



THE TOTAL MARKET FALLACY:

USING IN-CULTURE MARKETING TO
DRIVE YOUR GROWTH WITH HISPANICS

M/GNA

IPG MEDIA LAB

NBCU HISPANIC



**A “ONE AND DONE”
CREATIVE APPROACH
TO MARKETING
IS EASIER.**

**BUT, IS IT
BETTER?**

TWO CREATIVE STRATEGIES WERE TESTED

Total Market Ads

A "one and done" generic advertising approach / Aimed at both mainstream + multi-cultural consumers / ENGLISH language only



CultureFirst™ Ads

Customized for a specific cultural group \ Leverages cultural connection \ Speaks to a targeted consumer's identity \ Features relevant themes + language typically in SPANISH





WE EXPLORED

THE CULTURE

The importance of culture and language for today's American consumer

THE CONNECTION

What happens when brands connect to Hispanic consumers on a cultural level

THE METHOD

STEP 1

RECRUITED PARTICIPANTS
from a representative online panel on PC

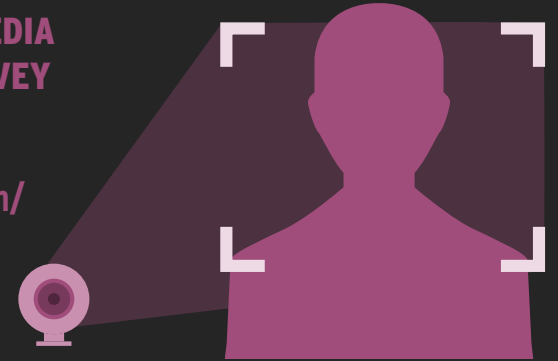
TOTAL	n=3,669
Gen Pop	n=859
Hispanic Booster	n=2,810



STEP 2

DEMOGRAPHIC + MEDIA CONSUMPTION SURVEY

*Option to turn on webcam for attention/emotion tracking



STEP 3

TOTAL MARKET AD OR CultureFirst™ AD

Participants selected content to view based on their interests and language content preference and randomized to see either a :30 sec Total Market or CultureFirst™ mid-roll ad



STEP 4

BRAND KPIs MEASUREMENT

Post exposure survey to measure impact on brand KPIs



THE LANGUAGE OF CONTENT

RESPONDENT ORIGIN ►

LANGUAGE PREFERENCE ►

CONTENT SELECTION (RESPONDENT CHOICE)

Non-Hispanic

English

100% ELTV

Hispanic

English Dominant

79% ELTV

21% SLTV

Bilingual

29% ELTV

71% SLTV

Spanish Dominant

14% ELTV

86% SLTV

THE SCOPE

8 INDUSTRY VERTICALS INCLUDED



Auto



Alcohol



Retail



Quick Service



Consumables

25 AD SCENARIOS

PSA

Control Ads



CultureFirst™ Ads



Total Market Ads

Additional CultureFirst™ Ads

- Level of Cultural Influence: high, low, and no cultural cues
- Language of Ad: English, Spanish, and Bilingual ads
- Cultural Passion Points: sports, family, and music themes

SURVEYED TWO U.S. AUDIENCES

n=859
Gen Pop



n=2,810
Hispanic Booster

TRACKED + ANALYZED

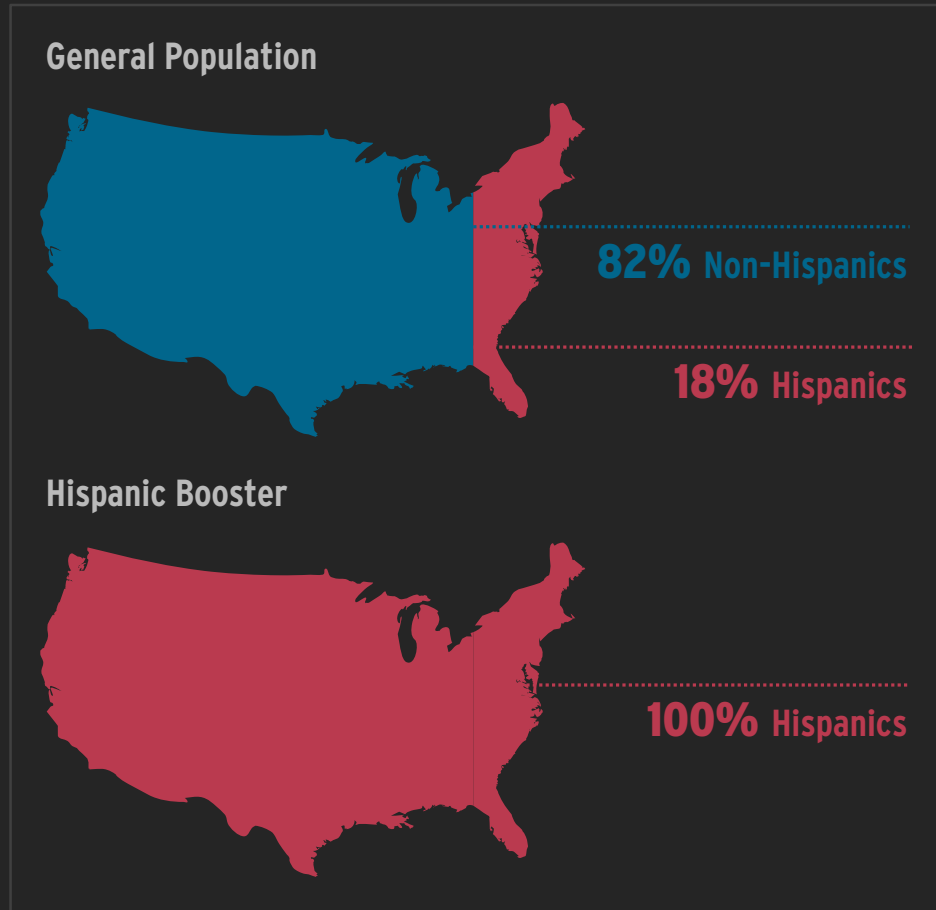


954,204

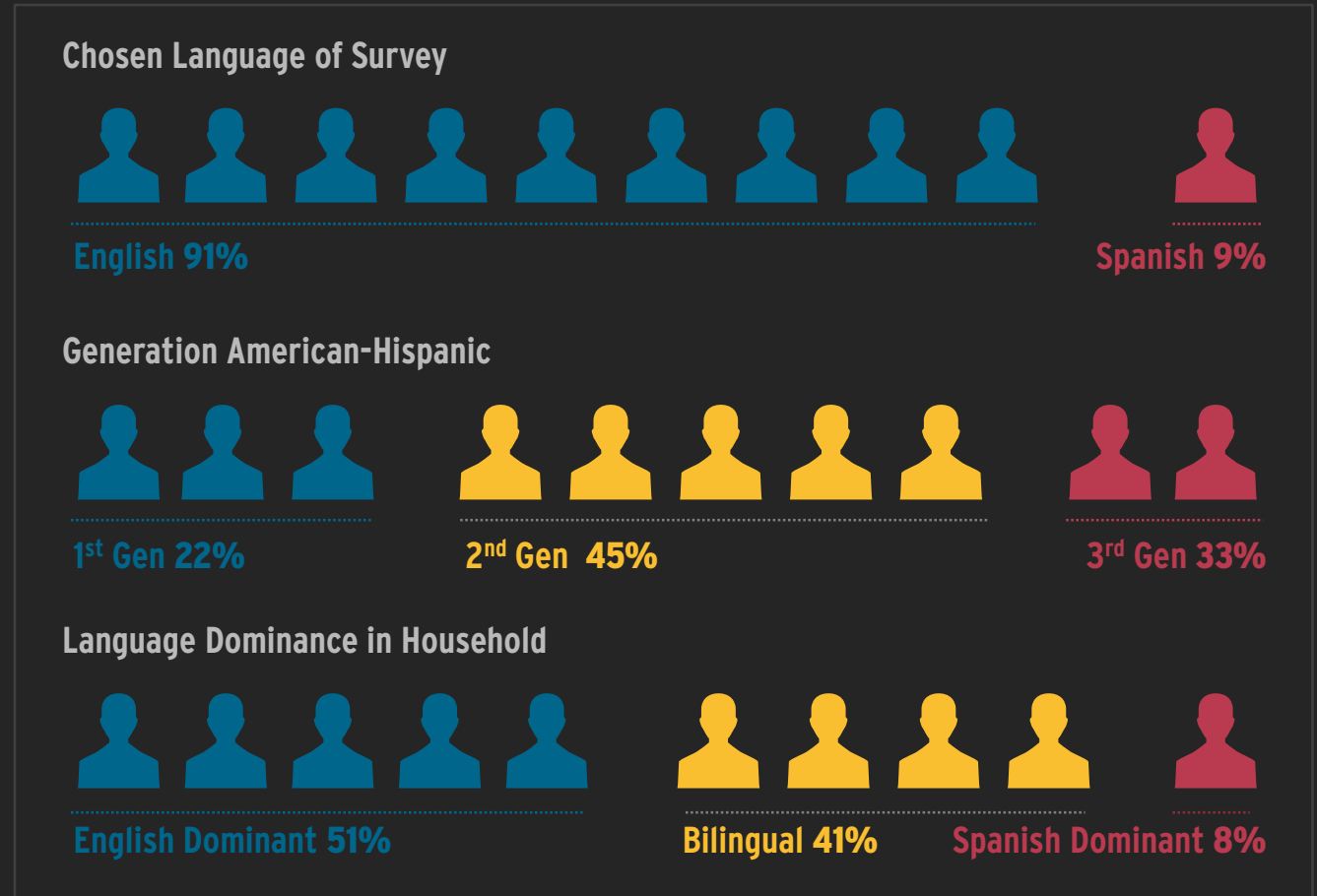
DATA POINTS BASED ON WEBCAM TRACKED ATTENTION AND EMOTIONS

THE SAMPLE

ORIGIN OF RESPONDENTS SURVEYED



ORIGIN OF RESPONDENTS SURVEYED



KEY TAKEAWAYS



CultureFirst™ Advertising

1

The “one and done” marketing strategy is an oversimplification

2

Total Market ads fall short among most Hispanic consumers

3

Ads that connect with Hispanics on a cultural level elicit more emotion and drive brand KPIs

4

CultureFirst™ ads resonate particularly well on Spanish Language TV (SLTV)



