

A large, diverse crowd of young people, primarily Black, is seated in stadium-style seating at what appears to be a concert or festival. The crowd is dense, with many individuals looking towards the camera or slightly away. They are dressed in contemporary, casual clothing, including crop tops, tank tops, shorts, and skirts. Some are holding smartphones, and others are wearing accessories like hats, sunglasses, and jewelry. The overall atmosphere is vibrant and energetic. Overlaid on the center of the image is the word "CURATED" in large, bold, white, sans-serif capital letters. Below it, the words "BY LIVE NATION" are written in a smaller, bold, white, sans-serif font.

# CURATED

BY LIVE NATION

THE PLUG BETWEEN BRANDS  
& BLACK CULTURE IN LIVE



**Black America continues to grow, and the outsized impact of their cultural and economic influence cannot be ignored or taken for granted.**

**NIELSEN — Engaging Black Audiences Report, 2025**



# Black audiences are reshaping the U.S. economic market

Black audiences represent one of the most powerful economic forces in the country, wielding over \$2.1 trillion in buying power, and growing. With more than half under the age of 35, they are not only driving the next generation of cultural trends but setting the standard for what becomes mainstream.

Black music fans make up a young, values-driven audience, with 67% willing to walk away from brands not aligned with their beliefs.

BLACK  
AUDIENCES  
WIELD OVER  
**\$2.1**  
TRILLION  
IN  
BUYING  
POWER

**67%**  
WILLING TO WALK AWAY  
FROM BRANDS NOT  
ALIGNED WITH THEIR  
BELIEFS





# Black audiences are the trendsetters & early adopters

## THEY DEFINE COOL

Black audiences move culture forward, and fast. Considered digitally native and deeply plugged in, they're often the first to spark the trends everyone else will follow. They spend nearly half of their TV time streaming, and are the drivers of what's "cool" on socials, in fashion, and in music. When the culture shifts, it's usually because they've moved it first.

