

INFUSION by Castells

CULTURAL RAPID-FIRE FAQs

Short answers to U.S. executives' top questions on marketing definitions, integration and nuances

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Rapid-Fire Q&A

Covers U.S. executives' top questions on cultural marketing, definitions, ROI, sell-in, integration, research, metrics, messaging, campaigns, resources, and DEI.



Definition and scope

What is Multicultural Marketing and how is it different than Diversity, Inclusive or Cross-Cultural Marketing?

Multicultural (cultural) marketing focuses on specific cultural audiences (e.g., Hispanic, Black, Asian) to increase relevance, trust, and performance by understanding how culture shapes their identity, daily life, needs, motivations, behaviors, and brand response, so they feel seen, understood and valued.

- It influences the insight, strategy, messaging, channel mix, creative codes, and measurement across the Ps.
 - *In practice: It asks, “What matters here, why, and how should strategy adapt?”*

Diversity/Inclusive marketing has broader representation, so more people feel seen and respected across identities (ethnicity, age, gender, ability, etc.), built on the premise that diverse consumers respond better to messaging that reflects lived experiences rather than a generic mainstream default.

- Primarily influences who is represented and how inclusion is reflected in the work.
 - *In practice: It asks, “Who is included and how do we frame it?”*

Universal marketing focuses on shared human truths designed to resonate broadly across audiences, typically from a total market perspective, assuring cultural sensitivities are factored. *Diversity marketing is categorized within universal marketing.*

- Primarily influences representation without deeply tailoring strategy.
 - *In practice: It asks, “What unites people?”*

Cross-cultural/Transcultural marketing reaches some groups from diverse cultural backgrounds simultaneously by identifying shared intersections across cultures to develop strategies that resonate with those multiple segments.

- It influences the strategies and execution to resonate with those groups.
 - *In practice: It asks, “What matters across these cultures, and how should strategy adapt?”*

◆ **Best-performing brands combine broad universal/inclusive, transcultural, and culturally unique strategies where they matter most.**



Definition and scope

Why the urgency of Multicultural Marketing now?

U.S. Multicultural audiences are the majority under 45 and driving all population, job and household growth.

Digital connectivity deepened cultural identity and ties, amplified Multicultural voices—and reshaped brand diversity expectations—yet many consumers and most Multiculturals still feel unseen in brand marketing today—signaling a need for brands to increase relevance.

- 90% of Multiculturals say culture defines identity,, values, behavior, brand choice—with much stronger response to culturally targeted ads (89%).
- 70% of NH-White consumers say the Multicultural majority is bettering America, informing their own brand decisions, and how they engage.

Why is a separate Multicultural marketing strategy needed?

- Multicultural marketing strategy should always align with overall brand strategies, goals and architecture. To maximize appeal, resonance, and business potential requires addressing target nuances and complexities, which impact lead products, messaging, value, proof points, channels, and markets.
- Eg., Hispanics relationship-driven collective mindset, origin, acculturation, language, and concentration in LA, NY, TX and FLA play a role in marketing.
- Key factors should be weighed across all audiences to assess where they all align for a universal lead strategy or diverge for unique approaches.

When will multicultural advertising be “just” regular advertising?

- In one sense, it already should be: understanding real people well enough to move them is simply Marketing 101.
- But given total-market assumptions still miss or flatten culturally distinct consumers, dedicated multicultural strategy remains essential.
- The future is not “post-multicultural.” It is smarter marketing where cultural fluency is built in, not bolted on.

Isn't it a more blended America now?

- Overall, America skews transcultural, not blended. Yet Multiculturals skew transcultural or monocultural (85%) rooted in culture—while NH-Whites skew blended and acultural (85%), identifying more by life stage, age, income, job or affinities—so what appeals to one group rarely transfers.
- Relationship-led Hispanics are loyal, collective, time-fluid; Advocacy-led Blacks ground in community and expression vs. individually-led NH-Whites.



Successful Cultural Marketing

What are the key elements of successful Multicultural marketing?

Successful cultural marketing and business growth is driven by one key element—Cultural fluency across the ecosystem.

