

A photograph of four young women of diverse ethnicities (Asian, Latin American, African American, and Caucasian) smiling and huddled together in a city street. They are wearing colorful striped tank tops. The background shows a blurred city street with graffiti.

# DECONSTRUCTING DIVERSITY TODAY

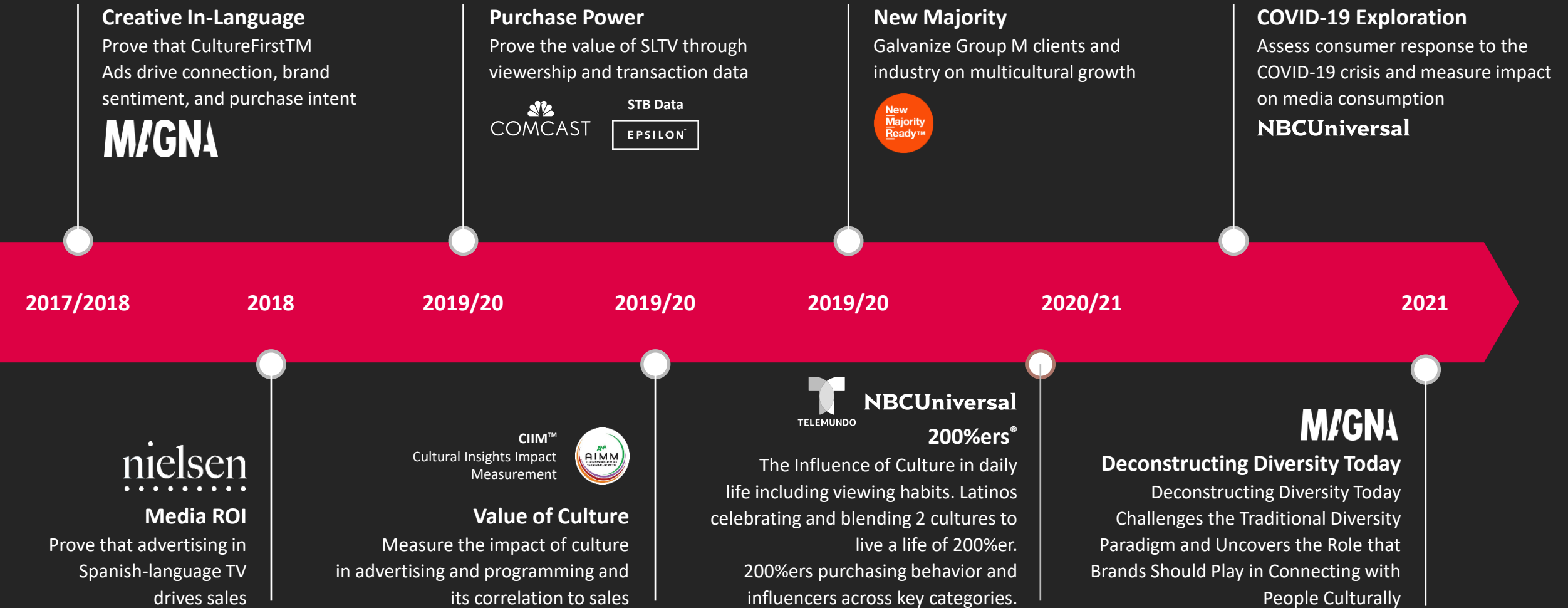
IDENTITY AND CULTURE  
TO STRENGTHEN CONNECTIONS

# Introduction



**Dana Sparber**  
VP, Insights & Research  
NBCU Ad Sales & Partnerships

# NBCUniversal's Investment In Understanding The Connection With Hispanic & Multicultural Consumers





# THE TOTAL MARKET FALLACY



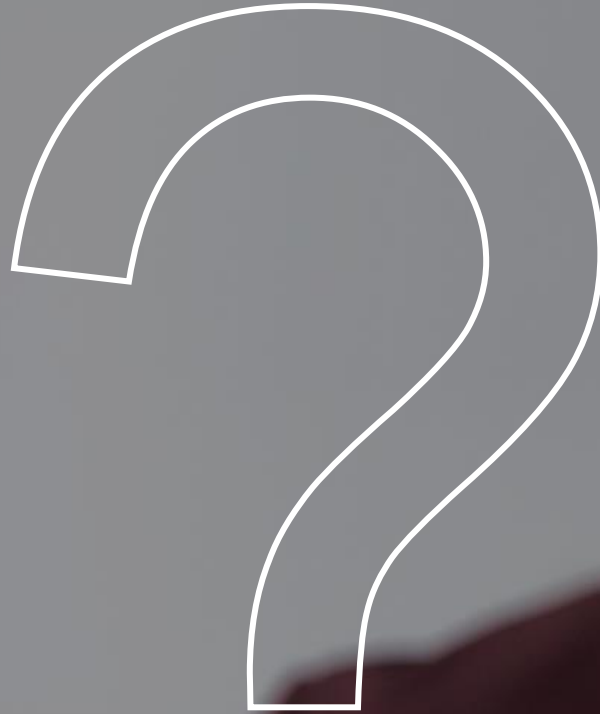
**In 2018, we uncovered that  
the total market strategy is an  
oversimplification of marketing**

.....

Ads tailored for the masses fall short  
for Hispanic/Latino audiences

Ads customized for specific cultural  
groups have a powerful impact on  
brand KPIs

# Going Deeper



1

A SHARED COMMITMENT  
TO LEARNING

To truly connect with people on a cultural level, we need to understand identity and diversity among a broader audience

2

We also wanted to understand what role, if any, brands should play in culture

# The Methodology



## The Quantitative

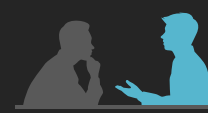
### ONLINE SURVEY

Participants Recruited From a  
Nationally Representative Online Panel

**Total:** n=3,503  
White: n=1,199  
Hispanic/Latino: n=830;  
Black/AA: n=988  
Asian/Pacific Islander: n=486

**Extensive Recruitment:**  
n=1,500 multicultural booster sample  
n=697 who identify as LGBTQ+  
n=833 who identified as having a mental/physical disability