**72%**  
OF NON-BLACK AUDIENCES  
SAY THEY FOLLOW  
TRENDS THEY FIRST SEE  
IN BLACK CULTURE

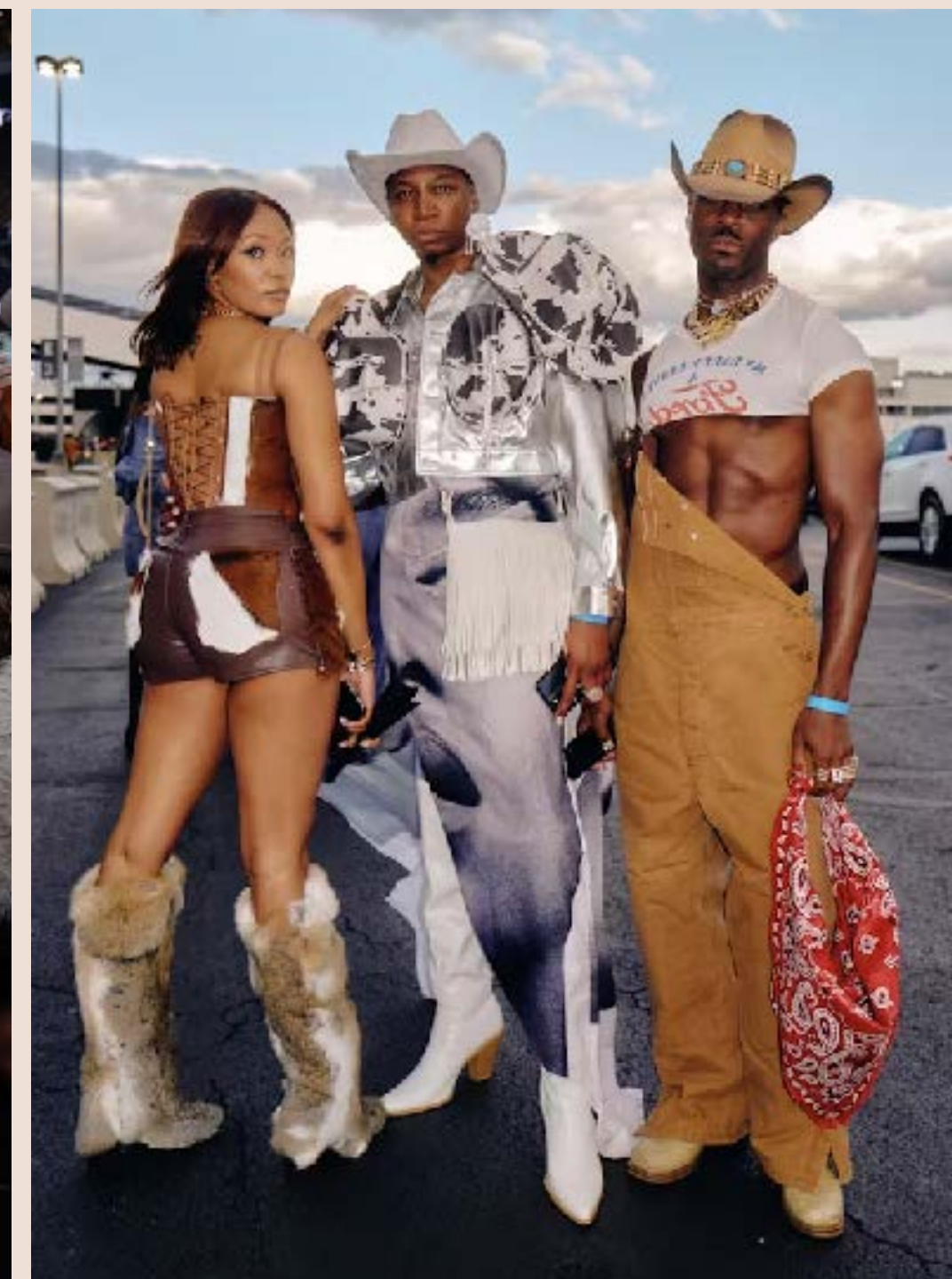




# Community is the foundation of cultural influence

Black audiences build community around shared expression, transforming local sounds and styles into global subcultures. These cultural ecosystems drive mainstream adoption, as seen with Beyoncé's Cowboy Carter, which honored Black roots in country music and sparked worldwide shifts in sound, fashion, and identity.

Black culture begins in community and grows into the movements shaping pop culture.





**FRESH STORYTELLING**  
**AUTHENTIC IDEAS**  
*CULTURE* *COMMUNITY*

CURATED BY LIVE NATION

# WHO WE ARE



# WHO WE ARE

# CURATED

CURATED was founded in 2020 to serve as a strategic consultancy focusing on building a bridge between brands and Black culture in the live music space. We work with teams to ensure a strategic, authentic and intentional approach when building programs and opportunities for brands to engage with Black culture. The experiences we bring to life resonate with fans and deliver impact for our brand partners.

We are fluent in Black culture. We are creators. We are connectors. We are CURATED.



## BIZBASH

[How Black-Founded Festivals are Engaging Fans & Brands Through Live Music](#)  
April 2023



## VARIETY

[How Live Nation Leaders Founded CURATED to 'Bring Black Audiences Great Things'](#)  
October 2023



## IT'S BETTER LIVE

[New Study: How Live Events Empower Black Identity](#)  
February 2024



## IT'S BETTER LIVE

[The Black-Founded Festivals Marketers Can't Miss](#)  
March 2024



## AD AGE

[How Black-Founded Festivals Help Brands Celebrate Black Culture](#)  
April 2024



## IT'S BETTER LIVE

[Embracing the Culture: How Brands Can Connect with Black Fans](#)  
October 2024



CURATED BY LIVE NATION

# WHAT WE DO



## WHAT WE DO

# CULTURE STRATEGY

Our work allows brand partners to meet diverse communities where they are and understand how to apply key drivers that Black fans care about most when it comes to experiencing live music.

### FOR OUR BRAND PARTNERS:

CURATED creates new inroads and a marketing infrastructure that help brands best leverage their partnership with our culture-forward festivals and properties. We develop activation strategies that make your brand 'stick' and have a lasting, positive impact on diverse communities.

### FOR OUR FANS:

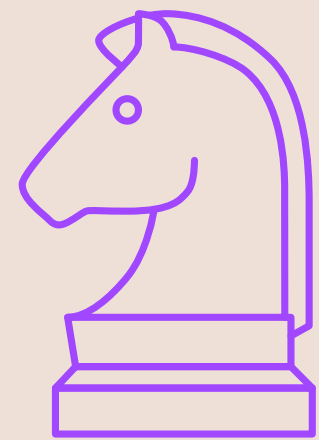
When brands activate with intention for the audience, fans enjoy elevated experiences that genuinely bring them closer to their favorite artists.





