



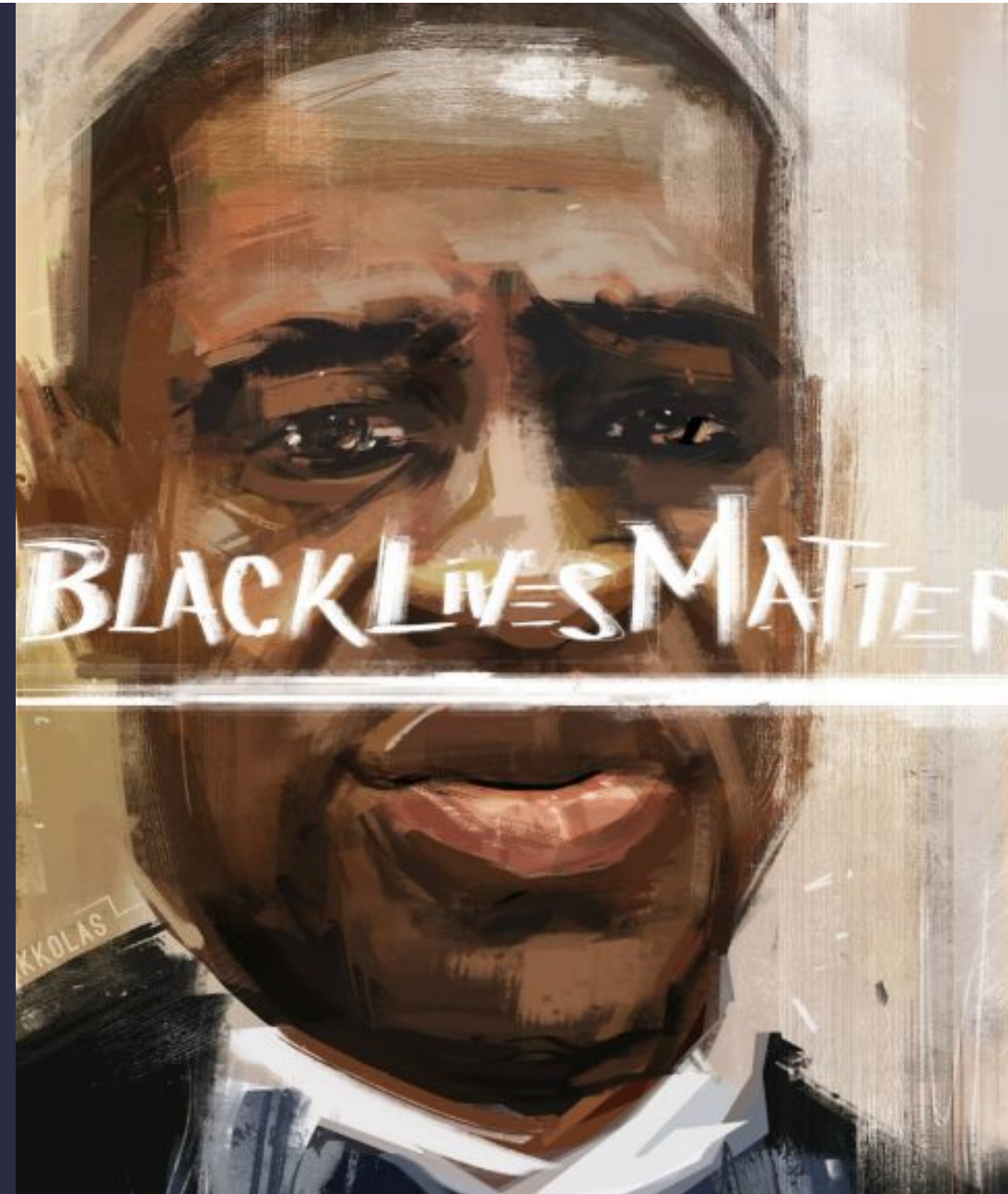
#BLACK LIVES MATTER

MEDIACOM CANADA

September 2020

Following the murder of George Floyd at the end of May by a Minneapolis police officer who knelt on his neck, and ignored his pleas that he could not breathe, protests around the world have erupted against police violence towards black citizens. Millions of people have come together in marches to show support for the Black Lives Matter movement.

In Canada, thousands joined marches across the country. As the movement gathered pace, the focus shifted. It broadened from police violence, to include a greater societal reckoning with the issue of systemic racism. This encompasses everything from workplace cultures and front-line services, to advertising & beyond.