**Offered Survey in English & Spanish**  
(19% of Hispanic/Latino chose Spanish)



## The Qualitative

### DIGITAL INTERVIEWS

Recruited Participants For One-on-One  
Interviews and Focus Groups

**Total:** n=15  
In-depth Interviews: n=9  
Focus Groups: n=6

Moderator Self-identified as Key Cohort

Participants Were Either White, Mixed Race White,  
Black/AA or Hispanic/Latino

3 Identified As LGBTQ+

2 Identified As Having A Disability



We challenged ourselves to  
learn more about diversity,  
beyond traditional paradigms





# Components of Self-Identity

## INHERITED – A BUILDING BLOCK FOR CULTURE

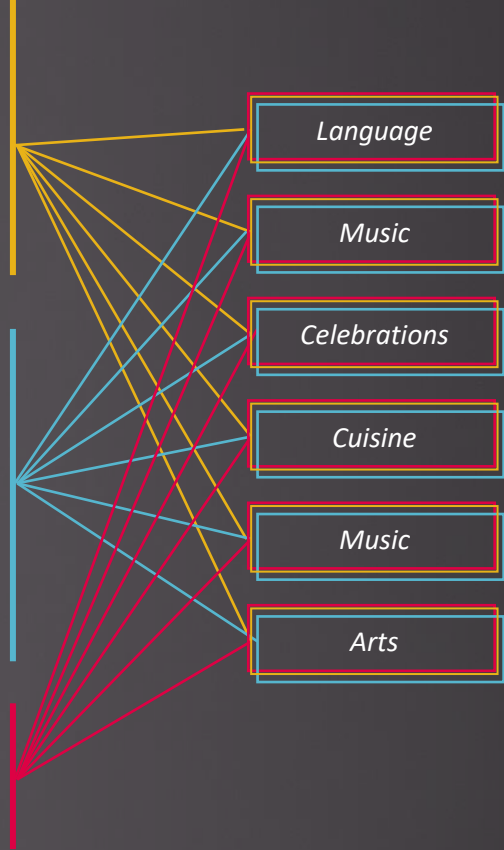
**HERITAGE:** Range of culture, values, and traditions inherited or passed down from previous generations. It represents one's history and identity

## INCORPORATES PERSONAL CHOICE

**CULTURE:** Set of beliefs, values, and practices of a particular group of people. Unlike heritage, culture does not need to be passed down between generations, and can change with time

## BEYOND ONESELF

**CULTURAL CURIOSITY:** Desire to learn more about cultures other than one's own





# Identity today offers the freedom to choose

Identity isn't just the traditional labels ascribed to us, it's also what we decide we are

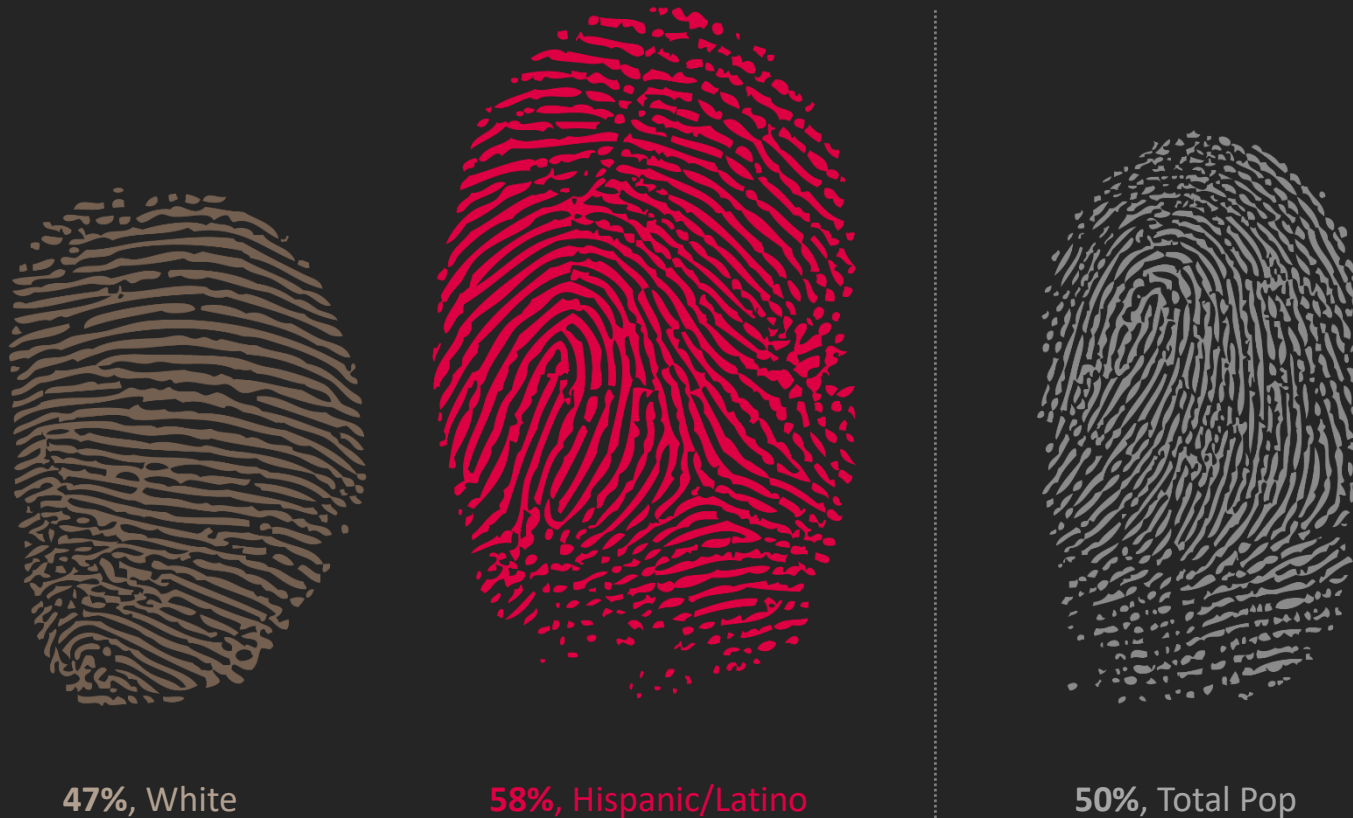
AUDIENCE	AVG # OF IDENTITY GROUPS
Total Population	8 identity groups
White	9 identity groups
Hispanic/Latino	9 identity groups

Identity groups that make us up

AGE GROUP  
OCCUPATION  
CLASS STATUS  
DISABILITY  
GENDER IDENTIFICATION  
LANGUAGE(S)  
NATIONALITY  
REGION  
PHYSICAL ABILITIES  
COGNITIVE ABILITIES  
POLITICAL VIEWS  
RACE/ETHNICITY  
RELIGION/SPIRITUALITY  
SEXUAL ORIENTATION  
HOBBIES  
CULTURAL TRADITIONS  
EDUCATIONAL BACKGROUND  
HEALTH STATUS  
MY FAMILY  
etc.

