



Authentic Cultural Reflections Matter in Marketing

July 14, 2021



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Agenda

From Diversity & Inclusion to Cultural Relevance

Bringing Culture to Life

The Incremental Value of Cultural Relevance

From
Diversity & Inclusion
To
Cultural Relevance



ANA

Alliance for Inclusive and Multicultural Marketing Mission

To be a powerful force **prioritizing** diverse consumers and advancing inclusive and multicultural marketing **to achieve business growth and equity for all.**

Consumers Expect To Be Seen and Reflected Accurately

As people
demand to address systemic inequities across all
aspects of their lives,
consumers are becoming more discerning
about how accurately brands reflect who
they are.

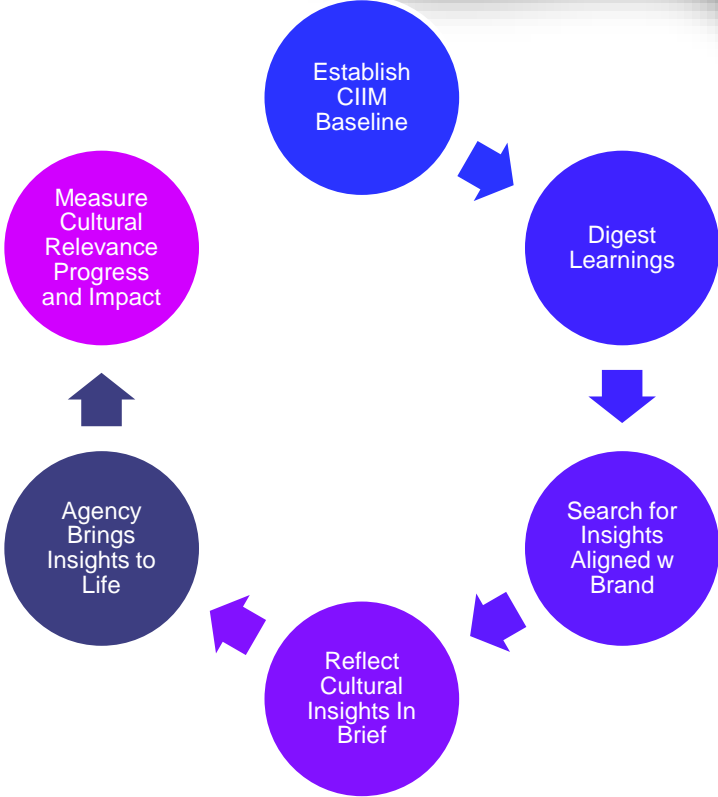
Cultural Relevance Has Become A Key Measurement in Marketers Toolbox

60-90% of MC&I marketers are embedding culture, for more brands, more frequently

Brands are increasing their cultural competency backed by MC&I specialists

Cultural Insights Impact Measure™

**A PATH FOR BRAND GROWTH
THROUGH A STANDARDIZED
INDUSTRY MEASURE GAUGING
THE LEVEL OF CULTURAL
RELEVANCE IN ADS AND CONTENT**



Largest Ad Level Cultural Relevance Norms Across 7 Segments and 40 Industries

242,000+ Ad Evaluations Across All Segments Among Over 366+ Brands and 843+ Ads



Cultural Relevancy Is More Than Inclusion

Connections start with representation but require rich authentic cultural portrayals to achieve deeper brand-consumer connections and rise in CIIM cultural relevance scores to top quartile.

