DECONSTRUCTING DIVERSITY TODAY

IDENTITY AND CULTURE
TO STRENGTHEN CONNECTIONS

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Going Deeper

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

1

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

Keys to Driving Cultural Engagement

Find ways to link people's identities with brands' heritages cultures & identities

Invest in celebrating the richness of multicultural audiences. Broader audiences won't be alienated given shared global curiosities

Share this research with your clients and creative agencies to ensure accountability

Confirm that your advertising content authentically portrays multicultural audiences

Make sure clients do not appear in environments that are furthering stereotypes

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Richness of Self-Identity

KEY FINDINGS

1 People define themselves based on a variety of factors – key elements of identity are race, ethnicity, language, and family

2 Richness of identity today revolves around choice and can include a combination of heritage and culture

3 People have a strong desire to learn about other cultures. Marketers should be culture curators and culture embracers

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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 ONE'S SELF

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

Language

Music

Celebrations

Cuisine

Music

Arts
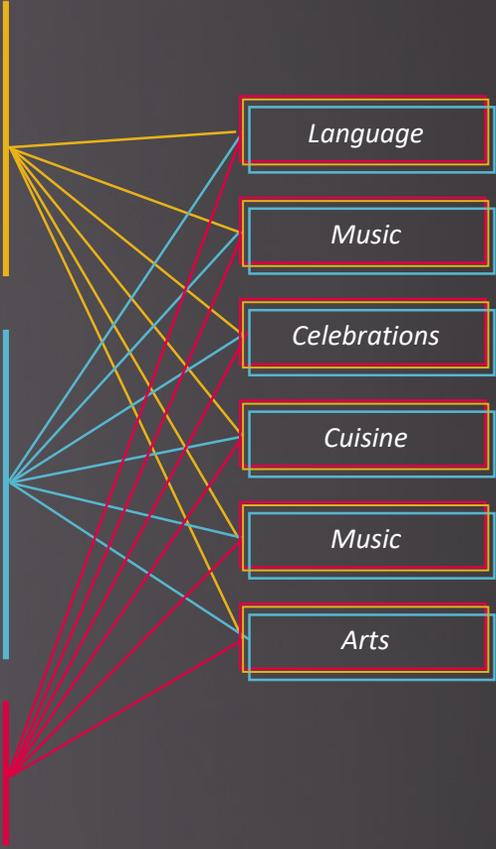
Identity Today Offers the Freedom to Choose

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

4+ groups

76%

Most people (87%) feel a strong attachment to multiple communities, with 76% identifying with 4 or more

0 groups 7%

1 group 6%

2 groups 5%

3 groups 6%

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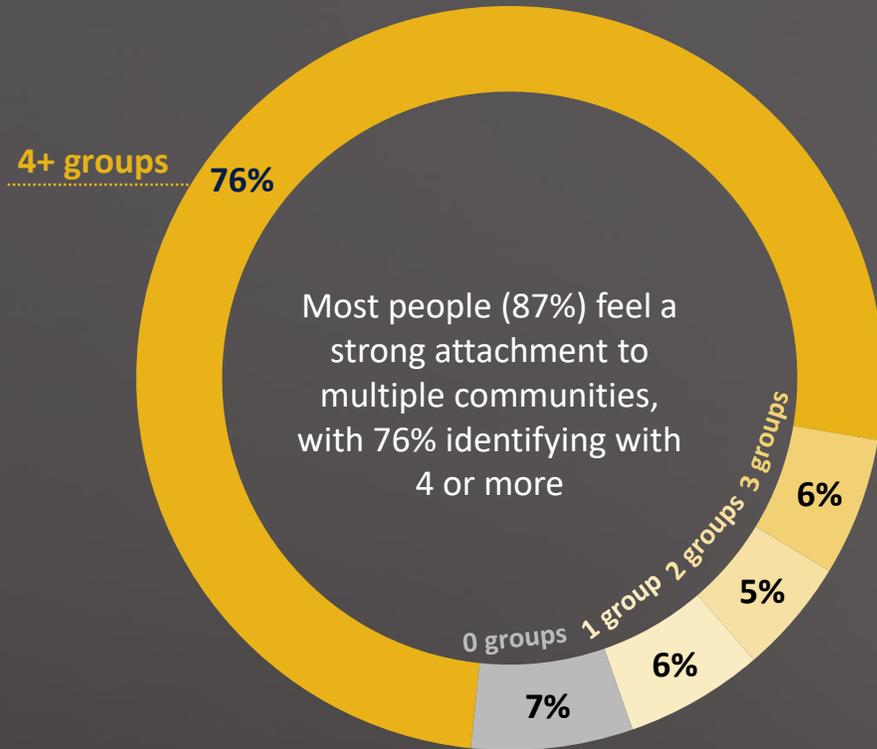
AGE GROUP
OCCUPATION
CLASS STATUS
DISABILITY
GENDER IDENTIFICATION
LANGUAGE(S)
NATIONALITY
REGION
PHYSICAL ABILITIES
COGNITIVE ABILITIES
POLITICAL VIEWS
RACE/ETHNICITY
RELIGION/SPIRITUALITY
SEXUAL ORIENTATION
HOBBIES
CULTURAL TRADITIONS
EDUCATIONAL BACKGROUND
HEALTH STATUS
MY FAMILY
etc.

