

“Let’s Talk About It”

A campaign to reduce domestic violence
in married African American women, aged 35-65

Audience

- African-American women
- 35-65 years old
- Married / partnered
- College educated
- Middle income

Audience Potential

- African-American women in U.S. (2016)
 - 35-44: 2,813,007
 - 45-54: 2,822,375
 - 55-64: 2,580,892
 - **TOTAL: 8,216,274**

Audience Potential

- 26% of all African-American women aged 15+ were married in 2014.
 - Estimated married African-American women aged 35-65: **2,136,231**
- 23.7% of African American women had earned a bachelor's degree in 2014.
 - Estimated married African-American women aged 35-65 with a bachelor's degree: **506,286**

Audience Potential

- **More on education:**
 - African American women are not only continuing on to graduate and professional schools, but doing so in record numbers.
 - Of African-American students earning bachelor's degrees, 64% were women.
 - “Black women are now America’s most educated group.”

Audience Potential

- **Wage issues:**
 - African Americans with college degrees have lost wealth over past generation.
 - Family structure: Only 49% of black, college educated women marry men with at least some post-secondary education.
 - Education is closely tied to income; a family with two college graduates will make more income than a household with only one.

National Review, "Why Are Black College Graduates Less Wealthy than Other Grads?" (April 14, 2017)

Consumer Habits

- 60% of black women more likely to purchase brands that support a cause they care about.
- 63% will pay more for higher-quality items.
- 33% agree a celebrity endorsement may influence them to consider or buy a product.
- “Because they know that style projects confidence, staying on the cutting edge and projecting an impressive personal image are important to Black women.”

Consumer Habits

- 29% own an SUV; 23% own a mid-size car
- 24% (ages 35-69) have shopped at jewelry stores in past 12 months; most frequent purchase is costume jewelry valued at \$100 or less.
- 50% purchased cosmetics or perfumes in last 12 months.
- Shifting toward natural hair movement.

Religious Habits

- 83% consider themselves a spiritual person; 82% say prayer is part of their daily life.
- 38% contributed money to a religious organization in past 12 months.
 - Ages 50-69: 44%

Media Habits

- “Black women are trendsetters, brand loyalists and early adopters who care about projecting a positive self-image. They are playing an increasingly vital role in how all women see themselves and influencing mainstream culture across a number of areas, including fashion, beauty, television and music.”
- “Black women ages 18–34 and **35–49** are especially likely to utilize social networking sites for ... finding out about products and services (12% higher), receiving exclusive offers, coupons and discounts (12% higher), and showing support for their favorite companies or brands (25% higher).”
- **Top social media site is Facebook (72% of 18+)**

Media Habits

- **Weekly time spent on:**
 - Live+DVR/Time-shifted TV
 - Ages 35-49: 64:42
 - Ages 50-69: 79:11
 - App/Web on a Smartphone:
 - Ages 35-49: 25:08 (90 minutes more each week than 18-34)

Media Habits

- 80% of Black women own a smartphone
 - 67% say reason for phone is safety
- 63% own a laptop/notebook
- 57% own a tablet
- 44% own a desktop

Media Habits

- **Weekly time spent on:**
 - AM/FM Radio
 - Ages 35-49: 14:56
 - Ages 50-69: 13:01

Media Habits

- **Top TV shows (2016-2017 season):**
 - Empire (Fox)
 - The New Edition Story (BET)
 - Star (Fox)
 - Haves and the Have Nots (OWN)
 - Love & Hip Hop Atlanta (VH1)

Media Habits

- **Top Radio Formats for Black Women 35+:**
 - Urban AC (54%)
 - Urban Contemporary (31%)
 - Adult Contemporary (15%)

Crime

Domestic Violence:

Black women are 3x more likely to die at the hands of a partner or ex-partner than members of other racial groups.

Persuasive Message

“We don’t really talk about domestic violence,” said Dr. Tricia Bent-Goodley, a professor of social work at Howard University. “African-American women turn to either their friends or their faith-based community. Unfortunately, many of our faith-based communities tell them that divorce is a sin and that they should stay in the relationship. Some of the messages that we get can stop us from reaching out for help.”

Persuasive Message

Theories:

- Need to overcome the **Spiral of Silence** (afraid of speaking up) and **Priming** (What does an abuser look like? What does being abused mean?)
- **Framing** as awareness, not fear

Persuasive Message

Media selections:

Television

Radio

Facebook

Persuasive Message

Techniques:

- Plain Folks / Everyday People: Make concept relatable
- Celebrities: Because research shows they have substantial impact to this audience
- Testimonials: Can have lasting impact
- Slogan: Create something memorable
- Bandwagon: Make it a popular idea, not judgmental

Campaign

“Let’s Talk About It”

- Encourages African American women to not be afraid to talk about abuse
- Would include Facebook and radio ads, but be driven by a television ad campaign
 - TV ad: Narrated by a celebrity, featuring “everyday” women
 - Facebook ads: Rely heavily on testimonials
 - Radio ads: Combination of everyday/celebrity testimonials
 - All feature the slogan “Let’s Talk About It”

**This is where your storyboard / example
would go!**