

# Notes on the presence of black people in the Peruvian advertising

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It is often stated that advertising only shows white characters and that, at the same time, it perpetuates racist stereotypes with regard to black African descendants and Andean people.

Based on these premises, a corpus of 42 advertising pieces made in the last fifty years (36 TV commercials, 2 press releases and 4 logos) was analyzed. As a result of this study, different paradigms that include Afro Peruvians in advertising during these years were identified.

The following are the main conclusions:

- The presence of the Afro-Peruvian woman, in the brand context, has developed from having washerwoman qualities in the 1960s to showing her as an icon of the Peruvian cuisine along with the great chefs of the *Perú Gourmet* movement.
- Afro Peruvians have provided values of flavor and pranks in the release of a brand translated into a greater popularity of brands.
- Afro Peruvians have earned a place as celebrities in music, sports and Peruvian cuisine.
- Skin color differences have remained to emphasize differences in color or quality of products.
- The presence of Afro Peruvians has been stereotypically related to products of low cost and/or trades, but it has been excluded from other fields such as, the financial field.
- The Afro Peruvian people have been useful to represent the Peruvian cultural diversity (the Andean, the Afro Peruvian, and the Native) or to represent inclusion.
- Two openly racist campaigns studied (Berlitz/violence) and (El Comercio/cannibals) do not represent the Afro Peruvian culture, but foreign patterns (North America and Africa).