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People Not Only Want to Connect with Their Own Identity Groups, But Also with Other Cultures

Desire to connect with other cultures is ubiquitous (93%)

Their universal curiosity stems from desire for <u>personal growth</u> just as much as traditional culture

DESIRE TO CONNECT WITH OTHER CULTURES: GEN POP
Scale (0-5)

41%
Somewhat strong (2-3)

52%
Very strong (4-5)

7%
Not strong (0-1)

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Media As a Cultural Resource

KEY FINDINGS

1 Media not only inspires cultural curiosities, but also satisfies it

2 Visual forms of media (e.g. TV shows, movies) are a strong tool to connect people to their heritage

3 People of color, LGBTQ+, and younger audiences are more likely to use media to connect with their heritage

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Media Inspires People of All Races/Ethnicities, Especially Hispanic/Latino Audiences

**MEDIA DRIVERS OF CULTURAL CURIOSITY** - % Selected

Based on responses to broad types of media (music, movies, arts, etc.)

51%, White

61%, Hispanic/Latino

51%, Black/AA

52%, Asian/Pacific Islander

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 <u>Satisfy</u> Cultural Curiosities

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

61%
Total Pop

Top media-related way to satisfy cultural curiosity is listening to **music**, followed by watching **TV shows and movies**

60%
White

66%
Hispanic/Latino

58%
Black/AA

60%
Asian/Pacific Islander
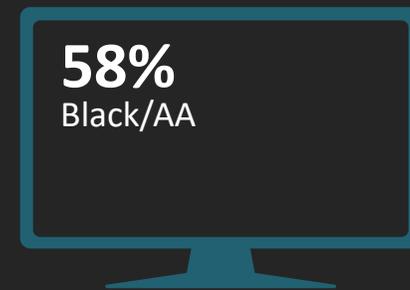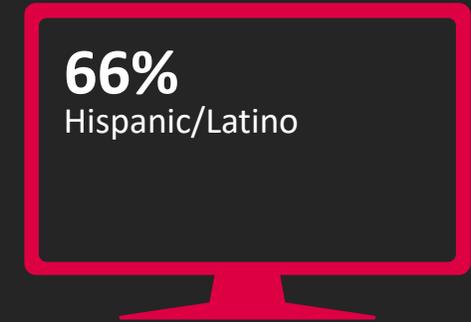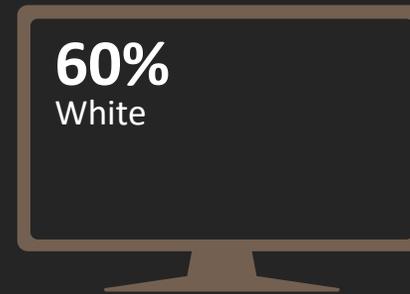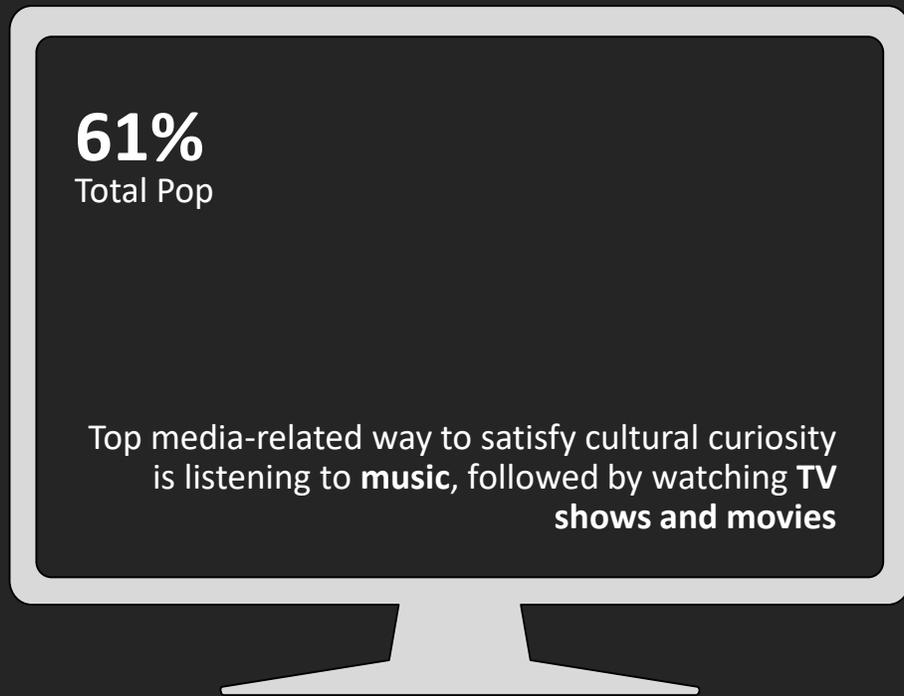
*Media Ways: Following influencers, Following blogs or channels, listening to music, sharing content online, watching TV shows/films/documentaries, watching news
Total Pop n=3,503
Q: How do you satisfy this curiosity to connect with cultures other than your own? Select all that apply.