TOTAL MARKET

THE STATUS QUO STRATEGY

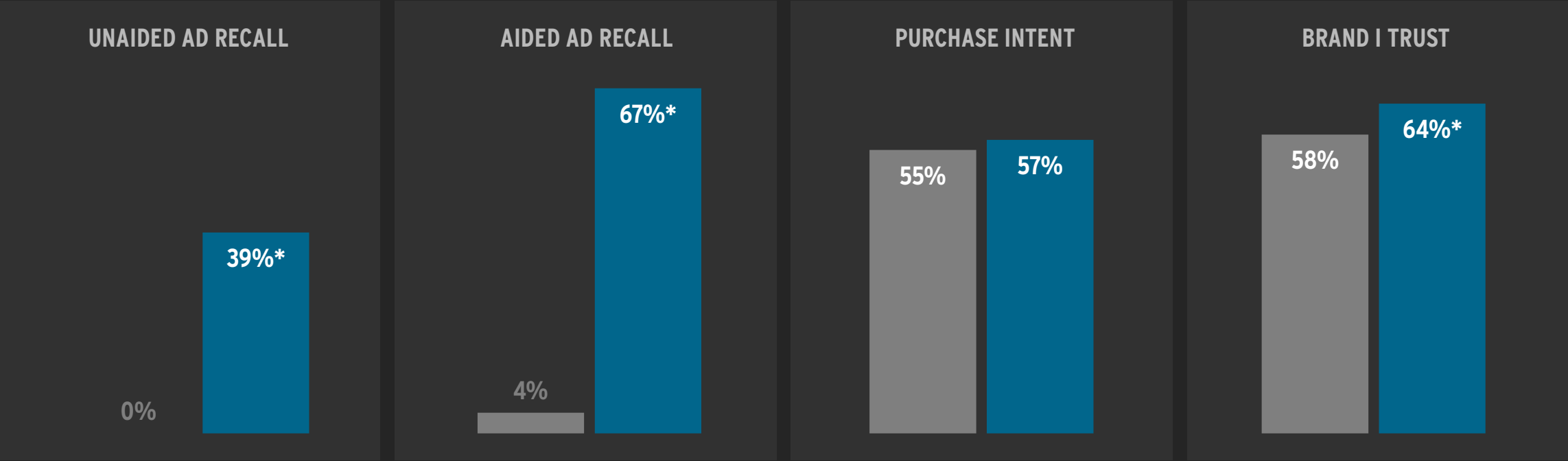
Photographer: Roj Rodriguez, www.rojrodriguez.com; NBCUniversal's The Curve Report: CultureFirst™

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TOTAL MARKET ADS SERVE THEIR PURPOSE BY INFLUENCING A BROAD AUDIENCE

GENERAL POPULATION | Impact of Total Market Ads (% Who Agree)

■ Total Market Control Ad ■ Total Market Test Ad

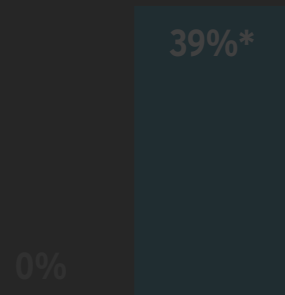


TOTAL MARKET ADS SERVE THEIR PURPOSE BY INFLUENCING A BROAD AUDIENCE

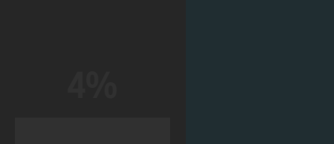
GENERAL POPULATION | Impact of Total Market Ads (% Who Agree)

■ Total Market Control Ad ■ Total Market Test Ad

UNAIDED AD RECALL



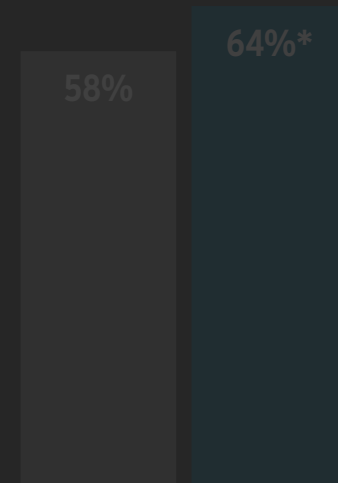
AIDED AD RECALL



PURCHASE INTENT



BRAND TRUST

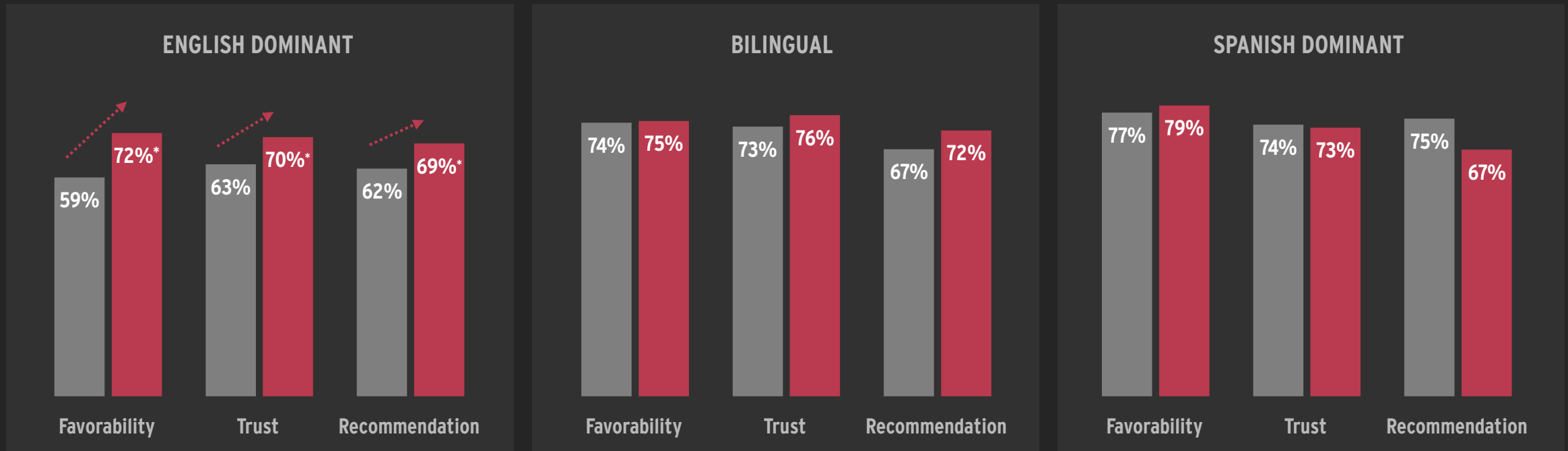


100+ YEARS
of advertising research shows us that
Total Market ads work for the masses

AT FIRST GLANCE, THEY APPEAR TO WORK FINE, PARTICULARLY AMONG ENGLISH DOMINANT...

HISPANICS | Impact of Total Market Ads (% Who Agree)

■ Total Market Control Ad ■ Total Market Test Ad



AT FIRST GLANCE, THEY APPEAR TO WORK FINE, PARTICULARLY AMONG ENGLISH DOMINANT...

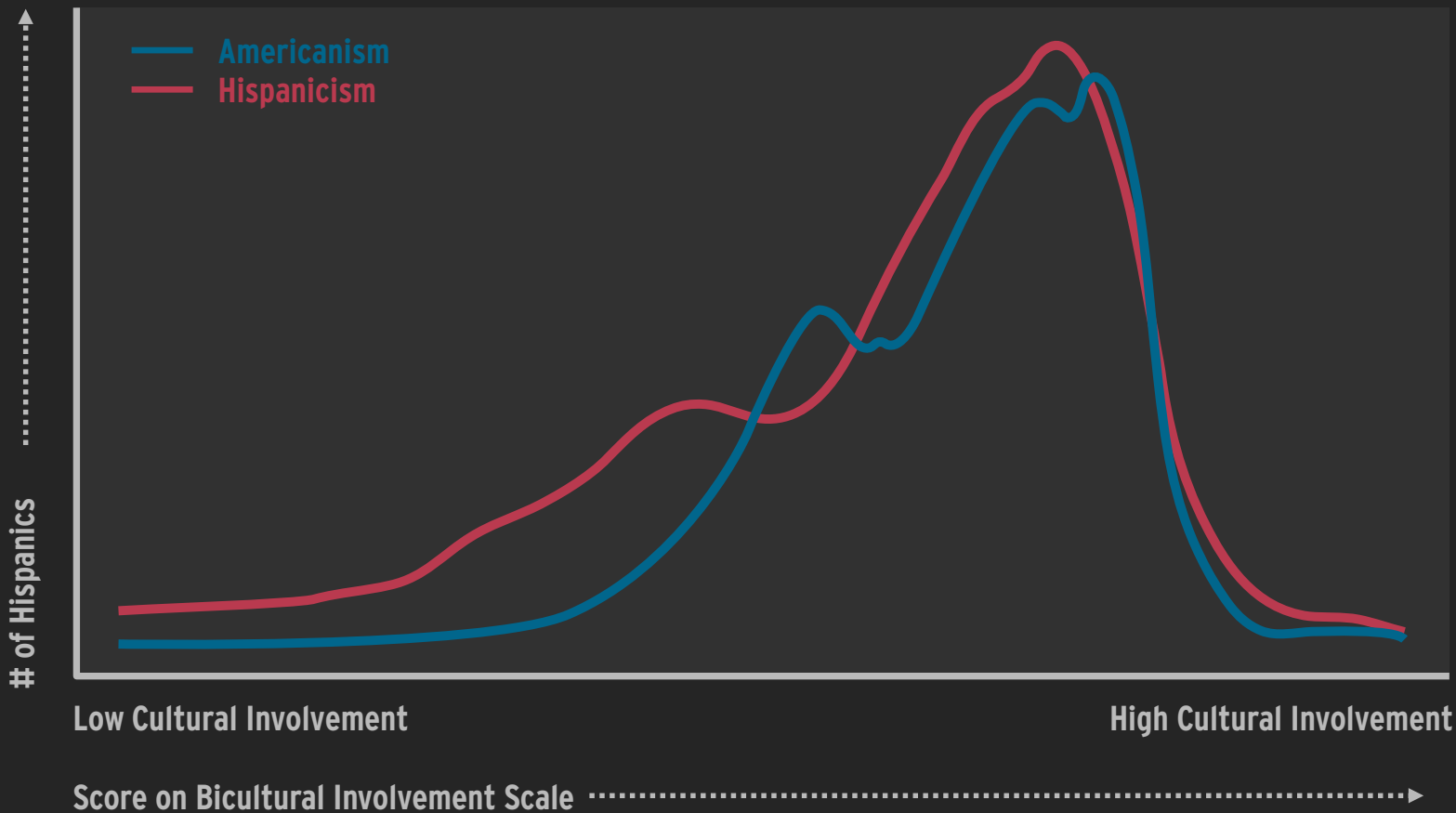
HISPANICS | Impact of Total Market Ads (% Who Agree)

■ Total Market Control Ad ■ Total Market Test Ad



BUT ITS NOT THAT SIMPLE.