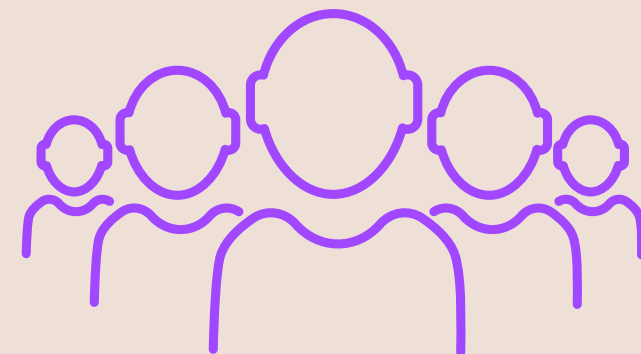
## WHAT WE DO

# Bringing cultural strategy to life



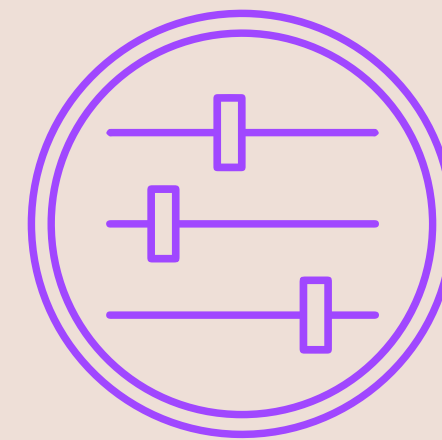
### LEAD MULTICULTURAL BRAND STRATEGY

We are a first point-of-contact for review of multicultural RFPs. We help map out recommendations for LN assets and properties that best suit client briefs for new and expanding business opportunities.



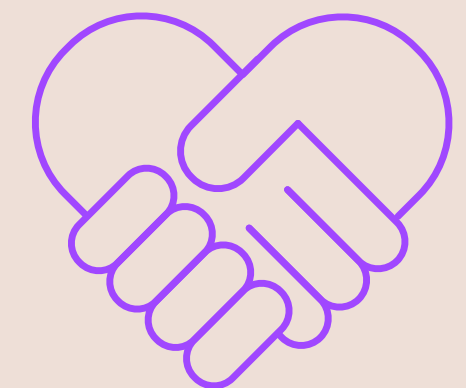
### BUILD BRAND COMMUNITIES

Our network of game changers, innovators and culture creators guide brands to connect with consumers in ways that set trends and build long-term relationships.



### CREATE OWNABLE PLATFORMS

We cultivate genuine connections between brands and communities by engaging audiences in their true authentic voice.



### CUSTOMIZE COLLABORATION

We work with teams to find new ways to solve brand challenges through effective strategy that is rooted in insights and guided by instincts.



## THE BLUEPRINT:

# Engaging Black audiences in live

Black fans care about how brands speak when centering what truly matters to them. We call this... "THE SAUCE."

3 components for consideration when building a live music marketing strategy:

1. **Authenticity**
2. **Intentionality**
3. **Cultural Competency**





# THE SAUCE 01: Authenticity

Accurate and consistent representation  
across marketing assets.





