

# HOW POWERFUL IS CULTURE TO MARKETERS?



40% Of A Campaign's Success

11.18.20

Carlos Santiago - CEO, Santiago Solutions Group and Co-Founder, AIMM

Sue Seams - Senior Director, Experience Planning, Kellogg's

Edgar Marin - Senior Director, NA Shopper Marketing, Multicultural & Brand Capability, The Procter & Gamble Company

**2020 MULTICULTURAL MARKETING  
& DIVERSITY CONFERENCE**

**ANA**

**The Challenge:**  
**Marketers Overlook the Power of  
Accurate Cultural Reflections**

**Marketers believe they are  
reaching Multicultural  
segments**



**AIMM Benchmark showed only  
16% infuse culture across  
Multicultural segments**

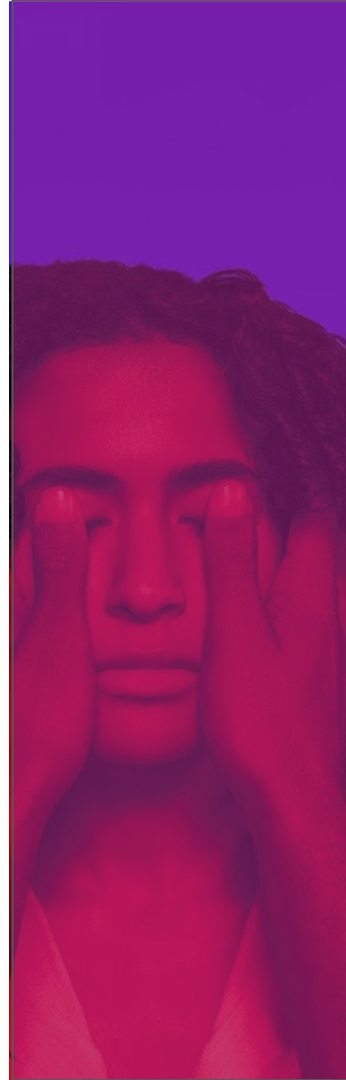
**DISCONNECT**



# CIIM™

Cultural Insights Impact Measure™

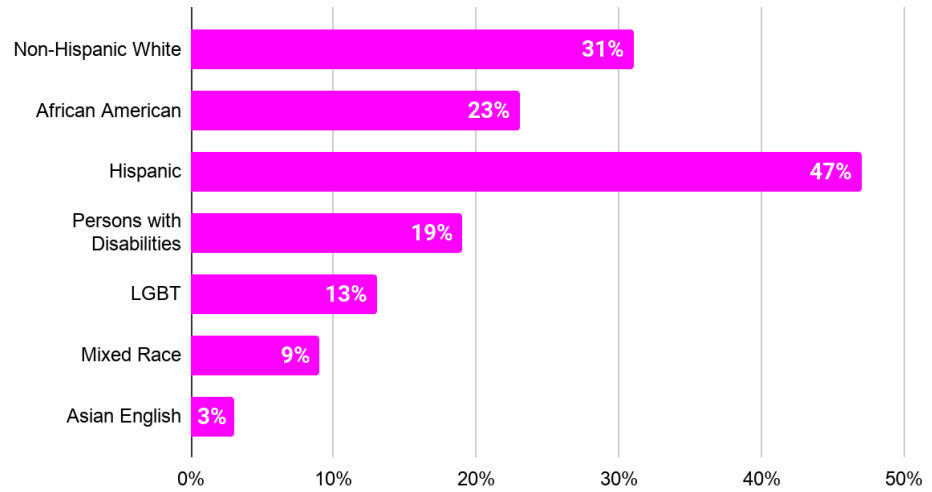
**A PATH FOR BRAND GROWTH AND  
SOCIETAL GOOD THROUGH A  
STANDARDIZED INDUSTRY MEASURE  
GAUGING THE LEVEL OF CULTURAL  
RELEVANCE IN ADS AND CONTENT**



