



# CHALLENGING THE 'ONE & DONE' APPROACH

CONNECTING CULTURALLY THROUGH DIGITAL AUDIO

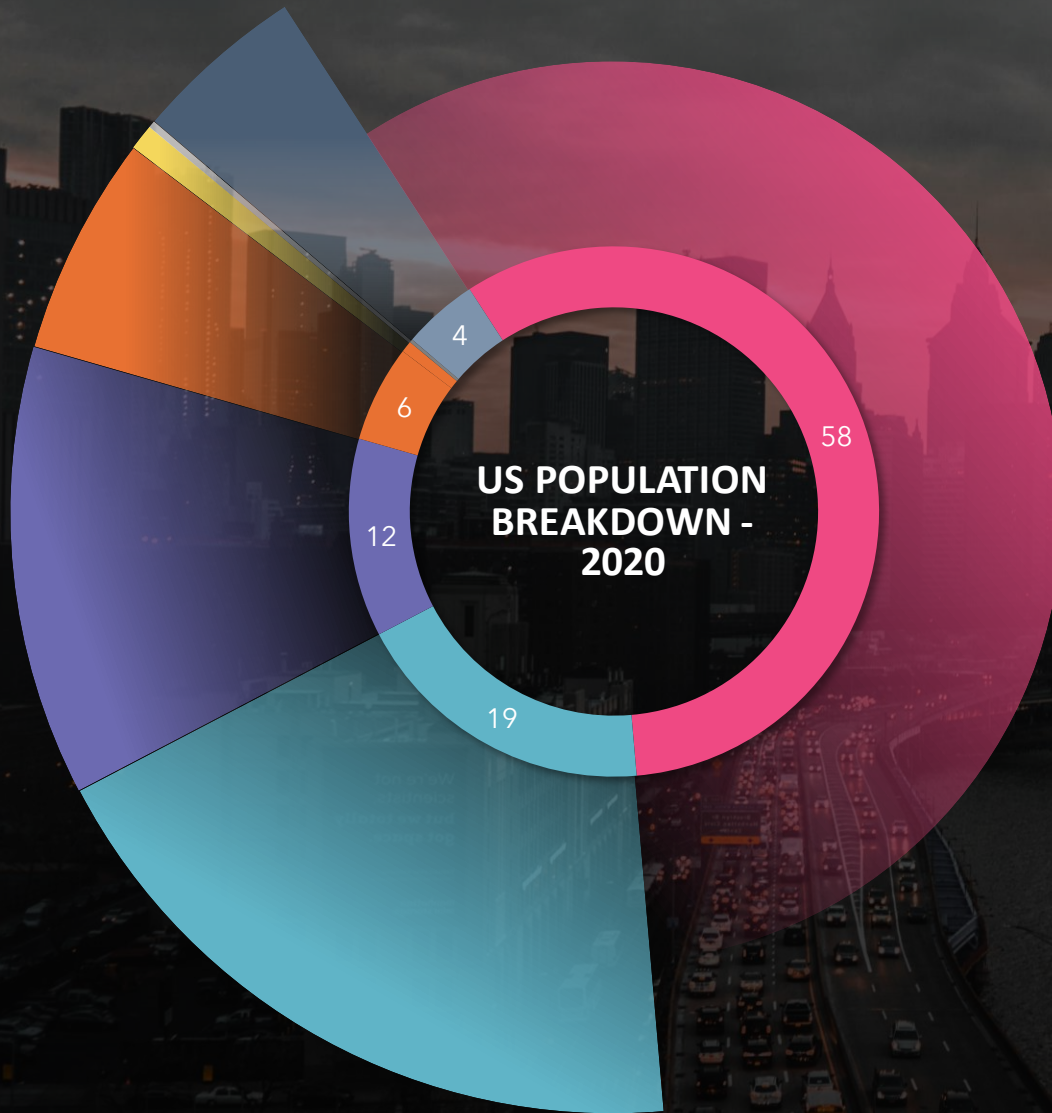
M/GNA MEDIA TRIALS

sxm  
MEDIA

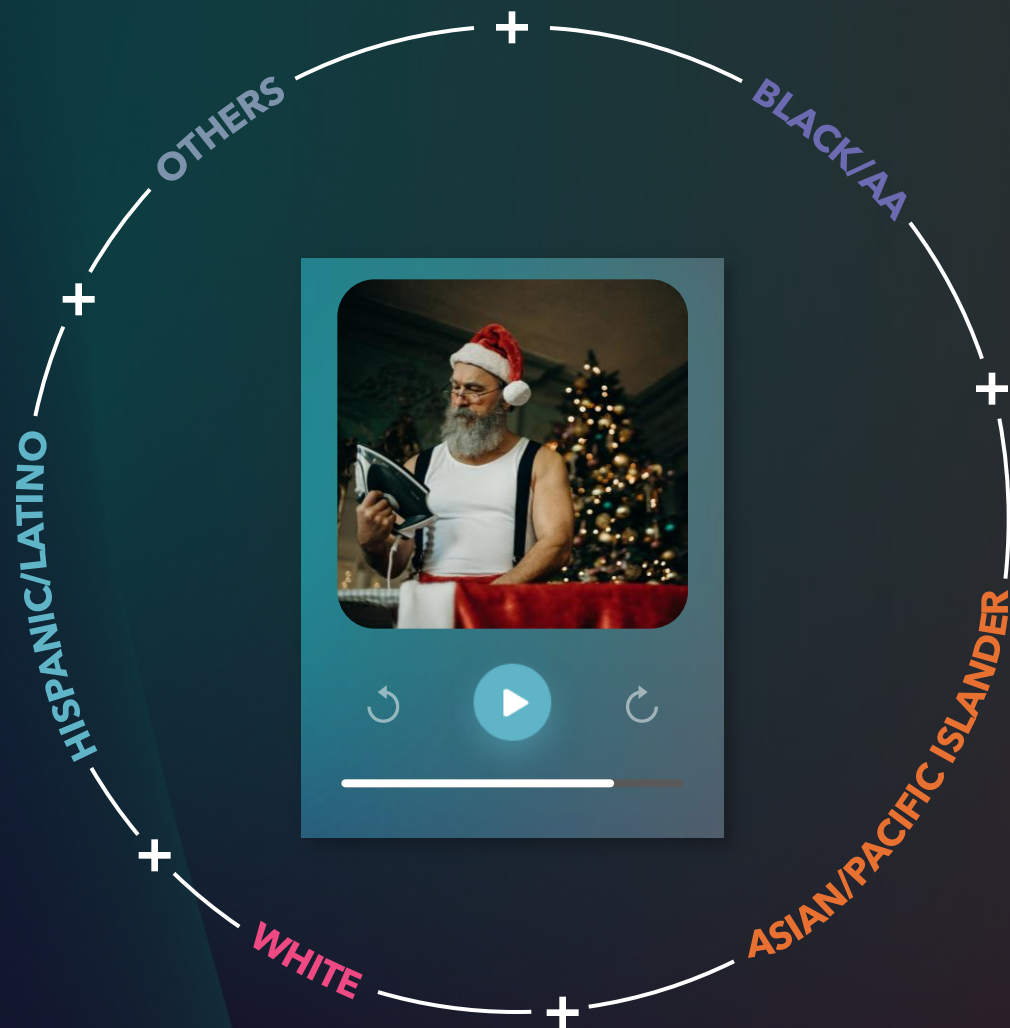




# MULTICULTURAL AUDIENCES MAKE UP MORE THAN 1/3<sup>rd</sup> OF THE US POPULATION



White	58%
Hispanic/Latino	19%
Black / AA	12%
Asian American Pacific Islander	6%
American Indian/Alaska Native	0.8%
Native Hawaiian/Other Pacific Islander	0.2%
Other	4%



