



**How Beats is Challenging the Status
Quo & Amplifying Black Culture
Consumer Electronics**



In 2020, Beats by Dre had a [brand reset](#) where they identified three core values to become a challenger brand in the industry:

- 1 Challenge the status quo
- 2 Amplify Black culture in the community
- 3 Inspire youth by being relevant to the culture of today

Beats by Dre aims to become a challenger brand through the following tactics:

01

YouTube Advertising



Beats launched two major YouTube advertising campaigns about racial injustice ([Flex That](#) & [You Love Me](#)) since November 2020.

02

Community Initiatives



“Black Future Beats” is a community initiative that offers creative programs to HBCU (Historically Black Colleges and Universities) students.

03

Content Amplifying Black Voices



Beats launched a YouTube series called “Informal” where they educate and discuss the implications of social injustice.

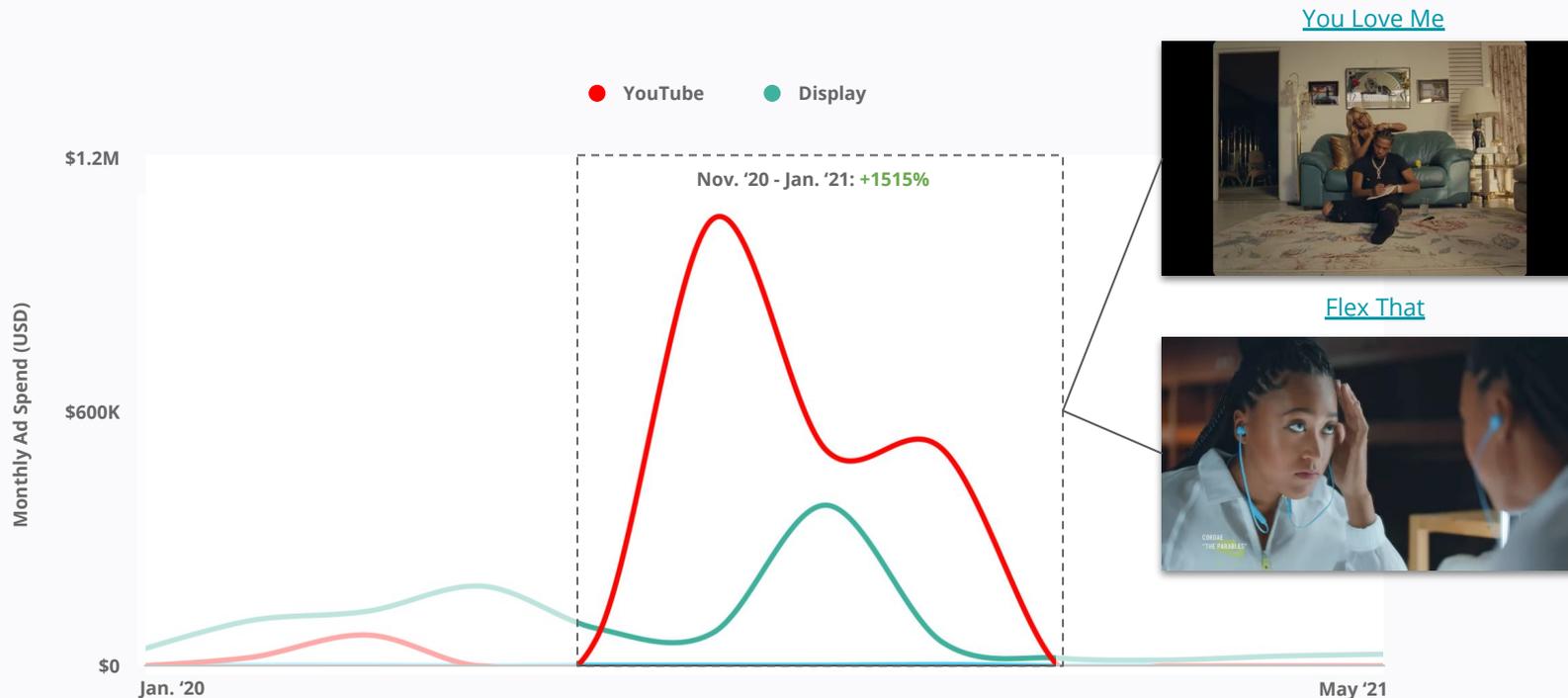
04

Organic Social Campaigns



For Black History month in February 2021, Beats launched a “Flowers For Black Women” campaign where they put a spotlight on female leaders.

