



Navigating an Increasingly Critical Hispanic Cultural Environment

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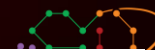


Nathanael Roy - Data Analyst, Cultural Inclusion Accelerator



Cultural Inclusion
Accelerator™





Origin Story



Cultural Inclusion
Accelerator™



For years, **investments in multicultural and inclusive segments have been held back in large part by the lack of measures proving the value of culture and inclusion in communications.**

To dismantle this systemic barrier in 2019, the **Cultural Inclusion Accelerator™**, decoded the incremental value of deeply connecting with all consumer segments through cultural relevance in ads and content with an innovative industry measure called **CIIM™**, the **Cultural Insights Impact Measure™**.

In 2022, two new metrics were introduced, the **DEI Accelerator™** helping marketers understand the value of DEI reflections in ads, and the **Diverse Media Accelerator™**, gauging the multiplier effect of diverse-owned & targeted media.



DEI Accelerator™



Diverse Media
Accelerator™



Cultural Inclusion
Accelerator[™]

Mission Statement

We innovate inclusive measurement solutions that enable every marketer to see and act on each consumer's authenticity.

We are passionate about uncovering powerful cultural and diversity insights that lift brands' trust, sales, and loyalty.

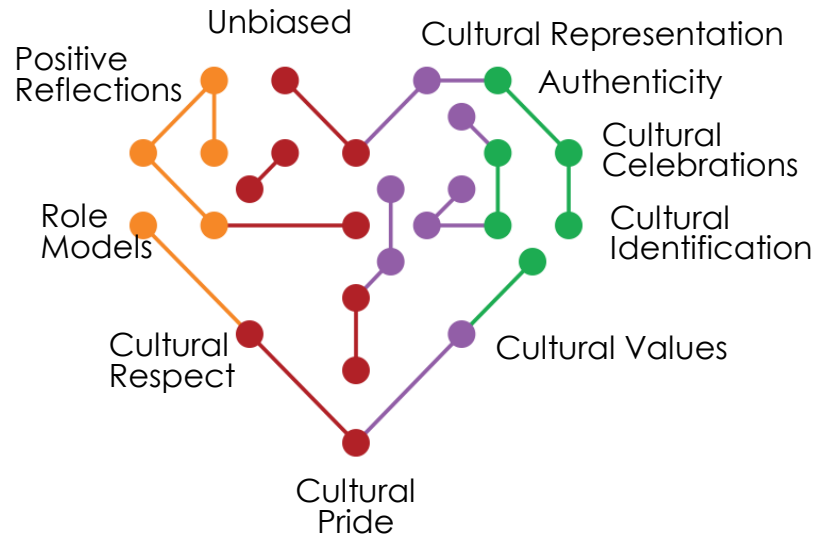


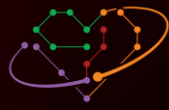
CIIM™ Scores

Measure Consumers' Perceptions of Cultural Relevancy

Cultural relevance is defined by a consumer's own **perceptions** of culture in communications.

CIIM measures every ad and program across 7 segments through 10 key cultural attributes





RISING EXPECTATIONS

Hispanic expectations are rising -Gen Z are driving that change

SOCIETAL CHANGES



GEN Z BRAND EXPECTATIONS

“The Latine community has an incredible impact on the consumer market, especially the younger generations that make up this population. Gen Z are transforming and shaping behaviors as they become influencers within their own families and communities.” – BeLatina.com

The Nation's Latino Population Is Defined by Its Youth

Gen Z predicts the future of love, marriage, and gender roles

#MeToo and Time's Up: Most GenZ think the movements are making progress

Gen Z fuels race, equality debate and **George Floyd protests**

Gen Z leads the **Black Lives Matter Movement, On And Off Social Media**

Gen Z **defying stereotypes to fight for human rights**

Research reveals Gen Z's priorities as **Environment and Equality**

Half of Gen Zers say gay and lesbian couples being allowed to marry is a good thing for our society.