# Large Base of CIIM™ Learnings & Scaling Up

76K Evaluations  
125+ Brands

% of Total Evaluations





# Inclusion $\neq$ Cultural Relevance



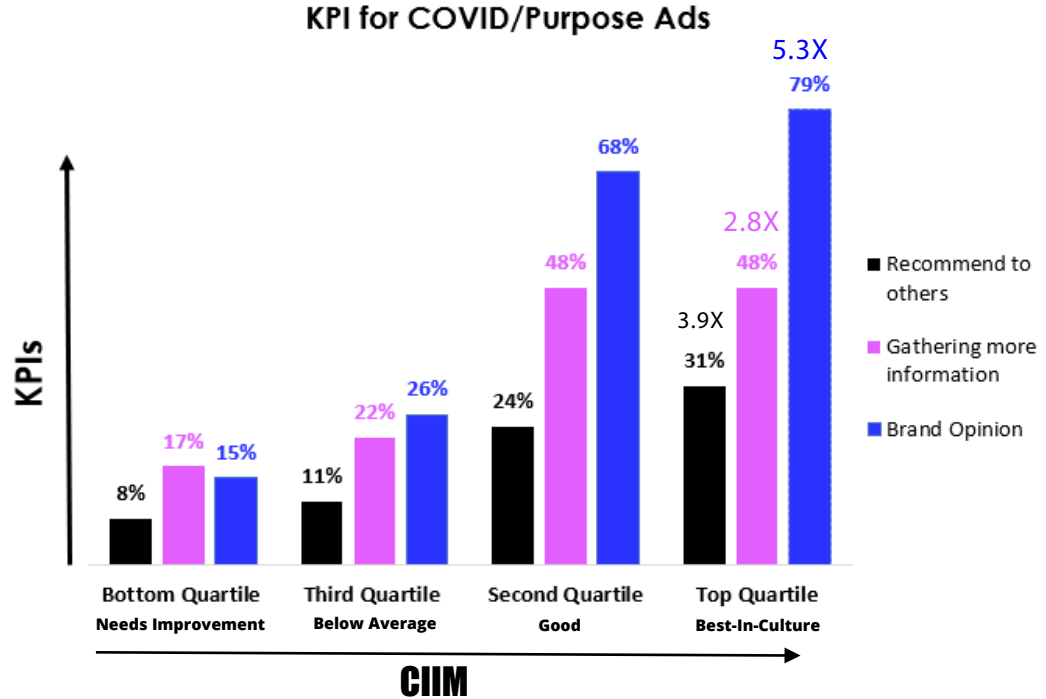
Deep connections start with representation but require rich authentic cultural portrayals to achieve Best-In-Culture level

**Inclusion**  
*(just the start)*

**Respect Culture**  
**Highlight Cultural Values**  
**Authentic Portrayals**  
**Good Role Models**  
**Positive Reflections**  
**Celebrations of Culture**  
**Instill Cultural Pride**  
**Resonates Personally**

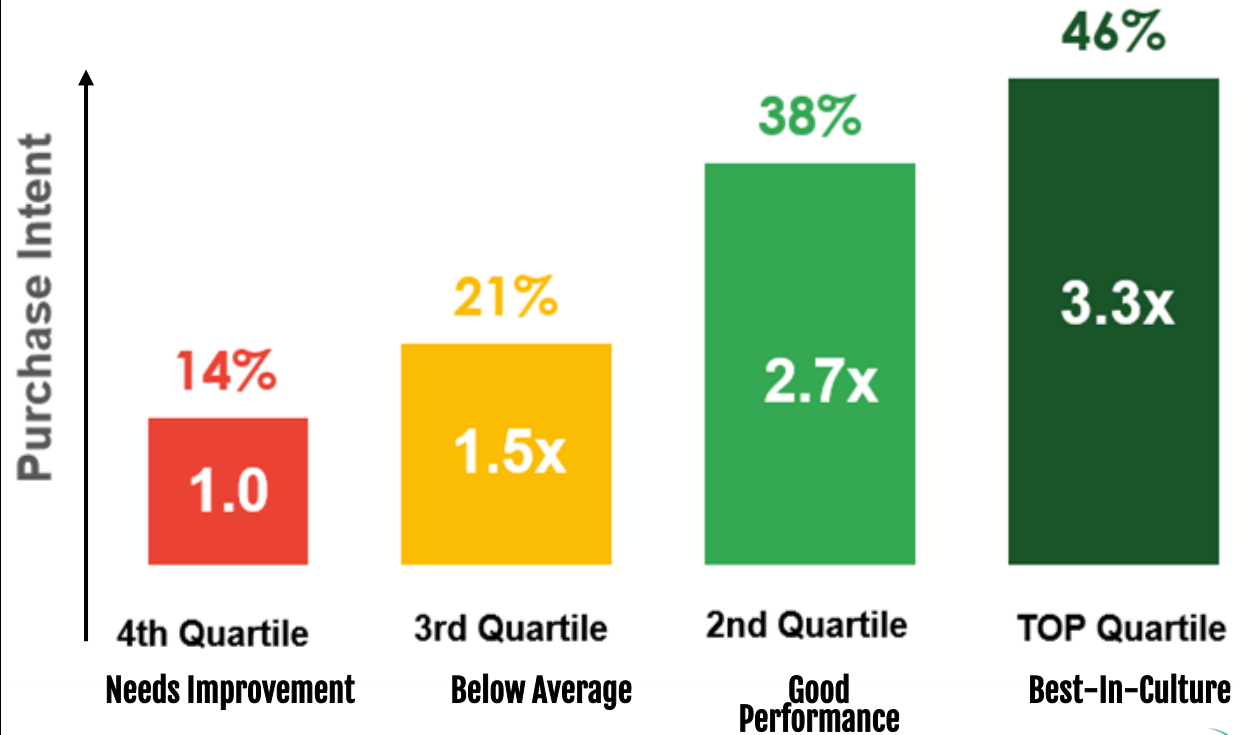
# Cultural Relevance Increases Ad Effectiveness

