

In the Negro Market ...

TEN WAYS TO IMPROVE
COMMUNITY RELATIONS

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10 Ways to Improve Community Relations

- 1) Understand the Community *90% RIT*
- 2) Use Negro Personnel in Promotional Work *under
Board Hqs*
- 3) Work with Community-Interest Organizations
- 4) Work with Negro-Oriented Media *Business*
- 5) Determine Competitive Activity
- 6) Use Negro-Oriented Materials
- 7) Actively Sample Product
- 8) Publicize Activities
- 9) Merchandise Publicity to Leadership
- 10) Concentrate on Youth

It is a pleasure for me to be here with you today, and to share the panel with some distinguished executives. When I was asked to participate in this workshop, I began immediately to ask myself if I were a Royal Crown Bottler, how could I sell more products to a growing segment of the consumer market? A market that has been proven to be an excellent one for soft drinks.

It was out of this thinking that I set out to determine what role community relations could play in helping you to increase sales.

I will be discussing ten ways you can improve community relations in the Negro community -- or market -- which can mean more sales for you.

I believe any one of them could be helpful to you, and certainly all or any combination of them could improve your relations with the minority community.

These ten ways represent proved techniques in Negro market development -- ways in which my firm as counsel to corporate clients, and others, including a number of you, have used to help increase sales. I hope to focus a wide range of possible activity into a total planned effort in developing the market more effectively.

Here are the 10 ways you can improve community relations:

1) Understand the Community

Know that in your area there are groups that are local chapters of national organizations with whom Royal Crown Cola Co. has worked on a national level. These groups can be important to you on the local level. It is important to understand that 90% of the adult Negro population belongs to one or more organizations. This includes membership in church, civic, social, fraternal, and political action groups. Know the structure of your Negro community. Know too that it considers itself separate and apart, in many respects, from the white community. Remember that it wants to be recognized, identified with, and invited to buy. This community has its own leadership, media, interests, and

goals. It also has an excellent communications system for establishing favorable word-of-mouth campaigns. ~~The first step in building good communications and relations is to understand the Negro community.~~ Keep in mind that the people who populate this community do not consider your direct approach to them "segregation-in-reverse," but rather welcome it as an expression of ~~good business~~ practice and recognition of them as consumers.

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2) Use Negroes in Promotional Work

As the company has the advantage of a talented and highly professional executive like Chuck Smith on a national level, one of the best ways of influencing your local community to buy Royal Crown Cola's products is to use Negro personnel on a local level. For sampling activities, for work with community-interest organizations, for any participation in the Negro community, it makes good sense -- and a tremendous impression -- when Negroes are used. To be served a cup of Diet Rite or RC Cola or other product by an attractive Negro girl cannot be underestimated in the effect it can have. The identification factor of Negroes at work in a company cannot be overestimated in the effect it produces in the community. Many companies today are using Negroes in promotional assignments, of course, and there is some chance of "me-too-ism" but not if it is part of a total planned effort.

3) Work With Community-Interest Organizations

Almost every organization in the Negro community has some project in which it is interested. You should encourage solicitation of your firm to participate. I am well aware that no company can ever fill every request upon it, but let's look at some of the ways to consider filling them partially. As you move in the Negro community, you will begin to learn the most important and influential groups, and you can plan your efforts more effectively. You may wish to consider: a) a cash donation; b) product sampling at an affair of the group; c) an advertisement in Negro-oriented media in behalf of the group; d) the loan of an executive to chair a committee of a public service nature; e) an

..3.. 10 Ways

anonymous gift; or, 4) a polite individualized letter explaining that you have used up available contribution funds, and ask that you be contacted again. You cannot meet all of the requests made of you, but through participation in some, the word will spread that your company cares, and deserves support in return.

4) Work with Negro-Oriented Media

In almost every community with a sizeable concentration of Negro population there is a Negro-oriented newspaper and radio station, perhaps more. You should get to know the management of these publication and broadcast operations. Invite them to lunch for a chat. They can help you through activity in which they are engaged in the community. For example, in Chicago the Daily Defender sponsors an annual parade on Chicago's predominantly Negro southside, which attracts upwards of 500,000 people. In Pittsburgh, the New Courier recently sponsored a youth motivation program in which hundreds of youngsters participated. There are media-sponsored beauty contests, baby contests, barber and beautician contests --any of which offer you promotional opportunities--which can mean sales. These events happen throughout the nation. How effectively you participate in community activity are the *will determine your sales posture.*

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5) Determine Competitive Activity

