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# ○ CIIIM - CULTURAL INSIGHTS IMPACT MEASURE™ LEVERAGING CULTURE & DEI REFLECTIONS TO DRIVE INCLUSIVE GROWTH

Presented by:

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# What Is Inclusive Growth?

Expanding market opportunity by **authentically engaging ALL consumers**, especially growth segments.

## Definition

MC&I will **represent 63%** of total US pop in 2025 and fuel **100% of pop growth**.  
*-CIA est.*

## Why

**\$9.2 Trillion** in MC&I **Buying Power** by 2025  
*-CIA est.*

## Stakes

"In a rapidly diversifying world, inclusive growth isn't optional—it's essential."

## Diverse Talent

**36%**

Companies in top quartile for ethnic diversity are 36% more likely to outperform financially  
*-McKinsey, 2023*

## Power of Culture

**55-66%**

Cultural relevancy explains 55-66% of campaigns' sales lift  
*-AIMM/CIIM, 2022, 2023*

## ↑ AdSpend → Growth

**60%**

of organizations have validated growth from increased multicultural marketing spend  
*-CIA/AIMM 2024*

## Consumer Demand

**77%**

of consumers say it's important that brands actively promoting diversity and inclusion  
*-CIA/AIMM 2024*

Inclusive growth boosts financial performance and growth.