Apply disciplined audience intelligence across strategy, analytics, ops, AI, marketing 5Ps and calibrate commonalities, differences, and opportunity gaps among audiences to **inform** where, when and how culture matters; **infuse** cultural growth drivers into strategies and **ignite** authentic activation.

Built on the premise that consumers are not alike, effective companies operate at three levels at once to maximize growth potential: universal drivers shared by all, transcultural ideas connect some groups, and unique approaches rooted in cultural realities and needs.

This means:

- Authentic nuanced creative mirroring target values, how they truly live and identify—not diverse casting.
- Backed by relevant service, products, customer journey, experiences, actions (hiring, suppliers, philanthropy).
- Culturally specific media strategy: Platform choices must reflect actual consumption habits.
- Segment-level metrics for ROI optimization and building the case for sustained investment.
- Breadth of research/segmentation with representative unbiased samples like general audiences.

This requires the three Cs:

- **Cultural Intelligence:** Values, beliefs, emotional drivers, concerns, aspirations, category needs and factors that impact sales
→ Hispanic origin matters. For McCafé, key to educate Mexican-brewed coffee users on espresso unlike Caribbean fanáticos.
- **Customer Intimacy:** Listening and responding to deep-seated needs, priorities and barriers
→ Service is connection, not speed—longer calls and time at the drive-thru build loyalty, not frustration.
- **Cultivated Lived Experience:** Assure right intricacies of tone, humor, cues, symbols, language, what's the norm or what's unacceptable.
→ For Hispanics, neighbors are extended family, everyone hugs, knows your business—yet it's taboo to talk politics at dinner or ask about salaries.



Cultural Marketing Sell-in

How do I sell-in a Multicultural program to my VPs and Management ?

- Size the opportunity: Quantify current + upside revenue by segment and market using census, density indexing, category, and internal customer/prospect data.
- Translate into tangible business impact: Express value in sales terms (\$ today, \$ future), including risk of inaction vs. competitive growth opportunity.
- Show proof: Use best-in-class case studies and educate on multicultural fundamentals, cultural nuance, and brand-aligned tailoring.
- Define the roadmap: Outline milestones to achieve cultural fluency with clear benefits, cost implications, and timing.
- Allocate fair-share investment: Align budgets to segment revenue potential, market opportunity, and total growth impact.

How do I build and scale the Multicultural program?

- Build the integrated roadmap: Define what, how, who, where, and when across strategy, planning, execution, and optimization.
- Educate and enable teams: Develop cultural fluency capabilities, roles, frameworks, and governance processes.
- Audit infrastructure: Assess customer experience, marcomm, operations, and CX to identify gaps, nuances, and opportunities.
- Link culture to growth drivers: Connect cultural insight to brand strategy, messaging relevance, and business outcomes.
- Apply a 3-pronged cultural model: Balance universal insights, transcultural opportunities, and segment-specific needs.
- Operationalize cultural rigor: Embed segment considerations into sizing, strategy, execution, measurement, and cross-team collaboration.
- Strengthen intelligence inputs: Ensure representative research, culturally informed AI models, and segment-level analytics.
- Optimize investment allocation: Align share of spend to segment upside, penetration goals, market dynamics, efficiency differences vs. general market.
- Activate the ecosystem: Align media, content, partnerships, and experiences to cultural behaviors, passions, and channels.
- Scale best practices: Integrate Multicultural into BAU processes and share learnings across the organization.



Cultural Metrics & ROI

How do I measure the success of multicultural campaigns?

- Start with segment-level KPIs—not total market for awareness, relevance, consideration, engagement, conversion, retention, brand trust by audience.
- Measure both business performance and sales by cume zip code analysis, store or channel designation. Separate calls and KPIs.
- Measure cultural effectiveness, including message resonance, authenticity, favorability, and content sharing in the target community.
 - A total market scorecard masks multicultural performance. Compare segment results to Non-Hispanic Whites—not just total market.

How do I prove the ROI of multicultural marketing?

