

Black History Month Brand Campaign

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Launching on air tonight, ITV's brand campaign showcases Black History in the making. It pays tribute to amazing role models in industries such as sport, music and science, who inspire a new generation of young people by being visible role models.

Marketing Executive Queenie Safo-Antwi said:

"ITV is for everyone, and this campaign is a hopeful and inspiring look at how young people are the potential heroes of tomorrow, with a nod to the black stars that are inspiring them today. We want to engage and inspire family audiences with this creative campaign which will run across our network in October."

ITV have partnered with photographer Brunel Johnson who has shot the images which feature in the campaign.

Press Contacts

jenny.cummins@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>