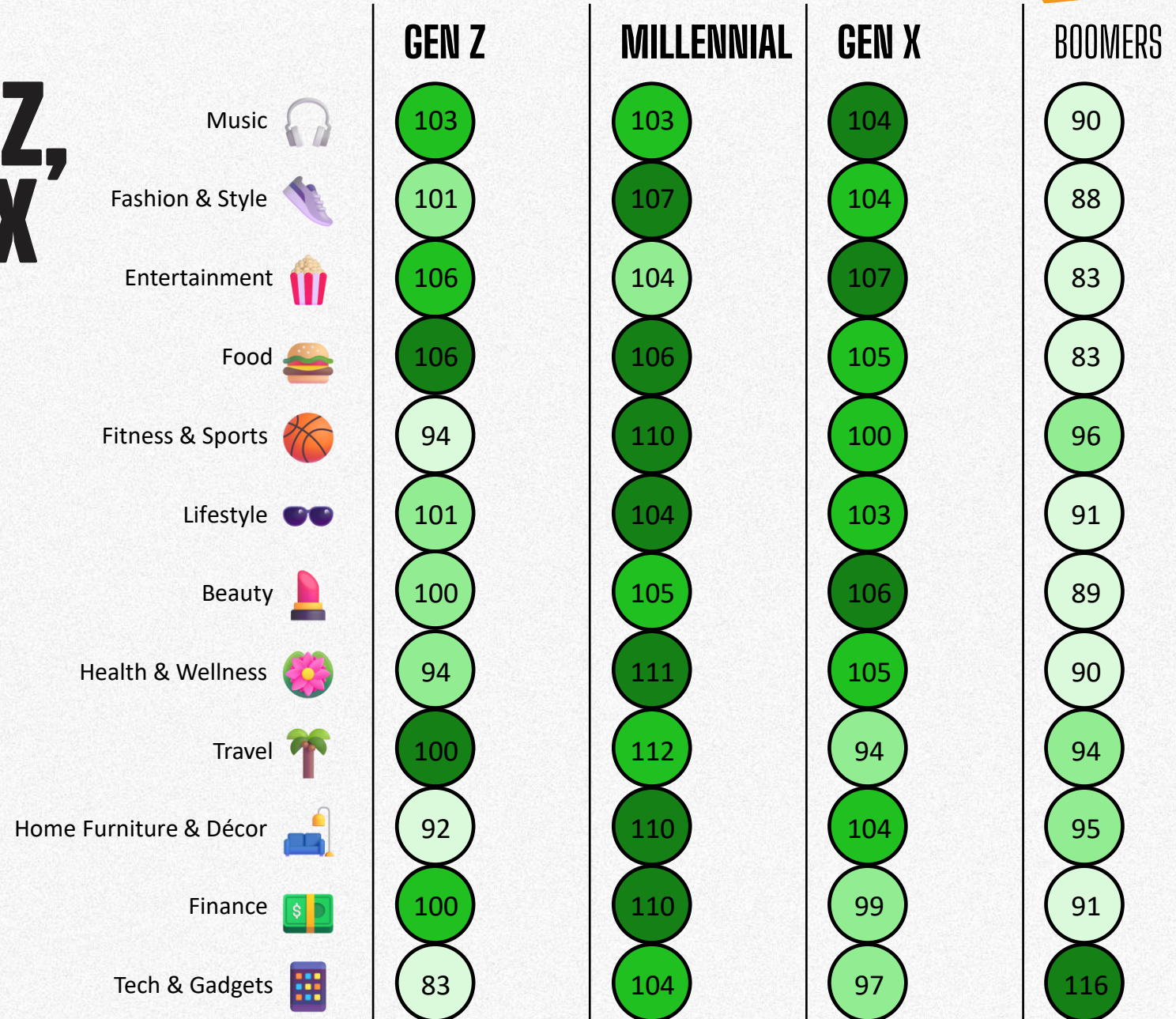


In Nigeria, Black culture drives Gen Z, Millennials, & Gen X

Brands that want to remain relevant across age groups in Nigeria should acknowledge and reflect Black cultural influence in their brand strategy

Do you see Black culture as a trendsetter in these areas?