AMONG HISPANICS | Cultural Involvement



SAMPLE OF BICULTURAL INVOLVEMENT ?s

How comfortable do you feel speaking _____
 ...at home, in school/work, with friends, with family, in general.

Spanish or **English**

How much do you enjoy _____
 ...music, dances, oriented places, video content, social media, sports.

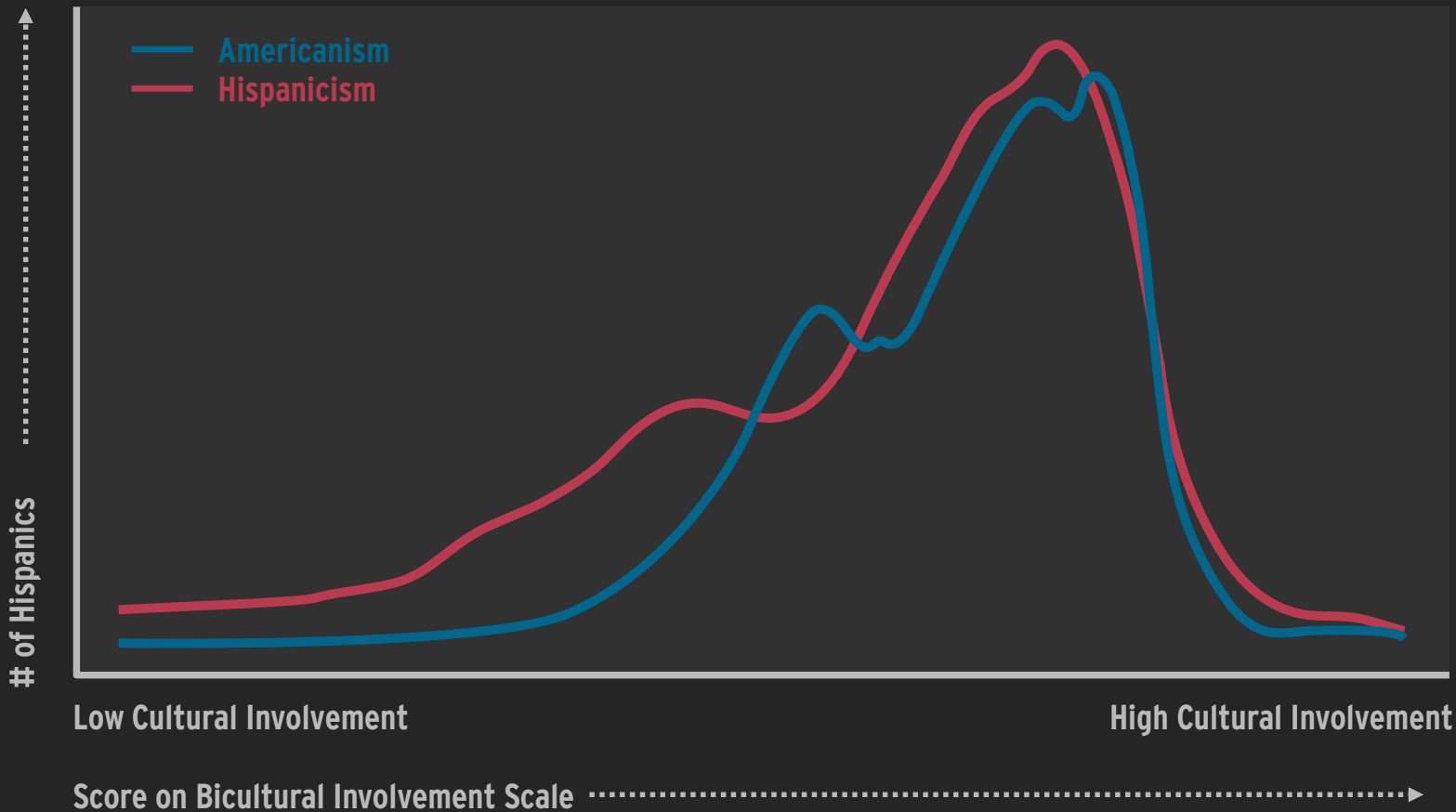
Hispanic or **American**

Thinking about your ideal world, how would you like the following aspects of your life to be like? In a perfect world, I would like _____ to be...

Hispanic or **American**

BUT ITS NOT THAT SIMPLE.

AMONG HISPANICS | Cultural Involvement



SAMPLE OF BICULTURAL INVOLVEMENT 2s

**IDENTIFY
WITH BOTH
CULTURES**

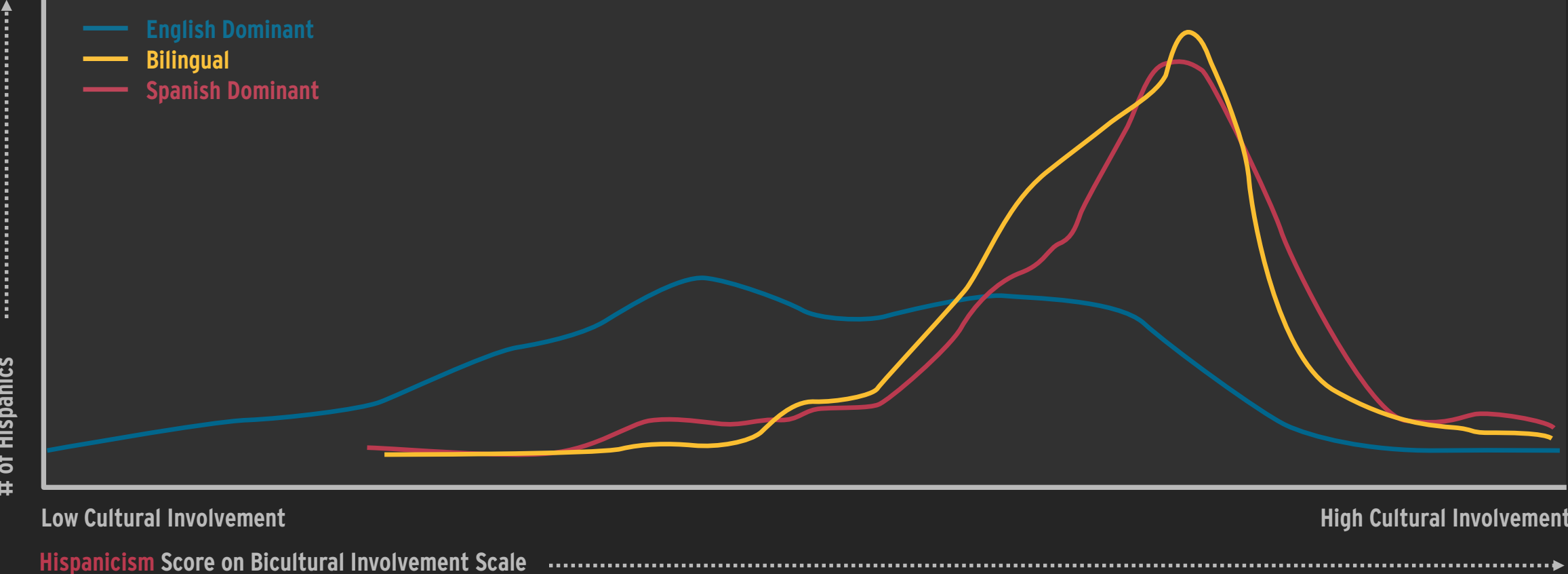
Many Hispanics identify with both American and Hispanic cultures

perfect v... would like _____ to be...

Hispanic or American

SPANISH DOMINANT & BILINGUALS FEEL STRONGER CULTURAL CONNECTIONS

AMONG HISPANICS | Cultural Involvement by Language Group





THE POWER OF CULTURE

MAKING MEANINGFUL CONNECTIONS

Photographer: Roj Rodriguez, www.rojrodriguez.com; NBCUniversal's The Curve Report; CultureFirst™