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Brands x Culture

KEY FINDINGS

1 Brands have an opportunity to fill the consumer desire for connection: to their culture, their heritage, as well as other cultures

2 Consumers across all segments want media representation that includes authentic images and diverse talent, especially through video

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Brand Involvement In Satisfying Strong Cultural Curiosities Is an <u>Expectation</u>

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

PERCEIVED ROLE OF BRANDS IN SATISFYING GLOBAL CURIOSITY
% Strongly/Somewhat Agree

— Identifies Strongly With Their Race/Ethnicity

	White	Hispanic/Latino	Black/AA	Asian/Pacific Islander	Gen Pop
Bar	64%	73%	71%	66%	67%
Line	47%	58%	54%	44%	50%

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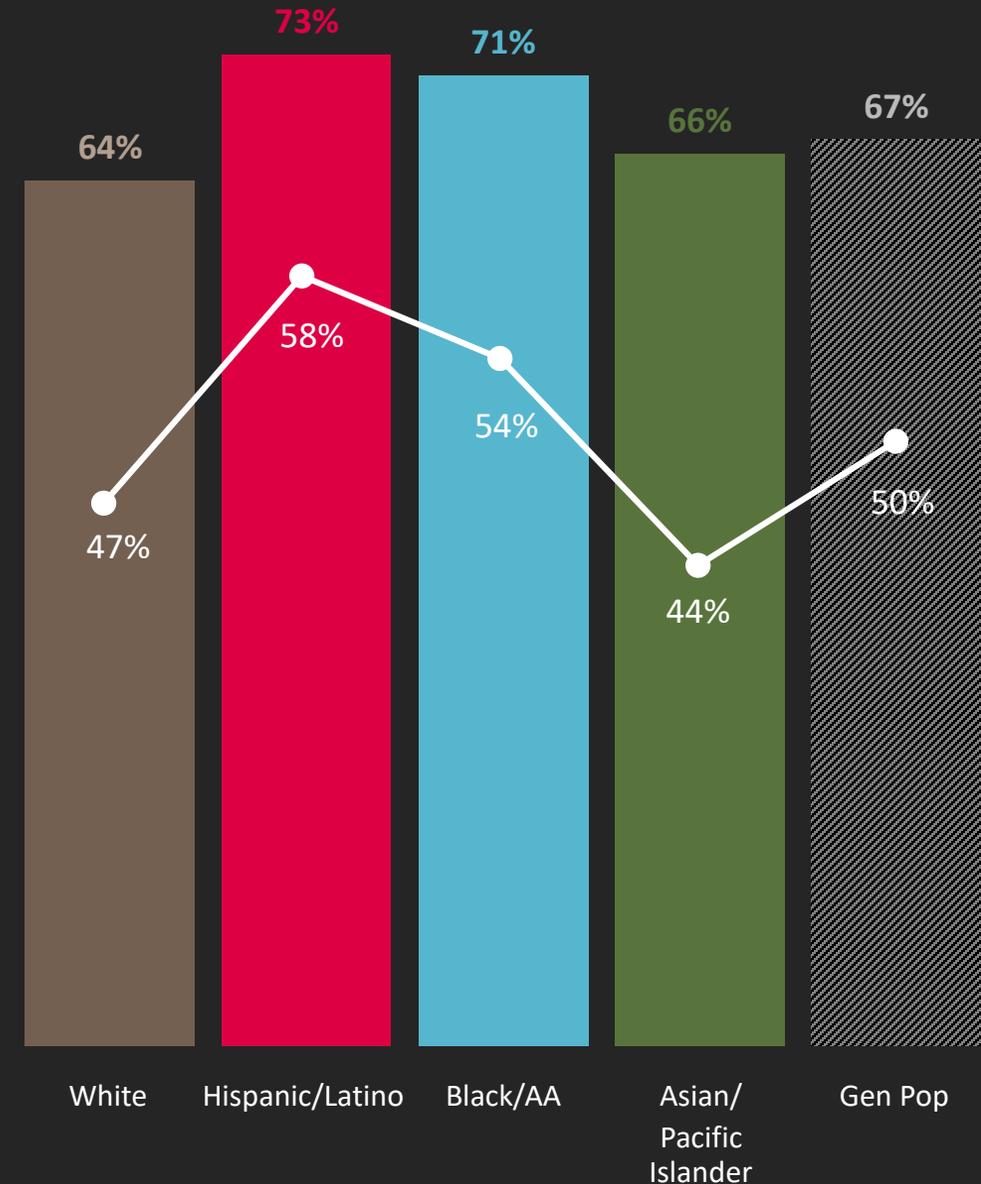
Representation in Media Is Important For All Multicultural Cohorts

