

# INFUSION by Castells

## CULTURAL MARKETING FAQs

Frequently asked questions by U.S. marketers on Multicultural facts, impact and brand implications

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# Content

Multicultural Growth Numbers

Multicultural Growth Effect

The Importance of Culture

U.S. Hispanic Intricacies

Shared & Unique Truths

Cultural Evolution

Rapid-Fire Q&A



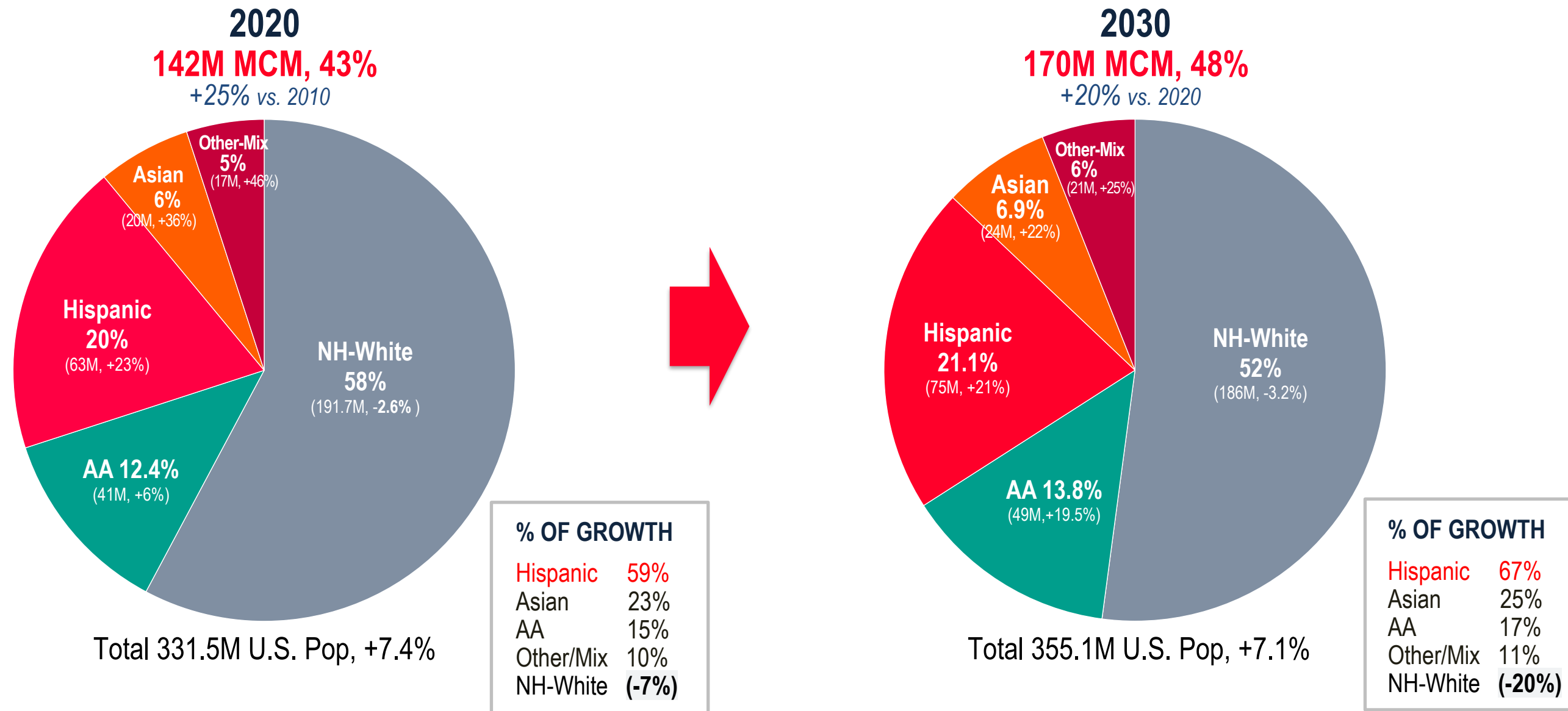
# Multicultural Growth In Numbers

The acceleration and expansion of Multicultural pop growth completely redefines mainstream across America.



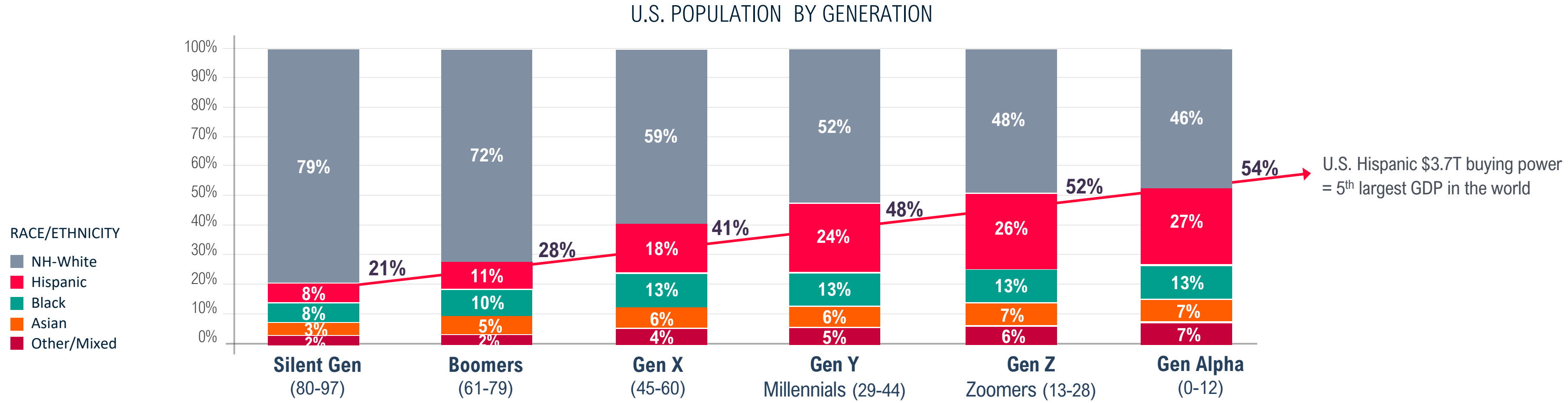
# How important are Multiculturals?

**43%** of the 142M pop, **48%** by 2030 at 170M, and driving **100%** of all U.S. pop growth—led by the largest and youngest Hispanic segment.



# What's the Multicultural pop by generation?

**28%** of Boomers, **41%** of Gen X, **48%** of Y, and **50%+** of Gens Z & A—driving all pop, HH and job growth due to higher births, youth, and larger HHs.



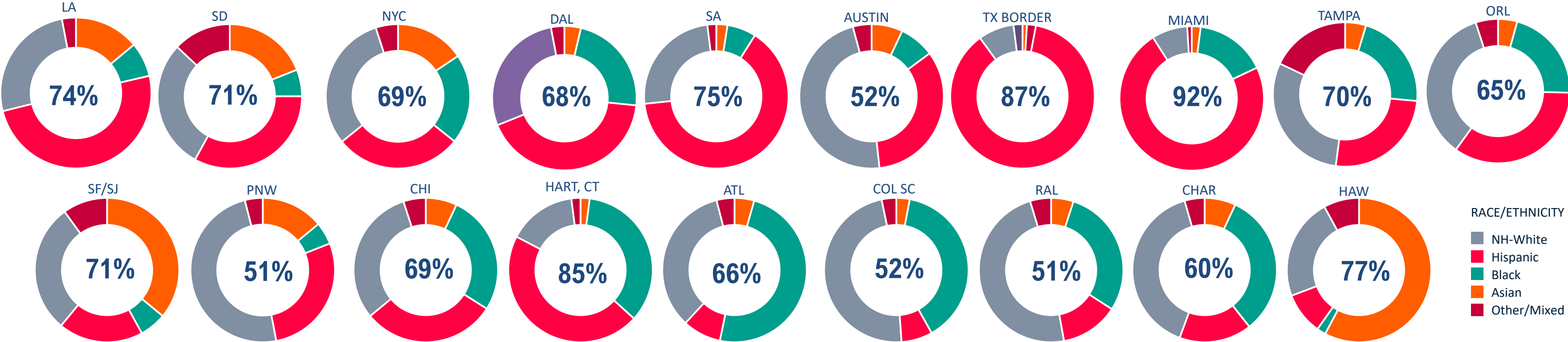
5 Source: 2025 Census population by generational cohorts. \*By Ethnicity: Median age (29 HA, 35 AA, 46 White), and Multigenerational HHs (67% HA, 45% AA, 28% White).; Multiculturals include Hispanic, Black, Asian, other eg., Armenian plus mixed eg., Hispanic-Black, Hispanic-Asian, Black-Indian, etc.



# What's the Multicultural pop in top U.S. markets?

Multiculturals are the majority in the top DMAs that drive the U.S economy and superconsumers driving growth in most categories.

TOP U.S. DMA MARKETS – % MCM OF TOTAL POPULATION



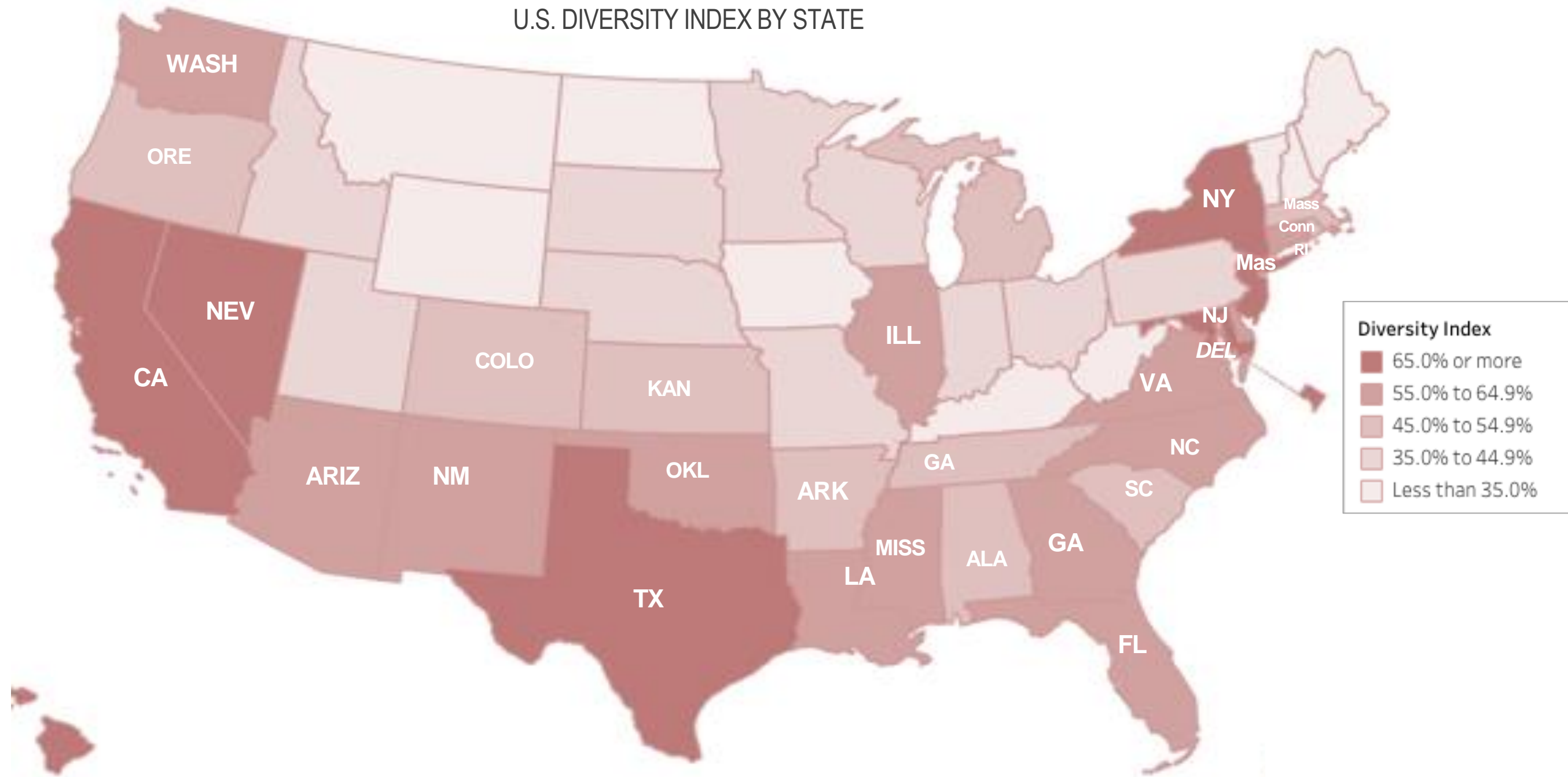
# What's the Multicultural pop growth by state?