**MANY MARKETERS LEVERAGE  
A “ONE AND DONE” CREATIVE  
APPROACH FOR ALL  
AUDIENCES, WITHOUT BEING  
MINDFUL OF RACE/ETHNICITY**





OUR GOAL

**DETERMINE THE MOST IMPACTFUL  
DIGITAL AUDIO AD STRATEGY FOR  
MULTICULTURAL AUDIENCES**

# HOW WE DID IT

## STEPS

- 1

Recruited digital audio listeners from a representative online panel
- 2

Listeners answered standard demographic and media consumption questions. They were then randomized to listen to one digital audio ad
- 3

Survey focused on brand metrics, custom creative questions, and consumer POV questions on ad preference

## TWO VERTICALS



Clothing



Casual Dining

## TOTAL, n= 2,300



Gen Pop ..... n=500



Black/AA ..... n= 600



AAPI ..... n=600



Hispanic/Latino ..... n=600



# TYPES OF DIGITAL AUDIO ADS TESTED



## GENERAL MARKET

Ads with a one and done generic advertising approach aimed at targeting both mainstream and cultural audience



## BLANKET MULTICULTURAL

All-encompassing cultural ads that target all cultural groups by referencing relevant themes



## CULTURE-SPECIFIC

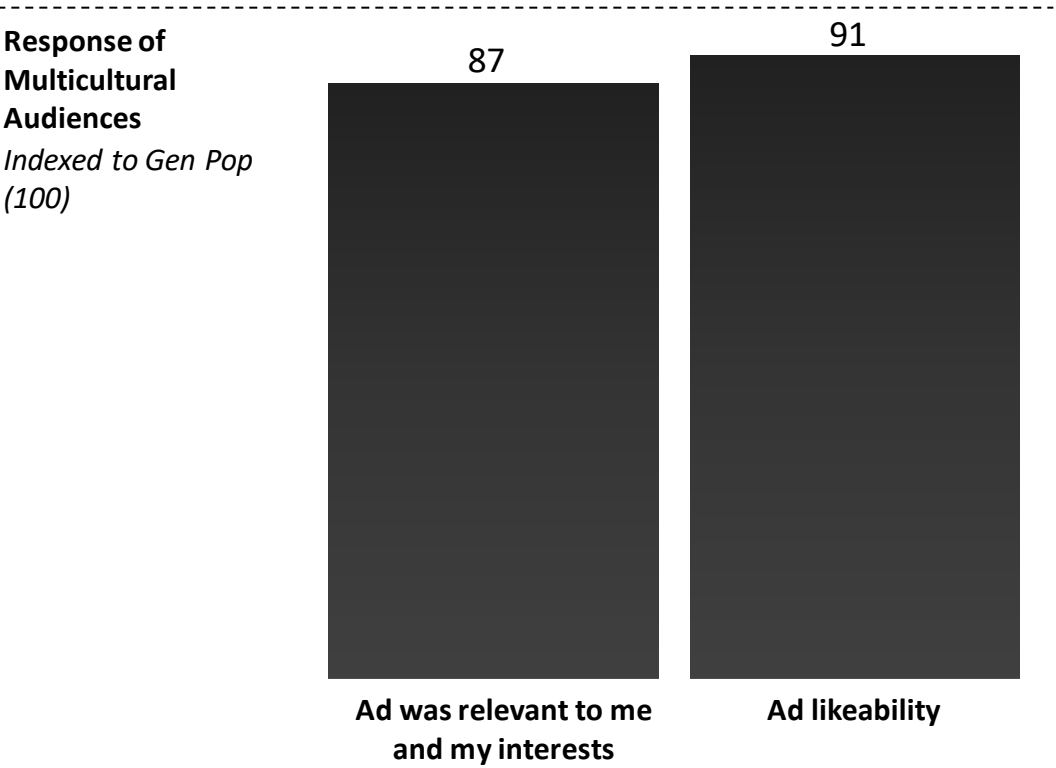
Ads that are customized for a specific cultural group by referencing specific food, dialect, themes, etc. pertaining to that group