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THERE'S NO QUESTION THAT CULTURE IS CORE TO HISPANIC IDENTITY

Impact Of Culture On Self

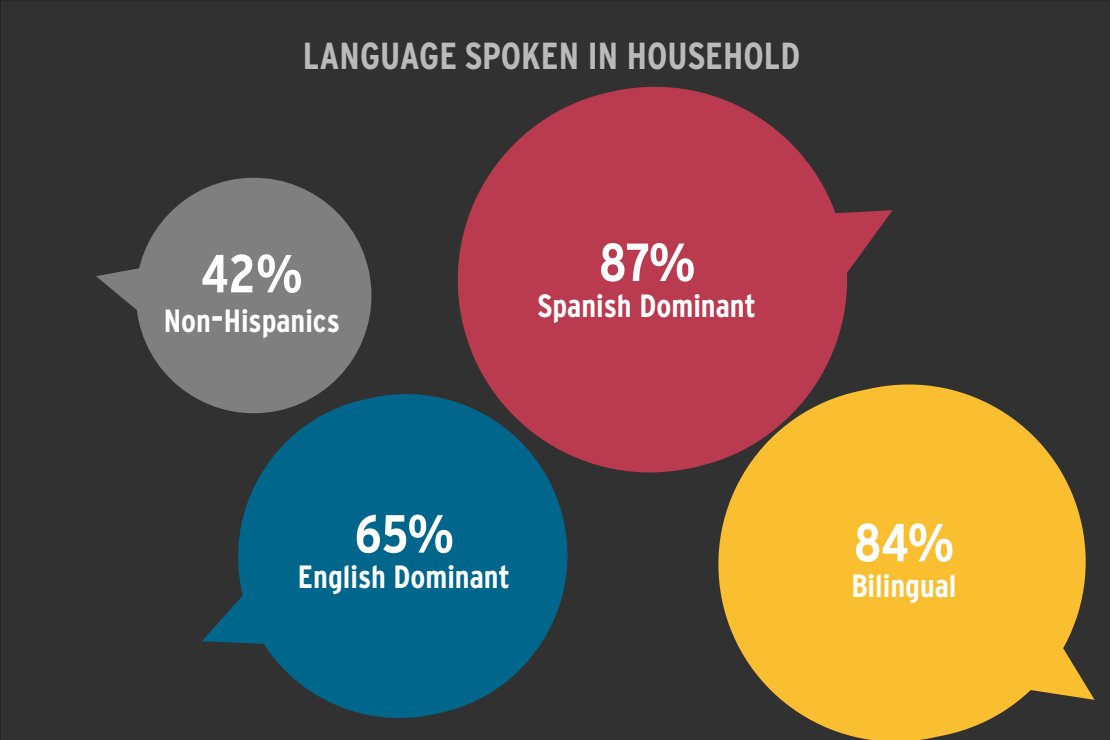
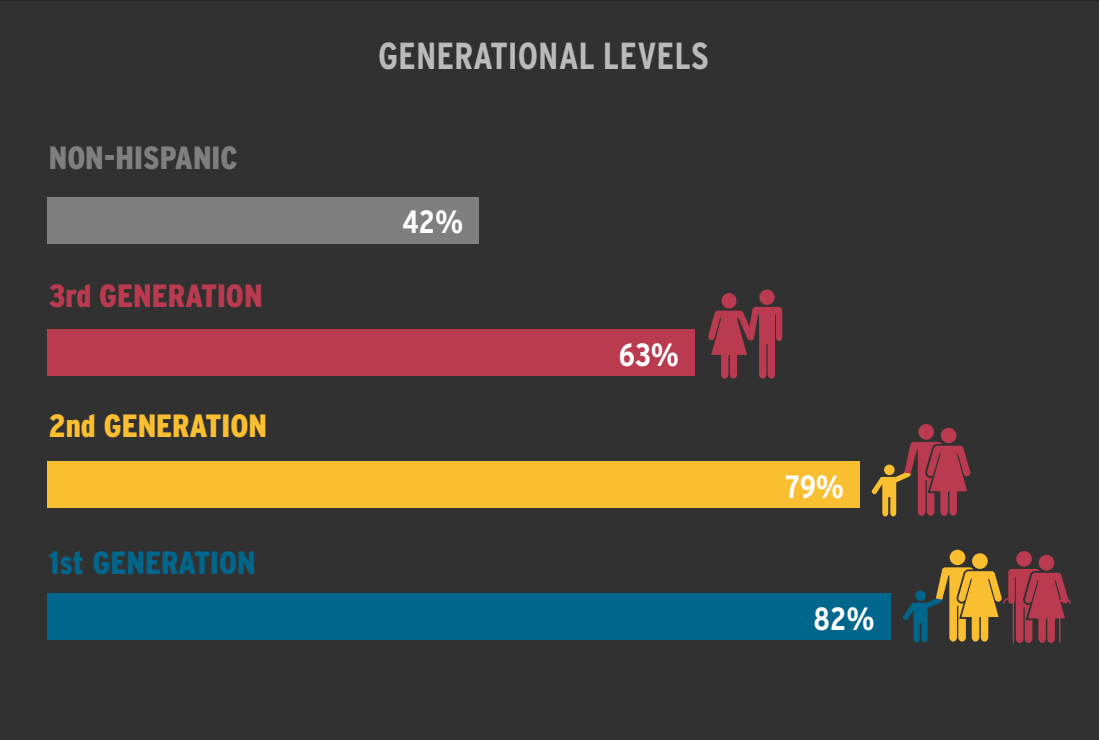
Q: How much does your heritage or cultural background impact who you are today?



HERITAGE IS PARTICULARLY IMPORTANT FOR LESS ACCULTURATED HISPANICS

Impact of Culture on Self

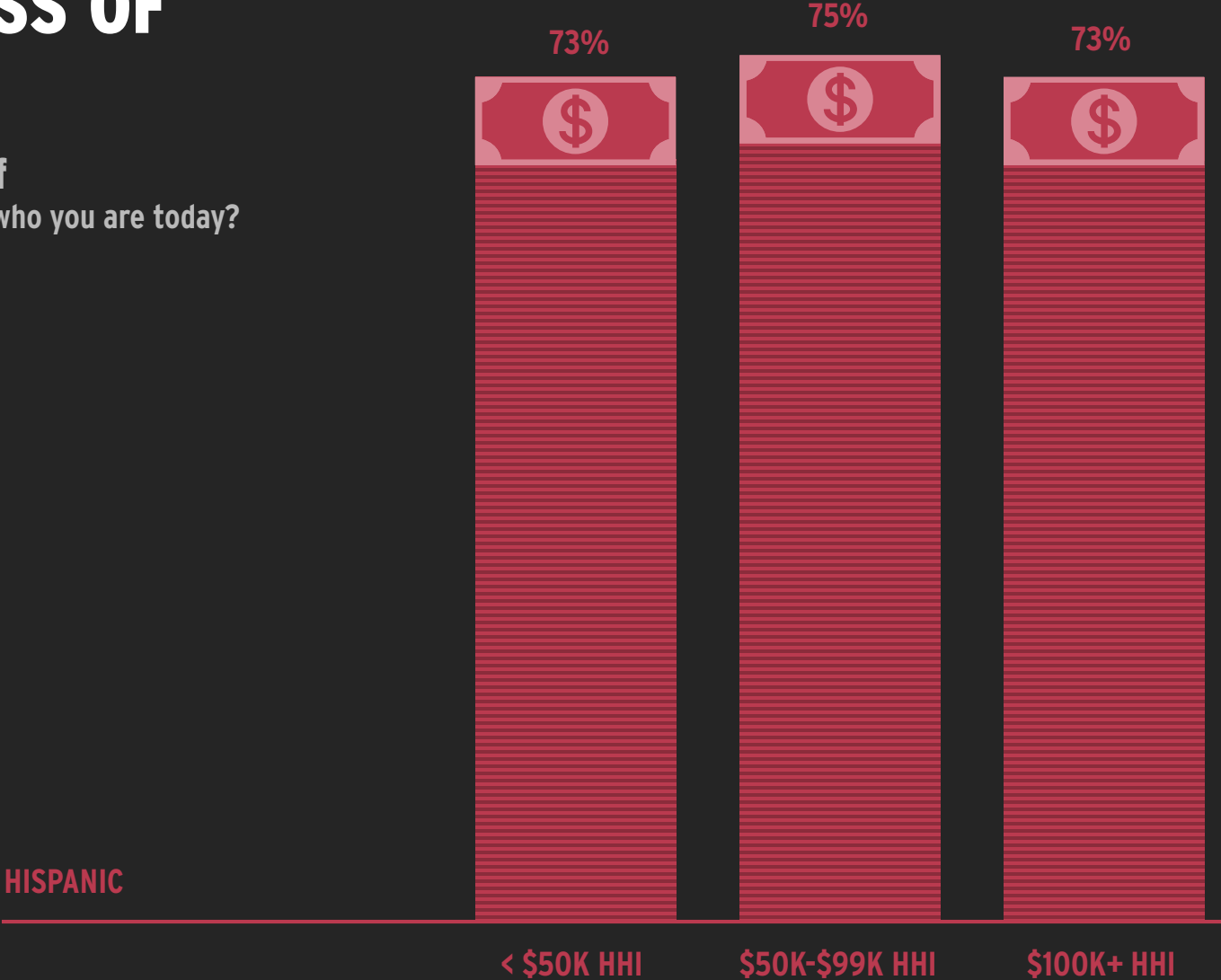
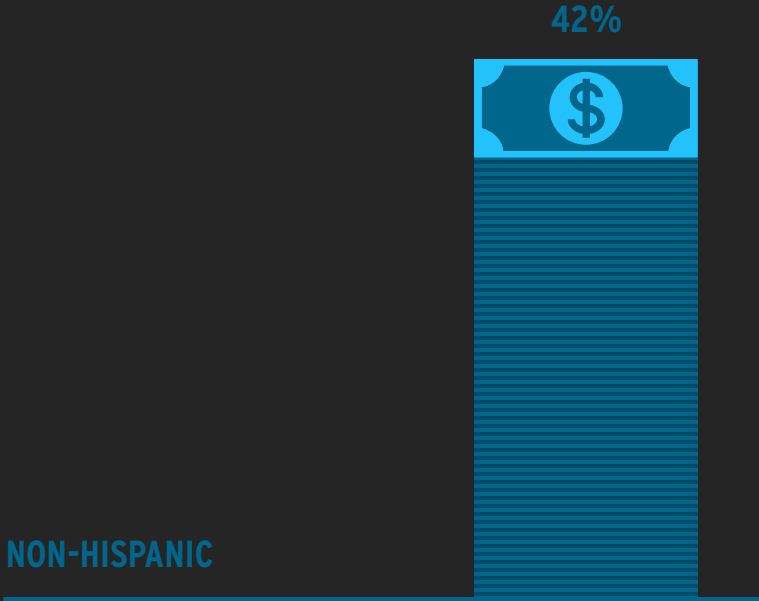
Q: How much does your heritage or cultural background impact who you are today?