Multiculturals grew in **all** states and counties, now the **majority in 1/3** of U.S. counties—while NH-White pop declined, except in a few counties.



# What's the Diversity Index?

The probability of two random people in a state being of a different race or ethnicity. The index averages **61.2%** and exceeds 35% in nearly all states.



## Multicultural Majority States

California	70.5%
Texas	67.0%
New Jersey	65.8%
New York	65.8%
Georgia	64.1%
Florida	64.1%
New Mexico	63.0%
Alaska	62.8%
Arizona	61.5%
Virginia	60.5%
Illinois	60.3%
Delaware	59.6%
Oklahoma	59.5%
Louisiana	58.6%
N. Carolina	57.9%
Washington	55.9%
Mississippi	55.9%
Connecticut	55.7%
S. Carolina	54.6%
Alabama	53.1%
Colorado	52.3%
Massachusetts	51.6%





# The Effect of Multicultural Growth

Cultural shifts and tech revision brand expectations, engagement and reciprocity—this era of ‘Culturenomics’ demands deep cultural consumer expertise.

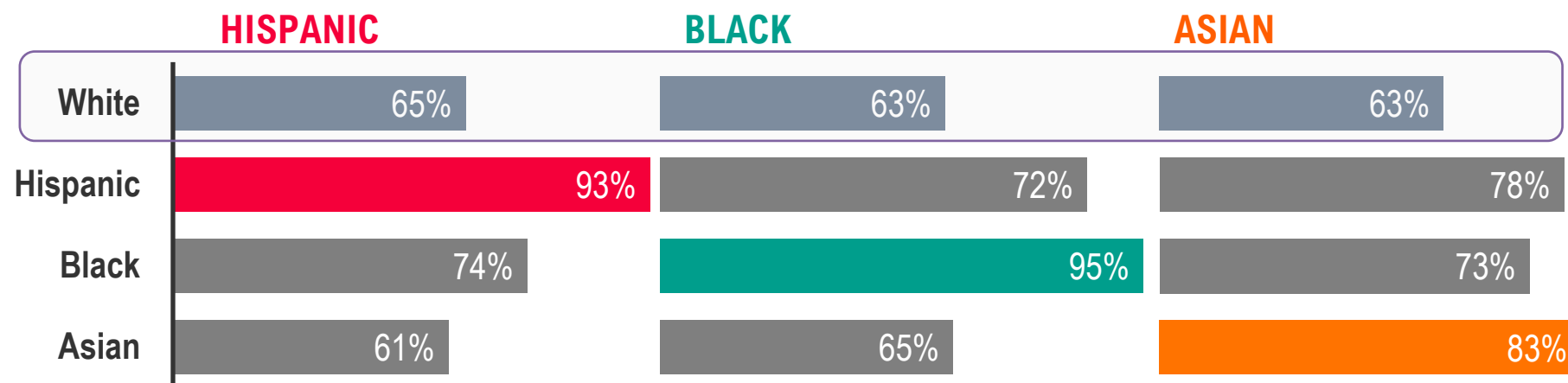


# How has Multicultural growth affected brand expectations?

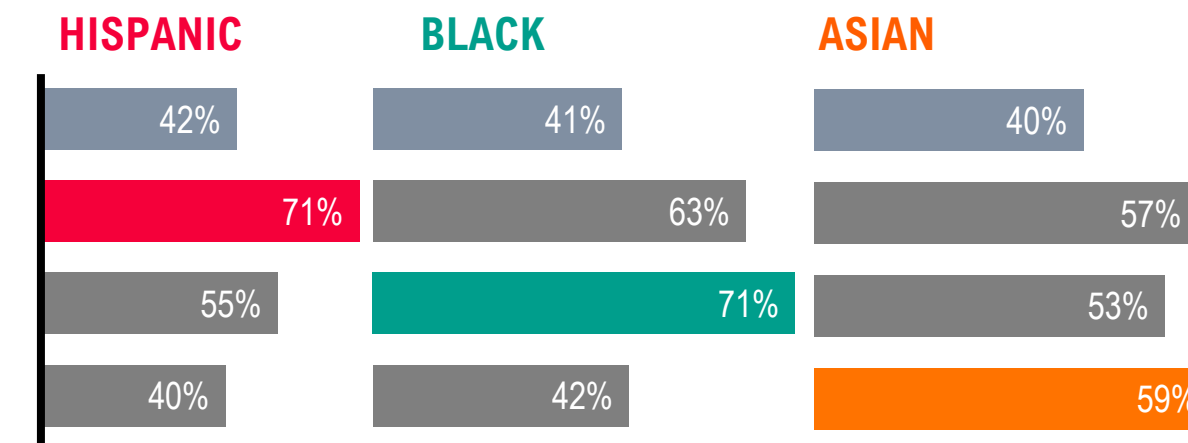
75% of consumers (64% of Whites) factor in a brand's diversity marketing in purchase decisions—and expect tailored MCM ads, products, and support.

## POSITIVE PURCHASE IMPACT OF DIVERSE BRAND MARKETING

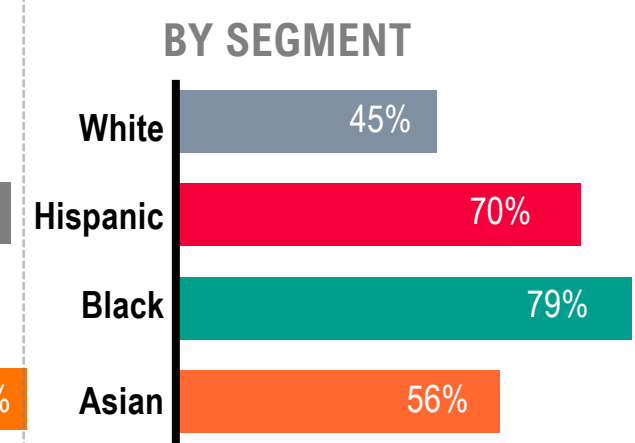
### BRAND HAS ETHNIC-TARGETED ENGLISH ADS TO THESE AUDIENCES



### BRAND ACTIVELY ENGAGES DIVERSE COMMUNITIES



### BRAND DIVERSITY SUPPORT

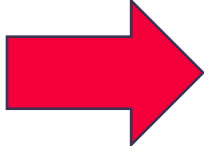
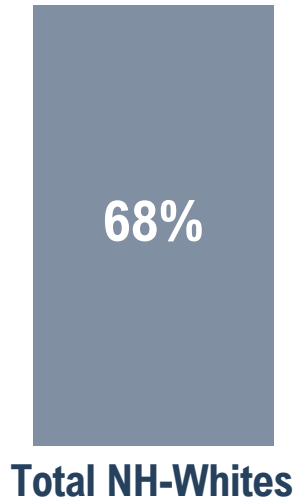


# How has Multicultural growth affected **White consumers**?

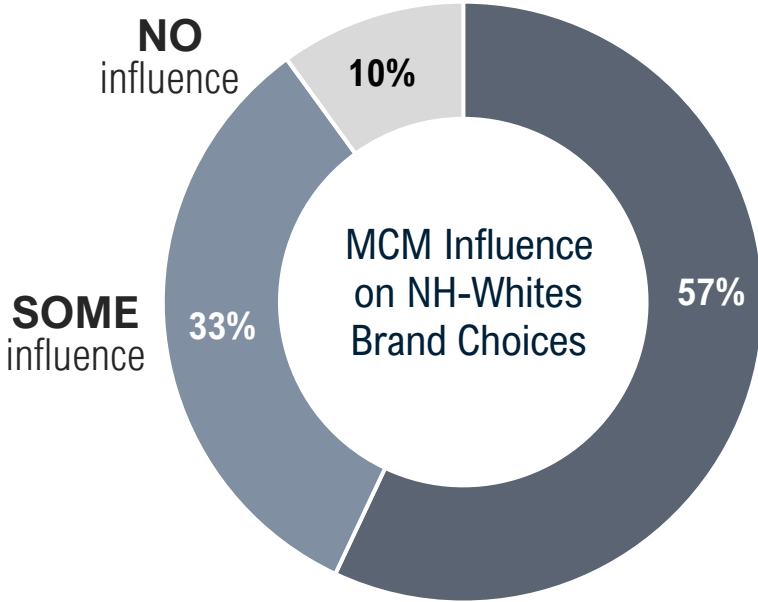
Whites embrace diversity: **2/3** see the rising Multicultural majority as enriching America, and their opinions influence Whites' brand choices, esp. Gens Y & Z.

## MCM INFLUENCE ON WHITES' VIEWS & BRAND

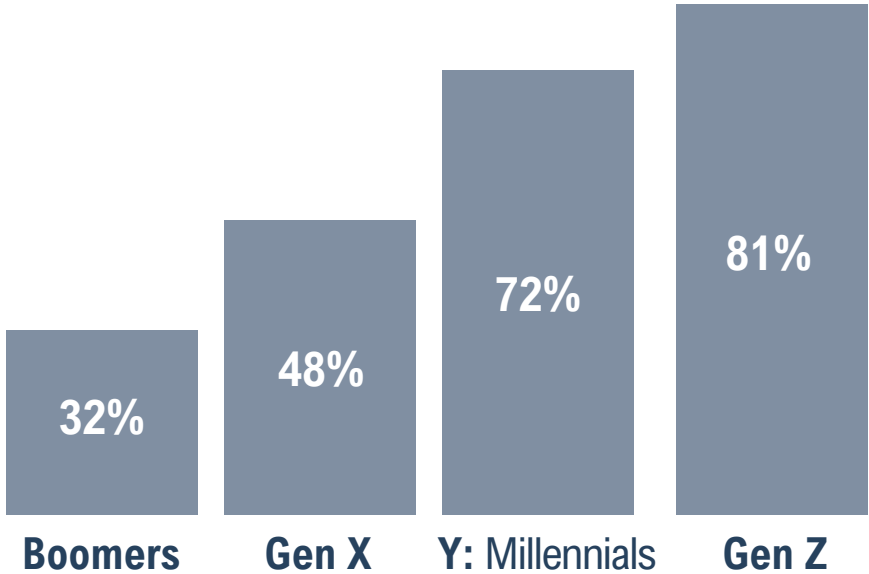
% Believe MCM Majority Changes American Values for Better