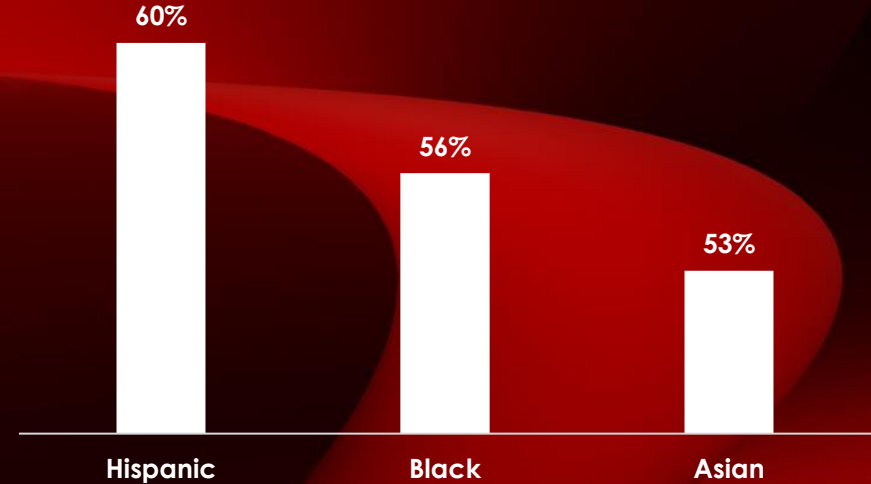
Gen-Z Drives Surge Of More Americans Identifying As LGBTQ

Gen Z is influencing the **abortion** debate – from TikTok

Hispanics See More Stereotypical Representations in Advertising than Any Other Multicultural Segment



% of consumers that see stereotypical representations of people in advertising





Hispanic Trust in Brands Has Dropped More Than Any Other Multicultural Segment

% difference of consumers who trust all or most brands in April 2022 compared to October 2021

Asian

+24%

Black

-3%

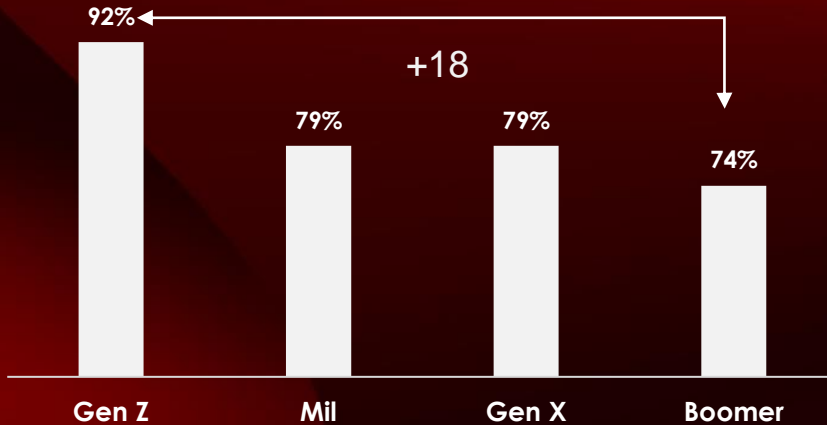
Hispanic

-11%

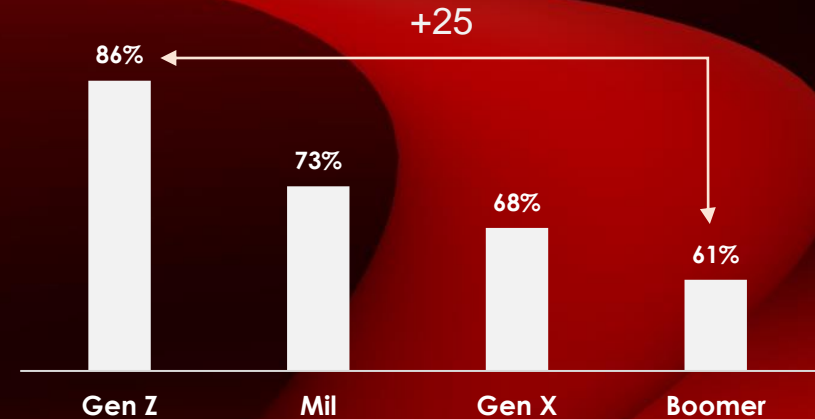


Gen Z Hispanics are the Primary Drivers Behind the Growing Expectations

% of Hispanic consumers that believe brands should take a public view on diversity and equality in their advertisements