Between November 2020 and January 2021, Beats saw a **+1515%** increase in ad spend when they launched the “You Love Me” and “Flex That” YouTube campaign as part of their mission to amplify Black culture.



[You Love Me](#)



[Flex That](#)



The “Flex That” YouTube campaign featured professional tennis player Naomi Osaka, who is seen with “Silence is Violence” beaded into her hair. The main objective of the campaign was to take a stand against racial inequality while introducing their new Beats product called Flex.



Campaign Results

\$260K Ad Spend

14.4M Impressions

\$18.06 CPM

Concept & Tactics

Objective: Brand Awareness

The campaign featured Naomi Osaka, who falls under the target demographic for the [Beats Flex](#) product which are wireless earphones targeted at young consumers (Gen Z) with a lower price point of \$50 USD.

The YouTube advertisement aims to inspire youth to challenge the norms and take a stand against racial inequality.

[Click to view](#)

The campaign featured three different influencers, where each video inspired the audience to flex their voice, power, and clapback against injustice.

Naomi Osaka

Professional Tennis Player



[Click to view](#)

Spend: **\$260K** | Impressions: **14.4M** | CPM: **\$18.06**

The main message for Naomi's advertisement is for the audience to "Flex that Voice" as "Silence is Violence" which is seen beaded into her hair.

Cordae

Hip-Hop Artist & Songwriter



[Click to view](#)

Spend: **\$201K** | Impressions: **11.2M** | CPM: **\$18.06**

Cordae's is seen rapping his song titled "The Parables" where he says "we need leaders not in love with publicity but in love with humanity."

Flo Milli

Rapper & Songwriter

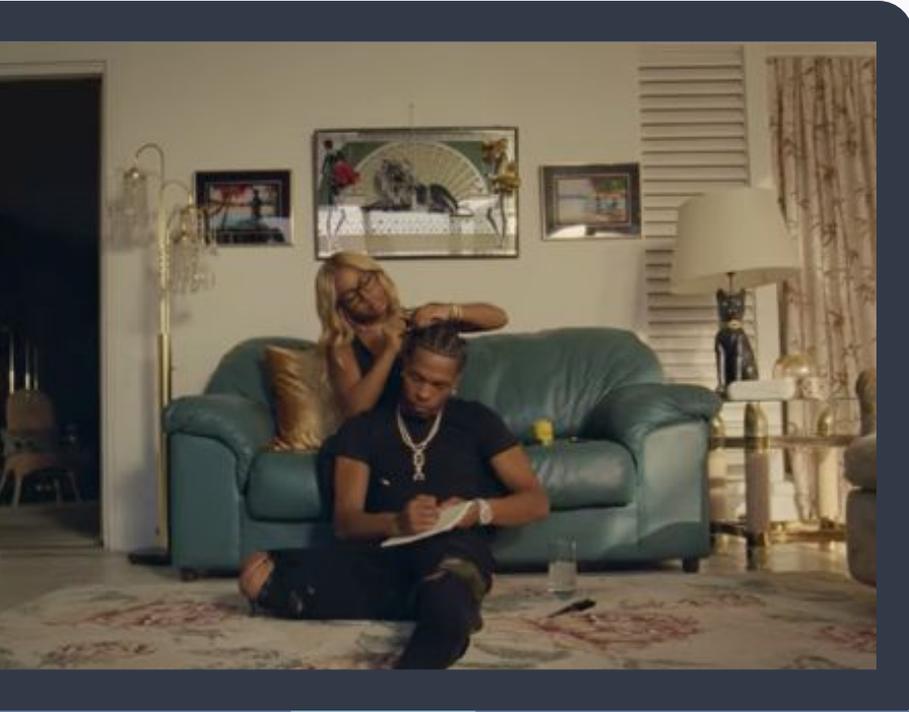


[Click to view](#)

Spend: **\$123K** | Impressions: **6.8M** | CPM: **\$18.05**

Rapper Flo Milli is seen confronting the confederate statue, with the slogan "Flex that Clapback." Her song "May I" is played in the background.