# Hispanic/Latino audiences have particularly strong attachments to people of their race/ethnicity

IDENTIFICATION WITH "PEOPLE OF MY RACE/ETHNICITY"  
SCALE (0-5) - RATED 4 OR 5

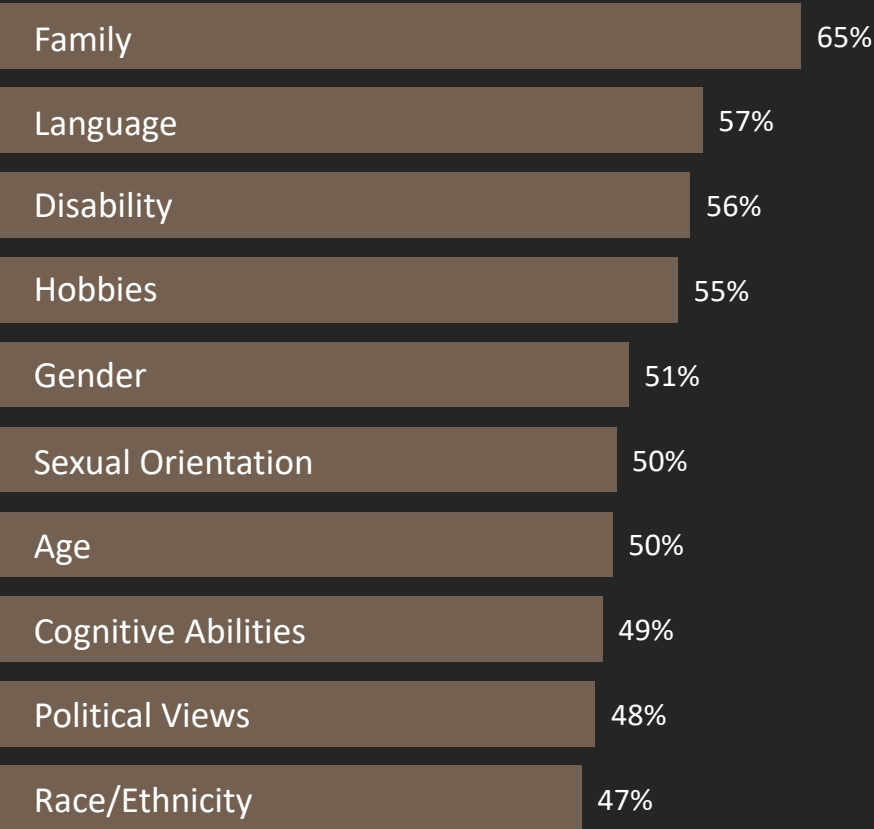


# There's naturally more to identity than race/ethnicity, including family, language and beyond

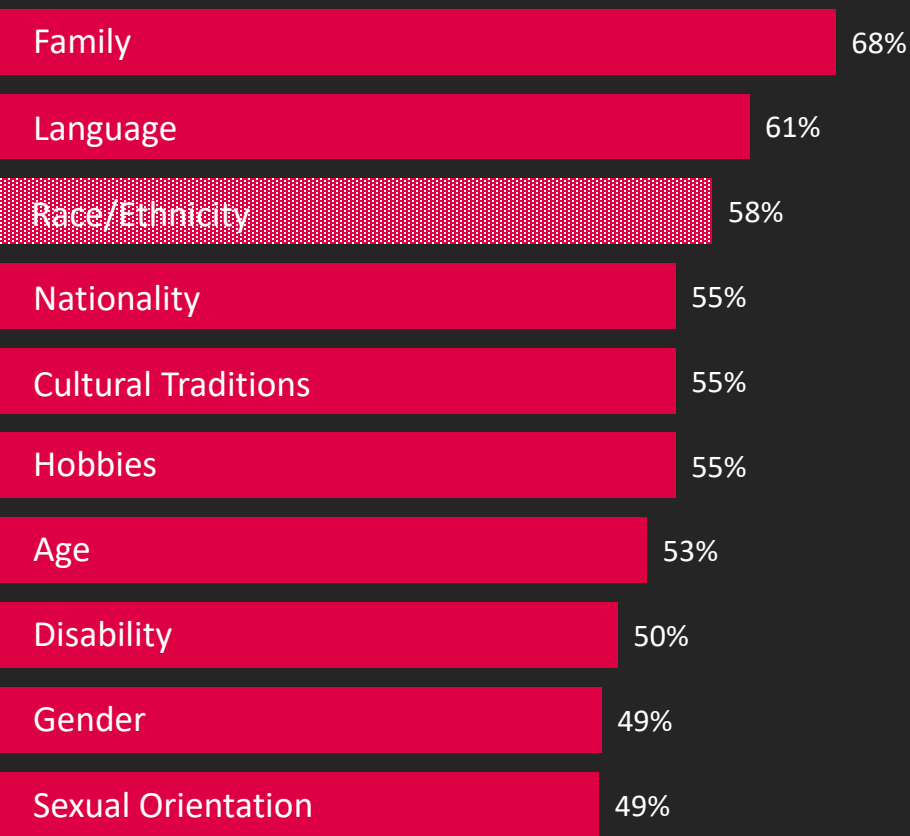
Family is the most common identity group across all races/ethnicities