WAYS BRANDS SHOULD GET INVOLVED: GEN POP - % Very/Somewhat Important

■ Media Representation ■ Company Positioning

Race/Ethnicity

	Media Representation	Company Positioning
White	79%	81%
Black	82%	86%
Hispanic	82%	89%
Asian/Pacific Islander	83%	88%
Gen Pop	80%	84%

Sexual Orientation

	Media Representation	Company Positioning
LGBTQ+	84%	90%
Not LGBTQ+	80%	82%

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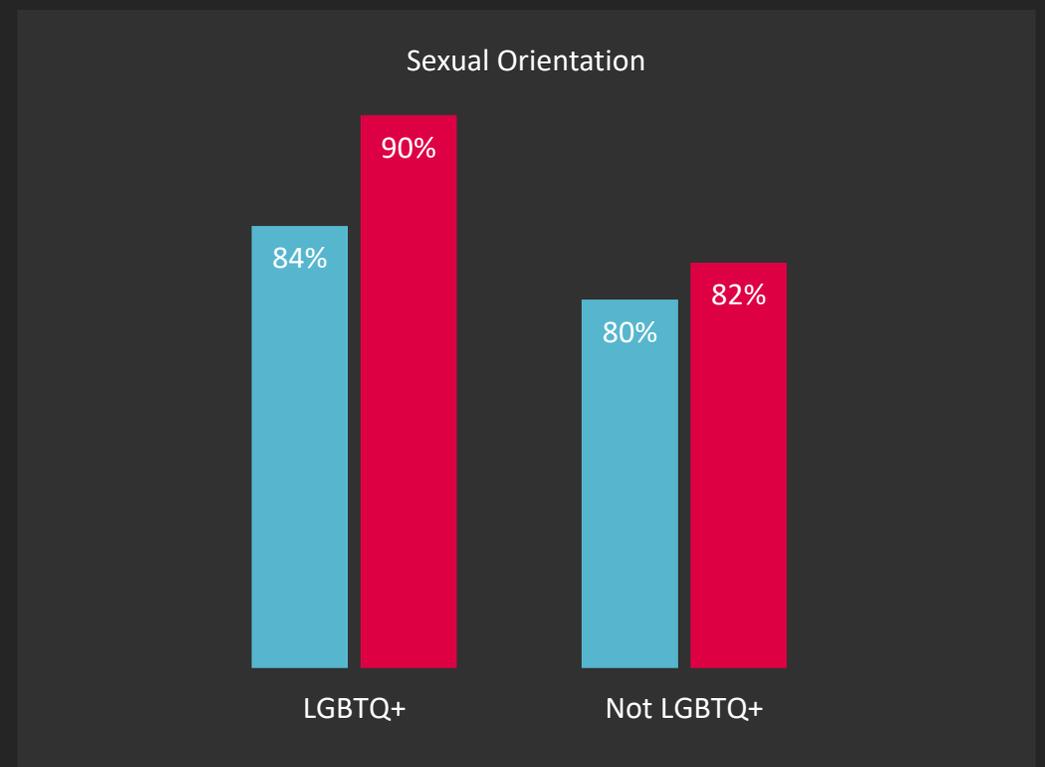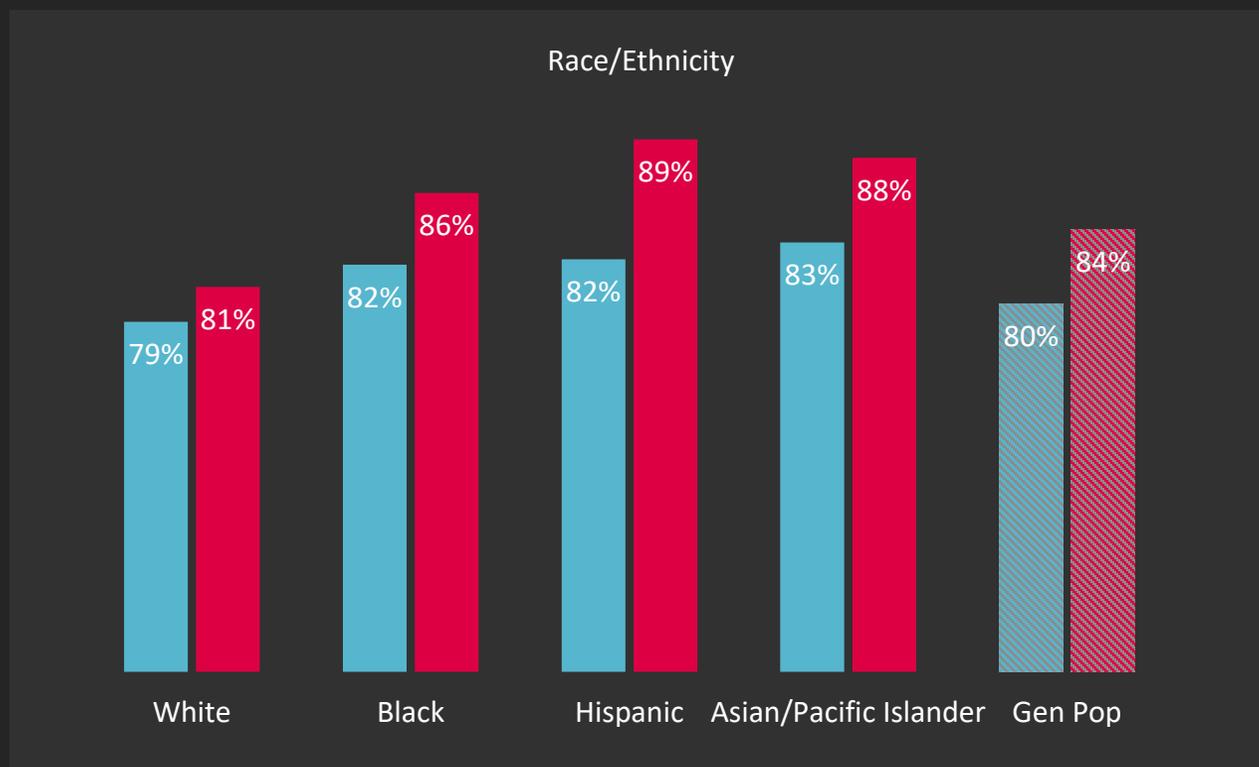
To Connect with People Culturally Through Video, Several Guiding Principles Hold True

TOP 5 REASONS WHY VIDEO WAS CULTURALLY RELEVANT - % Selected

White

1. Featured actors who look like me — 42%
2. Featured actors with diverse backgrounds — 34%
3. Featured causes/social issues — 33%
4. Accurately represented a certain culture — 32%
5. **Addressed stereotypes/discrimination** — **32%**

Black/AA

1. Featured actors who look like me — 38%
2. **Addressed stereotypes/discrimination** — **34%**
3. Featured communities I identify with — 34%
4. Featured actors with diverse backgrounds — 33%
5. Featured current events — 33%

Addressing stereotypes is a common thread for all

Hispanic/Latino

1. **Addressed stereotypes/discrimination** — **35%**
2. Featured communities I identify with — 34%
3. Featured actors who look like me — 34%
4. Featured activities — 34%
5. Featured music — 33%

Asian/Pacific Islander

1. Featured actors with diverse backgrounds — 37%
2. Featured causes/social issues — 35%
3. Featured activities — 34%
4. **Addressed stereotypes/discrimination** — **33%**
5. Accurately represented a certain culture — 32%

White n=1,199, Hispanic/Latino n=830, Black/AA n=988, Asian/Pacific Islander n=486
Q: In your opinion, why was the video culturally relevant? Select all that apply.