*3-5X*



# Cultural Relevance Boosts *Growth*\* **3x**

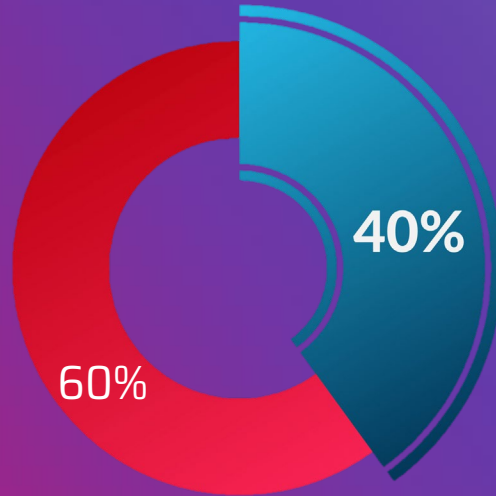
## Ads Purchase Intent by CIIM Quartile



\*Cultural relevance impacts sales lift in Digital and Broadcast ads equally.

# Cultural Relevance Is A Major Contributor To Advertising's Sales Performance

Other  
campaign  
effectiveness  
factors



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

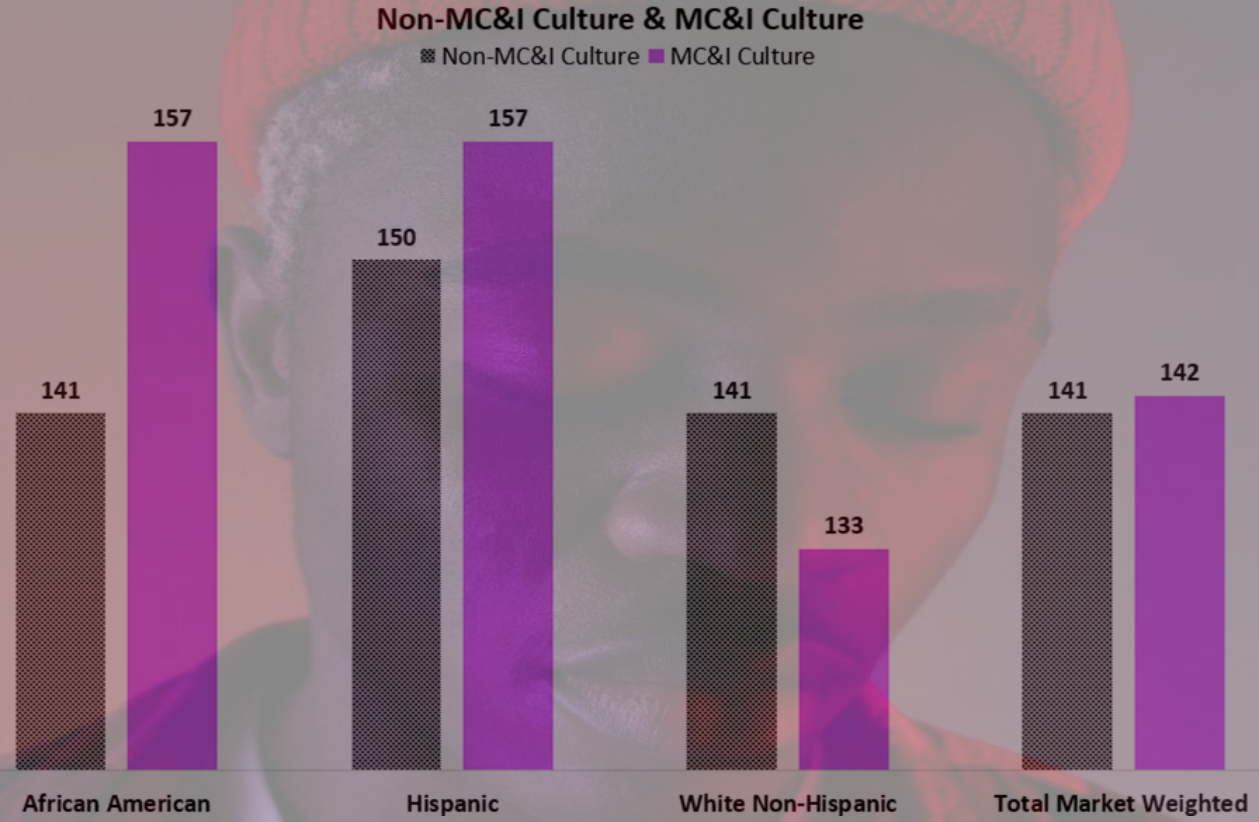
91% Confidence Level

$R^2 = 0.40$



# Creative Rich In Cultural Reflections Boost Segment Relevance ...

1. General Market campaigns with cultural nuances
2. Culturally nuanced transcreations
3. Culturally infused segment-specific campaigns targeting:
  - Asian English/Native Languages
  - Black/AA
  - Hispanic English/Spanish
  - LGBTQ
  - People with Disabilities





# Key CIIM Cultural Attributes Drive Best-In-Culture Ads Performance

## African American

## Hispanic

## White Non Hispanic

Celebration

Positive  
Portrayal

Celebration

Cultural  
Values

Cultural  
Values

Respect

Positive  
Portrayal

Celebration

Cultural  
Values

Respect

Good  
Role  
Models



# 2020 CIIM™ Best-In-Culture Samples





**Once Marketers Have  
Genuine Creative,  
They Rely on Transparent  
and Validated 3rd Party  
Multicultural Data To  
Connect Deeply**



# MC Online-Offline Data Has Challenged Marketers with Systemic Inequities Lack of Transparency, Under-Representation, Misclassification, and Invisibility

## COVERAGE

### Missing Race/ Ethnicity Data

Measure of consumers that are **missing/excluded in the providers' data**.

