



A Profile of Today's Black Woman[®]



Lattimer
COMMUNICATIONS

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What we did

We spent time with Black women across America in social circles and through online surveys, in an effort to understand who Today's Black Woman really is, what makes her tick, how she responds to her environment and what she's looking for from those with whom she spends her hard-earned dollar.

Why we did it

At Lattimer Communications, we believe the African American female has been largely overlooked by manufacturers and advertisers. While Today's Black Woman wields over \$500 billion in buying power, many corporations have yet to embrace who she is, how she spends her money and what dictates her spending. As a result, there is significant untapped potential for brands willing to reach out to the Black female buyer. And now we have the information and understanding to make that possible.

How we did it

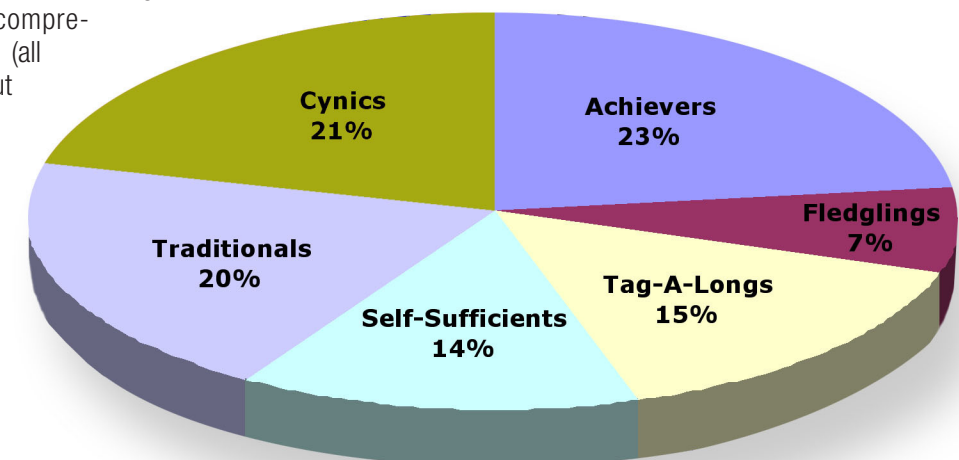
We met up with the women in homes and at restaurants that they frequented. The added familiarity of being among their closest friends, people they know and trust, made them feel comfortable sharing the kind of thoughts Black women share, only in the company of other Black women. As a result, these Black women of all ages, socio-economic strata, religious and political affiliations and spiritual backgrounds opened up to us. And you will not only be surprised by what we uncovered, but how it can impact your business.

What we found

(1) Some (actually, only a few) brands get who Black women are, and know how to talk to them. For the vast majority however, this is not the case, having unearthed the industries and brands that do the best and the worst jobs. (2) When it comes to Black women, one size does not fit all. In fact, we determined that there are six types of Black women - six very distinctive personas - who all view and react very differently to the world around them. And until you recognize and address that they are as unique as the seasons, you will never be able to engage them in a meaningful way. (3) The message, approach and communication need to be modified to suit each persona. But the best news is, because we asked, these women have given us the blueprint.

What we can do

We can tell you where your industry and perhaps even your brand currently stands in relation to each of the six personas. We can profile your existing customer base across the six personas and highlight where you are over- and under-delivering. We can show you the best fit for your brand, exposing the message and media vehicles that will be most engaging and credible. Essentially, we can help you with every facet, from developing the strategy to executing the creative and measuring the results. Only a handful of brands today grow by finding a new angle in the marketplace that has mass appeal (e.g., Google, Target). As a result, the rest of the world has to look for growth via product development and marketing to communities/niches that they are currently under-penetrating. And this is where today's Black women can prove to be a lucrative segment for you. We have the most current and comprehensive tools for engaging the Black female (all six of her personas), plus the know-how to put them to work. There is no one better equipped than Lattimer Communications to help you figure out how your brand can make inroads into this community and in the process, establish a foothold for generations to come.



Source: Lattimer Communications, Inc., A Profile of Today's Black Woman[®] 2009