

AD ANALYSIS PAPER

THE BLACK
COMMUNITY

PREPARED BY:
AUDREY VALENTINE,
ALY COPPAGE

MAY 3, 2023



RATIONALE FOR AD

RATIONALE:

We decided to create an Instagram ad for Visa promoting a Black Lives Matter credit card that gives cash back when shopping at Black Owned Businesses. We chose to do Instagram story ad because Instagram offers far reach for relatively low costs. Instagram also allows targeting so the ads could be shown to the target audience. We chose a credit card company because in our research, we found ads for multiple financial institutions advertising to black individuals, and wanted to build on that.

We chose to create the fictional card offering cash back when you shop at Black Owned Businesses because of the increasing number of Black Owned Businesses and the value the Black community places on supporting said businesses. According to the Pew Research Center, the number of black owned businesses was up 14% in 2020 compared to 2017, and

RATIONALE FOR AD

58% of black adults say that supporting black owned businesses is an extremely or very effective strategy for moving Black people toward equality in the United States.

Furthermore, Black people also tend to spend less at black owned businesses than other racial and ethnic groups spend at businesses owned by members of their own group, meaning this is an important thing to advertise.

\

RATIONALE FOR AD

SOURCES:

Cutler, A. (2023, April 13). Are Instagram ads effective & worth the investment? Upbeat Agency. Retrieved May 1, 2023, from <https://upbeatagency.com/are-instagram-ads-effective-worth-the-investment/>

Leppert, R. (2023, February 21). A look at black-owned businesses in the U.S. Pew Research Center. Retrieved May 1, 2023, from <https://www.pewresearch.org/short-reads/2023/02/21/a-look-at-black-owned-businesses-in-the-u-s/>

Walk-morris, T. (2015, November 15). Blacks are challenged to buy from black-owned businesses to close gap. The New York Times. Retrieved May 1, 2023, from <https://www.nytimes.com/2015/11/16/business/blacks-are-challenged-to-buy-from-black-owned-businesses-to-close-gap.html>

ADVERTISEMENT

SUPPORT BLACK OWNED BUSINESSES

EARN 5% CASH BACK WHEN
SHOPPING AT ANY BLACK
OWNED BUSINESS WITH
VISA'S BLACK LIVES
MATTER CREDIT CARD.



[CLICK HERE TO APPLY!](#)

CREATIVE BRIEF

THE BLACK COMMUNITY: VISA CREDIT CARD



KEY INSIGHTS:

AS A SUBCULTURE GROUP, THE BLACK COMMUNITY HAS STRONG TIES TO THEIR CULTURE. THEY TEND TO PURCHASE PRODUCTS THAT ALIGN WITH THEIR CULTURAL VALUES AND TEND TO PURCHASE FROM BRANDS THAT HAVE A CLEAR SOCIAL MISSION.

ADS TARGETING AFRICAN AMERICANS OFTEN FOCUS ON:

- SKIN TONE AND HAIR/HAIR TEXTURES
- HISTORIC DISCRIMINATION/TRIUMPHS OF HISTORIC AFRICAN AMERICAN PEOPLE
- TRIUMPHING OVER DISCRIMINATION - MODERN AND HISTORIC
- EQUALITY AND PROGRESS
- COMMUNITY - BOTH EXPLICITLY AND IMPLICITLY (I.E. SUPPORTING BLACK OWNED BUSINESSES)
- HIGHLIGHTING SUCCESSFUL AFRICAN AMERICANS, PARTICULARLY CELEBRITIES

COMPETITORS:

MASTERCARD: AMPLIFYING BLACK-OWNED BUSINESSES

- MASTERCARD IS WORKING WITH BUSINESSES AND GOVERNMENTS AROUND THE WORLD IN PAYMENTS & BEYOND, TO IMPROVE THE LIVES OF THE BILLIONS OF PEOPLE WE SERVE.
- MASTERCARD IS COMMITTED TO HELPING SMALL BUSINESSES AND SUPPORTING BLACK WOMEN OWNED BUSINESSES
- THEY HAVE PLEDGED TO HELP CLOSE THE RACIAL WEALTH AND OPPORTUNITY GAP FOR THE BLACK COMMUNITY

AMERICAN EXPRESS: MEMBER WHEN

- AMEX HAS PLEDGED TO MAKE ALL OF YOUR "WHAT IF'S" COME TRUE
- THIS SPECIFIC AD FEATURES A YOUNG BLACK WOMEN, BUT SEEMS TO APPEAL TO A BROADER YOUNG AUDIENCE
- AMEX OFFERS THE BLACK-FOUNDED PLATFORM FEATURES AN EXTENSIVE BLACK BUSINESS DIRECTORY AND, WITH THE SUPPORT OF AMEX, THE ONLY NATIONAL BLACK-OWNED BUSINESS CERTIFICATION.