- Connect the work to business outcomes: penetration, basket, conversion, retention, sales, market share, and lifetime value in high-growth segments.
- Show both brand, product, promotional and direct response effects. Multicultural work often strengthens trust that lift near- and long-term performance.
- Compare segment-level metrics to NH-Whites and total benchmarks. Total market views mask the return of high-performing multicultural segments.
 - Efforts must be consistent like general efforts. Short-term programs are quickly spotted as such and backfire.

How do I track engagement and conversion across cultural segments?

- Build segment-level measurement plans from the start, using audience-identifiable signals, market prioritization, and channel-level KPIs.
- Track response by language, creative version, geography, platform, and target segment wherever legally and operationally appropriate.
- The discipline is simple: if you cannot see the audience in the data, you cannot optimize for them.

Is there proof that companies with Multicultural marketing outperform?

- Per McKinsey, top-quartile Multicultural marketers had +36% higher average profitability vs. lower quartile companies, and companies who took a hiatus from cultural marketing saw an average -9% loss in their overall business.
- Consistent cultural marketing and culture-led ideas drive segment and total growth. That's why McDonald's and Toyota stay #1, T-Mobile leads subscriber growth, Modelo dethroned Budweiser being Hispanic-led, and Coca-Cola drove +15% sales growth from their Hispanic campaign.



Cultural Marketing Integration

How do I integrate cultural marketing into my overall brand strategy?

- Bring culture upstream. It should inform segmentation, positioning, product priorities, messaging, channel plans, and innovation—not just the final
- Audit where culture most affects the customer journey: discovery, trust, trial, service, advocacy, and community influence.
 - The goal is not a side program. It is an enterprise-wide lens that sharpens growth strategy.

How do I define “cultural relevance” in my marketing strategy?

- Cultural relevance is the degree to which your brand reflects what matters to people in their real lives—values, tensions, rituals, aspirations, lived context.
- It is not decoration or trend-chasing. It is when the idea feels true, respectful, useful, and emotionally recognizable to the audience.
 - The test: would this still work if you removed the casting? If not, you have representation without real relevance.

Should I treat each ethnic group as a separate market segment?

- Not automatically. Some initiatives warrant distinct strategies; others can work transculturally when built on shared truths expressed in culturally fluent ways.
- The smarter approach is to assess where culture materially changes need states, barriers, motivators, media use, or conversion behavior.
 - Think in three lanes: universal, transcultural, and culture-specific. The right answer is usually a portfolio, not an either/or.

How do I balance cultural authenticity with brand consistency?

- Keep the brand promise fixed but allow the expression to flex. Consistency should live in brand essence, not in one rigid creative execution.
- Build guardrails around tone, values, and visual identity, then adapt language, storytelling, cues, and channels to fit the audience.
 - Strong brands are recognizable across cultures because they are coherent—not because they say the exact same thing the exact same way.



Cultural Marketing Integration

How do I integrate multicultural marketing into digital and social media strategies?

- Bring culture upstream. It should inform segmentation, positioning, product priorities, messaging, channel plans, and innovation—not just the final.
- Use culture to inform audience strategy, creator partnerships, content formats, publishing rhythms, community management, and platform choice.
- Different communities over-index in different spaces, use different search language, and respond to different proof points and creators.
- Social is not just a distribution channel; it is a real-time window into cultural conversation and credibility.

How do I address cultural differences in consumer behavior and purchase intent?

- Identify which parts of the path to purchase are shaped by culture: who influences decision, what builds confidence, what signals quality, or reduces risk.
- Generally, culture affects from category behavior, needs, purchase decisions, product, messaging and proof point hierarchy, triggers to channels.
- In some segments, community endorsement, family input, bilingual service, or visible respect may matter as much as price or product features.
- Do not reduce differences to preference alone; often they are rooted in access, history, trust, and lived experience.

How do I integrate multicultural marketing into the overall general audience media plans?

- It requires the same rigor in analytics, strategy, media planning, orchestration, placement—and have different consumption habits, preferences and platforms.
- It's ineffective within a “one-size-fits-all” Gen Pop approach which are based on widely shared traits defaulting to a white, cisgender baseline, with bias in research, index data selections, campaign structures, digital and keyword blocklists—excluding high-value diverse audiences.
- Over-reliance on reach and broad narratives leads to shallow engagement, overlooking deeper, personalized connections.
- Similarly, generic or performative content fails to resonate, missing opportunities to engage micro-communities and niche audiences.



