

Black Ballad - From Media Brand to Lifestyle Community Brand

When does a media company stop being a media company?



BLACK BALLAD

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As I always say, white womens media
cares more about avocados than
black women...

#BlackBalladCrowdfund



Viewed 108k times
across  & 

273

Founding Members

£10,888

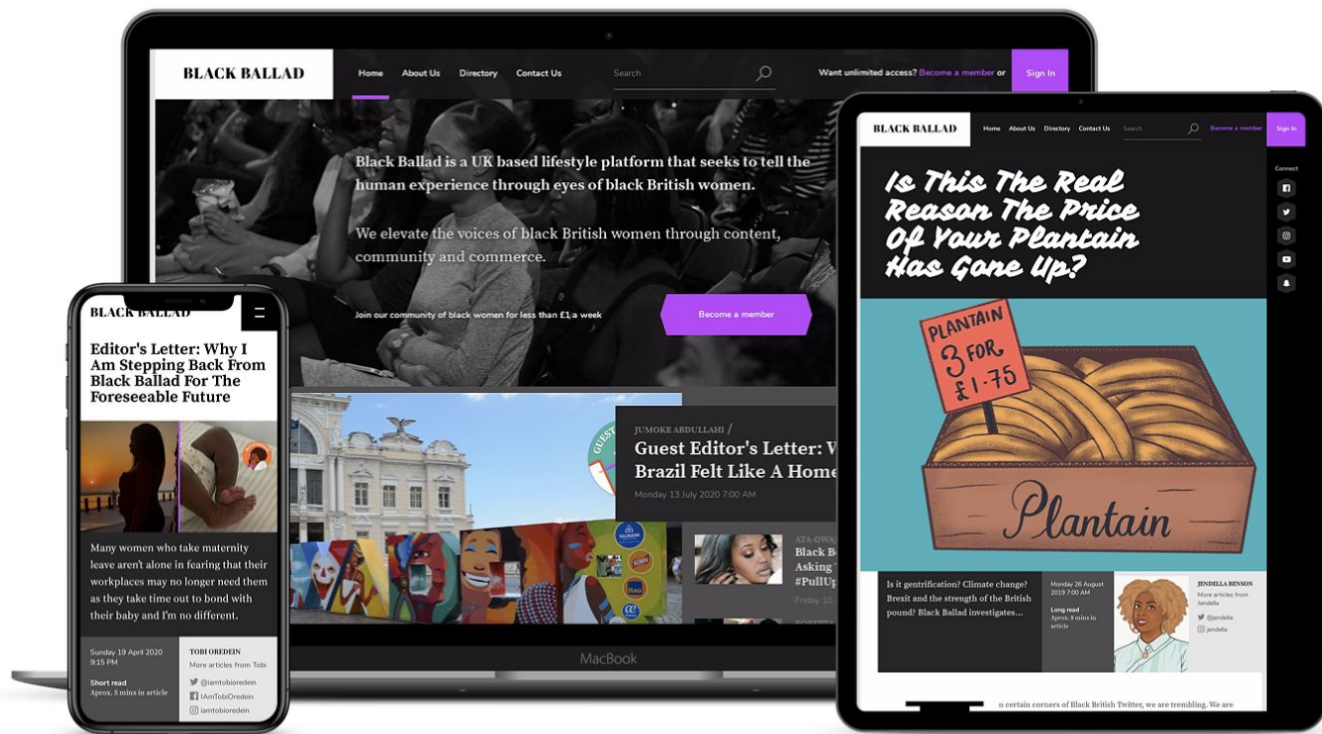
Raised

Thank you for giving us the opportunity to empower black women in Britain

blackballad.co.uk

Content Community Commerce







Founder's Letter: #BBCrowdfund21 Is About Ownership, Not Donations



If we succeed, I will see hundreds of Black women's names as shareholders and despite the rocky road to get there, it will be truly worth it for that moment alone

Sunday 4 July 2021 10:30 PM

Short read
Approx. 4 mins in article



PressGazette
FUTURE OF MEDIA

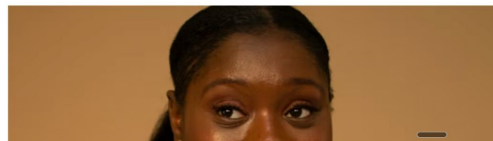
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News | October 13, 2021 | updated 30 Sep 2022 10:39am

