

THE COLOR PURPLE

Marketing Strategies
by Zon D'Amour





The color purple is a musical?

A slavery musical?



Errbody goin to see Color Purple. I just don't feel like watching a slave movie this year

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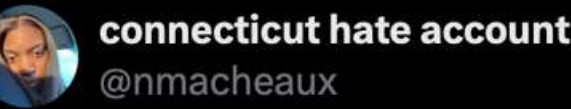


Any movie shot to be in the early 1900s is a slave movie. You're watching the aftermath of it and saying it's not is wild wtf is wrong with y'all we are so used to it that we are defending it lmao I'm sad for us



They're remaking the Color Purple and I PROMISE I'm not seeing it.

I'm tired of seeing black people casted as slaves. There's far more to our story than just slavery.



so is the color purple a slavery movie?? like is that the time period?

The Challenge

Even though “The Color Purple” had been adapted from the novel into a Broadway play that ran for over a decade, there was a less than enthusiastic response around the film becoming a musical. Touted as a “reimagining” and not a “remake” many presumed “The Color Purple”, though set in 1909, would be a **“traumatic slave narrative set to music”**.

This led many people within the **Millennial** and **Gen Z** demographic to not only **forgo seeing the film** but to publicly **chastise it on social media**.

Understanding that the actor's strike which ended November 9, 2023, may have stifled some intended plans because the actors could not publicly promote the film until weeks before its release, there was still a major opportunity to create a more robust campaign resulting in an impactful word of mouth campaign that introduced the film to a collegiate demographic, **amplified women of color entrepreneurs and encouraged men to break generational curses through therapy**.



Who Is Our Audience?

The intended audience of the film wasn't clear. The original moviegoers who saw the film in 1985 are considered “**Boomers**” (1955 – 1964).

The main cast of the 2023 film are **Millennials** and **Gen Z** so the film's campaign could have benefited from more of an emphasis on these generations.

With the tagline, “**A Bold New Take On A Beloved Classic**” the marketing campaign didn't effectively engage a younger demographic or provide opportunities for a younger demo to resonate with the screenplay that focused less on Celie's trauma and more on **sisterhood, ending generational trauma, new beginnings** and **self-empowerment**.

Ideal demographic of movie goers: College educated, affiliated with Greek life, middle and upper middle class, salaried workers who are also entrepreneurs, well traveled, frequent purchasers of luxury items while also proponents of circulating the Black dollar and supporting small businesses.

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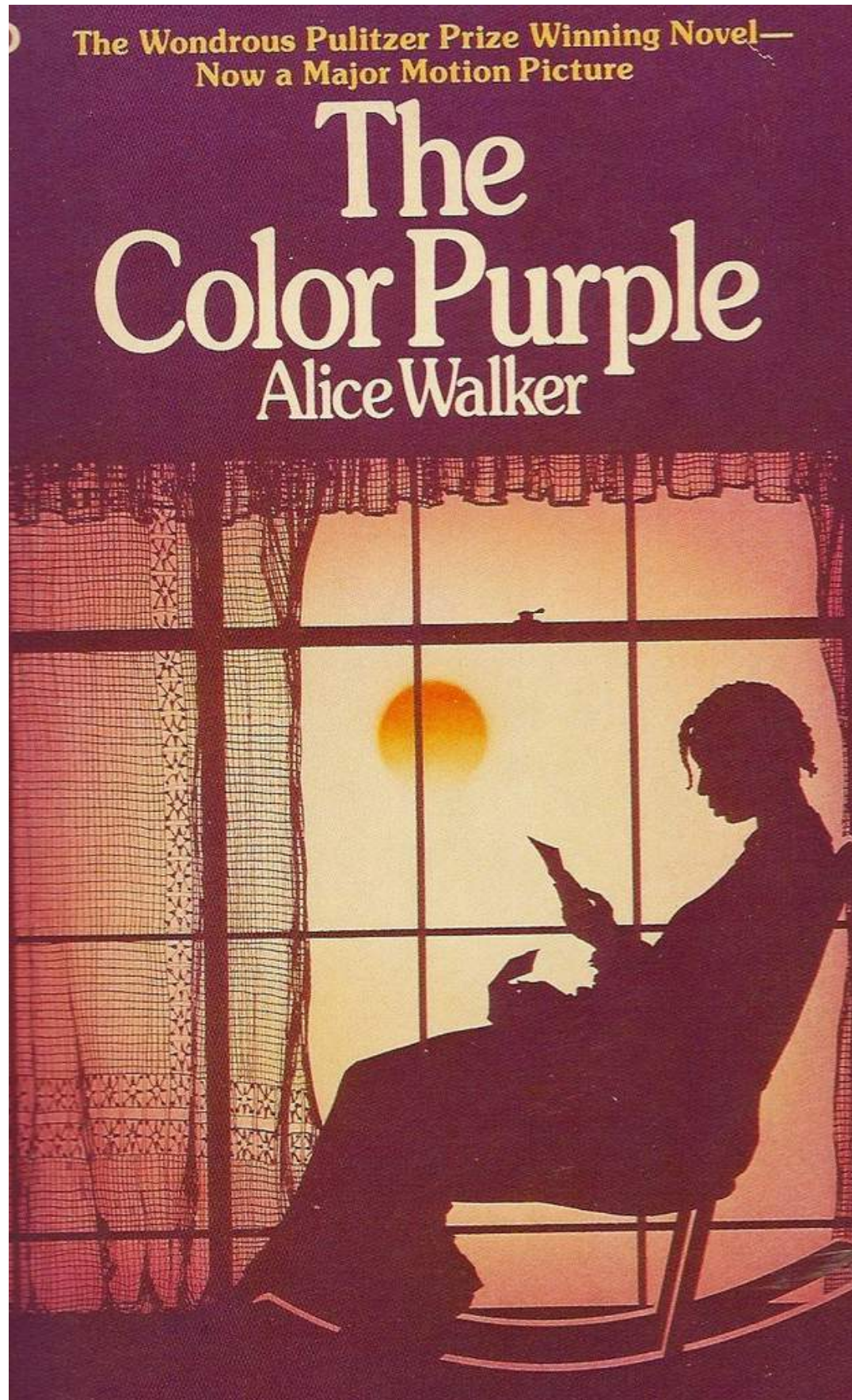
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Educational Impact