The “You Love Me” campaign asks the audience “you love Black culture, but do you love me?” This film highlights the diversity of Black culture and is a [love letter to the Black experience](#).



Campaign Results

\$578K Ad Spend

32.1M Impressions

\$18.06 CPM

Concept & Tactics

Objective: Brand Awareness

The campaign featured a wide variety of influencers including tennis player Naomi Osaka, NASCAR driver Bubba Wallace, and rapper Lil Baby to appeal to a broader audience.

Beats has stated on their [YouTube page](#) that the key message of the campaign was to “inspire Black youth by highlighting the everyday beauty and rich diversity of their culture.”

[Click to view](#)

Beats by Dre aims to become a challenger brand through the following tactics:

01

YouTube Advertising



Beats launched two major YouTube advertising campaigns about racial injustice ([Flex That](#) & [You Love Me](#)) since November 2020.

02

Community Initiatives



“Black Future Beats” is a community initiative that offers creative programs to HBCU (Historically Black Colleges and Universities) students.

03

Content Amplifying Black Voices



Beats launched a YouTube series called “Informal” where they educate and discuss the implications of social injustice.

04

Organic Social Campaigns



For Black History month in February 2021, Beats launched a “Flowers For Black Women” campaign where they put a spotlight on female leaders.



In 2020, Beats launched the “Black Futures” creative program where students of Historically Black College and Universities (HBCU) can apply for a paid three month internship at Beats by Dre.

The creative program is focused on filmmaking, content creating, product ideation, and journalism.

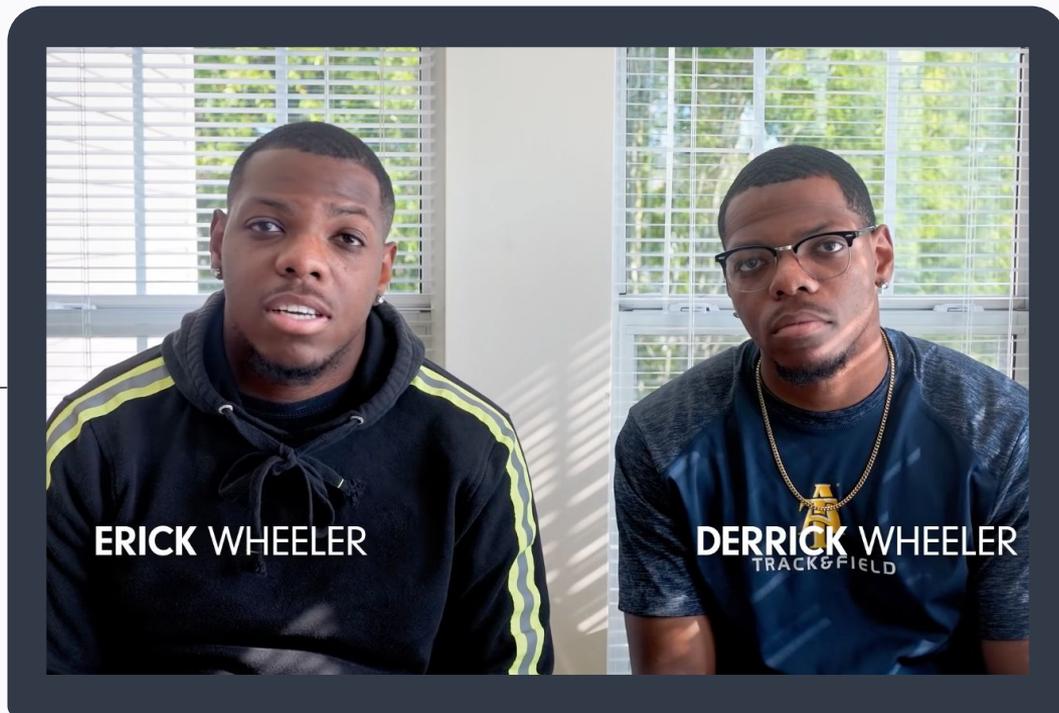
The official Beats YouTube channel features a [playlist](#) including all four short films that were directed by the students who took part in the Black Futures program.

