THE TOTAL MARKET FALLACY:

USING IN-CULTURE MARKETING TO DRIVE YOUR GROWTH WITH HISPANICS
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

CELEBRATE WITH YOUR FRIENDS

CELEBRA CON TU FAMILIA
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

1. RECRUITED PARTICIPANTS from a representative online panel on PC
   - TOTAL: n=3,669
   - Gen Pop: n=859
   - Hispanic Booster: n=2,810

2. DEMOGRAPHIC + MEDIA CONSUMPTION SURVEY
   *Option to turn on webcam for attention/emotion tracking

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

4. BRAND KPIs MEASUREMENT
   Post exposure survey to measure impact on brand KPIs
## The Language of Content

<table>
<thead>
<tr>
<th>Respondent Origin</th>
<th>Language Preference</th>
<th>Content Selection (Respondent Choice)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic</td>
<td>English</td>
<td>100% ELTV</td>
</tr>
<tr>
<td>Hispanic</td>
<td>English Dominant</td>
<td>79% ELTV 21% SLTV</td>
</tr>
<tr>
<td></td>
<td>Bilingual</td>
<td>29% ELTV 71% SLTV</td>
</tr>
<tr>
<td></td>
<td>Spanish Dominant</td>
<td>14% ELTV 86% SLTV</td>
</tr>
</tbody>
</table>
THE SCOPE

8 INDUSTRY VERTICALS INCLUDED

Auto | Alcohol | Retail | Quick Service | Consumables

25 AD SCENARIOS

Control Ads

PSA

CultureFirst™ 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

General Population
- 82% Non-Hispanics
- 18% Hispanics

Hispanic Booster
- 100% Hispanics

Chosen Language of Survey
- English 91%
- Spanish 9%

Generation American-Hispanic
- 1st Gen 22%
- 2nd Gen 45%
- 3rd Gen 33%

Language Dominance in Household
- English Dominant 51%
- Bilingual 41%
- Spanish Dominant 8%

Gen Pop Audience n=859, Hispanic Booster n=2,810
## KEY TAKEAWAYS

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

TOTAL MARKET ADS SERVE THEIR PURPOSE BY INFLUENCING A BROAD AUDIENCE

<table>
<thead>
<tr>
<th>General Population</th>
<th>Impact of Total Market Ads (% Who Agree)</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Total Market Control Ad</td>
</tr>
</tbody>
</table>

**UNAIDED AD RECALL**

- 0% vs. 39%*

**AIDED AD RECALL**

- 4% vs. 67%*

**PURCHASE INTENT**

- 55% vs. 57%

**BRAND I TRUST**

- 58% vs. 64%*

* = Statistically significant difference between test groups at >= 90% confidence
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

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

Gen Pop Audience: Control Ad n=445, Total Market Ad n=448
* = Statistically significant difference between test groups at >= 90% confidence
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

<table>
<thead>
<tr>
<th>Language Group</th>
<th>Favorability</th>
<th>Trust</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Dominant</td>
<td>59%</td>
<td>63%</td>
<td>62%</td>
</tr>
<tr>
<td>Bilingual</td>
<td>72%*</td>
<td>70%*</td>
<td>69%*</td>
</tr>
<tr>
<td>Spanish Dominant</td>
<td>74%</td>
<td>73%</td>
<td>67%</td>
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AT FIRST GLANCE, THEY APPEAR TO WORK FINE, PARTICULARLY AMONG ENGLISH DOMINANT...

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

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<th>Total Market Control Ad</th>
<th>Total Market Test Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Dominant:</td>
<td></td>
<td></td>
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<tr>
<td>Bilingual:</td>
<td></td>
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<tr>
<td>Spanish Dominant:</td>
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<td></td>
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TOTAL MARKET ADS ARE LIMITED
Total Market ads fall short among 61% of Hispanics
**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

Hispanics n=2,965, Hispanicism and Americanism are index measures of cultural affinity. Plots are kernel density plots depicting share of each group for each level of depicted measure.
BUT ITS NOT THAT SIMPLE.

AMONG HISPANICS | Cultural Involvement

Hispanics n=2,965, Hispanicism and Americanism are index measures of cultural affinity.
Plots are kernel density plots depicting share of each group for each level of depicted measure.