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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

MORE OPEN TO ADS

81%

+40 pct. pts

41%

LESS OPEN TO ADS

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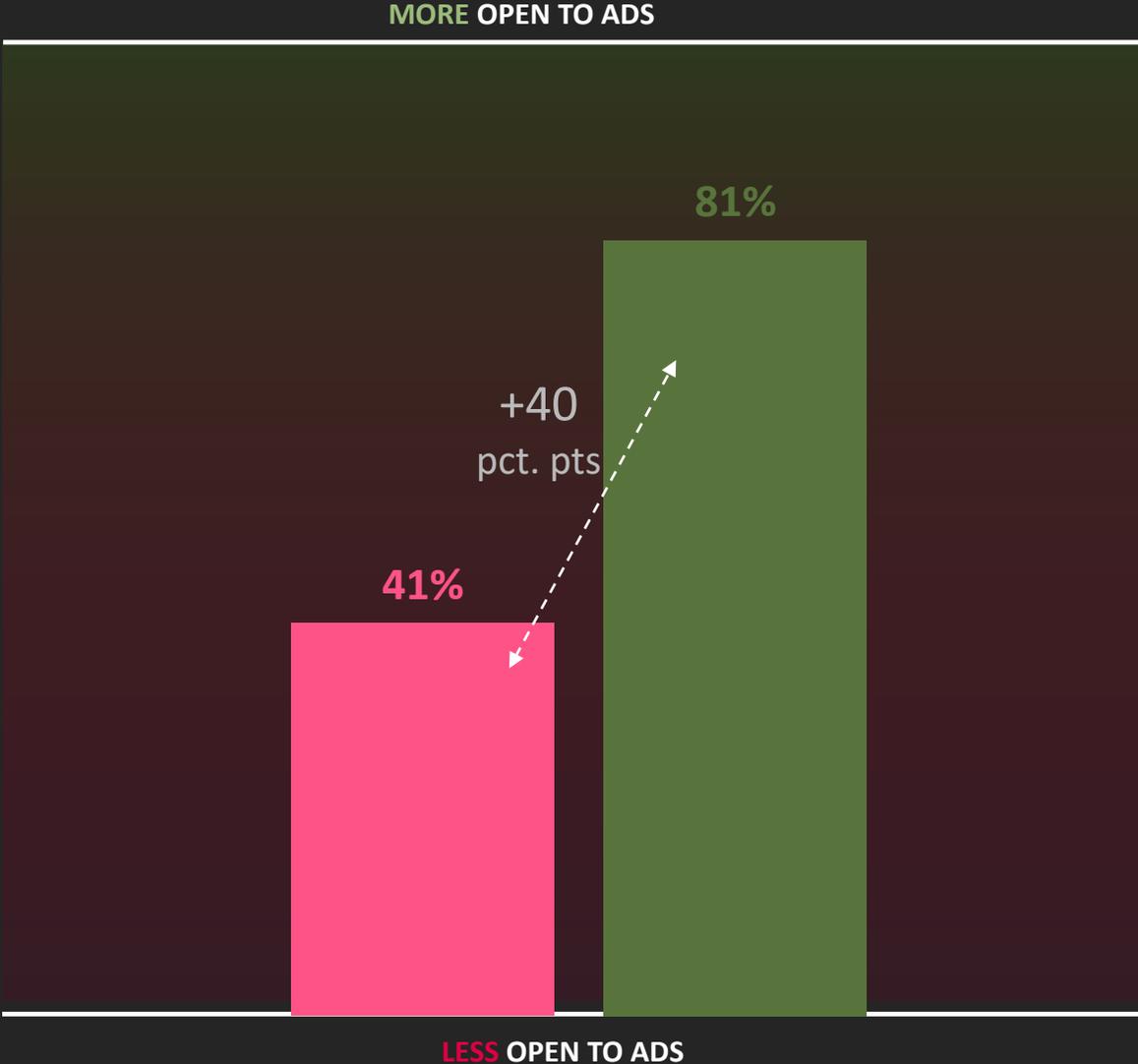
The Methodology

The Quantitative

The Qualitative

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*)

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

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Looking for More?

For Additional Findings, Reach Out To:

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