CAPITAL ONE:

- CAPITAL ONE IS A LEADING COMPETITOR IN THE CREDIT CARD AND BANKING SPACE
- CAPITAL ONE'S MAIN COMPETITIVE ADVANTAGE IS ITS ABILITY TO COLLECT AND DEEPLY ANALYSIS INFORMATION ON ITS CUSTOMERS
- CAPITAL ONE OFFERS UNLIMITED REWARDS, NO EXPIRATION
 - THERE IS NO LIMIT ON CASH BACK

CONSUMER BENEFIT:

THE BLACK COMMUNITY CONTINUES TO LOOK FOR WAYS THEY CAN SUPPORT SMALL BUSINESSES. THE CONSUMER BENEFIT FOR OUR AD IS THAT INDIVIDUALS WILL RECEIVE 5% CASH BACK ON ALL PURCHASES OF PRODUCTS/SERVICES FROM BLACK OWNED BUSINESSES.

CREATIVE DIRECTION:

OUR CREATIVE DIRECTION IS TO SET A CLEAR SOCIAL MISSION FOR VISA. WE WANT TO EARN THE TRUST FROM THE BLACK COMMUNITY IN A WAY THAT HONORS THEIR ACHIEVEMENTS AND PROVIDES THEM A BENEFIT AND SUPPORT. OUR BIG IDEA IS TO EMBRACE AND RECOGNIZE BLACK OWNED BUSINESSES.

MEDIA IMPERATIVES:

VISA'S SUPPORT BLACK OWNED BUSINESSES CAMPAIGN WILL BE ADVERTISED IN A INSTAGRAM STORY AD. THE CAMPAIGN WILL HIGHLIGHT BLACK OWNED BUSINESSES AS WELL AS THE INCENTIVE FOR PURCHASING FROM THEM. THE AD WILL BE UPLIFTING AND INSPIRATIONAL TO PERSUADE CONSUMERS TO START A VISA CARD.

PERSONA:

JAMES IS A 30 YEAR OLD AFRICAN AMERICAN MAN LIVING IN DALLAS, TEXAS. JAMES IS VERY CONNECTED TO HIS CULTURE. JAMES IS A SECOND GENERATION IMMIGRANT WHOSE PARENTS IMMIGRATED FROM ETHIOPIA. JAMES WAS THE FIRST IN THIS FAMILY TO ATTEND UNIVERSITY AND COMPLETE HIS DEGREE IN MARKETING. JAMES IS SINGLE, WORKING IN SALES FULL TIME. IN HIS FREE TIME, JAMES ENJOYS SPENDING TIME WITH FRIENDS AND FAMILY, GOING TO CHURCH, GOING TO THE GYM, TRYING NEW FOODS, AND SUPPORTING BLACK OWNED BUSINESSES. HE LOOKS FOR BRANDS THAT HAVE CLEAN INGREDIENTS, FROM FOOD TO SELF CARE. JAMES IS VERY PASSIONATE ABOUT HIS UPBRINGING AND CULTURE AND LOOKS FOR OTHERS IN SOCIETY WHO HOLD THOSE SAME VALUES. JAMES HAS MADE A LOT OF FRIENDS IN THE BLACK COMMUNITY BY GOING TO DIFFERENT BLACK OWNED BUSINESS FAIRS AND FARMER'S MARKETS IN THE DALLAS AREA.

ADVERTISING OBJECTIVE:

THE GOAL IS TO CONNECT THE BLACK COMMUNITY TO BLACK OWNED BUSINESSES THROUGH CASH BACK INCENTIVE

TARGET AUDIENCE:

- 47.2 MILLION PEOPLE WHO IDENTIFY AS BLACK IN THE US
 - MAKING UP 14.2% OF THE COUNTRY'S POPULATION
 - POPULATION GREW 30% FROM 2000 TO 2021
- EDUCATION: 42% HAVE A HIGH SCHOOL DIPLOMA OR LESS EDUCATION (30% HAVE UP TO HIGH SCHOOL)
 - 32% HAVE SOME COLLEGE
- RELIGION: 66% ARE PROTESTANT
 - ONLY 24% ARE NON-CHRISTIAN RELIGION OR RELIGIOUSLY UNAFFILIATED
- DIVERSE: VARIED RACIAL AND ETHNIC IDENTITIES AND EXPERIENCES
- MEDIAN AGE: 33 YEARS
- GEOGRAPHY: HIGHEST CONCENTRATION IS IN THE SOUTH, AMONG STATES TEXAS HAS THE LARGEST BLACK POPULATION, AMONG METRO AREAS NYC HAS THE HIGHEST NUMBER OF BLACK RESIDENTS
- INCOME: MEDIAN HOUSEHOLD INCOME IS \$46,400
- TO ATTRACT BLACK CUSTOMERS, BRAND MUST DEMONSTRATE QUALITY, SOCIAL MISSION, AND GOOD VALUE
- BLACK CONSUMERS' COLLECTIVE ECONOMIC POWER IS SET TO EXPAND DRAMATICALLY
- BRANDS MUST MAKE HOLISTIC INVESTMENTS IN MEETING THEIR NEEDS
- BLACK CONSUMERS ARE MORE LIKELY TO SEEK OUT AND PLACE EMPHASIS ON BRANDS THAT ARE TRUSTWORTHY, HAVE A CLEAR SOCIAL MISSION, APPEAL TO THEIR CULTURAL VALUES, AND GENERALLY HAVE CREDIBILITY AMONG THE BLACK COMMUNITY
- EMPHASIS ON CLEAN/HEALTHY PRODUCTS THAT ARE WELL PRICED
- KEY BUYING FACTORS: QUALITY, CUSTOMIZED PRODUCTS OR THE ABILITY TO CUSTOMIZE, AND CREDIBILITY
- HEAVILY WEIGHTED IN THE TREND-SETTER SEGMENT (30%)
 - PEOPLE WHO DISCOVER NEW PRODUCTS AND SERVICES AND SHARE THEM WITH THEIR PEERS
 - HOLISTIC: WORKFORCE IS REPRESENTATIVE OF AND CONNECTED TO THE COMMUNITIES THE COMPANY WISHES TO SERVE (PLACE BLACK WORKERS IN DECISION MAKING ROLES), ENSURE THE BLACK COMMUNITY IS TREATED FAIRLY, COMMERCIAL STRATEGY
 - CAMPAIGN RESULTS ARE BUILT ON TRUST
 - 71% OF BLACK CONSUMERS ARE MORE LIKELY TO PAY ATTENTION TO ADS WHEN THEY REFLECT BLACK CULTURE
 - THEY TRUST BLACK MEDIA OVER GENERAL MEDIA
 - REPRESENTATION IS A MAJOR FACTOR IN TRYING TO REACH COMMUNITIES OF COLOR

SOURCES

ANTHONY, GREG. "THE SECRET TO REACHING THE BLACK COMMUNITY IN 2022: LOCAL MARKETING." MILITARY | TEEN | COLLEGE | MULTICULTURAL, 17 FEB. 2023, WWW.REFUELAGENCY.COM/BLOG/MULTICULTURAL/LOCAL-MARKETING-TO-BLACK-CONSUMERS/.

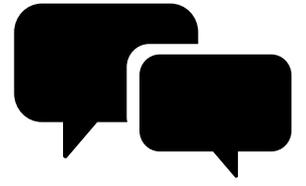
III, SHELLEY STEWART. "MARKETING TO THE MULTIFACETED BLACK CONSUMER." MCKINSEY & COMPANY, 10 MAY 2022, WWW.MCKINSEY.COM/CAPABILITIES/GROWTH-MARKETING-AND-SALES/OUR-INSIGHTS/MARKETING-TO-THE-MULTIFACETED-BLACK-CONSUMER.

"MEMBER WHEN | LEVEL UP | AMERICAN EXPRESS." YOUTUBE, 25 MAY 2022, WWW.YOUTUBE.COM/WATCH?V=MQVJCJKRUG4.

MOSLIMANI, MOHAMAD, ET AL. "FACTS ABOUT THE U.S. BLACK POPULATION." PEW RESEARCH CENTER'S SOCIAL & DEMOGRAPHIC TRENDS PROJECT, 27 APR. 2023, WWW.PEWRESEARCH.ORG/SOCIAL-TRENDS/FACT-SHEET/FACTS-ABOUT-THE-US-BLACK-POPULATION/.

"OFFICIAL BLACK WALL STREET FEATURED IN MASTERCARD COMMERCIAL: AMPLIFYING BLACK-OWNED BUSINESSES." YOUTUBE, 21 NOV. 2022, WWW.YOUTUBE.COM/WATCH?V=IW4HHED4TRC.

MESSAGES



THE BLACK COMMUNITY



NOXZEMA AD, 1969



Prudential

If girls with the most beautiful skin in the world wash with noxzema... why shouldn't you?