MCM Influence on NH-Whites' Brand Choices



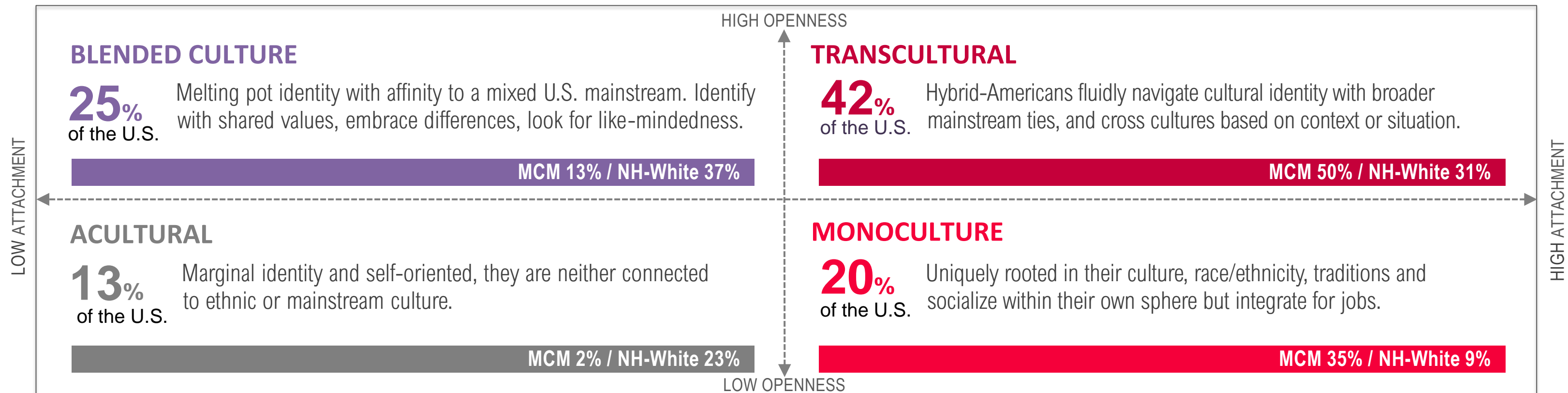
MCM Opinions BIG Influence on NHW Brand Choices: By Generation



# How has Multicultural growth changed U.S. cultural orientation?

U.S. skews **2/3 transcultural** or **blended** identity—yet Multiculturals are **85% transcultural/monocultural**, while Whites skew **blended/acultural**.

CONSUMER CULTURAL ORIENTATION = ATTACHMENT + OPENNESS



# How has Multicultural growth changed how brands connect?

Top resonant brands align with unique cultures, societal culture, or both—from ‘Diversity Definers’ like McDs & Toyota to ‘People Champions’ like Nike & Google.

## BRAND STRATEGIES TO RESONATE IN A DIVERSE AMERICA

### ALIGN BRAND WITH TARGET(S) CULTURAL ORIENTATION & NEEDS

**Diversity Definers** who factor multicultural top down, do unique, cross-cultural & broad ads.



Target by race/ethnicity, generation, family types, and other dimensions:

Multiculturals	Boomers	Gen Z	Gen Y White Moms
My racial/ethnic identity, unique hybrid-American	Thriving in third age Libbers & traditionalists, mixed culture POV	Diverse, free to self-identity, vocal, ethics-led explorers	Self, career, Mom and cultural identity, self-care multi-taskers

### EMBED BRAND INTO SOCIETAL CULTURE, TRENDS, OR CAUSES

**People Champion & Everyone Equal** brands do broad appeal, diverse stories, or both.



Other brands culturally connect as:

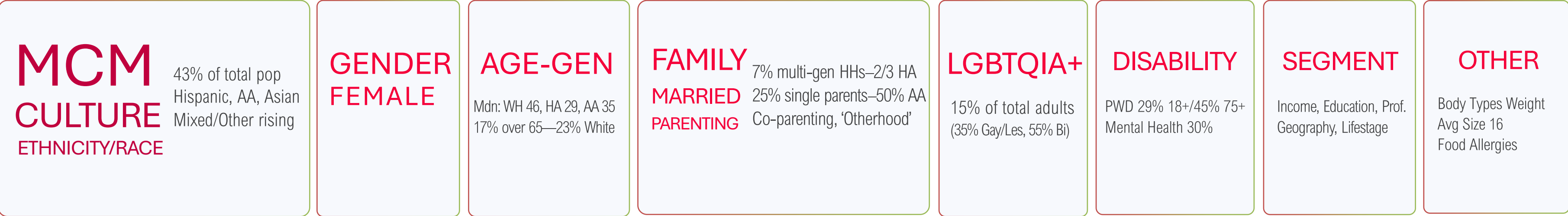
Social Justice Warriors	Cultural Currency	Positivity Promoters	Spotlight Shiners	Co-Creators	Cultural Archetypes
BEN & JERRY'S patagonia	Red Bull ABSOLUT.	Dove always	FENTY NUBIAN SKIN	Budweiser IKEA	HARLEY-DAVIDSON Jeep SMARTY CAT



# How do consumers **prioritize diversity** in brand efforts?

People seek multi-dimensional portrayals and depth of backgrounds—with priority to brands addressing race/ethnicity, then gender, age, LGBTQIA+, and PWD.

## CONSUMER TOP DIVERSITY PRIORITIES\*



# How do consumers **perceive diversity** in brand efforts?

**65%** feel underrepresented or ‘unseen’ in ads—highest among MCM (**85%**) and Boomers (**75%**)—signaling a **major relevance gap** among brands today.

## AD DIVERSITY: REAL PEOPLE RESEARCH QUOTES

“Just casting Black, Hispanic, or gay isn’t enough—that’s fake, that’s check the box.”

“Ads must be deeper, real. People who look, act and feel like us.”

“It’s nice to finally feel seen.”

“Us Latinos and Blacks spot the superficial a mile away.”

“We older folks want honest portrayals—we’re not all just endurance athletes or bedridden.”

“Bigger people, disabled, or anyone beyond cookie-cutter young whites all deserve to be shown.”



“Whites overlook all White or ethnic ads, but we notice. We respond to all-minority ads, but Black ads without purpose annoy everyone.”

“All of us deserve equal inclusion in ads, also in products, hiring and leadership.”

“I’m mixed cultures. Gen self-defined. I want connections and empathy.”

“Show real women 50+, we deserve it, not sidelined or clichés of fake models.”

“Fitting in is hiding your true self. Belonging is to know you’re understood and exhale freely.”





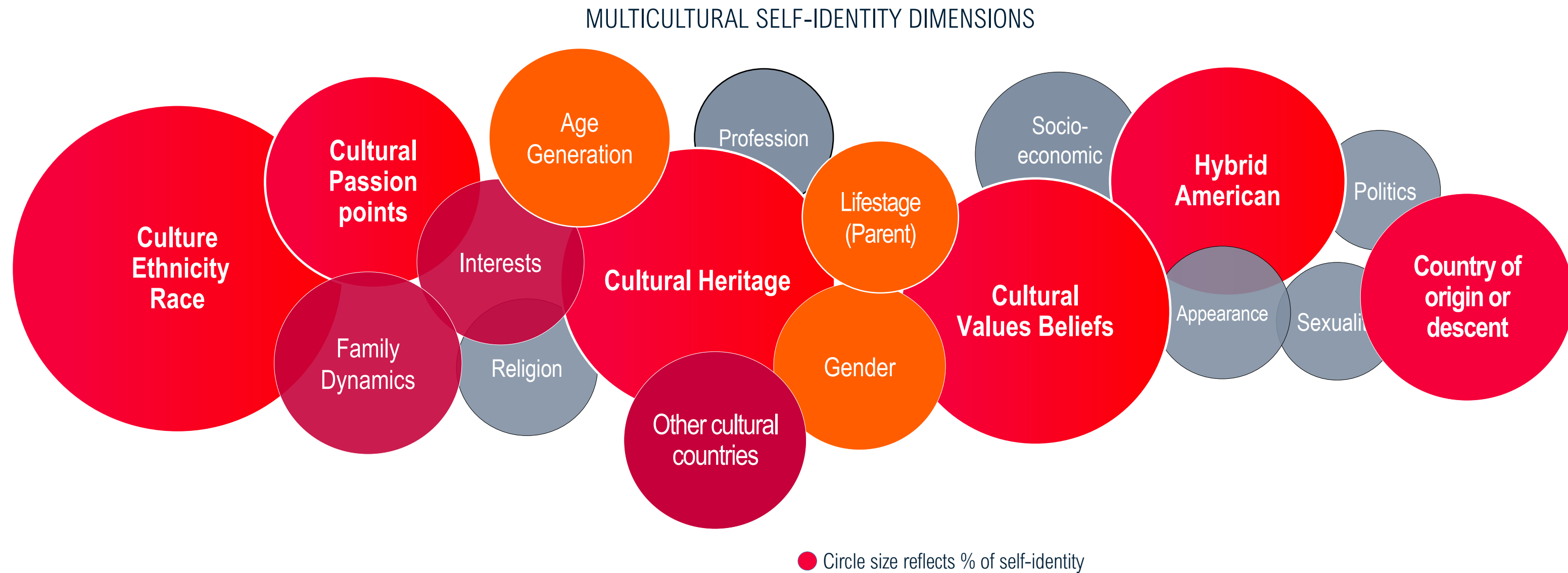
# The Importance of Culture

Multicultural audiences buy relationships, experiences and benefits from brands that reflect their culture, values and dreams—and show they respect and value them.



# Why is **culture** so important to Multiculturals?

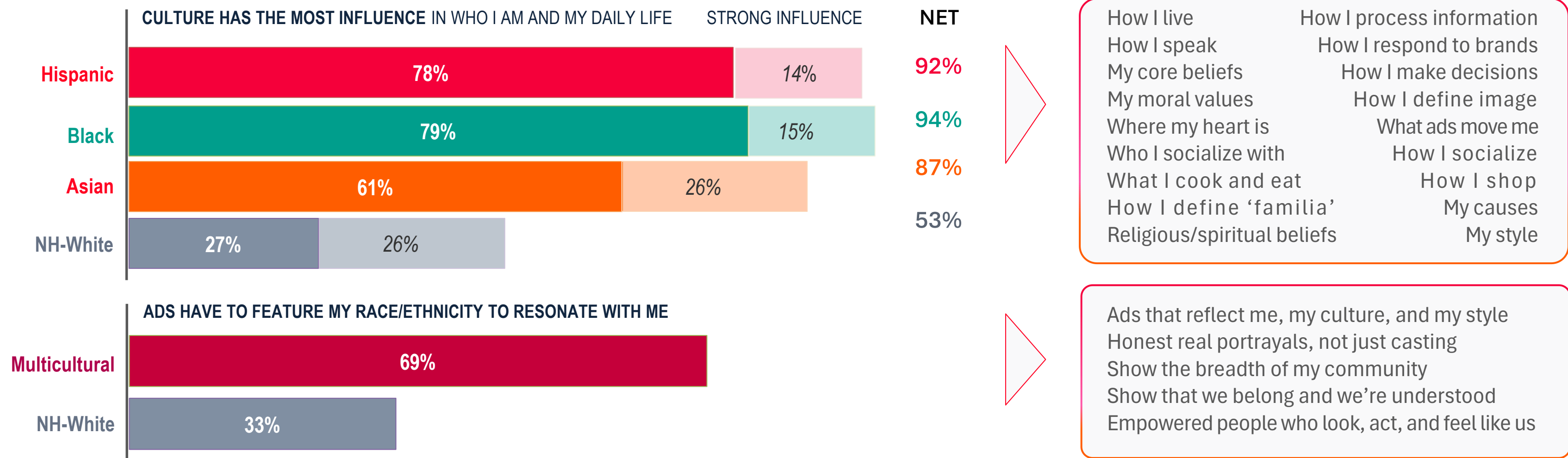
**87%** of MCM prioritize **culture in identity**, shaping values, traits, preferences and category behavior—further set apart by unique digital, media, influencers.