# WHY IS CONNECTING CULTURALLY CRITICAL?

# GENERAL MARKET ADS DON'T RESONATE AS STRONGLY WITH MULTICULTURAL AUDIENCES

How People Feel About General Market Ads  
Indexed



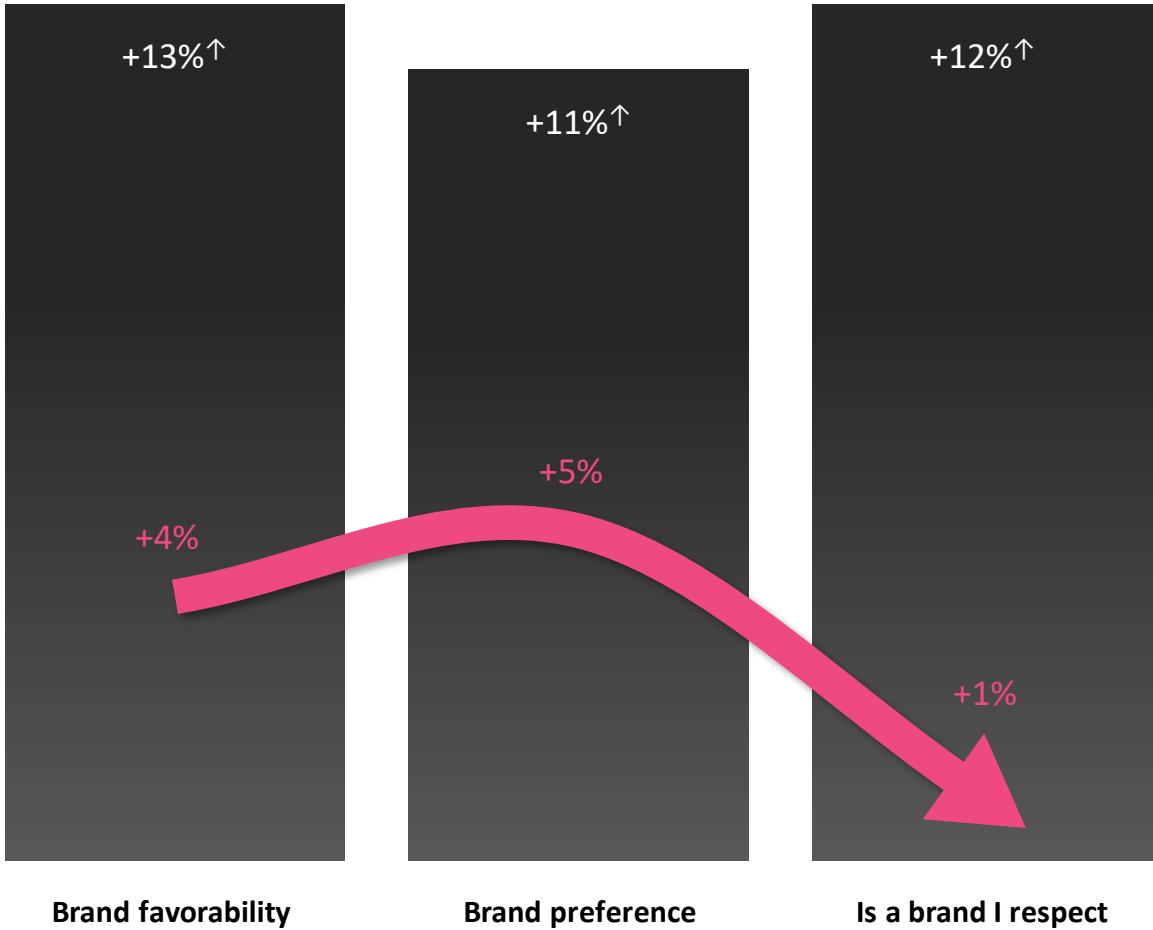


# WITH GENERAL MARKET ADS, BRAND KPIS TAKE A HIT AMONG MULTICULTURAL AUDIENCES

## The Branding Impact of General Market Ads

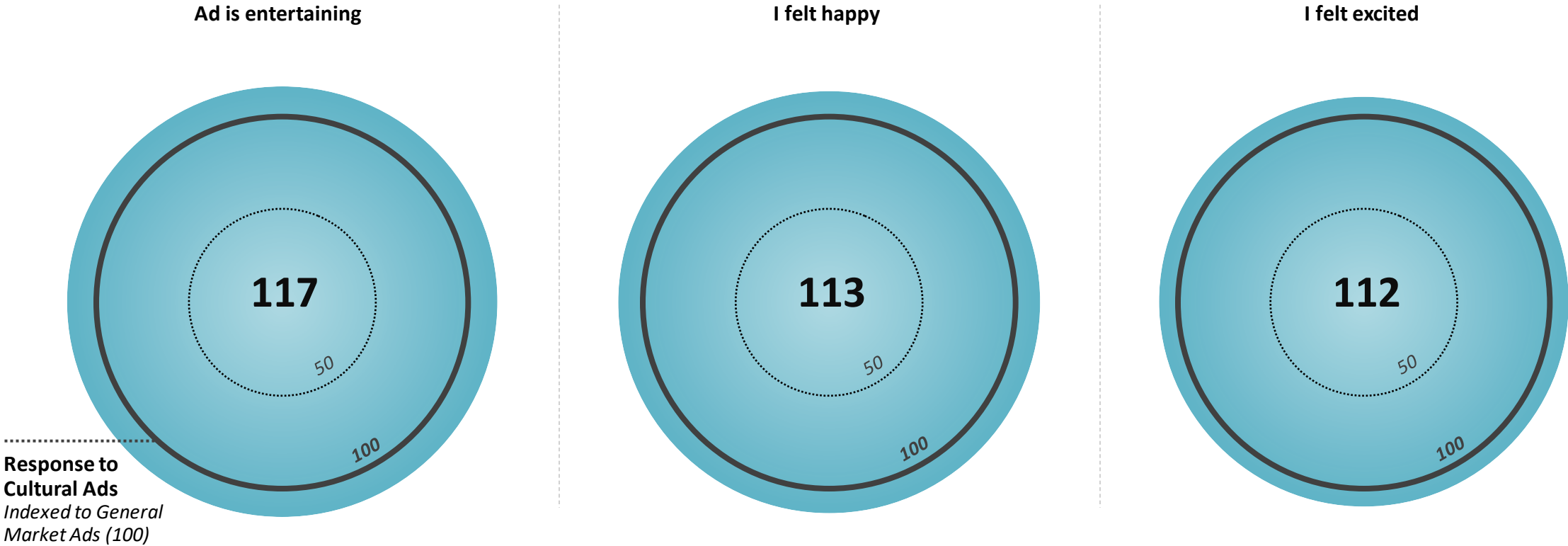
Delta (Exposed – Control)

