



EBONY

BRAND AUDIT FOR EBONY MAGAZINE

I'JA WRIGHT



History of Ebony Magazine

“Move Black Forward”

Brief History of Ebony Magazine

Founded in 1945 by John H. Johnson in Chicago, Ebony quickly became a major publication for African American communities, focusing on Black culture, achievements, and issues.



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Shaping Cultural Legacy

- **Civil Rights Movement:** Ebony was at the forefront, covering important events and figures like Martin Luther King Jr., the Selma to Montgomery march, and many others.
- **Legacy:** It's been a cultural and fashion powerhouse, running initiatives like the Ebony Fashion Fair and acting as a platform for African American voices and talent.

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What Ebony Inspires:

- **Inspiration:** Ebony continues to inspire pride in Black identity and culture, giving readers a place to see their beauty and achievements reflected in the media. It remains a source of empowerment for Black communities.

Why Ebony Exists:

- **Mission:** Ebony was created to fill the void in mainstream media's coverage of Black stories. John H. Johnson's vision was to uplift and celebrate African American life in a way that was positive and affirming.
- **Purpose (Simon Sinek):** At its core, Ebony's "why" is about representing Black excellence and offering a platform where African American voices can shine unapologetically.

Brand Archetype:

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Ebony aligns with the Caregiver archetype:

nurturing, advocating for social justice, and uplifting its community by highlighting stories of resilience, success, and empowerment.



Mood Board/Branding Map:

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Key Visual Elements:

Iconic covers of Black trailblazers, rich cultural visuals, fashion photography, and moments from Black history. Ebony's aesthetics evoke elegance, empowerment, and progress.

Imagery: Black excellence in entertainment, fashion, and political figures.

Color Palette: Bold and timeless



SWOT Analysis:

- Strengths: Legacy brand with deep cultural ties; trusted voice in Black communities.
- Weaknesses: Transition from print to digital lost some long-time readers.
- Opportunities: Growing digital market and expanding into multimedia (podcasts, video content).
- Threats: Competition from new digital platforms and shifting media consumption habits.

Target Audience/Segments (Demographic & Psychographic Data)

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Demographics:

- Age: Primarily 25-45, with a significant younger audience (18-24) engaging with their digital content.
- Gender: Predominantly female (60%) but appealing to all genders.
- Race/Ethnicity: Primarily African American.
- Income Level: Middle-class to upper-middle-class.



Psychographics:

- Values: Pride in Black culture, social justice, community upliftment.
- Lifestyle: Engaged in social issues, fashion, and the arts.
- Aspirations: Achieving success while staying true to one's cultural roots.



Competitive Analysis of Ebony Magazine



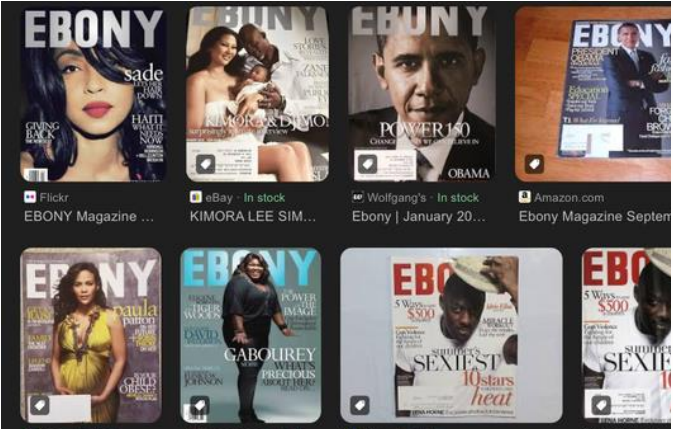
Brand	Strengths	Weaknesses	Opportunities	Threats
	Long-standing cultural influence	Struggles with digital transition	Growing interest in Black storytelling	Rising digital-only media platforms
	Strong in fashion and lifestyle	Less focus on political issues	Potential multimedia expansion	New digital platforms (e.g., Blavity)
	Engages younger, digital-savvy audience	Newer, lacks legacy	Dominates digital space	Traditional media brands adapting well
	Known for bold, outspoken journalism	Less focus on fashion and culture	Expanding political coverage	Competition with mainstream outlets