## TOP 10 SELF-IDENTIFIED GROUPS ( Scale (0-5) - Rated 4 Or 5):

### WHITE



### HISPANIC/LATINO



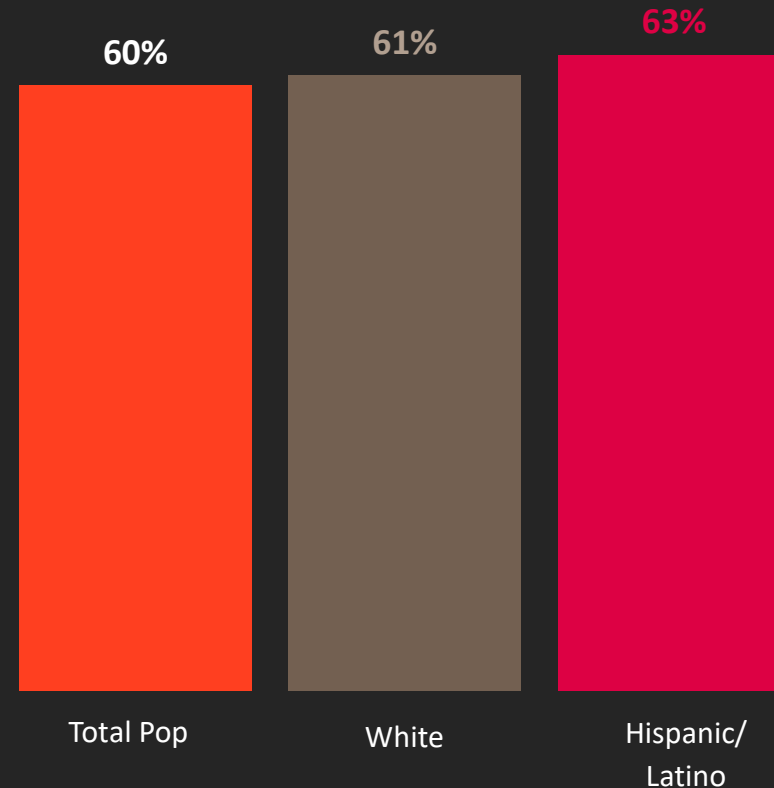


# Cultural curiosity is ubiquitous and largely driven by the desire for personal growth

People not only want to connect with their own identity groups, but also with other cultures



DRIVERS OF CULTURAL CURIOSITY: TOTAL POP - % Selected  
Personal Growth



\*Traditional Culture: Food, history, traditions, certain activities (e.g. dancing)

\*\*Personal Growth: General fascination, to understand the world, my career/job, to expand my mind, to make the world better, to understand myself, lack of diverse community, my civic duty  
Total Pop n=3,503

Q: Which of the following drives your curiosity to connect with cultures other than your own? Select all that apply.



# MEDIA AS A CULTURAL RESOURCE

DRIVERS OF CONNECTION



# People are actively connecting with their identity, and in many different ways

WAYS PEOPLE CONNECT WITH SELF-IDENTITY –  
Size based on % selected

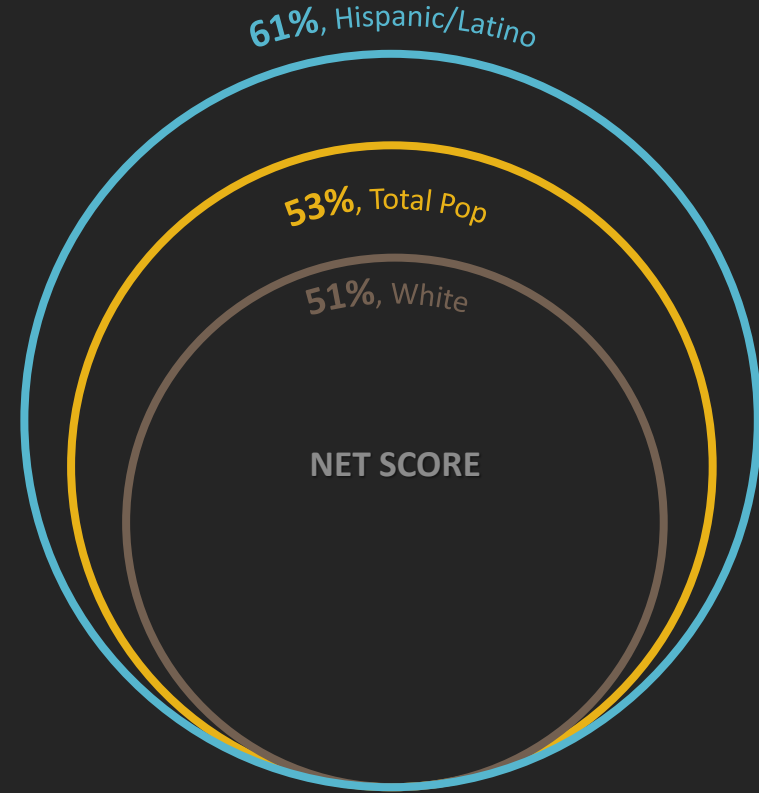
I connect with  
my personal  
identity through...

“  
music events/celebrations  
traditions language arts  
movies fashion sports  
clubs/organizations family  
religion literature work/job  
classrooms/school travel  
friends food  
TV shows social trends  
workshops/training social media  
”