■ Gen pop ➡ Multicultural Audiences



# CULTURAL ADS, ON THE OTHER HAND, DRIVE EMOTION AMONG MULTICULTURAL AUDIENCES

How Multicultural Audiences Feel About Ads  
Indexed

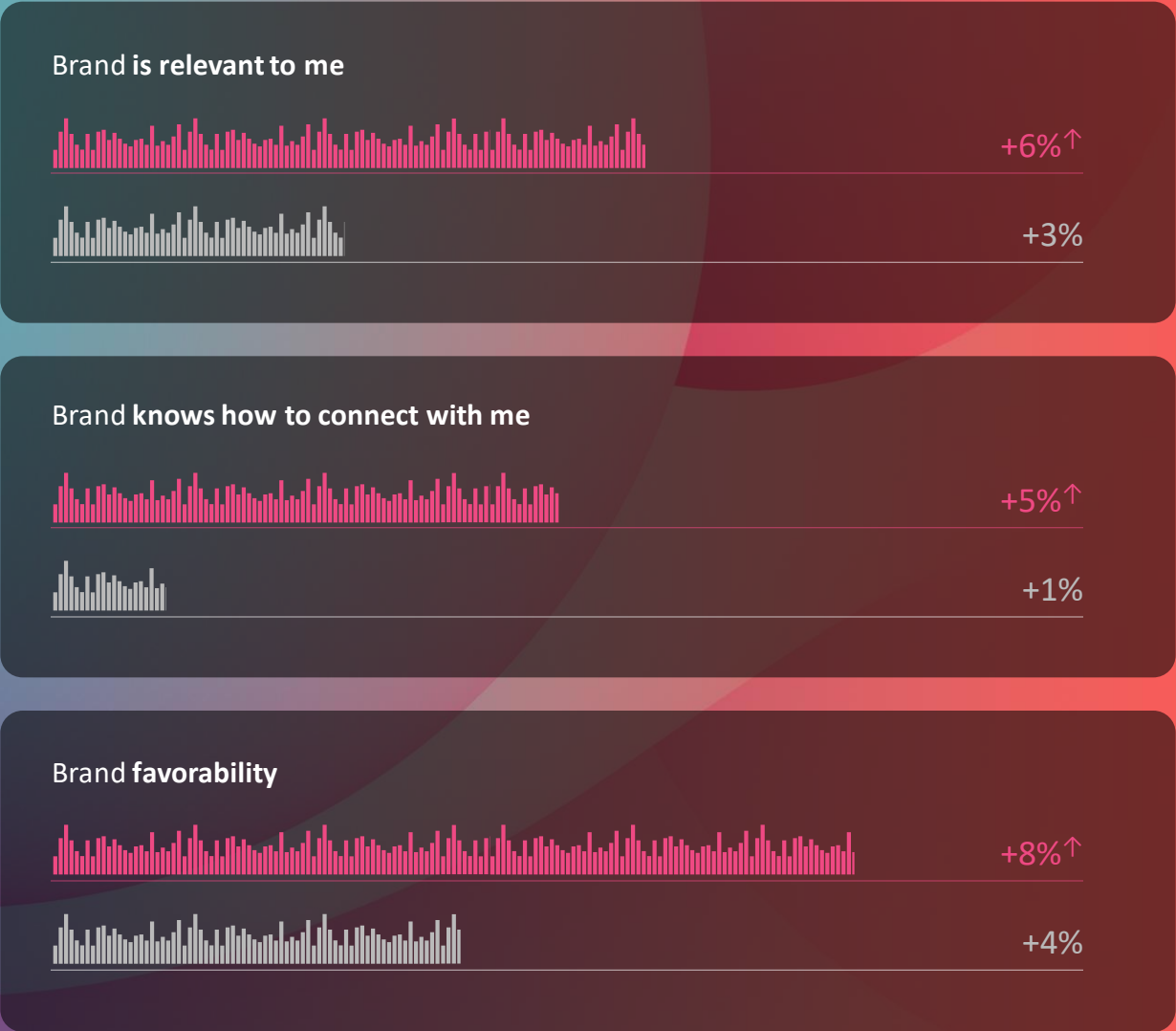




# ULTIMATELY, BRANDS BENEFIT DIRECTLY FROM CULTURAL ADS

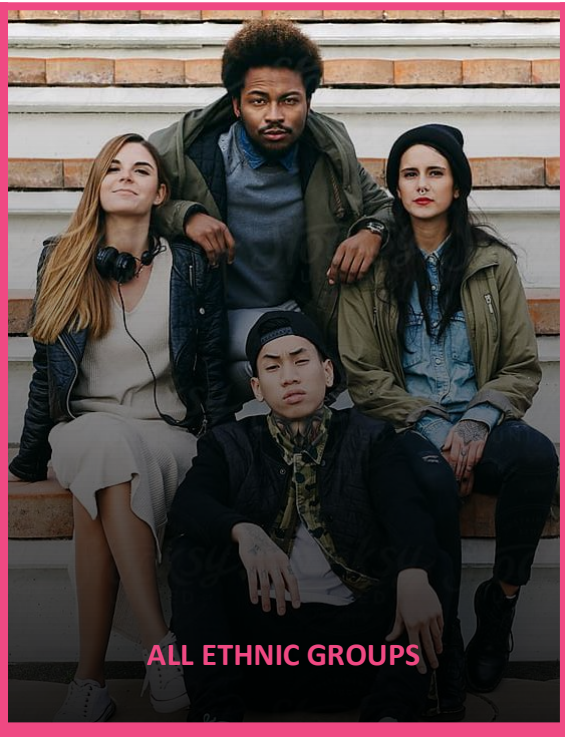
The Branding Impact of Ads Among  
Multicultural Audiences  
Delta (Exposed – Control)

- All Cultural Ads
- All General Market Ads



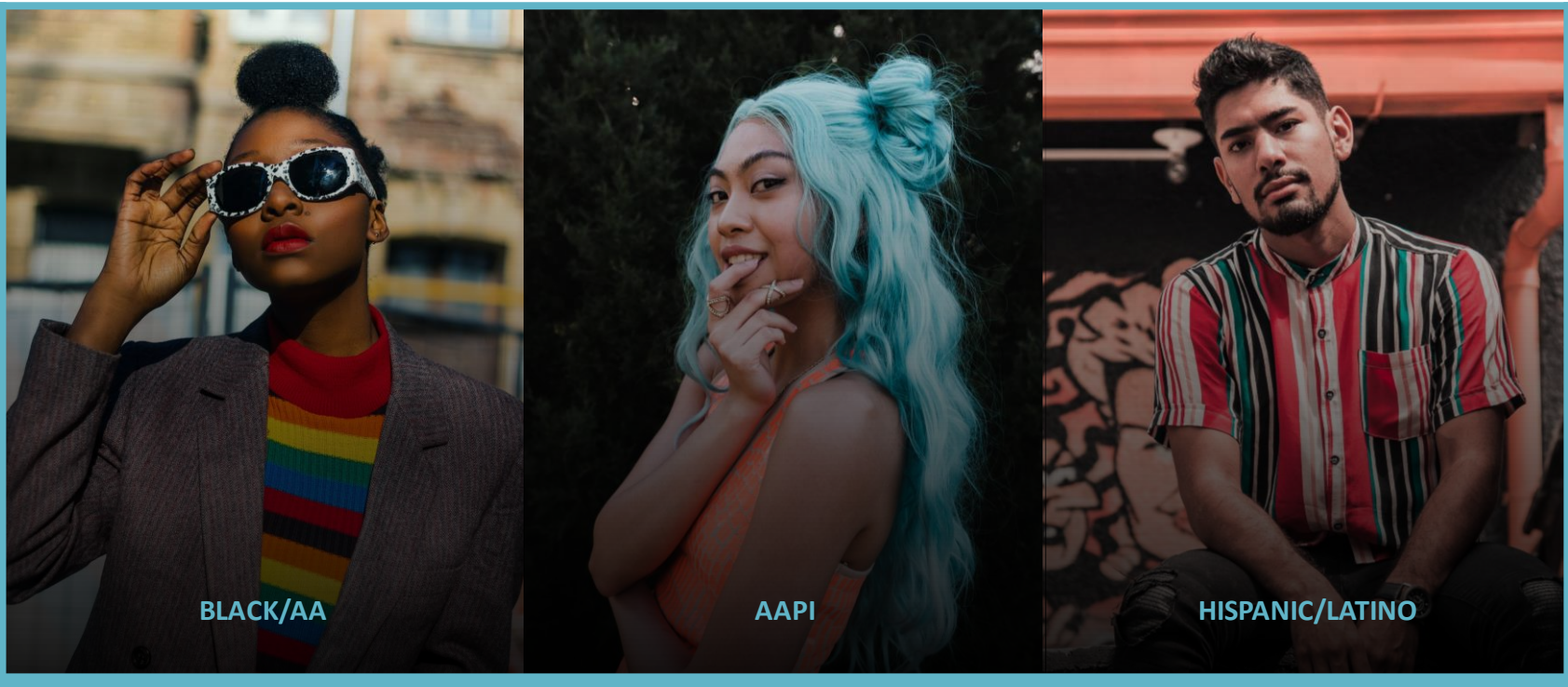
# SHOULD BRANDS USE A BLANKET APPROACH OR A CULTURE-SPECIFIC APPROACH FOR MULTICULTURAL AUDIENCES?