# We Are Missing The Mark As An Industry

## A Majority of Consumers Feel Invisible or Underrepresented in Ads

62%

60%

66%

58%

61%

52%

Asian

Black

Hispanic

LGBTQ

PwD

WNH

44%

43%

49%

57%

50%

57%

**All Segments Feel Ads Reflect Biases & Stereotypes**



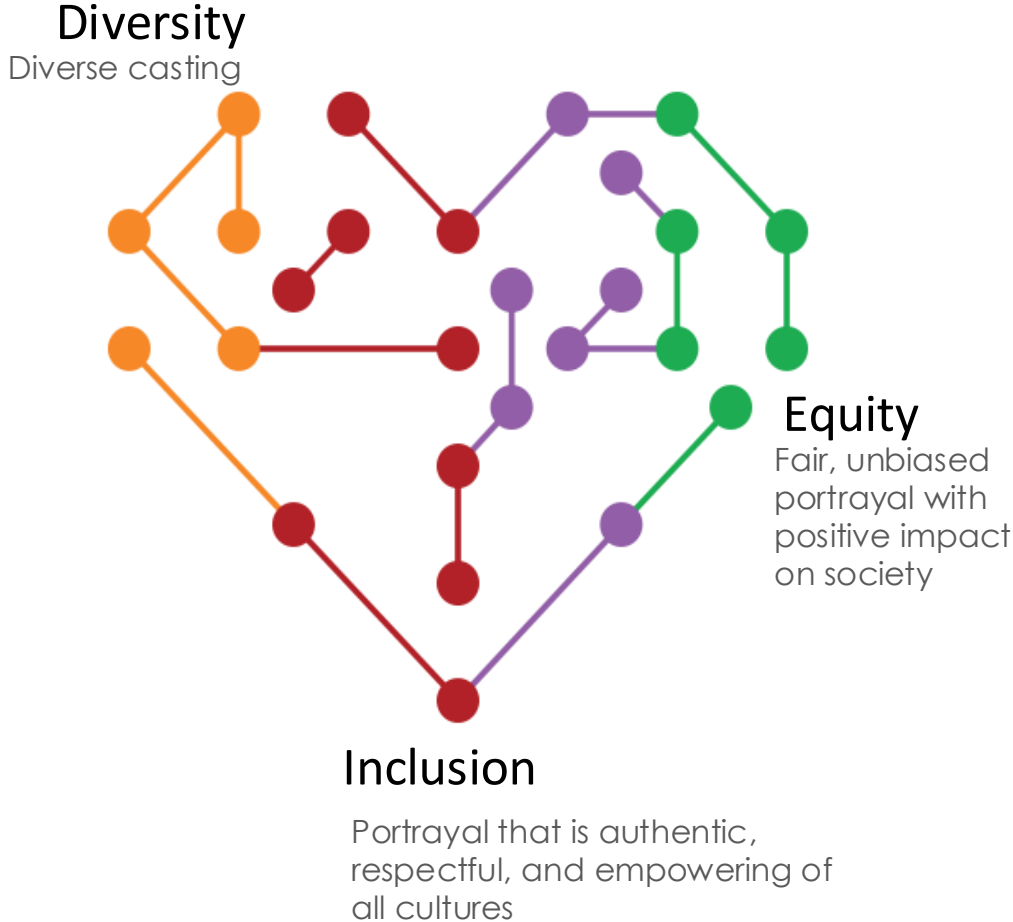
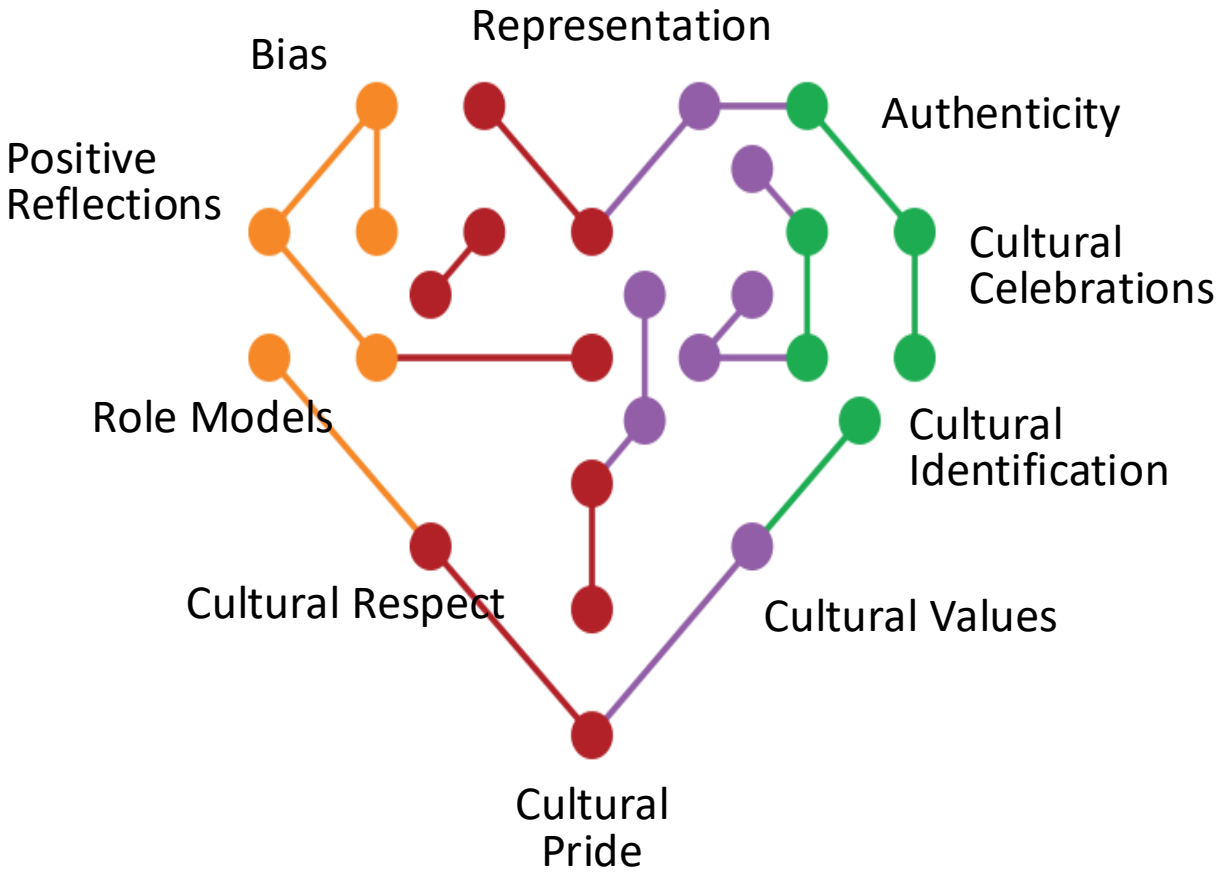
So, we made it our mission to relentlessly uncover powerful cultural and diversity insights that lift brands' trust, loyalty, and sales.