We wanted to understand the impact of BLM in Canada: the effect and support of the movement among Canada's diverse visible minority population, and how organizations in Canada should look to respond.

Building on our 2018 report about Canadian diversity, Mediacom Canada commissioned a new study to explore the attitudes of our growing, diverse population to the issues the BLM movement is bringing to the fore.

MediaCom Canada commissioned a study of 1,150 visible-minority Canadians –

[58%] Black, [42%] drawn from other visible minorities. The study took place 7/18-7/28 through Kantar panels.



This study seeks to help Canadian brand and business leaders in three ways

IMPACT

1.

The impact of the Black Lives Matter movement in Canada

CONSUMER RESPONSE


2.

How Canadian visible-minority consumers are responding

BRAND ACTION

3.

Consumer expectations of brands, and how your brand should respond



**1. THE BLACK LIVES MATTER
MOVEMENT HAS BROAD
SUPPORT ACROSS CANADIAN
VISIBLE MINORITIES.**

**BUT, TAKING ACTION IS
DETERMINED BY RACE, AND
DIRECT EXPERIENCES OF
RACISM**

78%

of visible
minority
Canadians
have personal
experience of
racial
discrimination

“My brother was shot to death when getting pulled over.”

“My sister said wasn’t be hired because she was told she was too ambitious for her skin tone.”

“I have turned up for job interviews only to be told that vacancies no longer exist.”

“I could not find a job with my native first name until I started using my English middle name. I was warned by job places to lose my first name on resumes.”

“I have been pulled over by the police for no other reason than I was driving a higher end car.”

80%

of visible
minority
Canadians
fully support
the BLM
movement in
Canada

Support for BLM cuts across Canada's visible minorities



Ethnicity	Support BLM	Population
Black	97%	1.2Mill
South Asian	91%	1.9Mill
Arab/West Asian	85%	787K
East South Asian	84%	313K
Other Asian	80%	780K
Aboriginal	76%	1.6Mill
Latin/Central South American	73%	447K
Chinese/Korean/Japanese	64%	1.2Mil

But personal experience with discrimination strongly correlates to an individual's decision to go from support for BLM to action

18% took action



YES I do experience discrimination

NO I do not experience discrimination

40% took action



A group of diverse people, including a Black woman in a rainbow beanie and a young Black woman in a black jacket and jeans, are holding hands in a solidarity march on a city street. Other participants in the background include a man in a blue jacket and a woman in a black jacket. The scene is set on a paved street with a building in the background.

2. BRANDS THAT FAIL TO MEET THE EXPECTATIONS OF THE NEW CANADIAN CONSUMER ARE VULNERABLE



Today, brands face
limited risk of
boycotts

ONLY

7%

SAY THEY WILL
BOYCOTT
BRANDS

“If the local brand that supports the movement can give me the same quality for the same price I would switch in a heartbeat”

“I am not interested in boycotting big brands, however, I am all for seeking out local black – owned businesses”

“I’m okay buying the brands I do today, even if they haven’t shown any support to BLM, but, If a non-racist brand starts selling exactly the same & for the same price, I’ll definitely switch”

But brands are at risk tomorrow, if a comparable alternative steps up

“It has changed my support because I like hearing how businesses won't tolerate racism anymore, showing there is solidarity.”

“I support more the businesses that fight against racism and promote equality”