Cultural Audiences

How do I prepare for cultural shifts in consumer preferences?

- Build an ongoing intelligence system that tracks demographics, behavior, language shifts, creators, social conversations, and emerging cultural codes.
- Stay close to communities, not just dashboards. What changes first is often subtle—in tone, pride, identity expression, or trust.
- The most future-ready brands are curious, humble, and fast to learn.

What are the key cultural dimensions to consider (e.g., Hofstede's model)?

- Broad models can be helpful starting points, but they are too blunt on their own for modern U.S. multicultural marketing.
- Prioritize dimensions that change behavior in your category: identity, family roles, trust, status, mobility, time orientation, and community influence.
- Also account for generation, acculturation, region, race, class, and digital behavior. Culture is layered; one model will never tell the whole story.

How do I account for regional cultural differences within a single country?

- National segments are not monoliths. Regional history, immigration patterns, 25+ countries of origin for Hispanics, local media ecosystems, and market composition and overall cultural orientation can materially change relevance.
- Identify where local nuance affects product choice, language use, community dynamics, or trusted messengers.
- Build a scalable core with regional and local flex points—creative, media, partnerships, retail, or event activation.

How do I segment multicultural audiences beyond ethnicity/race?

- Race/ethnicity is critical given 87% of Multicultural audiences prioritize culture in how they define identity, daily lives, how they live, think and choose.
- Yet one can segment by mindset, values, life stage, language preference, generation, digital behavior, income, category attitudes, and many others.
- The strongest impact predictors combine culture plus category behavior, mindset and need states—and the future is richer segmentation.



Cultural Audiences

Why is culture so important to Multiculturals (Hispanics, Blacks, Asians, etc.)

Culture is the operating system of human behavior—the “who” behind decisions. It shapes how people see the world, think and live, what they value, believe, aspire to, choose, reject, and prioritize. Multiculturals are mainstream yet shaped by distinct cultural lenses.

- 90% of Hispanic and Black consumers say culture defines who they are and daily life, from values and behaviors to trust, media, brand choices. White Americans and others identify more by age, income, career, lifestage, lifestyle, fandoms or affinities.

Some truths are shared. Many are not. Relevance requires understanding both.

- We all value love, progress, belonging, hope, ease in a complex, time-pressed world—and reward brands that feel clear, human, useful, and empowering.
- Yet culture influences and manifests differently in traits, values, communication, style, perceptions of family, time, success, digital behaviors, decision journeys, category engagement and brand purchase drivers—creating unique paths to growth.
- Multiculturals buy relationships, experiences and benefits from brands that reflect their culture, values and dreams, and value them.

Many consumers and most Multiculturals feel unseen in advertising—signaling a clear brand relevance gap. Cultural fluency closes this gap.

- Cultural fluency applies disciplined audience intelligence across the company to calibrate commonalities, differences, and opportunity gaps to inform when, where and how culture impacts to behavior or demand, infuse key growth drivers into strategies, and ignite authentic 5-P activation.
- Effective companies operate at three levels at once: universal drivers shared by all, transcultural ideas connecting some groups, and unique approaches for specific cultural realities/needs. Brands must reflect both what unites and distinguishes us.



Cultural Messaging

How do I identify the most culturally relevant messaging for my target audience?

- Start with understanding the differences in category usage, needs, purchase drivers, brand and competitors, then prioritize and dimensionalize targets.
- Get to what each audience is trying to achieve, protect, prove, or navigate in the category, then identify the cultural lens shaping that tension—such as family obligation, social proof, resilience, access, pride, or skepticism.
- Flex hierarchy of messaging for audiences across brand pillars, segmentation, products, dimensions, benefits and support points, RTBs, claims.
 - The best messaging lands where human needs and cultural meaning intersect.

How do I adapt messaging for different generations within the same culture?