IDENTIFY WITH BOTH CULTURES
Many Hispanics identify with both American and Hispanic cultures.
SPANISH DOMINANT & BILINGUALS FEEL STRONGER CULTURAL CONNECTIONS

AMONG HISPANICS | Cultural Involvement by Language Group

Hispanics n=2,965, Hispanicism and Americanism are index measures of cultural affinity. Plots are kernel density plots depicting share of each group for each level of depicted measure.
THE POWER OF CULTURE

MAKING MEANINGFUL CONNECTIONS

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?

74% OF HISPANICS AGREE

42% OF NON-HISPANICS AGREE

Non-Hispanics n=704, Hispanics n=2,965
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?

**GENERATIONAL LEVELS**

<table>
<thead>
<tr>
<th>Generation</th>
<th>Heritage Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Generation</td>
<td>82%</td>
</tr>
<tr>
<td>2nd Generation</td>
<td>79%</td>
</tr>
<tr>
<td>3rd Generation</td>
<td>63%</td>
</tr>
</tbody>
</table>

**LANGUAGE SPOKEN IN HOUSEHOLD**

- Non-Hispanics: 42%
- Spanish Dominant: 87%
- English Dominant: 65%
- Bilingual: 84%

1st generation n=645, 2nd Generation n=1,309, 3rd Generation n=984
English Dominant n=1,506, Bilingual n=1,214, Spanish Dominant n=245
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?

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Impact of Culture on Self</th>
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<tbody>
<tr>
<td>&lt; $50K HHI</td>
<td>73%</td>
</tr>
<tr>
<td>$50K-$99K HHI</td>
<td>75%</td>
</tr>
<tr>
<td>$100K+ HHI</td>
<td>73%</td>
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Hispanics: <$50k HHI n=1,121, $50-$99k HHI n=949, $100k+ HHI n=573
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”

Source: 2017, mitu & ThinkNow Research, Self Referencing Study
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*

<table>
<thead>
<tr>
<th>AUDIENCE</th>
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<tbody>
<tr>
<td><strong>TOTAL MARKET AD</strong></td>
<td></td>
</tr>
<tr>
<td>40% Hispanics</td>
<td>AD CONNECTS TO MY HERITAGE/CULTURE</td>
</tr>
<tr>
<td>27% Gen Pop</td>
<td></td>
</tr>
<tr>
<td><strong>CULTUREFIRST™ AD</strong></td>
<td>55% Hispanics</td>
</tr>
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FIRST AND FOREMOST, CULTUREFIRST™ ADS CONNECT TO HISPANIC CONSUMERS’ IDENTITY FAR BEYOND TOTAL MARKET ADS

AUDIENCE | Impact of Ad Strategy on Cultural Connection
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**CultureFirst™ Ad**

55% Hispanics

“It reflected my lifestyle and how my family lives”

“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

TOTAL MARKET AD AMONG HISPANICS

CULTUREFIRST™ AD AMONG HISPANICS

INDEX 100%

INDEX 100%

INDEX 100%

109%

122%

“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

INDEX 100%

INDEX 100%

INDEX 100%

109%

122%

Gen Pop Audience: Total Market Ad n=79, Hispanic Booster: Total Market Ad n=194, CultureFirst™ Ad n=82
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.

Index /emotional response of General Population to Total Market Ads (Lift %)

Stronger emotional response to ads

13% STRONGER
Hispanics have a stronger emotional response to CultureFirst™ ads compared to Total Market ads

INDEX 100%  INDEX 100%  INDEX 100%

109%  122%

Gen Pop Audience: Total Market Ad n=79, Hispanic Booster: Total Market Ad n=194, CultureFirst Ad n=82
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

Estimates from linear probability model multivariate regression models with covariates indicated. Arrows indicate independent correlations. All relationships statistically significant at >=95% confidence. N=2,413
CULTURE CONVEYED IN THE AD MAKES PEOPLE FEEL THE BRAND ITSELF REPRESENTS THEIR CULTURE