% Yes – Indexed to average across generations within vertical

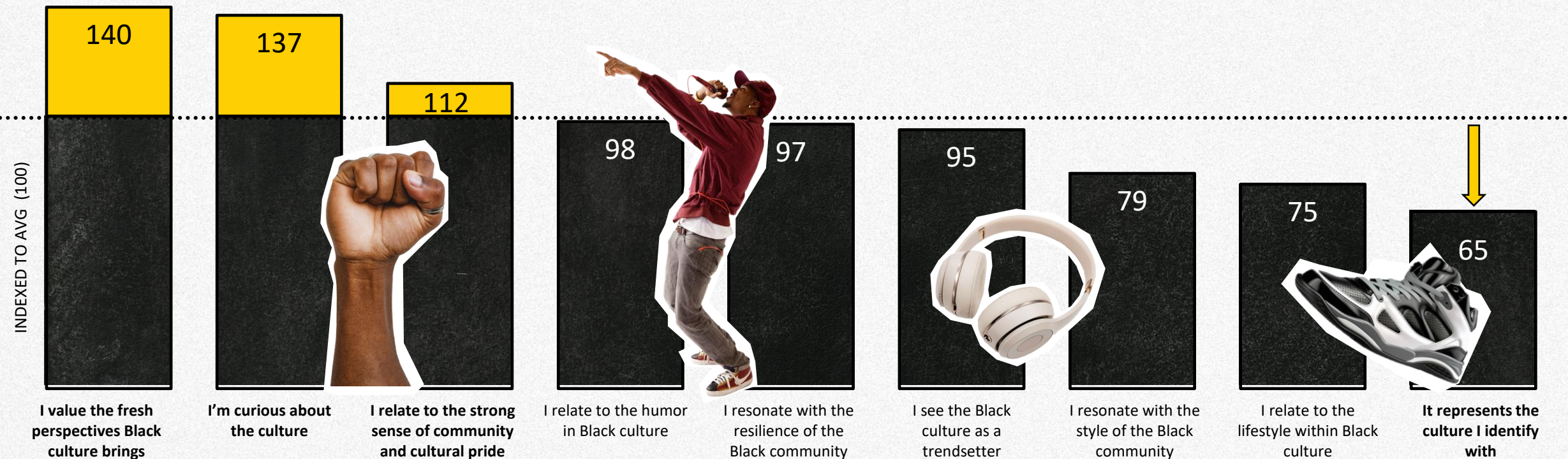


What draws people in?

Fresh perspective, cultural curiosity and a strong sense of community. In fact, these factors are far more influential than simply identifying with the culture

Why do you look to Black culture for trends or inspiration?

% Selected – Indexed to average (100)



WHAT BRANDS

NEED TO KNOW



What matters & *what's missing*

Digital Black influence drives purchase consideration

What type of products, if any, have you considered buying after seeing Black people, communities, or websites talk about them online?

