



JAMII & TRANSLATE CULTURE PRESENT

BLACK LIVES MATTER & BLACK POUND DAY CONSUMER REPORT

WHAT WAS THE ECONOMIC IMPACT OF THE BLACK
LIVES MATTER MOVEMENT AND INAUGURAL BLACK
POUND DAY ON 10 JAMII PARTNER BUSINESSES?

INTRODUCTION.

Towards the end of May 2020, the Black Lives Matter movement resurged in response to global civil unrest caused by the death of George Floyd and many other police brutality cases against the black community. Contrary to its predecessor which began in 2013, this time saw many of us realise our ability to effect change, not just politically but economically too. Against the backdrop of COVID-19 and the uncertainties it has brought - lockdown, political intolerance, and the disproportionate threat it has posed to ethnic minorities' lives and livelihoods - consumers sought to exercise their spending power to ignite real, systemic change outside the ballot box. As a result, black-owned businesses in the US and the UK saw record levels of sales.

In this report, we look at the impact that the Black Lives Matter movement and the subsequently-launched Black Pound Day initiative had on 10 black-owned e-commerce businesses, representing the haircare, homeware, skincare and accessories industries. We focus primarily on the power of the black pound and the consequences of allyship from non-black communities.

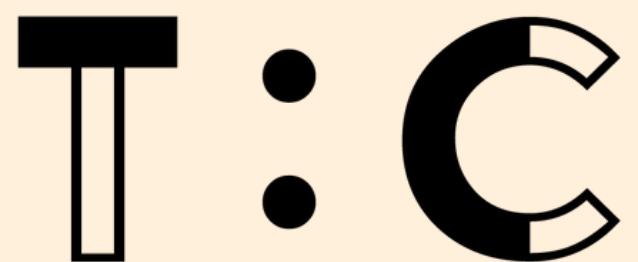
WHO ARE WE?

This report is a collaboration between Jamii and Translate Culture.



A **marketplace and platform championing black-owned businesses** in the UK, Jamii is on a mission to make shopping at Black British brands as easy and convenient as any other mainstream alternative. Launched in 2016 in response to the first wave of the Black Lives Matter movement, our primary initiative is a **discount card** for use at 180+ community-owned businesses across Haircare, Skincare, Homeware, Stationery, Clothing and much more.

lovejamii.com @ukjamii



A London-based **data and marketing agency**, Translate Culture helps ambitious consumer brands to find and retain customers by creating data- and culturally-informed digital experiences that convert into sales. We believe the future of marketing and communication is in the intersection of data, culture and storytelling.

translateculture.co

SOME HEADLINE STATS.



£217,968 +369%

Revenue generated by 10 Jamii partners during the month of June

Revenue growth, June 2020 v May 2020

Businesses made between **58% - 124%** of their previous month's revenue on Black Pound Day alone.

58% of revenue was generated by fast moving consumer goods, such as skincare and haircare, which people are likely to repurchase.

8/10 of the businesses included in this report made **more revenue in June 2020 than the whole of 2019.**

Many other Jamii partners have anecdotaly reported the same.

87% of June's sales were generated by **new customers** for **5/10** of the businesses.

THE POWER OF BLACK CONSUMERS.

