

Brands Are Becoming More Involved In Culture


ADWEEK

AD OF THE DAY

Under Armour and The Rock Elevate a New Generation of Role Models With 'Will Finds a Way'

A diverse roster of campaign stars, united by tenacity

By David Griner | April 19, 2018



Ambitious and relentless Taekwondo champion Zoe Zhang is currently an action film actor, 'but I might be something new by next year.'

Under Armour

Under Armour and Drogas are back with a sprawling new campaign celebrating grit, ambition and the willingness to be the hardest-working person in the room.


ADWEEK

CREATIVITY

As Domino's Expands Its Pothole Paving to All 50 States, Here's How to Bring It to Your Town

The brand wants to partner with cities that embrace the offer

By David Griner | August 29, 2018



Each town that participated in Paving for Pizza received a kit with Domino's signs, stencils and more.

CP+B

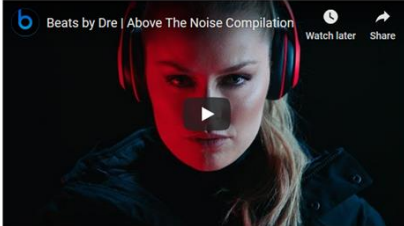
When Domino's unveiled its "Paving for Pizza" campaign in June, the project dreamed up by agency CP+B had a budget of \$100,000—enough to fix potholes in 20 towns.

NEWS

IN DEPTH OPINION INTERVIEWS CASE STUDY TOPICS

Beats by Dre goes 'Above the Noise' with Olympic athletes in latest campaign

By Kyle O'Brien
16 January 2018 20:18pm



Beats by Dre | Above The Noise Compilation

Watch later Share


ADWEEK

VOICE

With Nike's Longstanding Brand Purpose, Featuring Colin Kaepernick Made Perfect Sense

Opinion: It's a choice that almost delves into activism

By David Armano | September 5, 2018



Colin Kaepernick is part of Nike's 'Just Do It' 30th anniversary celebration.

Nike

Tickets are selling fast for **Challenger Brands: A Brandweek Event**, February 6-7 in NYC. Don't miss your chance to hear insights from brands like Allbirds, Bombas, Postmates and more. [Register today - Save your seat!](#)

Consumer Perspectives
On Brand Involvement
With Culture

**As An
Industry, We
Need To Learn
More About...**

What Steps Brands
Can Take To Become
More Relevant Today

We Did Some Preliminary Research



Why

- How should we define culture from a consumer's point of view?
- How do consumers think about culture in relation to the brands they interact with?



What

- 4 webcam-based mini-groups were conducted for online discussion (90 min each)
- Pre-group assignment to find a digital ad they thought was culturally relevant, which were shown and discussed in the groups



Findings

- Brands that are culturally relevant are brands that align well with cultural events, promote trends that define today's culture, and support social issues that benefit everyone*

Next, We Used A Two Pronged Research Approach

1 Survey on Brands + Culture

Objective:

Uncover what consumers think about brands' involvement in culture

Method:

Online survey

2 Ad Effectiveness Testing

Objective:

Measure the branding impact of culture focused strategies

Method:

Mobile testing on MAGNA's Twitter app

Survey On Brands + Culture / Methodology



Recruit

Recruited panelists into online survey
US General Population A18+, n=865
Twitter Booster Sample n=153



Demographic

Participants were asked standard
demographic questions to ensure
representativeness



Culture Deep Dive

Deep dive into what consumers
think about brands' involvement in
culture



Conjoint

Conjoint questions to pinpoint the
most important factors consumers
consider when making purchase
decisions



Brand Index

Participants were randomized to
rate brand perceptions, including
cultural relevance, for a range of
brands across 6 industry verticals

Ad Effectiveness Testing /Methodology

Participants

Recruited participants on mobile devices from a representative online panel

US General Population
A18+ n=785

Twitter Booster Sample
n=591

Survey

Initial survey with demographic and media consumption questions

Media Experience

Participants were randomized into a test cell and asked to view their Twitter feed. Note that additional testing was conducted with skippable pre-roll on premium websites

