

# INFUSION by Castells

## CULTURAL CREATIVE PLAYBOOK

Universal, Transcultural and Unique Efforts that deliver authenticity in a diverse America

PUBLISHED 2026



# Content

- Marketing in a Diverse America
- Three-Pronged Cultural Approach
- Best Creative Practices
  - Unique
  - Transcultural
  - Universal

# Perform in a Diverse America Influence Swarms

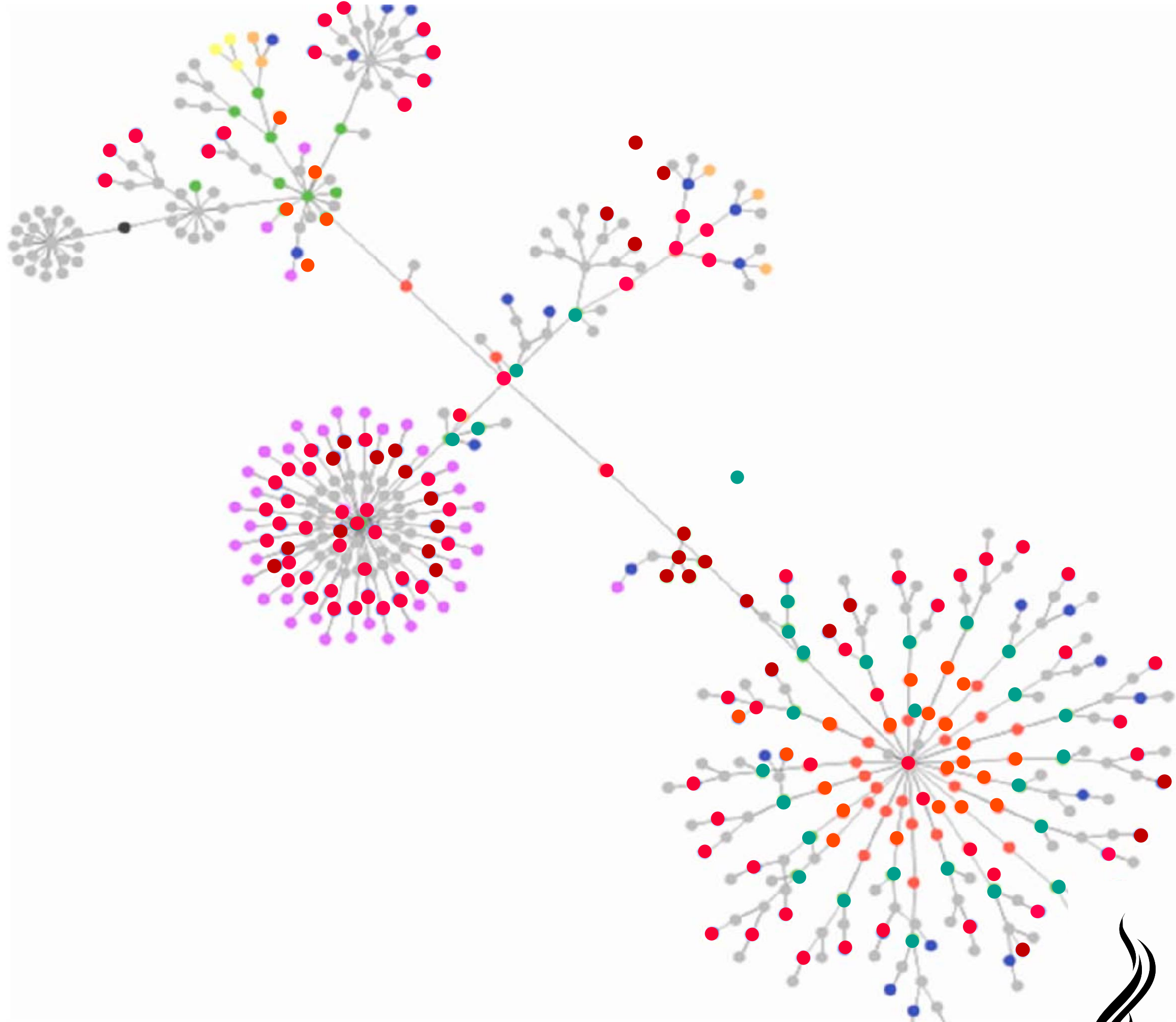
# SWARM

**We must attract and influence swarms.**

The easily swayed, old herd mentality is gone. Brands now sell to a network of swarms, each with its habitat, language and vibe —yet dynamic, fluid, interconnected.

Swarms can't be commanded. They respond to specific sensory signals, cues, meanings, and triggers.