% of Hispanic consumers that believe brands should take a public view on policies discriminatory against Hispanics



Gen Z is Much More Likely Than Boomers to Think Brands Should Take a Stance



Difference between Gen Z and Boomer respondents who believe brands should take a public view on policies *discriminatory against themselves*



Hispanic Acquiescence May Be Shifting - Gen Z is Expecting More of Society & Brands

+25%

Hispanics

Difference between Gen Z and Boomer respondents who believe brands should take a public view
on policies *discriminatory against themselves*

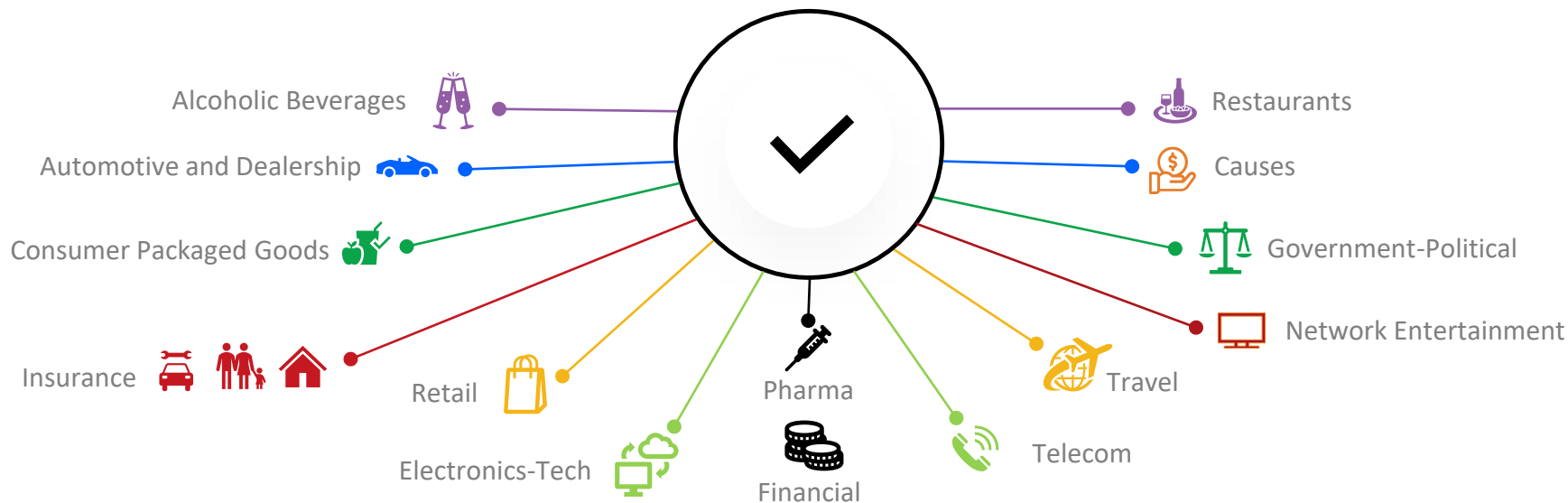


HISPANICS SEE LESS AUTHENTIC CULTURE IN ADVERTISING



Largest Cultural Relevancy Score

Across 7 Segments, 14 Sectors, and 66+ Industries
850,000+ Ad Evaluations Across 775+ Brands and 2,300+ Ads



