

# The black rainbow

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There's continued frustration from black consumers, as some brands still do not fully understand them.

The black mass market is not a homogenous market because within the black mass market there is so much diversity and brands cannot approach it with a one-size fits all approach. The black rainbow consists of different ethnic groups, each with their own beliefs, norms and way of life.

Whether affluent or at the bottom of the pyramid, you will find that demographics overlap within this market.



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For example, townships lifestyle is not only about the middle- to lower- income anymore, as we see more and more affluent families living in townships and others even moving back to townships. Dwelling is now defined by a way of life rather than just income.

The use of media is also important to consider. Even in the higher-income bracket, there are still local programmes that may air on free-to-air television which they will continue to watch. This is because of cultural relevance. Thus, media selection needs to not only consider the income but also consider deep insights into their lives, interests and needs.

It is important for brands to understand that the mass market is not a single demographic. Understanding what segment

within the black market you're targeting is an important consideration in identifying your target market.

## Implications

Deep consumer insights and research is therefore important in uncovering the real insights that lie within each black target segment. It is long overdue that brands communicate in a meaningful way to the different black market segments. This is a continued frustration within this market and instead of brands being closer to the market, they are in fact moving further and further away from them. It is time more effort is made in going into the field and understanding the real people you are trying to connect to.

## ABOUT MOGOROSI MASHILO

Founder of TrendER 100% black owned insights driven advertising communication agency, with IDEAS-LOVE-INSIGHTS at its core.

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