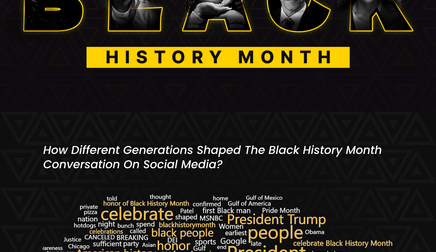
BLOG

JASPER COLIN
DATA TO DECISION

HAPPY BLACK HISTORY MONTH



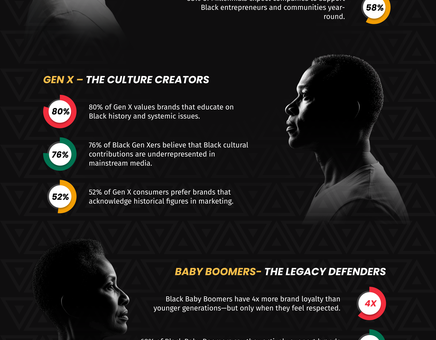
How Different Generations Shaped The Black History Month Conversation On Social Media?

GEN Z – THE CULTURE CREATORS

71% of Gen Z prefers brands that support social causes and take a stance on racial justice.

Black TikTok creators have been responsible for shaping at least 75% of viral trends in fashion, music, and digital culture.

42% of Black Gen Z consumers say they actively avoid brands that tokenize Black culture.

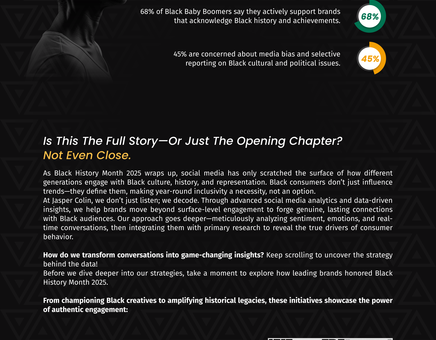


GEN Y– MILLENNIALS – THE INCLUSION ADVOCATES

62% of Millennials believe brands should highlight diverse Black experiences beyond sports and music.

Black consumers account for $1.6 trillion in spending power, largely driven by Millennial engagement with culture and commerce.

58% of Millennials expect companies to support Black entrepreneurs and communities year-round.

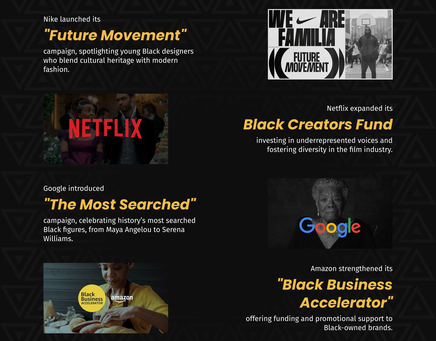


GEN X – THE CULTURE CREATORS

80% of Gen X values brands that educate on Black history and systemic issues.

76% of Black Gen Xers believe that Black cultural contributions are underrepresented in mainstream media.

52% of Gen X consumers prefer brands that acknowledge historical figures in marketing.



BABY BOOMERS– THE LEGACY DEFENDERS

Black Baby Boomers have 4x more brand loyalty than younger generations–but only when they feel respected.

68% of Black Baby Boomers say they actively support brands that acknowledge Black history and achievements.

45% are concerned about media bias and selective reporting on Black cultural and political issues.

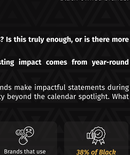
Is This The Full Story—Or Just The Opening Chapter?
Not Even Close.

As Black History Month 2025 wraps up, social media has only scratched the surface of how different generations engage with Black culture, history, and representation. Black consumers don't just influence trends—they define them, making year-round inclusivity a necessity, not an option.
At Jasper Colin, we don't just listen; we decode. Through advanced social media analytics and data-driven insights, we help brands move beyond surface-level engagement to forge genuine, lasting connections with Black audiences. Our approach goes deeper—meticulously analyzing sentiment, emotions, and real-time conversations, then integrating them with primary research to reveal the true drivers of consumer behavior.