CULTURE IS EQUALLY IMPORTANT FOR HISPANICS REGARDLESS OF PURCHASING POWER

HOUSEHOLD INCOME | Impact of Culture on Self

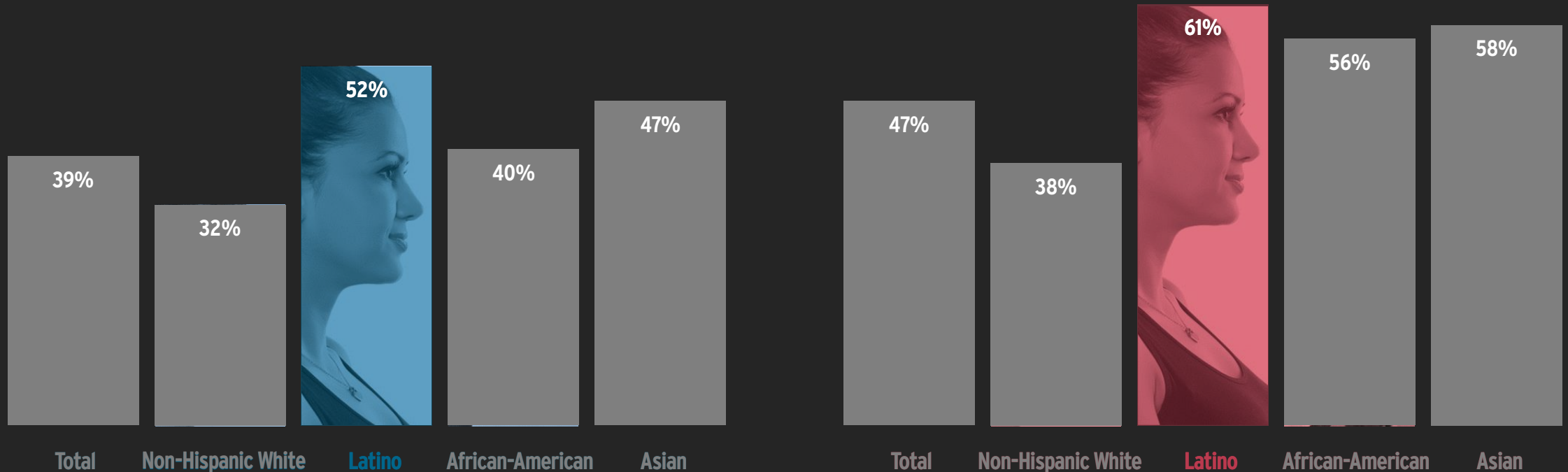
Q: How much does your heritage or cultural background impact who you are today?



WE KNOW HISPANIC CONSUMERS SAY THEY VALUE CULTURAL CONNECTIONS IN ADVERTISING

“ADVERTISING IS MADE FOR ME IF IT INCLUDES PEOPLE WHO LOOK LIKE ME”

“ADVERTISING IS MORE EFFECTIVE IF IT RECOGNIZES MY CULTURAL BACKGROUND”



BUT,
HOW DO THEY
ACTUALLY
RESPOND?

FIRST AND FOREMOST, CULTUREFIRST™ ADS CONNECT TO HISPANIC CONSUMERS' IDENTITY FAR BEYOND TOTAL MARKET ADS

AUDIENCE | Impact of Ad Strategy on Cultural Connection

Q: Please rate your opinions of the ad

TOTAL MARKET AD

40%
Hispanics

TOTAL MARKET AD

27%
Gen Pop

AD CONNECTS TO MY
HERITAGE/CULTURE

CULTUREFIRST™ AD

55%
Hispanics

FIRST AND FOREMOST, CULTUREFIRST™ ADS CONNECT TO HISPANIC CONSUMERS' IDENTITY FAR BEYOND TOTAL MARKET ADS

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Hispanics

TOTAL MARKET AD

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Gen Pop

AD CONNECTS TO MY
HERITAGE/CULTURE

"It reflected my lifestyle and how my family lives"

CULTUREFIRST™ AD

55%
Hispanics


"It featured Spanish-speaking actors and seemed to cater to Hispanics"


"Brings me beautiful memories since I live in a country far from mine"
Translated from Spanish

AND THESE CONNECTIONS DRIVE STRONGER EMOTIONS FOR CULTUREFIRST™ ADS

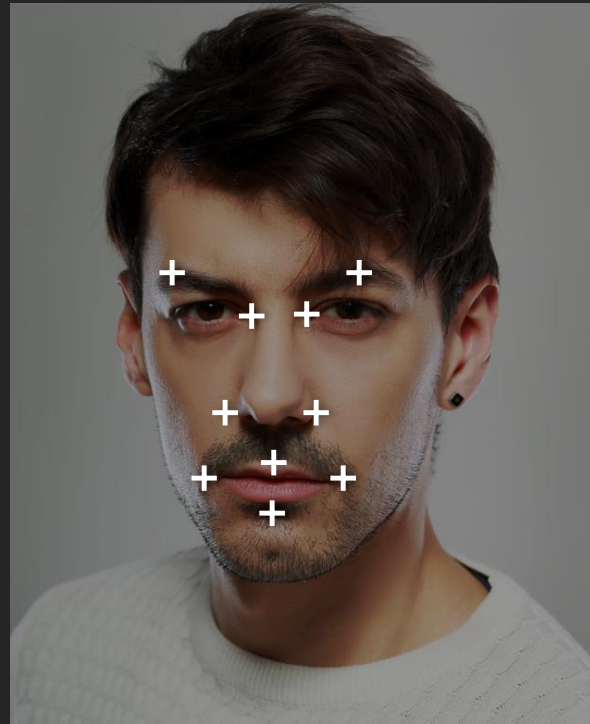
AUDIENCE | Impact of Ad Strategy on Emotion

“EMOTION” is the combination of facial emotions, both positive and negative. A positive number indicates consumers responded favorably to the ad, and the bigger the number, the stronger those positive emotions were.

 Indexed to Emotional Response of General Population to Total Market Ads (Lift %)

 Stronger emotional response to ads

TOTAL MARKET AD
AMONG GEN POP



INDEX 100%

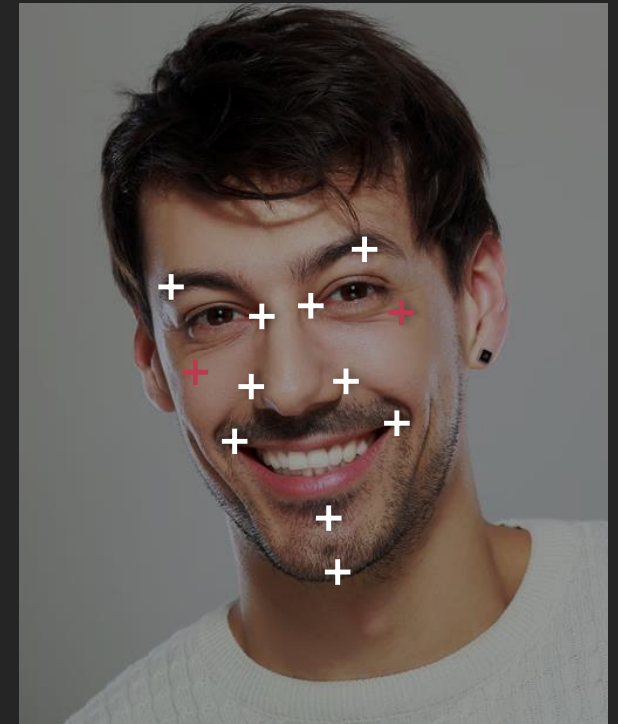
TOTAL MARKET AD
AMONG HISPANICS



INDEX 100%

 109%

CULTUREFIRST™ AD
AMONG HISPANICS




INDEX 100%


 122%

AND THESE CONNECTIONS DRIVE STRONGER EMOTIONS FOR CULTUREFIRST™ ADS

AUDIENCE | Impact of Ad Strategy on Emotion

“EMOTION” is the combination of facial emotions, both positive and negative. A positive number indicates consumers responded favorably to the ad, and the bigger the number, the stronger those positive emotions were.

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TOTAL MARKET AD
AMONG GEN POP



