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Master's thesis:

How brand activism affects Afro-descendant consumers' attitude

A study of Afro-descendants' perception and response to brand activism with Black Lives Matter movement as a case study

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Academic year: **2021-2022**

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ACKNOWLEDGEMENT

This dissertation is a marriage between my academic orientation on management and marketing and my interest in sociological issues related to being an Afro-descendant. I feel that this work represents a breakthrough not only for companies interested in brand activism but also for Western society as a whole.

I am convinced that, in my own small way, I have made a small first contribution which I hope will help to build a beautiful edifice for the years to come.

I would like to thank all the people who accompanied me over the last few years. I am thinking here of my family, my friends, but also of all the people in the academic world who have pushed me to exceed my limits. My success is also their success. I could never have achieved this without all the people who crossed my path.

I would particularly like to thank Prof. Alain Decrop for his guidance and advice, but also for his open-mindedness on the subject of this thesis. I would like to thank all the people I interviewed because, without their participation, this thesis would not have been possible.

I wish you all a pleasant reading.

ABSTRACT

In spring 2020, the Black Lives Matter movement spread worldwide following the death of George Floyd. The movement that was born in the USA in the aftermath spread to Europe where the population wanted to support the movement but also highlight the discrimination suffered in Europe by the Afro-descendant minority. Companies were quick to take a stand and show their support for the issue, which led to various types of reactions among their consumers. This study aims to understand Afro-descendant consumers' brand attitude towards companies that use brand activism as a response to social movements that particularly affect them. We chose the Black Lives Matter movement as an empirical context to conduct interviews with Afro-descendants living in Belgium and in France.
As this community is under documented, we started by gathering information over their consumption habits and their general opinion about various subjects such as brand activism, boycott, and value to be promoted in companies. The interviews showed that the Afro-descendants interviewed in this thesis consider their value (regarding ecology and human dignity issue), the price, the quality, trend and convenience of the product they buy. They want human dignity, diversity and ecology to be promoted by companies. Furthermore, they consider boycott as being a good tool when wisely used and have already used it mostly when brand made racist statement or communication.

Second, by showing the positioning of five companies to the informants, it is shown that for a positioning to be well perceived by this community a company should make sure to:

- use the right vocabulary;
- explain in details the action taken in order to support the positioning;
- make an introspection and even a "mea culpa" (especially if the company faced previous critics from consumers after racist statements or a lack of diversity);
- use an inclusive communication to embrace the greatest number of people in the cause;
- mention employees in their statement;
- use a good format, sober but creative.

Furthermore, the company should be consistent in its engagement as the Afro-descendant community pays attention to the company's past behavior when judging their positioning. Indeed, this community feel deeply engaged when discrimination occurred and go beyond appearance as it touched their human being. Despite qualifying brand activism as sometimes hypocrite, opportunist, marketing driven or even a trend, our informants expect companies to take a stand on social movements especially on those who concerned them. They expect even more multinational companies to use their influence to highlight the discrimination they face, to promote diversity and human rights.

TABLE OF CONTENTS

ABSTRACT *2*

TABLE OF CONTENTS *3*

Chapter 1. Introduction *6*

1.1 Research background **6**

1.2 Research problem **7**

1.3 Research objectives **7**

1.4 Research design **8**

Chapter 2. Theoretical framework *9*

2.1 Social movements **9**

2.2 Brand activism **9**

2.3 Consumer brand attitude **10**

2.4 Boycott and woke washing **11**

2.5 The concept of Afro-descendant **13**

2.6 Black Lives Matter **14**

2.6.1 Black Lives Matter origin 14

2.6.2 George Floyd case 15

2.7 Summary **16**

Chapter 3. Method *17*

3.1 Research philosophy **17**

3.1.1 Epistemological assumptions 17

3.1.2 Justification of the chosen paradigm 18

3.2 Research approach **18**

3.2.1 Justification of the chosen approach 19

3.3 Research method **19**

3.3.1 Quantitative and qualitative methods 19

3.3.2 Justification of the chosen research method 20

3.4 Qualitative method **21**

3.4.1 Interview guide 21

3.4.2 First part: Get to know better the informant 22

3.4.3 Interview second part : Black Lives Matter as a case study 23

3.4.4 Sampling 26

3.5 Research Ethic **27**

3.6 Method criticism **27**

Chapter 4. Analysis and discussion *29*

4.1 First part : Get to know the informant **29**

4.1.1 Consumption habits and purchasing criteria 29

4.1.2 Brand activism and its perception 32
4.1.3 Values and social issues that companies should promote 35
4.1.4 Boycott 36
4.2 Case study : Black Lives Matter **38**
4.2.1 Black Lives Matter opinion 39
4.2.2 Brand communications' perception during the movement 42
4.2.3 Link with the Afro-descendant condition 48
4.2.4 Finally: to take position or not to take? 48
Chapter 5. Conclusion and future research ***50***
5.1 Interviews conclusion **50**
5.2 Future research **52**
5.3 Personal opinion **53**
BIBLIOGRAPHIE ***55***
ANNEXES ***59***

LIST OF TABLES

Page 17 Table 1. Positivism and Interpretivism paradigms comparison

Page 18 Table 2. Inductive and Deductive approach comparison

Page 20 Table 3. Quantitative and Qualitative methods comparison

Page 22 Table 4. First part: Get to know the informant

Page 24 Table 5. Black Lives Matter as a case study

Page 25 Table 6. Companies selected for the Black Lives Matter case study

Page 27 Table 7. Informants characteristics

Page 37 Table 8. Companies boycotted by informants and the reason behind it

Chapter 1. Introduction

1.1 Research background

Marketing builds brand awareness, increases sales, grows businesses, engages customers and differentiates the company from the competition. As part of this discipline, brand activism refers to the active involvement of a brand in societal issues. It is a strategy by which brands take a stand on what is happening in the world (Vredenburg 2020). Indeed, while in the past brands abstained from taking a stand and remained neutral on societal issues, over the years companies have increasingly decided to display their values even if it means taking controversial positions.
Brand activism takes CSR a step further by involving companies in social, political and ideological issues that, at first place, would have no connection with their initial activity.
This phenomenon has become popular with companies such as Nike who ran campaigns promoting diversity, gender equality, and other values.

Indeed, while corporate social responsibility refers to the voluntary integration by companies of social and environmental concerns in their business activities (Rupp et al, 2006 and Calderon, 2011) brand activism pushes companies to go outside of their scope and give their opinion on some sensitive issues. Despite the risk of this strategy, it represents an opportunity considering the trend of consumers to take into account such positioning in their purchase behavior. To illustrate, according to the study "Brand take a stand" conducted in 8 countries by Edelman in 2018:

- 67% of informants purchased a brand's products for the first time after taking a stand on a controversial issue;
- 65% of informants will not buy products from a brand that has remained silent on an issue on which it had an obligation to take a stand;
- nearly 2/3 (64%) of consumers now buy brands based on their values (+13 points compared to 2017). These belief-driven buyers will elect, switch, avoid a brand based on its stance on the political or social issues they care about.

Those affected by this trend are largely millennials, but older shoppers (35-45 and +55) are also increasingly consuming based on their values. Other studies already highlighted the positive impact of promoting values. Ptacek and Salazar (1997) stated for example that consumers have a more positive image of the brand if it is taking an action to make the world a better place, while Barone et al. (2000) state that a brand's support of a social cause has a direct impact on consumer's choice, brand perception and trust. This is why this strategy and its influence on consumers has aroused academic interest to understand this phenomenon, its influence on consumers and its evolution. While being an opportunity, taking a stand can be a threat when poorly executed. Understanding the exact mechanism from the consumer's point of view is proving to be a challenge for brands wishing to continue to take a public stand via their communication channels. The purpose of this thesis is to understand the mechanisms behind brand activism's perception of a specific community, i.e. the Afro-descendants.

1.2 Research problem

It is important to know what mechanisms are operating from the consumer's point of view in order to apprehend, as a company, how to use brand activism wisely without generating negative reactions, but rather a growing attachment from consumers.

The studies we found so far mostly studied the impact of brand activism by questioning a specific market or population of a given location (country, city, etc.). Yet, some social facts directly concern a given fringe, a specific ethnic group of a population. Therefore, giving a specific attention to a specific ethnic group could bring more insights on how to position as a company. For instance, the Black Lives Matter's movement was born as a result of racial injustices experienced by African Americans. These discriminations were materialized by police violence, which took the life of many of them (Georges Floyd is the main example). This movement has spread worldwide and has echoed with Afro-descendants living in countries other than in the USA. Despite involving the whole society, this specific case concerns mostly Afro-descendants. However, studies found so far did not measure the impact of brand activism on them in this specific context. In this essay we will decipher the opinion of Afro-descendant informants regarding the positioning of companies on the this movement.

1.3 Research objectives

Here we will explore what brand activism means in the eyes of so-called "Afro-descendant" consumers and the attitude they have towards companies taking a stand on social issues. We will focus on the Black Lives Matter's movement as a case study. The objectives of this essay are to understand:

- what are the concerns of Afro-descendant consumers?
- what are values of Afro-descendant consumers?
- what does taking a stand actually mean to Afro-descendant consumer?
- what is the attitude of Afro-descendant consumers towards companies that take a stand on social movement that affect them?

By "social movement that affect them", we think about social movements that would highlight discrimination or racism that this community face (here the Black Lives Matter movement). That being said, by questioning this community through this thesis, we will know if there are other social movements and values where the Afro-descendants would feel concerned. The results could be used by companies wanting to use brand activism in their communication on sensitive issues concerning Afro-descendants.

1.4 Research design

In order to complete this thesis, we conducted qualitative interviews with Afro-descendants that fulfil specific conditions and who live in Belgium and France. The use of interviews was privileged in order to have a deeper insight than via a quantitative study.

The use of a qualitative method and the details of each parts of the interviews are developed in the chapter 3. Out of these interviews, we gathered many insights to fulfill these thesis objectives and summarized it in the chapter 4: Analysis and discussion.

Chapter 2. Theoretical framework

To fully understand the purpose of this thesis, it is important to understand the concepts that will be analyzed *infra.* Below, you will find an explanation of the concepts that are used to understand the perception of Afro-descendants on brand activism.

2.1 Social movements

In order to understand how a brand can take a stand for a social movement, we first need to understand what it means. Mobilization of groups that fight for a social cause but are not as organized as a political party can be referred to as social movements (Daellenbach & Parkinson, 2017). Through organized activities such as protests, strikes, rallies, marches and petition social movements intend to affect the actions of governmental bodies or influential companies. The aim is to make them support their cause. The social movement first mobilizes a small group which gradually grows through formal or informal means and through personal connections. It becomes then increasingly formal and influential (Daellenbach &Parkinson, 2017; Buchanan, 2010). Many social movements ended up by creating societal changes such as the American Civil Rights movement (Roy, 2010) or the women's suffrage movement and other feminist movements (Hurwitz and Taylor, 2012). Nowadays, we can think of recent movements such as Youth for Climate, Metoo to illustrate movements that started from a small group and spread to all spheres of society. It is on these different kinds of social movements that a company can decide to take a position.

2.2 Brand activism

Before explaining brand activism, the concepts of "brand" and "brand identity" must be first explained. The term "brand" refers to a name, symbol, or the character intended to distinguish a product from the other (Aaker, p7, 1991). This definition helps to explain that sellers and companies are using brands to differentiate their products and services from their competitors. The definition of a brand evolves over time, and a brand can be a personality given to a product (Jones and Bonevac, 2013. To go deeper, a brand can build an "identity" that will allow them to position themselves according to their philosophy on the market. The brand identity must represent what the company can and will do in the future. Therefore, there is a necessity to create a strong emotion with customers over times in order to endure through time (Ghodeswar, 2008). In this context, companies must be very careful in their strategy since a failure in the building of brand identity can have consequences that will harm the brand and its future (Lee and Jain, 2009). A brand can use factors such as culture, relationship and mentalization to build its identity (Kapferer, 1991). Brand activism can also help a company building its identity, this is why the strategy to take a stand on social-political issue must be taken very seriously.

Brand activism refers to a marketing strategy for brands that aim to distinguish themselves by taking a public stand on socio-political issues (Vredenburg et. al., 2020; Mukherjee &

Althuizen, 2020). The process of advocating CSR in marketing communications is known as cause-related marketing. Mullen (1997) defines cause-related marketing as a process of formulating and implementing marketing activities that are characterized by contributing to a designated effort that causes consumers to engage in revenue-providing exchanges. Correlating the brand with a social or environmental issue is an opportunity to expand CSR by affiliating with causes that are fit with the brand identity. Although a perilous exercise, it is well worth the efforts given the tendency of consumers to be more and more careful about the products they consume and the values that the companies promote. Ptacek and Salazar (1997) state that cause-related marketing is a good way to solve social problems, and that consumers have a more positive image of the brand if it is taking an action to make the world a better place. Barone et al. (2000) state that a brand's support of a social cause has a direct impact on consumer choice, brand perception and trust.

The benefits that a company can get from a good positioning are however conditional to its authenticity. There are a lot of societal facts on which a company can take a stand but according to Vredenburg (2020) there are four characteristics that make an activism authentic:

1. Be purpose and value driven meaning that a brand is not only motivated by profit making but also focuses on contribution;
2. Have a controversial and polarized position on socio-political issues to evoke strong feelings or beliefs;
3. Have a progressive or conservative stance on socio-political issues;
4. Combine messaging and practice, which implies that a company should combine intangible actions (communicating about its commitment) and tangible actions (such as donations) to express its real commitment.

The consumers must perceive this positioning as being authentic or else it could provoke an opposite reaction and threaten the corporate image and reputation the company builds and therefore affect the consumer brand attitude. Worst, it can lead to a more extreme reaction: a boycott. The concept of consumer brand attitude is explained below and the concept of boycott is explained in the 2.5 section.