These are the girls of Black Beauty—New York's newest model agency. They weren't born models. Every girl learned how to coax every lash, every pore into being its most beautiful. Shouldn't you share the beauty routine that helps make their skin so flawless?

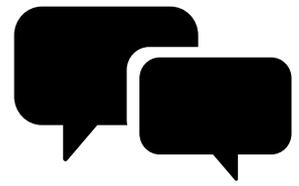
Wash with Noxzema, as they do, instead of soap. Noxzema softens as it cleans. Fights dryness. Rinses clean. Medicates to help clear surface blemishes with an exhilarating tingle.

What a way to wash! What a way for girls to look and feel sensational!



© 1969 Prudential Insurance Company of America

NOXZEMA AD



IMPLICIT/EXPLICIT MESSAGING:

- This ad for Noxzema has explicit and implicit messaging. They are explicitly stating that using Noxzema will give you beautiful skin like the models pictured. It is explicitly stating that these women have beautiful skin because they use Noxzema. It is explicitly stated that these women were not born models, but it is implicitly stating that by using Noxzema, they became models.

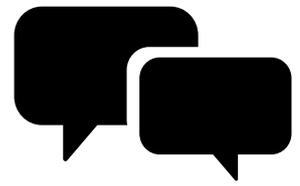
THE ROLE OF VISUALS:

- The role of the visuals in this print ad is to emphasize Black beauty. From the copy, these women are a part of the Black Beauty model agency. They are all put in similar makeup, hair, and accessories that also emphasize Black culture. Their hairstyles are what stand out to me the most. They all have more traditional Black hairstyles as opposed to White hairstyles (straight, long hair) which makes me think they are truly trying to emphasize natural Black beauty.

TONE OF VOICE:

- I think the tone of voice is “beautiful”.

NOXZEMA AD



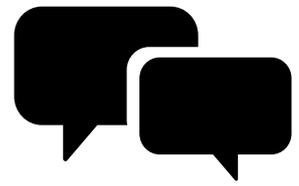
IMAGES:

The advertiser decided to use the Black women as the focal point of this ad. The product, Noxzema, is a small image in the bottom corner. I think that this was deliberate to emphasize Black culture more than the product itself.

MODES OF PERSUASION:

- Ethos: I believe that ethos is used predominantly in this ad. The brand is trying to establish credibility from the Black community. They are saying that if these beautiful Black models use Noxzema, then other women in the Black community should trust that it is a valuable and beneficial brand to use.
- Pathos: I also think this ad is using a bit of pathos in the sense that they are representing the Black community in a positive way. This ad was made in 1969, a time where the Black community wasn't represented as much as they are today. This can inspire emotions in the audience and promote inspiration to Black women during this time.

NOXZEMA AD



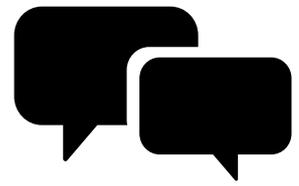
MODES OF PERSUASION:

- ELM Model: I think this ad is using the Elaboration Likelihood Model of persuasion. The brand is attempting to change the audience's attitude surrounding not only the product, but also people's attitudes about Black beauty and their representation. I believe that elaboration could be high for other Black women, which would ultimately make them focus on the product and the message and seek further information. If we are considering the time, not many Black women or women in general were depicted in ads as beautiful and natural, therefore I believe that these consumers would take the central route of persuasion and have the motivation to look into the product further.

PERSUASIVE GOAL:

- I think the persuasive goal of this ad is to empower more Black women or women in general to change their attitudes surrounding natural beauty. I think the overall goal is to inspire other women in the Black community to feel beauty using their product.

NOXZEMA AD



POINT OF VIEW:

- The point of view is from the brand. Noxzema is delivering the message that if you use Noxzema, you will be beautiful.

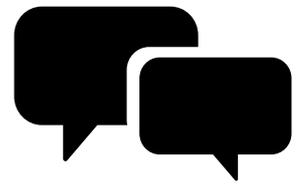
CALL TO ACTION:

- The call to action is to wash with Noxzema. The CTA is ultimately to buy the product and try it for yourself.

WRITING TECHNIQUES:

- This ad is using informative and narrative writing techniques. They are explaining what Noxzema does for your skin, helps relieve dryness and fights blemishes. They are also using narrative writing to convey an experience to the audience. The ad is also foreshadowing the effects that Noxzema will give you if you use it. You don't truly know the outcome of using the product, but the ad is convincing you that you will receive a benefit after. There is also an element of hyperbole in this ad. They are using a sense of exaggeration to persuade the audience. "If girls with the most beautiful skin in the world wash with Noxzema.. Why shouldn't you?" is a hyperbole.