- Separate what is culturally shared from what is generationally distinct. Adapt for each culture first in foundational traits, passions, tone, language, visual cues, and platforms—then filter age, generational influences, and consumption habits.
- Don't assume generational proclivities transfer: whether codes *eg.*, *Hispanic Millennials are not jaded*, *Gen Zers don't demand work/life balance*, defining moments *eg.*, *Hispanics more influenced by migration, acculturation and acceptance norms*; or digital behavior *eg.*, *Hispanics over-index at all ages*.
- Don't assume younger audiences are “less cultural.” While more bicultural or remixing identity, Hispanic and Black cultural ties have never been higher due to digital connectivity and unique access to media.

How do I use storytelling to connect with multicultural audiences?

- Tell stories rooted in recognizable truths: sacrifice, joy, ambition, belonging, respect, resourcefulness, identity, and community.
- Let culture shape the emotional stakes, not just the surface details. The most powerful stories say, “That’s us,” not merely, “That looks like us.”
- Specific stories often travel farther than generic ones because they feel earned.



Cultural Research

What data sources should I use for multicultural market research?

- Use a mix: quantitative research, ethnography, social listening, search trends, CRM data, media behavior, third-party panels, and first-party customer intelligence. Cultural experts can inform you on the best companies and sources of data with significant Multicultural samples and depth, ranging from Experian Simmons, Nielsen and Collage Group, Horowitz to detailed data sets, segment typing tools and acculturation or CRM modeling.
- Ensure your samples are representative enough by ethnicity, language, age, region, income, and acculturation to avoid false generalizations.
- Pair the data with culturally fluent interpretation. Raw numbers alone do not explain why behavior looks the way it does.

How do I ensure my research includes voices from the cultures I'm targeting?

- Recruit intentionally, not generically. Representation must reflect the audience's real diversity in language, origin, generation, market, and life stage.
- Include moderators, strategists, or analysts who understand the community and can hear what is said, unsaid, and implied.
- For Hispanics, avoid treating English-dominant respondents as a stand-in for the entire segment. That is often where the signal gets lost.

What role does cultural research play in campaign planning?

- It grounds the work in reality: what people value, what they reject, how they decide, who they trust, and what context shapes the category.
- It helps identify which truths are universal, which are transcultural, and which require culturally specific strategy or execution.
- Done right, it prevents expensive mistakes, weak translation, generic messaging, and media plans built on false assumptions.

What's the best way to gather qualitative insights from diverse communities?

- Go beyond focus groups. Use ethnography, in-context interviews, community immersions, mobile diaries, shop-alongs, and creator roundtables.
- Create conditions for honesty: language comfort, cultural trust, and moderators who know how to probe without flattening nuance.
- Great insight comes from observed behavior—but assure qualified, culturally-fluent experts lead the process, insights and implications.



Cultural Language

How do I translate messaging without losing cultural nuance?

- Do not translate words alone; transcreate or adapt real meaning, in context, with intent, rhythm, and emotional effect.
- Use transcreation when the goal is persuasion, not just comprehension. What sounds technically correct often feels culturally wrong.
- The benchmark is not “accurate enough.” It is whether the work feels native, natural, and brand-right.

How do I adapt creative assets for different languages and dialects?

- Plan adaptation upfront. Different languages require different copy lengths, hierarchy, pacing, subtitles, supers, and VO cadence.
- Respect dialects but use neutral language and avoid over-localizing unless the market strategy truly calls for it; neutral does not have to mean flat.
- Translation ≠ Connection: Use experts to properly adapt and optimize in-language communications for a consistent customer experience.
- Language is a nuanced process best achieved through informed copywriters on language, culture and category; a curated real-time AI Glossary and Guide.
- For Spanish, that means using a universal U.S. Spanish that connects with diverse Hispanics from 25+ countries, regionality, English/Bilingual terms, context, culture, plus situational flow and syntax, category and linguistic complexities.

How do I use cultural idioms or metaphors effectively?

- Use them only when they are natural to the audience and aligned to the brand voice. Forced idioms feel like trying too hard.
- The best metaphors unlock emotional truth or memorability; the worst distract or reduce the audience to language markers.
- Always check regional and generational nuance. What is beloved in one group can feel outdated or off in another.