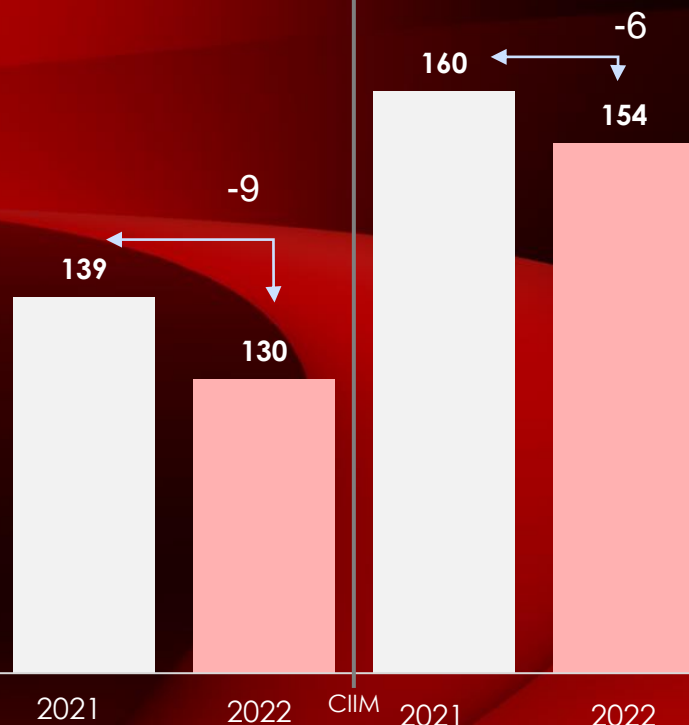
Cultural Relevance Drops Among English Media Viewers and Spanish Media Viewers



Average CIIM Scores

English Language Ads

Spanish Language Ads





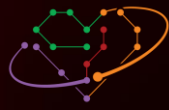
Accurate Cultural Reflections In Ads Have Decreased Since Q2'21

Hispanic English Media Viewers: English Ads



Hispanic Spanish Media Viewers: Spanish Ads





GETTING IT RIGHT

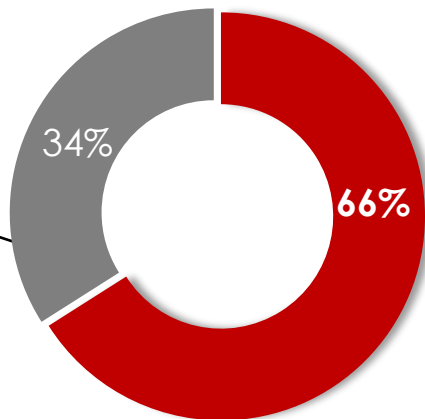
CIIM™ proves that cultural relevance is good for consumers AND Brands' Growth



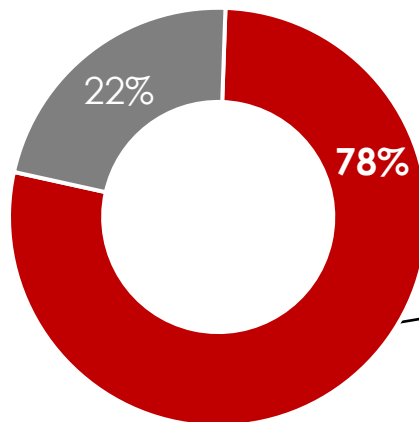
Culture Really Matters for Growth

Re-validated CIIM™ attribution demonstrates that Cultural Relevance is a major contributor to ad's sales performance

All Segment Attribution



Hispanic Attribution



Cultural Relevance as measured by CIIM™, combined with the persuasiveness it creates, accounts for 78% of campaigns' sales lift... up from 40% in the original 2020 Attribution Study.

Other campaign effectiveness factors, i.e.: media weight, brand equity, offer, etc.