NOXZEMA AD



MISSING INFORMATION:

- I think that the ad is missing the element of demonstration. We see a lot of companies, especially soap and personal care brands, do some kind of demonstration of their product, whether it is someone actually taking you through the steps or someone who demonstrated a before and after almost. We don't genuinely know if these women use Noxzema, we can only assume. It is also hard to portray demonstration in print, but it could be beneficial to do so in some way to give the audience more of a desire to purchase. The ads below show demonstration for the same product.

Makes your skin look lovely even without make-up...



Noxzema does more for your skin than any single-purpose beauty cream — it's medicated!



1 Cleans up dirt.
Noxzema cleans like soap, but doesn't dry your skin. And it's greaseless, washes off with water. Leaves your skin "soap-clean," but not dried out or drawn.

2 Cleans up dry skin.
Softens like cream, but it's never greasy. Doesn't clog pores. Helps skin stay moist, as only a moisturizer does... leaves your skin "cream soft," but so fresh and smooth you'll use make-up only to see the beautiful difference.

3 Cleans up blemishes.
Helps your skin to love! Medicinal ingredients help blemishes fast... help a dull complexion to new glowing vitality.

New medicated beauty care gives you a

Complete Complexion Clean-up!

It's 3 ways better for your skin!



1 Cleans up dirt.
Cleans like soap, but it's better because it doesn't dry skin. Put Noxzema on, wash it off with a wet facecloth. It's greaseless, washes off with water. It leaves your skin "soapy and-water" clean, but not dried out or drawn.

2 Cleans up dry skin.
Softens like cream, but it's never "buttery," never greasy. Doesn't clog pores. Helps your skin stay moist, helps fight dry skin as only a moisturizer does... leaves your skin feeling "cream-soft," but so clean and fresh.

3 Cleans up blemishes.*
Helps clear skin because it's medicated. Five medicinal ingredients help heal surface blemishes fast. Regular beauty care with Noxzema Skin Cream helps "wake up" a dull, lifeless complexion to new glowing vitality.

Makes your skin look lovely — even without make-up!

Imagine you with a skin so fresh and clear and radiant! Regular Noxzema beauty care gives you a complete complexion clean-up every day.

The Noxzema for cleansing, a make-up base, a night cream. You'll see the beautiful difference in days. Get Noxzema Skin Cream today.



MEDICATED • GREASELESS
Surface Blemishes

SECRET AD, 1972

*"Bad call, fella.
Secret's just
for women.
Sorry."*

**"The way I see it,
if Secret's so strong,
a guy could
use it."**

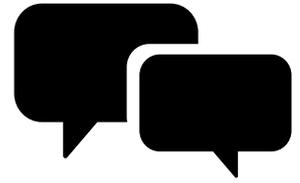
**Strong enough
for a man...
but made for
a woman.**

Secret
Secret
Secret

Select solid, spray or roll-on.

© 1983, Procter & Gamble Company. Fashions by Judith Hadast.

SECRET AD



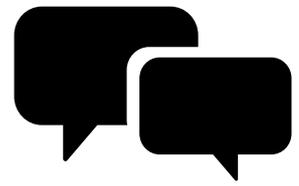
IMPLICIT/EXPLICIT MESSAGING:

- The messages in this advertisement are largely explicit, although there is some implicit messaging as well. The ad is using explicit messaging, telling the audience that Secret is “Strong enough for a man... but made for a woman”, as well as the woman saying that Secret is for women. So, it’s explicitly telling the audience that Secret is designed for women, and very strong. Implicitly, it’s telling the audience that because it’s designed for women, women should use it, but because it’s strong enough for men, men can use it, and women don’t have to worry about its effectiveness. It also implies that using Secret will make women more alluring through the images of the man and woman.

THE ROLE OF VISUALS:

- The role of the images in the ad is to emphasize the value of Secret. The woman is much more prominent in the ad, dressed in a bright, fashionable (for the time) outfit, telling women, particularly black women,

SECRET AD



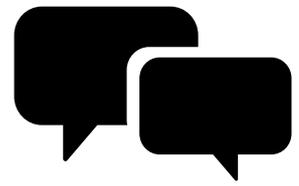
THE ROLE OF IMAGES CONT:

- and the man is smaller, less bright, and looking up admiring the woman. The man's admiration of the woman helps to emphasize that Secret will make you feminine and alluring. There is a small image of Secret's products in the corner. This tells the audience what the ad is for while still focusing more on the story and message than purely focusing on the product.