**Brands must find, map, lure the swarms to the right hive.**



# NORM

**Diversity is the norm in America today.**

Multiculturals—the majority under age 45 and driving all pop growth—have changed brand demand, expectations, opinions, and even America’s cultural orientation.

Identity, roots, and lived experience shape values, beliefs, behavior, how we choose, think, respond, and what really matters.

**Some truths are shared. Many are not.**

**Relevance requires understanding both.**



# UNIFORM

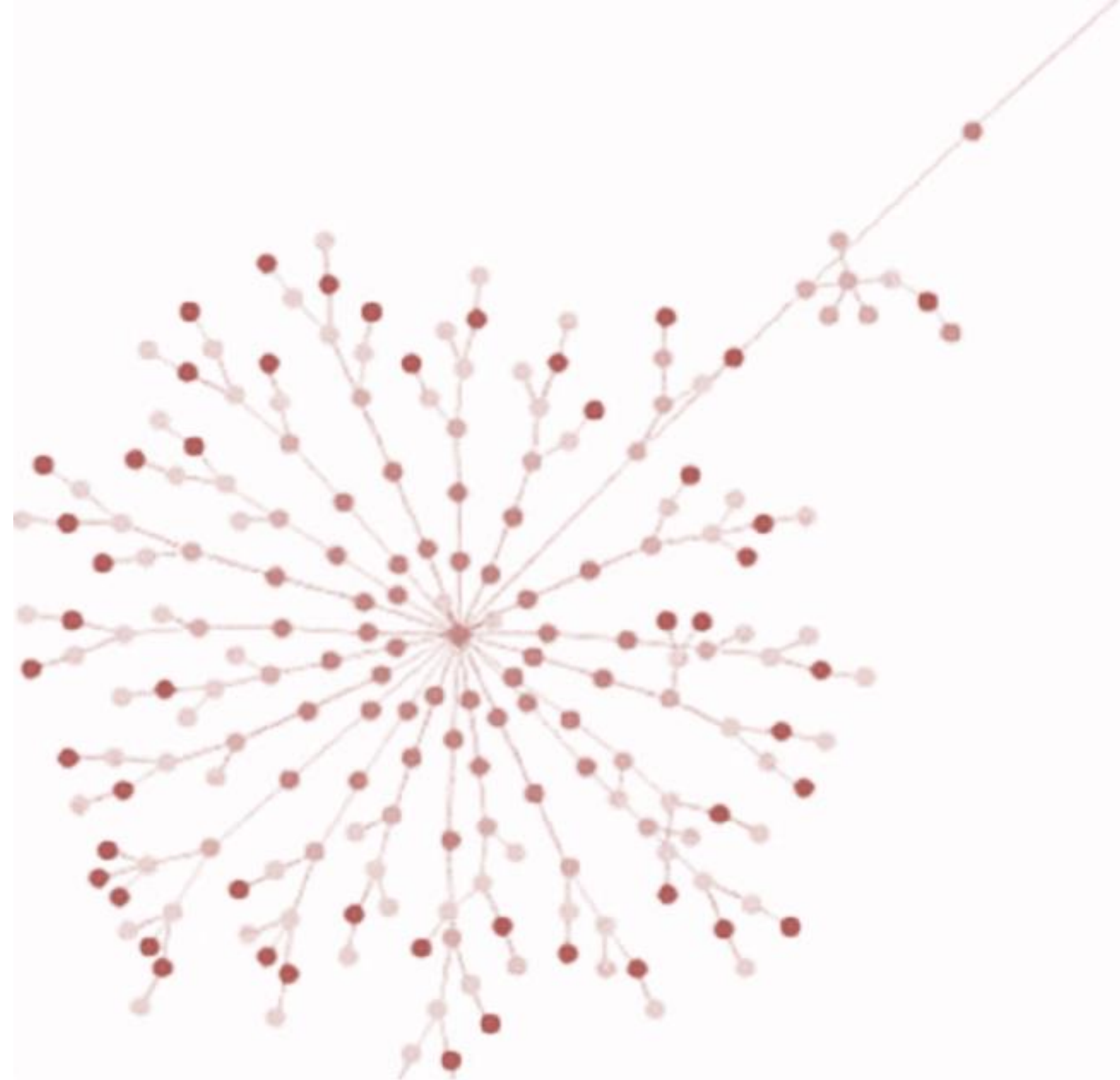
**Uniform truths form points of intersection.**

All people value love, progress, and belonging,  
like all swarms love bright flowers and nectar.

All juggle pressure, digital overload, little time.  
Reward brands that feel clear, human, useful.  
Who understand them, connect, and empower.

Loyalty is both rational and emotional, built  
on trust, value, honesty, relevance and gut.