Net score of all products

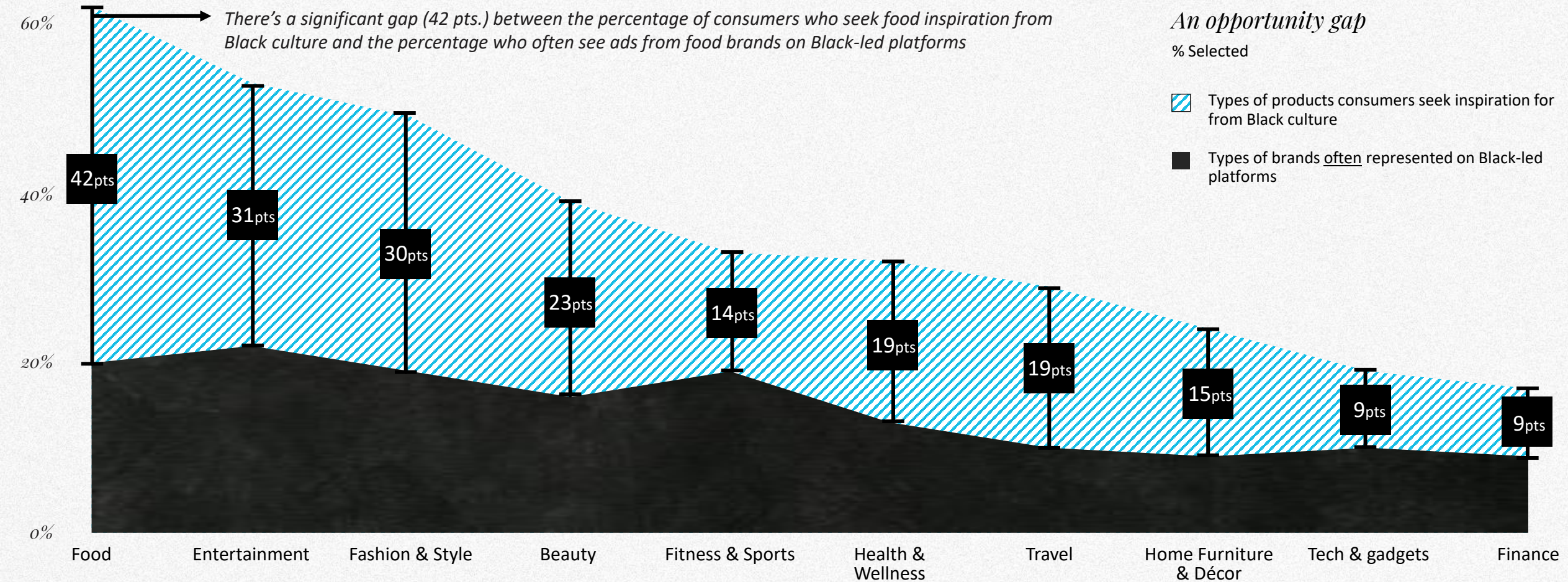
78%

of the general pop in the US and UK have considered buying products after seeing Black people, communities, or websites discuss them online