6IX
0ERO
5IVE™



Role Models & Celebrations of Culture are Driving Cultural Relevance Among Hispanic Segments

Q2
2021

Hispanic English / Hispanic Spanish
Cultural Pride

Q1
2022

Hispanic English
Role Models

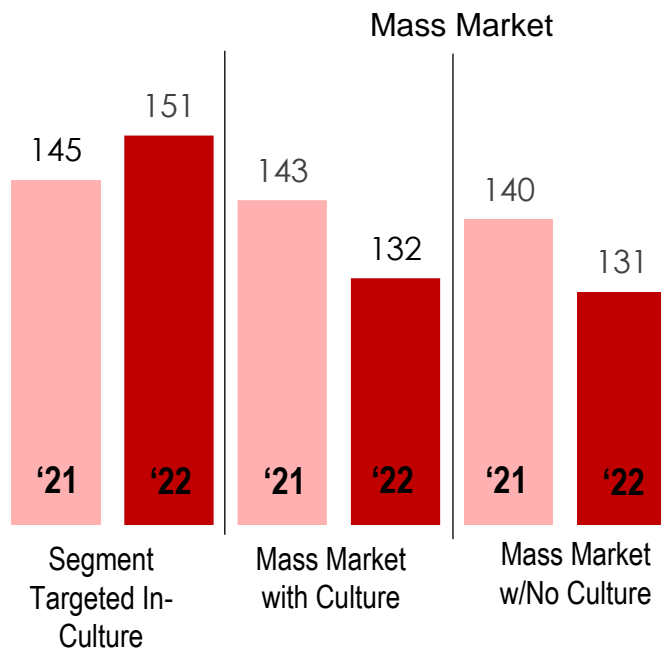
Hispanic Spanish
Celebration



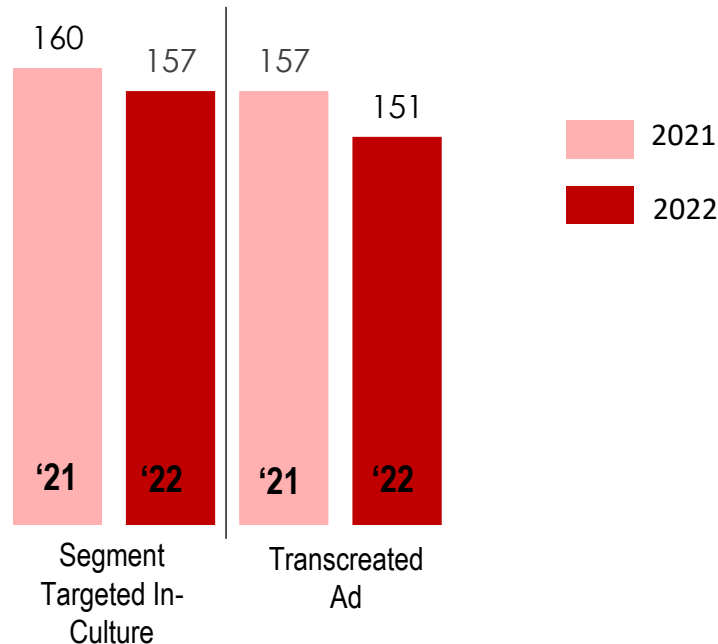
In-Culture Matters:

Targeted Ads consistently outperform and are the only Hispanic scores to have gone up (Jan-June '21-'22)

Hispanic English Media Viewers: English Ads



Hispanic Spanish Media Viewers: Spanish Ads



2021
2022



Language and Culture Study

Overview and Objectives

To better understand and tease apart the impact of in-language advertising, the Cultural Inclusion Accelerator™, identified 25 pairs of Spanish-English ads tested through CIIM™.

These pairs of ads as well their cultural relevance measures and data modeling were used to understand how large a role language plays in the perception of culture in advertising.



Language and Culture Study

Research Approach

- 25 Pairs of Ads with both English and Spanish ads to estimate role of Language in Culture
- Comparisons across 9 different Industries
- Total Number of Respondents: ~5400
- Total Number of Brands: 14

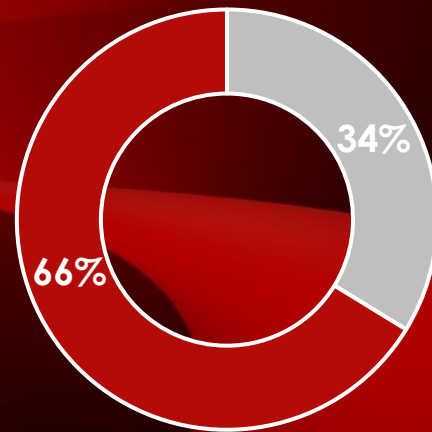
Language Plays A Crucial Role In Cultural Relevancy

Among Bilingual viewers, Spanish Language ads seem to open an emotional door that drives additional resonance than English Language Ads

66% of the difference between English ad scores and Spanish ad scores among Bilinguals is due to **language**, the remaining **34%** is due to **cultural relevance**.