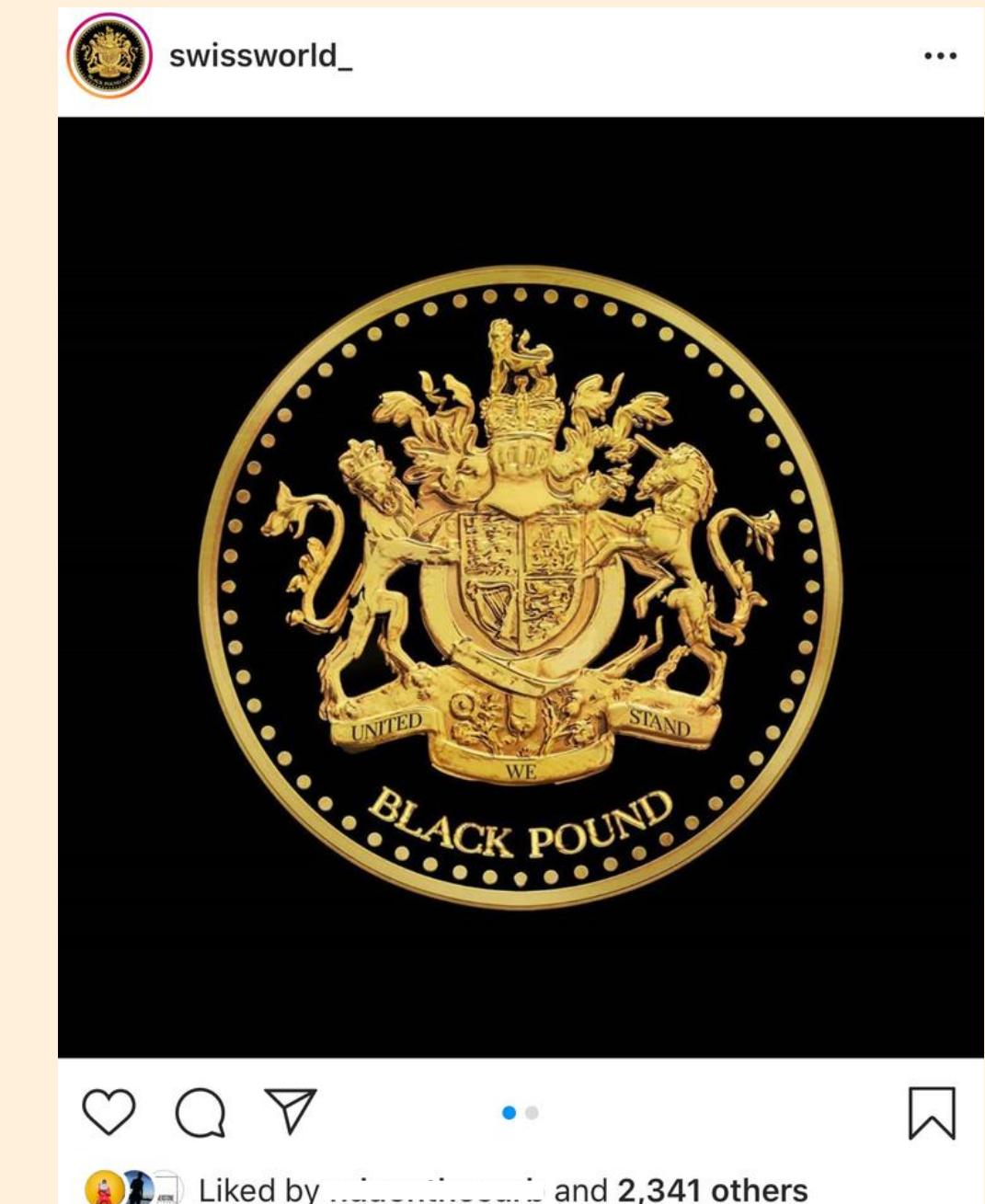
Launched on **27 June**, Black Pound Day was an initiative spearheaded by So Solid Crew member Swiss World to encourage more money to circulate within the community. The event motivated **black consumers**, and consequently saw businesses that are more tailored towards the black community benefit from increased sales. **Haircare brands** performed particularly well, as well as brands that had built up significant awareness by being vocal on black issues over the preceding months.

TOP AREAS WHERE DEMAND SURGED

- London
- Coventry
- Birmingham
- Nottingham
- Sheffield
- Glasgow
- Cambridge

£41,572.04

was spent across the 10 black businesses in this report **on 27 June alone**. We should also note that a lot of businesses were starting to become out of stock by this time, and spending continued on until the 28 June.



