#BLACKLIVES MATTER

>>THE BLACK EDITION<<

A TrendER Insights trend report
Our TrendER Insights’ analysts are urbanites and culture curators capturing rare universal truths, observing trends and documenting culture, whilst creating playful moments with others all over the continent – at the very heart of your consumers and target market. We fuse influential consumer insights and research with unshakeable analytical thinking to produce powerful business intelligence and brand communication strategies.
For years black people and people of colour have been institutionally and structurally discriminated against and the recent killings of South African Collins Khosa and American George Floyd was the nail in the coffin for black people around the world. Black people are becoming more and more vocal and expressive about the racism they endure daily and have raised their fists to let those in power know that they will no longer be passengers in the vehicle of racism.

Black Americans are up in arms with the recent happenings and have managed to bring the economy to a standstill. They did this by having mass protests and shouting “I can’t breathe”, the last few words as uttered by George Floyd. With this we see that black people know the power that they have and are using this power to have their voices heard. This shift in trend is not new, black people have voiced their opinions on racist matters before but not as long and powerful as now.

Black people have always been politically active bodies and with the rise of social media there is a greater audience receiving and protesting. Here we note the importance of companies and brands that support the protests and call for justice by black people. It has become evident that black people have a magnitude impact on brands and can “cancel” a brand they deem problematic. As a result, to successfully penetrate the market Brands and companies need to take the biggest demographic in the world in factor when they create products and advertise said products.
The world is facing a worldwide lockdown because of the coronavirus and many of the flaws that seem so well hidden, is now seeping through the cracks. Many black people who live and participate in the informal economy is pulling at the shortest string as their livelihoods are now under threat. The lockdown has forced many people out of work as the government does not make any provision for informal trade. Those in the middle and upper-class have limited understanding of the crisis that people in the informal sector is going through, especially black people. 

With this we see black people who are in a better position use it to communicate with the powers that be, that their people are suffering. Every week there is a new “#must fall” trending on twitter where people are calling for corrupt politicians and corrupt South Africans to fall. Black people are increasingly becoming aware of their position in society and realise that this was not the dream that their forefathers bought with their lives. There is a united call for Social Justice by black people and it seems that they will do anything necessary to achieve this.

Social media is a buzz with #Slacktivists calling for support from various government institutions and brands to do their corporate social investments during this time as many black people are suffering due to the lack of finances coming in. We have also seen #Slacktivists commending brand and companies that are uplifting the black community during this time. What we can learn from this is the fact that black people, when included in the image and ideologies of a brand will go beyond consumption, they will also provide free online marketing for the brand and what is better than that?
Black people have been excluded from formal trading, formal education, and various important sectors for centuries and with the abolishment of slavery and apartheid we see black people thriving in the fields and sectors they were banned from entering. With entry into previously closed markets black people are making it a point to over exceed the expectations of those that believed they cannot fulfil these roles.

Black people who manage to break the shackles of mental oppression have made it a trend to give thanks unto their ancestors and note time and again: 'We are our Ancestors wildest dreams'. What we see here is the notion that black people know that the stack is against them and they have to work twice as hard to receive the recognition that is due to them.

With this there is a 'not so new' trend coming to life where black people are looking for ways to spend their money that will ensure that it will reach the black community again. Black people are concerned with the Social Investment of companies and brands that they support and would much rather spend money at institutions that plough back into the community.
Black people around the world have recently protested the discrimination that they face daily. These protests highlighted how law enforcement agencies and institutions continue to use violence to enforce “law and order” particularly in black, poor, and working-class marginalised groups. The use of violence on marginalised groups is not a new phenomenon as violence has been used as a tool in colonial conquests.

The #BlackLivesMatter movement presents an opportunity for a radical shift in the dominant discourse that operates from the premise of subjugating black people across the globe. The normalisation of violence directed at black people has made it increasingly difficult to seek accountability from institutions that are meant to protect our wellbeing and livelihoods.

Brands that recognise the subjugation and stand against this has been celebrated in the past few weeks during the sea of protests that have surfaced on social media. Black people around the world has called for many brands to join them in their fight against systemic violence and many have raised their voices in solidarity. However, there were some companies that refused to stand in solidarity with black people were called out on social media and many swore they would never support these brands again. An example of this is the #Superbalistmustfall, where the company refused to release a message of support to black people and employees and consumers called for black people to refrain from supporting the business.
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