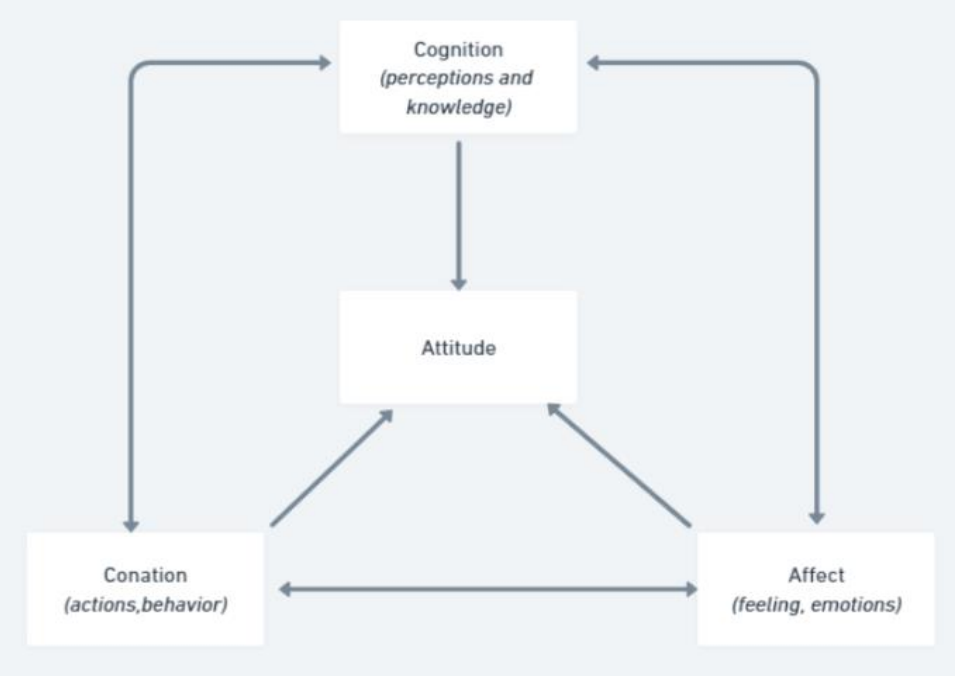
2.3 Consumer brand attitude

To know how a consumer perceives a brand and what attitude he has towards it, there are several models. The tricomponent attitude model is based on three components;
the affective, cognitive and conative, which together compose attitudes (Schiffman, Kanuk & Hansen, 2012).

The first part of the model is cognitive attitude. This component consists in information and cognition discovered through a combination of experiences with attitude objects. The cognitive element also refers to knowledge, facts, beliefs, and assumptions about the object.

Emotional elements consist of individual emotions or emotions about attitude objects. It is also an individual's subjective perception of positive or negative emotions of attitude bias generated through interaction with the environment. Finally, the conative component, also known as behavioral intent, is the way the attitude we have influences how we act or behave toward a product (Schiffman, Kanuk & Hansen, 2012, pp 234-237).

Figure1. Tri-component attitude model



Therefore, the consumer's brand attitude can be positive and involve positive consumer's perceptions, emotions and actions towards the company, just as the consumer's brand attitude can also be negative and lead to negative consumer's perceptions, emotions and actions towards a brand. Those brand attitude can change and depend on what the company does in order to build a brand identity. Brand activism can play a role in a positive or negative way.

When a company's positioning is not perceived positively by consumers it can lead to negative reactions such as boycotts. Furthermore, in the context of brand activism, companies can be accused of woke washing. This concept is explained infra.

2.4 Boycott and woke washing

Friedman (1985, p.97) defines a consumer boycott as "an attempt by one or more parties to achieve certain objectives by urging individual consumers to refrain from making selected purchases in the marketplace".
Several cases of boycott in history happened and led to societal changes such as the "1955 Montgomery bus boycott" that marked the beginning of the modern civil rights movement.
In India, Gandhi's led a boycott against British salt and cloth before Indian independence and in the U.K , British boycotted Barclays bank before its withdrawal from apartheid South Africa.

Nowadays, the concept is still the same. Boycott can be launched against companies, artists, countries for different reasons and have consequences. In the case of brand activism, this is a real threat. Indeed, in certain situations, some brands take a position in a clumsy way or on subjects so sensitive that they attract the wrath of a part of their consumers. When consumers are not fooled and understand that this positioning was only for pure communication purposes but does not reflect a real commitment of the brand, this can lead to the opposite effect, bad buzz backlash and even boycott. With the emerging of social networks, a bad buzz spread very quickly.

The term “Woke washing” is a concept that exemplifies inauthentic brand activism. Indeed, this term is used when a brand uses socio-political issues in its communication that does not align with the brand’s own values (Vredenburg 2020). When consumers think that a brand is practicing “woke washing”, it can damage their brand equity. Derivations of the word “woke washing” are greenwashing when it comes to ecology, pink washing, when it comes to the LGBTQIA+ cause and diversity washing, when it comes to diversity promotion. There are many examples where companies misused socio-political issues and faced bad buzz:

- L'Oréal with their superficial measures of censorship terms such as "lightening" after the Black Lives Matter movement were judged by consumers as mere language effects in the face of a major cause;
- Mark & Spencer in the UK with their sandwiches packed with the LGBTQIA+ colors just to sell more sandwiches;
- Pepsi who used the riots in the US regarding violence against minorities to promote their PEPSI.

Also, by taking a position on a very controversial issue, the company can also alienate a part of consumers who are against this positioning. In 2008, Nike collaborated with Colin Kapernick for their campaign. This football player refused to sing the U.S national anthem in protest against police brutality against afro Americans. Despite winning an Emmy award and generated positive reactions, many people burned their shoes and boycotted the brand as a response to the campaign.

Figure 2. Colin Kaepernick in Nike campaign (2008)

In 2019, Gillette launched a campaign about toxic masculinity and got 901,000 dislikes on YouTube the double of “likes”. The campaign was followed by a call for a boycott by consumers as they felt insulted by the brand.

Figure 3. Gillette campaign about toxic masculinity (2019)

We can see above that the companies above risked their brand identity and image in order to take a stand on very sensitive topic: racial discrimination for Nike and toxic masculinity for Gillette. This particular thesis focus also on a topic that could be perceive as sensitive : the Black Lives Matter movement. Indeed this movement was born after police brutality toward African Americans, but the movement itself is divisive. A part of the population questions the existence of this movement and supports the police in their actions. Speaking out on this could therefore be well perceived by those supporting the movement but also very badly interpreted by those against. In the following section, the concept of Afro-descendant and the history of the movement are explained.

2.5 The concept of Afro-descendant

The prefix “Afro” attached to a country or continent is used to designate a population with sub-Saharan African origins. The term “Afro-descendant” results from the history of black people and their migration to other continents, particularly to the American continent following slavery and to Europe following immigration. If we were to simply define an Afro-descendant, we would simply say: “A person of African descent” (Wordsense dictionary).

Behind it is a further reflection on the use of the word Afro. The use of the word Afro is important in the sense that it links all these peoples to their common continent of Black Africa. In the case of Afro-Americans, the evolution of names from "N****" to "African American",

including "Black" and "Colored", refers as much to different representations, meanings and values as it does to the very process of constructing an "Afro-American" identity (Geneste et al. 2010). In "Imaginaries of Africa and Afrocentric Historiographies", Sarah Fila-Bakabadio, historian in American and Afro-American studies, explains that black Americans rejected "the term 'N****', symbol of slavery and segregation, and choose the prefix 'Afro' to denote an African origin that links them to other black peoples across time and space. "Afro" does not yet characterize an identity that is deemed African but embodies a rediscovered root. The invocation of the link to Africa seems to replace the racial dimension contained in previous names with the cultural and ethnic, while integrating 'black people' into the multi-ethnic American society. This was done with the explicit desire to connect past and present, as other minorities in the United States were already doing. The term 'African American' is an original and integral part of American history. The current term "African American" symbolizes in part this quasi-original tension generated by the fact of being both black, i.e. descended from Africans deported during the slave trade, and American. This connection with the African continent was also felt in other continents where Africans were deported, such as Latin America.

The unity of Europeans of African descent, depending on whether they come directly from Africa or, for example, from the Caribbean, is not obvious. They do not share the same languages, European, African or Creole. The relationship to the colonial past can vary greatly from one identity to another. The term “Afropean” has however emerged to bring together this community evolving in the European space. This term seeks to describe those people of sub-Saharan or Caribbean descent and of European culture according to the writer and novelist Leonora Miano (Le Magazine Littéraire, 2010). Basically, they are European with sub Saharan African parents or ancestors. Also, the word "Afropean" tears black people away from an imaginary that is often attached to them: immigration. According to Maboula Soumahoro, the media and journalists like to insert these young blacks into a migratory trajectory, but this history is that of their parents: one does not immigrate over several generations (Libération, 2020). In summary, the term Afro-descendant is used to bring together descendants of sub-Saharan Africa who have emigrated in different continents. This concept will be used in this thesis to refer to those who are European.

2.6 Black Lives Matter

For more than three years, Black Lives Matter has emerged as a broad social movement seeking to expose and dismantle what its activists see as institutional violence directed at racial minorities in the United States. Find below a summary of the movement and its origin.

2.6.1 Black Lives Matter origin

The Black Lives Matter’s movement find its origin in the history of black American history itself and their fight for equal treatment. Indeed, throughout their history, African Americans

have had to fight to end slavery, segregation and acquire their civil rights. Some of the great figures in this issue are Rosa Parks, Martin Luther King Jr, Malcolm X, James Baldwin and Muhammad Ali and many others who contributed to the progress of the black cause in the 20th century. Despite advances in the treatment of black Americans, some injustices sill persists. The disputed July 2013 acquittal of security guard George Zimmerman in the death of young African-American Trayvon Martin was the impetus for the phrase “#BlackLivesMatter”, first launched on two social networks: Facebook and Twitter. Although not limited to the issue of "police brutality," the movement grew up and structured as the outrage over the revelation of the deaths of hundreds of unarmed African-Americans killed by police grew. The emergence of Black Lives Matter is directly linked to the repetition and media coverage of events revealing the extent of "police brutality" against men and women of color in the United States. This phenomenon has a long history. Since slavery, police brutality has been a defining feature of African-American history.

Since 2012, however, the phenomenon has gained previously unheard-of visibility due to the revelation of video recordings crudely depicting the killing of unarmed people. As a result, the movement's main claim reads: "Stop killing us”. Black Lives Matter began in July 2013 following the acquittal of George Zimmerman for the death of Trayvon Martin in Sanford, Florida, on February 26, 2012. The scandal caused by the verdict and the posthumous insinuations that Martin was responsible for his own death were so intense that Barack Obama was forced to speak out publicly, claiming that Martin could have been his son, or himself. This indirect condemnation of the verdict did not appease those who felt that Martin had been "executed" because of the suspicion caused by the presence of his black body wearing a hoodie in prison. The movement first became known by exposing the extent of police violence against African Americans.

2.6.2 George Floyd case

In 2020, George Floyd, an African-American man, dies after being arrested by several police officers in Minnesota. The almost nine-minute belly-planting, the moaning and the apparent suffering of George Floyd are filmed by bystanders who try to intervene and convince the police to stop. The images filmed by passers-by spread on social networks, then in the media and internationally, provoking very strong reactions in the USA and around the world. Up to 26 million people participated in various protests throughout 2020 in the US (The New York Times, 2020) but there were also protests in Europe.

On 2 June 2020, nearly 20.000 people gathered in front of the Court of Paris to support the movement and to associate it with the realities of French police violence with Adama Traoré case, a young man killed by the police and whose death circumstances are still a source of debate. On 7 June 2020, around 10.000 people gathered in front of the courthouse in Brussels, the capital of Belgium, in support of the movement and to denounce the injustices based on race that Afro-descendant people suffer also in Belgium. The movement has been taken up globally and allowed Afro-descendants living in other countries to speak out against the

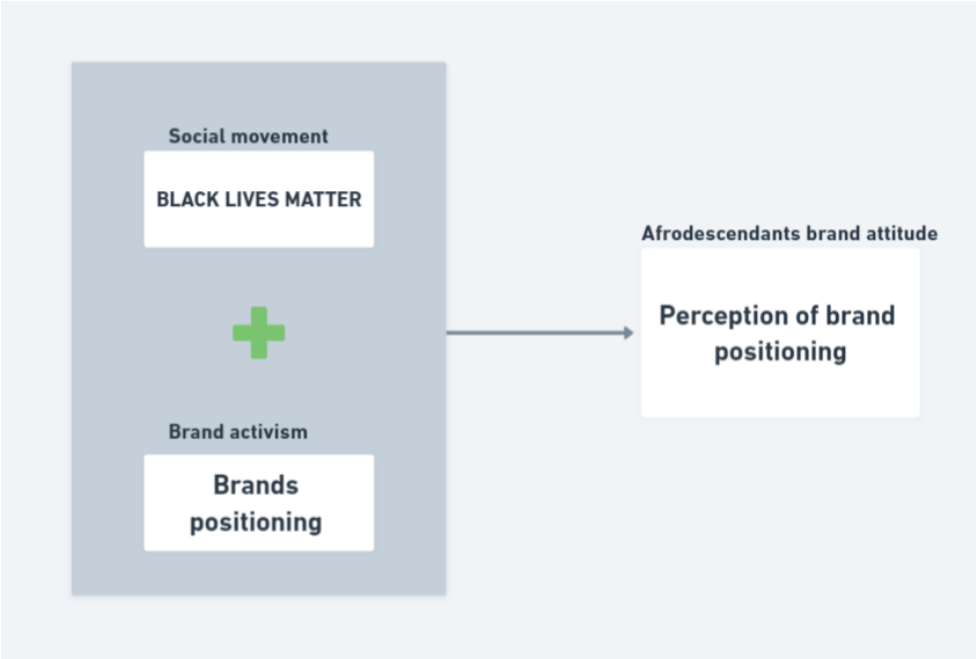
discrimination they were facing. During this period, social networks were a way for everyone to express their support. On 28 May 2020, at the peak of the protests, the hashtag #blacklivesmatter was used 8.8 million times by Twitter users.

Although a consensus was reached at the demonstration, it should be noted that taking a stand on BLM is still controversial as this movement also has its detractors who have used the slogans "All Lives Matter" and "Blue Lives Matter" to counter the slogan Black Lives Matters, for example.