**Simple. Meaningful. Worth their attention.**



# INFORM

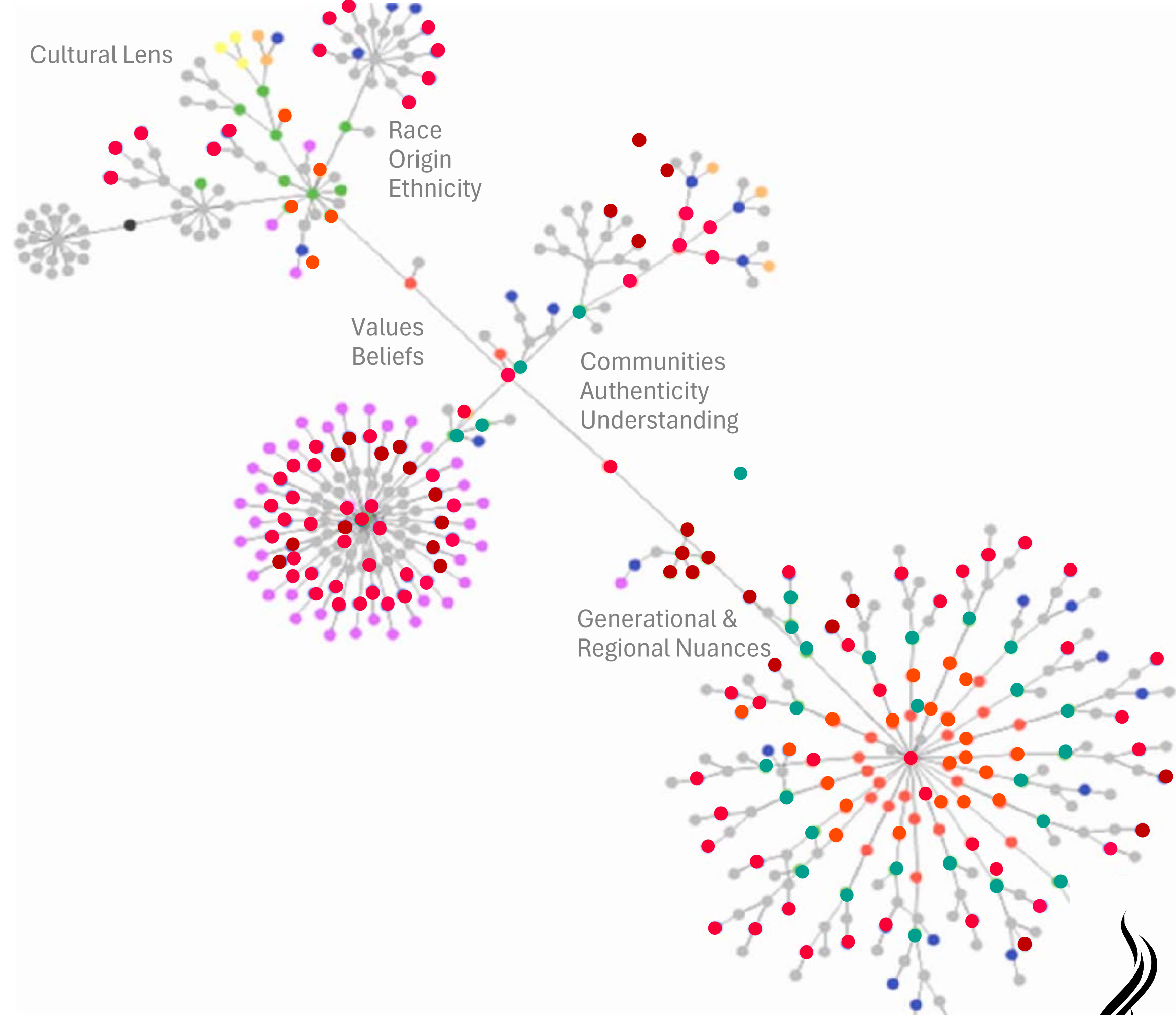
**Culture informs identity = Multiculturals DNA.**

Most are bicultural or monocultural rooted, unlike White Americans who identify more as blended or acultural, by age, life stage, job, income or affinities.

Cultural lens molds daily life, category behavior, how they view, process, respond to everything.

Digital and unique spaces amplified cultural ties, while bias amplified their need to feel represented.

**Brands who make them feel seen, understood, valued gain higher response, trust, and loyalty.**



# WARM

**Warm brands authentically connect with swarms.**

Cultural relevance drives attraction and influence. Strong brands understand diverse communities, values, priorities, and triggers—and they flex to align with their real needs, beliefs, and tensions.