## THE SAUCE 02:

# Intentionality

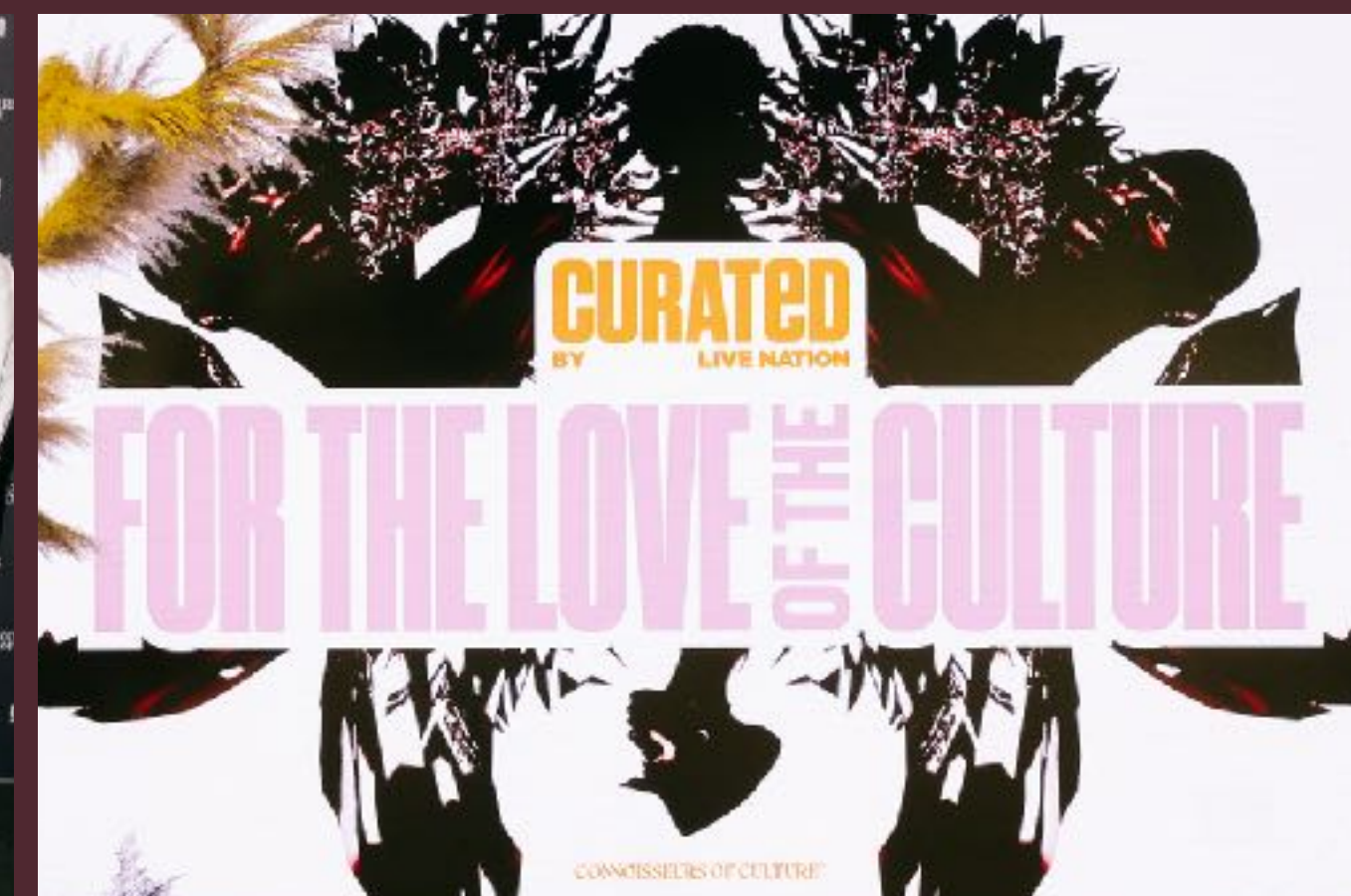
Having a clear vision for why you're engaging with Black audiences, and what message is being delivered.





# THE SAUCE 03: Cultural competency

Demonstration of high cultural intelligence through  
commitment, contribution, and character.





**With Black audiences, commitment drives connection and growth. Brands that invest with consistency, listen intently and celebrate authentically earn deep loyalty and a lasting cultural relevance.**