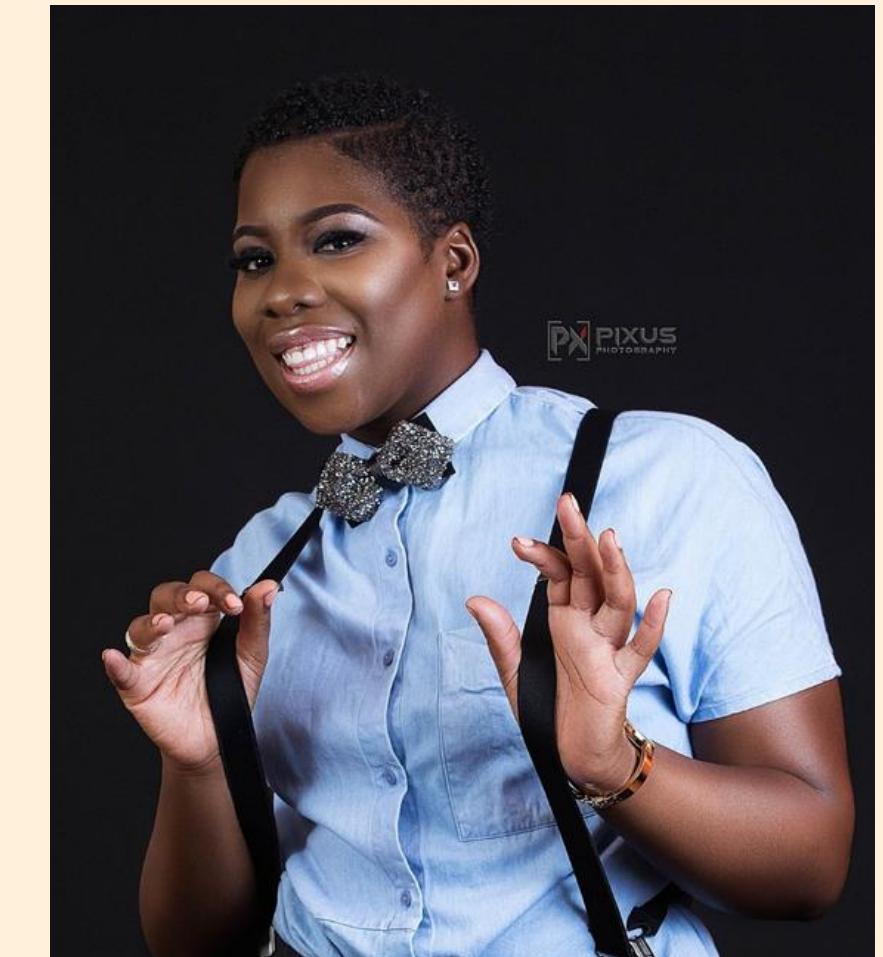
THE POWER OF BLACK CONSUMERS: A CASE STUDY

Dominique Lescott, founder of online afro haircare marketplace Hair Popp (@hairpopp), detailed how Black Pound Day impacted her business:

“[Black Pound Day] gives black business owners an opportunity to really connect with their target customers and share more about their business. [It's] two sided: it's not just an opportunity for black people and other communities to shop with black-owned businesses, but also for our businesses to show up and demonstrate the value of our products or services.

Black Pound Day alone made up nearly 30% of our sales in June. The black community really showed up.

On the day, Hair Popp's engagement increased on Instagram and Twitter, and our website had a lot of traffic. In comparison to the previous day, sales were up and our average order value increased. What really helped is that Hair Popp was asked to be on the Jamii Black Pound Day event in the morning [which had 500 sign ups despite only 3 days of promotion]. Speaking openly about some of the struggles and criticisms faced by black business owners (such as why black owned hair brands were more expensive and why there aren't more black owned black hair shops on the high street) led to a lot more interest.



THE POWER OF ALLIES.

Posted on **31 May**, this list went viral among **allies** and inspired many to start shopping. It was primarily **Homeware** and **Skincare** brands that benefitted from the resultant increase in sales - businesses that create products that can be universally enjoyed, regardless of the background of the customer.

TOP AREAS WHERE DEMAND SURGED

- Bristol
- Southend-on Sea
- Edinburgh
- Exeter
- Brighton
- Leeds
- Bedford
- Newcastle

From 3 June, traffic and sales began to hit peak levels and businesses were selling on average **x30 more** than the previous year.

Shopping at this level continued throughout June and into July. Many products sold out multiple times over - mailing lists flourished as customers signed up for 'back in stock' notifiers and then made their purchases immediately after receiving them.