CIIM's Cultural Attributes

Authenticity

Celebrations

Identity

Positive Reflections

Cultural Pride

Respect

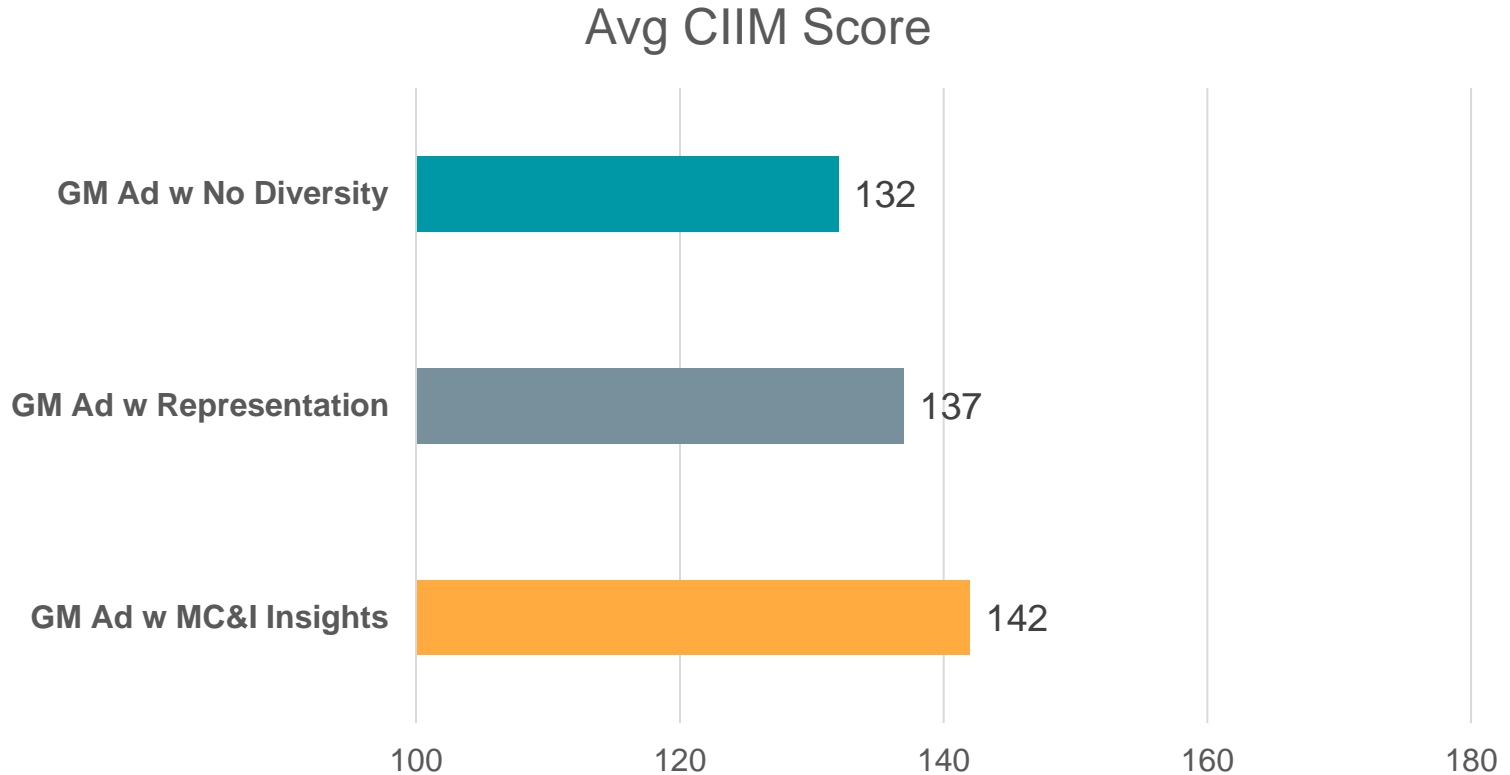
Good Role Models

Cultural Values

Bringing Culture To Life

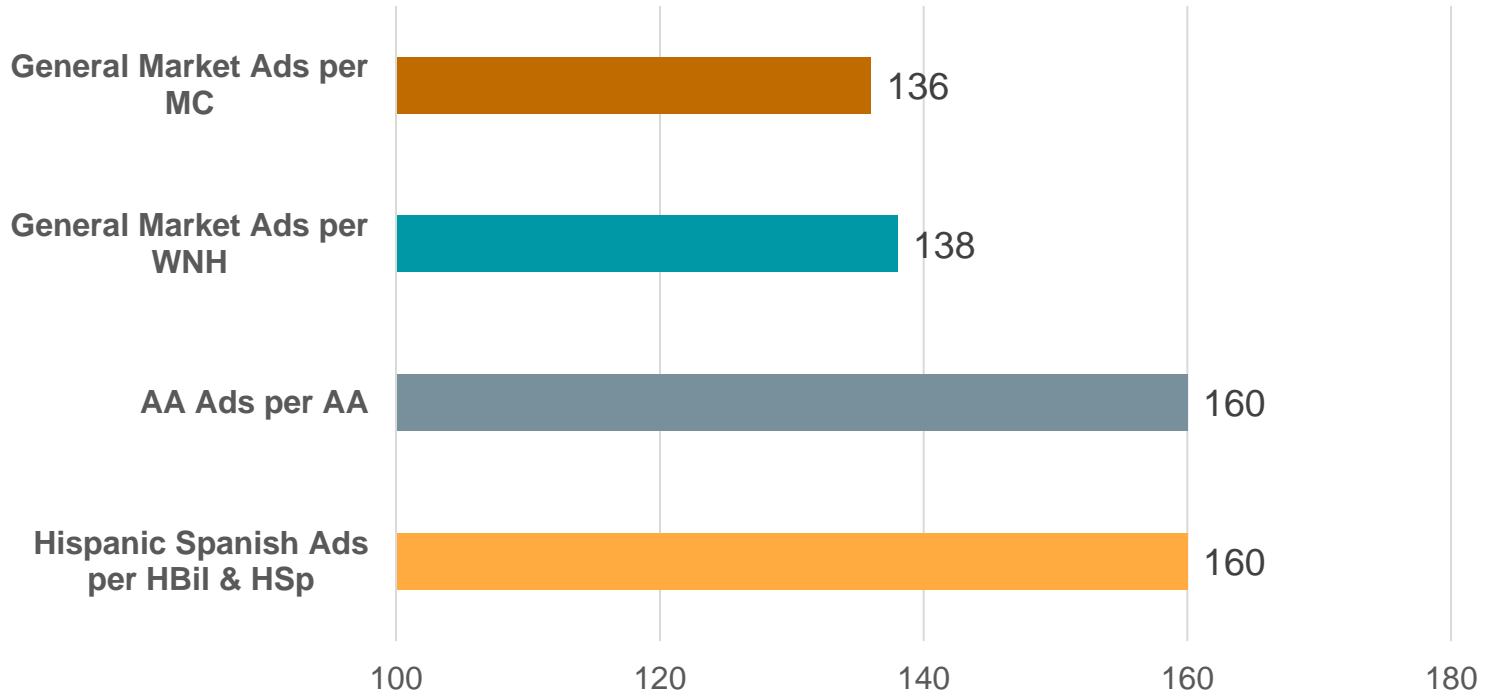
Measuring Relevance

Diversity vs MC&I Cultural Insights



Targeted Insights Lift Cultural Relevance

Avg CIIM Score



2020 TV Shows CIIM Tested Against All Segments

Broadcast, Streaming and Digital Native Content

146 Shows*

AA
Asian English
Hisp English & Span
LGBTQ
People with Disabilities
WNH



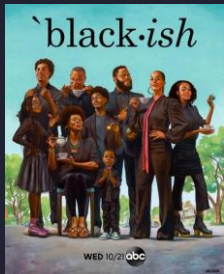
Respondents
Self-Select
Familiar
Shows

(watching or not
watching anymore)



