

BLACK TO FRONT



INSIGHTS OVERVIEW

Background

The Black to Front Project is part of Channel 4's ongoing commitment to **improve Black representation** on-screen and off-screen. As part of this project, on September 10th 2021 **Channel 4 broadcast programming featuring Black presenters, actors, writers and experts, contributors, and programme-makers.**

Working research agencies CI, BVA BDRC and Vox Pops **we got to the heart of the impact** the content and advertising of this day had on our audience and the industry professionals involved in the initiative.

The BTF initiative felt at home for Channel 4

Our audience felt that BTF was a **quintessential Channel 4 initiative** and they couldn't imagine any other broadcaster doing this. They stated that **Channel 4 has set the bar** for the rest of the industry, and would like to see other broadcasters following suit

Viewers appreciated that **both the programmes and ads featured all black talent**

The **ads evoked** as much **pride** as the programmes. Viewers enjoyed the **authentic representation** and brand's willingness to **challenge stereotypes** through their campaigns. The ads enabled black viewers to **visualise** themselves as potential customers.

The Joy Of Black ad break takeover was portrayed all brands involved as **sincere**

91%



of Black British respondents felt the brands involved wanted to make a **meaningful difference** to society

88%



of Black British respondents felt the brands involved are setting a **positive example** to other industries and brands

82%



of Black British respondents felt the Joy of Black ad break takeover **was a great fit for Channel 4**

BTF has created a **legacy outside of Channel 4** by impacting the wider industry

8 in 10

of the agencies and clients we spoke to said their involvement in BTF **has positively impacted** them both **personally** and **professionally**

78%

of the agencies and clients we spoke to who were involved in BTF said they are **more committed** to **authentically representing** the Black community in the future

"We are having **ongoing conversations** with clients on longer term briefs which will **involve diversity and black talent** in the messaging."

BTF legacy is **important** to our viewers

Our clearly highlighted how important legacy is for BTF, viewers want **black talent in programmes and adverts** to be **normalised**. BTF played a role in **raising awareness** of how much work still needs to be done across the wider industry to address representation.

"For me I think its **accountability** now, it's like you've started something, **see it through**. Don't make this a performance or a token type thing. Like, you've got something that could be really amazing and could bring about some really **fundamental change**."



"I think what **Channel 4's** done there is they've become **thought leaders in that space**, I mean, they've done something that **other channels haven't dared do before.**"

BigMeish @bigmeish 58 followers 2021/09/10 09:46 PM
Even the adverts 😍 this is so mad we've never been exposed to this level of representation before! It's making me really emotional. So much talent and beautiful faces #BlackToFront

MrsSmith? @mrsteesmith 2.2K followers 2021/09/10 10:56 PM
My eyes are watering whilst watching #BackToFront @Channel4 this really is beautiful. All these beautiful adverts, with people who look like ME! 🥰 #BlackJoy #BlackGirlMagic #TheFullPicture

Vanessa @NessaDeex 2.9K followers 2021/09/10 10:18 PM
The adverts today have been AMAZING. I've only watched Channel 4 today and I've loved it so much. I hope this is done again. #C4BlackAndProud #BlackToFront