



P&G + MBIB “THE TALK” – Creating a National Movement to End “The Talk” and Racial Bias

Silver Anvil

Content Marketing — Consumer Products

Submitted By: Procter & Gamble / My Black is Beautiful with EGAMI Group



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Title: *P&G + MBIB “THE TALK” – Creating a National Movement to End “The Talk” and Racial Bias*
Program Budget: [removed]

REVITALIZING A 10-YEAR-OLD BRAND

Formed at Procter & Gamble (P&G) in 2007 by a group of visionary black women, My Black is Beautiful (MBIB) is a community-building program consisting of more than 2.6 million members. Leading up to the 10-year anniversary of MBIB, EGAMI GROUP was engaged to provide insights and counsel on how to relaunch in a way that would drive awareness and relevance by expanding the conversation past outward beauty and hone deeper on a cultural nuance. This charge stemmed from P&G’s belief that it has the responsibility to use its voice for good and that conversations with consumers should not only be about products, but should also include important stories that represent all consumers. Previous examples of powerful campaigns that achieve this include Always #LikaAGirl, SK-II #ChangeDestiny, #WeSeeEqual and Ariel #SharetheLoad. The time was now to revitalize the My Black Is Beautiful platform with a message that would support the black community’s struggles with bias. The question was how to do so in a way that felt honest, authentic and sensitive to the community it was trying to reach.

INSIGHTS AND ANALYSIS

With its deep understanding of the multicultural audience, P&G and MBIB tapped EGAMI Group to first unearth the impact that racial bias was having on black families. EGAMI GROUP’s research uncovered that black parents have unique conversations with their children to prepare them for biases that may soon affect their lives. The core insight underscored this point by sharing that black mothers oftentimes must prepare their daughters for the first time they hear, “You’re pretty....for a black girl” or when they must tell their children that they must work “twice as hard” to be successful. To obtain these insights, EGAMI and P&G/MBIB spearheaded:

- **Five (5) Influencer Focus Groups** with multicultural influencers such as Michaela Angela Davis (image activist), Michael Skolnick (commentator, activist), Angela Rye (commentator, CNN/NPR), Tamika Mallory (activist, The Women’s March), Van Jones (CNN host, *The Messy Truth*), black women leaders at BET’s Leading Women Defined Conference and Black Media Matters
- **Campaign Message Analysis** with Maslansky + Partners to help minimize risk
- **Nielsen Consumer Neuro Testing** to measure reactions to “The Talk.” Results showed strong performance, confirming social justice as a relevant point of conversation across audiences
- **Survey Monkey Study** among 600 consumers (equal split – AA/White Non-Ethnic men/women)
- **Employee Interviews** among African American (AA) employees at P&G. An AA Senior Leader Advisory Council was formed to refine communications and identify risks for reactive messaging

PLANNING

Target Audiences: AA and White/Non-Ethnic Consumers and Media

Key Campaign Objectives:

- **Compel** an understanding of the impacts of racial bias on black families
 - **Earned Impressions Goal:** 250 million media impressions
- **Showcase** P&G’s/MBIB’s ongoing commitment to diversity, inclusion and tolerance
 - **Tone:** 85% of earned impressions have positive/neutral tone in relation to P&G/MBIB
- **Revitalize** MBIB’s content, making it timely and reflective of what matters to black women
 - **Owned Platform Posts:** Garner a minimum of 15 million social impressions on “The Talk” content shared on MBIB owned channels (Facebook, Twitter, and Instagram)
- **Imbue** MBIB with purpose and a call-to-action with lasting impact
 - **Influencer Engagement:** Engage a minimum of 50 paid influencers, garnering a minimum of 5 million paid social impressions, garnering 3,000 action guide downloads and 1,000 new consumer opt-ins
- **Raise** the American conscience around bias and rally voices to create action and positive change
 - **Hashtag Usage:** 5,000 organic social users engaged with over 10 million impressions

Strategic Approach

- **Harness** insights on an issue facing Black parents – racial bias and its impact on her children.
- **Create** a pivotal piece of content that would resonate with audiences and refresh the MBIB brand
- **Leverage** P&G’s influence and voice to create positive conversations that celebrate black culture
- **Utilize** influencers to advocate for change through their own networks/platforms.
- **Prepare** P&G for the expected backlash by providing strategic guidance on how best to manage controversy and stay the course through a preparedness response strategy