2.7 Summary

Now that we have defined the crucial concepts for a good understanding we can synthetize the analysis made for this thesis as follows. We will first get to know each informant and understand what are their consumption habits and purchase criteria's. Moreover, a focus will be done on the values they cherish and their current thought on the brand they consume and like. Then, we will go deeper by talking about the concept of brand activism and will take the Black Lives Matter's movement as a case study to make an exercise with the informants. Indeed, we will show them the positioning of several companies and then look at their perception in order to understand what are their opinion about it. With this process, we expect to have a maximum insight to accomplish the objective explained in the first chapter.

Figure 2. Black Lives Matter as a case study



Chapter 3. Method

3.1 Research philosophy

Research philosophy is the first stage to undertake a research and the understandings of this stage lead to a successful research. Three main reasons highlighted by Crossan underlie this statement (2003). Firstly, the research philosophy helps the researcher to establish a research strategy that defines the type of evidences gathered, how those evidences will be interpreted, and how they will help the researcher to achieve the research objectives.

Secondly, understand the research philosophy will help the researcher to analyze the different existing paradigms and to make the right choice about the epistemology and to use in order to avoid unnecessary work. Finally, it might enhance the researcher creativity and innovative mind when designing the research especially in the selection or the adaptation of the methods.

3.1.1 Epistemological assumptions

The epistemological assumptions consider the social sciences as being similar to the natural sciences (Tuli, 2011). It the sense that every topic can be analyzed and we can build knowledge with the same rigor as we do for more "scientific" subject. In this context, social science research is conducted in the same way as natural science research. Epistemology tries to understand what it means "to know" (Gray 2017). In other words, epistemology assumptions try to understand what knowledge is and what we can be considered as valid and appropriate knowledge. There are two main epistemological positions, which are positivism and interpretivism. The table below shows an explanation of each with the research method associated.

Table 1. Positivism and Interpretivism paradigms comparison

Position	**Positivism**	**Interpretivism**
Explanation	Social world should be studied and measured through impartial methods in order to get unbiased results rather than the using of subjective methods that include intuitions, personal perceptions (Easterby-Smith, Thorpe and Jackson, 2012).	There is no direct relationship between the subjects (people) and the object (the world). Here, social science cannot be studied with the similar methods used to study the natural science. There is a difference between the social sciences and the natural sciences; therefore the use of the same methods for their studies is inadequate (Gray 2017)

Preferred research method	Empirical methods to observe and discover general laws which could predict universal patterns of human activity (Tuli, 2011) • Quantitative • Official statistics	Methods which are sensitive to the context to collect data reflecting the realities and the experiences of people (Tuli, 2011) • Qualitative • Participant Observation

3.1.2 Justification of the chosen paradigm

For the purpose of this research, we opt for the interpretivist position. Indeed, since this thesis focus on discovering what are the key attributes of the attitudes towards brand positioning from a specific community, having a positivist position would have been precipitated. Indeed, this study should be conducted without any hypothesis as we mostly want to understand the "why" and "how" of the selected subject.

After having more insight, this work could serve for further studies. Those further studies could take the form of quantitative one where hypothesis could be validated or not in a larger scale. As a start, a more interpretivist approach seems to be the best choice.

3.2 Research approach

There are two main research approaches adopted to conduct research. The inductive approach and the deductive approach. You can find in the table below the explanation of each concept.

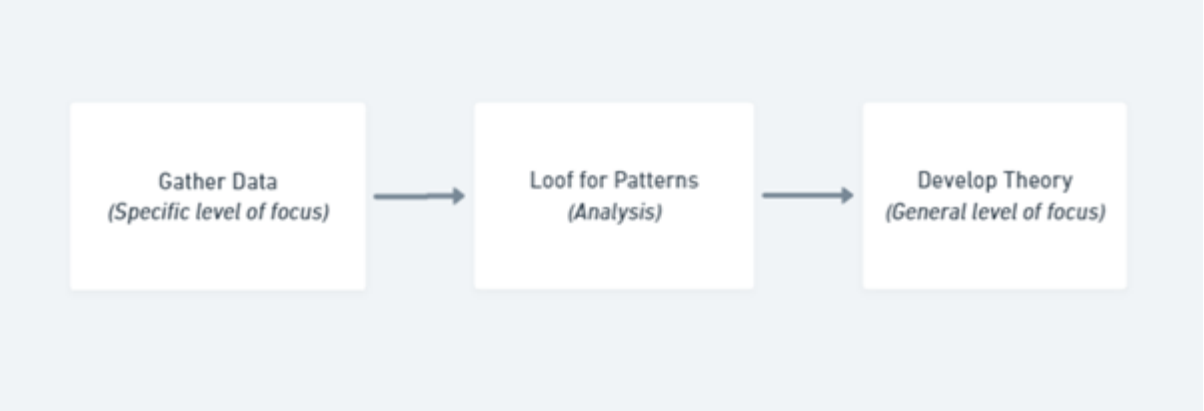
Table 2: Inductive and Deductive approach comparison

Approach	Inductive	Deductive
Explanation	By using the inductive approach, researchers analyze the data collected to study and understand a phenomenon in order to produce concepts, models, and theories (Thomas, 2006). It generalizes from the observation of a specific case to the general case.	The research is designed to test the existing theories or models. Generally, theories and models come out from general observations and assume that the observation made should be applied in specific situation. (Hyde, 2000). Moves from the general to the specific.

3.2.1 Justification of the chosen approach

For the purpose of this research, we adopt the inductive approach. Indeed, even if we had previous data regarding brand activism perception by consumers thanks to others researches, this study concerns a specific community where there is no existing theory yet.
Furthermore, this study is trying to generate patterns that can help companies to build a better communication regarding their positioning on sensitive issues, especially concerning Afro-descendants. We needs therefore to go from the observation of specific cases to gather data in the first place. The figure below summarizes the different step of an inductive research.

Figure 3: Summary of an inductive research process



This approach is more suitable for this research rather than the deductive approach, which uses existing patterns to test a specific situation.

3.3 Research method

3.3.1 Quantitative and qualitative methods

The achievement of a research can be done through two major approaches of data collection and analysis. These approaches include “qualitative” and “quantitative” methods. You can find in the table below an explanation of each method in addition of the data collection method used for each.

Table 3: Quantitative vs. Qualitative methods

Method	Qualitative	Quantitative
Explanation	Implies author involvement in situated activity that locates the observer in the world. It consists of a set of interpretive material practices that make the world visible ((Denzin and Lincoln 2007)).. By using qualitative approach, researchers try to interpret phenomenon according the meanings given by individuals. Used when an issue concerning population or a group needs to be explored in details rather than using information from existing literatures (Creswell, 2007). It was established to allow researchers to study social and cultural phenomenon through case study, action research, ethnography (Myers, 2013).	Uses numbers to analyze relationship between variables (Oakshott, 2014). The data collected are based on significance coefficients resulting from numbers. The results of research are presented through numerical and standardized data. Diagrams and statistics are used to analyze the results. The quantitative approach is mostly associated with a deductive approach when data are used to test theory, but it may be associated with the inductive approach when data are used to develop theory (Saunders, Lewis and Thornhill, 2016).
Data collection	Interviews, observations, and documents	Surveys to collect data because of the big size of the sample.

3.3.2 Justification of the chosen research method

The qualitative method is adopted for this research since it is more suitable with the research philosophy and approach previously mentioned. Indeed, this research will use opinions directly issued by respondents to explore the concept of brand activism and its implication. Since the objective here is to explore a very recent topic on a population that has not been studied before, we had to think about the method that would be the most relevant to gather the maximum insights. The objective is to understand as much as possible the reasons behind the consumer's attitude. It was therefore necessary to reduce the distance between the author of this thesis and the respondent as much as possible.

This can serve as a basis for further research (qualitative but also quantitative at a higher scale). Indeed, we will gather many insights and deep information from informants selected.

Some observations and findings will be made but those will come from a sample of people selected based on specifics criterions. If we need findings to become theory, further studies at a higher scale need to consider the fact that no other studies on this very specific topic have been done (to the author's knowledge).

3.4 Qualitative method

A qualitative study is relevant in our framework to understand the "ins" and "outs" of the attitude of Afro-descendants, a community that has not been studied until now. Furthermore, it is best suited in order to answer this study's research questions due to the fact that this study aims to understand attitudes on a deeper level. A qualitative research strategy is usually more focused on the meaning of words rather than implementing quantification both in the collection and the analysis phase (Bryman and Bell 2011). With this method, we give the informants the freedom to express their feelings with their own words without the barrier of a questionnaire with predetermined answers. In addition to this, we can add the non-verbal aspect of the communication to feel certain emotions transmitted by the interviewees.

You will find below the method used to collect insight from informants. The complete analysis made thanks to this method are in "Chapter 4".

3.4.1 Interview guide

As a reminder, in order to carry out interviews, a guide must first be drawn up to serve as a basis for gathering the opinions of informants and encouraging them to express their thoughts. The model used to draw up the interview guide is explained in Chapter 2. It is the tri-component attitude model developed by Rosenberg and Hovland (1960). Attitude component has facilitated the shaping of the guide so that the research questions could be answered. We used open questions and targeted to have answers regarding feelings, beliefs and action from the informants. We got inspired by this model to build up our own interview guide. We also decided to split up the interview in two parts.

1. Get to know the informant

The purpose of this part is to start by understanding better the informant background and opinion on many subjects. The subjects addressed in this section are: consumption habits, brand activism perception, value and social movement and boycott.

2. Black Lives Matter as a case study

The purpose of this part is to go deeper in the subject by developing the social movement chosen for this thesis: Black Lives Matter. The subjects address in this section are: informant's

opinion about the movement, brand activism in the context of the social movement. In addition of the discussion, we make an exercise with each informant. This exercise consists in showing five communications made by five companies during the movement in 2020 (Nike, L'Oréal, Vogue, H&M and Ben&Jerry). This exercise aims to gather even more information about Afro-descendants' perception of brand activism toward social movements that concern them.

3.4.2 First part: Get to know better the informant

We decided to divide the interview into two parts in order to understand better the informant state of mind before facing concrete cases in the second part. Indeed one of the objective of this essay, as already mentioned in the Chapter 1, is to know better the Afro-descendant consumers. Indeed, in the first part of the interview, the respondent is given the opportunity to express him/herself on his/her consumption habits and on his/her opinion on the image of the brands he/she consumes and other subject such as value to be promoted by companies and boycott. Informants will also be asked their opinion on the concept of brand activism in general.

The use case of Black Lives Matter won't be discussed here as we do not want to directly focus the informant attention into a specific topic. The Black Lives Matter use case will be covered in the second section. You can find in the table below, the questioned asked for this first part.

Table 4. First part: Get to know the informant

Interview part	**Survey questions**	**Purpose**
Warm up	*Can you introduce yourself? What do you do for a living? Where do you live? Where did you grow up?*	Understand better the informant background and make him.her confortble before talking about specific subject
General discussion	*How would you describe the way you consume?* *In which areas do you pay attention to the brand?* *Do you pay attention to the image of the brands you consume?*	Allow the informant to express himself.herself spontaneously about his.her consumption habit Furthermore, we want to know if the informants have favorite brands and what are their opinion on them.

Brand activism: General discussion	*Do you know what brand activism is? What do you think about it?* *What social issues and values do you think a company should take a stand on?* *Do you know of any brands that have taken a stand on social issues? Which ones? And what have they done?* *What do you think of their positioning?* *Are you interested in the positioning on social issues of the brands you consume?* *Do you have any examples?* *Do you research the brand before consuming it?* *What kind of research do you do?* *What do you think about Boycotting?* *Have you ever boycotted a brand?* *What do you think would be a reason to boycott a brand?*	Start the introduction of activism. We want to know here if the informants know the concept of activism and what are their thought on it Talking with informants about values that they hold dear and to which they believe a company should take part in according to them Talking about boycott to understand the opinion of the informants but also to find out if they themselves had ever boycotted brands (and the reasons why)

3.4.3 Interview second part : Black Lives Matter as a case study

In the second part of the interview, informants are first asked to give their opinion on the Black Lives Matter movement. They are then asked to give their opinions on the positioning of 5 companies on the Black Lives Matter movement in 2020 as it spreads following the death of

George Floyd in the USA. This movement, although it started in the USA, has spread throughout the world, generating a wave of demonstrations in several European countries.
This movement is explained deeply in the "Chapter 2". It was important setting a framework since the social issues on which a brand can express itself can varied. In view of the target of this brief, it was decided that this movement would be perfect because it is recent and directly affects the target. Focusing on a single issue for the informants helps to keep the informant's attention on a specific topic and thus avoid straying from the subject. The exercise is explained below

Note that before starting this part of the interview, a summary of the movement has been given to each informant in order to make sure that everyone had the same understanding of the movement. Preliminary to the exercise, we gather information over the Black Lives Matter movement and the companies during this context. Find below the questions that were asked and the purpose.

Table 5. Black Lives Matter as a case study

Interview part	Questions	Purpose
Black Lives Matter	*What do you think of the Black Lives Matter movement?* *Why do you think this movement has had a global impact?* *Have you been affected by the movement? For what reasons?*	Understand the opinion of each informant about the movement but also to see if she/he was personally impacted
Companies during the Black Lives Matter	*What do you think of the companies that have taken a stand for Black Lives Matter?* *Can you give me the name of 5 brands that have positioned themselves for the Black Lives Matter movement?* *What positioning have they adopted?* *What do you think of their positioning?*	Get informants opinion on companies that took position Before doing the exercise, we want here to know if some respondent spontaneously remind some companies positioning and what were their thought on it

Exercise:

After gathering information about Black Lives Matter in the section above, we show five brand messages made during the movement to each informant in order to get their opinion. We ask each informant to (1) see and read each communication chosen and (2) give their opinion on it, whether they like it or not and the reasons behind. In addition to giving their opinion, we propose to the informant to quote each positioning in order to motivate them to explain the

reason behind their feeling toward each communication. All positioning chosen for this exercise are in the Appendix section with direct link to companies' website. You will find in the table below the company selected for this exercise, a description of each and the interest of the chosen positioning.