IMAGES:

- The advertiser used a black man and woman to tell this story. The creator of this ad campaign, Carol Williams, is a black woman. Using black people in the ad helps Secret to target black women specifically. Putting the woman in a power pose, while also smiling, makes women feel happy and empowered. The man is kneeled down and looking at the woman with admiration, which helps women further feel happy and like Secret may help them appeal to men.

SECRET AD



MODES OF PERSUASION:

- This ad uses mostly pathos, focusing on how Secret might make women who use it feel, mostly implicitly. It uses a bit of ethos, using the authority of the man to say how strong Secret is, then reinforcing it in the slogan at the bottom.

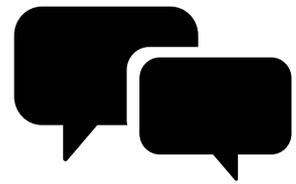
PERSUASIVE GOAL:

- I believe the goal of the ad is to get more women, particularly black women, to buy Secret and use it.

TONE OF VOICE:

- The tone of this ad is very empowering. The empowering aspect comes from the woman's pose, and the messaging that it's strong enough for a man, but made for a woman. While in modern times, women may see this as patronizing or even insulting, at the time (the late 60s), it likely would have been seen as empowering, a sign of a good product, and an endorsement of it and the company.

SECRET AD



POINT OF VIEW:

- The point of view is from that of a black woman who loves Secret. There is dialogue in the ad between the man and women, so we can assume that it is in the point of view of them

CALL TO ACTION:

- The call to action is to buy Secret and try it themselves to see how strong but feminine it is.

WRITING TECHNIQUES:

- This ad uses narrative/dialogue as a writing technique. It is also informative and persuasive, telling the audience it's strong enough for a man but made by a woman.

MISSING INFO:

- The ad has left out anything about the actual scent of Secret, just saying it's strong. This is likely due to the target audience and the campaign. It also doesn't say what secret is or the products, assuming the audience is largely familiar with the products Secret provides.

CULTURAL SIGNIFICANCE

THE BLACK COMMUNITY



THE BLACK COMMUNITY AS A SUBCULTURE

INTRODUCTION OF THE SUBCULTURE, VALS:
The subculture we are analyzing is African Americans. African Americans value honesty, integrity, and treating others with compassion although they continue to face oppression and moments of discrimination. African Americans fall into the believers and and strivers groups of the VALS framework. Members of the believers group tend to believe in basic rights, rely on faith to spark inspiration, want friendly communities, are not looking to change society, find advertising a legitimate source of information, value stability, and have strong me-too fashion attitudes. Members of the stivers group have high revolving employment, are fun loving, intimate, are the center of low status culture, desire to better their lives but struggle realizing their desires, and wear their money. African Americans value family connectedness and community.

NOXZEMA AD, 1969



Black Beauty

If girls with the most beautiful skin in the world wash with noxzema... why shouldn't you?

These are the girls of Black Beauty—New York's newest model agency. They weren't born models. Every girl learned how to coax every lash, every pore into being its most beautiful. Shouldn't you share the beauty routine that helps make their skin so flawless?

Wash with Noxzema, as they do, instead of soap. Noxzema softens as it cleans. Fights dryness. Rinses clean. Medicates to help clear surface blemishes with an exhilarating tingle.

What a way to wash! What a way for girls to look and feel sensational!



© 1969 J. & J. L. Yocell

MAIN IDEA:

- The main idea of the ad is to embrace Black beauty. The product/brand is Noxzema, a face wash. The brand is trying to convey that these Black women are beautiful because they use Noxzema.

WHAT ARE THESE ADS TELLING US ABOUT THE SUBCULTURE?

- This ad is different from other Noxzema ads during this time period. Other ads from this brand include visuals of one White woman using the product whereas this ad displays a group of Black women. This depicts the cultural connectedness that the Black community holds. The visuals of this ad also show the women in more traditional African American fashion, makeup, and hairstyles which displays their values of keeping close to their traditions and culture.



HOW DO THESE ADS CREATE CULTURAL CONNECTION?

- This ad creates cultural connection because it ignites the conversation surrounding Black beauty. This ad was made in the late 1960s, a time where Black Americans were not typically represented. This ad gave the community more representation in the beauty industry. The ad also creates cultural connection by the use of its visuals. Having a group of Black women together as the focal point of the ad exhibits their value of connectivity within their culture. As more Black women see this ad, they will appreciate the representation that is different from just showing a black woman in their ad, but also accurately representing their values and culture.

WHAT ARE SOME OF THE CULTURAL MARKERS USED IN THE ADS?

- A cultural marker in this ad is the connectedness of the women in this ad. They are standing/posing close to one another which the audience can assume they are friendly and close to one another, something that African Americans value as a whole. Another cultural marker is the appearance of these women. They are wearing more traditional Black American clothing, jewelry, makeup, and hairstyles. This makes the ad more representative of the true beauty these Black women possess.