22,000 Respondents
62,000 Evaluations
based on CIIM™
Cultural Construct

Conducted in Nov 2020 -
March 2021



Top CIIM Top Shows By Segment

White
Non-Hispanic

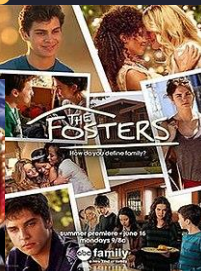


MC&I

Hispanic
English



Hispanic
Spanish



LGBTQ



Hispanic
Bilingual

African
American



Asian

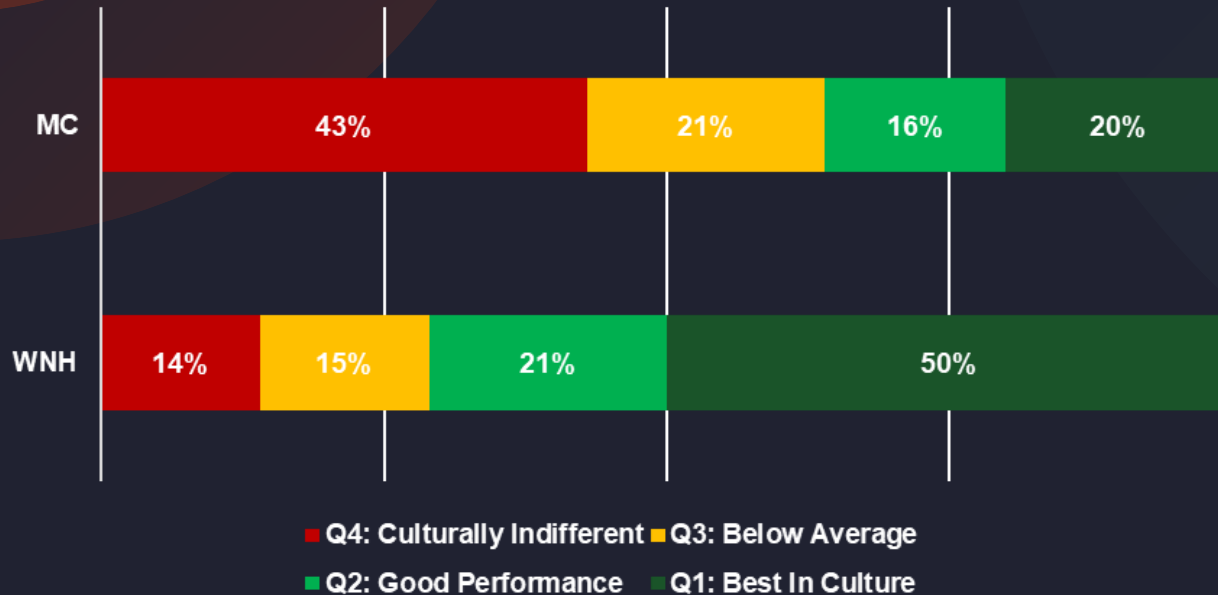


People with
Disabilities



Two Distinct Notions of Shows

In the eyes of Multicultural audiences, there is a scarcity of culturally accurate and inclusive content.