We do that, by innovating inclusive measurement solutions that enable marketers to see and act on each consumer's authenticity.



DEI  
**Accelerator**<sup>™</sup>

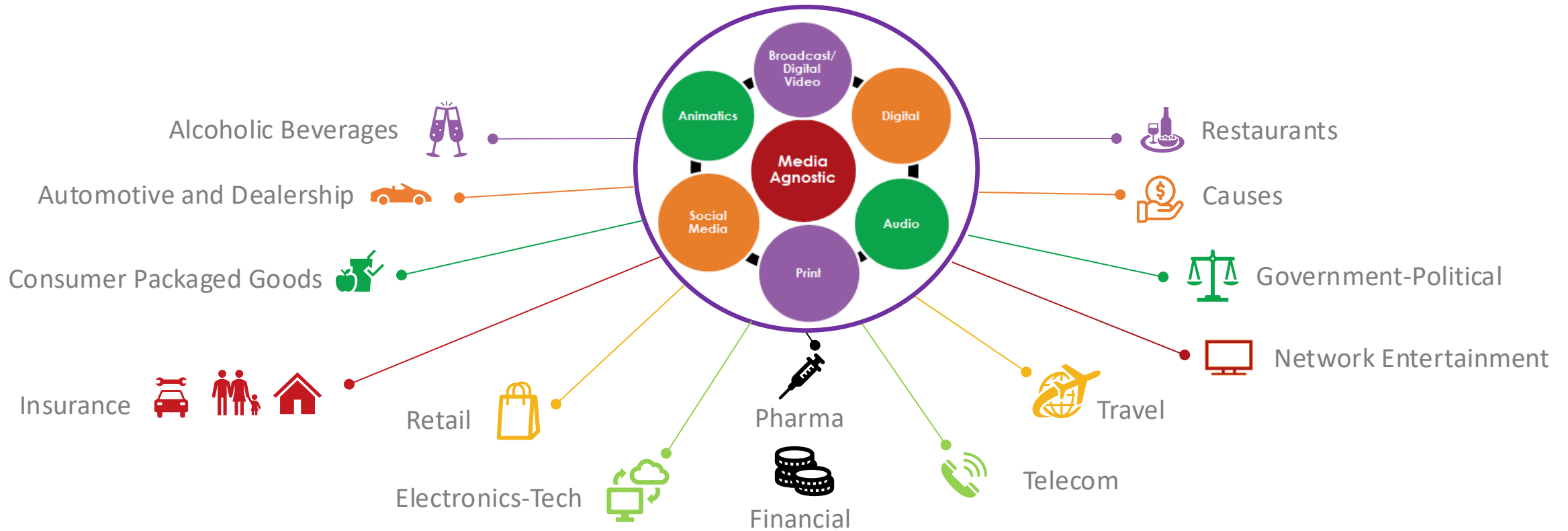
# How Do We Measure Cultural Relevancy and DEI Reflections?