## Creative Strategies Tested



### BLANKET MULTICULTURAL ADS

All-encompassing cultural ad that target all cultural groups by referencing relevant themes



### CULTURE-SPECIFIC ADS

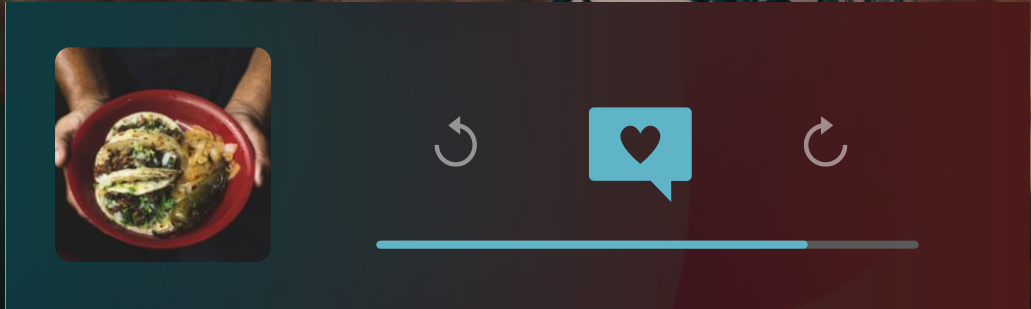
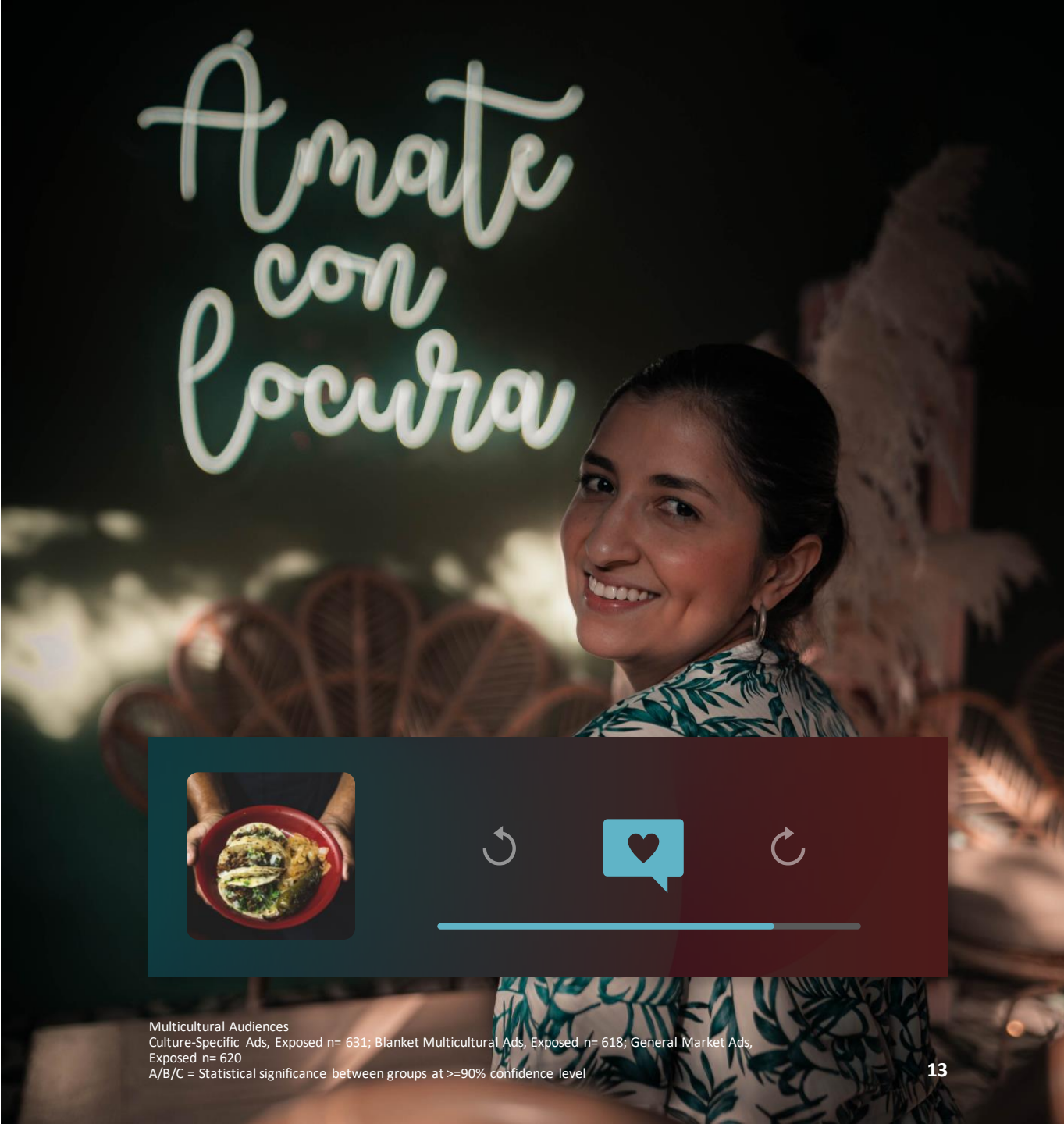
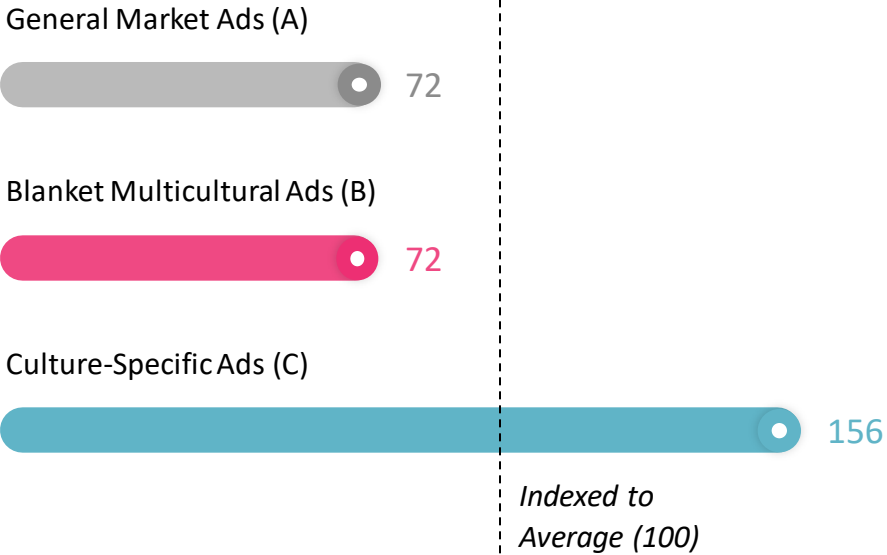
Ads that are customized for a specific ethnic group by referencing specific food, dialect, themes, etc. pertaining to that group



