PREACH WHAT YOU PRACTICE
BRAND RESPONSE TO THE SOCIAL JUSTICE MOVEMENT

DRAFT REPORT: CREATIVE EXCELLENCE, JUNE 2020
First the challenges of addressing Covid-19. Now the question of how to react to the protests and calls for change around racial injustice. Clear, consistent lessons are being administered to brands dealing with crisis.

**Important but Ineffective Messages**

Is it enough for brands to recognize the problem, and ‘stand in solidarity’? This response led to a sea of same in both crises. The message is important, but alone it is rarely effective for the brand.

**Brand Authenticity**

The most effective responses depend on being authentic to the brand. For example, previous speech and action in support of an issue. Or a credible connection with the brand’s equity.

**Do, Then Say**

Consumers have no tolerance for platitudes devoid of action. Brands need to decide what action they are taking first. Through action they earn the permission to communicate about the situation.

**Part of the Solution**

Consumers want positivity from brands – hope, optimism, empowerment and inspiration. The content and tone of brand action and speech must point to improvement and solving. A brand must define how it is helping.
RACIAL JUSTICE EVENTS HAVING MASSIVE AND BROAD IMPACT

**41%**
Taken any form of action

**15%**
Signed a petition

**14%**
Added to reading list to better understand the situation

**13%**
Participated in organized social media activities (e.g. ‘Blackout Tuesday’)

Base: Total (n=111) | Q. Following the death of George Floyd in Minneapolis, have you taken any of the following actions?
### WHILE DRIVEN BY BLACKS & MILLENNIALS, RESPONSE SPANS GENERATIONS, REGIONS AND RACE

<table>
<thead>
<tr>
<th>% of people who have taken ANY action</th>
<th>65%</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Of Black Americans</td>
<td>Of 18-34 Year Olds</td>
<td>Of Urban-Dwellers</td>
</tr>
<tr>
<td></td>
<td>59%</td>
<td>43%</td>
</tr>
<tr>
<td>Of White Americans</td>
<td>Of 35-54 Year Olds</td>
<td>Of Suburban-Dwellers</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>43%</td>
</tr>
<tr>
<td></td>
<td>Of 55+ Year Olds</td>
<td>Of Rural-Dwellers</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Base: Total (n=111) | Q. Following the death of George Floyd in Minneapolis, have you taken any of the following actions?
AND THE ISSUE IS IMPACTING PURCHASE INTENT

Is equality of opportunity across gender and ethnicity a top 3 factor in decision to purchase or engage with brands in this current climate?

- **17%** Gen Pop
- **22%** 18-34 Year Olds
- **23%** Urban-Dwellers
- **24%** Black Americans

Up by 35% in the last 2 weeks!

“I have stopped supporting and spending my money with certain brands because they support hate and prejudice, and they deserve to lose their business, if that is what they support!!”

Ipsos Community Member

Base: Total (n=1113) | Q. How much have the following influenced your decision to engage with, or purchase products from, a brand in the current environment? Please select top 3.
CONSUMERS AND BRANDS ARE RESPONDING TO WHAT THEY SEE AS A SYSTEMIC PROBLEM

Recognizing privilege and need for education

“
I make sure I boost the words and messages of the black community, and every community that needs help now and always. I also try to use what privilege I have to teach others instead of expecting people of color to do the educating for free.

“
Reading about the situation, educating myself, voting, talking to others about it, not letting people be dismissive about the issue, teaching my son to be a better person.

Source: Ipsos SMX Online Communities: June 4 – 8, 2020
BRANDS ARE PROBABLY ON NOTICE TO KEEP THIS ISSUE IN THEIR SIGHTS

About three-quarters think or hope changes will be long term

Yes, this will be long-term...

I think that the volume on the issue will make for long-term changes. Some things will drift back some, but overall there will be progress that stays. One step at a time.

It has to be. These current events aren’t a one-off sort of thing. People of color should be treated and seen as equal. There needs to be social justice reform and education reform for everyone.

I’m not sure if this will be long-term...

It’s my hope that we had turned a corner, but time will tell.

People tend to have short memories and then move on but I hope this is different.

Source: Ipsos SMX Online Communities: June 11 – 12, 2020 (n=390); Q: And in general, thinking of your own personal actions and those of others, as well as brands, do you think these changes will be long-term?
Q. Can you recall any advertising you have seen in the last two weeks that tackled the topic of racial justice?

Yes: 50%
Not Sure: 17%
No: 33%

By Age:
- 18-34: 62% (B)
- 35-65: 43% (C)

By Geography:
- Rural: 44% (G)
- Suburban: 50% (H)
- Urban: 54% (I)

By Race:
- White: 48% (W)
- Black: 64% (B)

Base: Total Sample (n=1500), 18-34 (n=540), 35-65 (n=960), Rural (n=382), Suburban (n=766), Urban (n=352); White (n=1247), Black (n=116)

Q. Can you recall any advertising you have seen in the last two weeks that tackled the topic of racial justice?
MANY BRANDS FELL INTO TRAP OF SAMENESS (AGAIN!)

Which brands do you recall advertising on this topic, if any?

Base: Recall Racial Justice Advertising (n=744) | Q. Which brands do you recall advertising on this topic, if any?
YOUNG, URBAN, AND BLACK CONSUMERS ARE MORE LIKELY TO CHECK WHAT BRANDS ACTUALLY DO

“Brands need to be true and not just want to do something because of all that is going on now. A lot of people/companies are getting on the bandwagon because "it seems the thing to do". I don't feel that a lot of these people/brands are doing it for the right reasons.”