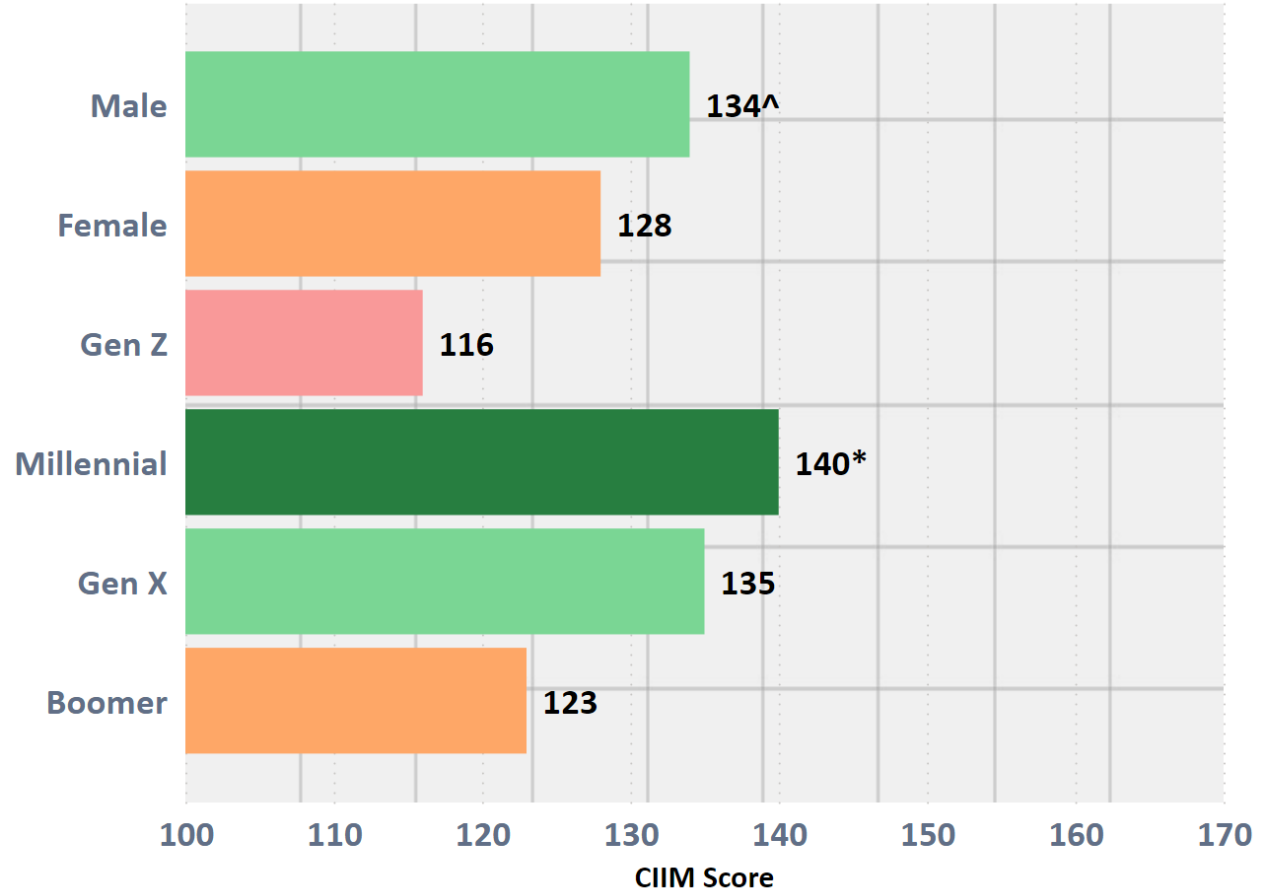