# Why does cultural targeting matter so much?

Culture influences Multiculturals **daily lives** and **ad response**—unlike Whites—and need to feel seen and valued magnified by under/misrepresentation.

CULTURE/RACE/ETHNICITY: INFLUENCE IN DAILY LIFE & AD RESPONSIVENESS



# Do culturally tailored ads increase impact?

ANA, CIIM, and Nielsen studies confirm it outperforms GM-adaptations or diverse cast ads due to relevant people, influencers, situations, and themes.

## BRAND METRICS: UNIQUE CULTURAL VS. GM-ADAPTED OR DIVERSE-CAST ADS



**2.5X or higher** ad relevance, brand recall, relatability and WOM recos



**+190% increase** in response (website, store visits or calls)



**+175% increase** in brand purchase consideration



**+55%** average increase in sales lift



**66%** higher likelihood of brand loyalty



Top 25% MCM marketers average **+36%** profitability, pausing efforts had -9% loss



# What Hispanic cultural traits shape brand connection?

Shaped by lens of community, optimism, collectivism, exceptionalism, simpatía, loyalty, work ethic, spontaneity, duality. Proud Americans, Hispanic heart.

## TOP HISPANIC CULTURAL TRAITS

OPTIMISM	COLLECTIVISM EXCEPTIONALISM	SIMPATÍA (EMOTION)	FAMILY LOYALTY	LOOK AHEAD, LIVE NOW	CULTURAL DUALITY
					
<p>76% expect an even better life in 5 years (vs. 48% GM, 33% AA), confident hard work pays off</p>	<p>Co-dependent, cooperative lives &amp; decisions who value the unique traits that set them apart</p>	<p>An openness, expressiveness, and inclusiveness to invite everyone in</p>	<p>Do what's best for family, follow tradition, make them proud, live up to sacrifices made</p>	<p>Risk-takers with purpose and burning desire to get ahead who also savor each moment</p>	<p>Empowered by duality, code-switching, and double the choices, and the American dream</p>



# How does culture shape Hispanic content preferences?

Strong demand for dual-language, culturally relevant content—news, reality, sports, novelas, social—plus education, interaction, and passion points.

## TOP HISPANIC MEDIA & DIGITAL CONTENT







▶ 83% OF H13-49 VIEW SPANISH TV (Over-index)
▶ 75% SAY HISPANIC CONTENT VERY/IMPORTANT
▶ HIGHEST DIGITAL, SOCIAL & SVOD IN-CULTURE/LANGUAGE
▶ 40% OF SVOD TEEN VIEWING IS SPANISH
▶ TOP PASSION POINTS



# What Black American cultural traits shape brand connection?

Shaped by cultural community bonds and view of the world, wariness, perseverance, self-expression, exceptionalism, family access, and advocacy.

## TOP BLACK AMERICAN CULTURAL TRAITS

COMMUNITY	WARINESS	PERSEVERANCE	SELF-EXPRESSION EXCEPTIONALISM	FAMILY ACCESS	ADVOCACY
					
An unshakeable bond to defend, support and empower others in their community	Skepticism of American 'systems' from systemic racism drives wariness, distrust	Strong individualism and strength to face life's challenges and work 2X as hard to get ahead	Coupled with low conformity/conventionality = showcase their unique traits and do it my way	Do everything possible to assure next gen has more freedom, is better off & equipped to succeed	Passionate, direct social advocates who champion their causes & protect their own





# How does culture shape brand purchase drivers?

Multiculturals rely on WOM, influencers, community, trust is #1 for Hispanics & Asians; Blacks seek the best—yet value, offers, CX, and reviews matter to all.

BRAND PURCHASE DRIVERS – BY SEGMENT

BRAND INFLUENCE	HISPANIC	AA	ASIAN	NH-WHITE
Brand confidence / Trust	1	7	1	3
Family & Friends use / Recommend	2	5	2	9
Social / Online brand reviews	3	3	3	4
Advertising	4	4	6	8
Reco from trusted expert / Celebrity	5	6	5	10
Affordable plan / Fair price	6	13	13	12
Limited-Time Sales / Sales event	7	12	11	13
Easy Online Experience	8	8	4	6
Promotional Offers	9	2	8	1
Customer Service	10	14	12	5
Invests in my Community	11	10	11	16
Socially / Culturally Responsible	12	9	10	15
Retail Experience	13	16	14	11
Considered 'best'	14	1	9	2
Freebies / Incentives	15	11	16	7
Cheapest / Lowest price	16	15	7	8



# How does culture shape life, behavior and brand decisions?

Culture manifests differently in traits, values, communication, family, style, decisions, time, risks, success, digital paths—and drives unique outcomes.

## SEGMENT COMPARISON

### HISPANIC

### AFRICAN-AMERICAN

### NON-HISPANIC WHITE

SEGMENT COMPARISON	HISPANIC	AFRICAN-AMERICAN	NON-HISPANIC WHITE
CULTURE	<b>WHAT UNITES FAMILIA &amp; COMUNIDAD</b> <ul style="list-style-type: none"> <li>Proud and loud but don't put me in a box</li> <li>Work/play hard, music, spirituality, fate, pasión</li> <li>Culture defines self-identity, lens, how live daily</li> </ul>	<b>WHAT BINDS THE BLACK COMMUNITY</b> <ul style="list-style-type: none"> <li>Trendsetters, unapologetically proud Black</li> <li>Faith, social gravitas, content, style, causes</li> <li>Culture shapes how raised, view the world</li> </ul>	<b>WHAT DEFINES ME AS INDIVIDUAL</b> <ul style="list-style-type: none"> <li>Media and styles reflect my POV</li> <li>Proud to be me, part of the U.S. tapestry</li> <li>Shaped by age, profession, life stage &amp; status</li> </ul>
TOP TRAITS*	<i>Optimism, Cultural Duality, Collectivism, Simpatía, Family Loyalty, Exceptionalism, Look Ahead/Live Now</i>	<i>Wariness, Perseverance, Community, Advocacy, Exceptionalism, Self-expression, Family Access</i>	<i>Individuality, Expression, Privacy, Equality, Future orientation, Achievement, Pursuit of happiness</i>
TOP VALUES*	<b>Purpose, success, happiness, status, authenticity, tenacity, passion, commitment, knowledge, choice</b>	<b>Authenticity, success, freedom, status, happiness, wealth, tenacity, equality, choice, unconventionality</b>	<b>Wealth, success, status, comfort, happiness, uniqueness, curiosity, honesty, choice, security</b>
EXPRESSION & STYLE	<ul style="list-style-type: none"> <li>Loud, gestures, emotional, high-touch, Dress-up</li> <li>Time fluid, impromptu—<b>Journey is the point</b></li> </ul>	<ul style="list-style-type: none"> <li>Direct, real, high touch, Fashion statement norm</li> <li><b>Time fluid, give me the time—Debate is the point</b></li> </ul>	<ul style="list-style-type: none"> <li>Polite direct, low pitch and touch, Informal/casual</li> <li>Timeliness, plan, practical—<b>State the point</b></li> </ul>
FAMILY LIFE	<ul style="list-style-type: none"> <li><b>Group</b> goals; decorated busy homes</li> <li>Cooperation, codependency</li> <li>Extended family get-togethers, no personal space</li> </ul>	<ul style="list-style-type: none"> <li><b>Females</b> reign; homes full of things</li> <li>Flexible, Independent</li> <li>Family/neighborhood gatherings, make my space</li> </ul>	<ul style="list-style-type: none"> <li><b>Autonomy</b> vote; homes less cluttered</li> <li>Pragmatism, Nuclear family</li> <li>Do my thing, give me space</li> </ul>
RISK TOLERANCE	High risk-taker, bred with uncertainty, take control	Take risks, outside institutional constraints	Avoid uncertainty, organized structures
SUCCESS	Family recognition, kids, legacy, role model	Status, badge, family, community	Money, status, legacy, volunteerism
PURCHASE DRIVERS	Brand trust, WOM, celeb/expert recos, social reviews, ads, sales, affordability, friendly not fast service	Best, promo offers, social reviews, ads, DEI, celeb/expert recos, community, WOM, trust	Promo offers, best, trust, lowest price, experience, free/incentives, service, fast & efficient
CONTENT	'Mi' dual-language content, digital, music, social, sports, news, reality, novelas, passions, interactive engagement, education	Content, sports, music & social with strong Black representation/themes, live news, equality support	Comedy, drama, action, trending series, nostalgic reruns NFL, NBA, MLB, mainstream digital, environment

\*Colors unique to segment | Bold across all segments | *Italic same as other segment*





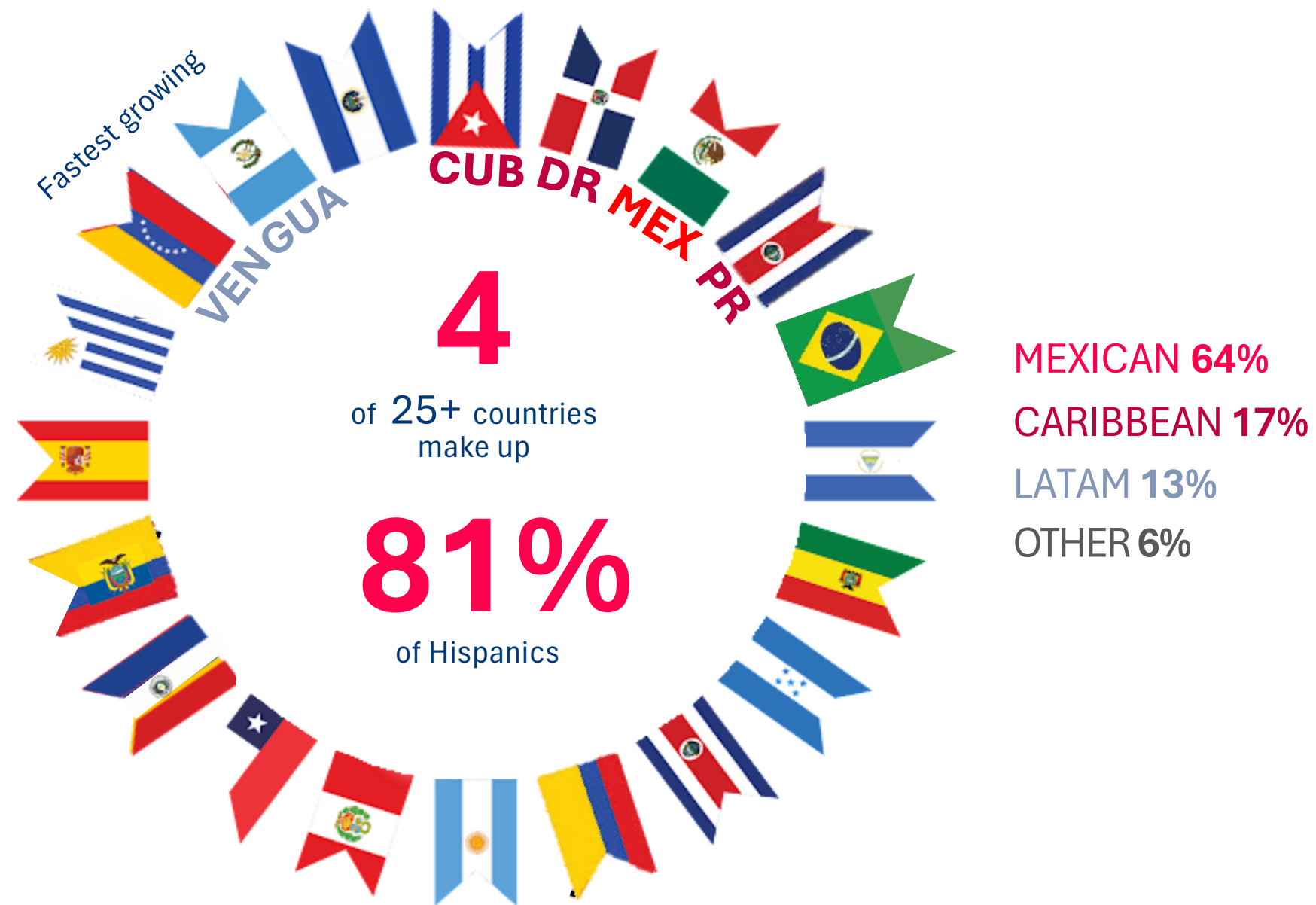
# U.S. Hispanic Intricacies

Cultural resonance requires understanding target nuances and complexities. For Hispanics, origin, identity, acculturation and language play key roles.



