

Pepper Miller: African American marketing guru

Written by

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Marketing guru Pepper Miller, president of The Hunter-Miller Group, Chicago, IL addresses the 18th Annual Multicultural Marketing Conference and Awards Luncheon being held 8am – 3pm Wednesday, March 26, at The Woman's Club of Minneapolis, 410 Oak Grove Street.

The conference looks at Asian American, Hispanic American and African American markets in the United States, inviting businesses to ask themselves whether they are getting a share of these lucrative, expanding markets.

Miller's provocative presentation is entitled "Black (Still) Matters In Marketing. Why Increasing Your Cultural IQ About Black America Is Critical To Your Company and Brand!"

Miller knows from whence she speaks.

When Pepper Miller was rejected as a candidate for the market research training program at the now defunct J. Walter Thompson ad agency in Chicago, she resigned and opened her own market research firm, The Hunter-Miller Group, Inc. in 1985. Since then she has been helping large corporations like General Mills, PepsiCo, Procter & Gamble and The Chicago Symphony Orchestra, understand Black America.

In 2005, Miller along with the late Herb Kemp, co-authored *What's Black About It?* which is considered by many to be one of the most important books on African-American cultural marketing and insights. In her latest book, *Black (Still) Matters in Marketing* (April, 2012) Miller helps marketers better understand the importance of making a real and meaningful connection with today's Black consumer

Through cultural insights, stories, stats and case stories, Pepper opens the door to Black culture, invites you in and starts a deep, meaningful conversation. The book is an intimate look into what it means to be Black in today's America. Through an honest discussion, Miller walks you towards a better understanding of how Black still matters.

Miller served as a research consultant for the largest study about African Americans to date; the Black America Today segmentation study - commissioned by Radio One and conducted by Yankelovich. The study was launched June 2008.

In July 2007, Miller received the Target Market News MAAX Award for Research Executive of

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the Year and in 2006 and in 2012, she won Takes the Cake Best Speaker award at the prestigious Marketing 2 Women Conference.

Miller established the Ruth C. Hunter Market Research Scholarship Fund to increase market research awareness among Black American students and encourage them to consider market research as a career option.

Conference manager, Rick Aguilar, president of Aguilar Productions, and president of Minnesota Multicultural Media Consortium said the conference is presenting stellar leadership voices in the field of multicultural marketing.



At 9 am, Vicky Wong of DAE Advertising, Inc., delivers a presentation entitled "Close & Personal on Asian Americans." Miller's presentation follows at 10:15am. At 11:15am Isabel Valdés of Isabel Valdés Consulting presents "WIN ! The Hispanic Market - Strategies for Business Growth"