

# CELEBRATING BLACK HISTORY MONTH

A unique partnership opportunity with Channel 4

# Quick Intro

At Channel 4, we **recognise the importance of Diversity and Inclusion** – and we know that we haven't always got all the answers on how to get it right.

We understand that our advertising partners share our ambitions of being more representative and inclusive, but we also know how challenging it can be.

Promoting a **positive, inclusive culture starts from within our own organisations**, and as we gear up to celebrate Black History Month with our own editorial season, we're inviting advertisers to celebrate their own Black employees by broadcasting their voices to the nation.

This unique collaboration provides advertisers with a national platform in a brand-safe environment which empowers their employees and helps to position the advertiser as an inclusive, progressive employer.



# Black History Month On C4

Across Black History Month, Channel 4 will be showcasing Black voices and talent with dedicated programming collectively marketed in a single strand, including;

**Black, British and Funny** hosted by Mo Gilligan, who wants to celebrate the Black comedians who paved the way for artists like him and shine a light on the new wave of acts coming.

Taboo busting **Black Hair** tells the story of how hair shapes Black experiences in the UK.

**Black Love** sees prominent Black British couples talk about their relationships and identity through the prism of love.

Plus, the Channel will re-air a series of successful documentaries including **The Talk**, **The Unremembered** and **Real warriors of Wakanda**, as well as a series of movies across Channel 4 and Film 4.

Additionally, Channel 4 have recently launched a number of initiatives in the BAME representation space, including the **Diversity In Advertising Award**, the **BAME Indie Accelerator programme** and our **6-point Anti-Racism strategy**.

# The idea

On **Friday 30th October**, we'll celebrate the culmination of a successful Black History Month with a special extended creative ad spot running in multiple breaks across the evening.

The spot will provide an empowering opportunity for Black employees to be heard, on a national stage. Featuring in a single spot, repeated across the evening, multiple different brands' employees will be sharing their personal feelings about the issues that matter to them.

Contributors will be filmed in a Covid-19 safe environment, providing answers to a variety of questions edited together into the spot to provide a range of thoughts reflective of the British public. A sample question as a guide is **"What are your hopes for Black Britain in the future?"**

It is our ambition that the campaign encourages conversation that **goes beyond the month of October.**



# How will it work?

The campaign spot will be a **90" film** based on 5 contributing brands.

We will need 1 contributor to represent each advertiser and will require at least 3 employees to cast from – details of the process will be explained following confirmed involvement.

On air, the film will be bookended with Channel 4 branded messaging, explaining the context and how viewers can get involved with the discussion via a designated hashtag.

Contributors' **first names and their respective company names** will be displayed on screen throughout the time they are visible. **Brand logos will also be present** on the outro and employees have the option to wear company uniforms.

The film itself will launch on Channel 4 on **Friday October 30th** and will playout during; **C4 News, Gogglebox** and **The Last Leg**.

# Look And Feel

The campaign will be produced by Whisper Films, creators of the Channel 4 documentary; **'The Talk.'**

We want to create a film with an **authentic and celebratory tone** which pays due respect to the past and also hopes for the future.

Black history is diverse, rich, far reaching, inspiring and interwoven into the very fabric of British society and culture. The film and its subjects will reflect that too.

We want the film to have the same cut through as Vogue's June 2020 edition –which highlighted ordinary members of the public who were / are on the frontline of the Covid-19 pandemic, but the context here being Black History Month.

We would cast a cross section of black employees of different age groups and backgrounds **to represent the work force from around the UK**. Filming would take place safely either at work, on our contributors way to work or perhaps as they pass a street art wall mural that we could have subtly in the background.





# The Format

Sporting their everyday work uniform, we would have an establishing shot with the employee either **at work or on their way to work** before we cut to a close up of the employee introducing themselves by name, occupation and a three word description of themselves. E.g. "Paul Thompson, Mortgage Advisor, Husband, Father, Son" - a means of personalising each employee to the viewer.

The accompanying graphic to read: Paul Thompson, Mortgage Advisor – Barclays Bank. There could also be a top left of screen graphic – stating the name of the city e.g. 'Bristol.'

After the introduction, we will ask each employee some questions which draw upon their **experiences and hopes for the future**.

A close up shot of the employee smiling after speaking is then followed by a wide shot of them walking out of vision as if continuing on with their journey, or getting back to work follows as if to end each employee's segment. A local taxi may go by, other people may cross their path or the phone may ring as a way of **cutting back to reality from the intimacy of our close-up...**

The opening and closing wide shots serve as a means of us pulling these ordinary, everyday people in and out of their daily lives for a brief moment in time to get a **brief insight in to their minds** and explain what Black History Month signifies.



# Mood-board



CELEBRATING **BLACK HISTORY MONTH**



# Core Details for Brands

The idea has been developed, costed and based on **5 brands taking part**. If more or less demand is demonstrated, we will explore options to accommodate. If the event that too many brands express interest, Channel 4 will enter a selection process to be outlined at the time.

Along with **the linear campaign film for TX on Channel 4**, brands will also receive MP4 versions of the final films for use on their Owned & Operated channels.

Channel 4 will also **share and promote the campaign via Social**.

Media costs will be split evenly between all brands at their standard C4 deal rates.

Contact your usual 4 Sales Rep for **Pricing Details**.

# Why It Will Work

“We feel that this campaign will work for advertisers by giving them the opportunity to empower Black voices to speak up and be heard by an extended audience. The aim of this campaign is to celebrate Black History, it’s contribution to society in the UK and the positive effects it has had and still has on the UK. We believe advertisers who recognise this shift in cultural representation within media will be praised and appreciated for being at the forefront of facilitating this celebration.”

Mandy & Maria

Co-Chairs of Channel 4’s BAME Employee Group: The Collective



# Next Steps

Given the short timelines involved, we are operating under tight deadlines to progress this project.

Client-backed confirmation of participation is required by 18th September. Contracts will need to be signed by 24<sup>th</sup> September in order to begin casting with pre-production starting the following week.

In the first instance, please speak to your usual 4 Sales representative if you are interested in taking part for more information.