Black Ballad raises £335,000 to invest in content and subscriptions technology

By Charlotte Tobitt



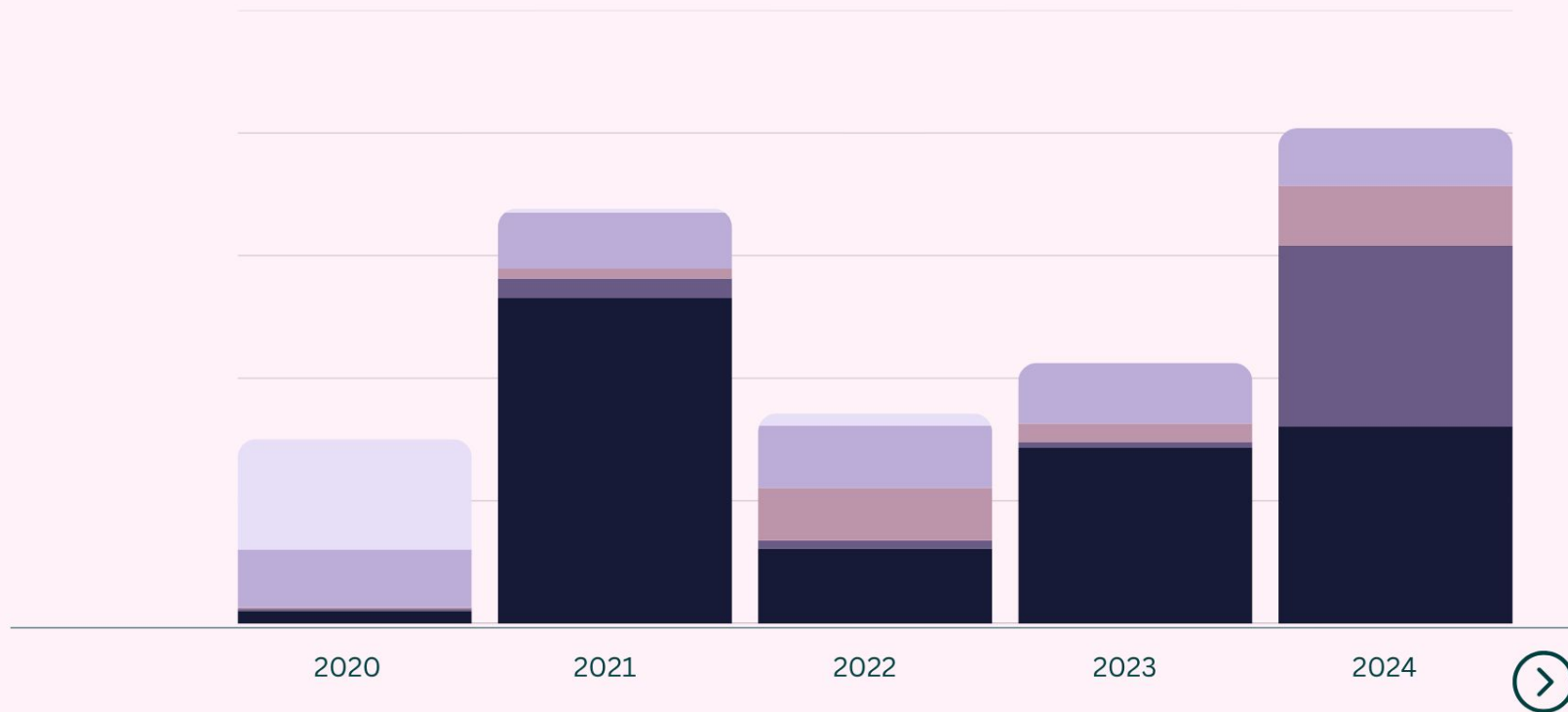
Charlotte Tobitt
@CharlotteTobitt

Charlotte Tobitt is UK editor at Press

**Is It Possible For Us To Build A
Sustainable Media Company?**

BLACK BALLAD REVENUE 2020 - 24

● Ad revenue ● Event Revenue ● Data & Insight ● Consumer Subs ● Other



What Does It Mean To Build A Lifestyle Community Brand?

There Are Other Ways To Engage An Audience

2,000+

Attendees at BB Weekender 25

4.2 / 5

Attendee Rating



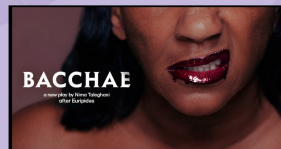


**Win Tickets
To See Tiwa Savage At
Little Simz' Meltdown!**



**SOUTHBANK
CENTRE**

**Win Tickets
To See Bacchae
At National
Theatre**



**National
Theatre**

There Are Other Ways To Engage An Audience

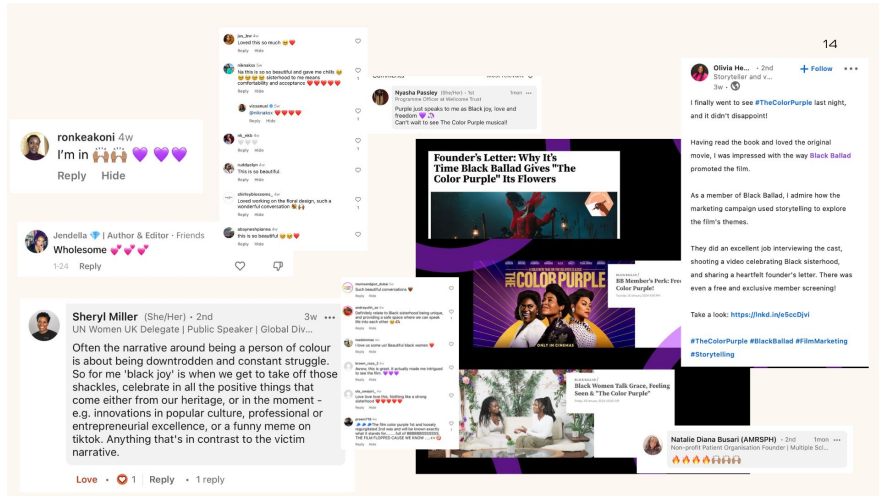
10,000+

BB Members Perk Sign Ups

450,000+

Data Points

Participation > Impressions



5.2m impressions
5 pieces of creative



250 respondents
30 questions
1 social post / newsletter / webpage

The Compounding Nature Of Communal Intelligence

- Higher quality content creation
- Improved event curation
- Sharper business development
- Better consumer targeting /
personalisation
- Unique domain insights that can be
repackaged and sold
- Defensible against big tech



What's The Endgame For A Company That Priorities Participation Over Attention?

Q&A