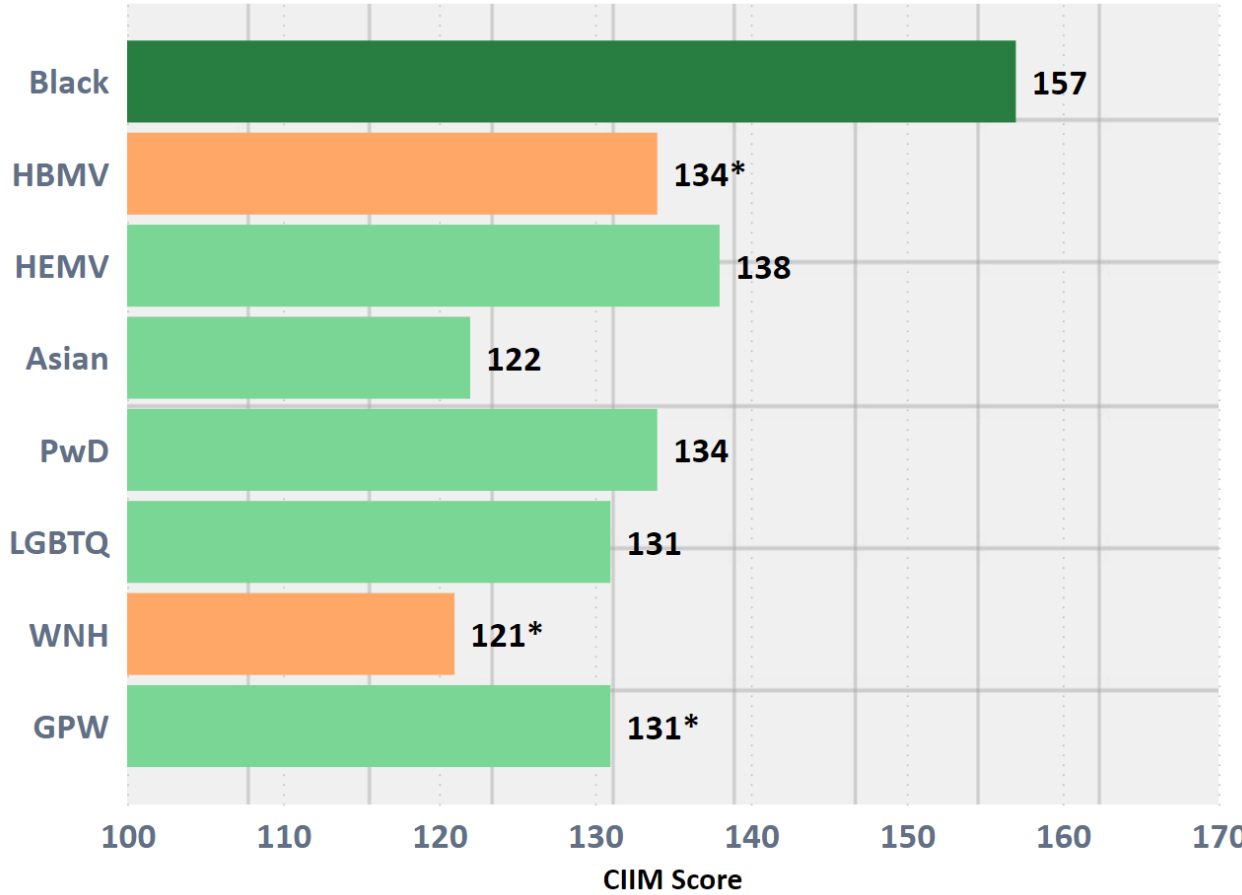
# Ad Cultural Relevancy + DEIA Scores