Culture and Language Effect



Language Effect



Culture Effect

Based on an average analysis of isolating language effect and culture effect



How to Reinforce Brand Trust Through Diversity, Equity, and Inclusion Reflections in Ads



DEI **Accelerator**™

In 2022, Cultural Inclusion Accelerator™ was created to help marketers understand the value of DEI reflection in ads.

The DEI Metric is defined by a consumer's own perception of diversity, equity, and inclusion in communications



DEI Accelerator Research Approach To-Date

- Launched Dec 2021
- Following CIIM's methodology, after respondent see an ad, they evaluate it based on cultural relevancy, ad effectiveness and DEI
- Number of ads tested to-date: ~650+
- Sample by ad total ~425
- Number of total evaluations to-date ~ 230,000+
- MOE = $\pm .05\%$ overall and $\pm .1\%$ at segment level



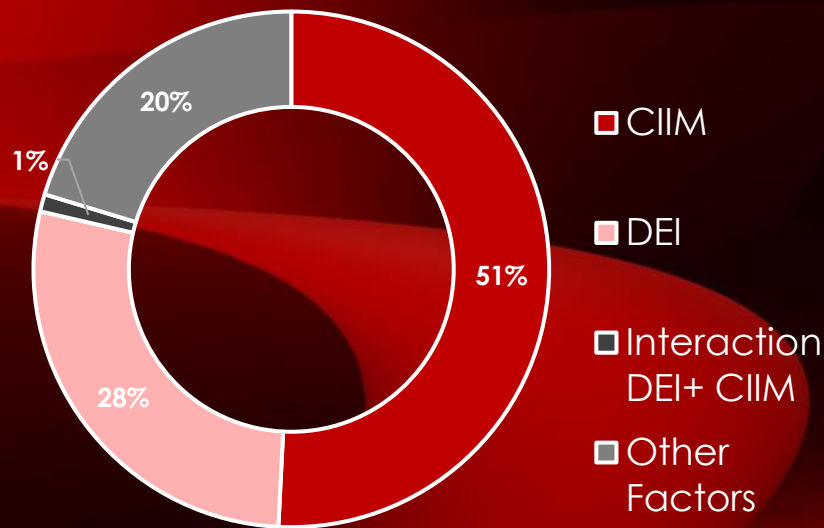
Hispanic: Combined DEI + CIIM are a Powerful Accelerator of Trust

DEI + CIIM (Relevance) explain
up to

80% of **Trust lift.**

*Adjusted R² result of CIIM, DEI, and their interaction in explaining Trust
Sample to-date: 650 ads, 67K Hispanic evaluations, 21K respondents

Navigating an Increasingly Critical Hispanic Cultural Environment



Other Factors include brand equity, offer, etc.