Table 6. Companies selected for the Black Lives Matter case study

Entreprise	Company description	Interest of the position
Nike	Nike is an American company founded in 1968 by Philip Knight and Bill Bowerman. Based in Beaverton, Oregon, it specializes in the manufacture of sports goods	Company that has already taken position in the past for more diversity. A video posted on Twitter as well as a press release is shown to the informants
HM	Hennes and Mauritz, better known as H&M, is a Swedish women's, children's and men's clothing company and retail chain, founded in 1947 by Erling Persson. As of 30 November 2020, H&M operates in 74 countries.	The company has already experienced bad buzz following campaigns considered as racist by consumers. The selected press release was published on the HM website.
Ben and Jerry	Ben & Jerry's is an American brand, founded in 1978 by Ben Cohen and Jerry Greenfield, which markets ice creams and sorbets. The company belongs to the Unilever group since 2000.	The statement selected for this exercise is very political and differs from the statements of other selected companies. The company calls directly for action by the President and the competent authorities.
L'Oréal	L'Oréal is a French industrial group of cosmetic products. The company, founded by Eugène Schueller on 30 July 1909, has now become an international group, number one in the world in the cosmetics industry	L'Oréal is a big company that already faced criticism about supposed racism inside their structure. We showed here the communication made by the group on their Instagram page. Indeed, Instagram was one of the main platforms where the movement was spread.
Vogue	Vogue is an American magazine, one of the world's leading women's fashion magazines, with a circulation of over 1 million copies per month. The title is published by Condé Nast Publications, based in New York, and has numerous international editions	The magazine has already faced criticism about lack of diversity. Furthermore, we took here the statement of Anna Wintour editor-in-chief of Vogue. Interesting to see how informants react to a statement made directly by a "high official"

The interviews are closed with the following questions:

Interview part	Questions	Purpose
Last part	*Was it the role of a company to take a stand on these issues?* *What would you have thought if they had not taken a position?* *To what extent does being an Afro-descendant influence your perception of their position in your opinion?*	After showing concrete example. Indeed, in the first part, we asked informant opinion about brand activism without any case study. We want to know Furthermore, we want to finish the interview by talking about the influence of being Afro-descendant in front of these communications

3.4.4 Sampling

As mentioned in the theoretical framework, the concept of Afro-descendant, although specific, can also be broad. Therefore, we used specific criteria in order to target Afro-descendants rooted in Western regions, specifically in Europe (with a focus here in Belgium and France).

Criteria set for the sample:

- The informant must be born and having grown up in Belgium/France (by "growing up" we imply that the majority of their schooling and professional life was spent in Belgium/France);
- The informant must be a Belgian/French Citizen;
- The informant must have both parents born in a sub-Saharan African country.

We used social media to find a maximum of different person to interview. We posted on different Facebook group and had several answers that allowed us to find informants.

You can find in the table below all informants' name and characteristics.

Table 7. Informants characteristics

Informant	Gender	Age	Activity
Océane	F	25-35	Student
Armelle	F	18-25	Student
Rémy	M	25-35	Worker
Sarah	F	25-35	Student
Honoré	M	18-25	Student
Martine	F	25-35	Worker
Elozi	F	25-35	Worker
Raphaël	M	25-35	Student
Fanta	F	35-45	Worker

We interviewed a total of:

- 6 women and 3 men ;
- 2 informants aged 18-24, 6 informants aged 25-35 and 1 respondent aged over 45;
- 5 students and 4 workers.

3.5 Research Ethic

Research should be conducted while following the rules of ethics. Indeed issues concerning ethics in researches revolve around four main areas as harm to participants, lack of informed consent, invasion of privacy, deception (Bryman and Bell 2015). In order to address the ethical principles, we will conduct the interviews by protecting the anonymity of informants. Therefore, in the chapter 4 "Analysis and discussions", we use alias name when quoting the informants.

3.6 Method criticism

There are some limitations in this research. First, we use specific criteria in addition of the main criteria to belong to the "Afro-descendant community" in order to get a sample of informants. One could argue that the conditions required were too strict as:

- People with at least one parent from sub-Saharan Africa are considered to be Afro-descendant;

- People directly coming from Africa to a western country (to study, work or for other reasons) are also considered as being “Afro-descendant”.

We decide on purpose to focus only on Afro-descendants with both parents coming from a sub Saharan country and who spent majority of their life in Belgium (or France) in order to reduce too big differences among the sample. Indeed, according to the author’s own experience, as being herself mixed race and active in the African community. Africans that come directly from the continent are very different from Afro-descendants that were born and raised in the western world. We do not exclude them but prefer to start here with a limited number of criteria and expand for future studies. (This statement will be developed in the conclusion chapter 5).This decision implies that we won’t have any insight about this part of the community.
Secondly, there could always have been more interviews done in order to have more data. Indeed, we realized 9 interviews. The barrier of the realization of more was the length of each and the fact that the author was alone for this project. Indeed, as this project had many objective and was about very sensitive topic, one interview could last 1H30.
Finally, although the original aim of the study was about to collect answers from Afro-descendants of all ages and genders, the majority of the informants has been between 20-35 years old and are female. We mostly interviewed people under 35 (there was only one informant above). Indeed, despite our wishes, we were unable to find elderly profiles corresponding to our criteria, despite our numerous calls on social networks.
We miss therefore data regarding elder who represent a part of the population.

Chapter 4. Analysis and discussion

The purpose of this chapter is to present the findings of the interviews made.

4.1 First part : Get to know the informant

As described in "Chapter 3" on methodology, the first part allow to learn more about the informants concerning their consumption habits, their purchasing criteria but also the values they hold dear and the perception they have of the brands in their daily lives. We want to learn a little more about each respondent. In order to have a background for each one for informational purposes but also to put the informant in a position of trust for the duration of the interview. After asking each informant to make a brief presentation of themselves, we introduce several topics. As mentioned in the chapter 3, the first part of the interview concern the subject below:

- The consumption habits and purchasing criteria of the informants;
- Brand activism and its perception (before setting the Black Lives Matter context);
- Values and social issues that companies should promote;
- Boycott.

4.1.1 Consumption habits and purchasing criteria

First, we ask informants about their consumption habits and purchasing criteria in their everyday life. A summary of the topics discussed by the informants is given below.

A. Causes and values

Certain values and ethical issues influence the way informants consume. In fact, some informants indicate that they are influenced by their values. We find this tendency among several informants, regardless of their activity or gender. In fact, Océane, Sarah and Armelle mention being careful with their consumption and having made certain changes in their way of buying, such as avoiding the big brands by favoring thrift stores or avoiding plastic. It is a question for her of several causes like the environmental question and the human rights.

OCEANE: "For clothes, I still go to a store from time to time but otherwise I don't buy in stores anymore. Well, for ecological reasons and also because of slavery issues."

Sarah: "I think I consume I would say I consume especially local or one hundred percent ethical by paying attention to all the environmental issues (...). I will privilege something that is without plastic rather than something that is in plastic."

To be even more specific, the working conditions in which the products were produced is also a topic that is raised by some informants. Indeed, slavery and child labor are mentioned in the considerations taken into account in their way of consumption. Océane, Elozi, Fanta spontaneously talk about their change of consumption habits to be better aligned with their values. Some informants see in their way of consuming a way for them to live according to their values. Further reflections on how they see themselves. For example, Elozi indicates that she wants to give preference to suppliers behind whom there is a project, that she is ready to put more money if it guarantees a sustainable product and that she votes for the world she wants through her purchases, while Fanta speaks of giving meaning to her consumption. For example, Armelle says she has gone from being a "shopping addict" to a consumption pattern that is more aligned with what she needs.

Fanta: "Uh, I have a conscience when I think about working conditions. Uh, I'm sensitive to those issues. I know I'm careful (...) I also like to reflect and tell myself that I'm not and make sense of the way I consume."

Elozi: "Every cent we put into a purchase we make, we are voting for the type of world, the type of future we want for ourselves and our children".
"When I make purchases, I try to buy sustainable, that is to say that I prefer at the limit to put the price and knowing that the product I buy is a sustainable product, it's not fast consumption, you know what I mean? (...) What is very important for me, is the transparency in the method of production, in the sense that uh, if you talk about the clothes that it is not made by children, by women to exploit them etcaetera".

In the area of food, an emphasis is placed on the provenance as well as the composition of products. Some informants indicate that they are careful when shopping to choose seasonal products, local products whenever possible and that they do not come from Latin America for example for A.M

Armelle: "I try to pay attention to provenances I don't know, I don't know, Latin America or whatever, either more."

Sarah: "If I want to buy food, clearly, I'm going to be a little bit more careful if I have the opportunity to save something local, I'm going to do."

We notice that before the rest of the interview, notions such as boycott and activism are already addressed by many informants especially Océane, Elozi, Sarah and Fanta .

B. The price

The price of items is an important factor in determining the purchasing process. Emphasis is placed on the condition of being a student, coming from a modest family or being in charge of a family to justify the consideration of the price in their consumption habits. These informants have budget constraints that influence their consumption.

Océane: "But like any student, I'll just get the food that costs the least (...) I'm mainly looking at the value for money".
Fanta: Uh, and how can I put this, we're careful because I'm a single mom. So, effectively, in terms of income, we go to the supermarkets a lot in terms of consumption.
Honoré: "What I try to do is to be a little bit careful, uh on the budget."

Raphaël: "I will have held that look good even if it is second hand but with little money and have a style that suits me".

Martine "I admit that I'm still pretty limited financially. Uh so uh from this from this fact so to have gestures much more eco-responsible, it is still not always easy for me".

Some informants indicate the budget constraint prevents them from consuming according to their values. They seem to be aware that they should not buy in certain stores but their conditions are a brake according to them. The clothing brands Zara and H&M are cited as brands that should be avoided but which, because of budgetary constraints, remain in the consumption habits of the informants:

Armelle: for clothes, I try to avoid everything that is fast fashion like Shein, but otherwise, I still buy at Zara and because I have no other alternative, I know that there are stores, but it's often it's not very well known or the prices are not affordable for students like me.

Although there is a willingness to integrate certain habits, these informants consider the state of their finances to be a hindrance and are conscious of their consumption. This restraint goes so far as to prevent some informants from boycotting certain brands, as Martine indicates:

Martine: "I tried to boycott H&M you see the racist polemic and you see with uh the little boy there is the most and everything but go ahead I'm too poor to boycott H&M you see uh so as a result it's stuff I couldn't do.

C. Quality, trend and convenience

Some informants also talk about other factors influencing their consumption habits such as the quality, with an emphasis on technology, where Honoré indicates for example that he's looking for quality "even if it means putting a big price on it." He pays attention to the options and performance that products offer. He does not mention any other considerations while talking about his consumption habits. The ease of access to certain brands for certain situations also influences some of the informants in their consumption. Rémy says for example that he goes for "easy" brands like Adidas for shoes and Elozi takes Zara as an example where she buys clothes from time to time for certain occasions and when she lacks time.

Elozi: "I don't have time to think left, right. It's close to my work because my office and close to the boulevard de Waterloo, I was crossing while, ideally, I would prefer to go to designers".

The big brands and the fast fashion brands are also cited by Martine when it comes to being trendy.

4.1.2 Brand activism and its perception

We then talk about brand activism to find out what informants thought about this trend. Each respondent was given an explanation of the concept of brand activism so that everyone had the same understanding. Below are the main topics discussed when asked what informants think about it.

A. Perceived advantages of brand activism

Brand activism has positive points according to some informants in the sense that it brings visibility to causes. Honoré indicates that it can be good for the brand perception as it will give the feeling to consumers concerned by a certain cause to feel supported by the company. A brand that decides to take a stand gives "hope" according to Martine and inspires respect according to Fanta also it is perceived as a good way to attract customers according to Honoré.

Martine: "It gives hope because we realize that even multinationals are positioning themselves. So it's interesting, it can raise awareness for certain causes. That's cool."

Several causes where companies have a power to act are highlighted by the informants such as the lack of representation. Rémy explain for example that companies have a role because by seeing more and more black people in magazines and in positions of responsibility for example, we will find ourselves in a society where it will be more and more normal that this kind of thing happens. There will be a normalization thanks to companies' actions. The cause of the LGBTQIA+ community is highlighted with Honoré who indicates that even though he is not part of this community, he thinks that the segment of the population concerned will gain confidence "by seeing that a company they like encourages them in their actions". Furthermore, more than a good perception of the brand, a positive perception of activism can be a source of purchase's intention. Martine says that, when talking about a brand advocating self-love and the complexity of being Black in society, she was sensitive and even bought a T-shirt to show supports.

It should be noted that, despite the positive aspect, for some informants this is not a primary factor when it comes to consumption. For example, Raphaël indicates that when he buys a product, he won't go further or make any research about the potential activism of the company while Honoré say that the only aspect that interest him while making a purchase is the product itself and not the "political opinion" or "effect on the world" of the company.

Finally, more than a way to please consumers, Elozi goes further by indicating that brand activism contributes to the company's employer brand. Indeed, an activist brand speaks volumes about its values.

Elozi: "OK, look, so I think it's a very good thing. I think people in my generation even more so in your generation, we see it in the way we choose our jobs. For us, it's important to have jobs that are in line with our values."

B. Hypocrisy and opportunism

Despite the positive aspect that brand activism generates among informants a notion of hypocrisy and opportunism is stated by some of them. For example, while some companies simply put their initial commitment forward, she indicates that for her "in eighty percent of the cases, yes, it is a 'facade'. Indeed, some informants do not perceive the authenticity of some positioning and speak of opportunism and a purely marketing aspect.
For some informants, there is a dissonance between what the company says and does, OT speaks for example of brands that despite their positioning on certain corporate facts "have blood on their hands" and Raphaël who indicates that apart from giving themselves a good image some companies have "diabolical" behavior behind the scenes.

Océane: "Generally, the brands I know that have taken a position on corporate facts are bad brands, that have blood on their hands and that do a bit of greenwashing, it's not social" It's only marketing, I have the impression (...) Nike, for example, which surfed directly on the burqa wave, is to say "we are for the veil". Yes it's good but they hide a bit the harmful side of what they do."

Raphaël : "for me, it is to give an image, a kind of party to support a cause whereas we know very well that behind the scenes, the actions of these big brands companies are uh totally diabolic."