Now and then, they all converge = universal truths. At times, some groups align = transcultural ideas. Most often, they will diverge = unique approaches.

**Cultural authenticity is art, science and heart. Authenticity isn't claimed—it's just felt.**



# PSYCHE FORM

**Stellar brands know and apply cultural psyche form.**

Impacting behavior means merging cultural psychology with behavioral science to find the right levers to pull.

Hispanics, who are high-touch, resilient and time fluid, prioritize relationships, collective process and progress.

Blacks rooted in perseverance, wariness and strength, prioritize self-expression, exceptionalism, and access.

**Culture is the OS of what feels right, relevant, or off.  
Real cultural drivers shape more resonant strategies.**



# PERFORM

## Culture is the code for brands to perform.

Many consumers and most Multiculturals still feel unseen in ads—signaling a relevance gap. Cultural fluency fills this gap by calibrating when, where and how culture matters to drive demand.

Brands echoing real lives and values outperform. Culture-led ideas drive segment and total growth.

Brands that don't engage or pull back for safety, DEI pushback, or AI efficiency show erosion.

**Relevance reduces risk—and assures trust.**

**Trust is the #1 brand currency.**



Leads  
Sub  
Growth

Leads with comedian Marcello Hernández collab, mix of unique, transcultural and universal ads with Mamá, Natti & Kenan.



Leaves a  
Bicultural  
Mark

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



Always  
There  
& Loved

Cultural consistency across targets, daypart moments, fútbol and football, and HACER scholarships keep them #1.



Dethrones  
Bud being  
Hispanic-led

Owens half the U.S. Hispanic market thru everyday heroes' fighting spirit; regional and generational nuances.



Sparks  
Hispanic  
Sales

"Hispanic spark" authentic family stories with relevant influencers, events, and social drove +15% sales growth.



TOYOTA

#1 with  
Hispanics  
and all

Right target/model/offer mix, 200%ers, dual-language focus, deep in-culture community and social drives impact.



# TRANSFORM

**Cultural fluency transforms the brand playbook.**

Build fluency through the '3Cs' of cultural intelligence, customer intimacy, and cultivated lived experience.

Integrate from the ground up, across the company.

Mix universal, transcultural, and unique strategies.

Co-create with cultural insiders and partners.

Resonate in culture, context, in community.

Adapt by context, platform, and for local.

Don't confuse language with culture.

Assure AI models' cultural integrity.

**In this new era of Culturenomics,**

**Design for relevance and impact.**



Create disruptive campaigns

Become a cultural enabler

Empower their dreams

Power daily moments

URL+ IRL experiences

Elevate their stories

Amplify local voices

Fuel the passions

Feed the funnel

Truly connect

**Relevance is the Growth Multiplier**  
**Think across Three Dimensions**  
**Universal ✦ Transcultural ✦ Unique**

# Culturally Tailored Campaign

**UNIFIED CAMRY 'THRILL OF THE RIDE' STRATEGY—TAILORED INSIGHTS ON THE THRILL'S EFFECT FOR TARGET CULTURAL RESONANCE**



**Hispanic** | 'Rebel'  
(son avoids Mom's call, which is taboo)



**Hispanic** | 'Striking'  
(she brings style wherever she goes)



**Black/AA** | 'Strut'  
(exceptionalism, proud like a peacock)



**Asian** | 'Captivating'  
(Dad is less reserved than usual)



**Mainstream Universal** | 'Waiting'  
(three situations where people kept waiting)



# Leverage **shared** human truths for **universal** efforts

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



# Universal Work

LOVE – MENTORS – AMERICANA UNITY – TRUTH IN HABITS – MADE FOR YOU – MEET THE FAMILY – EMPOWERMENT– DREAMS – LOVE OF THE GAME



Coca-Cola | 'Love is Worth it'



NFL | 'Champion'



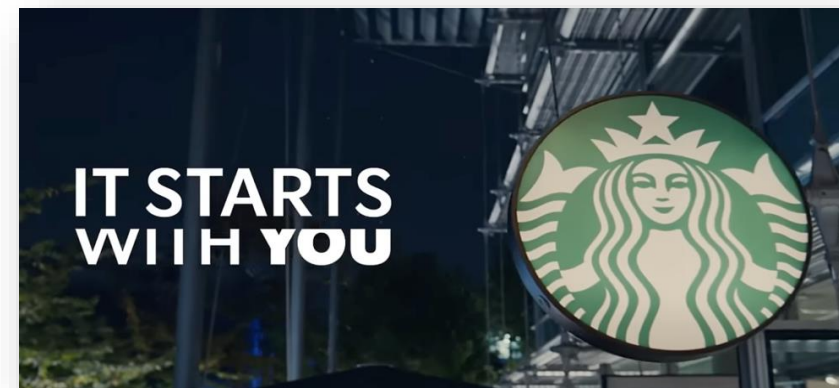
Budweiser | 'Freebird'