Collegiate Theatre Productions & Scholarships



In efforts to bridge the generational gap between the audience who first read the novel, “The Color Purple” in 1982 and saw the film in 1985, an aspect of the marketing campaign should have introduced Gen Z to the source material by having the **book and the original film incorporated into the curriculum** of HBCUs students whose fall classes including English Literature, Theatre and Screenwriting.

The press tour could have included:

Author, Alice Walker as a Guest Lectures for English Students alongside **Executive Prod. Oprah Winfrey** on how the novel impacted her life

Screenwriter, Marcus Gardley on adapting the book and theatre production to film alongside **actress Phylicia Mpasi** who has a background in Screenwriting

Director, Blitz Bazawule, Executive Producer Quincy Jones and Songwriter, The Dream on being a multifaceted creatives who have segued from music into film

Actors and former classmates **Danielle Brooks and Corey Hawkins** on the importance of networking across and relationship building amongst their peers.

Educational Impact

Collegiate Theatre Productions & Scholarships



HOME > MOVIES > MOVIE NEWS
‘The Color Purple’ Star Corey Hawkins on Advice From Oprah and Reuniting with Juilliard Classmate Danielle Brooks: “I’m So Happy to See Her Shine”



Additionally, **the fall play** for students in the College of Fine Arts could have been “The Color Purple”. What better way to be in alignment with the tagline “A bold take on a beloved classic” than to have students converse with cast from the film and as well as the Broadway production surprising students in rehearsals to give feedback as well as have conversations in regards to their interpretation of the characters and how they make them their own.

At the end of the Fall 2023 semesters, Warner Bros. (who has a plethora of Writer’s Workshop programs) could have provided **scholarships** to students who participated in **screenwriting workshops** with Marcus Gardley as well as scholarships to students who were a part of their school’s theater production of “The Color Purple”.

HBCU Homecoming Beauty Activation

The Opportunity: Utilize a makeup collaboration to illustrate the vibrant theme of “Celie’s Imagination” and how she was empowered by Sofia’s strength as well as Shug Avery’s ability to couple her sultry seductive side with her innate confidence.

With the line “You shall be ugly” from the 1985 film being intentionally removed from the 2023 film, there was a perfect opportunity to reclaim and redefine beauty, especially for dark skinned women in marketing the film with beauty campaigns for the film stars.

Black-owned cosmetics brand, **The Lip Bar**, founded by FAMU alumna **Melissa Butler**, is the largest Black-owned brand in Target. This would have been the perfect cosmetics brand alignment to help the film reach its targeted demographic of millennial and Gen-Z moviegoers. Butler previously collaborated with **Former First Lady Michelle Obama** for a limited red matte lipstick shade called “Bawse Voter”.

For for the limited edition collection campaign with “The Color Purple”, the packaging for Butler's award-winning red matte lipstick shade “**Bawse Lady**” rhymes perfectly with “**Shug Avery**” and the shade “**Rich Auntie**” could have been titled, “**Miss Celie**”.





Soundtrack Concert Tour

“**The Color Purple Concert Series**” could have kicked off in October at Howard Homecoming as a staple event in past years was the “The R&B Concert”. The show, headlined by **Coco Jones**, could have featured other acts from the soundtrack including **Jane Handcock, October London, Jorja Smith**.

With the theme of the 2023 Homecoming being “the revival” there was an opportunity to also revive the Howard’s Homecoming Gospel Concert with artists from the soundtrack including, **MaryMary** and **Tamela Mann**.

With the film being stacked with so many professional performers, it was surprising to see that the cast rarely performed any of the songs from the film live. There could have been an emphasis on the soundtrack and the secular R&B artists that contributed to the music including **The Dream** who most recently wrote and produced on **Beyonce’s “Renaissance”** album. Many people were unaware that he also wrote an original song, “Superpower” for Fantasia for the film.

While the song was on the Oscar’s short list, it didn't receive the nomination. Outside of the music video, the song would have been a powerful performance for the daytime talk show circuit.