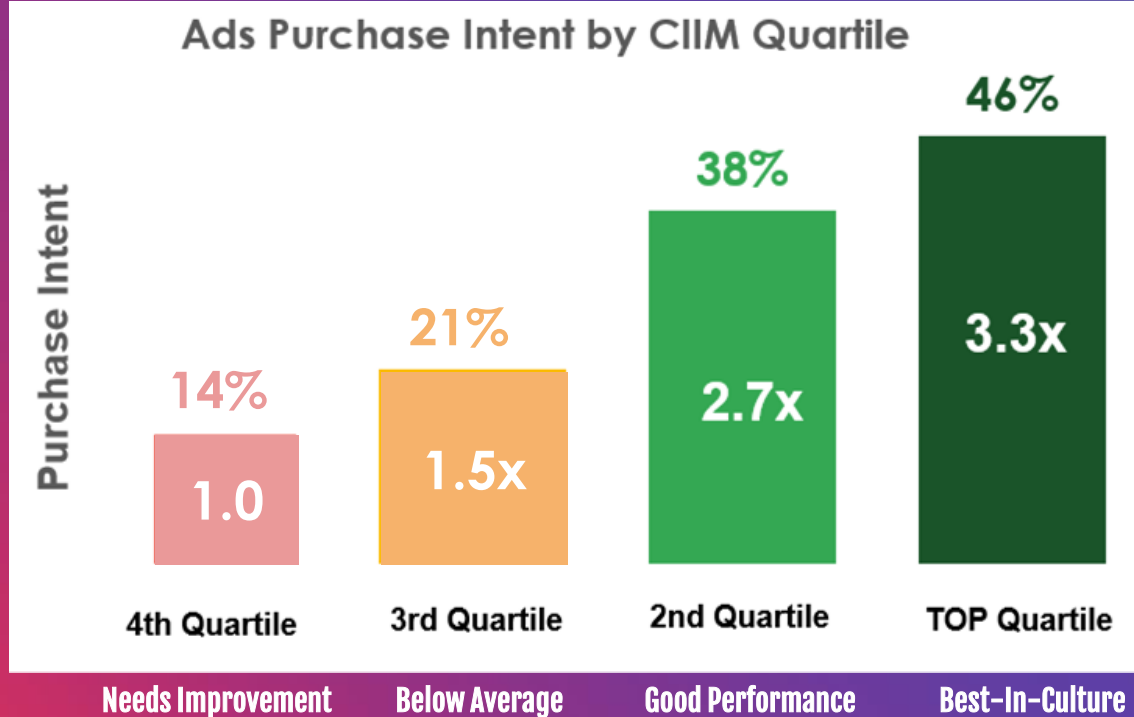


Multicultural viewers see almost half of the current shows as “Culturally Indifferent and only 1 in 5 shows as strongly reflecting their cultures or “Best-In-Culture.”

In contrast, White Non-Hispanics see their cultural values strongly reflected or “Best-In-Culture” in half of the shows and only 1 in 7 shows are perceived as “Culturally Indifferent”