How Media Placement Can Influence Ad Effectiveness Among Hispanics



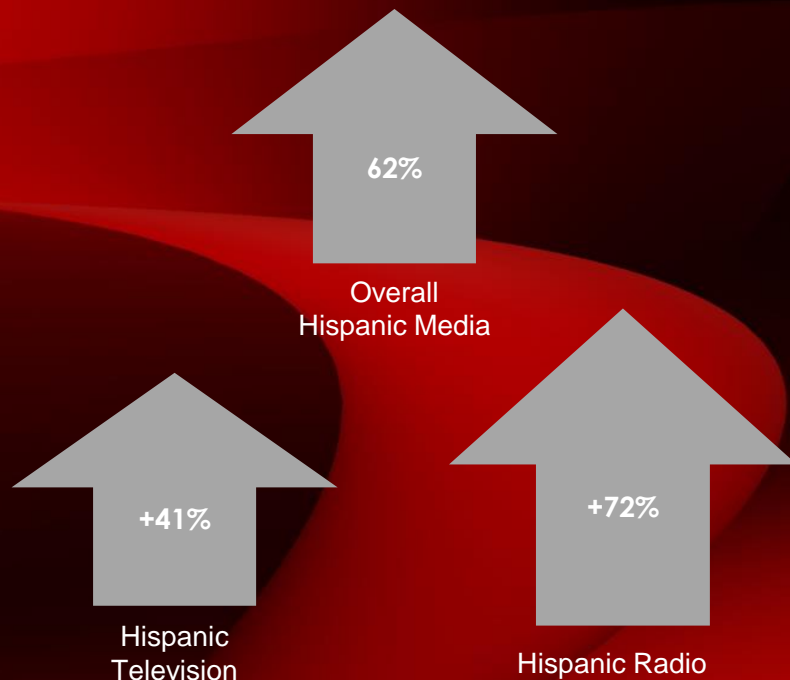
Diverse Media
Accelerator™

In 2022, the Diverse Media Accelerator was introduced to gauge the multiplier effect of diverse-owned & targeted media

Diverse Owned or Targeted Media Significantly Enhances Trust Lift



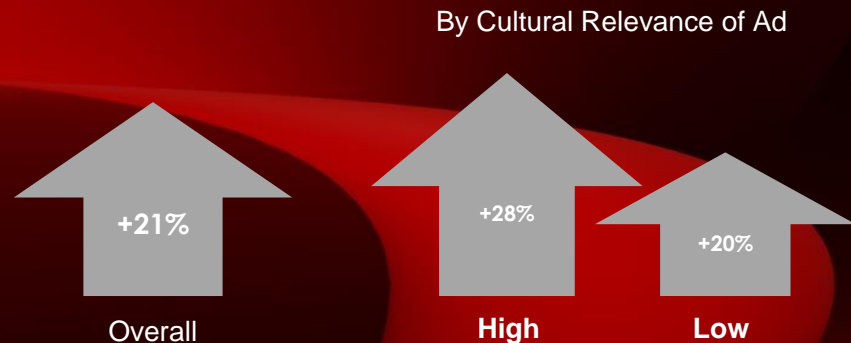
Hispanic Media Generates 62% more Trust Lift compared to Mass Market Media Among Hispanic Media Viewers



Ads on Targeted/ Diverse Owned Media Results in Better Purchase Intent



Purchase Intent Explained by
Cultural Affinity

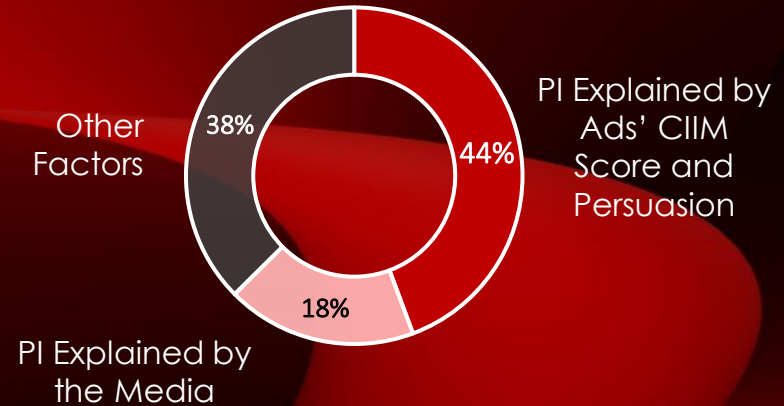


Hispanic Lift from Diverse Owned/
Targeted Placement

In-Culture Creative and In-Culture Media Placement Are Primary Drivers of Purchase Intent



Contribution to Purchase Intent (PI) From
Cultural Relevancy and Placement





Hispanic Consumer Expectations Have Risen. What Can Marketers Do?