“Best Original Song” Strategy: Documentary & Tour



While there was an HBO Max special entitled, "Oprah & The Color Purple Journey" what was missing was a documentary specifically about the making of the soundtrack. The recent release of the **“The Greatest Night In Pop” (Netflix)**, the making of the song, **“We Are the World”** illustrates that a documentary around the soundtrack could have been historic and potentially award winning.

Between the music from the film and music "inspired by the movie", there were an astounding 25 artists on the soundtrack including some of the hottest artists in the media right now including **Usher, Meg The Stallion, Coco Jones, and H.E.R.** With Blitz’s background as a musician and the way in which he seamlessly transitioned from music video directing to feature film directing, a soundtrack documentary could have helped to change the perception about “musicals” being kitschy.

While a song from the soundtrack, **“Risk It All”** by H.E.R. and Usher was released, outside of their social media captions, there isn’t an immediate connection of the song to the film. In efforts to target a demographic of millennial movie goers who grew up watching, **“Making The Video”** and **“Behind The Music”** on MTV & VH1, footage of the duo’s writing and recording process as well as behind the scenes of the music video may have helped the song to better resonate with prospective moviegoers.



“Celie’s Pants” Flea Market



In the film, when Celie inherited her father’s store and opened her pants shop, it was the new beginning she longed for and the opportunity to utilize the **sewing talent** she honed for nearly two decades. With many people associating the film with its traumatic elements as opposed to the **joy that Celie finds in having her own business**, creating a campaign around **empowering Black women entrepreneurs** would have helped to refocus prospective moviegoers on this theme.

Following the release of the film's trailer in May, an announcement could have been made for small business owners to apply for the opportunity to be a part of “Oprah’s Favorite Purple Things”.

This experience would have not only included inclusion in “O Magazine” but also mention on national TV as well as the opportunity to participate in an in-person flea market in December.

The flea markets would take place in cities such as Atlanta, DC, New York and could be in partnership with already established markets including “**Black Market Flea**” and “**Black On The Block**” in Los Angeles.

“Oprah’s Favorite Things”

“You Get A...” Limited Edition “Color Purple” Gift Basket

Oprah’s “You get a car meme” is one of the most iconic gifs in pop culture.

While Oprah did have a gifting segment on The Sherri Shepherd show, the products given to the audience could have been more intentional and in alignment with the themes of the film.

For example, swap out the sleeping mask for a **patchwork quilt** similar to the one in the film that Celie gifted Sofia as well as the aforementioned **makeup collaboration** with Black women owned businesses because in the film we’re reclaiming and celebrating Celie’s beauty. Black artists could have been commissioned to create **“bold” stationary and holiday cards** which would have been a nod to the letters Nettie would write Celie. Also, instead of the “Corkcicle” cup, a limited edition purple **Stanley tumbler** would have been more on trend.



Break and Heal Generational Trauma

“Harpo’s Houses”

In the latest iteration of “The Color Purple,” Harpo is tasked with overcoming the misogynistic and abusive behaviors towards women that he learned from his father and grandfather.

This aspect of the film **deserved more emphasis** as Celie and Sofia’s lives were adversely affected by the way they were treated by Mister and Harpo.

There was a phenomenal opportunity to **amplify the importance of breaking generational traumas through therapy** as well as reinforce positive examples of **healthy, loving relationships**.

In efforts to encourage more millennial men to see “The Color Purple” as well as have these important conversations, film stars Corey Hawkins and Colman Domingo could have served as ambassadors for Taraji P. Henson’s “Boris Lawrence Henson” Foundation which provides various mental health resources for people of color.

In addition to partnering with rapper and actor **Common** who's a mental health advocate as well as **Joey Bad A\$\$**, Founder of the ImpactMENTorship organization to host screenings, and Q&As for men of color.





About Zon D'Amour

Insight On My Marketing Strategies

With over a decade of experience in journalism, my approach to marketing is to **Resonate, Educate and Amplify**. My strategy for this film would have provided **a tangible impact on the lives of moviegoers**.

Prioritizing impact is also a good contingency approach whereas talent isn't also available to participate in everything. In this instance with the strike ending in November, the collegiate initiatives would not have been impacted. The Homecoming activations and in-store beauty campaigns didn't require the cast to speak for the film promotion to be visible and impactful.

Example Headlines for Prospective Activations for "The Color Purple"

"The Color Purple Cast" Surprise Theatre Students with Scholarships

"Meg The Stallion Debuts Her New Song From "The Color Purple" Soundtrack at Screening

"The Color Purple" Star Taraji P. Henson Offers Free Therapy Sessions For the Holidays

"The Color Purple" Choreographer Fatima Robinson To Receive MTV Video Vanguard Award

Fantasia and cast of "The Color Purple" are the new faces of "The Lip Bar" at Target

Oprah Brings "Purple" Lemonade to Issa Rae's Hilltop Cafe

Coco Jones Debuts New Single From "The Color Purple" Soundtrack At Howard Homecoming

Black Women Entrepreneurs Thrive At "The Color Purple" Holiday Market



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