INDEX 100%

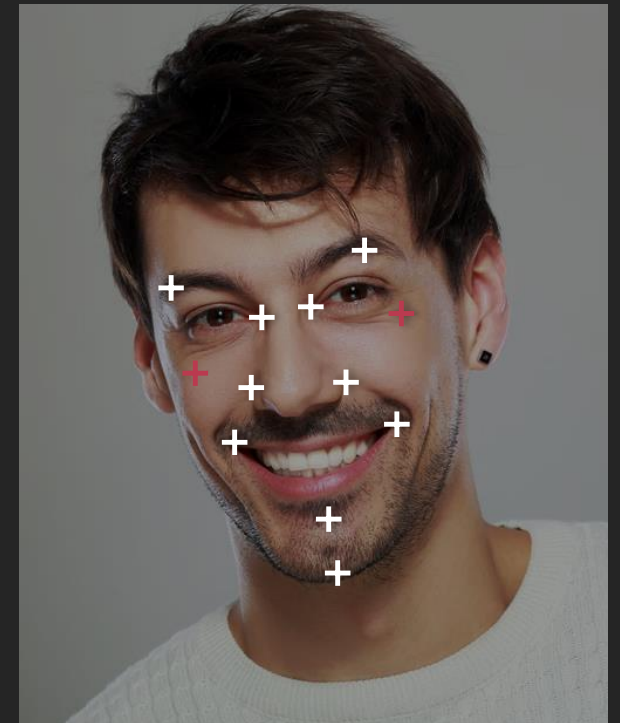
TOTAL MARKET AD
AMONG HISPANICS



INDEX 100%

109%

CULTUREFIRST™ AD
AMONG HISPANICS



INDEX 100%

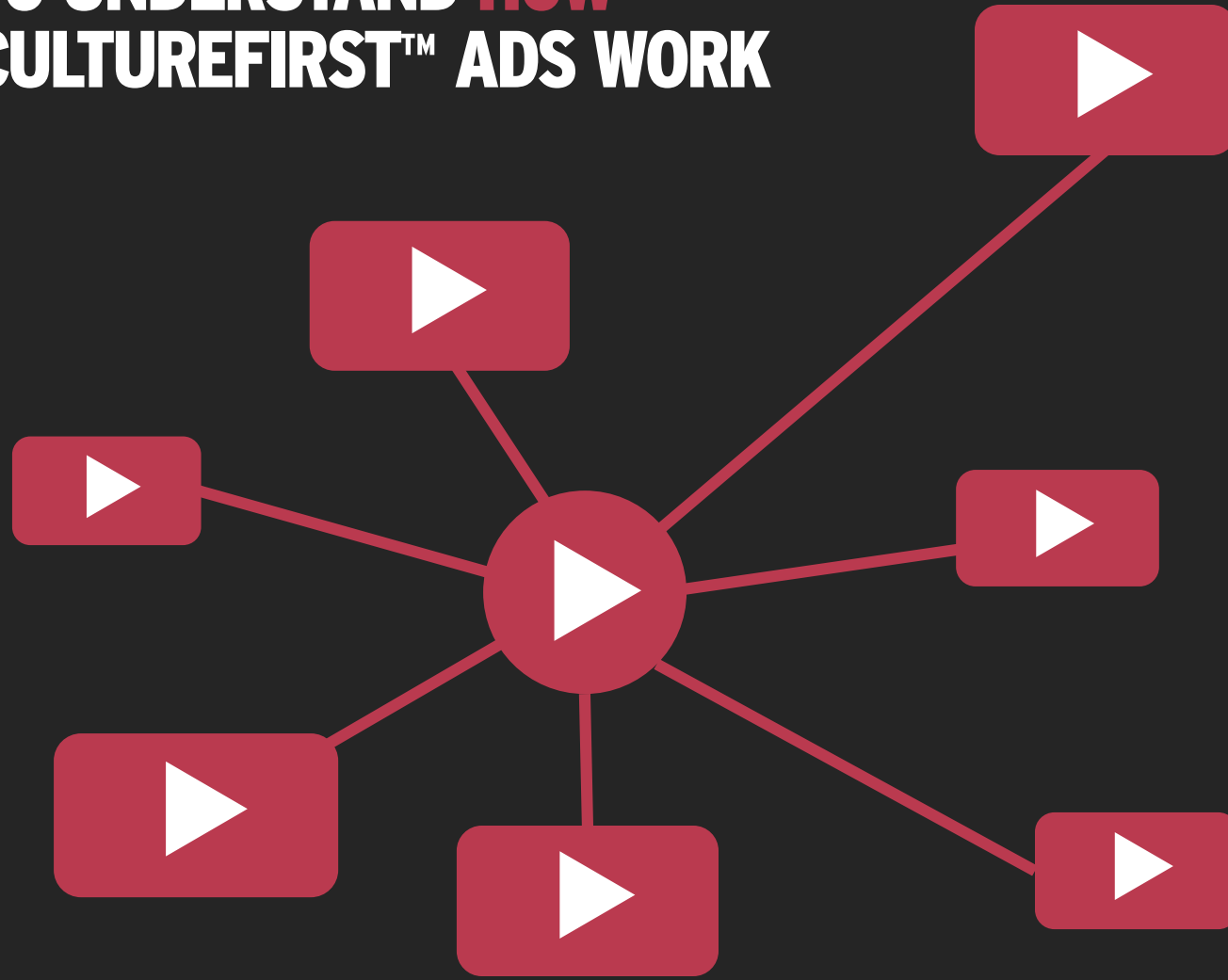
122%

13% STRONGER

Hispanics have a stronger emotional response to CultureFirst™ ads compared to Total Market ads

**HOW DO
CultureFirst™ ADS
WORK TO MOVE
METRICS THAT
MATTER?**

WE BUILT A **PATH MODEL** TO UNDERSTAND **HOW** CULTUREFIRST™ ADS WORK



PATH FROM EXPOSURE TO INTENT

We tracked the pathway from exposure to CultureFirst™ ads all the way to Purchase Intent using linear regression models

STRENGTH OF RELATIONSHIPS

This helps us understand the strengths of the relationships between ad exposure and key metrics

CULTUREFIRST™ ADS DO THEIR JOB BY CONVEYING CULTURE

AMONG TOTAL HISPANICS | Path Model for CultureFirst™ Ads

STEP 1
Exposure to CultureFirst™ ad



STEP 2
Ad is "connected to my culture"



17% MORE LIKELY

When exposed to a CultureFirst™ ad, Hispanics are 17% more likely to agree that the ad connects to their culture

CULTURE CONVEYED IN THE AD MAKES PEOPLE FEEL THE BRAND ITSELF REPRESENTS THEIR CULTURE

AMONG TOTAL HISPANICS | Path Model for CultureFirst™ Ads

STEP 1
Exposure to CultureFirst™ ad



STEP 2
Ad is "connected to my culture"



STEP 3
Brand "represents my culture"



CULTURE CONVEYED IN THE AD MAKES PEOPLE FEEL THE BRAND ITSELF REPRESENTS THEIR CULTURE

AMONG TOTAL HISPANICS | Path Model for CultureFirst™ Ads

STEP 1
Exposure to CultureFirst™ ad



STEP 2
Ad is "connected to my culture"

46% MORE LIKELY

When the ad conveys culture, Hispanics are more likely to feel the brand itself represents their heritage

STEP 3
Brand "represents my culture"

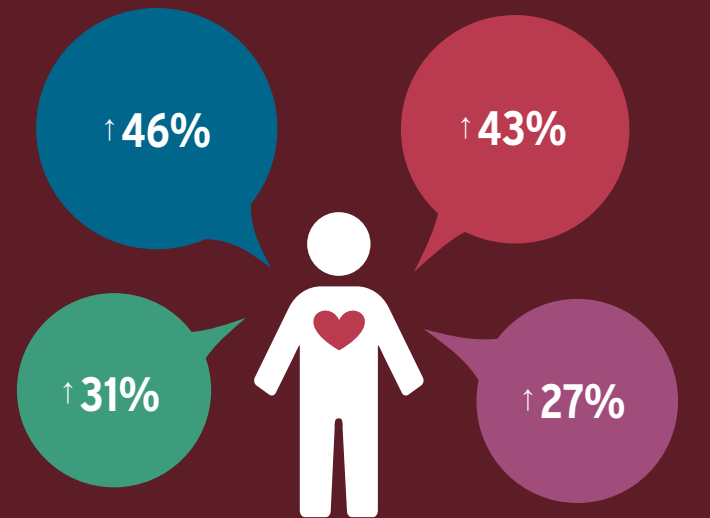


WHEN CULTUREFIRST™ ADS CONNECT ON A CULTURAL LEVEL, THEY ACTIVELY SHAPE KEY PERCEPTIONS OF THE BRAND

AMONG TOTAL HISPANICS | Path Model for CultureFirst™ Ads

■ Family connection ■ I feel connected to ■ Premium brand ■ Brand I trust

STEP 4
Improved feelings towards the brand



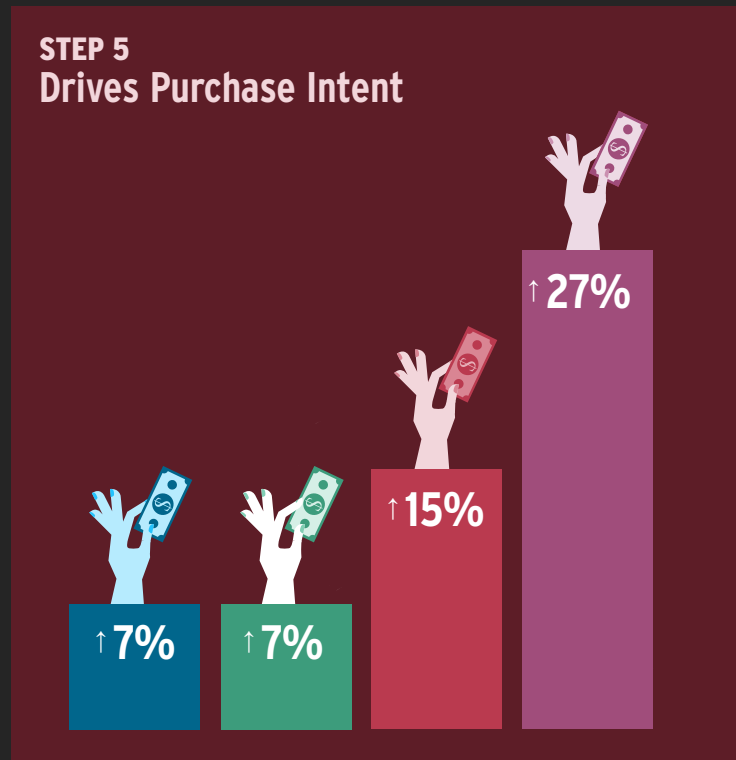
27%
GREATER
CHANCE

When Hispanics feel the brand represents their culture, there's a greater chance they'll trust the brand, even when we control for lots of other factors

WHICH ULTIMATELY DRIVES PURCHASE INTENT

AMONG TOTAL HISPANICS | Path Model for CultureFirst™ Ads

■ Family connection ■ I feel connected to ■ Premium brand ■ Brand I trust



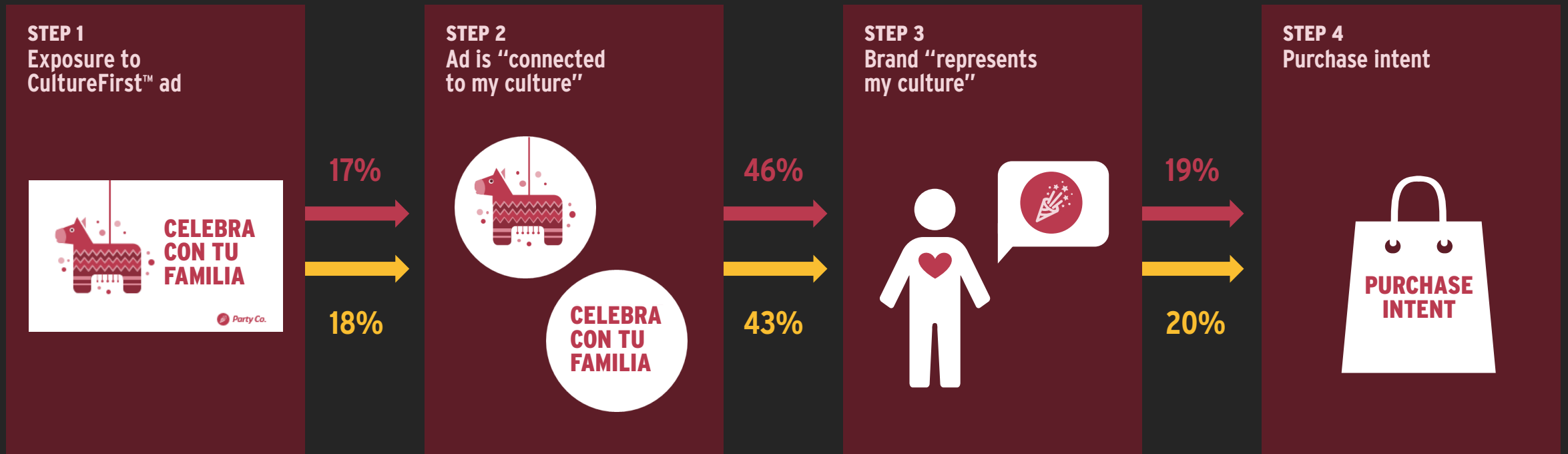
TRUST & PERSONAL CONNECTION STRONGEST DRIVERS

Trustworthiness and feeling connected to the brand are the strongest drivers of intent to purchase the brand

CULTUREFIRST ADS WORK SIMILARLY AMONG BILINGUALS

PATH MODEL FOR CultureFirst™ ADS

■ Total Hispanics ■ Bilingual Hispanics



A CULTUREFIRST™ STRATEGY IS PARTICULARLY IMPORTANT FOR DRIVING PURCHASE INTENT AMONG SPANISH DOMINANT

AMONG SPANISH DOMINANT | Impact of Ad Strategy on Purchase Intent
Q: How much do you agree with the following?