Planters | 'One or All'



Google | 'Search with Google'



Starbucks | 'It starts with you'



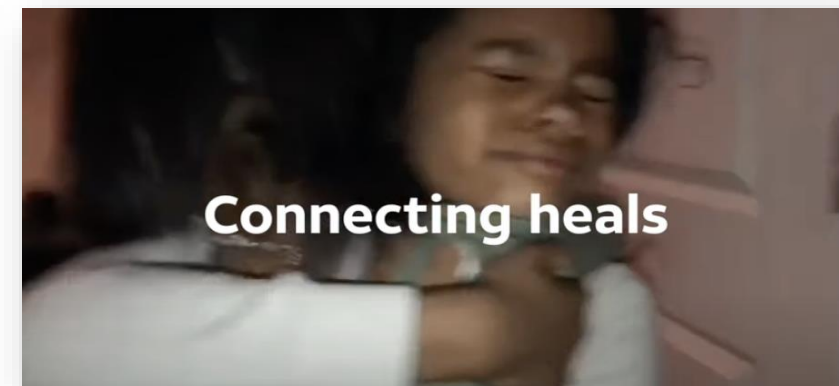
Coca-Cola | 'The New Guy'



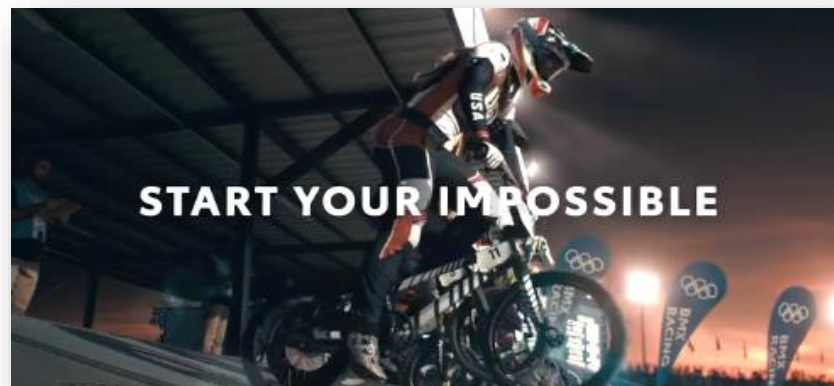
Budweiser | 'Lost dog'



T-Mobile | 'Suits duo'



AT&T | 'Connecting'



Toyota | 'Start your impossible'



TWC | 'HD Soccer Plays'



# Universal Work—purposely inclusive and diverse

BOND WITH GRANDMA – PARENTAL WORRY – FREEDOM – UNITY – MADE FOR ALL – SUPPORT – EMPOWER CHANGE – BREAK BIAS



McDs | 'Finding the words'



Audi | 'Daughter'



Nike | 'Someday we won't need this Day'



Coca-Cola | 'We all understand Coca-Cola'



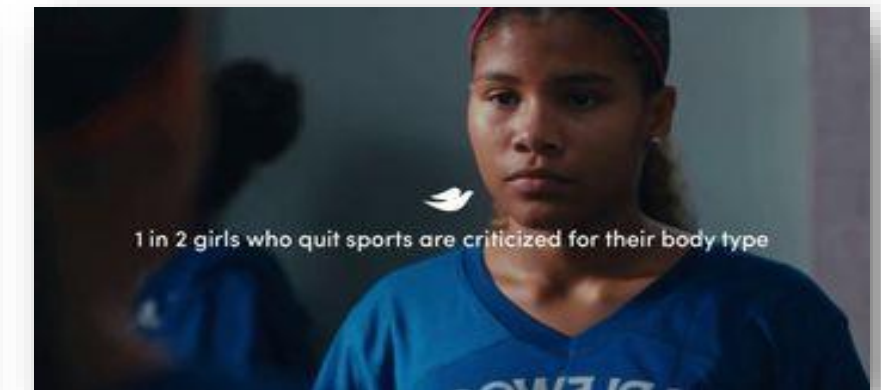
Coca-Cola | 'America the Beautiful'



Toyota | 'Music Education'



Target | 'Bring home support'



Dove | 'This Game is Ours'



# Leverage **Hispanic** truths for **Unique** approaches

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 MÚSICA 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