**Commit to the Culture. Let us show you how.**

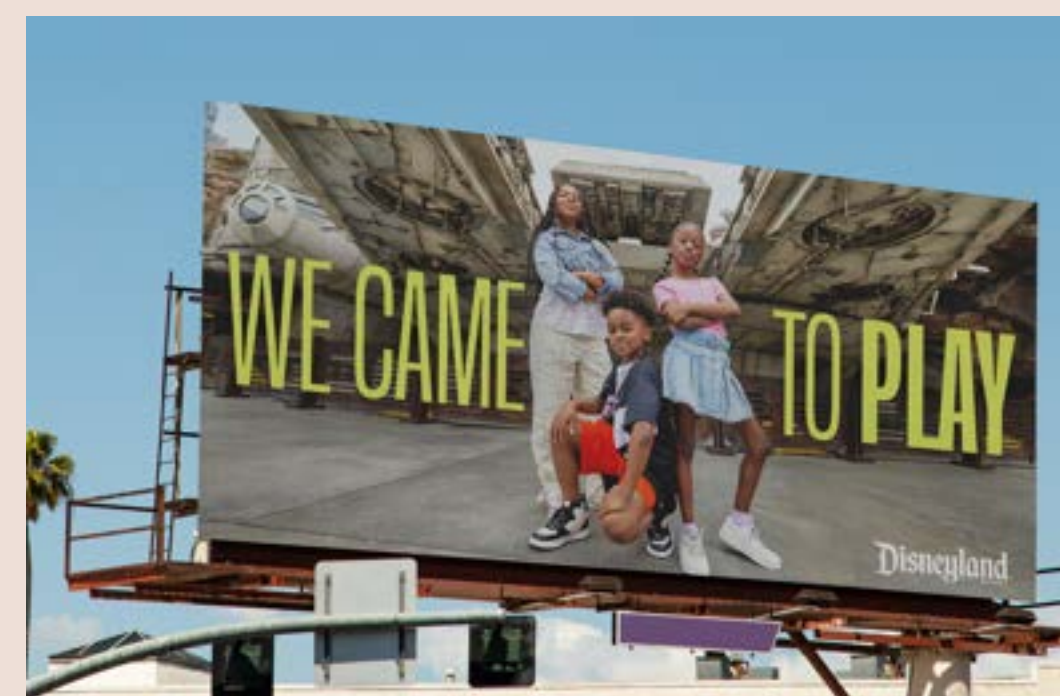


# Brands moving with the culture

## DISNEY

Reimagining what belonging looks like at Disney Experiences, the brand centered multigenerational Black families at the heart of the Disney story, collaborated with Black storytellers to tell joyful stories.

'We Came to Play' Campaign Opens Up Disney Magic  
— January 2025





# Brands moving with the culture

## VASELINE

Embracing the culture it's been a part of for 155 years, Vaseline South Africa highlighted the tradition of Black family care across generations, proving that their positioning has always been rooted in honoring the cultures of their audiences.

Heritage Month | Vaseline's Gogo Ad Unearths Deep Memories  
— September 2025

iamsamkemhlongo 1w  
Promote whoever pitched this  
1,543 likes Reply

thelazymakoti 1w  
10/10 when the right creatives are in the room. This is perfect

Joekenneth\_ 1w  
I can still feel the rough and weathered hands of my Haitian grandmother lovingly applying Vaseline to my face. To moisturize, to protect from the elements but most importantly to tell the world that I am a child who comes from care.  
59 likes Reply

“MNTANA KA GOGO”

Some traditions are not passed down, they're rubbed in.



A 155 years of heritage.





# Brands moving with the culture

## POLO RALPH LAUREN

Created alongside Morehouse and Spelman Colleges, Ralph Lauren's collection highlights the rich history of Black joy and legacy on Martha's Vineyard, demonstrating the brand's long-term investment in the people and culture that inspired it.

Polo Ralph Lauren Presents Collection Celebrating Historic Oak Bluffs Community — July 2025