Across **7 Segments**, **14 Sectors**, and **70 Industries**  
**1.5 Million+** Ad Evaluations Across **850+** Brands and **5,100+** Ads



## TOPLINE CIIM™ RESULTS: “Spot Title”

Target Segment: Black Consumers



\* 1-2 points from next quartile down, ^ 1-2 points from next quartile up, ! Flag for Bias



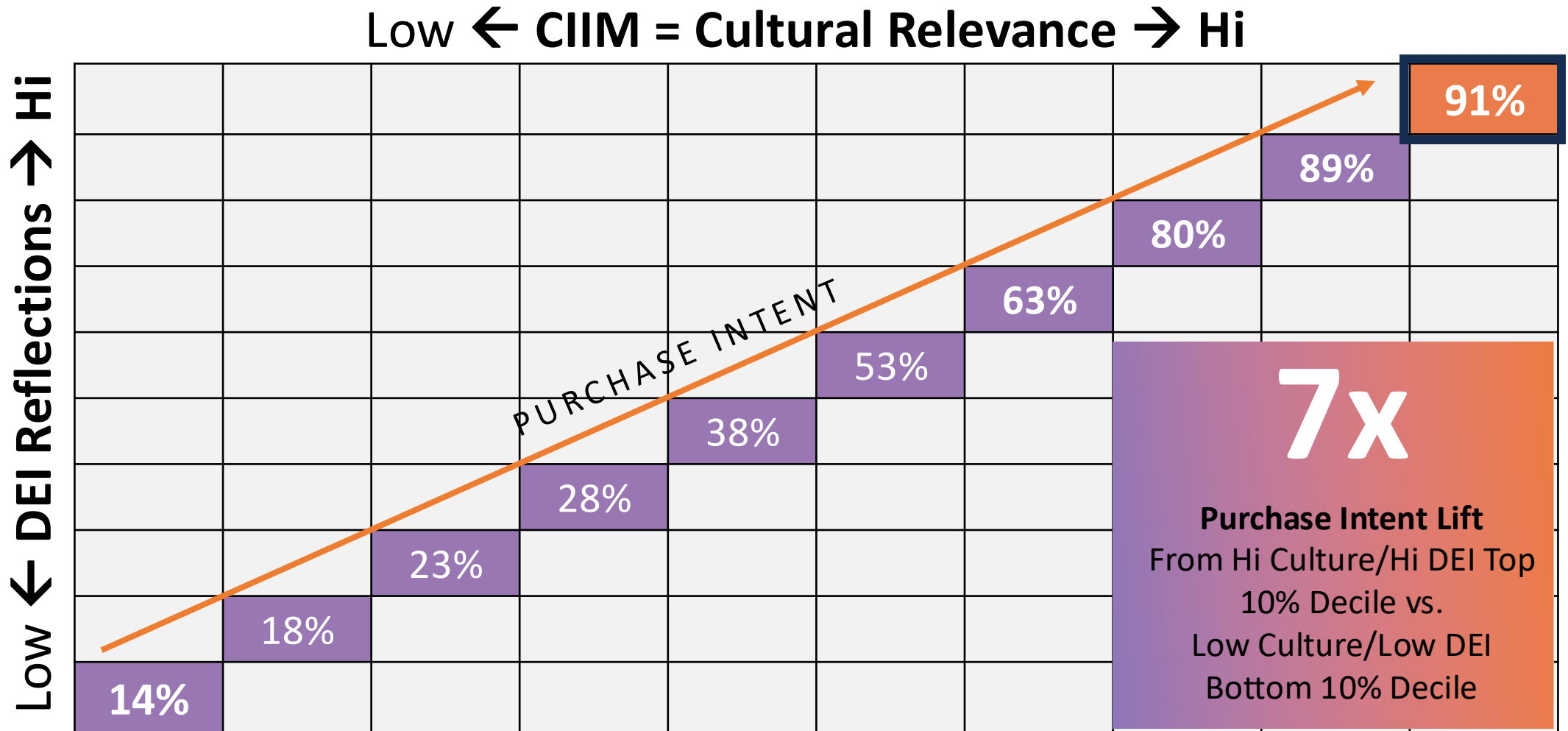
# 2023 MOST CULTURALLY INCLUSIVE BRANDS



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- + • ○ How Much Impact Do Culture & DEI Reflections Have on Inclusive Growth