On average, each short film generated 16K video views.



As part of the initiative, the brand created a “Meet the HBCU Directors” video that showcased behind the scenes footage and an interview with each of the six directors.

1.6M Views



[Click to view](#)

Beats by Dre aims to become a challenger brand through the following tactics:

01

YouTube Advertising



Beats launched two major YouTube advertising campaigns about racial injustice ([Flex That](#) & [You Love Me](#)) since November 2020.

02

Community Initiatives



“Black Future Beats” is a community initiative that offers creative programs to HBCU (Historically Black Colleges and Universities) students.

03

Content Amplifying Black Voices



Beats launched a YouTube series called “Informal” where they educate and discuss the implications of social injustice.

04

Organic Social Campaigns



For Black History month in February 2021, Beats launched a “Flowers For Black Women” campaign where they put a spotlight on female leaders.

In December 2020, Beats launched a new YouTube series called “Informal” where guests of the show discuss the challenges that are faced by the Black community.

*The series has gained popularity amongst the brand’s target audience, generating **345K views** on average per episode.*



THE DOTTY SHOW



The “Informal” series is hosted by [Dotty](#), who is a rapper and DJ from London, UK.

Dotty hosts her own show on Apple Music where she interviews various artists and introduces her listeners to Black music from all across the globe.

The “Informal” series covers a wide range of topics including police brutality, pressures of representation, feminism and the LGBTQIA+ community.



Topic:
**Police brutality
in London**

Guests:
Wretch 32 (rapper)
Unknown T (rapper)

[Click to view](#)

790K Views

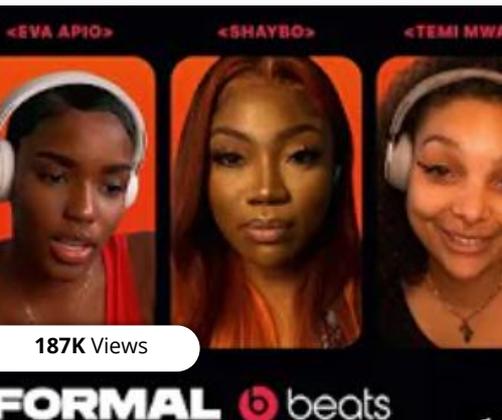


Topic:
**Pressures of
representation**

Guests:
Mo Gilligan (comedian)

[Click to view](#)

212K Views



Topic:
**Experiences of Black
women**

Guests:
Eva Apio (charity founder)
Shaybo (artist)
Temi (social entrepreneur)

[Click to view](#)

187K Views



Topic:
LGBTQIA+ visibility

Guests:
MNEK (artist)
Munroe (activist)

[Click to view](#)

194K Views

Beats by Dre aims to become a challenger brand through the following tactics:

01

YouTube Advertising



Beats launched two major YouTube advertising campaigns about racial injustice ([Flex That](#) & [You Love Me](#)) since November 2020.

02

Community Initiatives



“Black Future Beats” is a community initiative that offers creative programs to HBCU (Historically Black Colleges and Universities) students.

03

Content Amplifying Black Voices



Beats launched a YouTube series called “Informal” where they educate and discuss the implications of social injustice.

04

Organic Social Campaigns



For Black History month in February 2021, Beats launched a “Flowers For Black Women” campaign where they put a spotlight on female leaders.