# What are U S. Hispanics' diverse origins?

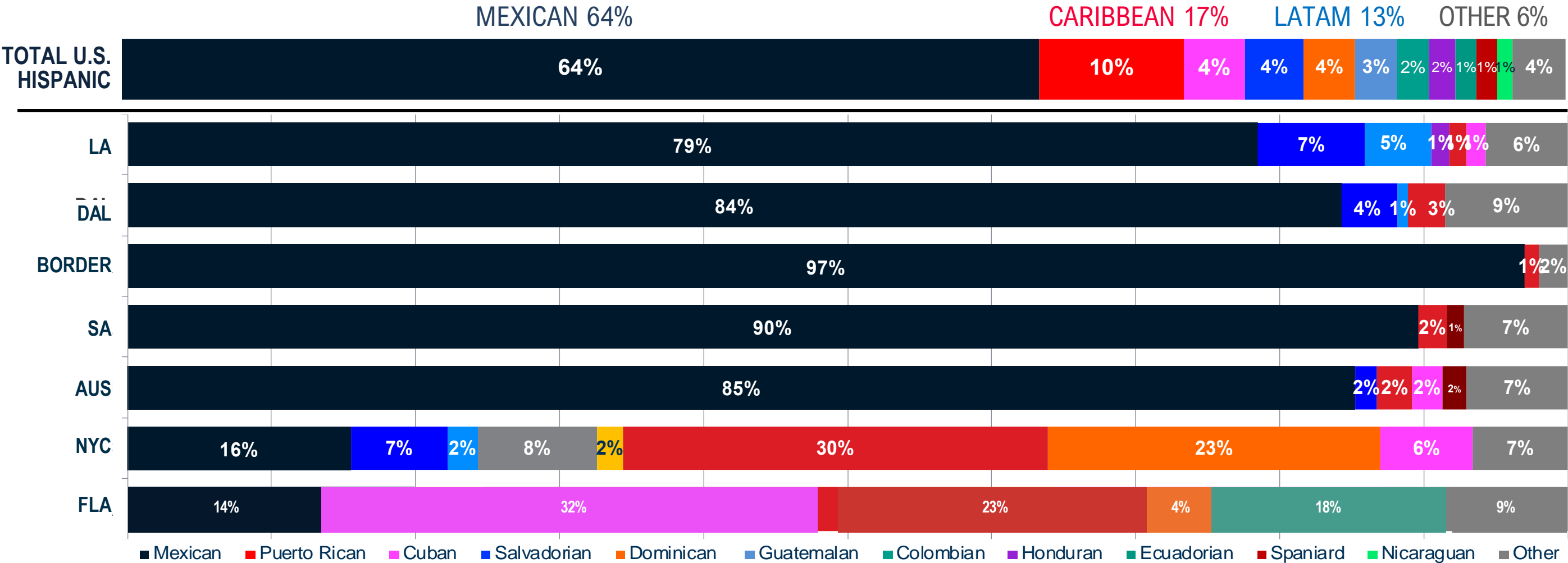
**64%** of Hispanics are of Mexican descent, **17%** Caribbean (PR, Cuba, DR), **13%** LatAms (ES, CO, HON, EC, Gua & Ven), and **6%** from others.



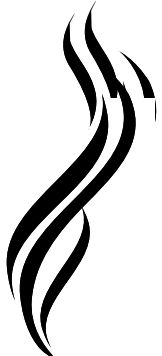
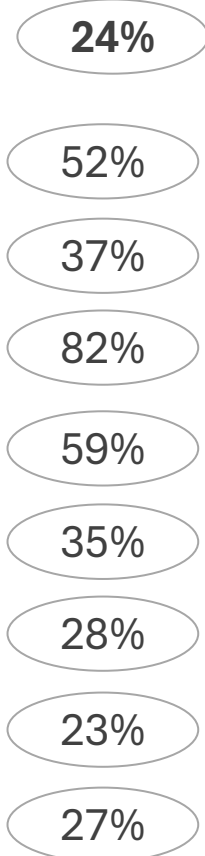
# Do Hispanics diverse origins matter?

Origin influences content, calling, sports, music, food, and regional preferences—Mexicans skew West, Caribbeans East, and LatAms in LA, NY & FL.

HISPANIC COUNTRY OF ORIGIN BY MARKET



Hispanic % of 18-49 Pop

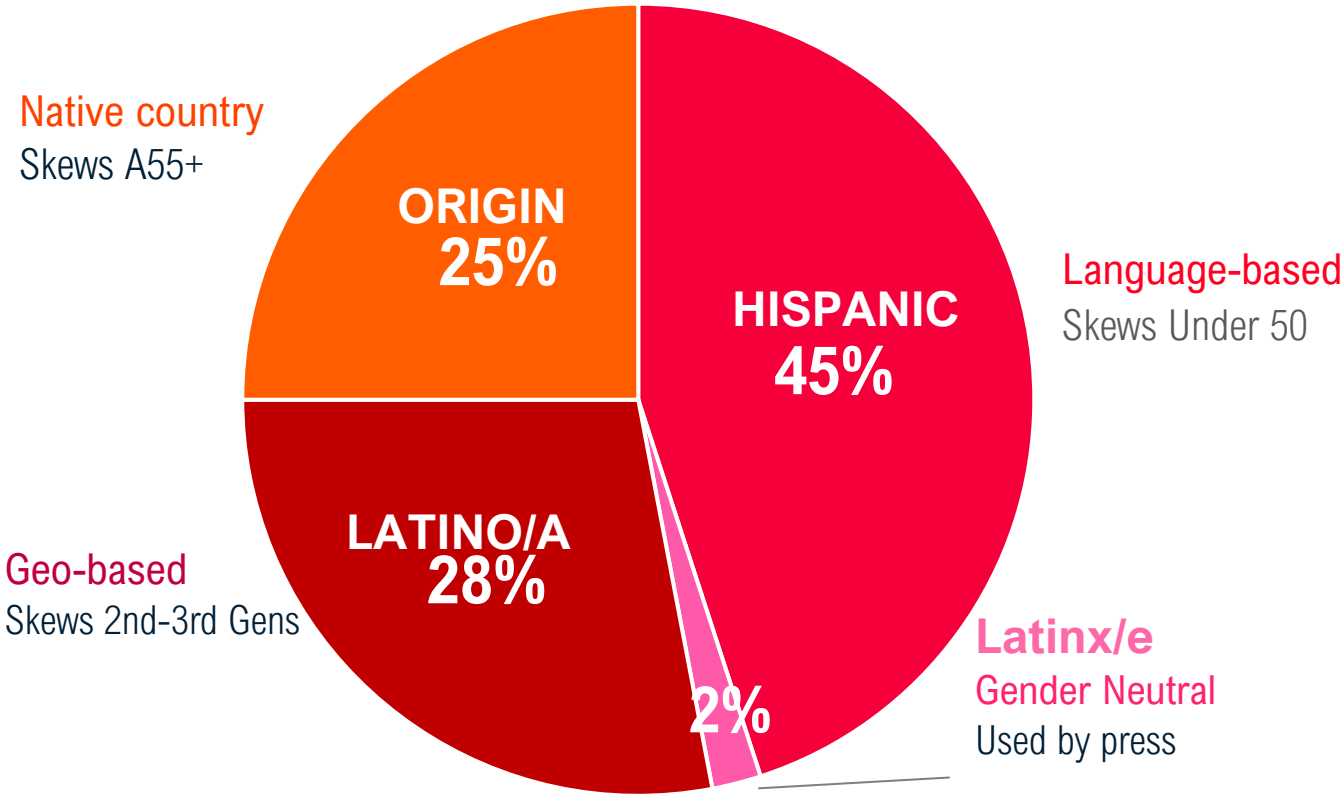


# How do diverse Hispanics identify themselves?

45% identify as Hispanic; 28% Latino, 25% by origin; and 2% Latinx/e—alone or hyphenated—but they use origin and colloquial terms in their own circles.

## HOW HISPANICS SELF-IDENTIFY—AND REFER TO EACH OTHER

Hispanic Self-Identity Terms



Colloquial Terms Used in their own Circles

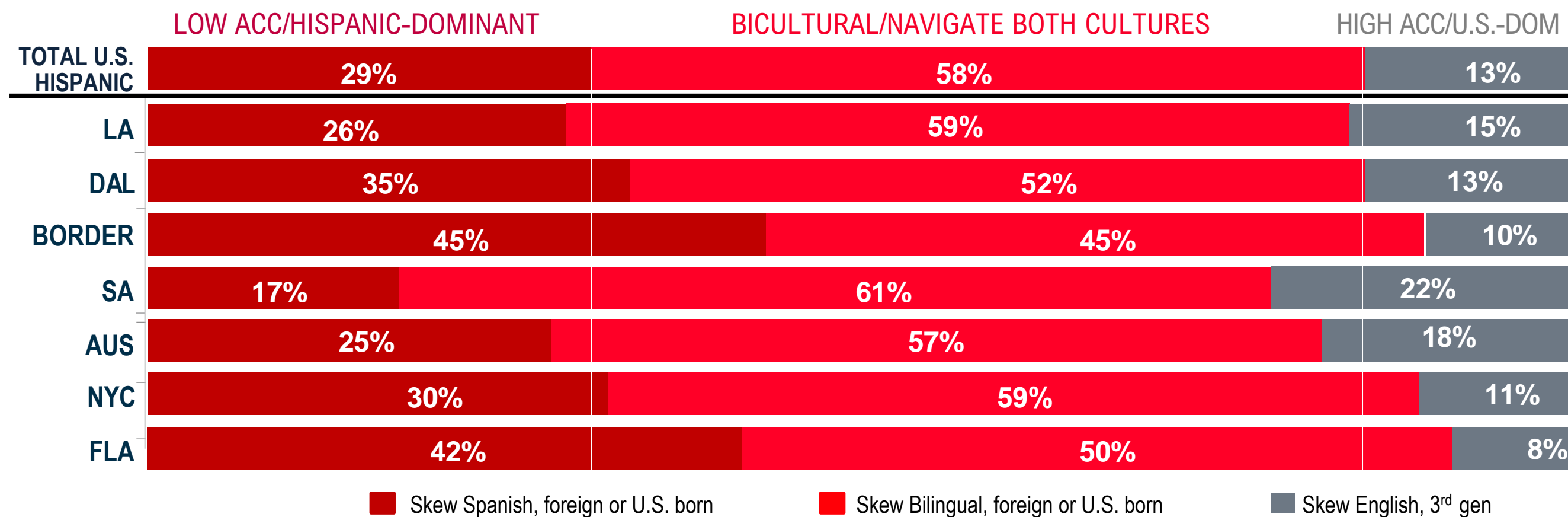
MEXICAN	PUERTO RICAN	OTHER
Tejano (Texan) Cholo (LA hood) Chicano (pride) La Raza (activists) Charro (cowboy) Bracero (migrant)	Boricua (unifier) Nuyorican (NY) Calirican (CA) Reggaetonero Afro-Boricua Jibarito (rural)	Cubiche (Cuban) Tigre (Dominican) Guanaco (Salvadoran) Parcero (Colombian)



# What is acculturation and does it matter?

The gauge of native and U.S. culture balance influences mindset, messaging and models—DAL/Border lowest; SA/AUS highest; and LA/NY skews bicultural.

