

# Brands Shouldn't Celebrate Black History Month. Unless They Take These Steps to Do It Right

Media Analysis Summary



**Black History Month** is an opportunity for brands to showcase some inspired diversity-centered campaigns.

It's essential to amplify diverse voices rather than using Black History Month as an opportunity to push your brand. PR and comms teams can authentically celebrate the initiative by highlighting the contributions of Black individuals and communities. This is how tech brands did it this year, thereby securing the largest share of voice for their industry in the media debate:

## Sectors in the Black History Month 2023 debate by share of voice



31%



25%



20%



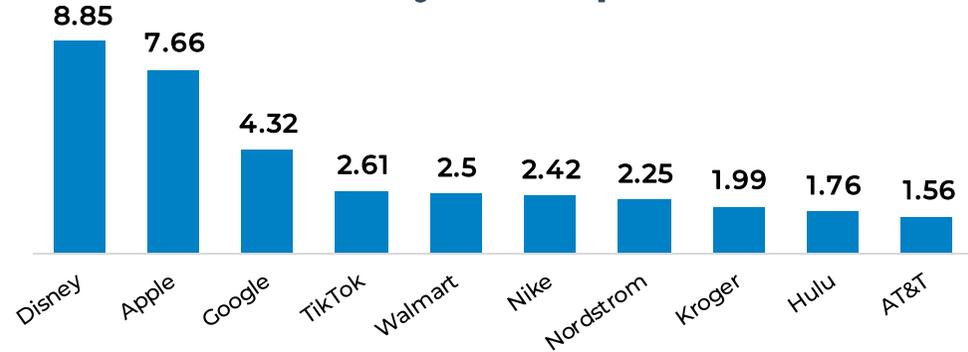
14%



10%

● Tech ● Retail ● Fashion ● Entertainment ● Telecommunications

## Top 10 organisations in the Black History Month 2023 debate by media impact score



**Disney** is a good example of how you might do it right. It's a streaming brand that has access to a multiverse of content that naturally features a diversity of people. It's important to note that the company did not wait until Black History Month to launch its **"Celebrate Black Stories"** collection, but it opted to remind viewers that they had these stories packaged and ready to go.

## 5 ways brands can contribute to Black History Month:

- Amplify diverse voices rather than your brand
- Start beforehand and use BHM to highlight what you've already done
- Avoid being product-centred
- Be careful with your political donations
- Use social media to be seen as an ally to the Black community

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