- Consumers are simply **'not seen'**, under-representing segments



## ACCURACY

### Incorrect Classification of Ethnicity/Race

Measure of consumers that are **included in the providers' data but misclassified**.

- Inaccuracy results in incorrect demographic information for a record





truth{set}

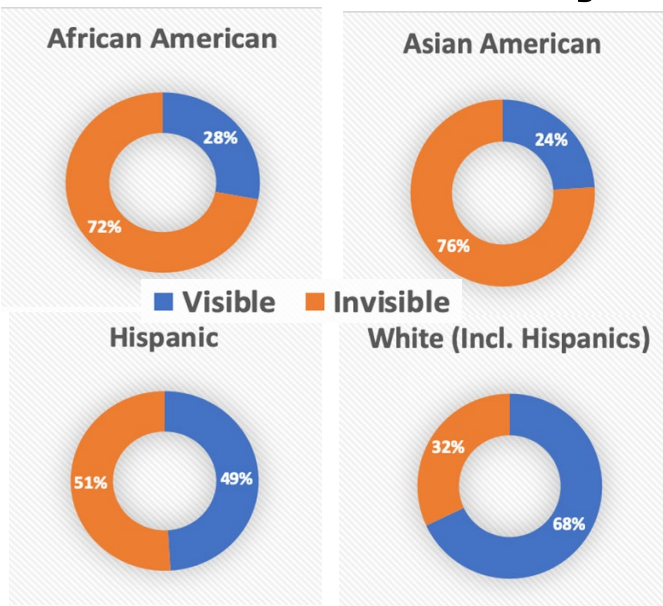
## Addressing Systemic Inequities in Data

# AIMM-Truthset MC Online Data Benchmark Q3'20

### 3rd Party MC Online Identity Data Is Less than Half as 'Visible' As White's Identity Data

#### Aggregate Online Data Visibility

The combination of Coverage and Accuracy yields the proportion of accurately classified individuals by segment (race/ethnicity) that are **VISIBLE** in providers' data which may be reached without waste.



axiom

BRIDGE

Speedeon DATA

THROTTLE

V12 DATA



webbula

The Data Solutions Experts





# How Are Marketers Leveraging The Power of Culture Across the Marketing Process To Boost Growth

# HOW?

Cultural Insights

Culturally Infused Creative Briefs

Offline-Online Targeting Data

Media

Planning/  
Buying

Content Creators

Campaign Measurement Attribution



Carlos Santiago,  
Co-Founder, AIMM  
President, SSG  
Carlos@Santiago  
SolutionsGroup.com



Sue Seams,  
Senior Director,  
Experience Planning  
Kellogg's



Edgar Marin,  
Senior Director – NA  
Shopper Marketing,  
Multicultural & Brand  
Capability  
P&G