CURATED BY LIVE NATION

# CASE STUDIES

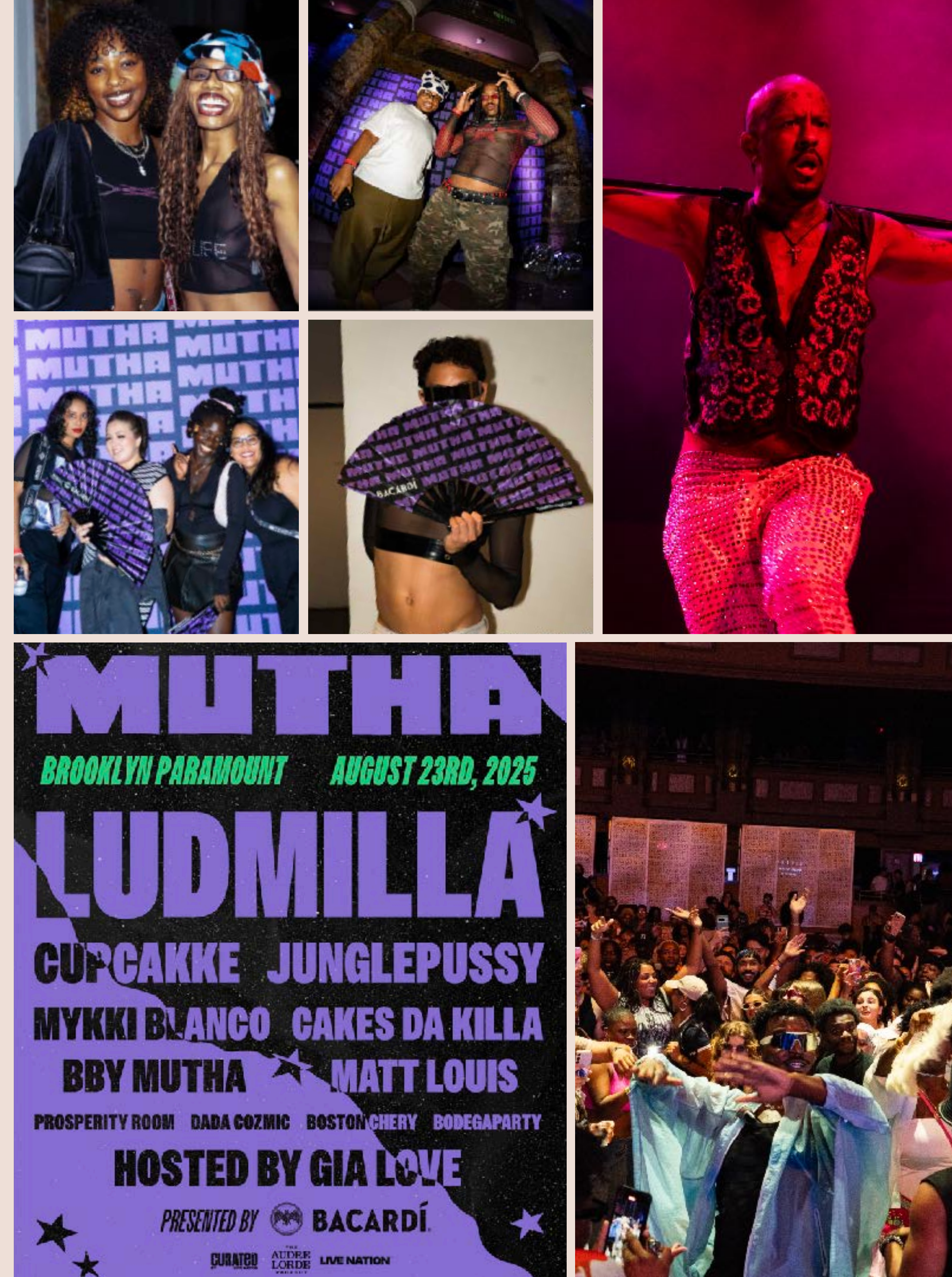


# CASE STUDY 01:

# MUTHA

MUTHA was created to center queer Black joy in a new, live music experience. The micro-festival came to life through intentional curation, from the lineup and visual identity to local creator partnerships and storytelling, grounding the brand in the roots of Black, queer culture in New York City.

With BACARDÍ as presenting sponsor and The Audre Lorde Project as the community partner, MUTHA led with authenticity and a community-first focus, proving what happens when brands invest in spaces built with, not for, the culture.