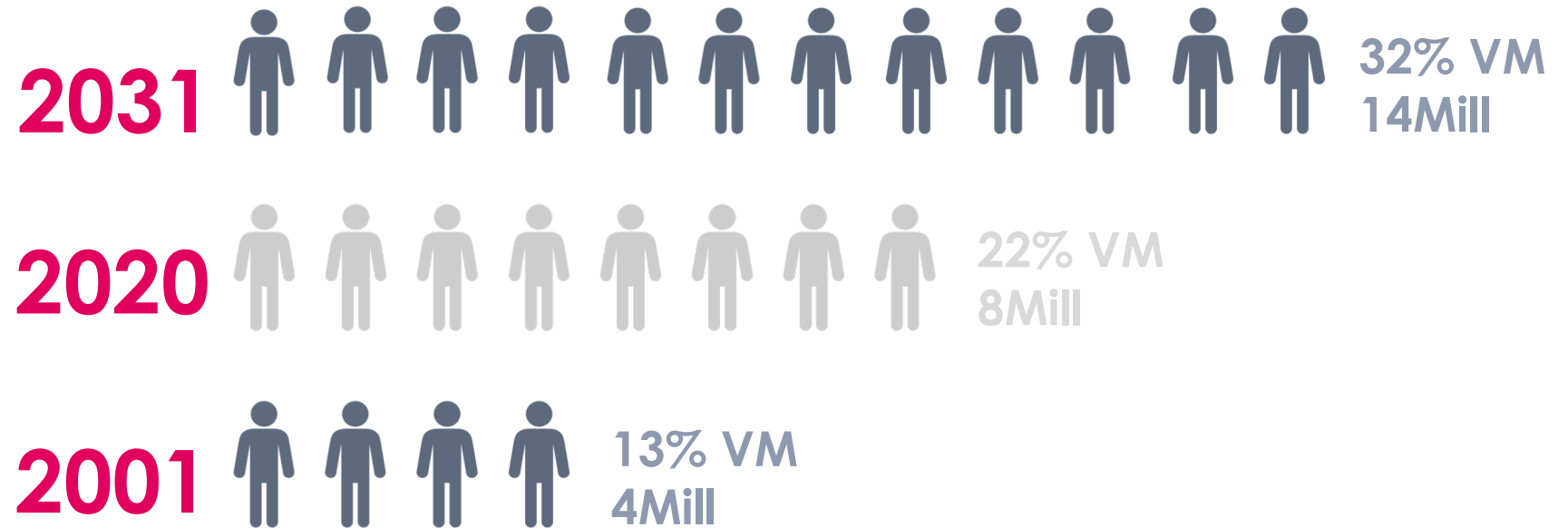
“Feel a closer connection to brands that are vocal as being allies”


93% of all visible minorities would fully stand behind brands that support the movement

The movement has already impacted purchase behaviour



The huge, and growing spending power of visible minorities in Canada means brands cannot afford to wait to change

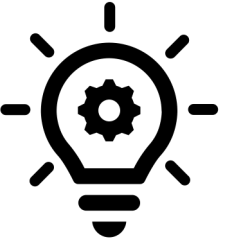




**3. CONSUMERS ARE
CLEAR, CHANGE IS
EXPECTED, CHANGE IS
REQUIRED, BUT CHANGE
MUST GO FAR DEEPER
THAN A PR STUNT**

Brands must listen, educate themselves and learn

“Ensure you are an equal opportunity employer, have a diverse staff, ensure employees/employers are educated on bias and discrimination (e.x. frontline employees should not racially profile customers), support/buy from black-owned businesses and cut ties with suppliers/vendors who are racist/do not support racial equality/support racist groups”



❖ DEEPENING EDUCATION & LEARNING
FROM THE BLACK COMMUNITY

❖ FUNDING AND PUTTING MONEY WHERE
THEIR MOUTH IS

❖ START FROM WITHIN

Respect the BLM movement

Reflect Canadian diversity

“More uniting , less dividing.”

“The point is to embrace diversity and become one global community, but sometimes it can get patronizing to other people.”

“Bring up black people so we're all equal without putting down others.”



Tone is important – be supportive not authoritarian

“Do not accuse people and force opinions in people’s faces.”

“Do not gaslight or overpower the Black voices.”

“Brands should not single others out.”

“Try not to over-exaggerate or overcompensate. Be heard, be supportive, but don’t shove it down people’s throats.”





**Not a PR stunt -
Consumers expect
organizations to
mean it and act it
from inside out**

“Brands should not post statements supporting BLM without following up and taking action.”

“We want substance not smoke.”

“Most companies, despite their current masking of BLM have committed acts of anti-black racism for years prior. The insincerity is palpable”

“What’s the point of supporting with words? Or a tweet? They should get their hands dirty.”

**Where does your brand
stand today?**




Take the RIGHT action

Brands need to take action to address the issues raised and changes called for by the BLM movement in Canada.

But, what is critical is that brands take the RIGHT action. This means starting by assessing your organization. And getting an internal and external view of where your organization stands.

The external view must be viewed as mandatory. Without an external view, your organization risks acting in a way that doesn't align with consumer and staff expectations.



The background of the slide is a photograph of a brick wall. Overlaid on the wall is a large, black stencil. The stencil depicts a person in a dynamic, jumping pose, similar to the 'Black Lives Matter' logo. To the right of the figure, the words 'BLACK LIVES MATTER' are stenciled in a bold, blocky, sans-serif font, arranged in three lines. The overall image has a slightly desaturated, blue-grey tint.

Speak with Mediacom for
advice on how to carry
out this assessment and
building a plan of action
in response.

Thank you