Rising Expectations

Hispanic expectations are rising, and Gen Z are leading that change

Where Hispanics See Less Culture in Ads

Cultural Relevance dropped 6% for English ads and 4% for Spanish Ads

Getting It Right

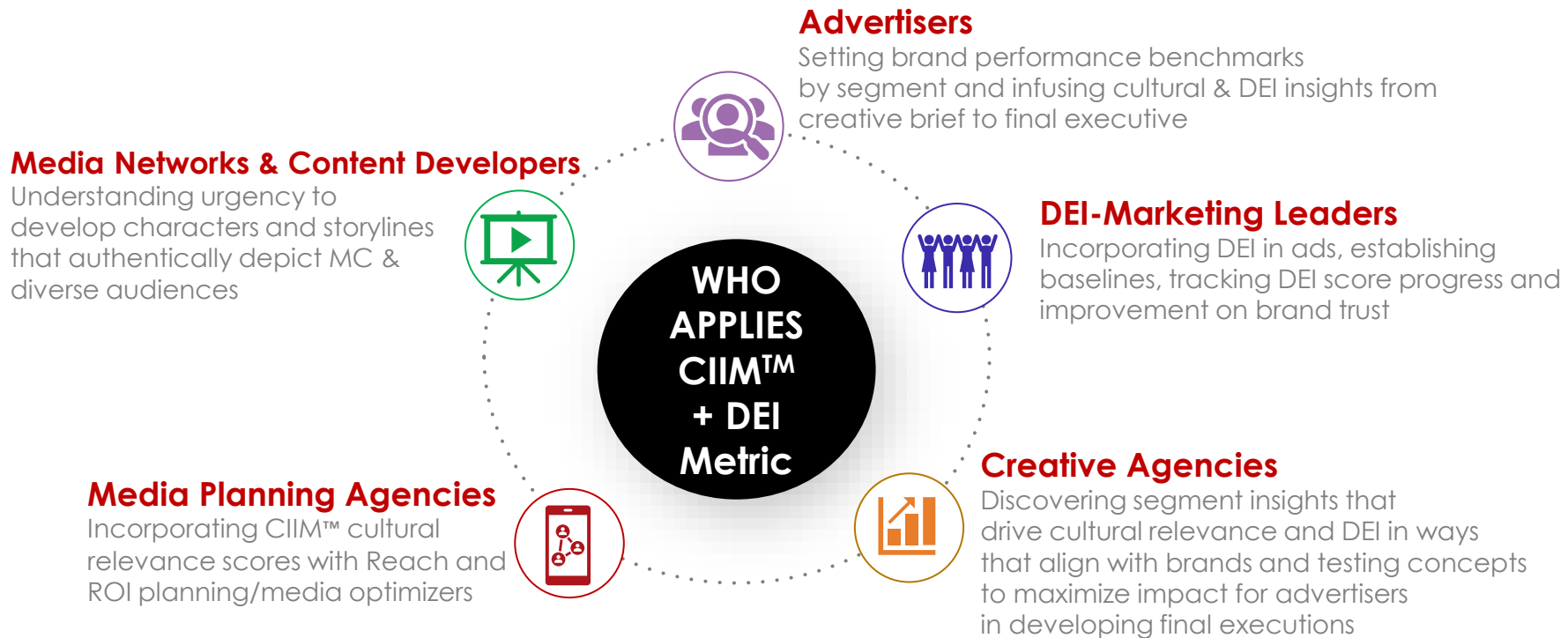
Infusing culture drives ROI, advertisers can do this with targeting, language, and the right mix of cultural attributes

Diversity, Equity, and Inclusion

The combination of cultural infusion and DEI can explain 80% of Brand Trust Lift

Media Placement

Placing ads with Hispanic Targeted Media can increase persuasion by 21%





Brands, agencies, and creators can achieve optimized results for cultural relevancy, DE&I reflections, higher brand trust, and enhanced purchase intent





Cultural Inclusion
Accelerator™



Thank You!

How To Contact Us

For additional information & inquiries, please contact the
Cultural Inclusion Accelerator™ Team through
Ariel@CIIMatters.com to learn how you can adapt the
Cultural Inclusion Accelerator to your organization's needs.
You can also find more information on **our website**.