The Incremental Value of Cultural Relevance

Cultural Relevance Boosts *Growth 3X*



Enhance Brand Perception **2X**

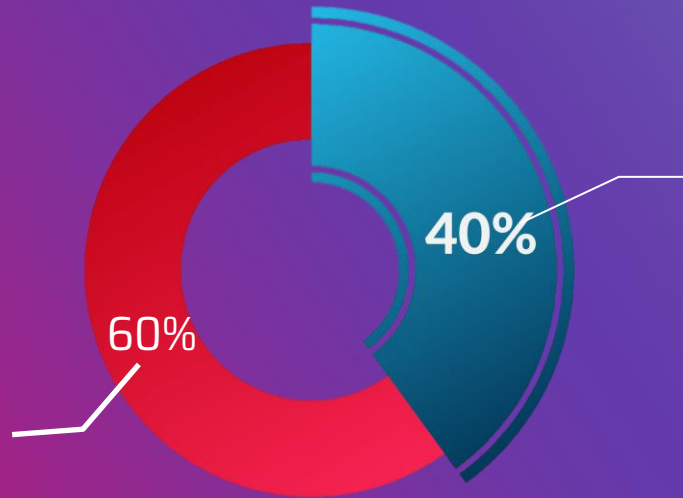
Increase Ad Effectiveness **3-5X**



Validated CIIM™ Attribution

Cultural Relevance Is A Major Contributor To Ad's Sales Performance

Other campaign effectiveness factors

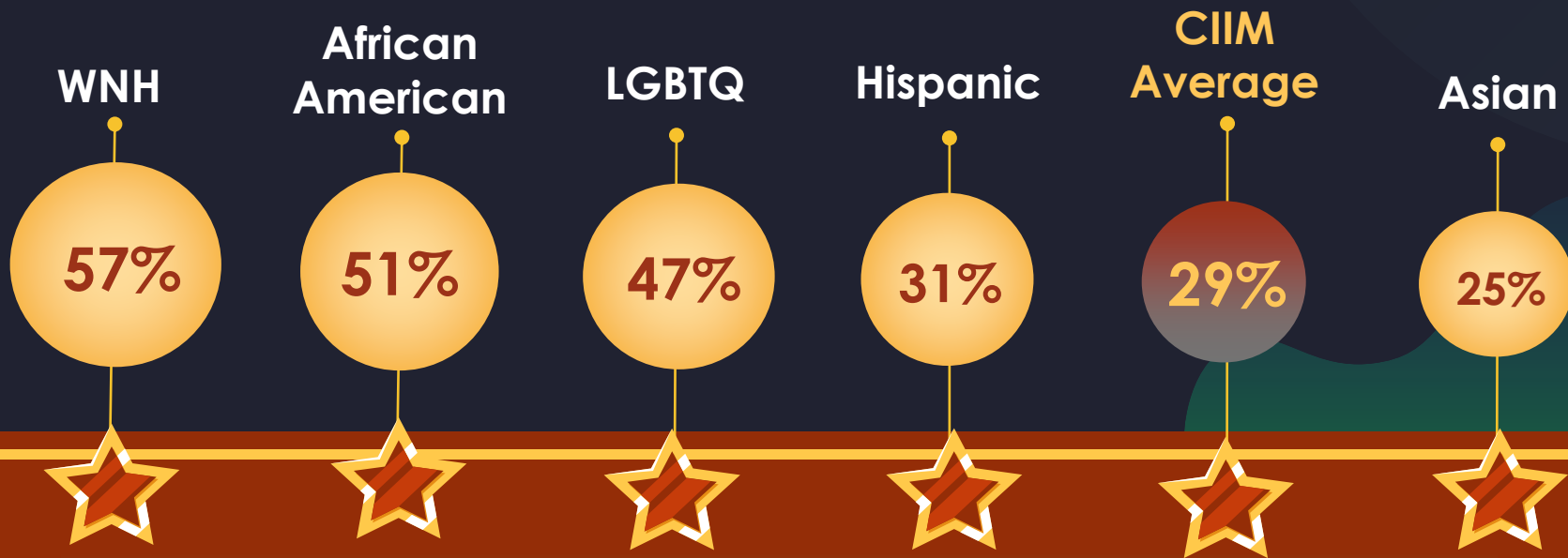


Cultural relevance (CIIM) combined with persuasiveness accounts for 40% of the sales variations in campaigns.

91% Confidence Level
 $R^2 = 0.40$

Culture Is A Significant Factor In Viewer Preference

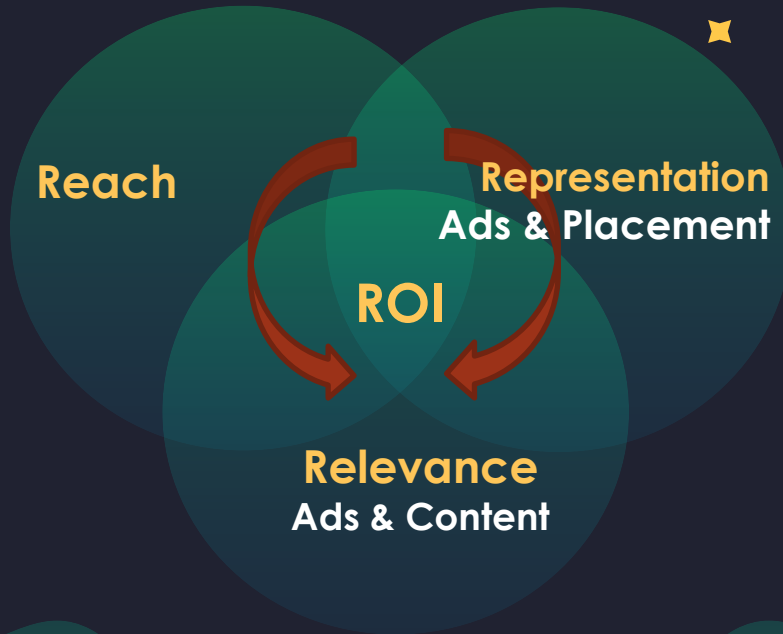
On average, CIIM cultural relevance scores explain around **29%** of the primary target's viewer preference, explaining as much as half of African American's content preference.



Segments with higher representation have learned to expect more than those who have not seen themselves reflected as much to date

4Rs IN ADS' CREATIVE AND MEDIA SELECTION

Exploring the **ROI / Lift** at the intersection of **Reach**, **Representation** and High **Relevance** (in Ads and Placement)



4Rs Progress!

- Exploring 'matched' cases with three modelers
 - 605
 - iSpot
 - Nielsen
- Wrestling with the realities
 - Finding matches with CIIM tested ads and programs
 - Enough weight...often MC targeted lacks proper weight = investment
 - Too much weight... often GM = saturation... no A/B control group
 - Too few programs CIIM tested vs. full array of program schedules



For More Information

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For additional CIIM information & inquiries, please contact CIIM™ Team to learn how you can adapt CIIM™ to your organization's needs