WHAT DO YOU THINK ABOUT THE REPRESENTATION OF YOUR SUBCULTURAL GROUP IN THE ADS?

- I think that this Noxzema ad does a great job at representing the African American subculture group because they are depicting them in a more true sense than what other companies may have been doing during this time. Since this ad was produced in the late 1960s, we can assume that there were not a lot of ads that represented Black Americans and the fact that this ad did so while also emphasizing their natural, real beauty is great.

WHAT ABOUT THE STEREOTYPES? DO YOU CONSIDER WHETHER THE ADS ENDORSE STEREOTYPES? YES? NO? EXPLAIN.

- I don't think this ad endorses stereotypes. All of these women are very put together and are wearing more traditional clothing, which I doubt was something in the norm during this time.

DO THE ADS WORK? YES? NO? HOW SO? EXPLAIN

- I think this ad works because it is representing an underrepresented subcultural group who during the time were not represented in the beauty industry as much as White women.

WHAT WOULD YOU CHANGE ABOUT THE ADVERTISEMENTS TO GENERATE MORE CONSUMER INTEREST WITHIN THIS SUBCULTURE?

- I think it is important for other brands to represent African American culture and connectivity in this way. Bringing out their values and cultural traditions in ads can further increase the loyalty of the Black audience. The Black audience values transparency and brands that take a stand on social issues. Having more brands represent the true beauty/culture of the African American audience can increase their brand loyalty. If I were to change something about this advertisement, it would be to start a campaign with these women and their true testimonies towards the product. Yes, the ad is working but I also think it could be beneficial for them to show the women using the product to ensure their claims are true.

SECRET AD, 1972

"Bad call, fella. Secret's just for women. Sorry."

"The way I see it, if Secret's so strong, a guy could use it."

Strong enough for a man... but made for a woman.

Select solid, spray or roll-on.

© 1983, Procter & Gamble Company. Fashions by Judith Hadash.

MAIN IDEA:

- The main idea of this ad is to emphasize both the power of black women and of Secret. The brand is Secret, trying to sell its products with two messages in one ad. One, explicitly, that Secret is made for women but powerful enough for men. Two, implicitly, that using Secret will make you attractive.

WHAT ARE THESE ADS TELLING US ABOUT THE SUBCULTURE?

- This ad implies that the subculture values boldness and power. The woman is in a power pose, wearing a bold and sparkly purple outfit, with a bold floral hair accessory (which allows a subtle emphasis on both femininity and boldness). The ad also explicitly says that Secret is “strong enough for a man”, implying that the community again values strength. It also implies that this subculture values relatively strict gender roles, with the emphasis on Secret being strong enough for men but made by women.

HOW DO THESE ADS CREATE CULTURAL CONNECTION?

- These ads create cultural connection by using black people as the models, and featuring them in a positive way. That positive representation encourages viewers to connect and relate to the ad. It also uses the values of the community to connect further. The people look happy and excited, which helps viewers who see themselves in the ad to believe its message.

WHAT ARE SOME OF THE CULTURAL MARKERS USED IN THE ADS?

- One cultural marker is the clothing. While not something that would be worn today, the clothes were modern and in style at the time. The woman's hair is also a cultural marker. Hair and hair care is a big part of black culture, and it's worn in a style that is more traditional for black Americans than white Americans. The ad also has cultural markers through the values of the community represented.

WHAT DO YOU THINK ABOUT THE REPRESENTATION OF YOUR SUBCULTURAL GROUP IN THE ADS?

- This is a good representation of the group. It's empowering and positive. It is also a more subtle way of targeting this population, focusing more on implicit cultural messaging to appeal to a wider range of people, while still being representative of the group.

WHAT ABOUT THE STEREOTYPES? DO YOU CONSIDER WHETHER THE ADS ENDORSE STEREOTYPES? YES? NO? EXPLAIN.

- I believe it may endorse gender stereotypes, with the focus around it being strong enough for men and made for women. With regards to this specific subcultural group, though, there are no real stereotypes present.

DO THE ADS WORK? YES? NO? HOW SO? EXPLAIN.

- As with the fashion in the ad, it wouldn't work in modern times due to the aforementioned focus on gender difference, which is less prevalent today. However, I believe a similarly structured ad with a less binary tagline could be effective. Looking through the lens of when it was made, though, I believe it's very effective. It targets the audience well and focuses on the positives.

This ad is well done, especially when looking through the lens of when it was made. When targeting black Americans, advertisers should focus on community, empowerment, and, to a lesser extent, gender roles.