Sarah gives the example of the French national football team, that she considers as being a brand. Indeed, they collaborates with the United Nations for the respect of human rights but will participate in the World Cup in Qatar where "they (*the Qatari government*) had slaves build the buildings because we know that the majority of the workers who work or have worked on that site are undocumented". She also talks about companies that promote human dignity but "behind them we go and get our stuff from coltan mines with four-year-old kids picking up". Martine gives the example of Nike who put a veiled woman in its advertising campaign (which she found very interesting) but who says "Once again we know that they are exploiting little, little children in China." The trendy aspect of the causes is also highlighted by Rémy who start first to indicated that the activism of the brands on the issues of diversity could contribute to normalize the presence of black people in the different segments of the society. Still, he thinks that at the time of these decisions it was done "in the opportunism". According to him, the only purpose of activism is to fulfill economical objective because companies try to follow "pretty much everything the consumer might want to see". Hypocrisy is even more likely for a

large company because according to R. M, it is impossible for a large company to be sure that all of these employees share the same opinion using Walmart and its 40,000 employees as an example. Activism is therefore hypocrite and only marketing purposed because it is impossible to know if all the employees of a company think the same way.

C. Lack of transparency

When asked why some informants are skeptical of brand activism, many cite a lack of transparency. Several informants mention the inability to see what's really going on inside the company. According to Armelle, it is difficult to see if there are actions "unless you are inside the company". Although aware of the impossibility of knowing everything, Raphaël indicates for example that it would be necessary to show more transparency "to show what happens in the corridors of these famous companies". Emphasis is placed on the composition of the company's staff members when it comes to promoting diversity.

Martine: "There is an idea of arrivisme in fact, it is interesting to put a black square of but when you look at the level of the company in the highest hierarchical spheres of certain companies, there are not black people"

Elozi: So for me, people that tell me "yes, we have a lot of diversity. Look, all the secretaries are of African origin or North African origin." I'm not interested. When I look at the diversity of a company, I look at the board of directors where the decisions are made. Are there any women? How many women are there? There are different people. Do you have diversity of origin? Do you have a diversity of experiences and backgrounds?

Elozi indicates that the important thing is to look at the board of directors and the people who make it up. She indicates that if a board is made up of a majority of men or a majority of people with the same profile "it is because there is no will". Some informants insist on this issue of transparency within the constitution of the staff, and speak in particular of concrete measures such as "creating systems of positive discrimination if you claim to defend the issues of racism" according to Martine. Beyond the composition of the staff, transparency also concerns the supply chain which constitutes, according to Elozi, "one of the first steps" with notably the supply of raw materials to the companies. Indeed, this lack of transparency regarding the raw materials used by some companies make several informants not consider the human value promoted by Apple or Nike for example. They would like to have more information on how and where are the raw materials collected and how are the product manufactured in order to have more confidence in brands promoting human value.

Océane: For a classic example. We all know very well. We know very well where our iPhones are produced. Everyone knows now that it's usually mostly children in the DRC who are sent to the mines.

Everyone knows this but the brands do nothing about it and promote respect for human rights in their campaigns. I would like brands to work on this supply chain beforehand and put

forward things so that children's rights are really respected. That's what I'd like to see brands do on their supply chain.

4.1.3 Values and social issues that companies should promote

In this section, we summarize what should according to the informant be promoted by a company. The starting questions here are:

- What values do you think a company should promote?
- What social issue do you think a brand should be involved in?

You can find below the subject that were addressed by the informants.

A. Diversity

Diversity of profiles is mentioned by several informants as something to be promoted in companies. Informants emphasize ethnic and gender diversity, but also the diversity of the profiles they meet. Sarah speaks, for example, of "people who on paper would not have the attitudes but who demonstrate certain abilities, a certain good will," which would demonstrate the company's open-mindedness.

Océane: "But then I'm talking about ethnic diversity, beyond the ethnic, a diversity also at the level of people. We are multiple! I think that these are the big values that need to be put forward".

B. Human rights

Several informants indicate that human rights are paramount and should be put forward in companies and really applied. Emphasis is placed on "human dignity," which is characterized for Sarah by "a good salary, the way you treat your staff, the way you simply organize your business". Also, for Raphaël, human dignity requires a more human contact and the fact to stop considering the human "as a robot". He mentions in particular Amazon in its reflexion. Human rights are also mentioned in the supply chains of companies by several informant with Raphaël taking the example of raw materials extracted in Congo in Africa to manufacture our cell phones.

C. Ecology and social injustice

At a lower frequency, other causes were mentioned by the informants. Indeed, ecology is a cause according to some informants when thinking about some very polluting industries such as the fashion industry according to Fanta. Also, social injustice was raised as one of the causes that companies should defend. She thinks that companies have a role to play in reducing social

injustice by lowering the prices in order to make it more affordable for consumers with a lower income.

D. No position

It should be noted that one respondent emphasized that a company should not especially take a position. Especially if it is made up of a large number of employees. Indeed, this would pose a certain ethical problem in the sense that according to Rémy. It goes from individual responsibility.

Rémy: "The problem is that it would not occur to me to embark the whole team. on an ideological fight which is mine. So it's not the vocation of my company. On the other hand, absolutely nothing prevents me from taking out an ad, taking a microphone, taking a camera and saying what I have to say.

According to him the company should do it “only for marketing reasons” and not think that a whole organization can be behind it.

4.1.4 Boycott

Boycott can be the consequence when a company misuse a social movement. There are several examples given in the chapter 2. In this part of the interview, we want to know what are informant opinion on boycott but mostly what would be reasons for them to boycott a company. You will find below what are the informant’s opinion on boycott but also what are the brand that have already been “boycotted” by them and the reason behind it.

Perception and reason for the boycott

The boycott is perceived as a means of expression by some informants, such as Fanta, who indicates that it can help a brand "understand our feeling, my feeling of anger or disagreement with their principles and their way of doing things". An action with direct economic impact. This is "probably the thing that scares a company the most" according to Rémy a way to give visibility to a cause. Some informants see the boycott in a very positive way.

Martine: "That we agree on the broad lines to boycott a company that has for example made racist remarks. I'm sorry, but I think it's a very good thing (...) for me it's a very good thing”.

In general, the reason cited is the break with the values of the informant. Rémy for his part but an emphasis on the fact that the company has a capacity for action on an issue (such as child labor). Fanta said that she boycotted Bodyshop until they stopped testing on animals. For Elozi this can be at a local level as well as a multinational and for her a break with these values would be a break with the values of equal opportunities, diversity and human dignity (child labor and rape for example). Sarah takes the example of JD Sport. Indeed, despite knowing that the company apologized, made statement, and that time has passed since the event happened.

Sarah: " Already the communiqués and the excuses, well we know what it is. In fact when I feel really personally affected by the thing that happened, I think that clearly it can prevent me from going."

Informants indicated several reasons that constitute a good reason to boycott a company but they mostly addressed the issues of discriminatory and racist actions in their reason for boycotting.
Some informants have already boycotted a brand or an establishment. Table 8 lists a number of brands that informants mentioned and the reason behind their boycott.

Table 8. Companies boycotted by informants and the reason behind it

Brands – Company	Reason	Informant concerned
Lonsdale	Racism statement made by the founder	Rémy and Raphaël
JD Sport	Racism statement made by a vendor comparing Black people to monkey	Sarah
H&M	Racist campaign made by the company involving a Black child	Fanta
Hotel in Kinshasa (name unknown)	No respect of the employees and racism toward them: "*Madam, this is hell. The management changed a year ago and we are treated like animals in our own country. Our rights are not respected »*	Elozi
Body Shop	Test on animals	Fanta (mention that it was until they stopped their testing on animals)
Isola di Pasta	Bad customer service toward the informant (no mention of racism)	Sarah
Restaurant (name unknown)	Bad customer service toward the informant (no mention of racism)	Sarah
Fast fashion brand :Shein as an example	Slavery and ecological impact	Océane and Armelle
Guerlain	Racist statement made by the founder	Raphaël
Coca-Cola and Nutella	Ecological impact	Océane

Ineffectiveness

Despite its benefits and the reasons that legitimize a boycott, several informants point out its limitations while giving their opinion. You will find below what the informants consider as making the boycott “ineffective” when using it as a mean of expression.

A. Difficulty of organization and coordination

Indeed, for several informants, the boycott only really works if this action is carried out by a group and if there is a real synchronization between the people. However, some informants point out the difficulty of organizing this action, which makes the boycott ineffective and counterproductive. Rémy indicates that it relies on "individual responsibility" because no one is "there to check". Sarah points out the lack of seriousness of the boycott with the case of H&M, she says:

Sarah: "I think back to the H&M controversy with a child's "monkey" t-shirt. Everyone tells me boycott. (...) But it seems to me that I keep seeing people who went out with full bags during the sales and it was some time later, but everyone was there."

B. Lack of a decent alternative

The problem with boycott can be the lack of alternatives to the products supposedly being boycotted. Armelle mentioned this when talking about the lack of reasonably priced alternatives to Zara and Martine also said that it was hard to boycott when you are precarious. Rémy spoke about the quality and summarized by:

Rémy: "We must not forget a thing, a product can be made by people of extreme value but if the bottom it is of the shit at a time I have my interest of consumers nevertheless."

C. Limitation of the citizen's power

Although positive, some informants point out a limitation in the citizen's scope of action. Indeed, Elozi and Océane emphasize politics and its importance in pushing causes forward as the citizen boycott is not enough to put pressure.

4.2 Case study : Black Lives Matter

In the second part we set the Black Lives Matter movement as a context in order to continue the interview. We made a summary of the movement history in order to make sure that each respondent had the same explanation and basis.
We first talked about the overall movement before doing the positioning analysis.

4.2.1 Black Lives Matter opinion

In the first part of this section we asked each informant about their thought on the movement and how it affected them in 2020 when it spreads across the world. The informants expressed themselves by talking about the emotions they felt at this period but they also made the link with their personal life and European context. Criticism were also raised about this movement and the involvement of some companies at that time were also discussed.

A. Emotion about the movement

Informants were affected by the Black Lives Matter movement that began in the United States. This movement perceived as "really necessary" by Elozi evoked a lot of emotion from informants who expressed feeling sadness, frustration, anger and shock at the movement resulting from the death of George Floyd.

Océane: "I remember, I cried about it because I was in a mode: "I can't anymore". We're tired of waking up every morning and seeing that someone who looks like us dies somewhere else just because he's black. What, that's possible in two thousand and twenty?"

Some informants agree that the movement has been very violent on social media. For example, Armelle indicates that every time she opened Instagram she saw "people like you being killed because they are like you". Océane and Sarah also indicate that they had a hard time with the diffusion of the videos on the internet. This violence has affected them psychologically, but despite this aspect, they all consider that this movement is necessary to shed light on what has happened. Sarah indicates that, despite her psychological state, she had to kept being informed of the issue in order to take up this cause. Some people point out that this was not the first case, that this one was really "the last straw" because there were things that had already happened before, as Océane indicates by talking about other videos that had already circulated on this same issue. Sarah talks for example about the case of Ahmaud Arbery (another young man murdered earlier in 2020 because he was running in a white neighborhood) which marked her a lot because she saw herself in him:

"I really thought, 'You're taking me to the United States and that person is actually me" Just running around your neighborhood and people coming out and just because you are black, they kill you. Why? Because you're running in a predominantly white environment and because they're looking for a black person and you're black. And that's exactly the case in my experience. I live in a predominantly white area (...) and so clearly when I was running, I was thinking:' the guy was doing exactly what I'm doing here, he was running and people came up and killed him" (...). I needed to externalize that, I was running in the fields and I was really thinking: "well, if there are people coming up and killing me, chill". It really touched me."

This transposition of the cause to the person is also noted in other informants such as Honoré who indicates that he totally understands the movement and that in their place he would have

reacted the same way because he was "really shocked" that it happened "to black people especially". Armelle indicates for her part that it is even beyond the location. Even in other countries, she feels concern when people like her are being killed. This movement made some informants want to support the movement in their own way, for example by expressing themselves on social networks or by creating a project like Océane who indicates that she wanted to do something concrete that educates people because she "couldn't take it anymore". Elozi for her part explains that she wanted to act through her profession on a political level.

In spite of the importance of the movement perceived by the informants, some of them have reservations about it, especially about the very emotional aspect that it may have had and the non-effectiveness that resulted from it. In fact, according to Rémy, the movement played a lot on emotionality which, according to him, prevented to be really aware of clear and objective claims. Elozi adds for her part that in spite of the necessity of the movement, if a movement wants to be durable, this one must be based "on more than emotion". According to her, this contributed to the loss of momentum of the movement.

Rémy: "Many people play on a sincere emotionality without doubt, but vain and which do not lead to any real act because it is not enough framed so that we go out of clear claims".

Also, Raphaël deplores the fact that even if the movement was "very praiseworthy" this one became a fashion and was instrumentalized for marketing purposes. Martine indicates that the basic idea of self-affirmation of the black community has been instrumentalized and the movement has fallen into victimization.

Martine: "It seems to me that the basic idea was really the affirmation of oneself, not to need others to claim one's existence. And there, it has been instrumentalized."

B. Link between USA and Europe

From a macro perspective, some informants emphasized the connections to be made between the situation in the US and the situation in Europe and even the world. Some informants indicated that they felt concerned because issues of racial injustice also exist in the European context. According to Océane and Sarah, many European citizen wanted to limit the Black Lives Matter's movement to the realities of Black Americans to ignore what was happening in Europe. Informants highlighted that the movement was important for them because it could translate in their reality in Belgium and in France for Fanta. Indeed, Océane spoke about Belgian colonial statutes that came to the forefront during the movement as well as the subject of racial profiling. Fanta indicated the fact that her black sons are controlled by the police twice as much as the others.

Raphaël talking about racial profiling made by the police in Belgium:
Raphaël: "It's happened several times, but there are always friends, uh, white friends who were there to calm the situation. But if they were not there, we know very well. It will end very, very badly. So obviously, yes, that touches me, that touches me."

In spite of the distance of this movement, some informants indicate the benefits that it will have in their lives located in Europe. For example, Océane mentions that, according to her, the movement has generally had a positive impact on citizen awareness, and MD indicates that this movement has allowed us to move from a universal context of the anti-racist question, where "we are all the same", to a context where we really talk about “negrophobia”. It brings the light that there are really people who are treated differently and "we finally get out of this blindness to color". Finally, Rémy indicates that he sees this movement as one that he will benefit from.

Rémy: "I see it as a movement of which I am a beneficiary, as I said, is going to bring me things. whether I want to or not, and to bring to all the black people I think of the world, especially of the western world."