Post Survey

Post exposure survey to measure traditional brand metrics (ad recall, perceptions, etc.) and qualitative feedback

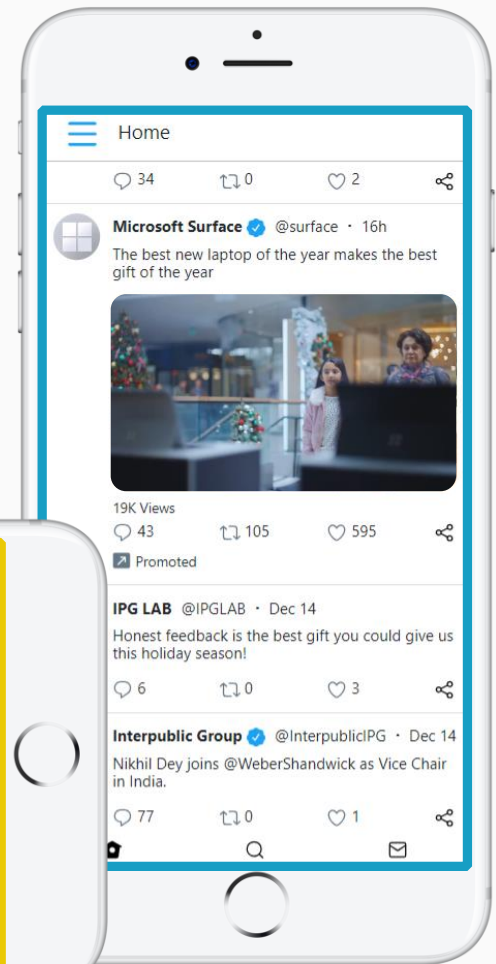
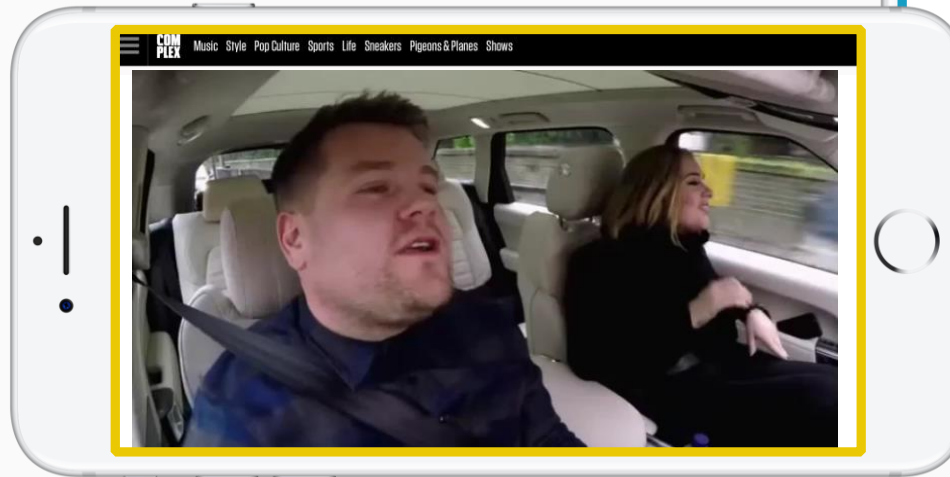
Ad Effectiveness Testing/Media Experience

Skippable Pre-roll On Premium Websites

Participants selected which content they wanted to watch. Participants could skip the 15 sec video after 5 seconds

Personal Twitter Feed

Participants logged into their own Twitter page and saw real time content from their feed, along with test ad: 15 sec promoted video