How do I ensure accessibility in multicultural content (e.g., captions, translations)?

- Accessibility is part of respect. Use quality captions, subtitles, readable typography, proper contrast, audio clarity, and platform-fit formatting.
- Make bilingual or adapted Spanish content feel intentional, not like an afterthought bolted on at the end.
- True accessibility also means cultural accessibility: people should understand not just the language, but the meaning.



Cultural Advertising Nuances

How do I use cultural symbols effectively?

- Use symbols only when they are relevant to the idea and rooted in truth—not as shorthand to signal, “We see you.”
- Understand what the symbol means, to whom, when, and in what context. Meanings change by generation, geography, and subculture.
- This is only a small part of a cultural fluency competency which requires expert cultural intelligence, customer intimacy and cultivated lived experience.

How do I address cultural taboos or sensitivities in my campaigns?

- Map where the category intersects with identity, dignity, faith, gender roles, status, immigration, trauma, or social bias.
- Pressure-test concepts with culturally informed teams and target consumers early, before assets are fully baked.
- Sensitivity is not censorship. It is strategic intelligence about what builds trust and what can break it.

How do I avoid stereotypes in multicultural advertising?

- Replace shortcuts with specificity. Real people are more nuanced than stock tropes around food, family, language, hustle, or heritage.
- Use insiders, culturally fluent strategists, and community-informed review to distinguish recognizable truth from cliché.
- Ask: Is this insight human and grounded, or just familiar? Familiar is not the same as authentic.

How do I choose cultural references that resonate without being cliché?

- Start with insight, not iconography. The strongest references emerge naturally from how people live, gather, celebrate, struggle, and succeed.
- Favor contemporary truth over obvious tropes. Culture moves, and what felt fresh 10 years ago may now feel lazy.
- If the reference could appear in any generic “multicultural” ad, it is probably too broad to do real work.



Cultural Advertising Nuances

How do I create culturally authentic visuals and imagery?

- Cast for truth, not optics. The wardrobe, location, styling, family dynamics, body language, and environment must feel real—not art-directed from the outside
- Reflect the audience’s lived world in all its variety: skin tones, textures, homes, neighborhoods, routines, celebrations, and aspirations.
- Authenticity often lives in the details people from the culture instantly recognize.

How do I ensure representation across skin tones, genders, and body types?

- Cast and style with intention so diversity shows up across the full system—not just in one hero shot.
- Ensure lighting, makeup, wardrobe, and post-production do justice to all skin tones and features. Representation fails when execution is careless.
- Show dignity, desirability, agency, and modernity. Not just presence.

How do I integrate cultural music, food, or fashion into campaigns?

- Use them when they serve the idea and the role they play in people’s lives relative to your category and messaging—not as props to signal relevance.
- Partner with credible agencies, creators, tastemakers, or communities who know the codes and can keep the work current.
- Many of the most successful multicultural campaigns are purposely rooted in music and passions, and to strategically appeal to regional nuances.
- Ask whether these elements deepen meaning or just decorate the ad. Consumers know the difference fast.

How do I balance humor and cultural appropriateness?

- Humor can be powerful because it signals confidence and closeness—but it is also where brands most often reveal they do not fully get the audience.
- Different cultures have distinctive humor, however all Multiculturals do not get or like that oh so witty, dry or slapstick humor pervasive in GM spots.
- Avoid jokes built on accent, stereotype, class, immigration status, or intra-community assumptions, unless you deeply understand the risk.
- Test where the humor lands: funny, familiar, cringe, or offensive. Those are not the same thing.



Cultural Resources

How do I collaborate with cultural consultants or community leaders?

- Do the same as with your general audience: assure they have the right expertise, and bring them in early enough to shape strategy,
- Be clear on what kind of expertise you need: lived experience, community credibility, language nuance, or category-specific cultural insight.
 - Treat them as strategic partners with decision-making value—not as symbolic validators.

How do I scale culturally relevant campaigns without losing authenticity?