Despite the benefits of the transposition of the Black Lives Matter movement from the USA to Europe, a warning is issued by Sarah on the abusive transposition and universalization of the experience of being Black. In fact, according to her, "once you go beyond the fact of being black, you don't have the same experiences and therefore you don't have the same struggles. Despite the perceived importance of the cause, Afro-descendants have difficulty taking ownership of their struggles according to Sarah.

C. Companies’ reactions during the movement

In general, informants saw communications from companies during the Black Lives Matter’s period. Some brands were mentioned such as: Nike, Apple, Nivea, Google or even L'Oréal. Some informants noted the stance taken by certain companies, particularly on social networks. For example, Rémy recalls seeing a lot of statements on Twitter. He did not follow them in depth but spontaneously said that he would not be naive enough to believe that it was not "opportunistic".

Sarah and Océane also speak directly about brands that promoted diversity at the time of the movement but basically had no diversity in their organizational structure or in their previous advertising campaign. This opportunistic behavior is described as "ridiculous" by Sarah and that she thinks that these companies did not have these values in the first place. This "ambivalence" reinforces the view of some informants that this movement has been taken as a trend by some companies. The fashion effect was accentuated, according to some informants, by the "challenge" that was posed on Instagram, notably with the "black square" that everyone was putting on as a sign of support at the time. Speaking of this trend, Martine said that she preferred approaches where there was a much more impactful communiqué where companies would have the opportunity to express their introspection and future actions with specific objectives. Informants spontaneously added reservations about the honesty of brands when it comes to their positioning at the time of the movement.

4.2.2 Brand communications' perception during the movement

After talking about the Black Lives Matter movement, we performed the exercise of showing five communications to the informants. In order to have a maximum of insight we asked the informant to give a quote to each. The purpose was to push the informant to justify and give all the positive and negative aspect they took into consideration while quoting these.
Thanks to this exercise we are capable of highlighting the positive and negative details that interest the sample. Find below a summary of the positive and negative aspect of a branding position according to the answers given[1].

A. Positive aspects

In order to understand considerations taken into account by the informant while judging a communication, we summarized all the positive statements said during the exercise in order to have a view on the key factors that make an informant like a communication. Find below the six positive aspects of a communication according to informants.

1/ Including people and show that it concerns everyone (Inclusive communication)

A positive aspect retained by the informants is the inclusive character of the messages. We see this with Nike's communication as they included everyone in the cause by calling out to all viewers of the video without distinction. According to the informants' opinions, an inclusive message allows to build a message that "can speak very well to white people as well as other people" according to Armelle. It helps to engage and bring back support for a cause according to Honoré who indicates that he would have supported the movement wholeheartedly after seeing this video.

Honoré: "It's really Nike's best communication between the text and the video. The video is a little bit about getting people involved."

2/ Proposing actions that are deemed relevant and concrete

A crucial point of attention was paid by the informants to the actions that the companies put forward in their communication as well as to the way they were explained.

Indeed, Raphaël says when he compliments Nike after reading the press release that there are "real actions that are being done". The same observation can be found at H&M because the informants indicate in their positive points that the company is putting in place actions which makes their positioning more concrete. Rémy says for example that "500K that they are giving, it is concrete".

[1] In the appendix, you will find a table summarizing the companies and the verbatims associated with each of them.

The mention of action can also be found in Anna Wintour's (Vogue) press release, which makes Honoré say that it is "all to her credit" and that there is "a will to change things".
The donation mentioned by L'Oréal on their Instagram post also makes A.P say that there is a "commitment" from the company and that is positive.

The call to action is even more noticeable for the case of Ben&Jerry where the call to political actions (question the Senate, the president etc.) is very well perceived unanimously by the informants. These calls make Fanta say that "they may not be bad", and also Rémy expresses himself by saying:

Rémy: "They mean what they write, real will that something happens, less concrete than money but sincerer"

3/ Making a "Mea culpa" and show humility

Some informants appreciated that some companies such as H&M and Vogue assume in their communication that they have efforts to make regarding the inclusion of black people.
For example, Honoré said that Anna Wintour's statement sounds like an apology and that it is "moving", Sarah said that it is positive and "humbling" that Anna Wintour did not "pretend" and that she is in an introspective about her company and its failings.
Moreover, H&M said in their statement : " We also recognize our past mistakes, which have made us aware of how much more we have to do"
This mea culpa make Fanta says that they "made up for it" (referring to the controversy with the racist T-shirt). She even goes further by saying that, after seeing the communication, she re-considers shopping in the brand despite boycotting them for years. The introspection and mea culpa is very well perceived by informant overall.

4/ Using the right vocabulary

The use of specific words elicited positive reactions from the informants. In the case of Nike, the fact that they used the word "Don't" at the beginning of every sentence emphasized that they were not targeting anyone in particular which reinforced their message of inclusion according to Armelle. This inclusive aspect was already mentioned above as a positive aspect for several informants regarding Nike's com.

Figure 4. Ben&Jerry using the term “White supremacy”

It is worth noting that all the informants, with the exception of Armelle, were all positively challenged by the use of the term "White supremacy" in B&J's communication. The only criticism gave by Armelle was that this could offend a white person. The use of this term is described as appropriate because "white supremacy is the root of the problem" according to Océane and Sarah. This view is shared by other informants. For example, Raphaël states that they refer to the real "evils of America" by recalling the history of racism. In general, the use of strong language is seen positively with Martine explaining that she was pleasantly surprised and felt that there was real support. The words used by Ben&Jerry are described as "strong", "to the point", "direct", "impactful". Also, the legal and policy-specific terms show that they "know what they are saying”.

Sarah:“We go beyond what is asked of us and take a clear stand against the problem and against the white supremacy that is causing this problem. I don't feel like it's actually superficial you know.”

5/ Mentioning employees

Anna Wintour: “It can’t be easy to be a black employee at Vogue, and there are too few of you.”

In her statement, Anna Wintour mention the Afro-descendants employees directly. Sarah emphasized in her positive points that she appreciated that the communication contained a part dedicated to them.

6/ Having a good format: Clean, square, sober and creative

The fact that some messages are aesthetically "clean", "square" and “sober” contributed to a good perception of them by the informants. Indeed, Rémy indicates for example when he compliments the visual that the Nike video is "technically not bad, done in a hurry but very clean and square". Sarah joins him in describing the com as "sober" in her compliments.
This notion of sobriety as a positive aspect is also true for the Instagram post of L’Oréal where Rémy says "Well done, clean, no more no less. Logo not too small not too big.", indeed Raphaël also indicates that their post is very "chic".

B. Negative aspects

In order to understand considerations taken into account by the informant while judging a communication, we summarized all the negative statements said during the exercise in order to have a view on the key factors that make an informant dislike a communication. Find below the five negative aspects of a communication according to informants.

1/ Lack of concreteness in actions

As mentioned earlier, the actions proposed by the companies were a particular point of attention for the informants. When some companies did not go deep enough and were not specific enough some informants pointed this out in their criticism. Rémy did not believe in the actions stated by H&M and said that once the commotion was over "no one will follow up", it is "bullshit". Several informants also judged the promises of action insufficient as Martine who said that 500.000 dollars are "not expensive compared to their turnover per year".

Concerning Vogue, despite a promise of action, some informants found that Anna Wintour had been too vague, Armelle deplored, for example, the lack of "follow-up" while Rémy wondered what the discussion proposed by the executive would lead to. Sarah also deplores the lack of depth, saying that she wanted her to take "one more step". The simplicity of the statement makes Océane say that Anna Wintour only spoke out because she had "the knife to the throat".

Martine: "She didn't put a plan uh a clear plan to see how she was going to remedy it" "she has to investigate to see how she can better improve her company by herself what it's not like there is no possibility then here is not to put everything on the back of Afro-descendants."

Elozi also explains the lack of concrete action and sums up her thoughts by saying that Edouard's appointment (the first black editor-in-chief of Vogue UK in 2017) is worth more than 10 press releases. L'Oréal also receives criticism from informants for the lack of detail in the actions they plan to take. Elozi laments that there is an action taken by the group but "I don't know what action, over what period of time, and at what level".

2/ No "Mea Culpa" and self-diagnosis (or no emphasis on it)

The lack of introspection and self-examination is also underlined by informants concerning Ben&Jerry, Nike, L'Oréal and Vogue.

Indeed, Martine indicates for Ben&Jerry that despite the call for political action "there is no personal introspection". At no time did they talk about action to be taken within their structure and Océane adds concerning them: "For me nothing changes until I see the constitution of a society». This lack of introspection is also raised for the case of Nike where Martine regrets that they do not mention their own structure and production techniques that is based on racism according to her.

L'Oréal's Instagram posts do not mention at all its past and previous scandal regarding lack of diversity. Indeed, Martine deplores the lack of introspection just like Océane who reminds that Black people who denounced structural racism within the organization were fired. She calls them "hypocrites".

3/ Format: Lack of creativity

Concerning the format, some informants deplore the lack of creativity of some communications such as the one from H&M which is described as very basic, not very poignant, with a "poor" text according to Sarah.

Rémy: " Degree 0 of creativity it seems that the statement is made by a lawyer"

The very simple position of L'Oréal was also a source of criticism and made the informants feel that their post was only a "participation" something they had to do to follow the trend. The communication didn't seem "finished" for Honoré.

4/ Company past behavior

Corporate past bad buzz is also stated in the critiques. Despite the positive introspection included in the statement of both companies, informants recall the controversies that affected H&M and Vogue in their negative points. This past remains at the top of several informants' minds and provokes strong reactions after reading the statements.

Océane: "For Vogue it's been years that everyone says that there is an incredible lack of diversity, it has always had nothing to fuck. This is because she has to say something, she has no choice. she has the knife to her throat "

5/ Lack of inclusivity

Using "strong" was very well perceived by all informants except Armelle that indicate finding the use of the words "White supremacy" violent. Indeed, according to her it could hurt a white person or the purpose for her is to be inclusive in a communication. She also point out that the company was too focused on George Floyd specific case while many other African American were killed before. They should have been more inclusive about all cases that happened in the U.S.A.

Armelle: "I think they should be more um, more inclusive because then there were a lot of other people who were dead. It even started before, with the death of another person. It's good to support this family, but I think that it gives the impression that it only started from that moment"

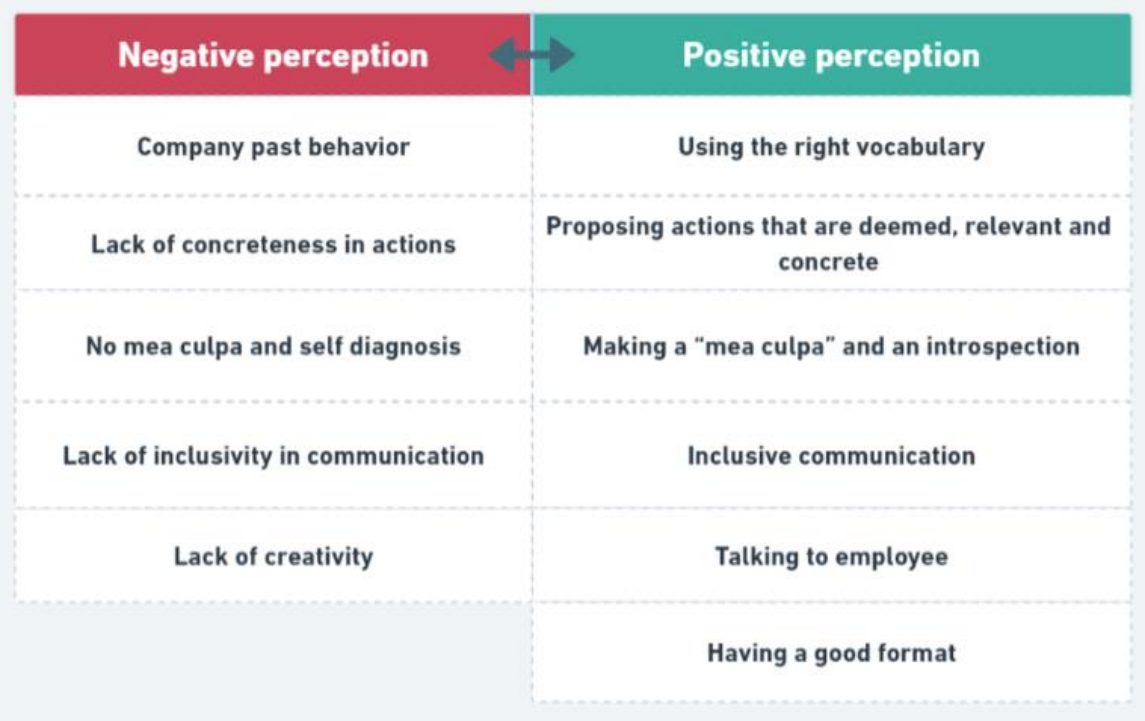
C. Summary

Figure 5 summarize the factors that influence the perception of a communication from the perspective of the informants. Among those factors, we propose to make a ranking of the most important factors to be taken into account. This ranking is purely based on the exercise above and the perception we have.

For example, thanks to all insights and emotions shared by the informants, we can say that using the right vocabulary and proposing actions that are deemed, relevant and concrete are the most important factors if a company want to be well perceived. . Indeed, we notice how positively surprise are the informants regarding the specific words used by Ben&Jerry in addition of the political action they were proposing.

On the other hand, having faced previous critics about racist or discriminatory statements and make a communication that lack of concreteness in actions were the two main factors that made the informants dislike a communication. Indeed, many informants mentioned previous H&M scandal when they were giving their opinion on their statements. Furthermore, one of the least appreciated communication was the one by Vogue, and the critics were mentioning the two first negative factors: company's past behavior and lack of concreteness in actions.

Figure 5. Factors influencing brand activism perception



You can find all verbatims categorized in negative and positive perception for each company in appendix.

4.2.3 Link with the Afro-descendant condition

After the exercise, we wanted to know if the informants thought their Afro-descendant condition influenced their way to judge the companies took for the exercise. If so, how?

In addition to their status of consumers, informants explained what impact their "Afro-descendant" status has had on their perception of companies using activism, particularly in the case of Black Lives Matter. Some informants indicate that they will naturally go much further and be much more critical in their reasoning because they are directly impacted by the movement, that they will go "beyond appearances" to quote Océane. Elozi even explains that it is a "duty" to be engaged when one is Afro-descendant.

