

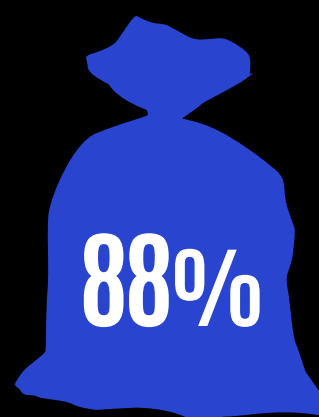
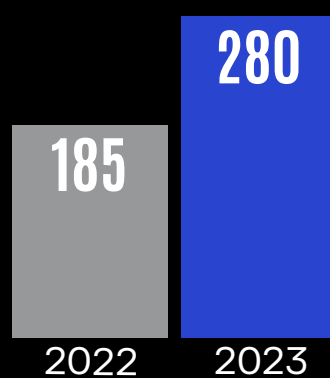
GROUP BLACK

MY, HOW WE'VE GROWN

Our clients grew, our collective grew, the black media economy grew... and we're just getting started

GROUP BLACK COLLECTIVE

Group Black has grown its Collective from 185 partners in 2022 to 280 today.



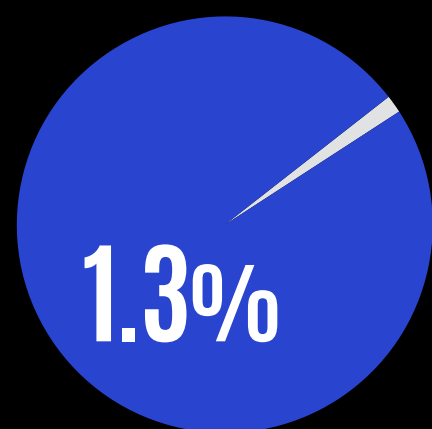
Group Black returned 88% of its revenue to Collective Members

+\$280K

Group Black's average campaign value was \$280,000



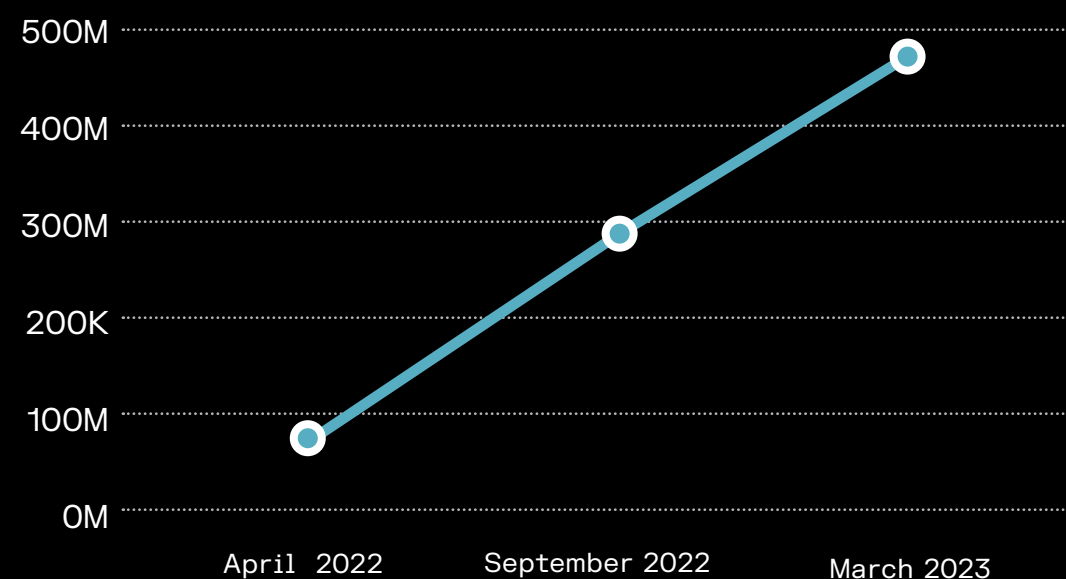
MARKET INSIGHT



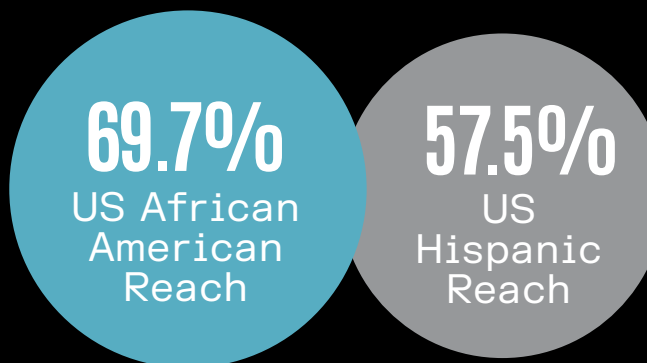
Black-owned media companies made up only 1.3% of all TV and radio station owners in the United States.

GROUP BLACK MEDIA

IMPRESSIONS



Group Black's collective and partnership programs provide unrivalled reach



MARKET INSIGHT

Nielsen Report

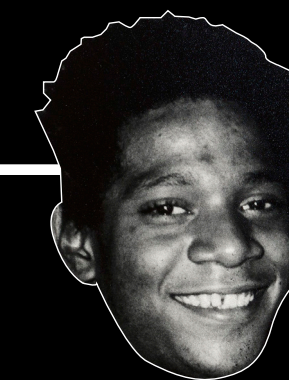
10.5 X

More media value delivered by Black Lifestyle creators



● Black ● White

CASE STUDIES



Hennessy

THE RESULTS

Participation by:

10K STUDENTS
6 HCBUS

In 2021, Hennessy and Group Black introduced a new generation of HBCU students to the genius of Jean-Michel Basquiat.

“

This show literally drove foot traffic to our gallery that we have never experienced before. Clark Atlanta has the largest institutional collection of Black artwork and it's usually out on loan to galleries around the world. But **nothing has compared** to the success of the Basquiat as we mounted the largest show in house.”

—DEAN OF THE ARTS PROGRAM AT CLARK ATLANTA

THE ASK

A leading female brand partnered with Group Black to drive brand relevance and affinity amongst black audiences

THE RESULTS

+++
21M
TOTAL IMPRESSIONS
(+1.5 M IMPRESSION OVER DELIVERY)

99%
SOCIAL SENTIMENT SCORE
(VS. 87% CPG BENCHMARK)

+14.1%
LIFT IN AD RECALL
(AD RECALL NORM: 2.55%)

PARTICIPATING COLLECTIVE MEMBERS

AFROPUNK

CRATER