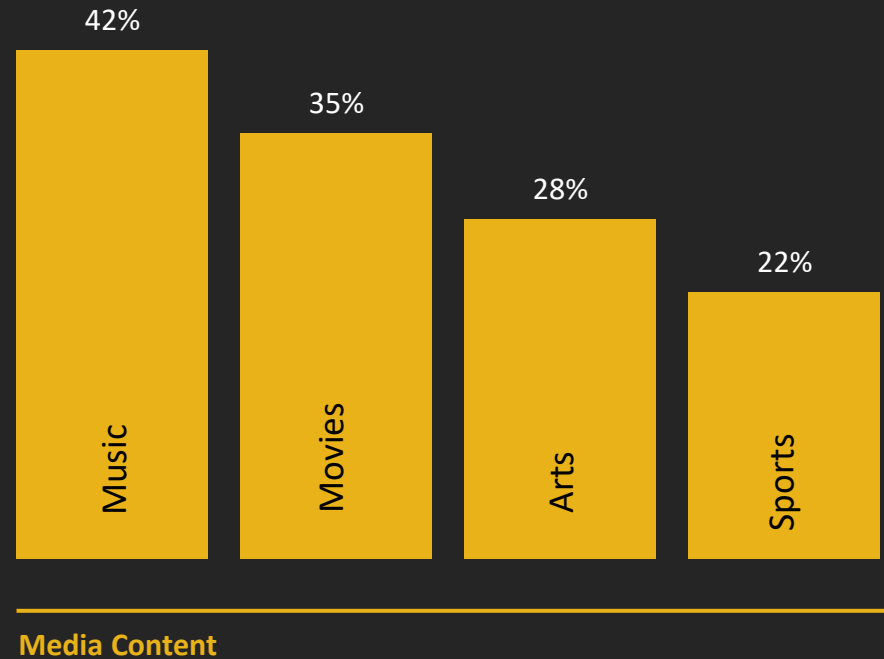


# Media serves as an important source of inspiration for cultural curiosity as well

**DRIVERS OF CULTURAL CURIOSITY: % Selected**  
Based on responses to broad types of media



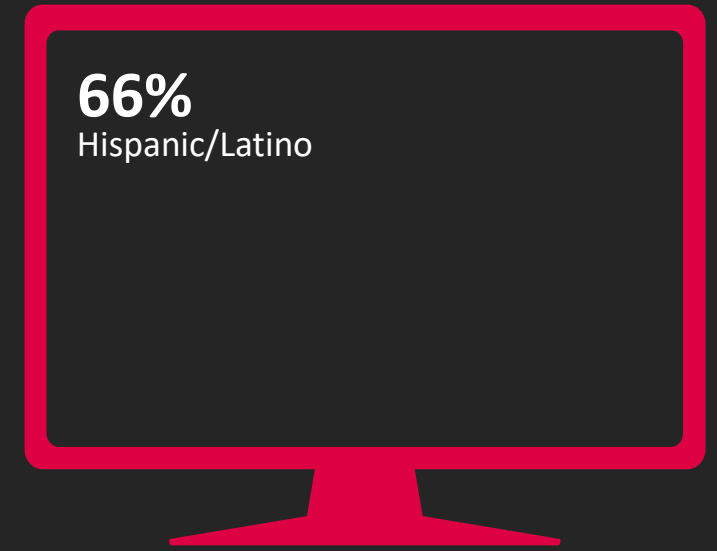
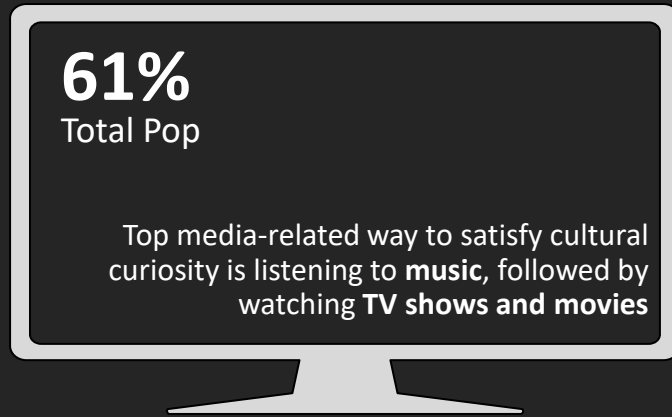
**DRIVERS OF CULTURAL CURIOSITY: HISPANIC/LATINO - % Selected**



\*Traditional Culture: Food, history, traditions, certain activities (e.g. dancing)  
\*Media Content: Music, movies, arts, sports  
Total Pop n=3,503  
Q: Which of the following drives your curiosity to connect with cultures other than your own? Select all that apply.

# Media also serves as a resource to satisfy cultural curiosities

USE OF MEDIA TO AS WAY TO SATISFY CULTURAL CURIOSITY - % Selected

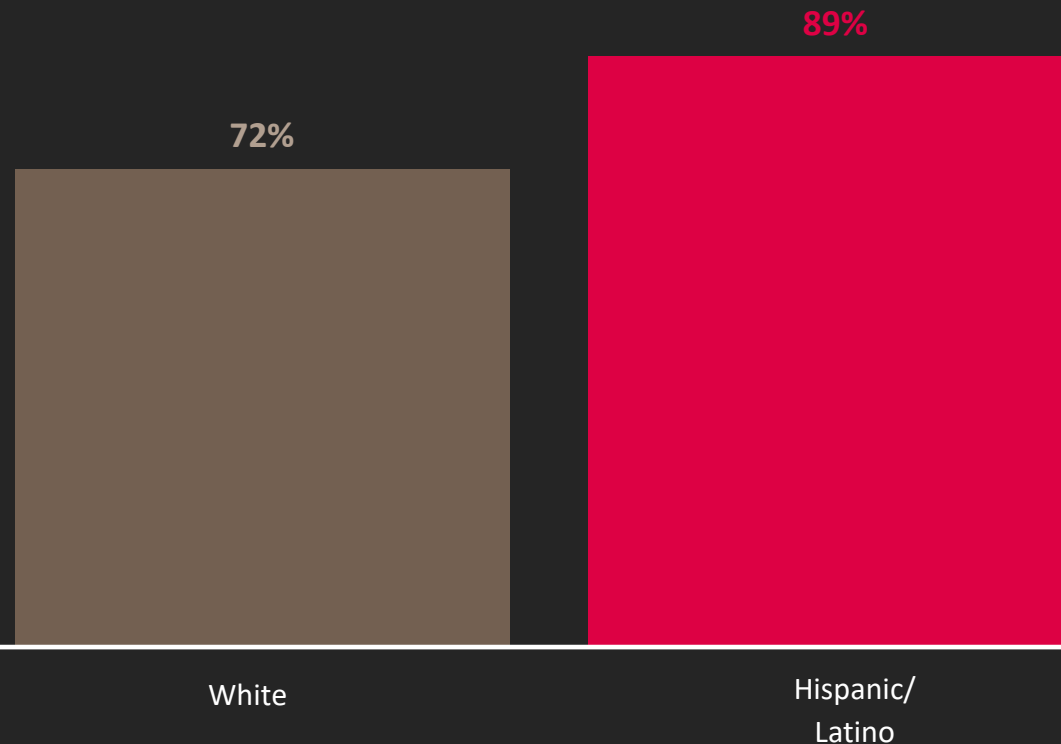


\*Media Ways: Following influencers, Following blogs or channels, listening to music, sharing content online, watching TV shows/films/documentaries, watching news  
Total Pop n=3,503  
Q: How do you satisfy this curiosity to connect with cultures other than your own? Select all that apply.