Martine: "So for me, it's a personal closeness that I have with all that which refers to an intimate experience, compared to, for example, white people who are not affected by racism and things like that"

Some indicated that it was over time that they had become more educated and critical, Océane for example indicated that the person she was five years ago might have "fallen into the trap" of the multinationals, while Martine explained that she thought she was able to recognize what was really honest engagement and what was not. Informants more generally indicated that they were very sensitive to issues of discrimination, even in relation to communities other than their own. Rémy was the only one that indicates that its Afro-descendant status had a minimal impact on its perception of brand communication.

4.2.4 Finally: to take position or not to take?

In the first part of the interview “Get to know the informant”, we discussed about companies’ activism and informants were really critical about it. Indeed, despite considering brand activism as something positive as it can highlight some causes, all informants had critics (sometimes strong critics) to say about it. Words such like “hypocrisy”, “opportunism”, “trends”, “fake” etc. were said regarding companies that were taking a stand. Are the informants still thinking the same now that we used the Black Lives Matter movement as an empirical context?

We wanted to know for this particular exercise concerning the Black Lives Matter’s movement: “What would you have thought if these companies had not taken any position?”.

To this, despite the criticisms raised throughout the interview, there seems to be a consensus among them: If these companies had not taken any position, they would have been disturbed, even shocked. The emphasis is mainly on companies that are in several countries (multinationals) as their influence is so great. Especially when these are brands that have already taken a stand for another cause according to Armelle. Despite the marketing and hypocritical aspect raised by several informants, they underline the importance of the influence

and notoriety of multinationals to highlight certain causes, including Black Lives Matter. Elozi goes so far as to say that a company that does not take a stand is "endorsing".

Océane: "They are big structures, people follow them. If they speak, people will listen. I still prefer that they take a position rather than none. Even if many are hypocritical"

It seems that there is a real ambivalence in informants' opinion regarding brand activism. Despite the hypocrisy perceived, they want companies to take a stand. More than brands, the positioning of other actors is also expected by informants. Indeed, Martine talks about artists especially singer who claim to be "committed" when Elozi and Raphaël also involve governments. According to Raphaël, everyone should take a stand. But the first people to take a stand are those who represent authority.

Rémy adds a nuance by saying that he would not have been personally affected by the neutrality of companies on this movement. On the other hand, for him, these companies should have done so at the risk of having image problems because taking a position becomes an obligation. He explained his reasoning by pointing to the very strong influence of the USA on the world, changing the neutral European culture. According to him, the neutrality of companies (especially European ones) is disappearing, whether we like it or not.

Chapter 5. Conclusion and future research

In conclusion, this dissertation has been very informative. Indeed, we first set the theoretical context of this study by defining the concepts of social movement, brand activism, boycott, woke washing, consumer brand attitude, Afro-descendant and explaining the history of the Black Lives Matter movement. Then, we gather many information over a community which has not been studied in many literature. Indeed, little documentation exists on this community and its perception of marketing concepts. This work allows us to create documentation because through the interviews conducted, the informants have fully disclosed their way of consuming and their perception of brand activism in general and contextualize it to the case of Black Lives Matter. In this section, we first makes a summary of all interviews insights and also recall the objectives of this brief and explain how they were achieved. Then, we raise the future research that should be conducted. Finally, we will give our personal opinion on the completion of this work.

5.1 Interviews conclusion

As a reminder, we mentioned at the beginning of this work the objectives of this essay. The objectives of this essay are to understand:

- what are the concerns of Afro-descendant consumers?
- what are values of Afro-descendant consumers?
- what does taking a stand actually mean to Afro-descendant consumer?
- what is the attitude of Afro-descendant consumers towards companies that take a stand on social movement that affect them

Although this work is a first step, it provides some answers to the objectives that we had initially set. Indeed, as a result of this work, the main concerns of Afro-descendants have been highlighted and their opinion on brand activism has been given. Afro-descendants represent a part of the Western consumer base, yet little research exists on them outside of purely sociological research. With this project, a first step towards a better understanding of Afro-descendant consumers is made.

The informants have different profiles and considerations when it comes to their consumption habits. Indeed, although some respondents focus solely on the quality, fashion and practicality of the products they buy (Rémy , Honoré and Martine for example). We notice that some respondents spontaneously talk about other considerations such as ecology and human rights being violated when talking about their consumption habits. Spontaneously, brands such as Zara, Shein, Nutella or Coca Cola are cited as brands where these respondents avoid making their purchases. Some respondents would go even further in considering their value but price remains an important consideration and is a factor slowing down consumption more in line with their values. This seems to concern mainly people on moderate incomes among our respondents (students, young workers or those with families).

The values that motivate respondents are mainly human rights and the promotion of diversity, and this can be seen in the part of the interview that deals with boycotts or informants Although there are several reasons for boycotting, the most common reason is racism against black people, human dignity and the environmental impact of brands.

Whilst informants recognize the qualities of brand activism, particularly in terms of highlighting causes and values within society as a whole, they are quick to criticize it as hypocrisy. Hypocrisy and opportunism and the purely marketing aspect come up a lot in the criticism of the brands that use it. The lack of consistency between what is said and what is done. The lack of transparency on working conditions and treatment of raw materials is one of the main factors questioning the authenticity of companies using brand activism.
As discussed in Chapter 2, poor positioning can impact on brand identity and alter consumer's brand attitude.

However, once the context of Black Lives Matter was established, the speakers insisted on the importance of a brand taking a stand as their influence is so great. After the exercise, there was a consensus that brands should have taken a stand on Black Lives Matter because of their influence and power to change society. Brand activism is therefore a real tool that brands should know how to use because African-descendant consumers expect them to do so. This is in line with the studies outlined in the introduction. The Black Lives Matter issue had a significant impact on many of our informants, some of whom have felt touched to the point of being affected, causing a strong reaction. Especially since it was a person who looked like them and it highlighted the discrimination that the community suffers in Europe. The factors that favor a good perception of a communication made during this movement were highlighted. Indeed, companies must:

- use the right vocabulary;
- explain in details the action taken in order to support the positioning;
- make an introspection and even a "mea culpa" (especially if the company faced previous critics from consumers after racist statements or a lack of diversity);
- use an inclusive communication to embrace the greatest number of people in the cause;
- mention employees in their statement;
- use a good format, sober but creative.

Also, the positioning of the company is not only the summary made at the moment of the publication but also the past actions. Informants are attentive to past controversies and take them into account in their judgements. This work, although dealing with a very specific subject, highlights a brand communication that will have to integrate more and more criteria to satisfy the expectations of the different types of consumers present in the ecosystem while keeping its role as a company putting into service products that are different from the competition. A company wishing to position itself on a social issue similar to Black Lives Matter could draw on all the information received to build a relevant message for this part of the population. Also, a company that really wants to reach this part of the population could use this work to identify some of the concerns of Afro-descendant community.

5.2 Future research

Thanks to the introductory questions asked as well as the more specific questions, we note a difference in profile between the respondents. Indeed, some informants spontaneously indicate that they take ethical factors into consideration in their consumption patterns, while others seem to consume strictly according to the characteristics of the product. These differences in the profiles of the respondents are felt throughout the interview, right up to the "exercise" part where the respondents are asked to express their opinion on company communications. Some companies' communications were clearly appreciated by people sharing some of the same characteristics. We can take the example of Ben&Jerry's very political communication which was highly appreciated by the informants who are the most sensitive to the values of the brands they consume. These differences in informants' profiles remind the Edelman study: "Brand take a stand" conducted in 2018 where they split their respondent in 3 categories:

- Leaders who have strongly held, passionate beliefs. The brands they buy are one important way they express those beliefs;
- Joiners who depending on the issue and the brand, they will change their buying behavior based on the brand's stand;
- Spectators who rarely buy on belief or punish brands for taking a stand.

The same categorization logic could be used in further studies as it seems that not all Afro-descendant has the same behavior and consumption habits. Although the sample is very small and does not allow for any conclusions we note a difference in the depth of the comments according to age, gender and profile of the person. A larger scale study would be interesting to see what the links between the variables are and whether certain intuitions hold true in a larger sample.

In addition to noting the factors of perception of a communication, we have made a classification of these according to the perception we had following the exercise (figure 5). It would be interesting to verify whether this classification is relevant through other larger-scale studies. Indeed, it could show companies where to focus primarily in their desire to position themselves.

The influence of American culture on Europe and in general on the world was discussed during the interviews. Indeed, this American culture is increasingly shaking up the way companies express themselves and brand activism is an example of this. As we explained earlier, this activism, although difficult to trace exactly, originated in the USA. It would be interesting for other studies to take a European societal fact and do a similar exercise but with "strictly" American. Indeed, although Black Lives Matter has spread around the world, it remains an event born in the USA and taking another case study could reveal other interesting information. Afro-descendants in Europe, or "Afropeans", have difficulty in not copying and pasting American struggles according to us. It would be interesting to see how they behave on issues strictly related to African descendants in Europe. Also, European

companies could have more information on how to react to societal events taking place directly in their ecosystem.

Finally, as mentioned earlier, we used very strict criteria to select these respondents. As the definition of Afro-descendant is broader, it would be interesting to see if people with a parent from another region than sub-Saharan Africa would have different opinions or if an African person who arrived in Europe only a few years ago would have a different perception. Finally, it would be interesting to have the opinion of older people to deepen the subject and collect their opinions.

5.3 Personal opinion

I remember why I wanted to do a dissertation on this subject. I was very touched by the Black Lives Matter movement. I remember crying about it, expressing myself on social networks, demonstrating in Brussel during the pandemic. Although I am of mixed race, I consider myself to be extremely sensitive to the subject of discrimination perpetrated against black people in the world and I consider this work to be a contribution that I am making on my humble scale and in my humble field on this issue.
Indeed, because I am myself in the corporate world, I am extremely critical and insensitive to the communications made by companies as they are so superficial in my eyes. I agree with Rémy when he says that companies, because of the American culture, have to position themselves which makes their activism superficial. I think that all companies will have to take a stand and it will become the norm but not all will be sincere in their approach. The goal will be to know how to detect the true from the fake. My objective here was to see if this opinion was shared by people belonging to the Afro-descendant community, but also to learn more about this community, as there is so little information on this community (which nevertheless constitutes a fringe of the European population as a result of the history that has taken place between Europe and Africa.

My desire through this thesis was also to contribute to stop this facade activism by trying to give the tool to some companies (that really want to embody these values) to really understand how they can integrate and be well perceived by the Afro-descendant community. Indeed, I remember very well the controversy about L'Oréal and Unilever and the word "lightening" that were deleted from their range of cosmetics product following George Floyd death. I found it so hypocritical knowing that these same brand sells products that literally lighten the skin, perpetuating the myth of black skin being ugly. If these companies really wanted to embody the values they claim to defend, they would no longer sell this type of product as it reminds us of a history of white beauty supremacy over the rest of the world.

I did this thesis because I also share the same feelings as my informants, companies have a role to play in highlighting certain causes and in contributing to societal change. Companies have a role to play, but they must be honest. I think it is possible to be an activist and be a very profitable business. With this brief I hope to lay a foundation stone. The first stone of understanding others and their sensitivities.

I would end this submission with an excerpt from Elozi's interview by saying:

"You don't have to be Afro-descendant to feel outraged when there are acts of racism or discrimination but I think that as Afro-descendant it is our duty to stand up, to make our voice heard so that we can live, so that we can contribute to building a world where everyone will be able to find their place independently of their skin color"

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ANNEXES

Exercise : Communication shown to the informants

Ben&Jerry

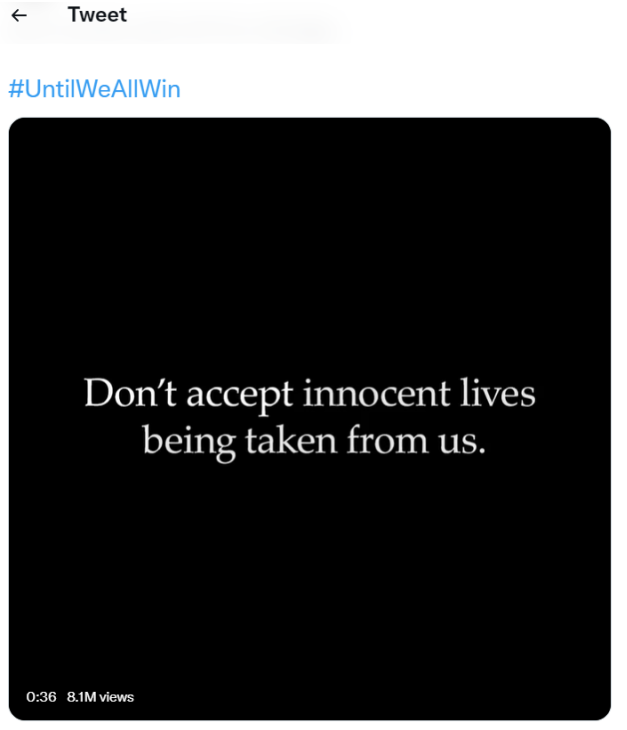
You can find the whole communication in the website of the brand.

https://www.benjerry.com/about-us/media-center/dismantle-white-supremacy

Nike

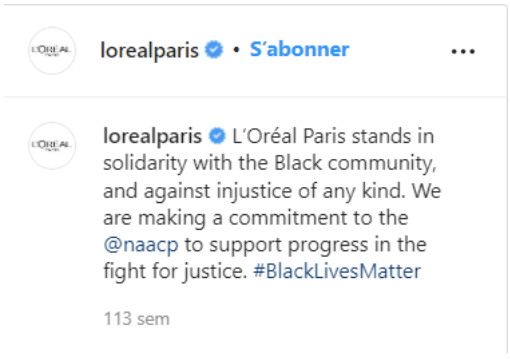
You can find the video shown in the Twitter account of the company
https://twitter.com/Nike/status/1266502116463370241?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1266594990559379457%7Ctwgr%5E%7Ctwcon%5Es3_&ref_url=https%3A%2F%2Fwww.elle.fr%2FMode%2FLes-news-mode%2FBlack-Lives-Matter-Nike-change-son-slogan-en-Don-t-Do-It-Adidas-lui-apporte-son-soutien-3866572

You can find the statement shown :
https://news.nike.com/news/nike-commitment-to-black-community



L'Oréal

You can find the instagram post show on the company account https://www.instagram.com/p/CA5MXbdD8ts/?utm_source=ig_embed&ig_rid=3277b022-d681-4af2-bb8b-8095ff55e20e



H&M

You can find the communication on the company website
https://www2.hm.com/fr_ca/life/culture/inside-h-m/theres-no-room-for-silence.html

INSIDE H&M

Il n'y a pas de place pour le silence

The recent events in the US have left us heartbroken. We stand with and support all our colleagues and communities in the work against discrimination.

