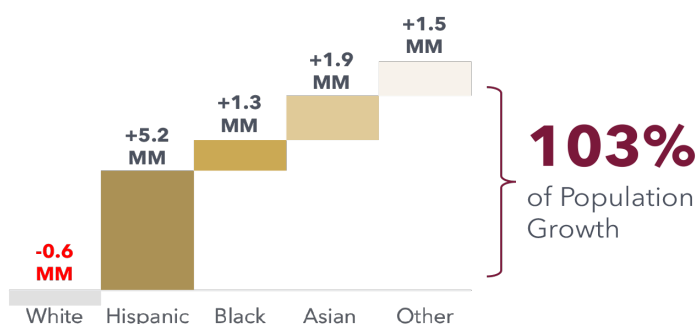
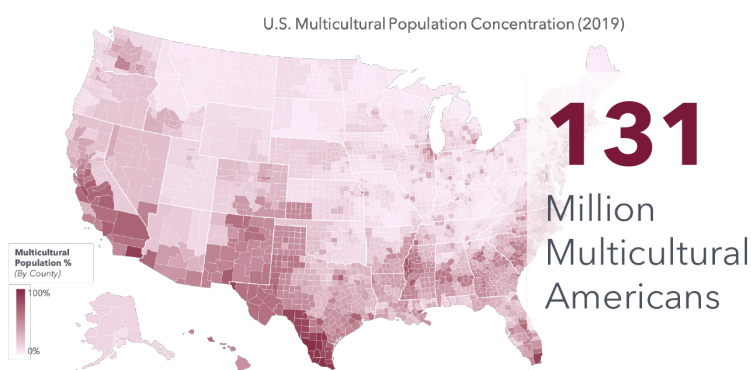


# America's Cultural Transformation Has Deep Implications for Your Target Consumer Strategy

The U.S. marketplace is experiencing a cultural transformation of unprecedented scope and scale.

Our demographic landscape is transformed as 131M multicultural consumers now represent 40% of the U.S. population.

A New Wave of younger consumers, 18 – 40 years old and defined by diversity, is driving growth.



## Collage Group is Helping 200+ Brands Win These Consumers

Hispanic | Black | Asian | Gen Z | Millennial | Boomer | Women | LGBTQ+



### Members-Only Platform

300+ proprietary studies, webinars, data tools and marketing best practices

### Custom Market Research

Tailored solutions delivered by our full-service, in-culture qual and quant team

### Cultural Fluency Roadmap

Use culture to connect effectively and efficiently across segments

**Start connecting today!** Contact your dedicated Collage Group representative at Info@CollageGroup.com.

## Consumer Research Platforms

50+ Million Data Points · 10+ Years of Consumer Data · 300+ Studies  
35 Original Studies Each Year · New Data 3 to 4 Times a Month



### Hispanic, Black, Asian

Dive deep into these influential growth segments as compared to White consumers. Differentiate what works and doesn't for these segments vs. the general population.



### Gen Z, Millennial, Gen X, Boomer

Access intensive data and trends on key generational growth segments centered on intrinsically diverse Gen Z and Millennial consumers – the New Wave.



### LGBTQ+ & Women

Explore unique consumer trends among the LGBTQ community. Go further into gender identity, exploring men, women, transgender, non-binary and other segments.

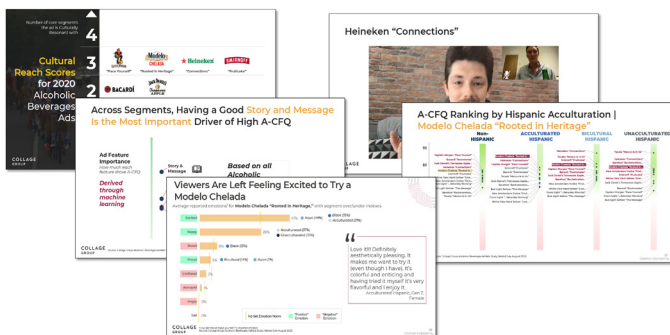
## Consumer Essentials

**Define your consumer with cultural insights.** Our foundational consumer research uncovers trends and spending behaviors within each segment and applies advanced analytics to define their cultural traits. Detailed consumer insights reveal music, food, sports and other passion points for each segment, as well as media and digital consumption habits.



## Category Insights

**Understand how consumers respond to your category.** Collage Group's semi-annual, category-specific research covers every major consumer industry. We provide in-depth consumer trends data for each segment answering insights- and marketing-driven client questions and spotlighting timely, emerging trends.



## Brand and Ad Ranking

**We provide competitive rankings of all top brands in every major category.** Explore how major brands and ads in each competitive category rank on the Cultural Fluency Quotient (CFQ), our proprietary metric that helps predict purchase intent. Determine where you stand with consumers across key growth segments.

### Be the First to Know

Members are the first to access new data presented live by our directors & analysts 3 to 4 times a month in our webinars

### Visualize Critical Insights

Our searchable online database features every proprietary market research study and survey question since 2017

### Personalize Your Learning

Your client success rep builds your experience around your critical questions and needs with specially configured data

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# Cultural Fluency Roadmap

Use culture to connect effectively and efficiently across segments

Hispanic | Black | Asian | Gen Z | Millennial | Boomer | Women | LGBTQ+

## I Assess the Potential to Deepen Your Brands' Cultural Connection

### Size the Multicultural Growth Opportunity

Collage Group's size-of-prize analysis calculates your unique multicultural consumer growth and fair market share opportunity. Our proprietary methodology shows how you can spearhead category growth versus share growth through a combination of approaches.

### Assess Brand Cultural Fluency

Get a head start on assessing where you stand versus competitors, and why, with our CultureRate:Brand tool embedded in our Multicultural and Generations platforms. Go further with comprehensive audits to assess each brand in your portfolio.

## II Define How Your Brands Can Make the Connection

### Define Cultural Attitudes and Traits

Attitudes and usages studies can only get you so far without a deeper link to the cultural factors driving preferences and motivations in your category. Our CultureScape engagements take A&U studies to a new level by incorporating cultural attributes and group traits analyses. These insights help you understand the distinctive traits of consumers more likely to buy your product within each demographic.

### Map Brand Equities to Cultural Traits

How well do your brand equities connect to your target consumers in each demographic? Our Equity Mapping engagements quantify the connection. Take it a step further and bring these insights to life through our Cultural Fluency Workshops, confronting the questions you need answered and aligning your team on the best path forward.

## III Apply Insights to Go-to-Market Execution

### Link Insights to Marketing Execution and Capabilities

Our consumer insights, and CulturalRate data provide the foundation for powerful new approaches to execution. We help you explore opportunities to apply these insights to generate seed look-a-likes for digital marketing, explore ways to transform approaches to influencer marketing, and to inject new approaches into experiential marketing.

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Measure effectiveness and impact  
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