# Using media to connect with the building blocks of culture – their personal heritage – is most prevalent among Hispanic/Latino audiences

## USE OF MEDIA TO CONNECT TO PERSONAL HERITAGE

BASED ON RESPONSES TO SPECIFIC TYPES OF MEDIA (SHORT VIDEO CLIPS, FULL EPISODES OF TV SHOWS, SOCIAL MEDIA, PHOTOGRAPHY ETC.)



\*Visual Media: Short video clips, music videos, full episodes of TV shows, movies, photography, social media

\*\*Non-visual Media: Books, articles, podcasts, digital radio, traditional radio

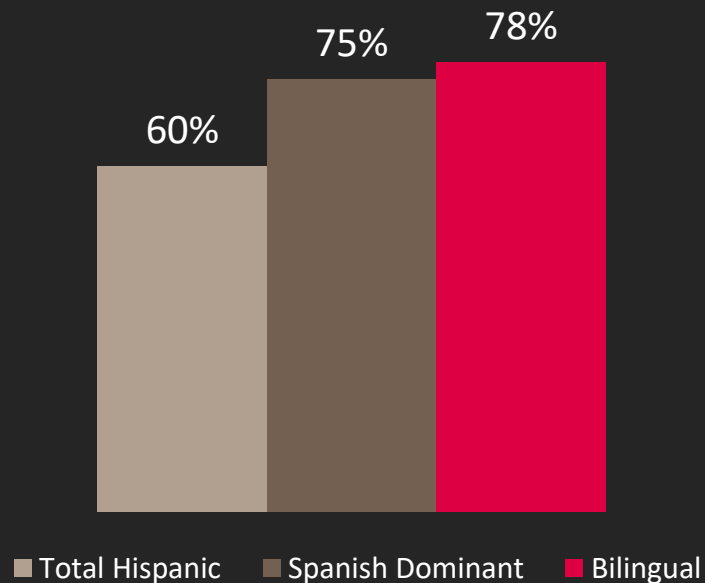
Total Pop n=3,503

Q: How much do you agree or disagree that you watch, view, read, or listen to the following to connect with your heritage? Select one for each option.



# And Spanish Language Content Plays an Essential Role for Hispanic/Latino Audiences

8 in 10 Bilingual Hispanics Are Choosing In-Language Culturally Relevant Content



200%ers<sup>®</sup> Rely on Telemundo and Endemic Media to Keep Themselves and Their Families Informed, Educated and Connected



200%ers<sup>®</sup> is a term established by NBCUniversal Telemundo Enterprises. Hispanics 200%ers<sup>®</sup> are 100% American and 100% Hispanic. They share the values of both cultures, are bilingual, and flawlessly jump between cultures.



# BRANDS x CULTURE

THE OPPORTUNITY

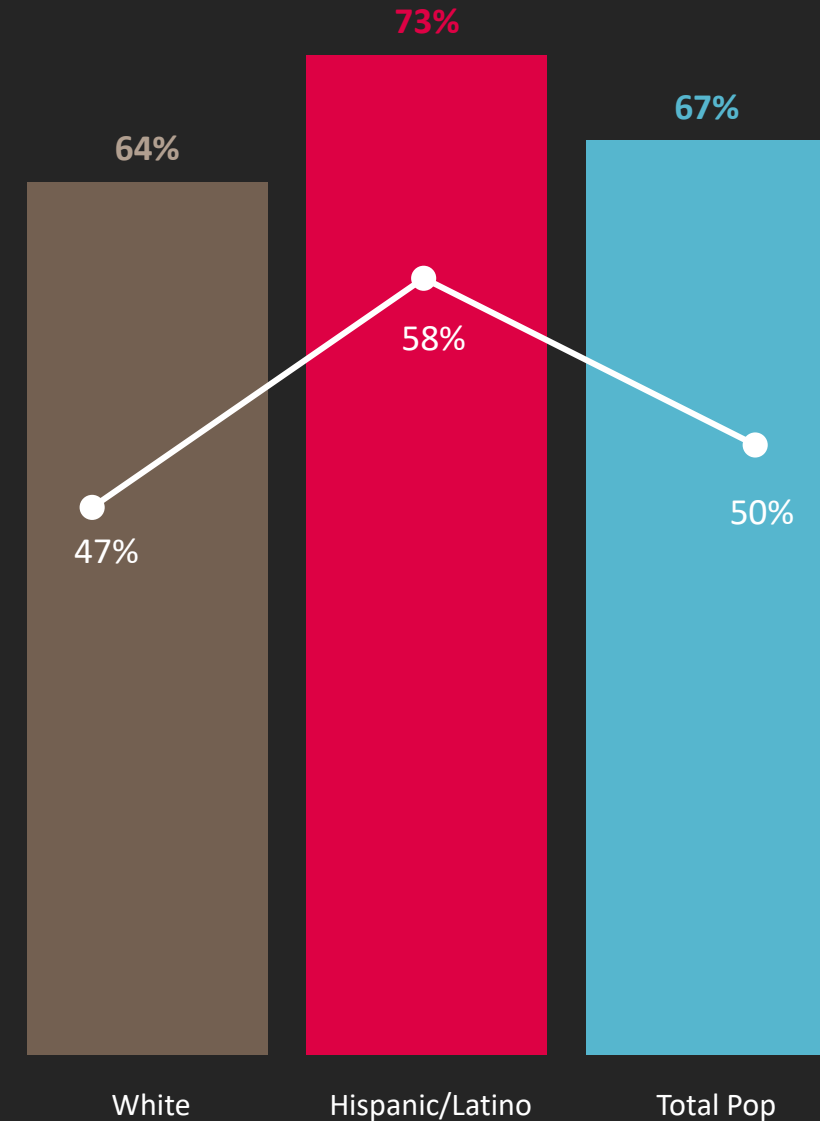
# Brand involvement in satisfying strong cultural curiosities is an expectation

Brand involvement is especially important for those who have the strongest attachments with their own race/ethnicity