# CULTURAL REFERENCES RESONATE MOST WHEN ADS ARE CUSTOMIZED WITH THE RACIAL/ETHNIC GROUP IN MIND

How Multicultural Audiences Feel About Ads  
Indexed

“Cultural references in the ad resonated with me”



# CULTURE-SPECIFIC ADS POSITION BRANDS AS MORE CULTURALLY- CONSCIOUS AND RELEVANT

## The Branding Impact of Ads Among Multicultural Audiences

Delta (Exposed – Control)

■ General Market Ads   ■ Blanket Multicultural Ads   ■ Culture-Specific Ads

Brand is **relevant** to me



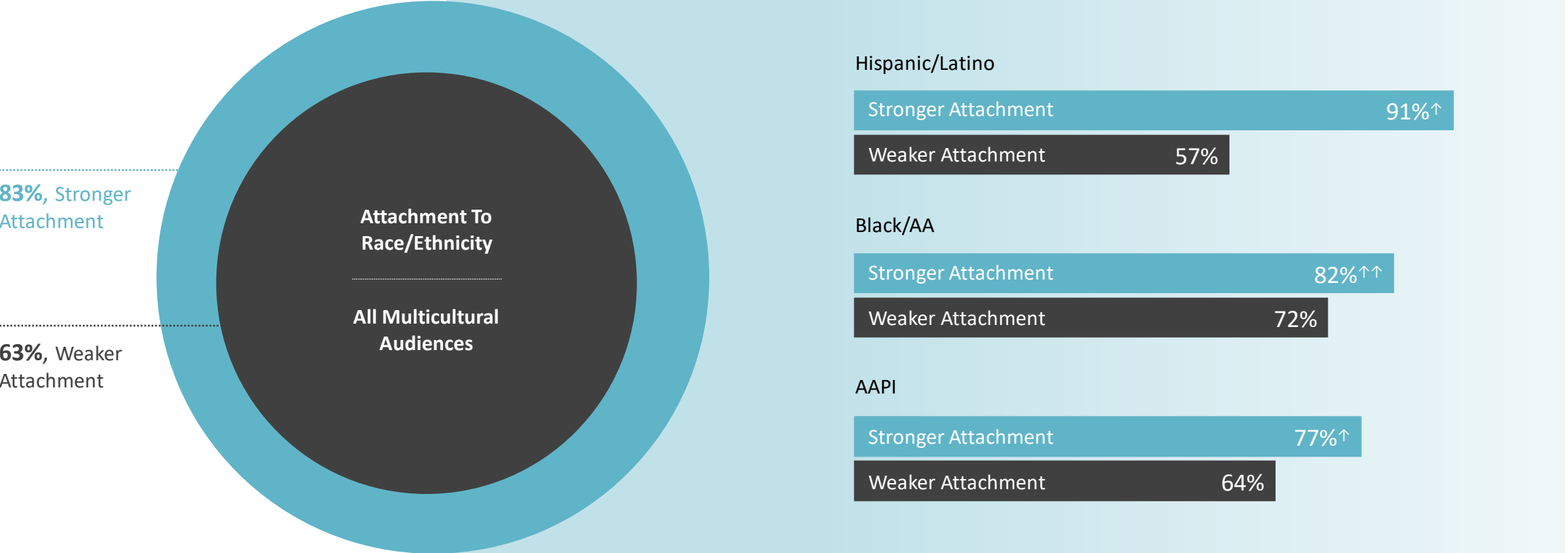
Brand is **culturally-conscious**





# THE MORE PEOPLE IDENTIFY WITH THEIR RACE/ETHNICITY, THE MORE THEY LIKE CULTURE-SPECIFIC ADS

How Much People Like Culture-Specific Ads  
% Love/Like Ad

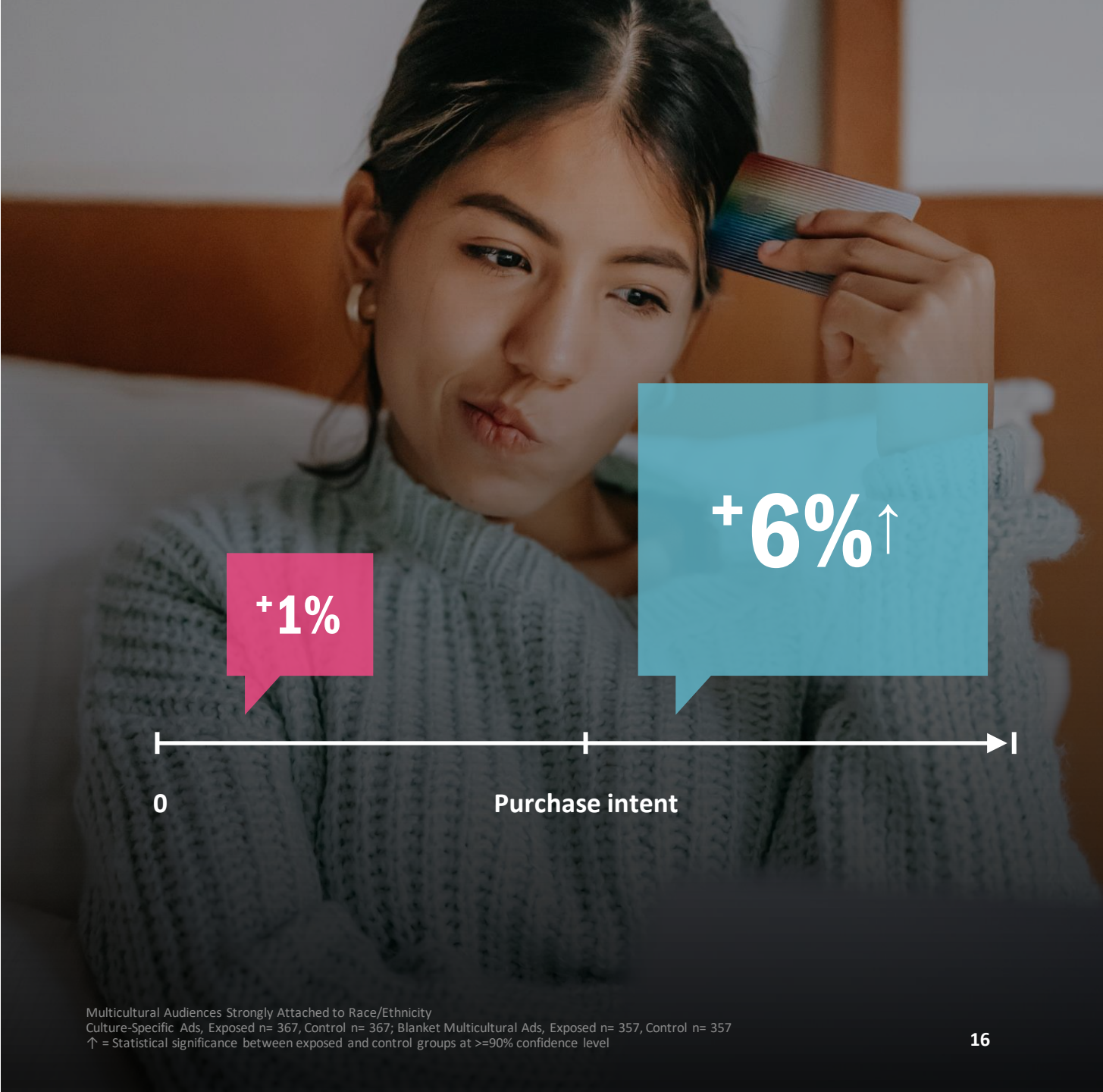


Stronger, Hispanic/Latino n= 116 ; Black/AA n= 136 ; AAPI n= 115; Weaker, Hispanic/Latino n= 102; Black/AA n= 68; AAPI n= 94  
Stronger: 4, 5 = I very strongly identify with people from this group; Weaker: 3, 2, 1= I don't identify with people from this group at all  
Survey Q: How strong would you say your attachment is to the following groups? – Race/Ethnicity  
↑ = Statistical significance between groups at >=90% confidence level  
↑↑ = Statistical significance between groups at >=85% confidence level

# CULTURE-SPECIFIC ADS WORK HARDER AT DRIVING PURCHASE INTENT AMONG THOSE MORE STRONGLY ATTACHED TO THEIR OWN RACE/ETHNICITY

The Branding Impact of Ads Among Multicultural Audiences Strongly Attached to their Race/Ethnicity  
Delta (Exposed – Control)

- Blanket Multicultural Ads
- Culture-Specific Ads



Multicultural Audiences Strongly Attached to Race/Ethnicity  
Culture-Specific Ads, Exposed n= 367, Control n= 367; Blanket Multicultural Ads, Exposed n= 357, Control n= 357  
↑ = Statistical significance between exposed and control groups at >=90% confidence level





# WHAT SHOULD BRANDS HAVE IN MIND WHEN CREATING CULTURE-SPECIFIC ADS?



# MULTICULTURAL AUDIENCES EXPECT AUTHENTIC REPRESENTATION FROM BRANDS

Consistent trend across all three multicultural groups included in test – AAPI, Black/AA, Hispanic/Latino (not shown on slide)