# United by values—with diverse origins, regionalities, acculturation

## COMEDY CLASSICS REVEAL CULTURAL TRUTHS



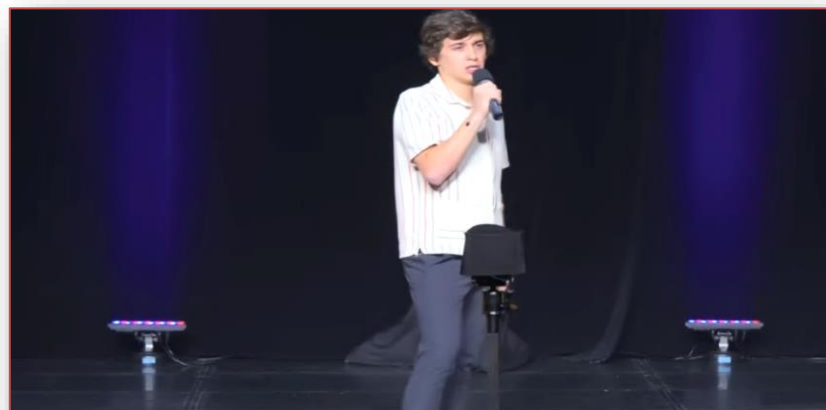
HBO 1<sup>st</sup> Habla series | 'LA Bruja'



Comedy Series | Erik Rivera on 'How Culture and Race Affect Dating, Family & Kids'



Creator Series | 'Code-switching'



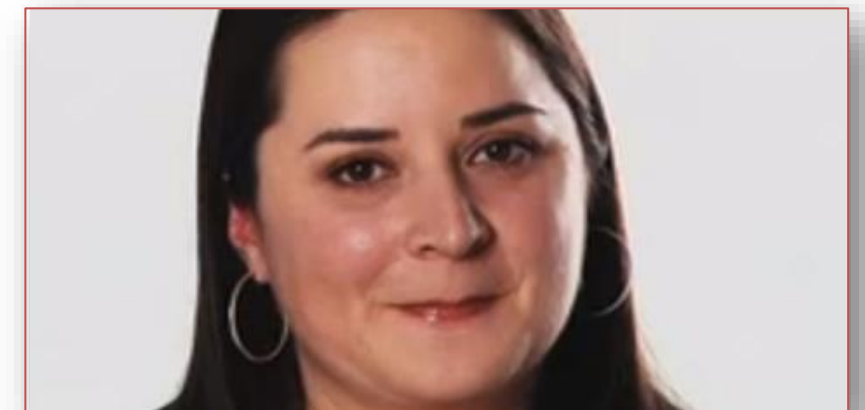
SNL Comedy | Marcello Hernández 'Mom'



Comedy series | 'Gabriel Iglesias'



1<sup>st</sup> Univ. OTT Series | 'Mexicans'



HBO Habla | 'Sandra Spanglish'



# Hispanic **Unique** Work

BICULTURALS – GROUP THING – FAMILIA – PASSIONS – SAYINGS – GENERATIONS – CULTURAL PRIDE — TEAM PRIDE – RITUALS – TRAILBLAZERS



**Xfinity** | 'Beautifully Bilingual'



**Toyota** | '#Mi Vida Hybrid'



**Spectrum** | Ozuna 'Life Moments'



**Ford** | 'Unidos Stronger'



**AT&T** | 'Conectar lo cambia todo'



**Home Depot** | 'Latina Doers'



**Toyota** | 'Clouds'



**Spectrum** | 'WC Superman'



**McDs** | 'House Divided'



**T-Mobile** | 'Best Phone for Mamá'



**Spectrum** | Clarissa 'My Superpower'



**AT&T** | 'Yo Soy Así' Personal Stories



# Hispanic **Unique** Work—origin and language nuanced

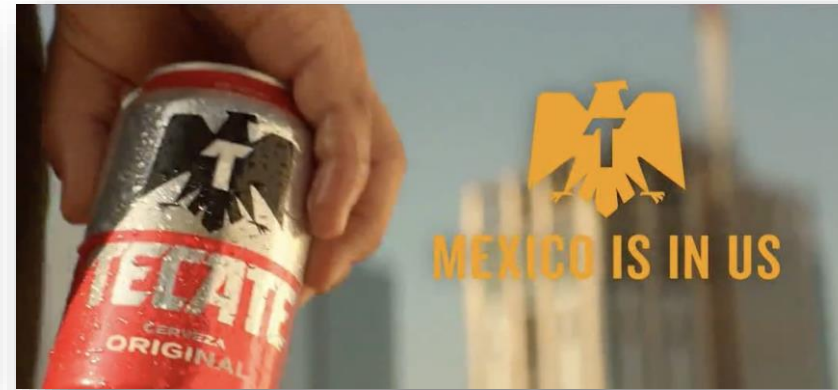
LANGUAGE – SAYINGS – EMBLEMS – CULTURAL PRIDE – MEXICAN – GENERATIONS – ABUELAS – MAMÁS – RITUALS – SUPERARSE