## PERCEIVED ROLE OF BRANDS IN SATISFYING CULTURAL CURIOSITY

% Strongly/Somewhat Agree

— Identifies Strongly With Their Race/Ethnicity



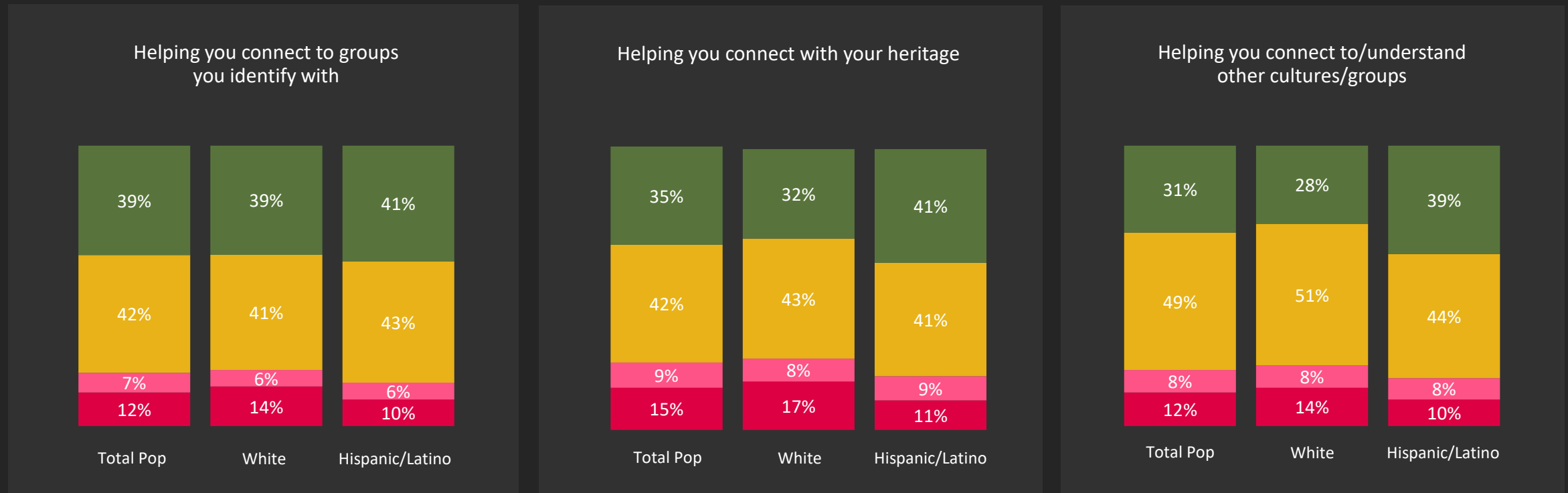


# Plenty of opportunity for brands to play a role in satisfying the need for culture

## BRAND PERCEPTIONS

■ Companies Aren't Doing This At All ■ Bad Job ■ OK Job ■ Good Job

*How are most companies in general doing when it comes to...*



# Brands should focus on media representation just as much as company positioning

WAYS BRANDS SHOULD GET INVOLVED: % Very/Somewhat Important

■ Media Representation ■ Company Positioning



## Media Representation

1. Avoid stereotypes
2. Ensure an authentic image is portrayed
3. Ensure proper representation of diverse actors/actresses

Being  
seen and  
heard in  
media  
has the  
power to  
make  
people  
feel  
good



**Jacob**

“When they stopped portraying Latino & Black people as criminals, it was a **breath of fresh air**... It makes you feel a bit better.”



**Vince**

“Don’t just harp on the oldest stereotype...we all know a little better, whether it’s an old stereotype or a new one. **Have them be individuals** and have it be more natural.”

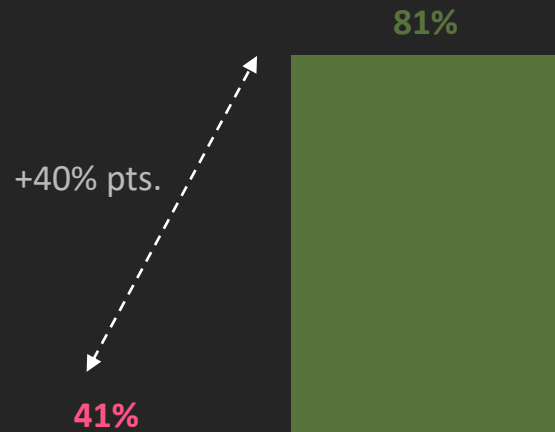


**Margie**

“I think it’s so important to be represented everywhere and in every aspect of this place, this world, because **representation matters**.”



MORE OPEN TO ADS



LESS OPEN TO ADS

# When brands get it right, people are more open to brand messages

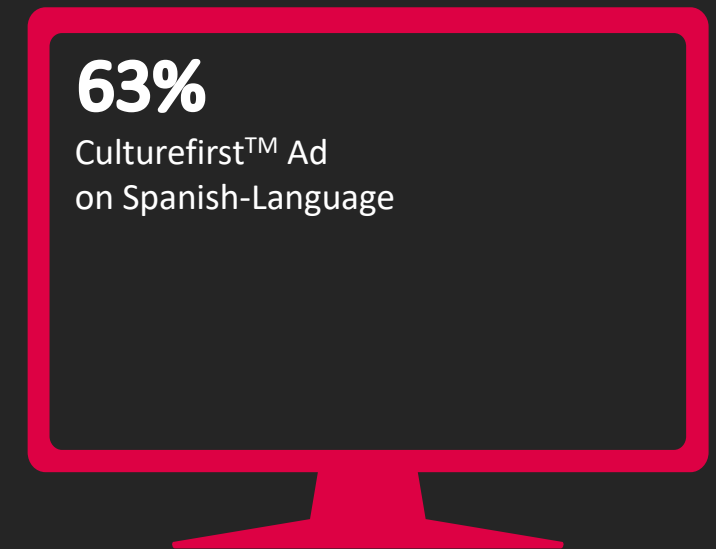
OPENNESS TO ADS DURING TV  
SHOW/MOVIE CONSUMPTION  
% Strongly/Somewhat Agree