Brand Consistency Analysis

Timeline



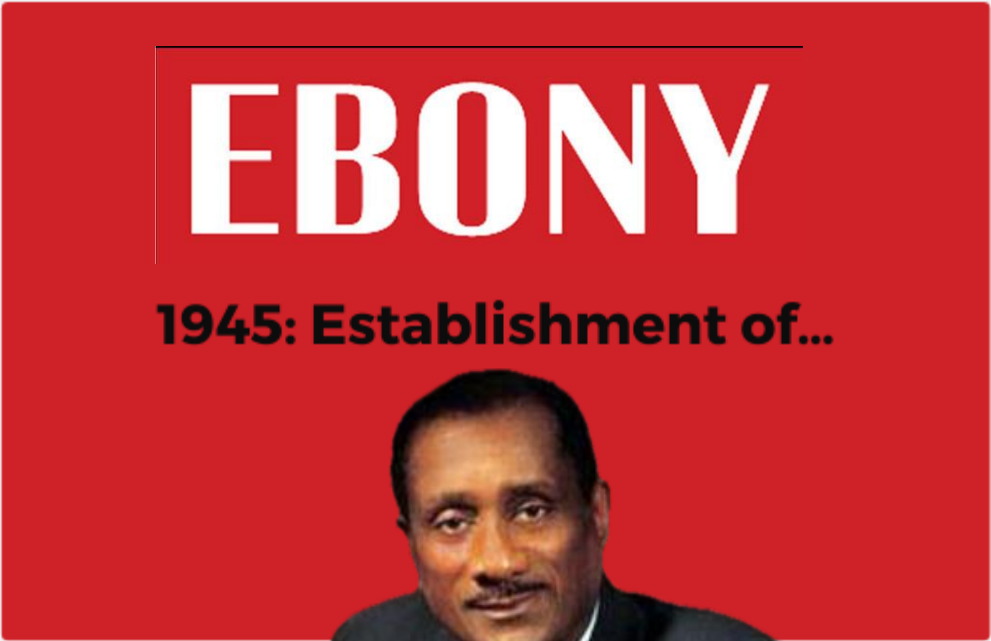
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EDEN BRIDGEMAN SKLENAR
OWNER



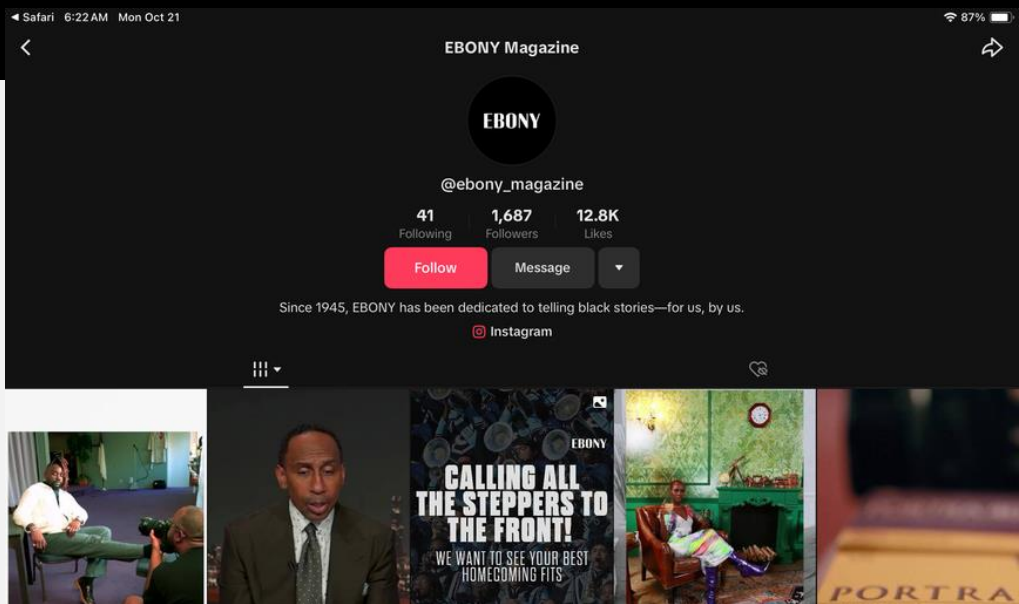
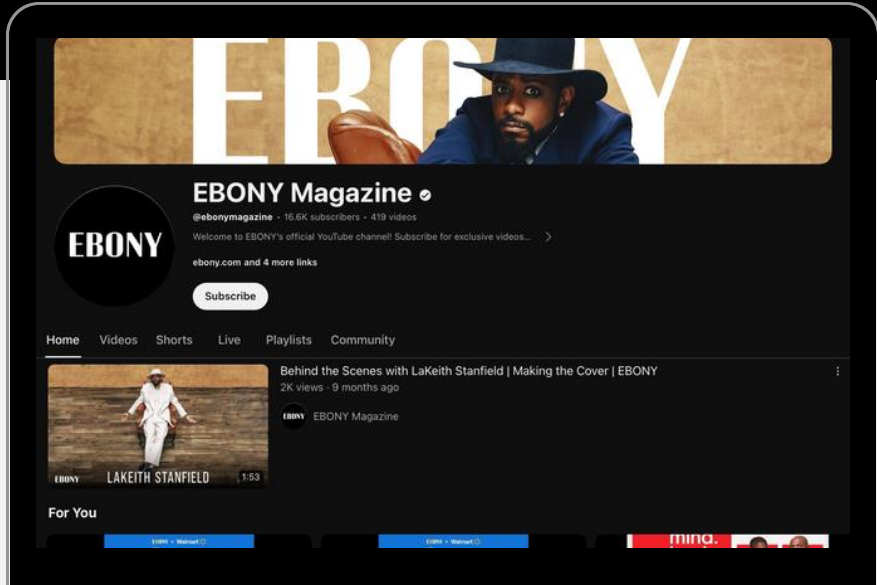
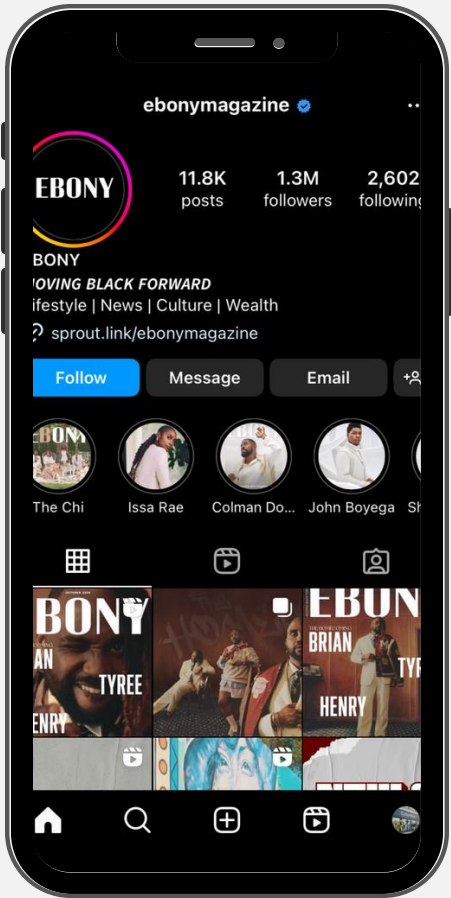
MICHELE GHEE
CEO