US Bank | 'Kid Translators'



Target | 'Sin Traducción'



Tecate | 'Mexico is in us, Own it'



Home Depot | 'Family BBQ Time'



Coffee-mate | 'Llorona Mexican Myth'



T-Mobile | Marcello Hernández 'Todos VIP'



Toyota | 'Mi Remezcla' Story



Spectrum | WC 'Superman'



McDs | 'Many Names'



Door Dash | 'Hay Door Dash en la casa'



McDs | 'Abuelita'



McDs | 'Trio Mexican Bday song' OOH



# Hispanic-led Mainstream Ads

BICULTURAL MOMS – TRADITIONS – MOMENTS COUNT – DREAMS – COLLECTIVISM – BIAS – OUR UNIQUE VOICES – FAMILY LOYALTY



Walmart | 'Mothers Day Amazing'



Etsy | 'The Recipe'



Contacta hoy mismo a un agente. | 800-STATE-FARM

State Farm | 'Live In: More than Stuff'



McDs | 'First Customer'



P&G Tide | '#WashAwayLabels'



P&G | 'US Hispanics are a Pro'



Xfinity | 'More than one Voice'



McDs | 'We all Speak McDs'



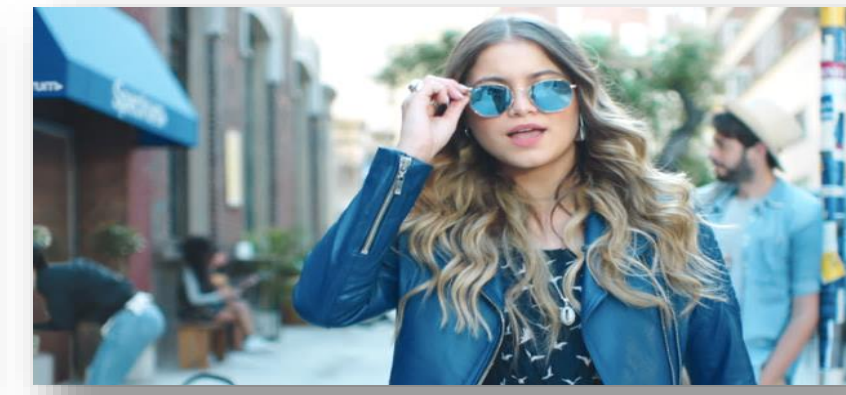
Cheetos | 'Becky G. Deja tu Huella'



Spectrum | 'Designer'



Toyota | 'A New World'



Spectrum | Sofia 'Mobile-IT'



# Apply **Multicultural** truths for **Transcultural** efforts

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



# Black-led Mainstream Ads

SELF-EXPRESSION – EXCEPTIONALISM – DREAMS – PERSEVERANCE – WARINESS – PAY IT FORWARD – UNITY – GRIT



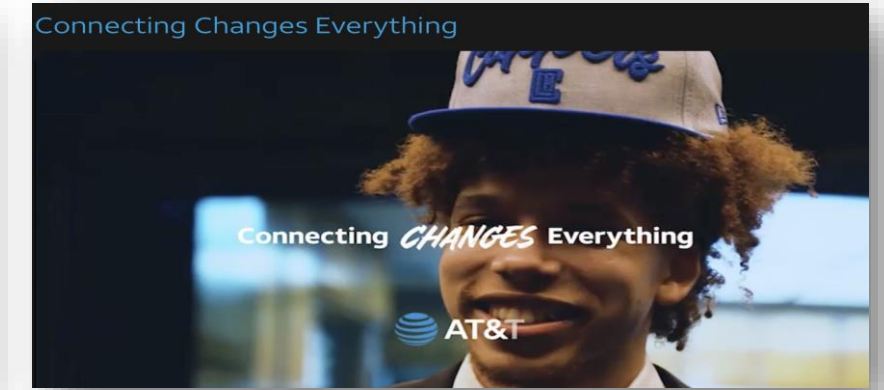
Walmart | 'This is how we do it'



Urban Outfitters | 'Free Expression'



P&G Gillette | 'Best never comes easy'



AT&T | 'Connecting Changes Everything'



AT&T | AA 'Rising Futurists' Series



Spectrum | Kamora 'Take Flight'



Spectrum | 'The One'