- Brands are doing a "**bad**" job in helping you connect to groups you identify with
- Brands are doing a "**good**" job in helping you connect to groups you identify with

# CultureFirst™ ads connect to Hispanic consumers' identity far beyond total market ads

Culture Enhances Brand Perceptions / Opinion - Audience | Impact of Ad Strategy on Cultural Connection

THE FOLLOWING TYPES OF ADS "CONNECT TO MY HERITAGE / CULTURE" - % of Hispanics Who Agree That



# And These connections drive stronger emotions for CultureFirst™ ads

AUDIENCE | Impact of Ad Strategy on Emotion

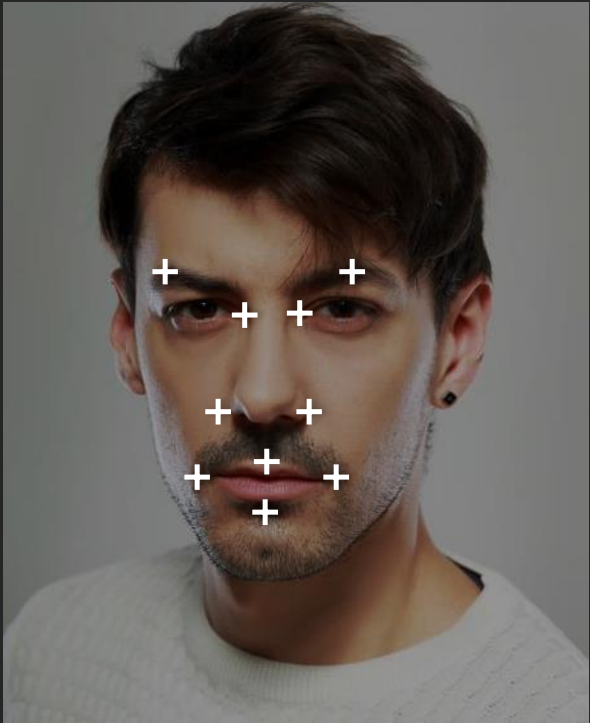


Indexed to Emotional Response of General Population to Total Market Ads (Lift %)



Stronger emotional response to ads

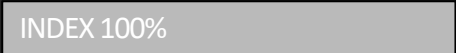
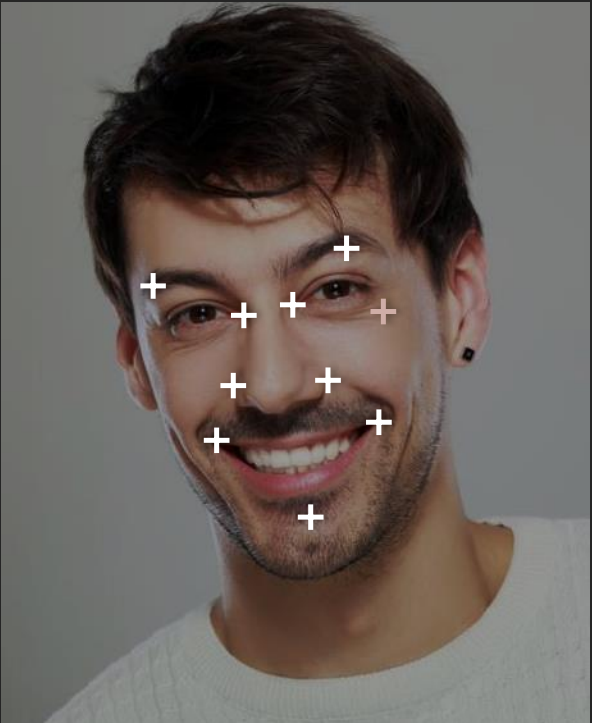
Total Market Ad  
Among Gen Pop



Total Market Ad  
Among Hispanics



Culturefirst™ Ad  
Among Hispanics



# And These connections drive stronger emotions for CultureFirst™ ads

AUDIENCE | Impact of Ad Strategy on Emotion



Indexed to Emotional Response of General Population to Total Market Ads (Lift %)



Stronger emotional response to ads

Total Market Ad  
Among Gen Pop



INDEX 100%

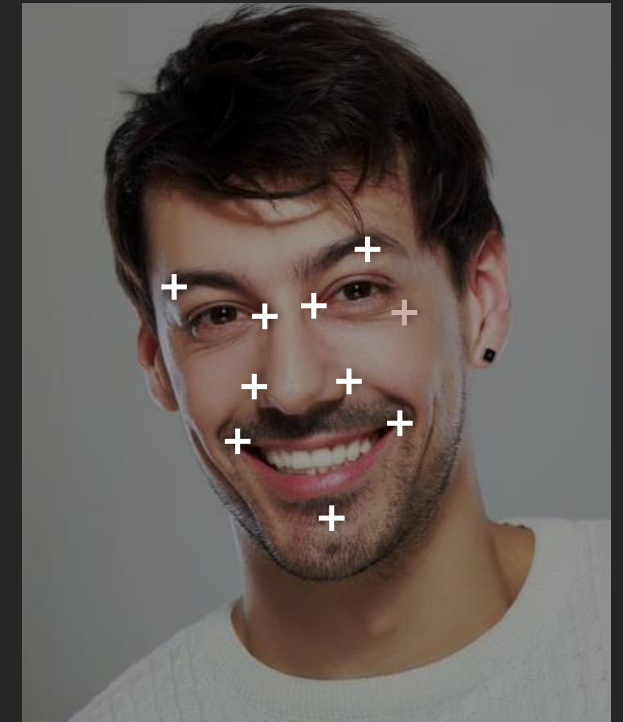
Total Market Ad  
Among Hispanics



INDEX 100%

109%

Culturefirst™ Ad  
Among Hispanics



INDEX 100%

122%

## 13% STRONGER

Hispanics have a stronger emotional response to CultureFirst™ ads compared to Total Market ads



# Leading to greater brand impact

## Path Model For CultureFirst™ Ads



● Total Hispanics



WHAT NOW?

# Keys to driving cultural engagement

Brands should invest in celebrating the richness of multicultural audiences

To succeed, share this research with your clients and creative agencies to ensure accountability

Confirm that your advertising content authentically portrays multicultural audiences

Ensure clients do not appear in environments that are furthering stereotypes