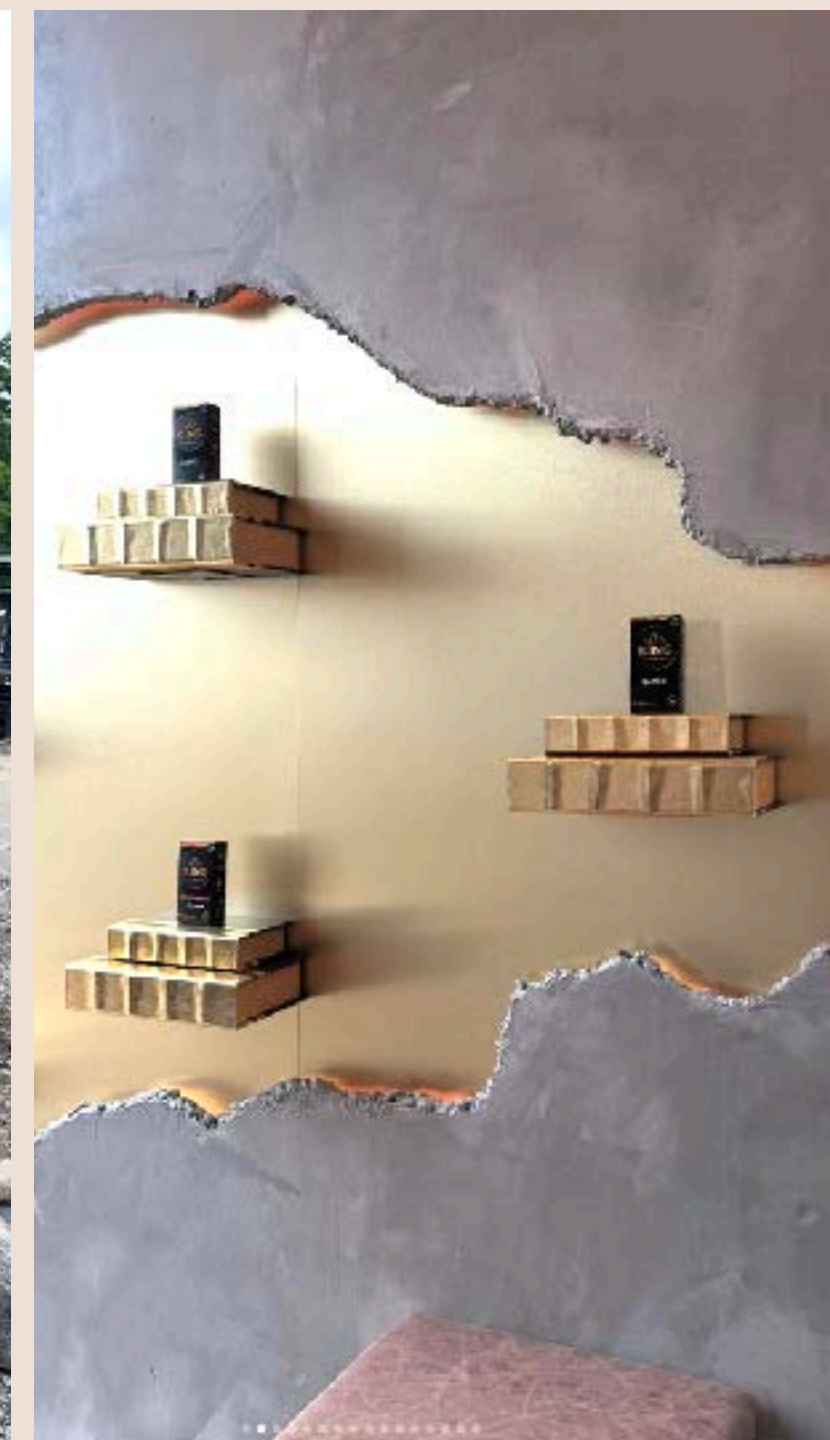


## CASE STUDY 02:

# SKYN KING at Roots Picnic

The SKYN KING “Kings Don’t Settle” campaign launched with the goal of disrupting the Magnum-dominated large condom market by driving trial among Black men, a key consumer segment and cultural trendsetters. The campaign tapped into a powerful insight: though often seen as confident and strong, this audience seeks products that meet both their physical needs and emotional depth.

SKYN KING was positioned as a premium, culturally attuned brand, celebrating self-respect, elevated standards, and unapologetic care through empowering content and bold mantras. The campaign came to life through artist partnerships, music-led activations, and multi-channel amplification including OOH, social, and IRL touch points, all reinforcing the message: Kings Don’t Settle.