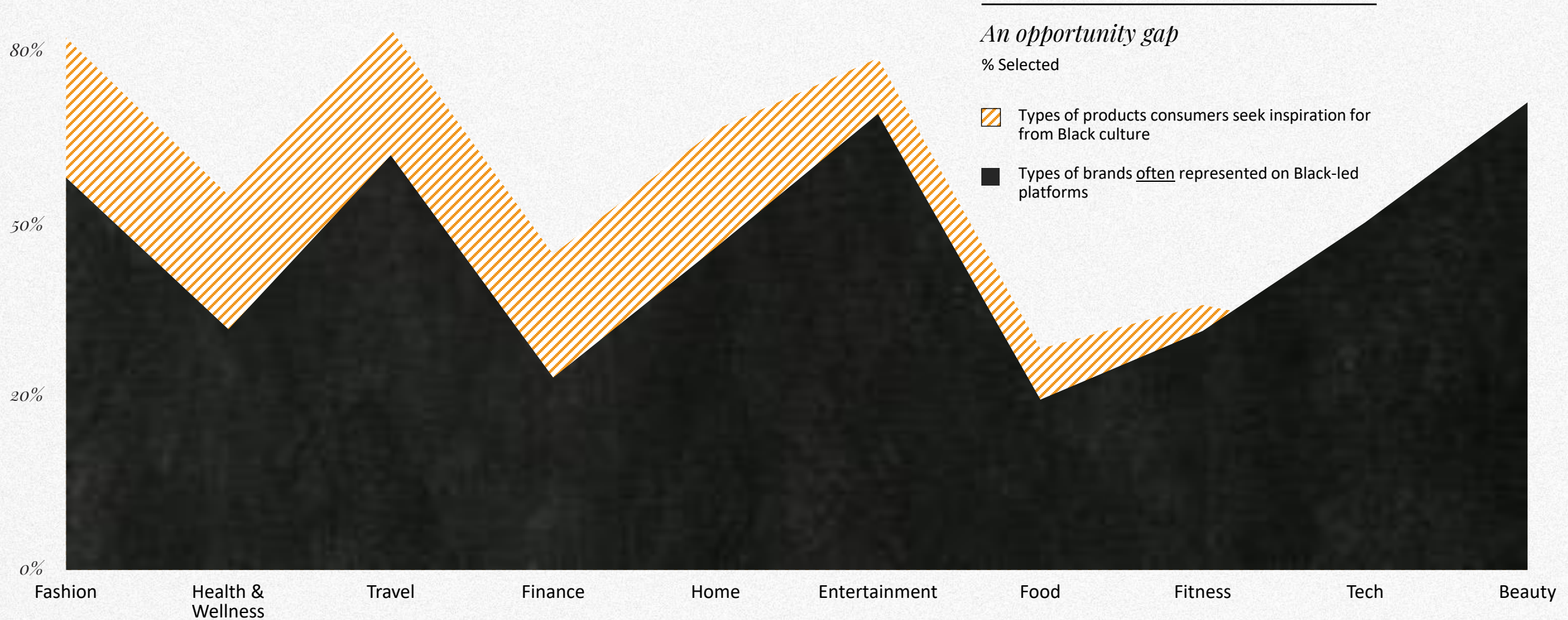


99% of Nigerians have considered buying products after seeing Black digital voices talk about them

Categories where Black culture leads reveal significant gaps in brand presence



While smaller, a gap in brand representation still exists across key verticals in Nigeria



Audiences trust Black creators with real stories, real identities, and real knowledge

Which types of Black creators do you trust most for brand or product recommendations?

Indexed to average (100)



USA *Top 3*

1. Creators who *share their personal experiences*
2. Creators with *diverse, intersectional identities*
3. Creators who *really know their community*



UNITED KINGDOM *Top 3*

1. Creators with *diverse, intersectional identities*
2. Creators who *share their personal experiences*
3. *Experts* in specific fields



NIGERIA *Top 3*

1. Creators who *share their personal experiences*
2. Creators who *really know their community*
3. Creators with *diverse, intersectional identities*

Social platforms are where the masses go to be fed – making them prime spots for brands to plug in

Where do you usually discover trends or content related to Black culture?