For Black History month, Beats launched an organic social campaign on Instagram titled “Flowers For Black Women” celebrating strong Black female leaders.



FLOWERS
FOR

any Black woman speaks to me

Beats partnered up with various micro influencers such as [Scottie Beam](#) (podcast host), and [Raquel Willis](#) (writer & activist). In each video, the influencers talk about their experiences as Black women and when they feel the most seen.



Scottie Beam

174K followers
Host of [@BlackGirlPod](#)



Raquel Willis

172K followers
Activist & Writer



b beatsbydre

b beatsbydre • "Staying true to myself, that's how I bloom. Being a Black woman here in America is tough...it's heavy yet rewarding." - Scottie Beam

Black History and Black Future would not exist without Black women, so starting this month, we will be giving flowers to some extraordinary Black women for all that they are and all they have done for the culture. The first person we want to honor is @scottiebeam! Thank you, Scottie. We appreciate you, we see you, and we honor you. #FlowersForBlackWomen

16,069 views
FEBRUARY 9

Add a comment... Post



b beatsbydre

b beatsbydre • "I am a Black trans woman from Augusta, Georgia and I know what it feels like to be isolated — to feel like there aren't any paths set for you, and that you really kind of have to pave your own — and that's what I've done." - Raquel Willis

Thank you, @raquel_willis. We appreciate you, we see you and we honor you. 🌸 #FlowersForBlackWomen

@journeymontana

13,114 views
FEBRUARY 17

Add a comment... Post

Staying true to myself,

most in bloom was

As part of the campaign, Beats launched an IGTV series called "[Flowers For](#)" where they discuss topics such as mother/daughter relationships and the power of transformation through activism.

Each IGTV video generated on average 8K video views.

4:35

FLOWERS FOR



"Flowers For" w/
Raquel Willis
and an
Inspirational
Friend



Raquel Willis
Toni-Michelle
Williams



2:24

FLOWERS FOR



"Flowers For" w/
Tia Adeola and a
Special Guest



Tia Adeola
Special Guest



6:47

FLOWERS FOR



"Flowers For" w/
Scottie Beam
and Special
Guest



Scottie Beam
Special Guest



FLOWERS FOR 3:42



"Flowers For"
with Justine
Skye and A
Special Guest



So my mom is very appreciative.



Key Takeaways

In 2020, Beats by Dre had a brand reset where they identified three core values to become a challenger brand in the industry: challenge the status quo, amplify Black culture in the community and inspire youth by being relevant to the culture of today. The brand aims to become a challenger brand through implementing the following tactics:

1. **YouTube Advertising:** Since November 2020, Beats launched two major YouTube advertising campaigns about racial injustice called “Flex That” (\$260K ad spend) and “You Love Me” (\$578K ad spend). The “Flex That” campaign featured professional tennis player Naomi Osaka, who is seen with “Silence is Violence” beaded into her hair. The video aims to inspire youth to challenge the norms and take a stand against racial inequality. The “You Love Me” campaign asks the audience “you love Black culture, but do you love me?” The film highlights the diversity of Black culture and is a love letter to the Black experience.
2. **Community Initiatives:** Beats launched a creative program called “Black Future Beats”: where they offer a 3 month paid internship to HBCU students. The official Beats YouTube channel features a playlist including all four short films that were directed by these students.
3. **Content Amplifying Black Voices:** Beats launched a YouTube series called “Informal” where they educate and discuss the implications of social injustice. The series has gained popularity amongst the brand’s target audience, generating 345K views on average per episode. Each episode, they cover a wide range of topics including police brutality, pressures of representation, feminism and the LGBTQIA+ community.
4. **Organic Social Campaigns:** For Black history month, Beats launched a social campaign on Instagram titled “Flowers for Black Women” celebrating strong Black female leaders. The brand partnered up with various micro influencers to talk about their experiences as Black women and when they feel the most seen. As part of the campaign, an IGTV series was launched where they featured each guest in the “Flowers For” campaign.