AMONG TOTAL HISPANICS | Path Model for CultureFirst™ Ads

STEP 1
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STEP 3
Brand “represents my culture”

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AMONG TOTAL HISPANICS | Path Model for CultureFirst™ Ads

STEP 1
Exposure to CultureFirst™ ad

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Ad is “connected to my culture”

STEP 3
Brand “represents my culture”

46% MORE LIKELY
When the ad conveys culture, Hispanics are more likely to feel the brand itself represents their heritage

Estimates from linear probability model multivariate regression models with covariates indicated. Arrows indicate independent correlations. All relationships statistically significant at >=95% confidence. N=2,413
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

↑ 46%  
↑ 43%  
↑ 31%  
↑ 27%

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.

*Estimates from linear probability model multivariate regression models with covariates indicated. Arrows indicate independent correlations. All relationships statistically significant at ≥95% confidence. N=2,413
Estimates from linear probability model multivariate regression models with covariates indicated. Arrows indicate independent correlations. All relationships statistically significant at >=95% confidence. N=2,413
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”

**STEP 4**
Purchase intent

*Total Hispanics* | *Bilingual Hispanics*
---|---
17% | 18%
46% | 43%
19% | 20%

Estimates from linear probability model multivariate regression models with covariates indicated. Arrows indicate independent correlations. All relationships statistically significant at >=95% confidence. N=2,413
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

TOTAL MARKET AD

CultureFirst™ AD

EASY CLEANING EVERYDAY

HELP CLEAN, BEFORE YOUR MOM GETS MEAN

AYUDAME A LIMPIAR ANTES DE QUE MAMA SE ENFADE

61%

66%

79%*

*Control n=113, TM Spanish Dominant n=100, CultureFirst™ Spanish Dominant n=101, * = Statistically significant difference between Total Market & Culture First Ads at 89% confidence
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?

<table>
<thead>
<tr>
<th>CONTROL AD</th>
<th>TOTAL MARKET AD</th>
<th>CultureFirst™ AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>EASY CLEANING EVERYDAY</td>
<td>HELP CLEAN, BEFORE YOUR MOM GETS MEAN</td>
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61% 66% 79%

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CULTUREFIRST™ ADS HAVE POWERFUL IMPACT AMONG MOST AFFLUENT HISPANICS

INCOME | Impact of Ad Strategy on Purchase Intent

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Control</th>
<th>CultureFirst™ Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$50K HHI (A)</td>
<td>64%</td>
<td>60%</td>
</tr>
<tr>
<td>$50K-$99K HHI (B)</td>
<td>56%</td>
<td>67% *A</td>
</tr>
<tr>
<td>$100K+ HHI (C)</td>
<td>65%</td>
<td>74% *AB</td>
</tr>
</tbody>
</table>

* = Statistically significant difference between control and test groups at 90% confidence
A/B/C = Statistically significant difference between income groups at 90% confidence

HHI <$50k: Control N=227, CultureFirst™ Ads n=470
HHI $50k-$99k: Control N=192, CultureFirst™ Ads n=371
HHI $100k+: Control N=110, CultureFirst™ Ads n=224
CREATING GALVANIZING AD EXPERIENCES

CULTUREFIRST™

GO-DOS

WHAT MAKES FOR THE BEST CULTUREFIRST™ CREATIVE?

We explored...

Language of Content

Language of Ad

Cultural Passion Points

ANUNCIO EN ESPAÑOL
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

**AD CONNECTS TO MY CULTURE**

**AD IS RELEVANT**

**AD IS INFORMATIVE**

**AD IS ENTERTAINING**

**AD CLEARLY COMMUNICATES MESSAGE**

+15% AD IS RELEVANT

*Culture/Heritage
### Impact of Spanish CultureFirst™ Ads on Ad Opinions Among Hispanics by Generation