CONTROL AD



61%

TOTAL MARKET AD



66%

CultureFirst™ AD



79%*

A CULTUREFIRST™ STRATEGY IS PARTICULARLY IMPORTANT FOR DRIVING PURCHASE INTENT AMONG SPANISH DOMINANT

AMONG SPANISH DOMINANT | Impact of Ad Strategy on Purchase Intent
Q: How much do you agree with the following?

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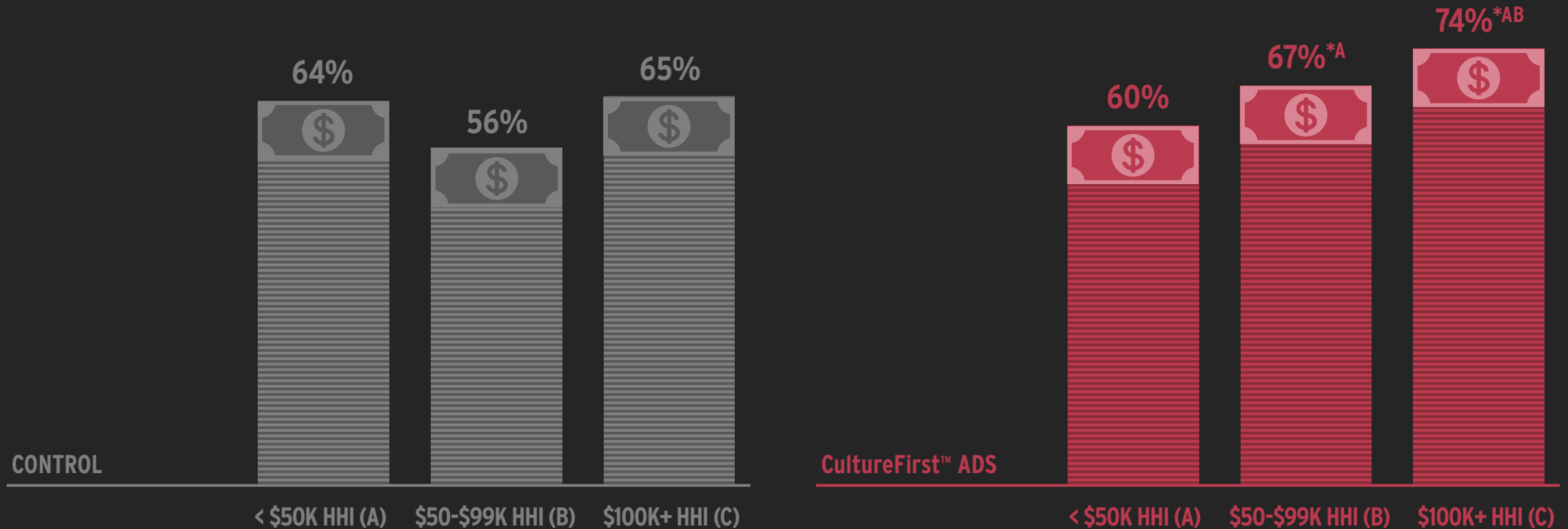
CultureFirst™ AD



79%*

CULTUREFIRST™ ADS HAVE POWERFUL IMPACT AMONG MOST AFFLUENT HISPANICS

INCOME | Impact of Ad Strategy on Purchase Intent





CREATING GALVANIZING AD EXPERIENCES

CULTUREFIRST™ GO-DOS

WHAT MAKES FOR THE BEST CULTUREFIRST™ CREATIVE?

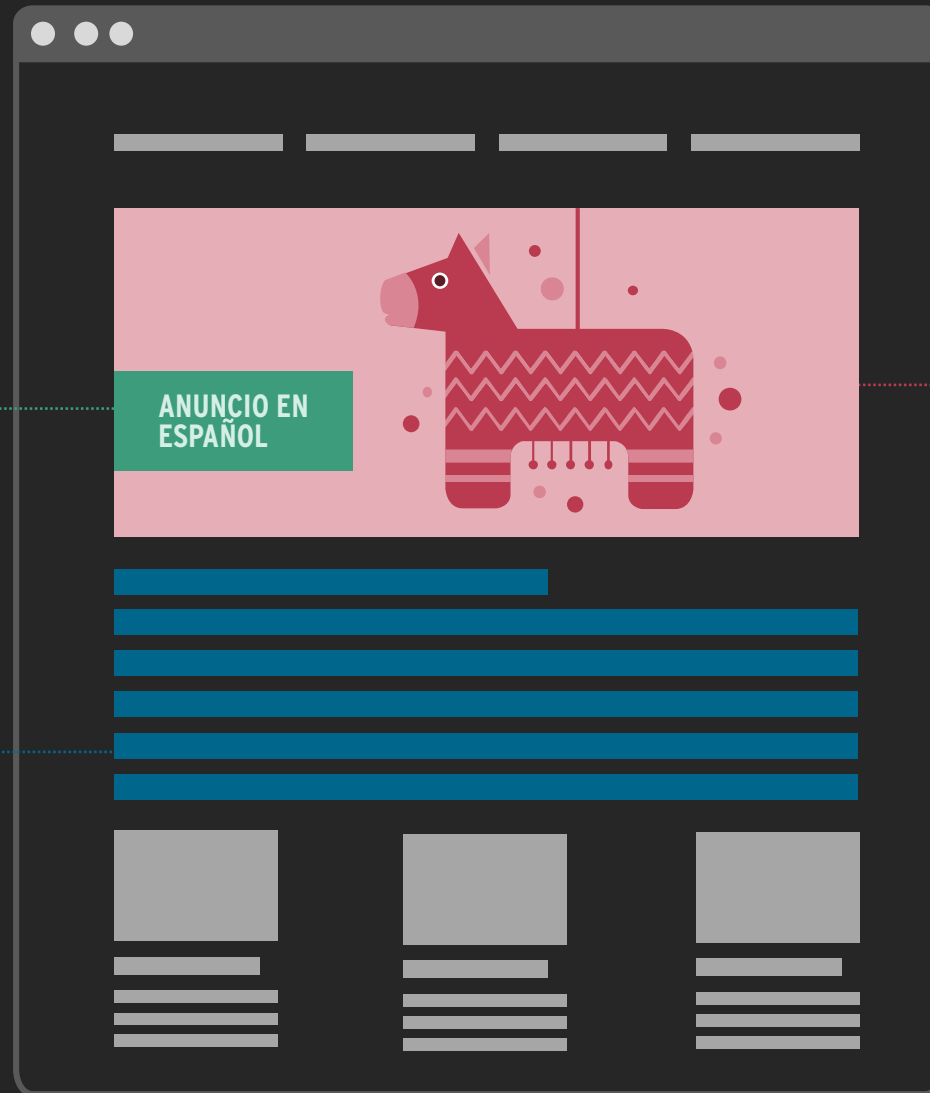
We explored...

Language of Ad

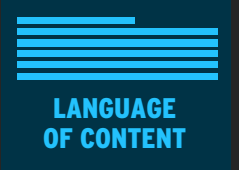
ANUNCIO EN ESPAÑOL

Cultural Passion Points

Language of Content



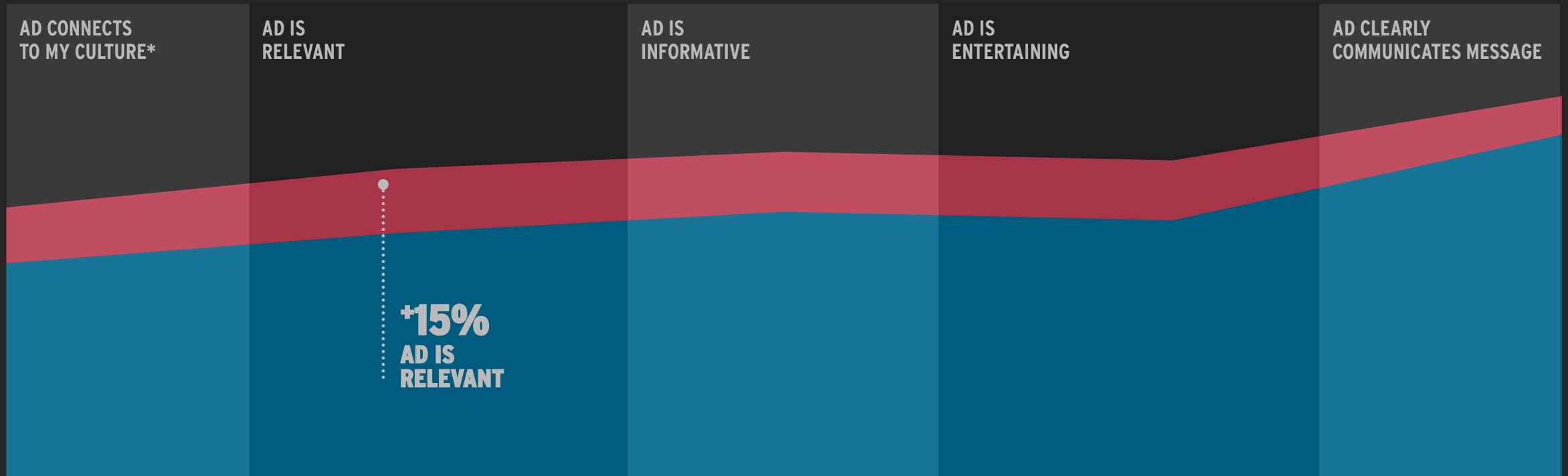
CONSUMERS ARE PRIMED FOR CULTURE WHEN WATCHING SLTV, SO ADS ARE PARTICULARLY WELL RECEIVED THERE



AMONG HISPANICS BY ELTV AND SLTV | Impact of Spanish CultureFirst™ Ads on Ad Opinions

Q: Please rate your opinions of the ad.