EXECUTION

Working closely with lead advertising agency partner BBDO, EGAMI's insights were developed into a 2-minute film entitled, "The Talk" (linked here: <https://www.youtube.com/watch?v=GdV2f4jH5YQ>). As the film implores: It's time to talk about "The Talk," so we can end the need to have it. Launch tactics included:

- **Pre-Seed Influencer Strategy:** Formed an alliance of leaders in the black community to shape the mission, drive awareness, launch the call-to-action, and advocate for positive change. These leaders included Luvvie Ajayi, Michaela Angela Davis, Tamika Mallory, Yvonne Orji (Actress, HBO's Insecure), and Kahlana Barfield Brown (InStyle Fashion and Beauty Editor-at-Large).
- **Aggressive Media Outreach:** Conducted proactive and reactive media relations and social media outreach to key media outlets and influencers across national broadcast, marketing trade, consumer media, and business news. As the film began to go viral two weeks after launch, EGAMI orchestrated a social media campaign to sustain conversation, manage the community and harness influencers to control the narrative.
- **Cultural Event Integrations:** Curated partnerships with multicultural organizations to feature "The Talk" including Black Girls Rock!, BET Awards; Delta Research and Educational Foundation; Greater Cincinnati Association of Black Journalists; United Negro College Fund, and National Association of Black Owned Broadcasters
- **Crisis Communications:** Harnessed P&G AA senior employee group and EGAMI's cultural competency to prepare P&G leadership for the expected backlash. In doing so, P&G/MBIB strategically managed controversy and stayed the course through a preparedness response and escalation plan that included social listening, media monitoring and consumer relations.

To sustain "The Talk" campaign, EGAMI and P&G/MBIB conducted the following:

- **#TalkAboutBias Tuesdays:** My Black Is Beautiful has continued the conversation through dedicated social posts that encourage followers to have dialogue using #talkaboutbias.
- **Unique Integration on ABC's Hit Show 'black-ish':** In partnership with ABC, we worked with producers from the hit show 'black-ish' on an in-show script integration. Taking place 6 months post-launch, this effort sparked an additional wave of national news coverage.
- **Influencer Engagement:** EGAMI activated 54 social influencers during the airing of the 'black-ish' show integration. Over 225 social posts and 7.2 million social impressions were garnered.
- **Creation and Promotion of "The Talk" Action Guide:** To foster listening, dialogue and action, a downloadable action guide was created in January 2018.

EVALUATION

Since launch, "The Talk" has secured over 1.86 billion earned media impressions across over 900 media placements that helped drive over 1,000 new consumer opt-ins to the MBIB platform and widespread social conversation about the film. Earned media efforts also increased AA consumer interest and excitement for P&G with many social users thanking P&G for the message and continuing the conversation on their own social channels. Our main goal – to spark conversation about "The Talk" – exceeded all objectives and expectations.

During the campaign, EGAMI accomplished the following:

- Achieved a total ad equivalency of over \$18.6 million
- Conducted aggressive media outreach, securing several national broadcast interviews that featured members of the P&G leadership team.
- Curated partnerships with multicultural organizations to feature "The Talk" and drive additional conversation. Organizations included Black Girls Rock!, BET Awards, Delta Research and Educational Foundation and United Negro College Fund
- Garnered top-tier media placements in outlets that included CNBC, CBS News, NBC Nightly News, HLN, MSN, Forbes, Fortune, Fast Company, Fox Business, The Washington Post, Refinery29, People, Blavity, and Vibe.
- Obtained over 1,000 new consumer opt-ins and 5,251 consumer downloads of "The Talk" action guide between January 2018 – February 2018.
- On social, "The Talk" garnered over 23.6 million impressions on MBIB owned platforms

Measurement and evaluation of the campaign was multi-layered, using tools such as Cision, TrendKite, Sprinklr, KeyHole, and Crimson Hexagon to track and measure media impressions, sentiment, social media reach and impact.