Brand Perception Analysis



Social Media Overview:

Platform	Followers	Content Type	Engagement Level
Instagram	1.3M	Fashion, Black excellence	High
Twitter	550K	Social justice, politics	Moderate
Facebook	2.5M	Lifestyle articles, events	Moderate
YouTube	250K	Interviews, fashion shows	Moderate
TikTok	150K	Trendy content, viral topics	Growing



Touchpoint Analysis

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1. Website:

- **On-Brand:** Strong representation of Black culture, visually appealing, easy to navigate.
- **Opportunities:** Could add more multimedia features (video series, podcasts).

2. Social Media:

- **On-Brand:** Visuals and messaging align with the brand's mission to uplift and inspire Black communities.
- **Risks:** Needs to engage more with younger audiences through TikTok and Instagram Reels.

3. Events (Ebony Power 100):

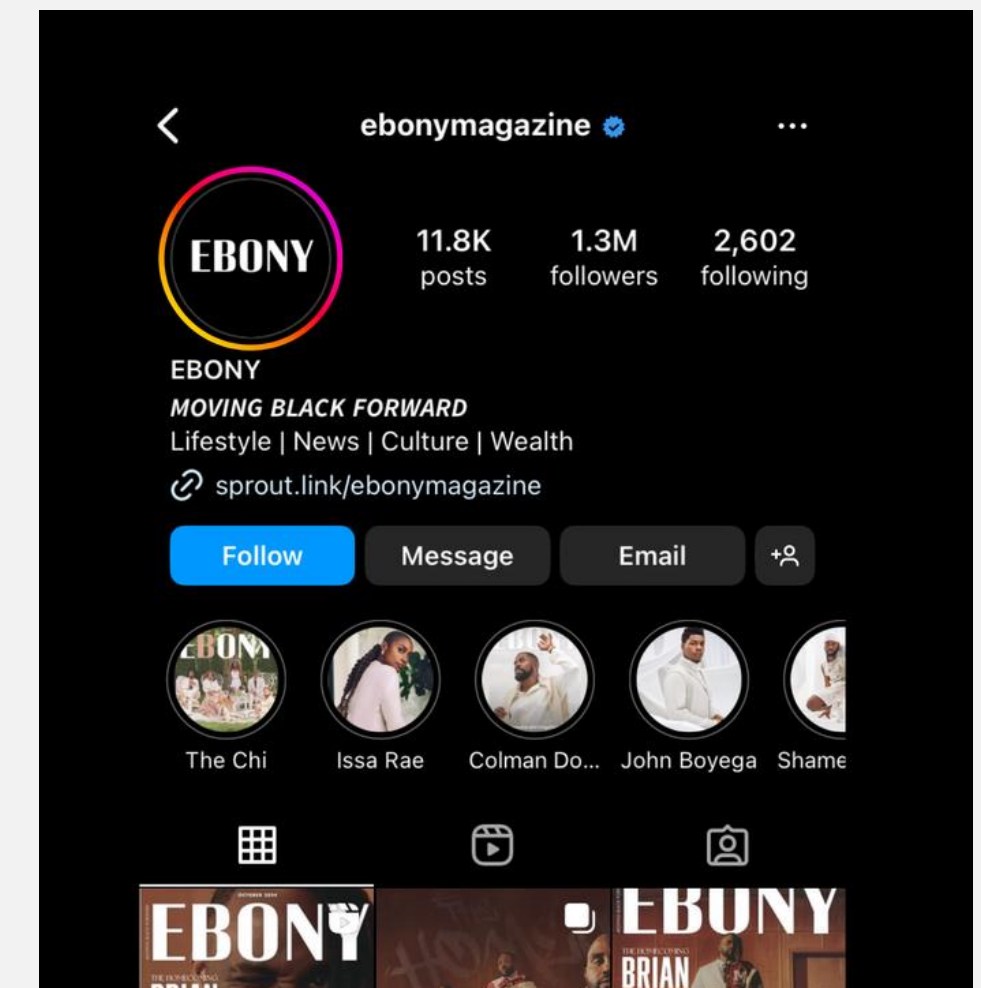
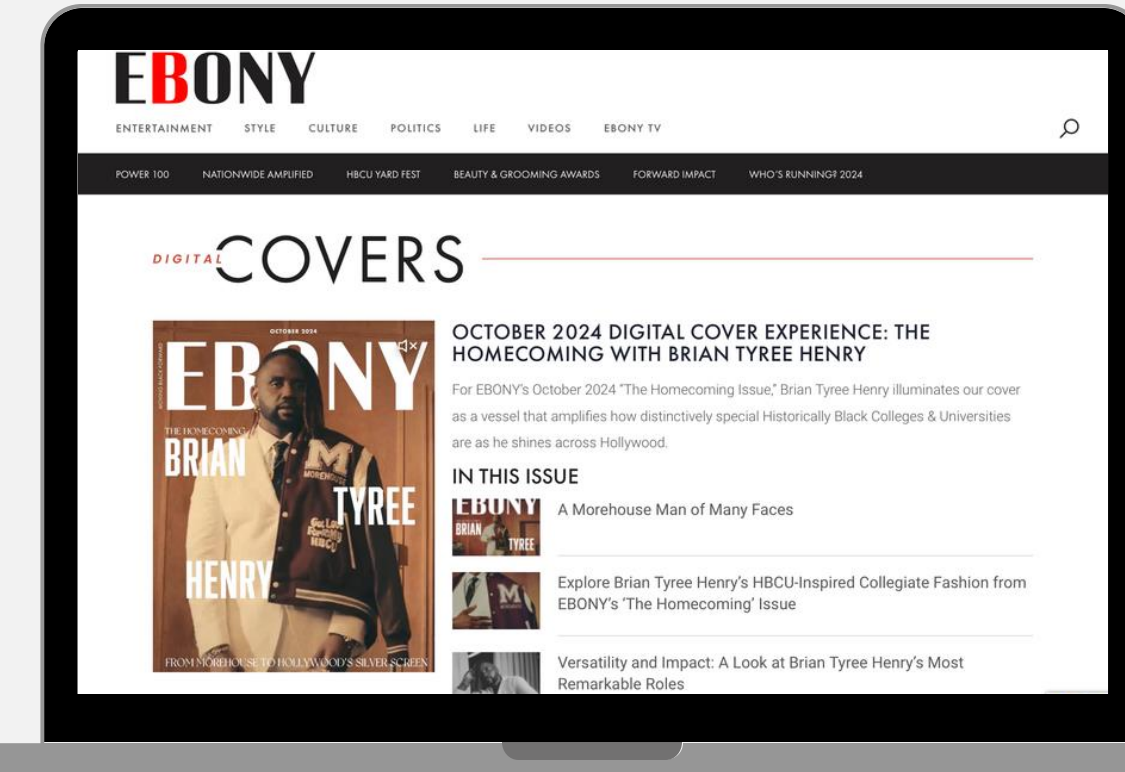
- **On-Brand:** Continues the legacy of celebrating Black excellence in all fields.
- **Opportunities:** Can expand into virtual events and collaborations with influencers.

4. Advertising:

- **On-Brand:** Collaborates with brands that align with Black empowerment.
- **Risks:** Needs to be cautious about partnerships that could feel disconnected from core values.

5. Publications (Digital Magazine):

- **On-Brand:** Strong editorial focus, though it could benefit from more interactive content like exclusive interviews or reader Q&As.





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