Ipsos Community Member

Very

Somewhat

Total

18-34

35-65

Rural

Suburban

Urban

White

Black

24%

18%

61%

27%

34%

32%

32%

30%

38%

63%

39%

32%

63%

22%

46%

Very

Somewhat

Total

18-34

35-65

Rural

Suburban

Urban

White

Black

24%

18%

61%

27%

34%

32%

32%

30%

38%

63%

39%

32%

63%

22%

46%

Base: Total Sample (n=1500), 18-34 (n=540), 35-65 (n=960), Rural (n=382), Suburban (n=766), Urban (n=352), White (n=1247), Black (n=116)

Q. How likely are you to look into the actions, policies and records on diversity and inclusion of companies whose brands you buy?
ALTHOUGH MOST PEOPLE THINK IT’S APPROPRIATE FOR ANY BRAND TO TAKE A STANCE ON RACIAL JUSTICE

18-34 year olds, Urban residents, and Blacks are more in favor of brands speaking out.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Completely agree</th>
<th>Somewhat agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is appropriate for any brand to take a stance on racial justice</td>
<td>58%</td>
<td>25%</td>
</tr>
<tr>
<td>Brands with a strong African American following should speak out about</td>
<td>53%</td>
<td>24%</td>
</tr>
<tr>
<td>racial justice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All brands have a duty to speak out about racial justice in their</td>
<td>46%</td>
<td>20%</td>
</tr>
<tr>
<td>advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only brands that are actively taking steps to improve their diversity</td>
<td>44%</td>
<td>25%</td>
</tr>
<tr>
<td>should advertise about racial justice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brands should not get involved in advertising about issues such as</td>
<td>39%</td>
<td>18%</td>
</tr>
<tr>
<td>racial justice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The brands that have the most right to advertise are those that have a</td>
<td>36%</td>
<td>21%</td>
</tr>
<tr>
<td>history of speaking out on racial justice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only brands that have a good record of diversity should advertise about</td>
<td>34%</td>
<td>21%</td>
</tr>
<tr>
<td>racial justice</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: Total (n=1500) | Q. You may have seen brands speaking out in their advertising about racial justice. In regard to this, how strongly do you agree or disagree with the following statements?
THEY ALSO WANT TO SEE TANGIBLE, MEANINGFUL ACTION FROM BRANDS

<table>
<thead>
<tr>
<th>Message</th>
<th>Completely Agree</th>
<th>Somewhat Agree</th>
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<tbody>
<tr>
<td>Giving empathy to those who suffer from discrimination</td>
<td>69%</td>
<td>28%</td>
</tr>
<tr>
<td>Educate the community on systemic racism</td>
<td>60%</td>
<td>24%</td>
</tr>
<tr>
<td>Showing what they have done to increase diversity in their companies</td>
<td>58%</td>
<td>28%</td>
</tr>
<tr>
<td>Making a statement against racism</td>
<td>58%</td>
<td>23%</td>
</tr>
<tr>
<td>Calling on political figures to enact change</td>
<td>55%</td>
<td>21%</td>
</tr>
<tr>
<td>Making donations and contributions to organizations fighting racism</td>
<td>53%</td>
<td>24%</td>
</tr>
<tr>
<td>Making pledges about diversity within their own companies</td>
<td>52%</td>
<td>28%</td>
</tr>
<tr>
<td>Allowing employees time off to respond to events</td>
<td>38%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Base: Total (n=1500) | Q. Which of the following messages is it important for brands to convey around the events of the last few weeks?
But younger consumers especially expect action

% Completely Agree

- Making a statement against racism: 45% (C), 29% (B)
- Giving empathy to those who suffer from discrimination: 48% (C), 36% (B)
- Making donations and contributions to organizations fighting racism: 40% (C), 23% (B)
- Allowing employees time off to respond to events: 27% (C), 12% (B)
- Making pledges about diversity within their own companies: 42% (C), 29% (B)
- Showing what they have done to increase diversity in their companies: 39% (C), 24% (B)
- Educate the community on systemic racism: 47% (C), 30% (B)
- Calling on political figures to enact change: 41% (C), 31% (B)

Base: 18-34 (n=540), 35-65 (n=960) | Q. Which of the following messages is it important for brands to convey around the events of the last few weeks?
AS DO BLACK CONSUMERS

<table>
<thead>
<tr>
<th>Message</th>
<th>White (W)</th>
<th>Black (B)</th>
<th>Base: White (n=1247), Black (n=116)</th>
<th>Q. Which of the following messages is it important for brands to convey around the events of the last few weeks?</th>
</tr>
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<tbody>
<tr>
<td>Making a statement against racism</td>
<td>57%</td>
<td>62%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giving empathy to those who suffer from discrimination</td>
<td>32%</td>
<td>38%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Making donations and contributions to organizations fighting racism</td>
<td>27%</td>
<td>49%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allowing employees time off to respond to events</td>
<td>15%</td>
<td>38%</td>
<td></td>
<td></td>
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<td>32%</td>
<td>55%</td>
<td></td>
<td></td>
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<tr>
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<td>27%</td>
<td>53%</td>
<td></td>
<td></td>
</tr>
<tr>
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<td>63%</td>
<td>62%</td>
<td></td>
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<td>34%</td>
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