How do we transform conversations into game-changing insights? Keep scrolling to uncover the strategy behind the data!
Before we dive deeper into our strategies, take a moment to explore how leading brands honored Black History Month 2025.

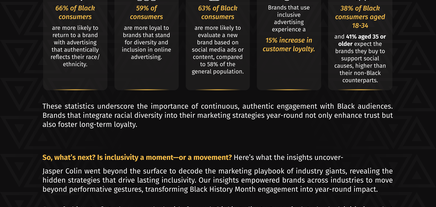
From championing Black creatives to amplifying historical legacies, these initiatives showcase the power of authentic engagement:

Nike launched its
"Future Movement"
campaign, spotlighting young Black designers who blend cultural heritage with modern fashion.



Netflix expanded its
Black Creators Fund
investing in underrepresented voices and fostering diversity in the film industry.

Google introduced
"The Most Searched"
campaign, celebrating history's most searched Black figures, from Maya Angelou to Serena Williams.



Amazon strengthened its
"Black Business Accelerator"
offering funding and promotional support to Black-owned brands.

But as we conclude the month, do we also conclude the initiatives? Is this truly enough, or is there more for brands to leverage?

Far from it. February may highlight the conversation, but lasting impact comes from year-round commitment.

The conversation shouldn't end as February does. While many brands make impactful statements during Black History Month, the real challenge lies in sustaining inclusivity beyond the calendar spotlight. What does the data reveal?

66% of Black consumers are more likely to return to a brand with advertising that authentically reflects their race / ethnicity.

59% of Black consumers are more loyal to brands that stand for diversity and inclusion in online advertising.

63% of Black consumers are more likely to evaluate a new brand based on social media ads or content, compared to 58% of the general population.

Brands that use inclusive advertising experience a ***15% increase in customer loyalty.***

38% of Black consumers aged 18-24 and **47% aged 35 or older** expect the brands they buy to support social causes, higher than their non-Black counterparts.

These statistics underscore the importance of continuous, authentic engagement with Black audiences. Brands that integrate racial diversity into their marketing strategies year-round not only enhance trust but also foster long-term loyalty.

So, what's next? Is inclusivity a moment—or a movement? Here's what the insights uncover-

Jasper Colin went beyond the surface to decode the marketing playbook of industry giants, revealing the hidden strategies that drive lasting inclusivity. Our insights empowered brands across industries to move beyond performative gestures, transforming Black History Month engagement into year-round impact.

From fashion to fintech, we worked with forward-thinking clients to craft data-backed initiatives that ensured they remained not just relevant but at the forefront of conversations across social media—month after month, not just in February.

- **A global beauty brand** leveraged our sentiment analysis to identify gaps in product representation, leading to the launch of an inclusive foundation range that resonated deeply with Black consumers—driving a 22% increase in brand loyalty.
- **A major streaming platform** utilized our audience segmentation insights to amplify Black storytelling, curating content that reflected diverse narratives, increasing engagement among Black viewers by **28%.**
- **A Fortune 500 retailer** tapped into our real-time trend analysis to sustain culturally relevant campaigns beyond Black History Month, implementing a year-round influencer strategy that boosted Black consumer engagement by **35%.**

At Jasper Colin, we don't just track conversations—we shape them. By fusing social media listening with advanced analytics, we empower brands to craft authentic, data-driven strategies that keep them in the cultural dialogue, ensuring their impact is felt long after the hashtags fade.

How Can Brands Take Action?

Listen. Learn. Act. Social media listening + data-driven insights = authentic consumer engagement.

At Jasper Colin, we help brands:

- **Analyze online conversations to** understand shifting cultural trends
- **Identify opportunities** for year-round inclusivity
- **Craft marketing strategies** that resonate with diverse audiences

The opportunity for growth is immense when brands embrace inclusivity beyond Black History Month.

Ready to amplify your brand's reach? Let's make inclusivity more than just a campaign.

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