**Importance of Brand Involvement  
According to Multicultural Audiences**  
% Very/Somewhat Important



**76%**

**ENSURE AN  
AUTHENTIC IMAGE  
IS PORTRAYED  
ABOUT PEOPLE  
FROM DIVERSE  
BACKGROUNDS**



**75%**

**AVOID  
STEREOTYPES  
ABOUT PEOPLE  
FROM DIVERSE  
BACKGROUNDS**



**75%**

**TAKE A  
PERSONALIZED  
APPROACH TO  
CONNECTING WITH  
PEOPLE FROM  
DIFFERENT CULTURES  
THROUGH THEIR  
COMMUNICATION**

# RELATABILITY IS A KEY DRIVER FOR AD LIKEABILITY

## WHY MULTICULTURAL AUDIENCES LIKED CULTURE-SPECIFIC ADS

### Open-ended Responses

**AAPI:** I liked how the little boy at the cookout said something about lumpia.

**AAPI:** I like that the ad was clear and easy to understand. It was informative and I also heard it says “the famous lumpia” which is very relevant to me since I am Filipino.

**Black/AA:** The ad was culturally relevant to me because it incorporated activities that my family participates in.

**Black/AA:** I like [restaurant] and the ad was relatable.

**Hispanic/Latino:** It was engaging and relevant to my culture because of the asada words the commentator used overall it was great.

**Hispanic/Latino:** It adheres to my culture (Hispanics) while also making known that they have clothing for chilly weather.

**Hispanic/Latino:** I like how it incorporated inclusivity and showed people of Hispanic/Latino culture.



# BUT RELATABILITY BECOMES COMPLEX AS YOU GET SPECIFIC

Creative pre-testing is a must when creating culture-specific ads



ASIAN/  
PACIFIC  
ISLANDER

- ✓ “Don’t just add some something about my culture to make me like it”
- ✓ “They were inclusive in the ad although it was forced”



HISPANIC/  
LATINO

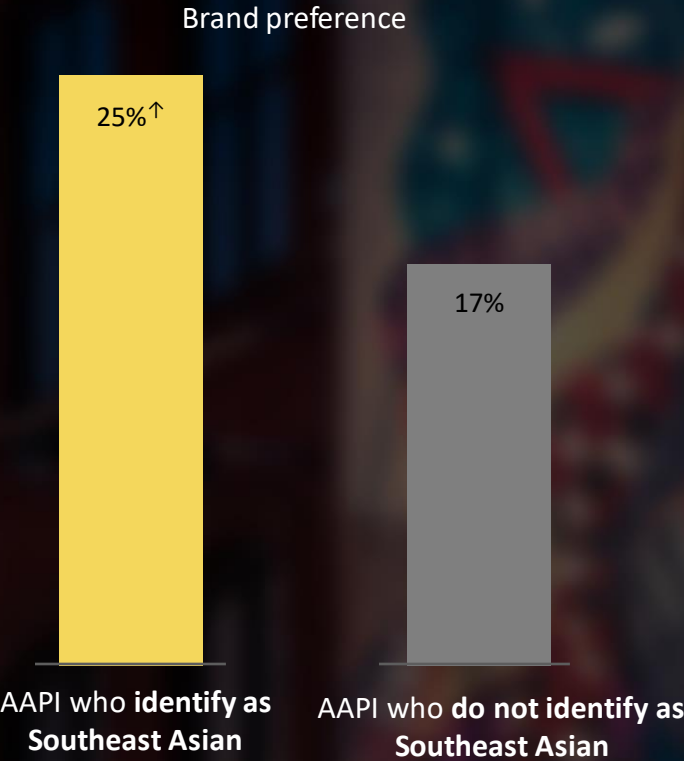
- ✓ “It tried too hard to be culturally relevant”
- ✓ “Lose the thick accents”
- ✓ “Don't talk about Spanish food assuming we all just eat asada”
- ✓ “Not everyone speaks Spanish. Just keep it in English”