<table>
<thead>
<tr>
<th></th>
<th>1st Generation</th>
<th>2nd Generation</th>
<th>3rd Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SLTV</td>
<td>ELTV</td>
<td>SLTV</td>
</tr>
<tr>
<td>Connects to my culture</td>
<td>62%</td>
<td>47%</td>
<td>63%</td>
</tr>
<tr>
<td>Relevant</td>
<td>69%</td>
<td>58%</td>
<td>73%</td>
</tr>
<tr>
<td>Informative</td>
<td>78%</td>
<td>77%</td>
<td>78%</td>
</tr>
<tr>
<td>Entertaining</td>
<td>76%</td>
<td>74%</td>
<td>73%</td>
</tr>
<tr>
<td>Clearly communicates message</td>
<td>91%</td>
<td>89%</td>
<td>87%</td>
</tr>
</tbody>
</table>

*Culture/Heritage

ELTV: 1st Generation n=71, 2nd Generation n=163, 3rd Generation n=175 | SLTV: 1st Generation n=105, 2nd Generation n=155, 3rd Generation n=60
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.

<table>
<thead>
<tr>
<th></th>
<th>SLTV</th>
<th>ELTV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connects to my culture</td>
<td>59%</td>
<td>47%</td>
</tr>
<tr>
<td>Relevant</td>
<td>72%</td>
<td>52%</td>
</tr>
<tr>
<td>Informative</td>
<td>67%</td>
<td>58%</td>
</tr>
<tr>
<td>Entertaining</td>
<td>66%</td>
<td>55%</td>
</tr>
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<td>Clearly communicates message</td>
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<td>80%</td>
<td>72%</td>
</tr>
<tr>
<td>Entertaining</td>
<td>75%</td>
<td>72%</td>
</tr>
<tr>
<td>Clearly communicates message</td>
<td>92%</td>
<td>90%</td>
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*Culture/Heritage
ELTV: **Spanish Dominant n=7 Bilingual n=97 3rd English Dominant n=306 | SLTV: Spanish Dominant n=51 Bilingual n=190 3rd English Dominant n=83
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”
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?

- 66% CONTROL AD
- 69% MUSIC AD
- 77%* SPORTS AD
- 77%* FAMILY AD
Impact of Passion Points in CultureFirst™ Ads on Brand Favorability

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

- **CONTROL AD**: 66%
- **SPORTS AD**: 77% (* statistically significant difference)
- **MUSIC AD**: 69%
- **FAMILY AD**: 77% (* statistically significant difference)

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

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

- **Control**
- **English Only Ad (A)**
- **Bilingual Ad (B)**
- **Spanish Only Ad (C)**

**AIDED AD RECALL**

- Control: 7%
- English Only Ad (A): 50%*
- Bilingual Ad (B): 53%*
- Spanish Only Ad (C): 57%*

**AD CONNECTS TO MY CULTURE/HERITAGE**

- Control: 49%
- English Only Ad (A): 43%
- Bilingual Ad (B): 58%**

Ad connects to my culture/heritage: English-only CF ad n=127, Bilingual CF ad n=133, Spanish-only CF ad n=144

Ad Recall: Control n=250 English-only CF ad n=252, Bilingual CF ad n=250, Spanish-only CF ad n=254

* = statistically significant difference between test vs. control at >= 90% confidence  
** A/B/C = Statistically significant difference between test groups at >= 88% confidence
ENGLISH AND BILINGUAL CULTUREFIRST™ ADS EVEN WORK AMONG NON-HISPANICS

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

<table>
<thead>
<tr>
<th>Language of Ad</th>
<th>AIDED AD RECALL</th>
<th>BRAND FAVORABILITY</th>
<th>PREMIUM BRAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Only CultureFirst™ Ad (A)</td>
<td>58%*</td>
<td>65%*</td>
<td>59%*</td>
</tr>
<tr>
<td>Bilingual CultureFirst™ Ad (B)</td>
<td>50%*</td>
<td>62%*</td>
<td>59%*</td>
</tr>
</tbody>
</table>

Control | 4% | 51% | 49%

* = statistically significant difference between test vs. control at >= 90% confidence
A/B/C = Statistically significant difference between test groups at >= 90% confidence

Non Hispanics: Control n=244, English-only ad n=251, Bilingual ad n=201

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

AIDED AD RECALL

BRAND FAVORABILITY

PREMIUM BRAND

49
SO, WHAT DOES THIS MEAN FOR MARKETERS?
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.
MORE INNOVATION ON CultureFirst™ ADS IN ENGLISH.