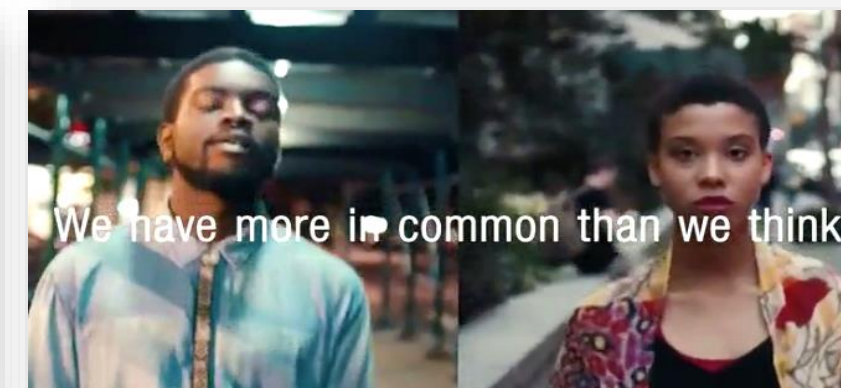
Adobe | 'When I see Black'



P&G | 'The Talk'



Apple | 'Barber'



McDs | 'Defying Expectations'



Guinness | 'Compton Cowboy'



# Transcultural Mainstream Ads

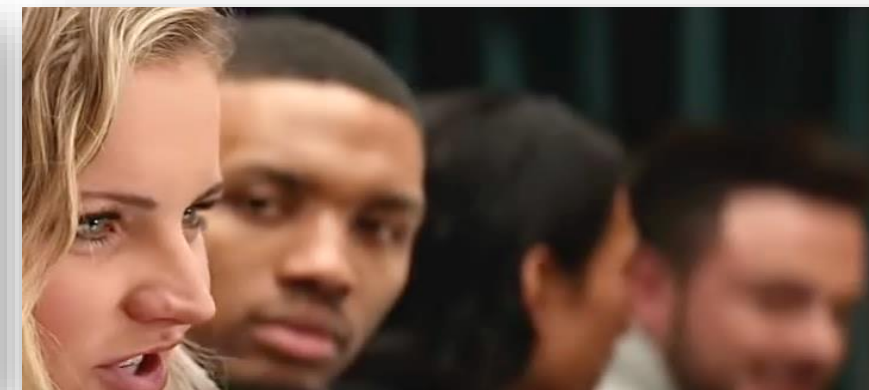
PATRIOTISM – APPRECIATION – DREAMS – GRIT – ASPIRATIONS – STRENGTH – UNITY – LOVE OF THE GAME – MAKE A DIFFERENCE – PARODY



JW | Chicano Batman 'Our Land'



Lyft | 'Thank you Lemond'



Adidas | 'Calling all creators'



Sprite | 'Edwards Obey Your Thirst is Back'



McDs | 'Little Mermaid'



Hyundai | 'Miles that unite Us'



Bumble | 'Find me on Bumble'



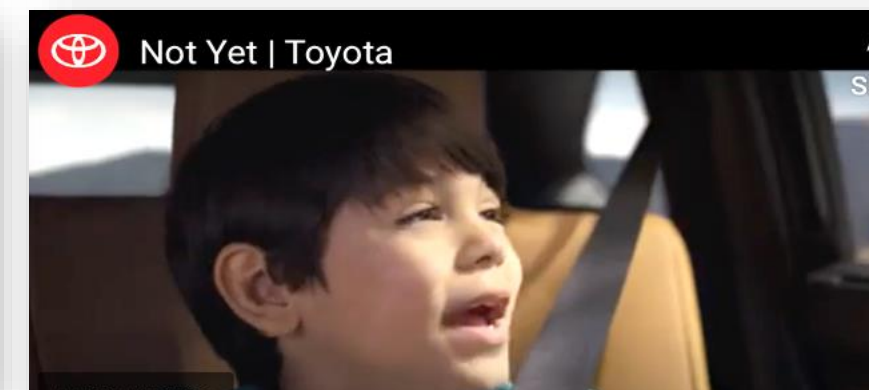
Toyota | 'Winners'



T-Mobile | 'Snoop Dog & Mahomes'



T-Mobile | Marcello + Keenan 'Reggaetón'



Toyota | 'Are we there Yet'



e.l.f. | 'Melissa Telenovela'



**The near-Multicultural majority drives demand and growth**

**Leading with ambition, heart, grit and possibility**

**Through connection, culture, and community**

**Bold, dynamic, loyal, unstoppable**

**Swarm cultural signals**

**Inform strategic insight**

**Perform with ideas that connect**

**Transform your brand with cultural fluency**



**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, 'Cultural Marketing Playbook', 'Cultural Marketing FAQs', and 'Rapid-Fire Facts' on our site.

Feel free to reach out. [Liz @ 213-305-4129](tel: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.**