1 juin 2020

Un message de Helena Helmersson, présidente-directrice générale du Groupe H&M

Vogue

Many magazines quoted Anna Wintour like The Guardian for example.

"I want to say plainly that I know Vogue has not found enough ways to elevate and give space to black editors, writers, photographers, designers and other creators. We have made mistakes too, publishing images or stories that have been hurtful or intolerant. I take full responsibility for those mistakes. I want to say this especially to the black members of our team — I can only imagine what these days have been like. But I also know that the hurt, and violence, and injustice we're seeing and talking about have been around for a long time. Recognizing it and doing something about it is overdue. It can't be easy to be a black employee at Vogue, and there are too few of you," she writes. "I know that it is not enough to say we will do better, but we will – and please know that I value your voices and responses as we move forward. I am listening and would like to hear your feedback and your advice if you would like to share either."

https://www.theguardian.com/fashion/2020/jun/10/anna-wintour-apologises-for-not-giving-space-to-black-people-at-vogue

Verbatim associated with each brand positioning

Marque	Positif (+)	Négatif (-)
Nike	• Ils mettent en avant Le problème faut pas faire semblant n'existe pas, pas faire semblant en plus que ça ne nous concerne pas tous parce que ça concerne tout le monde quoi. le message qui est passé dans la vidéo et intéressante.(Océane)	• Mais il manque de réel fait concret. (Armelle) Belle com mais il faut pas se laisser duper • En terme d'impact , ça a fait 0 raciste en moins, c'est une campagne positionnelle et pas d'impact

	• moins dans l'agressivité. En fait je veux dire il ne vise aucune personne , ils dsent juste “dont” on ne sait pas qui est visé. Donc ça peut très bien parler à des blanc comme d'autres personnes, des noirs (Armelle) • Techniquement pas mal, fait dans la précipitation mais très propre et très carré • Créativité • Très engagé, très bien Fanta • Honoré : C'est vraiment la meilleure communication de Nike entre le texte et la vidéo, la vidéo, c'est c'est. C'est un petit peu d'impliquer les gens. “C'est vrai que si j'avais regardé la vidéo à l'époque, ça m'aurait frappé. J'aurais essayé un petit peu de je pense que j'aurais clairement soutenu euh le mouvement, j'aurais clairement clairement soutenu le mouvement à fond du coup” • SARAH : “c'est assez inclusif. Ils ont ils ont toujours sorti euh toujours fait en sorte d'être inclus dans leur pub. Sobre , Bien de vouloir s’éduquer, Ils ont visé juste	• Raphaël de vraies actions sont en train de se faire et donc ils ont dit sur quatre ans. sur le long terme en fait. Donc là c'est intéressant, c'est, c'est une bonne action, c'est un bon acte. Mais j'attends de voir ça sur le sur le long terme. • Martine : “C'est bien de vouloir faire un diagnostic nationale mais euh ils ont qu'à se regarder eux mêmes ils font leur euh comment dire leurs techniques de production repose sur du racisme que n'importe quoi vraiment”
<u>H&M</u>	• Pour le fait qu’ils disent qu’ils mettent en place des choses pour lutter contre le racisme, ils reconnaissent que leur entreprise est pas au max . On va faire quelque chose mais quelque chose en place, c'est mieux • (Océane) • Il y a pas le coté agressif, et ils disent “on va créer quelque chose”. C’est déjà un peu plus concret (Armelle) • Donne de l’argent, 500k qu’ils donnent. C’est concret (RM) • Ils se sont bien rattrapés. AP • Honoré le texte fait plaisir	• Argent pas nécessaire (O?T) • Ils commencent en anglais ils finissent en français • Pas créative, degré 0 de créativité on dirait que le statement est fait par un juriste. Conseils et recommandations “bullshit” qu’est ce qu’elles sont devenues, un jour appliqué ? (Rémy). Une fois passé l’émoi, personne fera de suivi. • Honoré Moins poignant, B&J voulaient vraiment faire bouger les choses. B&J fait ouvrir les yeux aux gens. • “ils suivent la mode et surtout le scandale du sang qui se dit ok il y a un moment il y a un

	• Sarah : “communiqué correct” “C'est un magasin qui emploient des gens qui on voit des gens de diverses origines, donc c'est totalement légitime, qui veulent également montrer à leurs employés que ce n'est pas que de façade. Tu vois qui soutiennent également voilà cette minorité là.”	truc à faire, autant rebondir là-dessus pour se faire une image.” • Sarah : Pourquoi ne pas donner de l’argent dans les associations noires de leurs pays “marques européennes” • <u>ils auraient pu se positionner aussi au niveau des au niveau des régions</u> • “assez maladroit sur certains aspects” • Martine : “ C'est vraiment d'avoir le retour des personnes qui travaillent là-bas et qui seront éventuellement témoin des grands changements” • “ce sont des gros escrocs, c'est de l'arrivisme et en plus il paye vraiment. C'est pas cher payé par rapport à leur chiffre d'affaire par an”
<u>Vogue</u>	• Si il y a vraiment plus de valorisation de la personne Noire comme elle dit (Océane) • Communication de base de la communication de crise. “J’assume”. “Je vais prendre des mesures” qu’on ne verra jamais. Très classique, c’est de la bonne com de crise Rémy • C’est une évolution dans le monde du luxe? Mea Culpa tout à son honneur • HN, lettre d’excuse, veulent se racheter, reparer leurs erreurs, volonté de changer les choses. Emouvant., apporte du soutient • Sarah “ je trouve que son communiqué, il est juste parce que non, elle en fait, elle n'a pas voulu faire semblant. Elle reconnaît que clairement, quand tu veux qu'en termes d'inclusion, ils peuvent clairement euh, ils ont, ils peuvent frapper sur personne, que ce soit dans leurs images, dans les mannequins, qui choisit ce que ce soit dans leurs	• Vogue ça fait des années que tout le monde dit qu'un manque de diversité incroyable, elle en a toujours eu rien à foutre. La c’est parce qu’elle doit dire Quelque chose, elle n'a pas le choix. elle a le couteau sous sa gorge. (Océane) • Parce que certes, elle reconnaît qu'elle dit j'en assume, j'assume l'entière responsabilité mais du coup euh, y'a pas de suite ce qui a changé.(Armelle) • Sincérité 0, elle en pense pas un mot Rémy • Pas d’acte concret derrière. La discussion menera à quoi ? • Raphaël : “surfer sur une vague • “tout le monde s'en fiche jusqu'au moment où il ses moments, des excuses, du changement. Mais là, c'est pour moi, c'est totalement le discours ○ d'excuses de base” • Sarah : “Elle aurait pu faire un pas de plus l'impression en proposant quelque chose qui allait être maître, “pas forcément uniquement envers les noirs envers les minorités en général en disant voilà on va donner une une

	employés, comme elle le dit dans les créateurs, dans les écrivains, dans les photographes, dans les designers clairement, euh, c'est pas eux qui vont venir donner des leçons à d'autres.“Elle s'adresse aux employés aussi. “j'aime bien le fait qu'elle dit que euh devrait faire mieux et qu'elle est ouverte à l'idée l'idée de faire mieux,” • “Beaucoup plus beaucoup, très humble tu vois c'est cool de dire que d'être dans une posture, on sait pas on a été choqué tout ça ces scandales et aujourd'hui d'avoir ça. Et là elle a dit clairement que c'est un truc qui existe depuis toujours. • “Elle a posé le regard sur sa propre entreprise, donc c'est ce que je disais. L'introspection personne” • “ clair, net et précis, où on demande vraiment enfin où les termes ont été dit, je pense que ça agit comme un petit pansement pour certains Afro-descendants dont moi je trouve que c'est bien, ça guérit pas les blessures mais ça peut être un peu apaisé. • “Elozi : “, Mea culpa, ok, ça c'est vraiment un mea culpa. Euh, assez victimaire, j'ai pas trop aimé, mais moi ce que j'ai aimé là-dedans, c'est juste la dernière. Pour moi, c'est la dernière ligne, les deux dernières lignes qui ont sauvé le truc.»	bourse euh un appel à projets c'est quand même tu vois? • “Martine “elle a pas mis un plan euh un plan clair pour voir comment elle allait y remédier” “elle doit faire des investigations pour voir comment elle peut mieux améliorer son entreprise par elle même quoi c'est pas comme s'il n'y avait pas de possibilité puis voilà pas tout mettre sur le dos des Afro-descendants. • Elozi: “Alors moi, ce que j'aime pas ici, c'est que je trouve très dans la victimisation” Edouard, je pense qui s'appelle qui encore aujourd'hui, éditeur en chef du Vogue Pour moi, ça, ça vaut plus que dix communiqué comme ça, tu vois ce que je veux dire? »
<u>L’Oréal</u>	• Créativité pas mal, dans le thème. Bien fait, propre, ni plus ni moins. Logo pas trop petit pas trop gros. Rémy • Il y a un acte Concret. Il ya un engagement A.P • Le message est quand même beau Honoré • Raphaël pas dans le larmoyant, c'est	• Hypocrite sur les bords, parce qu’en plus j’ai l’impression dans cette histoire de l’Oréal, il y a vraiment des personnes Noires qui ont travaillé dans cette entreprise là qui ont dénoncé du racisme structurelle et qu’on les a renvoyé. Je suis en mode : Hyprocrisie. (Océane) • “On ne pourra pas nous dire qu’on ne l’a pas

	euh et c'est très sobre et ils ont dit sans trop en dire. Pour moi, dit ce qu'il faut, c'est simple, efficace et sobre par le discours larmoyant, je dirais presque à l'image de la marque," C'est très chic et très que place et passe pas plus. Et donc on attend juste ce qui va se passer."	fait " Rémy • Honoré,Pas un long texte, pas marquant, ca ne me frappe pas. Comparé aux autres, il manque quelque chose, pas abouti o Juste participation • S.m En fait, je suis partagé entre ce que je voulais qu'il fasse plus ce que je pense qu'ils ont juste Oui en fait, vraiment, quand je dis ça, c'est euh bon, il fallait qu'on parle. On a parlé à l'Est et demain de notre nouvelle collection Automne • Martine "le texte est pas ouf et puis euh enfin c'est trop pauvres pour moi ça me paraît vraiment être là. • il est dans l'effet de mode et voilà ce qu'on peut bien se faire voir quoi! Et comme il n'y a pas de l'introspection " • "EL; "Ça montre qu'il y a une action, mais je sais pas quelle action et sur quelle durée, à quel niveau, je ne sais pas.
<u>Ben & Jerry</u>	• Le fait qu'il mette white supremacy, juste ça c'est pas mal/ • C'est la white supremacy qui est à l'origine du problème donc c'est bien. (Océane) • Enfin en tout cas quand je vois qu'il y a des actions, moi je me dis qu'ils ne sont peut être pas mauvais • Militant, pas dans le "statement juridique". Ils pensent ce qu'ils écrivent, vraie volonté que quelque chose se passe, moins concret que l'argent mais plus sincère. Le texte est pensé, position politiquement, pas que émotionnel. On a affaire à une entreprise qui prend partie politiquement parlant. Rémy • Ils vont loin, interpeller le président, on va dans le profond, on essaie d'aller sur les racines du mal, ils rappellent l'Histoire. Partie politique, le racisme	• Océane : Pour moi rien ne change tant que je ne vois pas la constitution d'une société • Armelle :" l'image que je trouve un peu très violent" "Image. Elle est pertinente mais je pense qu'elle pourrait être Euh une personne blanche pourrait se sentir • qu'il devrait plutôt euh, être plus englobant parce que après il y a eu plein d'autre personnes qui étaient morte. Ca a même commencé avant, avec la mort d'une autre personne, c'est aussi un générique, hein? C'est bien de supporter cette famille, mais je trouve que là, ça donne l'impression que ça a commencé à partir de ce moment là, • Pas super créatif, Rémy • RO : " Mais qu'est ce que vont faire en fait? Et du coup ta note non je te dirai en en fait pour la une vraie prise de position mais les trois points manquants ce que j'attends de voir le père quoi par rapport à ça?

	est lié à l'Histoire et c'est structurel. A.P • Honoré soutienne clairement, ils citent de bons arguments et de bons points . Sur le fait que l'Amérique a de la notoriété sur le monde. Pas de point inutile • Raphaël : "c'est un vrai message direct. enfin ils attaquent dénonce réellement ce qui se passe le ils vraiment les les leur, les maux de l'Amérique quoi . • Les références sur quoi ils font allusion par rapport à tout ce qui est juridique est euh ils savent ce qu'ils disent et et ça je trouve ça c'est plus impactant sa marque plus que nous soutenons la cause donc nous versons telle somme a-t-elle société de l'association ça je trouve ça assez intéressant. • Sarah " des glaces on ne s'attend pas forcément parce qu'ils parlent "au fond du problème."On va au-delà de ce qui nous est demandé et on se positionne clairement contre le problème et contre la la suprématie blanche qui est à l'origine de ce problème. " "J'ai pas l'impression que c'est de façade en fait tu vois," " ils réaffirment leur position claire et nette de dire nous, on est contre ça et pas seulement." Eux, ils affirment en disanton est pour parce qu'on est contre sa de base" • Martine : "un texte qui dit vraiment les termes franchement agréablement surprise, "il y a des vraies propositions, il y a du vrai soutien" • Elozi : "Les mots sont forts pour faire de la loi de micro, de la réparation de la ségrégation l'esclavage. c'est vraiment plus fort, c'est très bien, "	• Martine : ""il n'y a pas d'introspection personnelle "