■ CultureFirst™ Ads paired with ELTV ■ CultureFirst™ Ads paired with SLTV



THIS PHENOMENON IS TRUE REGARDLESS OF GENERATION



AMONG HISPANICS BY GENERATION | Impact of Spanish CultureFirst™ Ads on Ad Opinions
 Impact of Spanish CultureFirst™ Ads on Ad Opinions

	1st GENERATION		2st GENERATION		3rd GENERATION	
	SLTV	ELTV	SLTV	ELTV	SLTV	ELTV
Connects to my culture	62%	47%	63%	51%	61%	50%
Relevant	69%	58%	73%	54%	72%	59%
Informative	78%	77%	78%	63%	66%	55%
Entertaining	76%	74%	73%	57%	75%	57%
Clearly communicates message	91%	89%	87%	80%	88%	77%

AND CULTUREFIRST™ ADS ALSO WORK WELL ON SLTV FOR BILINGUALS AND ENGLISH DOMINANT



AMONG HISPANICS BY LANGUAGE DOMINANCE | Impact of Spanish CultureFirst™ Ads on Ad Opinions
 Q: Please rate your opinions of the ad.

	ENGLISH DOMINANT		BILLINGUAL		SPANISH DOMINANT	
	SLTV	ELTV	SLTV	ELTV	SLTV	ELTV
Connects to my culture	59%	47%	62%	60%	70%	--
Relevant	72%	52%	71%	70%	75%	--
Informative	67%	58%	80%	72%	77%	--
Entertaining	66%	55%	75%	72%	82%	--
Clearly communicates message	79%	77%	92%	90%	90%	--

FAMILY AND SPORTS-THEMED PASSION POINTS GENERATE EMOTION...



ON HISPANICS (ELTV & SLTV) | Impact of Passion Points in CultureFirst™ Ads
Q: Please rate how you would describe the ad you saw?



27% MUSIC THEMED AD IS "EMOTIONAL"



47% FAMILY THEMED AD IS "EMOTIONAL"



46% SPORTS THEMED AD IS "EMOTIONAL"

66%
CONTROL AD

69%
MUSIC AD

77%*
SPORTS AD

77%*
FAMILY AD



PASSION
POINTS

AND PROMOTING FAMILY AND SPORTS HELP WIN A BRAND'S FAVOR

ON HISPANICS (ELTV & SLTV)
Impact of Passion Points in
CultureFirst™ Ads on Brand
Favorability

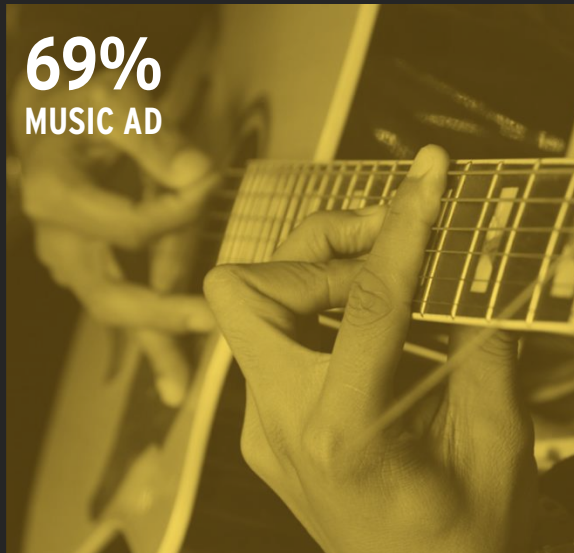
Q: How would you describe your overall
opinion of each of the following brands?



PASSION POINTS

66%
CONTROL AD

69%
MUSIC AD



77%*
SPORTS AD

77%*
FAMILY AD

CONTEXT MATTERS

Context should be considered as well.
For example, a music themed ad may be particularly effective during a Hispanic Music Awards show

AND PROMOTING FAMILY AND SPORTS HELP WIN A BRAND'S FAVOR

ON HISPANICS (ELTV & SLTV)
Impact of Passion Points in CultureFirst™ Ads on Brand Favorability

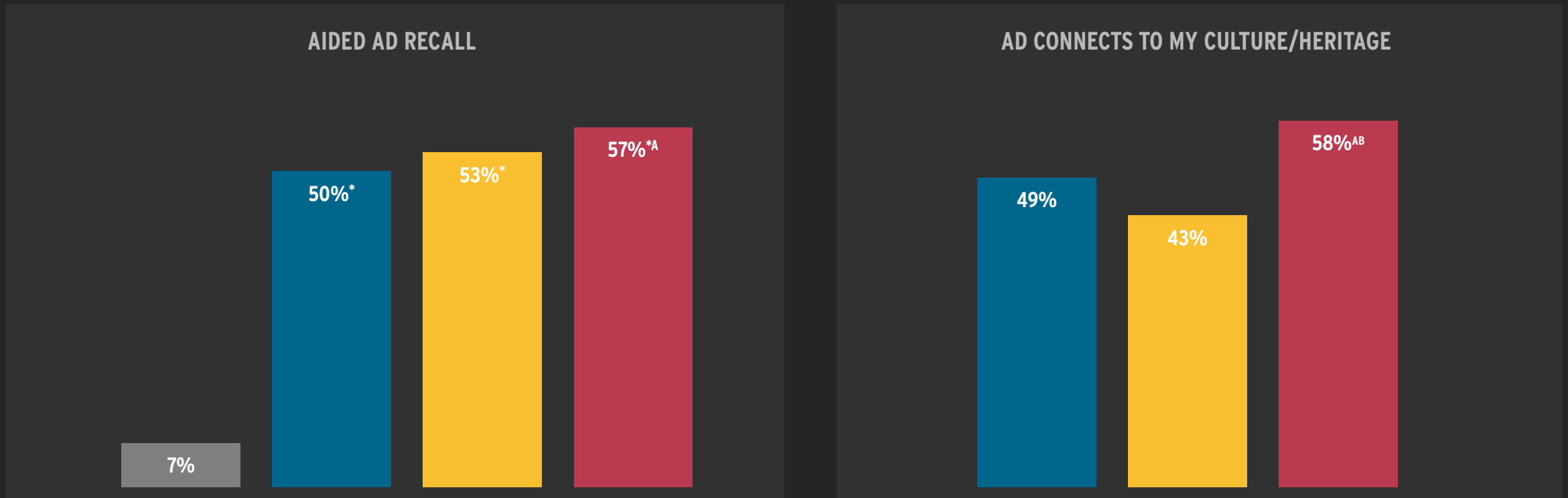
Q: How would you describe your overall opinion of each of the following brands?

CONSUMERS TAKE NOTICE OF CULTUREFIRST™ ADS IN SPANISH, LIKELY BECAUSE LANGUAGE IS A STRONG CULTURAL CUE

ANUNCIO
LANGUAGE
OF AD

ON HISPANICS (ELTV & SLTV) | Impact of CultureFirst™ Ads by Ad Language

■ Control ■ English Only Ad (A) ■ Bilingual Ad (B) ■ Spanish Only Ad (C)

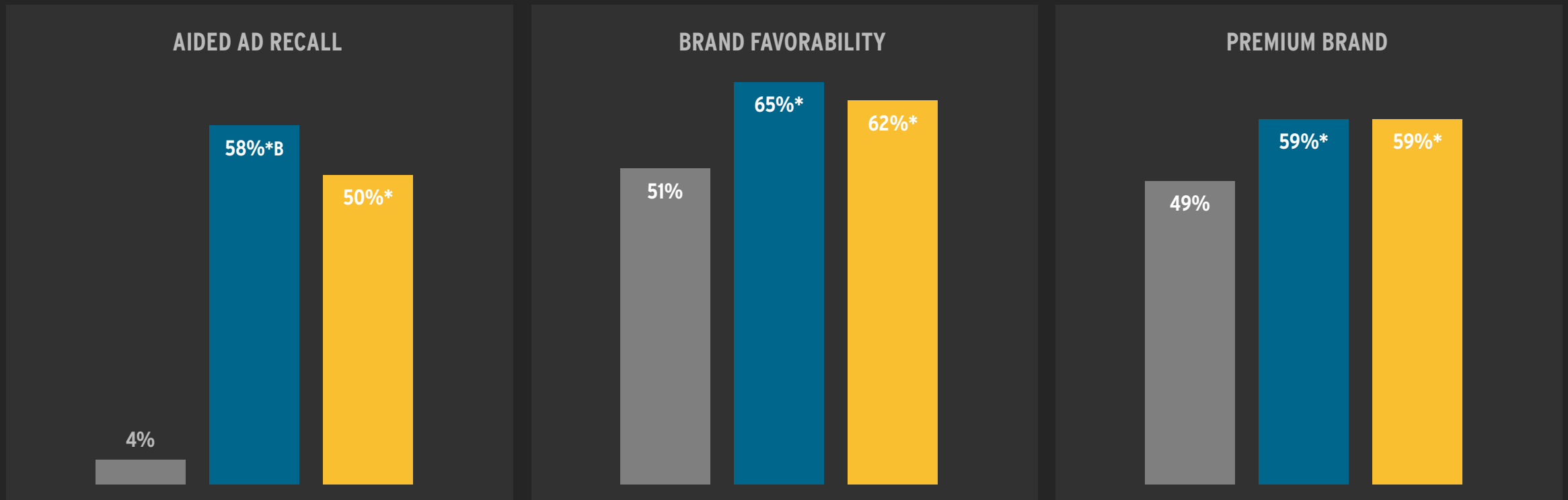


ENGLISH AND BILINGUAL CULTUREFIRST™ ADS EVEN WORK AMONG NON-HISPANICS

ANUNCIO
LANGUAGE
OF AD

ON NON-HISPANICS | Impact of CultureFirst™ Ads by Ad Language

■ Control ■ English Only CultureFirst™ Ad (A) ■ Bilingual CultureFirst™ Ad (B)



**SO, WHAT DOES
THIS MEAN FOR
MARKETERS?**



IMPLICATIONS

This research proves the “one and done” marketing strategy is an oversimplification.

CultureFirst™ ads drive brand KPIs.

Back to Basics: Marketers should continue to use CultureFirst™ strategies to drive growth

WHAT'S NEXT?

**MORE
INNOVATION ON
CultureFirst™
ADS IN ENGLISH.**



**G
R
A
C
I
A
S**