WHAT WOULD YOU CHANGE ABOUT THE ADVERTISEMENTS TO GENERATE MORE CONSUMER INTEREST WITHIN THIS SUBCULTURE?

- Perhaps switching the focus on Secret being strong enough for a man to making it about men liking the scent when women use it could make it more effective, particularly given that the man is already lower and looking at the woman. I'd also make the hairstyle the woman has more of a natural/traditional style for black women. While she isn't wearing her hair straightened or in another style more typical of white women, a more natural/traditional hairstyle could increase appeal in the community.

PRESENTATION PHOTO REFERENCES

“76,449 Black Woman Money Images, Stock Photos & Vectors.” Shutterstock, www.shutterstock.com/search/black-woman-money. Accessed 8 May 2023.

Bhasin, Hitesh. “Market Growth Definition - Reasons for Market Growth.” Marketing91, 9 Mar. 2020, www.marketing91.com/market-growth/.

Chiarenza, Gabriella. “Surveys Highlight Black-Owned Small Businesses’ Credit Access Challenges; Study Hints at a Fairer Approach.” Fed Communities, 8 Aug. 2022, fedcommunities.org/black-owned-small-businesses-credit-access-challenges/.

Gedon, Steve. “Defining Your Values.” United Methodist Temple, 3 Aug. 2022, umtemple.com/values-matter/.

Guest. “Instagram Story Ideas and Examples for Ecommerce Businesses.” EmbedSocial, 21 Apr. 2023, embedsocial.com/blog/instagram-story-ideas/.

Heaslip, Emily. “17+ Directories to Find Black-Owned Small Businesses.” <https://www.uschamber.com/co/>, 7 Apr. 2022, www.uschamber.com/co/start/strategy/black-owned-businesses-directories.

“How Ties to Ethnic Communities Influence Global Firm Expansion.” Knowledge at Wharton, knowledge.wharton.upenn.edu/podcast/knowledge-at-wharton-podcast/targeting-ethnic-groups-as-an-international-expansion-strategy/. Accessed 8 May 2023.

Maxwell, Tim. “How to Earn Cash Back with Your Credit Card.” CBS News, 8 Mar. 2023, www.cbsnews.com/news/earn-cash-back-credit-card-cash-back-rewards/.

“National Black History Month: U.S. Census Bureau Releases Key Stats on Nation’s Black Population.” U.S. Department of Commerce, 3 Feb. 2022, www.commerce.gov/news/blog/2022/02/national-black-history-month-us-census-bureau-releases-key-stats-nations-black.

“NoxzemaAd.” Facebook, www.facebook.com/VintageBlackGlamour/photos/a.172850202754851/426461777393691/?type=3. Accessed 8 May 2023.

Ober, Holly. “Those Who Support Black Lives Matter Tend to Be Less Hesitant about Vaccines, UCLA Study Finds.” UCLA, 30 Mar. 2023, newsroom.ucla.edu/releases/black-lives-matter-support-may-spark-less-vaccine-hesitancy.

PRESENTATION PHOTO REFERENCES

Robertson, Iyana. "The '92 Effect." POPSUGAR Entertainment, 9 Feb. 2022, www.popsugar.com/entertainment/black-culture-92-48695713.

Ross, Hannah. "12 Thoughtful Ways to Support Your Team." Fellow.App, 26 Apr. 2022, fellow.app/blog/management/thoughtful-ways-to-support-your-team/.

Sheridan, Marcus. "Why Trust Is the True Currency for All Business." IMPACT Inbound Marketing Agency, 25 Apr. 2023, www.impactplus.com/blog/why-trust-is-the-true-currency-for-any-business.

Turner-Williams, Jaelani. "15 Books about Black Music's Impact on Pop Culture." Teen Vogue, 7 June 2022, www.teenvogue.com/story/black-music-month-15-books-about-impact-of-black-music-on-pop-culture.

vintage_ads, and Deborahkla. "Monthly Theme - African Americans in ADS - Secret Deodorant." Recent Entries, 9 Feb. 2021, vintage-ads.livejournal.com/8596174.html.

"Visa Rebrand Redefines What It Means to Be a Global Acceptance Network." Pymnts.Com, 21 July 2021, www.pymnts.com/visa/2021/visa-rebrand-redefines-what-it-means-to-be-a-global-acceptance-network/.

Walker, Ezekiel J. "U.S. Inflation Threatens Sustainability of Black-Owned Businesses." The Black Wall Street Times, 17 Sept. 2022, theblackwallstreettimes.com/2022/02/01/u-s-inflation-threatens-sustainability-of-black-owned-businesses/.