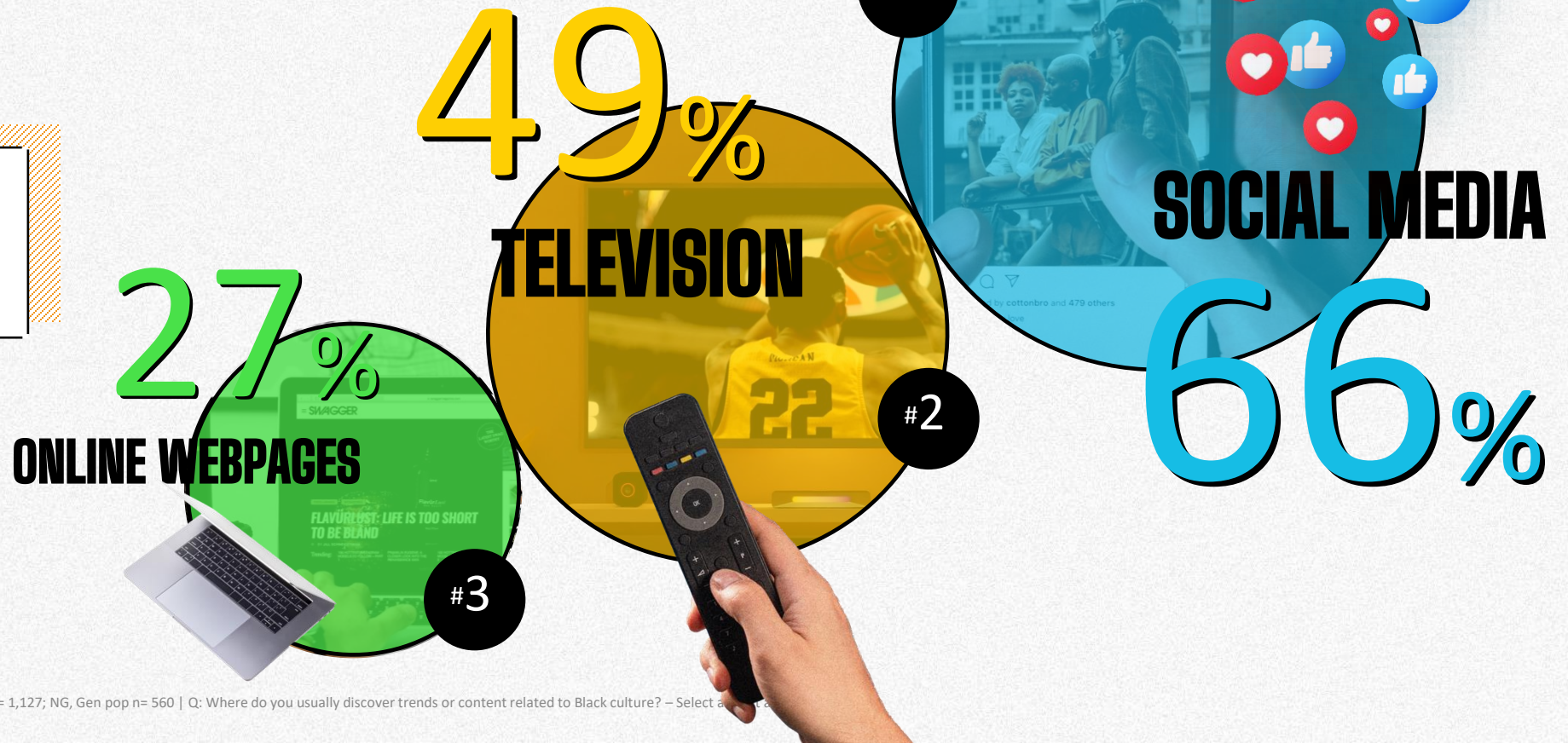
Top 3 outlets



NIGERIA

Similar trend as USA + UK

- Social Media: 92%
- Television: 69%
- Online webpages: 56%



BRAND

DIGITAL



PRESENCE

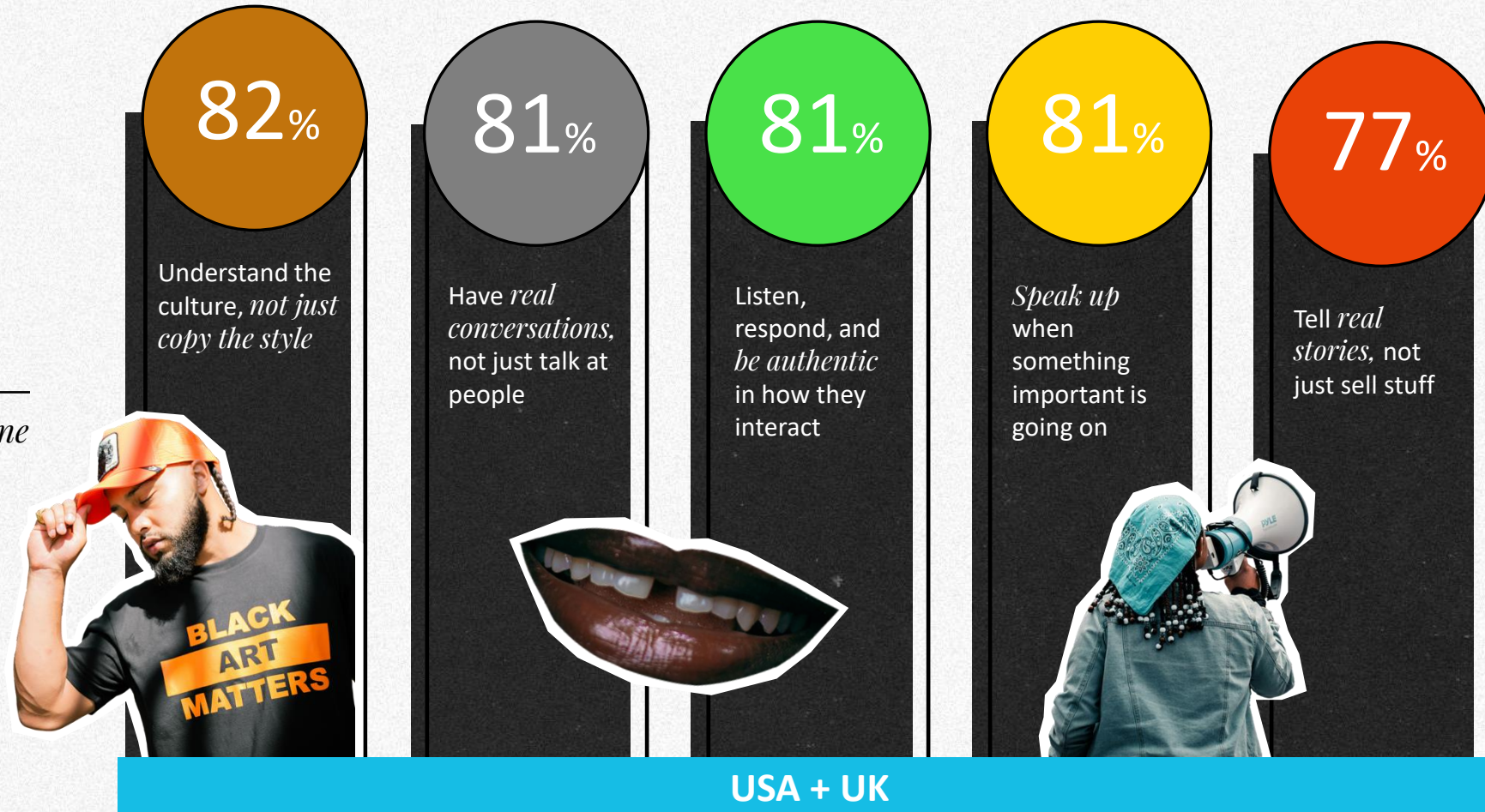
Reaching Black audiences
on *Black-led platforms*

Black audiences want dialogue, not monologue

For brands, this means going beyond broadcasting messages to actively listening, responding, and participating in the conversation in a thoughtful, authentic way

How should brands show up in Black spaces online (like social media)?

% Agree/strongly agree



Similar trend as USA + UK

- Understand culture: 97%
- Real conversations: 96%
- Be authentic: 97%
- Speak up: 96%
- Real stories: 95%