THE POWER OF ALLIES: A CASE STUDY

Natalie Manima, founder of African print homeware brand Bespoke Binny (@bespokebinny) shared the impact of allyship on her business:

“It has helped me massively by exposing me to a wider audience. I have always known that my products had the potential for mass appeal, but felt there was an element of gatekeeping that prevented me from reaching audiences outside the black community.

When I restocked in July it was my highest grossing month ever.

The viral post from 3 June and people's willingness to diversify their thinking has led to sustained growth in sales beyond those initial few days. I actually sold out of my products in June and when I restocked in July it was my highest grossing month ever since I started Bespoke Binny in 2013.



THE POWER OF ALLIES.

Allyship also translated into high-profile press coverage and partnership opportunities for black-owned businesses, breaking the echo chamber that so often keeps them pigeonholed and ignored, and opening them up to big new audiences. This PR has been organic, rather than sought through agencies, and has continued on well into July. Even now, black-owned businesses are being contacted for features and partnerships that will extend beyond this season into the end of 2020.

As one example, Jamii is collaborating with **Appear Here** and **BOXPARK** to curate a 5-day pop up shop in August, and bring 20+ Black British brands into one location to be easily discovered and shopped with.

Some of the coverage has come from platforms such as:

the Strategist

YOU MAGAZINE

martha stewart

Time Out
~~In~~

Courier

ELLE

BBC

House Beautiful



INDEPENDENT

STYLIST

METRO

LOOKING AT JAMII'S DATA.

It's fair to say that the purchase of a Jamii card or Little Black Book is a good proxy for a consumer's determination to find and shop with black-owned businesses on a regular basis. With this in mind, Jamii's purchase data gives us some interesting insights:

45%

of Jamii Card purchases were made by 18-34 year old women



18-24 YEAR OLD MALES

had the best conversion rates, meaning they were the group most likely to buy a Jamii Card upon discovery



A younger demographic are more likely to pick up and use a Jamii Card, which says a lot about the younger generation's need for change and determination to make it happen.

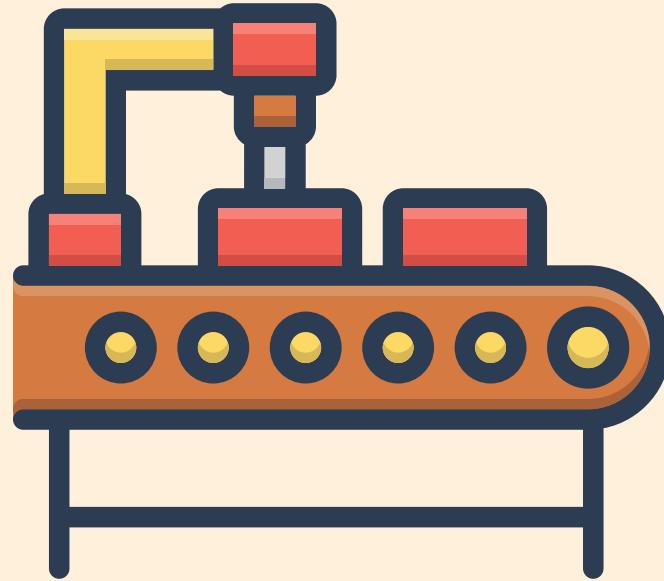
Biggest growth areas outside of London were **Croydon**, **Birmingham** and **Bristol**, and Jamii Cards were purchased in **Edinburgh**, **Nottingham**, **Southend-on-Sea** and **Northampton** for the first time.

Biggest growth areas inside London were **Stratford**, **Catford** and **Streatham**.