# When Combined, Cultural Relevance and DEI Lifts Brands Purchase Intent By 7x

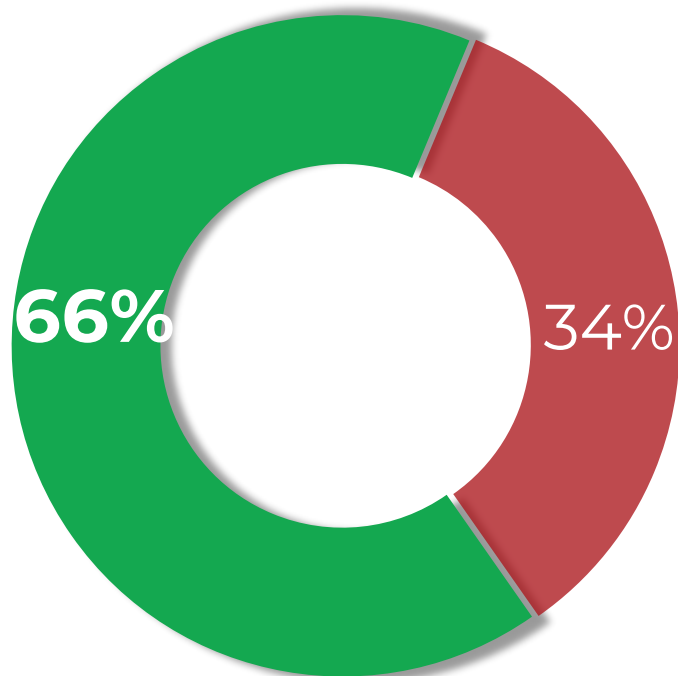


# Culture Is A Huge Contributor of Campaigns' Success

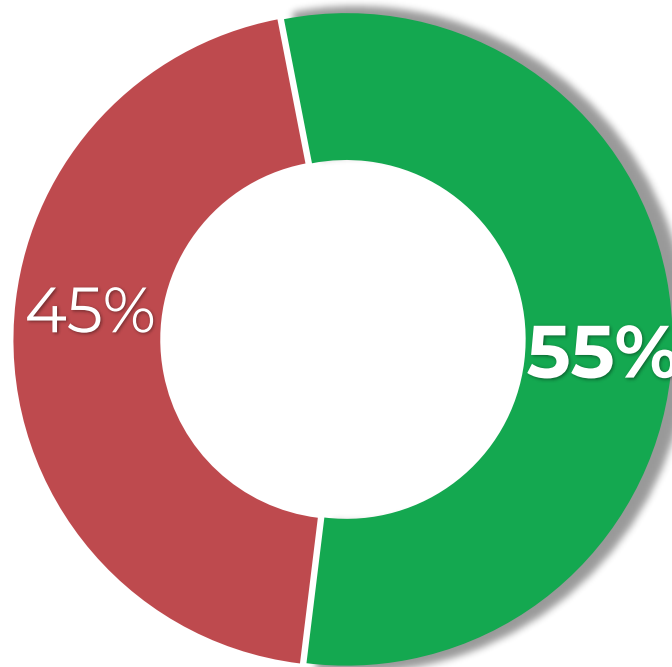
## Retail and CPG Attribution

## Automotive Attribution

Cultural Relevance as measured by CIIM™, combined with the persuasiveness it creates, accounts for 66% of sales lift\*



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



Cultural Relevance as measured by CIIM™, combined with the persuasiveness it creates, accounts for 55% of showroom visits... similar to Retail and CPG sectors.\*\*

Re-validated CIIM™ attribution demonstrates that Cultural Relevance is a majority contributor to ad's sales performance and campaigns' success

\*34 cases including 6 brands in 5 categories involving 4 MC audiences

\*\*37 cases including 5 brands in 3 categories involving 4 MC audiences

# Culture Impacts Actual Sales and Traffic

**3.1x**

**CPG/Retail  
Sales Lift\***

**1.3x**

**Auto Showroom  
Visits\*\***

Lift between the top half and the bottom half as predicted by the CIIM composite (CIIM, Purchase Intent, and their interaction) among Multicultural Consumers

\*34 cases including 6 brands in 5 categories involving 4 MC audiences

\*\*37 cases including 5 brands in 3 categories involving 4 MC audiences

# Impact of Cultural Relevance and DEI Extends To Other Key KPIs

21x

Brand Trust



15x

Brand Opinion



6x

Recommend







**PRECISION TARGETING THROUGH NUANCED PERSONAS  
CULTURALLY RESONANT CONTENT**





# Matching high Cultural Relevance in Ads with Highly resonant Content Lifts an Additional 19-25%

When high scoring CIIM ads specific to a persona are placed in targeted highly culturally resonant content, per CIIM-Content, Purchase Intent is lifted by 19-25%



Purchase Intent

**+19%-25%**



Brand Trust

**+21%-44%**



Brand Opinion

**+27%-43%**

% Difference of KPIs in High CIIM Content over Low CIIM Content



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CULTURAL  
INSIGHTS  
IMPACT  
MEASURE™



Cultural Inclusion  
**Accelerator**™

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