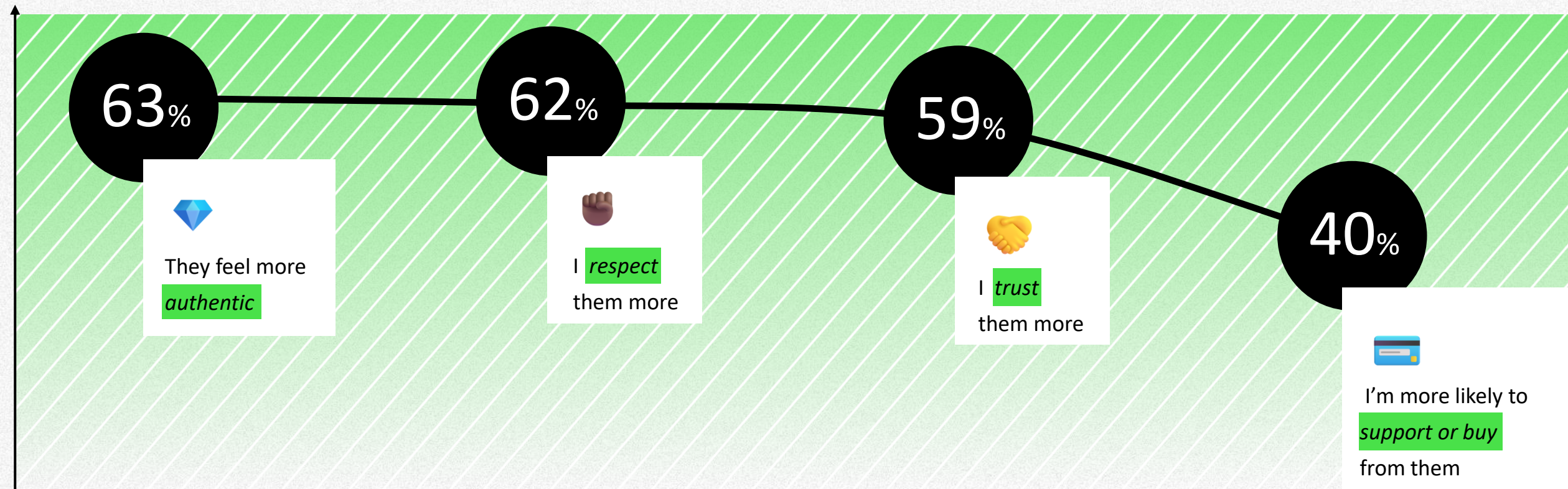


Consistency builds credibility. Showing up year-round drives authenticity, respect, & trust

80% of Black audiences want brands to show up all year round, not just during Black History Month

When a brand shows up in Black spaces consistently, how does it impact your perception of them?

% Selected



Black audiences in the U.S. & U.K. want brands to engage, but differ on what's most important

When it comes to showing up in Black spaces online, how important is it for brands to:

% Very important



USA

U.S. AUDIENCES demand responsive and interactive brands, not ones that post and disappear. Prioritize real-time engagement

U.K. AUDIENCES want brands to step up and lead, not wait on the sidelines. Take initiative on social issues



UNITED KINGDOM

Maintain a *two-way conversation* by interacting with the community

66%

58%

Respond proactively to open conversation, not just post and ghost

63%

54%

Talk less and *listen more*

59%

58%

Be bold and lead the conversation

53%

64%

Black audiences prefer bold mistakes over safe silence, especially the US

When it comes to brands engaging with Black communities online, which do you prefer?

% Agree/strongly agree



NIGERIA

- A brand that speaks up, but sometimes gets it wrong: 55%
- A brand that stays quiet and plays it safe: 45%



USA

33% A brand that stays quiet and plays it safe

67% A brand that speaks up, but sometimes gets it wrong



UNITED KINGDOM

45% A brand that stays quiet and plays it safe

55% A brand that speaks up, but sometimes gets it wrong

IMPLICATIONS

OUR LEARNINGS Putting black culture *into action*

1

**INFLUENCE WITHOUT
INVESTMENT IS A MISSED
OPPORTUNITY**

If Black culture shapes consumer taste, brands must invest in the people and platforms where that influence is born

2

**DON'T RENT THE CULTURE,
LIVE IN IT**

Authenticity isn't seasonal. Brands must show up in Black spaces consistently, not just when it's safe or timely

3

**SAFE IS RISKY.
BE BOLD, BE SEEN**

Safe silence is riskier than bold imperfection. Brands must be consistent, courageous, and conversational to earn a place in Black communities online

THANK

YOU

M/GNA MEDIA TRIALS