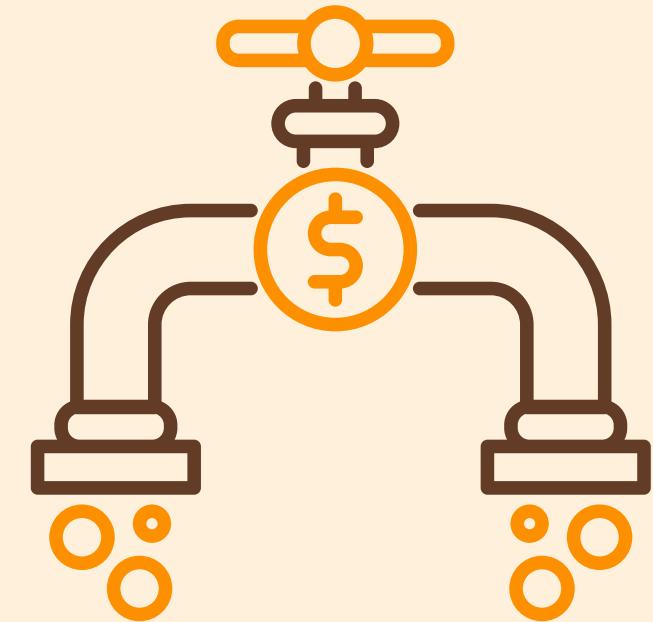
THE IMPACT ON BUSINESS.

In these 10 businesses alone, since June:



Production has increased

with new machinery purchased, new studios leased and the capacity of warehouses expanded.



Money has trickled down

to black creators, agencies and logistics companies as these businesses have outsourced to expand their capacity.



7 new jobs
have been created.

FINAL ANALYSIS.

Sparked by the Black Lives Matter movement, the drive to support black-owned businesses emerged on social media and was fuelled by a strong word-of mouth. Black consumers were generally aware of their existence and where to find them, but the collective push ensured that they finally tried them out; non-black consumers broke down the echo chambers that hitherto prohibited organic discovery and diversified their spending habits.

There are a few key findings that we particularly wanted to emphasise:

1

There is a big market for **black-tailored businesses**. On Black Pound Day, brands that centred black consumers - in their products, marketing and brand - performed particularly well.

2

Allyship is incredibly important: countless black-owned businesses make universal products and reaching new audiences is key to seeing them grow.

A wider recognition of black consumer power will inevitably lead to more accessible funding for black businesses who focus here and a wider range of product and service options for the community.

When allies take steps to share their platforms, actively build partnerships and consciously purchase from community-owned brands, they are taking significant steps towards making mainstream visibility and accessibility a standard.

FINAL ANALYSIS.

3

As consumers, the purchases we make truly are investments into the businesses we buy from. The sales made by these brands **trickled down** into employment and revenue for other black-owned businesses. Buying black can translate to the economic empowerment of the community as a whole.

4

There is money in all of our pockets to support black-owned businesses, and consumers as a whole have demonstrated an inspiring understanding of the power they have to use it to create change.

WHAT NEXT?

Now that the headlines are beginning to move on and the issues are no longer trending, does that mean we'll go back to black-owned business as usual?

In a word, **no**. Many black businesses have entered July with a 'new normal' level of sales and as we saw earlier in this report, some are even performing better this month than last. Now that they have been discovered, the tide won't be turning back. One of the most significant obstacles that prevented consumers from buying black more often, lack of awareness, has been irrevocably broken down, and the revenue growth that June ushered in will go a long way to removing the others.

THANK YOU.

With special thanks to the following businesses for contributing their data to allow us to create this report:

- **Afrocenchix** @afrocenchix - afrocenchix.com - Afro haircare
- **Afrotouch Design** @afrotouchdesign - afrotouch.design - Urban stationery, greeting cards and gifts
- **Bespoke Binny** @bespokebinny - bespoke binny.com - African print homeware
- **Everyday Froday** @everydayfroday - everydayfroday.com - Culture-inspired casual wear
- **Hair Popp** @hairpopp - hairpopp.com - Online afro haircare marketplace
- **Isura** @isurauk - isura.co.uk - Jewellery inspired by Africa and the Caribbean
- **LIHA Beauty** @lihabeauty - lihabeauty.co.uk - Skincare inspired by African and British heritages
- **ONUA** @onua_home - onua.co.uk - West African inspired home decor
- **Vitae London** @vitaelondon - vitaelondon.com - Elegant watches and accessories

GET IN TOUCH.

Want to find out more about Jamii or pick up your Jamii Card?

Head to lovejamii.com

Interested in chatting to Translate Culture and learning about their services?

Head to [translate culture.co](http://translateculture.co)