2026 HISPANIC ACCULTURATION MODEL (EXPERIAN)



## PREDICTIVE FACTORS:

- Self-identity, beliefs
- Cultural pride/affiliation
- Behaviors, social norms
- Lifestyle (traditions, music, sports, food, décor, holidays)
- Community ties, Influencers

## RELATED FACTORS:

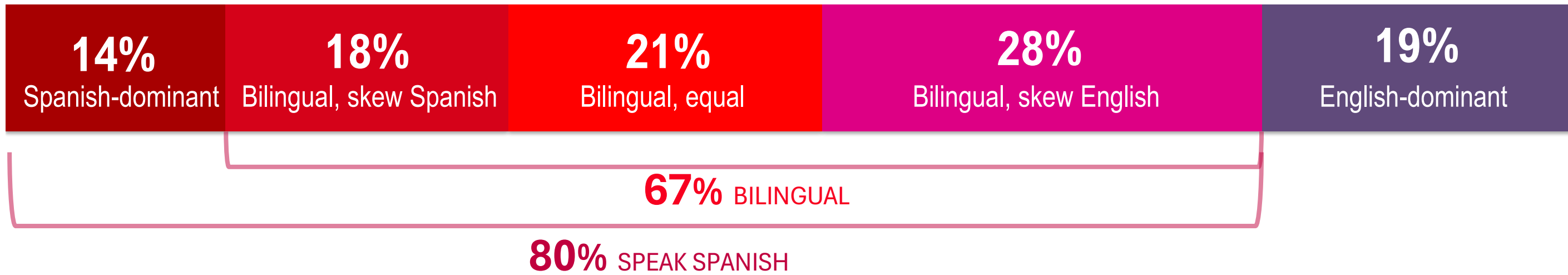
- Origin, Lineage
- Time in U.S.
- Language
- Media and language use



# Do many U.S. Hispanics still **speak Spanish**?

**80%** of Hispanic Adults 18-49 speak and stream in Spanish, the language of trust—but most code-switch and culture trumps language so bilingual is key.

U.S. HISPANIC LANGUAGE USAGE



## FACTS:

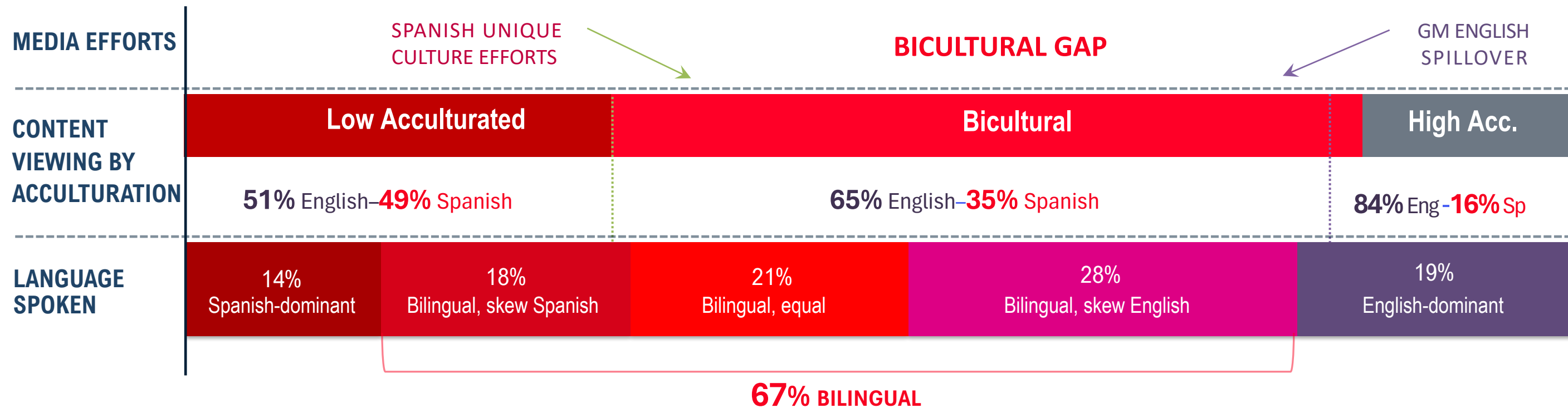
- Speak more Spanish than 20 years ago, no longer “assimilate” to succeed
- Highest bilingualism with digital access
- 74% of Hisp. Gens Z/Y think language is important part of heritage to preserve
- 40% of Hispanic teen VOD streaming is in Spanish



# Is Spanish enough to target Hispanics effectively?

Spanish-only marketing falls short in reach as 2/3 of Hispanic viewing is in English, requiring English-Hispanic cultural efforts to fill the bicultural gap.

HISPANIC CONTENT VIEWING LANGUAGE – BY ACCULTURATION



## ENGLISH HISPANIC EFFORTS:

- Fills bicultural gap in reach and code switching based on situation, context
- Increases lower-acculturated reach
- Spanish builds trust. English scale. mirroring how they live fluidly across languages, cultures, and platforms.
- Optimize total market impact in high Hispanic English viewing markets



# Who are the 200%ers?

100% Hispanic + 100% American cultural connectors with dual fluency enabling cross-cultural empathies—Gens Y and Z trailblazers reshaping America.

THE 200%ers: 100% HISPANIC+ 100% AMERICAN

**HISPANIC:** FAMILY-RELIANT, RESILIENT, OPTIMISTIC & ENTERPRISING + **AMERICAN:** BOLD, EDUCATED, FREE THINKERS & EXPLORING



**BECKY G**  
Singer  
Mexican-American

**BETHANY MOTA**  
Fashion, Music YT  
Mexican-American

**LEJUAN JAMES**  
YT Comedian, Creator  
American, PR/Dominican

**PRISCILLA CORONADO**  
Harvard Law Review Pres  
American, Mexican parents

**TEFI PESSOA**  
Trends Influencer  
Colombian, American

**KATYA ECHAZARRETA**  
Engineer 1st Mexican Space  
Mexican, American

**JAVI BANDERA**  
Cofounder Paisaboyz  
Mexican, American

**SALICE ROSE**  
Outspoken Influencer  
Peruvian, American

**CARLOS ED ESPINA**  
Content Creator, Advocate  
Uruguayan, American

**LELE PONS**  
Comedian, Singer  
Venezuelan, American

**ELIZABETH ACEVEDO**  
Cultural Author  
Dominican, American





# Universal, Transcultural & Unique Truths

Plural identity, cultural fluidity, and basic human truths enable shared intersections—keeping authentic context as diluted ‘Benetton’ ads impact no one.



# What **Hispanic** truths can we leverage?

The group thing, familia, co-dependency, roots, beans, high-touch, high volume, high risk, high expectations, paying it forward, and living to the fullest.

## HISPANIC TRUTHS

COLLECTIVITY FAMILIA PASIÓN TOUCH LOYALTY KIDS INCLUSIVE WOM  
LEARNING OUTSIDER CODES SAYINGS CHISME SIMPATÍA RISK DUALITY  
TCHOTCHKES DISCRIMINATION SPIRIT TRUST HEROES TIME HORIZON  
PRIDE TRADICIONES ABUELA TENACITY MUSICA WORK ETHIC OPTIMISM  
FIESTA FOOD SUCCESS EMOTIONAL SLANDER GROWTH ORIGIN FATE  
IMMIGRANT RESPETO ACCULTURATION IMAGE BROWN LANGUAGE  
RECOGNITION EDUCATION BIAS CO-DEPENDENCY THE AMERICAN DREAM



# What shared **Multicultural** truths can we leverage?

They share strong community ties, resilience, resourcefulness, grit to better oneself—shaped by common exclusion, bias, and outsider experiences.

## MULTICULTURAL TRUTHS

COMMUNITY TRADITIONS BIAS CUES FOOD CULTURAL IDENTITY PRIDE  
CODES BLACK EXPERIENCE LOYALTY HISTORY MORES ENTERPRISING  
TENACITY IMMIGRANT EXPERIENCE STYLE OUR WAY EXCEPTIONALISM  
WORK ETHIC EMBLEMS OUTSIDER HIERARCHY VALUES FAMILY HOMAGE  
PASSIONS FAITH CONFORMITY VALUES DREAMS STATUS RESPECT GRIT  
PREJUDICE ACCULTURATION COLORISM LANGUAGE UNIQUE MEDIA  
MEMORY PERSPECTIVE SAYINGS REFERENCES WOKE BREAK BARRIERS



# What shared **Universal** truths can we leverage?

Amplify common values like love, family, choice, dreams, underdog struggles, or coming of age—even if viewed through different cultural lenses.

## UNIVERSAL TRUTHS

THE AMERICAN DREAM LOVE FAMILY DREAMS CHOICE SUCCESS  
UNDERDOGS JOY COMING OF AGE HURT HAPPINESS SAFETY FUN  
KINDNESS CELEBRATION FEAR BIAS LONELINESS PARENTING HOPE  
COMFORT CHILDHOOD AGING HARDSHIP EVALUATION STRUGGLE  
SADNESS FRIENDSHIP GENEROSITY HURT NOSTALGIA AMBITION  
OPPORTUNITY RIDICULE HONOR INSECURITIES FAITH ROMANCE  
HUNGER LOYALTY CREATIVITY DIGNITY EQUALITY PATRIOTISM



# How do we assure **cultural authenticity**?

Apply cultural intelligence, customer intimacy and cultivated experience using cultural experts to create authentic work rooted in real behaviors and rituals.

## THE THREE Cs OF CULTURAL AUTHENTICITY

### **CULTURAL INTELLIGENCE**

Informs how different cultural lenses shape truths and manifest in behaviors, what drives resonance, if shared truths exist, and when it matters to the category and business.

### **CUSTOMER INTIMACY**

Extended target proximity delves into what specifically moves and triggers people and their deep-seated needs, desires, barriers and fears through research, experts, forums, and relationships.