One of the ways to more effectively communicate with the Negro community is to know what your competition is doing and act to make your efforts better. For example, one thing Pepsi-Cola Company does effectively is to use long-playing records of Negro history in schools, colleges, through organizations, and importantly, through retailers serving the Negro market. The effectiveness has been most impressive in the Negro National Community. Coca-Cola, for example, uses Negro entertainers in their spot radio commercials, and in their print ads. Coke offers recordings of the Negro talent used in their spot radio ads as

Premiums in the Negro market, and the redemption has been excellent for the coupons inserted in print ads. Seven-Up is very active with women's groups, in particular, in the Negro market, and is conducting a number of programs. It becomes important, therefore, that you know what competition is doing so you can plan your activities accordingly.

6) Use Negro-Oriented Materials

The use of advertising in Negro-oriented media is a direct way of reaching and influencing Negro consumers. Negro models in ads, Negro personalities on radio delivering commercials in their own style have proved their effectiveness. The merchandising of these advertisements and strong point-of-sale material have also proved their worth. Royal Crown Cola Co. has excellent point-of-sale material that can be used, and how effectively you and your retailers do use this material can help spell the difference between an average and superior sales effort. Wherever you sample, or participate in Negro community activity, such materials should be displayed. Good taste in the amount of material used should be your only guide in using it.

7) Product sampling

You should consider an active sampling program on a continuing basis in the Negro community. The local, regional or national conventions or meetings that take place in your marketing territory can be excellent opportunities to display your interest in these groups, and importantly, you can put product directly into consumer's "mouths". There is no effective substitute for this direct sampling program. Negro church groups, civic, social, fraternal, and political action groups will welcome your offer of product, and it gives you an excellent vehicle for promoting goodwill, and sales. Testimonial letters to us and our clients, and resultant sales increases, have proved the effectiveness of this technique of community relations practice. The Negro-oriented media in

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your community can be an excellent reference source for coming meetings which offer you good promotional opportunities to take advantage of.

8) Publicize Activities

There are activities in which you are engaged which should be publicized to the community through Negro-oriented media. Here are a few opportunities: the appointments of Negro employees; the promotion, retirement or exceptional activities of these employees; a picture of an attractive Negro model manning a booth at a sampling function giving product to a consumer; photographs of plant visits by youngsters, leadership groups or others--the opportunities are unlimited. Keep in mind this is not "horn-tooting," but part of a necessary practice in establishing good community relations with the Negro market.

9) Merchandise Publicity to Leadership

Let opinion-makers know what you are doing. Part of your total planned effort should be the building of a good mailing list of Negro opinion-makers in your marketing territory, and its effective use in the dissemination of information. On such a list you might have the heads of civic, social, fraternal, religious, and professional organizations. In some cities this can be a sizeable list. How do you use this list? You use it to distribute reprints of publicity articles, as mentioned; proofs of new ad campaigns that are planned for Negro-oriented media; a direct mail piece on new products or promotions; and, other information of particular interest to this group that might be developed. A mailing to this group periodically is recommended. Too few companies are using this technique, and, on the local level, it affords you a direct line of communication to those who can initiate favorable word-of-mouth support in your behalf.

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..6.. 10 Ways

10) Concentrate on Youth

One of the best ways to improve community relations is to initiate activity keyed to the interests of Negro youth. It should be a market within a market of particular interests to you and your associates. It is a concentration of population that has proved its worth to the soft drink bottler, and if you are not now doing so, you should be getting your share if not more of this group's purchases of soft drinks. As you are no doubt aware, in some cities Negroes now make up the majority school populations. And, the Negro birth rate continues, as it has for some years, to be higher on a per capita basis for Negroes than for whites. Negro youth can be present and long range customers for you if you give them consideration. Here are some opportunities: In conjunction with Negro-oriented media, underwrite a type of youth-oriented "contest"; sponsor a "sock-hop" dance with your local Negro-oriented radio station; consider setting up a "student representative" program, among teen-agers, with adult supervision, running sampling affairs for youth groups; sponsor a "student of the week" program, again with media; talk with your local Negro YMCA, YWCA, Boys' Club leadership, and with Boy and Girl Scout leaders, to determine their needs, and how they coincide with yours. Give thought to Negro youth and they will give support to you.

I could not in a panel discussion give you all of the answers to improving community relations, and in turn, sales, in the Negro community, but I hope I have given you some idea of the directions you could take. ~~Improvement~~
~~community relations can be~~ Improved community relations can be a reality for you and the products you market, and I wish you. *good luck*