- Start with a strong core insight and flexible system. Define what must stay constant and what should flex by audience, market, language, creator, or channel.
- Like your general campaign, find where you need agencies to lead or be intricately involved, what you can do in-house, and scale with human + AI systems.
- Unlike your general campaign, internal expertise may be scarce. A Black or Spanish-speaking employee does not equate to ability or training. That means augmenting with cultural experts internally and externally—making it a long-term thing would be wisest.
 - Authenticity breaks when efficiency overrides nuance. Build modularity, not sameness.

How do I train my marketing team on cultural sensitivity?

- Training is not one-off workshops—it includes audience immersion, case studies, bias awareness, creative review tools, and category-specific guidance.
- Teach teams how culture affects strategy, not just what not to say. The goal is confidence with rigor: sharper instincts, questions, and decisions.
- Beyond sensitivity, realistically it's more about formalizing the practice to proactively integrate diverse audience considerations across the 5Ps.
 - Build a central multicultural team to lead the cultural wok, guide cross-functional teams, and embed culture in playbooks, guidelines, briefs.

How do I handle backlash or criticism of cultural misrepresentation?

- Ensure you have cultural experts to help. Respond quickly, listen, and avoid defensive language. People want accountability, not corporate spin.
- Assess what happened: was the issue execution, symbolism, sourcing, lack of review, or a deeper strategic blind spot?
- Then fix the process, not just the post. A credible response includes changed behavior.



DEI vis-avis Multicultural marketing

How do I align multicultural marketing with DEI (Diversity, Equity, Inclusion) goals?

DEI builds the culture; multicultural marketing drives the growth. While HR and Community affairs driven DEI is different than Multicultural marketing, they are interconnected. Companies with above-average diversity understand Multiculturals' economic contributions, inculcate diversity into the corporate culture, have more diverse perspectives, and outpace those with poor diversity and inclusion practices by +19% in innovative revenue.

Multicultural marketing inherently delivers to DEI goals. To deepen impact, align on shared goals such as fairness, representation, access, and inclusive innovation to inculcate into marketing programs that drive business impact.

- More relevant products, messaging, customer experiences better serve the needs of underserved communities.
- Embed equity across the customer system with representation across product, media, creative, and CX.
- Diverse broader perspectives sharpen insight, reduce bias, prevent groupthink, and fuel innovation.
- Strategically infuse DEI calendar into marketing calendar for content, events, or launches.
- Localize content, storytelling, regional influencers, and community feedback loops.
- Highlight partnerships with minority-owned businesses and networks in campaigns.
- Collaborate and co-create with minority influencers, cultural organizations, and local leaders.
- Augment education programs with awareness support, pro-bono mentors, college brand ambassadors.
- From social media to PR, website content, and in-store experiences, ensure DEI principles are reflected.





**In this era of Cultureconomics
Relevance is the Growth Multiplier.
Dynamic brands unlock cultural advantage.**



**THE MOST
POWERFUL
ELEMENT IN
ADVERTISING
IS THE
TRUTH.**

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**AS MARKETERS
WE HOLD THE
POWER TO DRIVE
CONNECTION
AND CULTURE
FORWARD WITH
THE TRUTH.**

Diversity is quintessentially American. A society defined by both individuality and shared humanity. We don't hide our cultural differences, we celebrate them. **WE ARE ALL ONE, YET SEPARATE AND SO MARVELOUSLY DISTINCT.**

◆ **LIZ CASTELLS-HEARD** ◆

Hope you enjoyed the read. You're welcome to enjoy our Viewpoint video and our robust 'Cultural Marketing FAQs' with facts and more context, 'Cultural Marketing Playbook' and 'Cultural Creative Playbook' on our site.

Feel free to reach out. [Liz @ 213-305-4129](tel:213-305-4129) or Liz@adcastells.com



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INFUSION by Castells is a leading multicultural marketing and advertising agency founded by Stanford MBA Liz Castells-Heard. For 25+ years, Fortune 500 brands like Spectrum, McDonald's and Toyota have trusted INFUSION to turn cultural fluency into business growth by infusing it across strategy, analytics, operations, AI, and marketing 5Ps through its Transculturation™ model and ROI-Powered Ideas®.

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