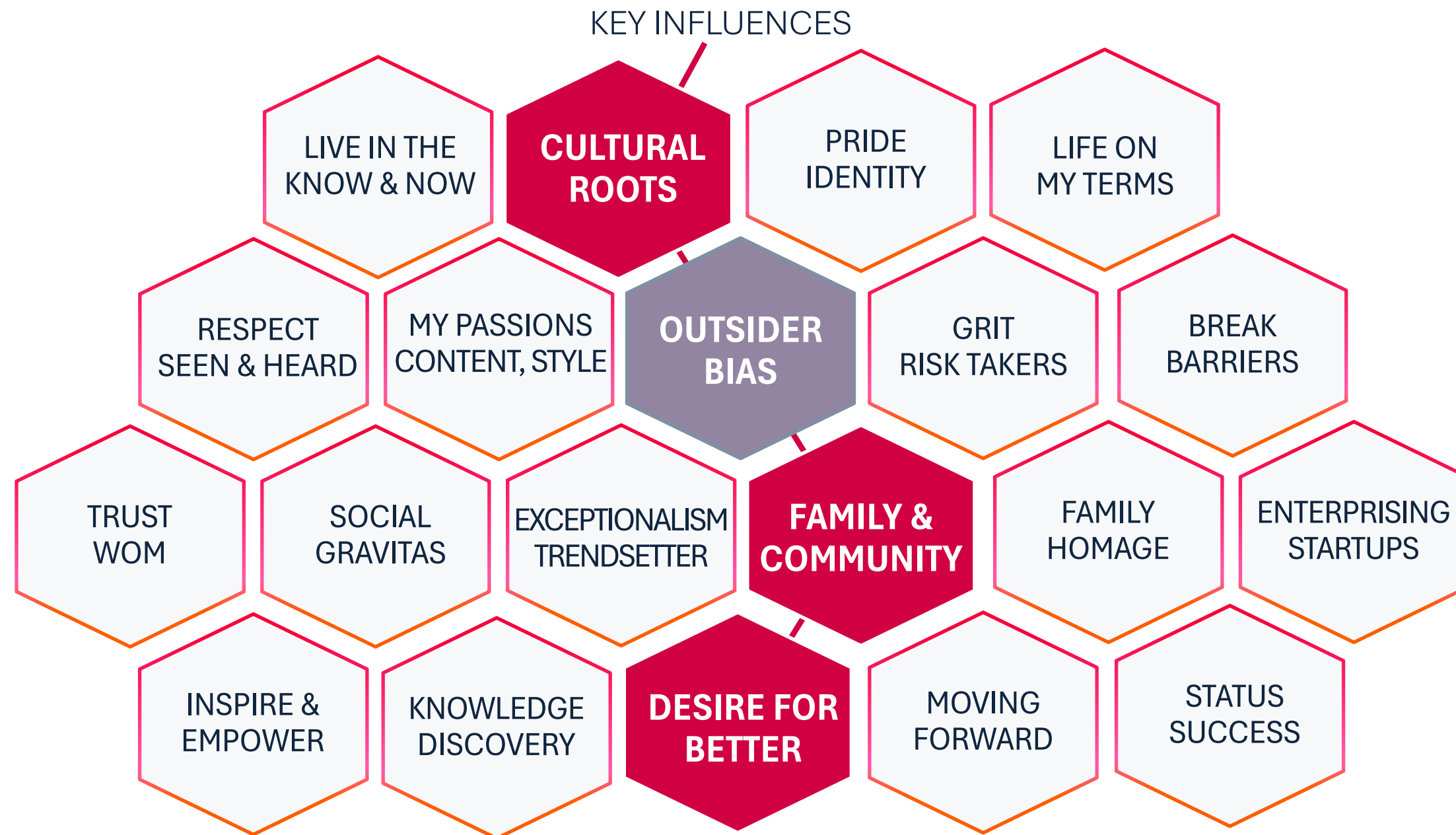
### **CULTIVATED EXPERIENCE**

Use cultural experts for authentic, multi-dimensional work rooted in rituals and conversations who know what say and how, what tone, words or symbols connote, and subtleties in voices, casting, imagery, locations, et al.



# What Multicultural **themes** work best in campaigns?

Work anchored on cultural overarching traits, context and passions that matter most, family, community, empowerment and living on your own terms.





# Cultural Marketing Evolution

Consumers, markets, and media are inherently dynamic, trends ever-evolving, and brand strategies must also be to unlock the power of cultural impact.



# How does **cultural resonance** shape the customer journey?

It powers today's customer-centric funnel to engage '**always looking**' diverse consumers by activating all 'C' pillars in parallel across brand + sales efforts.

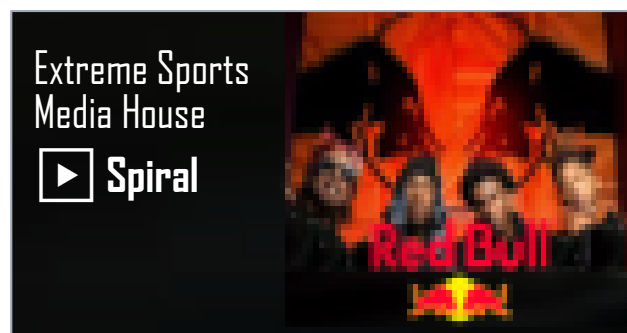
## SIX C's OF CULTURAL RESONANCE MARKETING FUNNEL



# What feeds cultural resonance in the funnel?

Consistent, meaningful, shareable content marketing, social activations and experiences that engage diverse audiences and amplify their unique voices.

## TOP CONTENT MARKETERS



# What must companies do to **resonate** in a diverse America?

Embed cultural fluency across the company, a more diverse informed playbook of cultural strategies, tools, AI, central experts, teams and partners.

## CULTURAL FLUENCY STRATEGIES

### DIVERSE PLAYBOOK

EMBEDDED IN GUIDELINES (DESIGN, TONE, LANGUAGE(S), WATCH-OUTS), APPROVALS, DIVERSE TARGET SPECS IN BRIEF TEMPLATES

### INFORMED STRATEGY

FACTOR IN, CONSIDER, AND ADDRESS MCM/IDENTITY TARGETS NEEDS & IMPACT TOP DOWN FROM METRICS, CX, RESEARCH & PLANNING TO MEDIA, MARKETING 5PS

OPEN COLLABORATION  
CHALLENGE STATUS QUO

### CULTURAL EXPERTISE

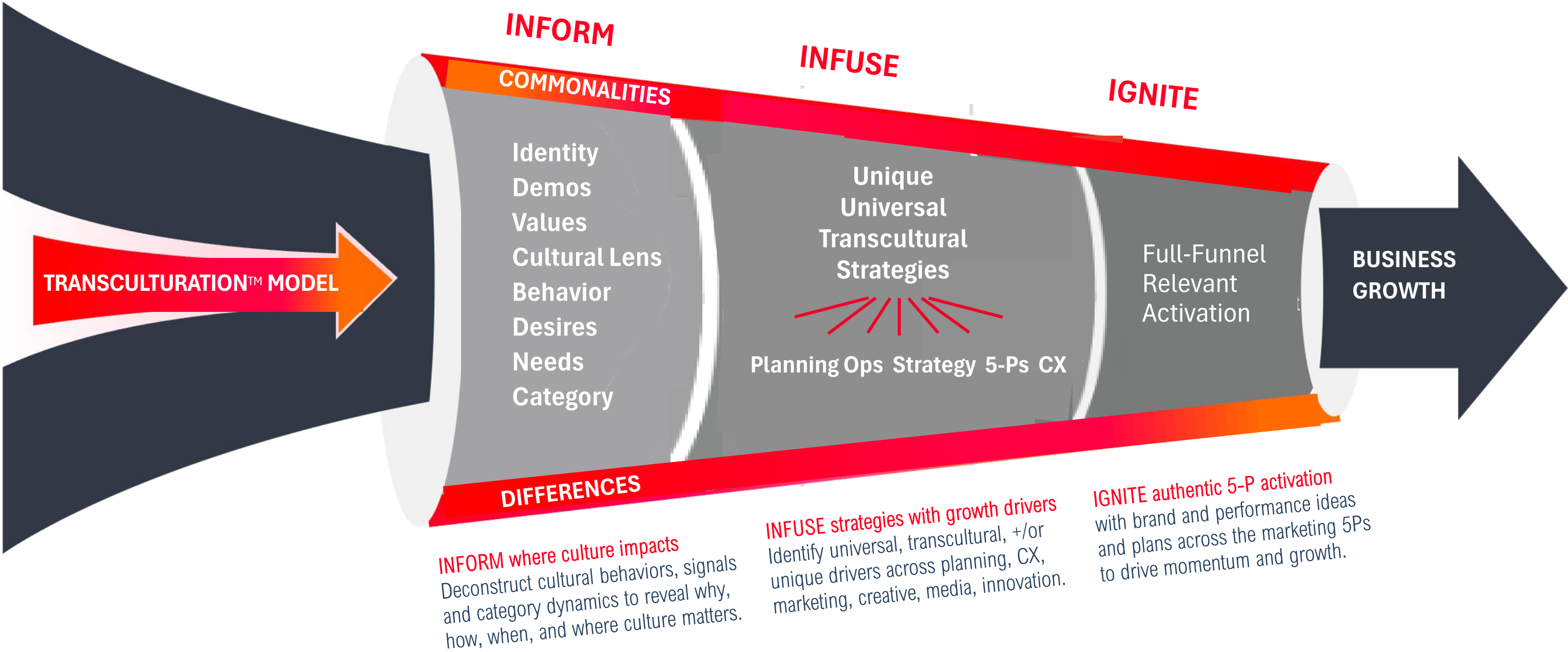
CENTRAL MCM + AGENCY EXPERTS TO BRIDGE CULTURAL GAPS + DIVERSITY ACROSS DEPTS. FOR SEGMENT EFFORTS AND MAINSTREAM INCLUSIVITY

CULTURALLY FLUENT CX,  
AI, TOOLS & TARGETING



# Is there a cultural marketing model?

Model applies disciplined audience intelligence across the company to calibrate commonalities, differences, and opportunity gaps, operating at three levels: **universal** drivers shared by all, **transcultural** ideas connecting some groups, and **unique** approaches for specific cultural realities/needs.



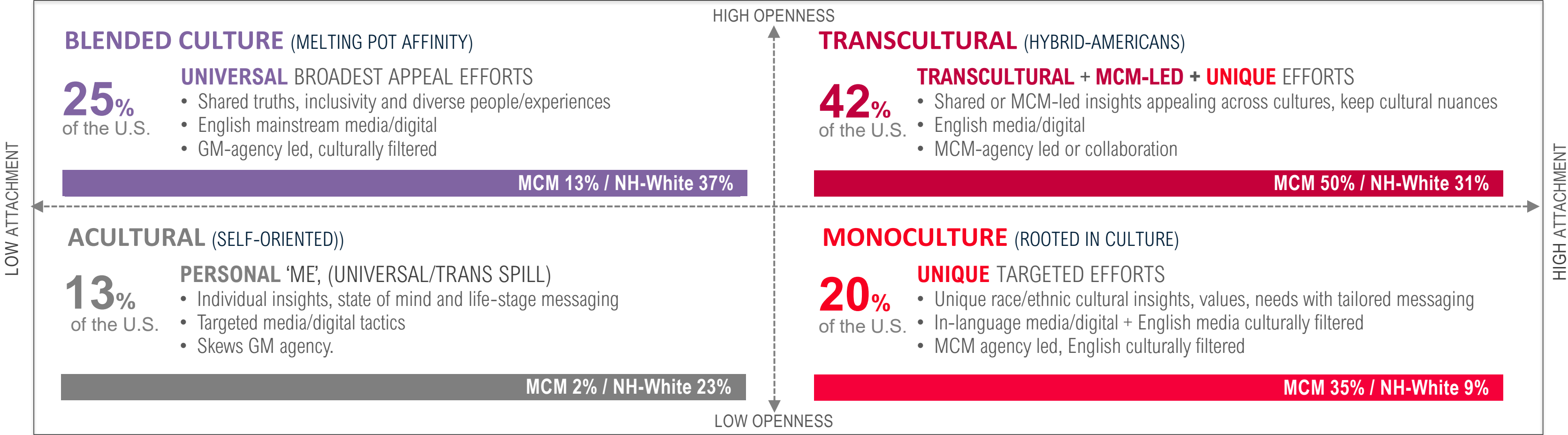
Not sure what you mean by 'castes model' below



# Do these approaches align with cultural orientation?

Universal broadens GM blended appeal, transcultural connects hybrids, unique tailors for monoculturals—each with precise insights, strategy, execution.