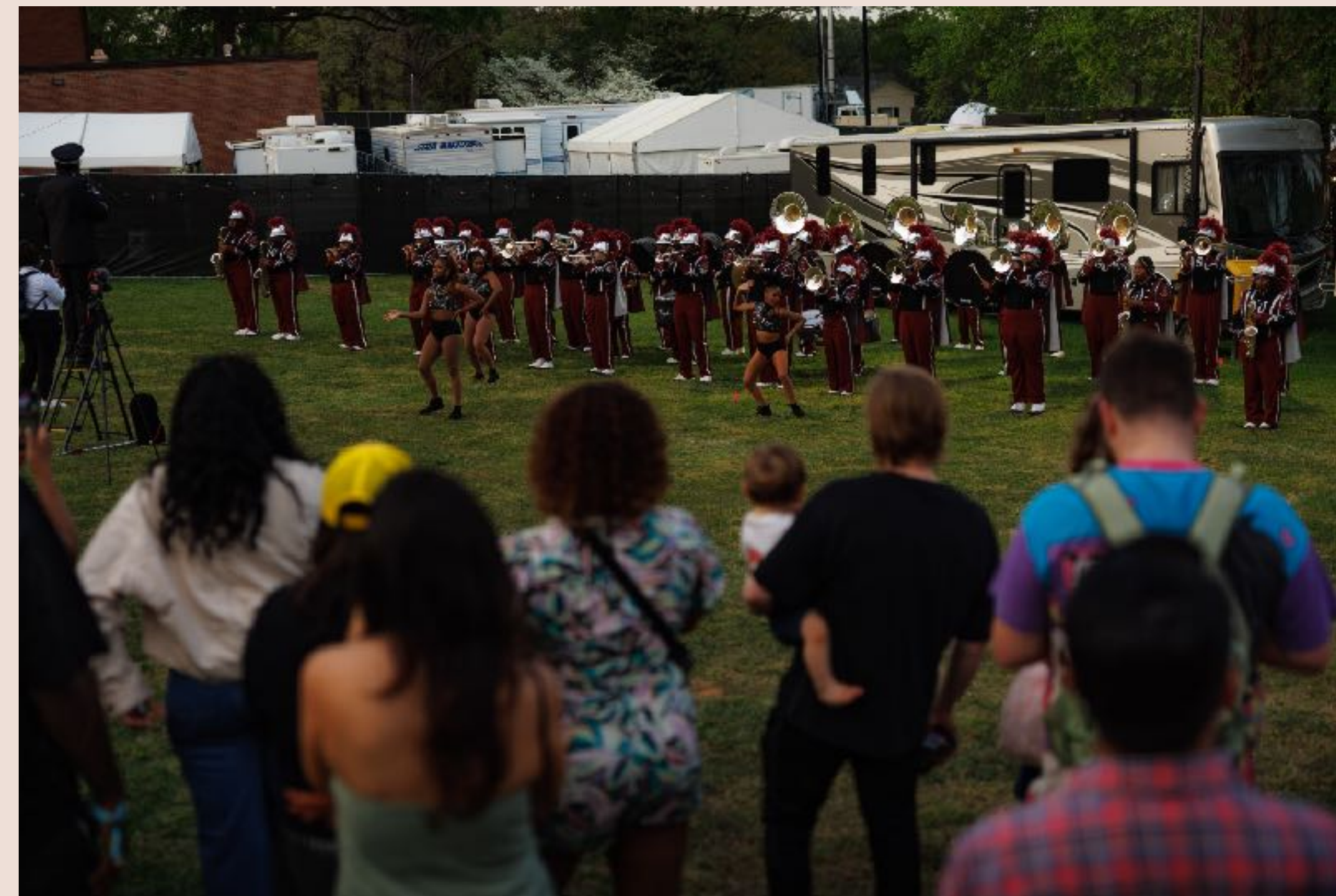
## CASE STUDY 03:

# Dreamville Fest Family Dinner

The Dreamville Festival Family Dinner has become a tradition – an intimate, invite-only experience curated to deepen connections between current and prospective partners and the Dreamville Festival brand.

Held backstage on the eve of the festival, the dinner is designed to immerse guests in the rich cultural fabric of Raleigh and the legacy of Black artistry. In collaboration with local culinary curators, including Gabrielle Eitienne of Revival Suppers and Chef Adé Carrena, as well as local vendors, we've crafted a dining experience rooted in the flavors of North Carolina.

With surprise cultural moments, like performances by a local HBCU marching band and appearances from artists on the Dreamville label, the Family Dinner isn't just a meal; it's how we truly welcome partners into the family.





## CASE STUDY 04:

# Connoisseurs of Culture

We launched as a CURATED NYC event during Advertising's Biggest Week, spotlighting Black-owned festivals, creators, and the energy of Black culture. It evolved into a partnership with Belvedere for a multi-city Black History Month Dinner Series, with intimate events in Black-owned luxury venues, celebrating Black creatives, tastemakers, and community.

The series drove over 9M impressions, hosted 150+ influential guests, and reinforced how authentic cultural investment delivers real impact.





LET'S BUILD!

**CURATED**

**BY**

**LIVE NATION**