# BRANDS BENEFIT MOST WHEN REFERENCES IN CULTURE-SPECIFIC ADS ARE DIRECTLY RELEVANT

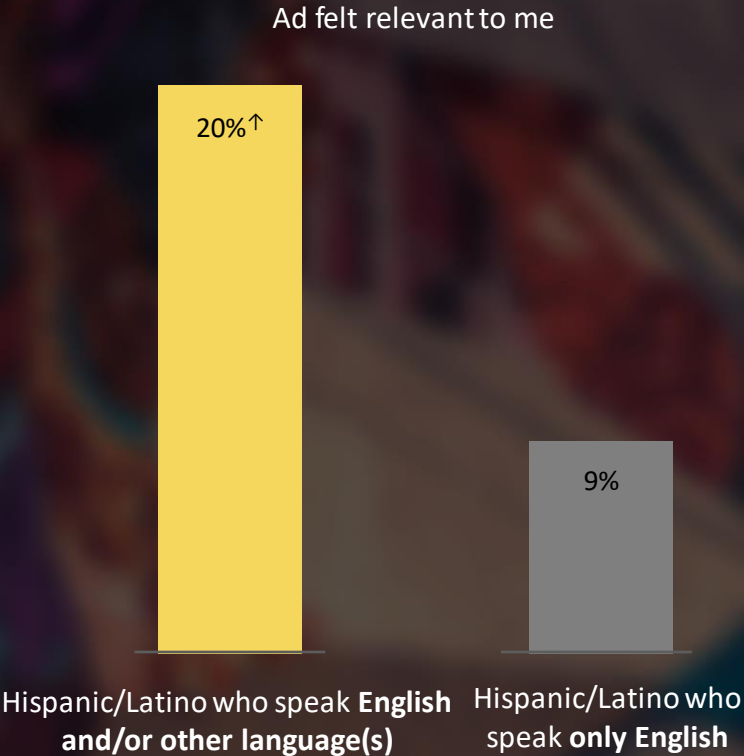
*The Asian culture-specific ads had references to Southeast Asian foods*

**Branding Impact of Culture-Specific Ads Among AAPI**  
% Strongly Agree



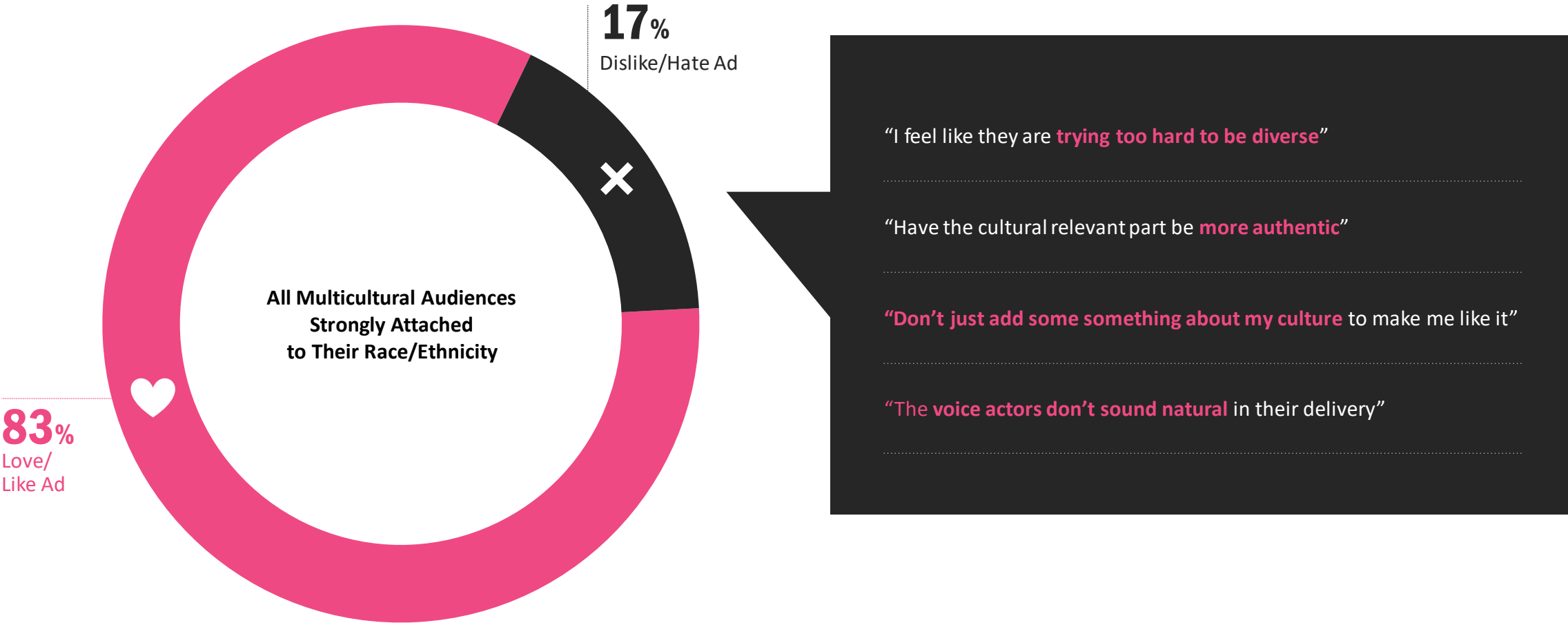
*The Hispanic culture-specific ads were in English but had Spanish insertions*

**Ad Opinion of Culture-Specific Ads Among Hispanic/Latino**  
% Strongly Agree



# OVERALL, ADDING SURFACE LEVEL CULTURAL REFERENCES DON'T CUT IT

Feedback for Culture-Specific ads by Multicultural Audiences Attached to Race/Ethnicity  
Open-ended Responses



# IMPLICATIONS



# 1

It's critical for brands to invest in creative aimed at connecting culturally for digital audio to drive growth among multicultural audiences.



# 2

Drive authenticity by avoiding surface level references, such as exaggerated accents, and limited language insertions.



# 3

Consider creative pre-testing when creating culture-specific ads for diverse cultural groups to ensure specific cues are relevant.





**THANK  
YOU**