CULTURAL ORIENTATION APPROACHES & EXECUTION



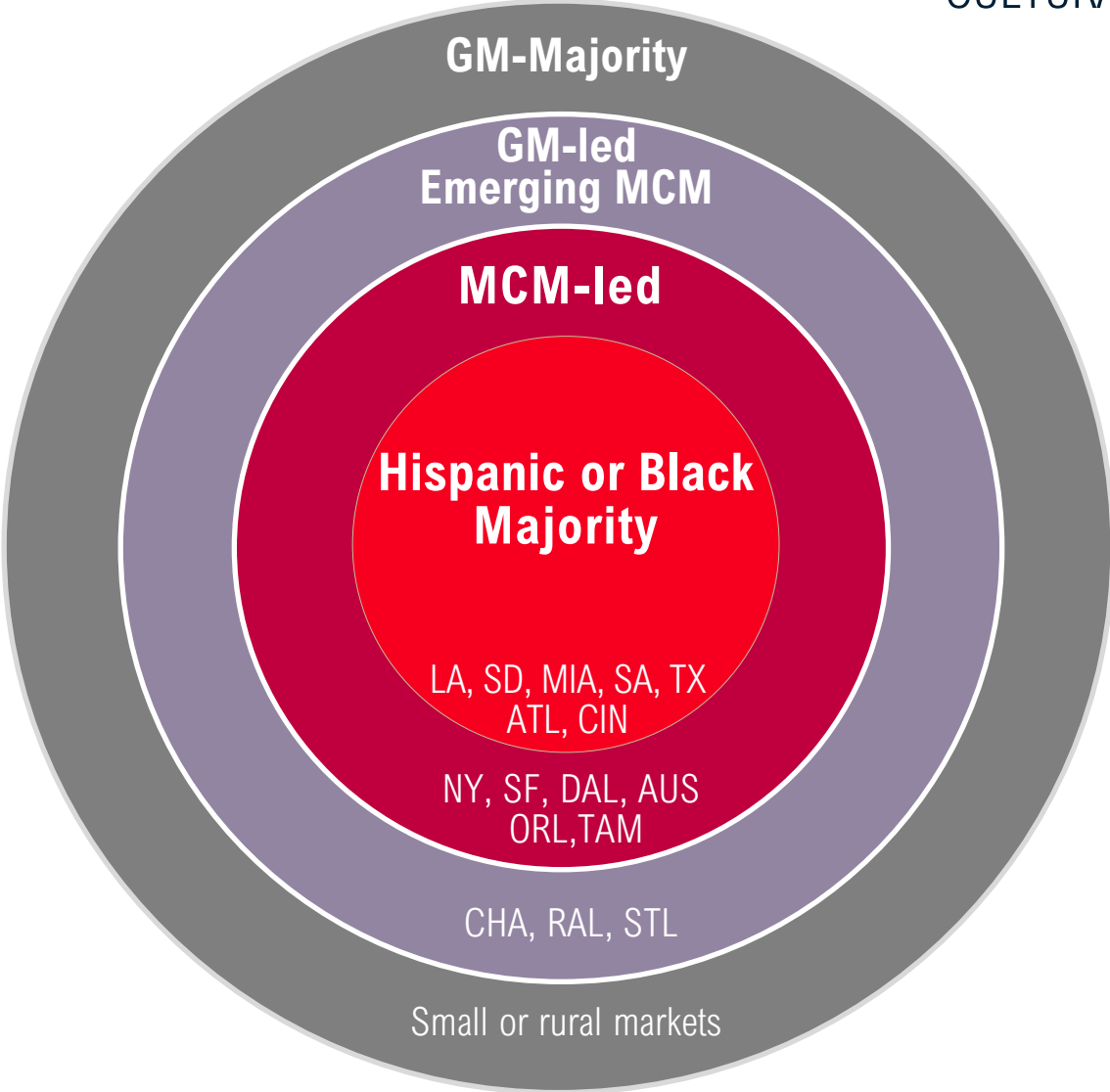
45 Sources: Loosely based on Hofstede's Six Cultural Dimensions; Experian Simmons Culture Orientation by Race/Ethnicity and Market, 2025 Horowitz In-depth Cultural Research Report; Acultural and unique culture are more traditional, universal and transcultural are leading edge..



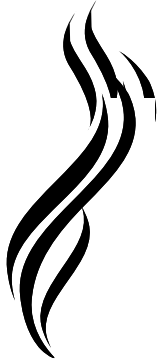
# Does cultural orientation vary by market?

There are four key market types: Markets need nuanced strategies, creative and media approaches to maximize reach and impact—esp. in top MCM markets.

CULTURAL ORIENTATION APPROACH BY MARKET



- GM NH-WHITE MAJORITY MARKETS**  
 Universal approach led by GM insights, ensuring cultural fluency and MCM sensitivity.
- GM-LED, EMERGING MCM MARKETS**  
 Universal approach infused with ethnic nuances supported by **Unique** targeted efforts.
- MCM-LED MARKETS**  
 Transcultural approach led by MCM insights, ensuring GM sensitivity + **Unique** efforts.
- HISPANIC OR BLACK MAJORITY MARKETS**  
 Transcultural approach led by HA/AA insights with GM sensitivity + **Unique** + **English-Hispanic**.



# What's a key market to apply strategic cultural orientation?

**LA:** Hispanic-led **trans/unique** market with high Asian, Boomers and youth; unique community lifestyles; and commuter, media and bilingual dynamics.

## LA SNAPSHOT — LARGE, DIVERSE AND COMPETITIVE MARKET

LAND OF IMMIGRANTS: **74% MCM** CULTURAL ORIENTATION POLARIZED AGE COMMUTER MARKET = UNIQUE MEDIA 91 NEIGHBORHOOD SILOS DIVERSE SPORTS, MUSIC, ARTS, CULTURE



<b>45%</b> Transcultural	<b>54%</b> Under 40
<b>31%</b> Unique	<b>24%</b> 40-59
<b>18%</b> Blended	<b>22%</b> 60+ Boomers
<b>6%</b> Acultural	



OOH, RD, Podcasts, Mobile, Social, Geo-targeting key



# How do you ensure a culturally informed process?

Formalize the pro-active practice to integrate diverse audience considerations at inception from sizing, resources, metrics thru strategic process and execution.

## CULTURAL FLUENCY PROCESS = CORPORATE SET PRACTICE



### Build The Train

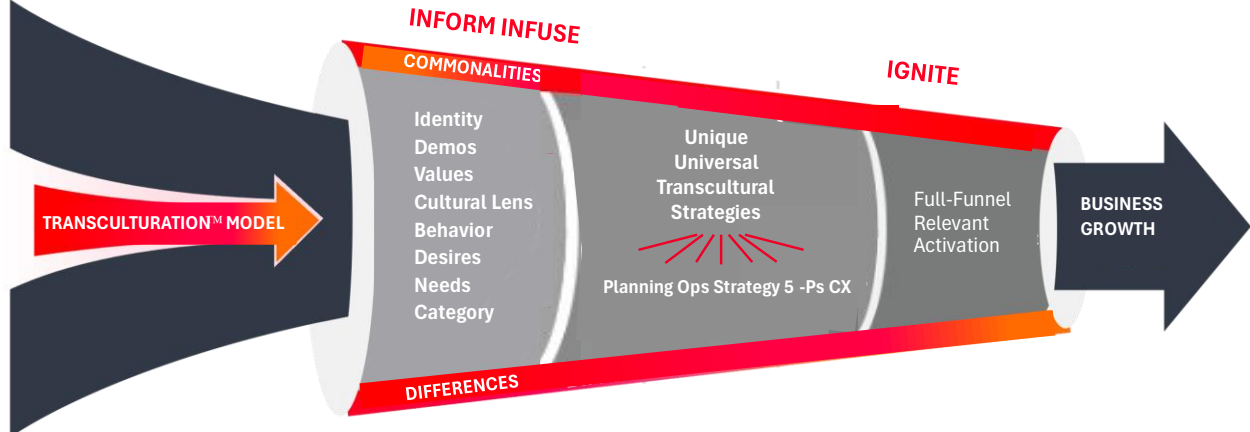
- Top-down imperative
- Cultural steward center
- Knowledge across depts.
- Clear roles, socialize & educate

### Collaborative Paradigm

- No silos, challenge the status quo
- Deep dive, prioritize, actionable insights

### Diverse Playbook

- Embed in guidelines (messaging, tone, language) and development process, briefs, templates



### Strategic Process

Weigh all consumer factors, filter insights thru the 5Ps leverage commonalities and differences against goals and target priorities—and assess the right approach

### Approaches

- Universal: broad approach with shared human insights
- Transcultural: MCM-led insights w/cross-cultural context
- Unique: Tailors to specific cultural needs and insights

Each approach demands precise insights, strategy, execution, and mix of approaches also varies across targets and markets.



# Do brands with **cultural fluency** perform better?

Per McKinsey, top-quartile Multicultural marketers show +36% higher profitability, while brands that paused saw -9% business declines, and unengaged brands risk obsolescence. Culturally fluent brands consistently outperform and cultural-led marketing drives both segment and total growth.

## PROOF OF CULTURALLY FLUENT BRAND PERFORMANCE



**Leads  
Sub  
Growth**

+22% sub growth and lower churn with SNL Marcello Hernández collab, mix of unique, transcultural and universal ads with Mamá, Natti & Kenan.



**Dethrones  
Bud thru  
Hispanic**

Owens half the U.S. Hispanic market through everyday heroes' fighting spirit; regional and generational deep cultural relevance.



**Leaves a  
Bicultural  
Mark**

Culturally authentic engagement with Becky G's "Deja tu Huella" orange fingerprint ignited a viral movement, firestorm, and sustained sales growth.



**Sparks  
Hispanic  
Sales**

In-culture relevance drove +15% sales growth with "Hispanic spark" authentic family stories, influencers, events, and social activations.



**Always  
There  
& Loved**

Sustained #1 QSR rank with cultural fluency and consistency across targets, daypart moments, fútbol and football, and HACER scholarships.



**TOYOTA**

**#1 with  
Hispanics  
and all**

Consistent growth with right target/model/offer mix, 200%ers, dual-language focus, deep in-culture community and social experiences.



**In this Era of Culturenomics  
Relevance is the Growth Multiplier  
Dynamic brands unlock cultural advantage**



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

• **BILL BERNBACH** •



**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 this Viewpoint video, our topline 'Rapid-Fire Cultural Facts', 'Cultural Marketing Playbook' and 'Cultural Creative Playbook' on our site. Feel free to reach out.

Liz @ 213-305-4129 or [Liz@adcastells.com](mailto:Liz@adcastells.com)



## CULTURE FUELS GROWTH. WE PROVE IT.

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®.

*Analytics-first. AI-powered. Creatively fearless. Designed for growth.* **No BS. Just results. INFUSION. Bring the fire.**