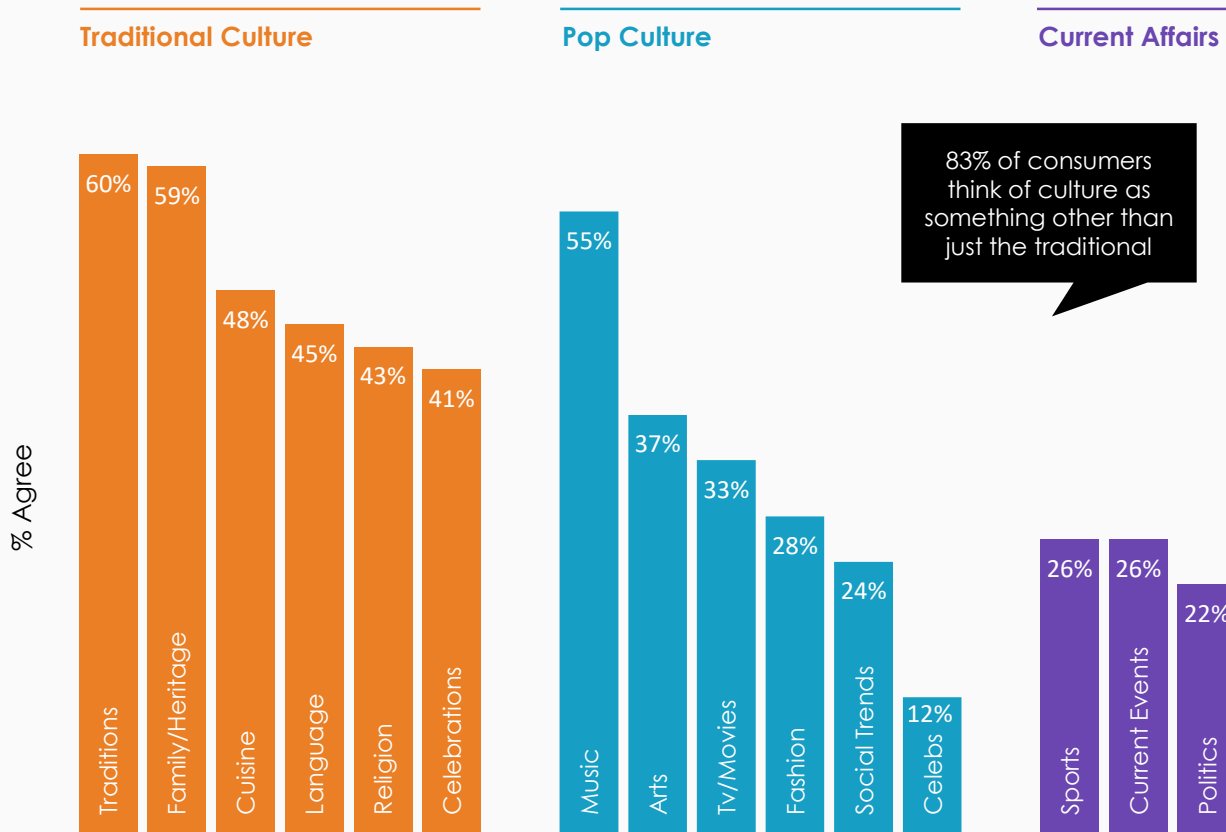
Consumer POV

Brands + Culture



There's Much More To Culture Than You'd Think

When You Think About Culture In Your Own Life, What Comes To Mind?



Consumers Think Brands Should Be Involved, Particularly In Social Issues. Events & Trends Are Table Stakes

Importance Of Brand Involvement In Culture - % Very Important/Important

38%

Events & Trends

Includes pop culture events such as the Oscars or the Super Bowl, as well as smaller cultural events, such as #TacoTuesday or National Dog Day

47%

Social Issues & Movements

Includes social movements such as gender equality and fair trade



There's A Desire For Brand Involvement In What Consumers Are Most Passionate About

Passion for Cultural Events, Trends & Issues - % Very Passionate/Passionate

45%
Social Issues
& Movements**

32%
Events & Trends*



*Includes pop culture events such as the Oscars or the Super Bowl, as well as smaller cultural events like #TacoTuesday or National Dog Day

**Includes social movements such as gender equality and fair trade

U.S. general population, n=865 | Q: How passionate are you in following cultural events, trends, and issues?



Consumers Also Feel More Informed About Social Issues

Informed on Cultural Events, Trends & Issues - % Very Informed/Informed

50%
Social Issues & Movements**

41%
Events & Trends*



*Includes pop culture events such as the Oscars or the Super Bowl, as well as smaller cultural events like #TacoTuesday or National Dog Day

**Includes social movements such as gender equality and fair trade

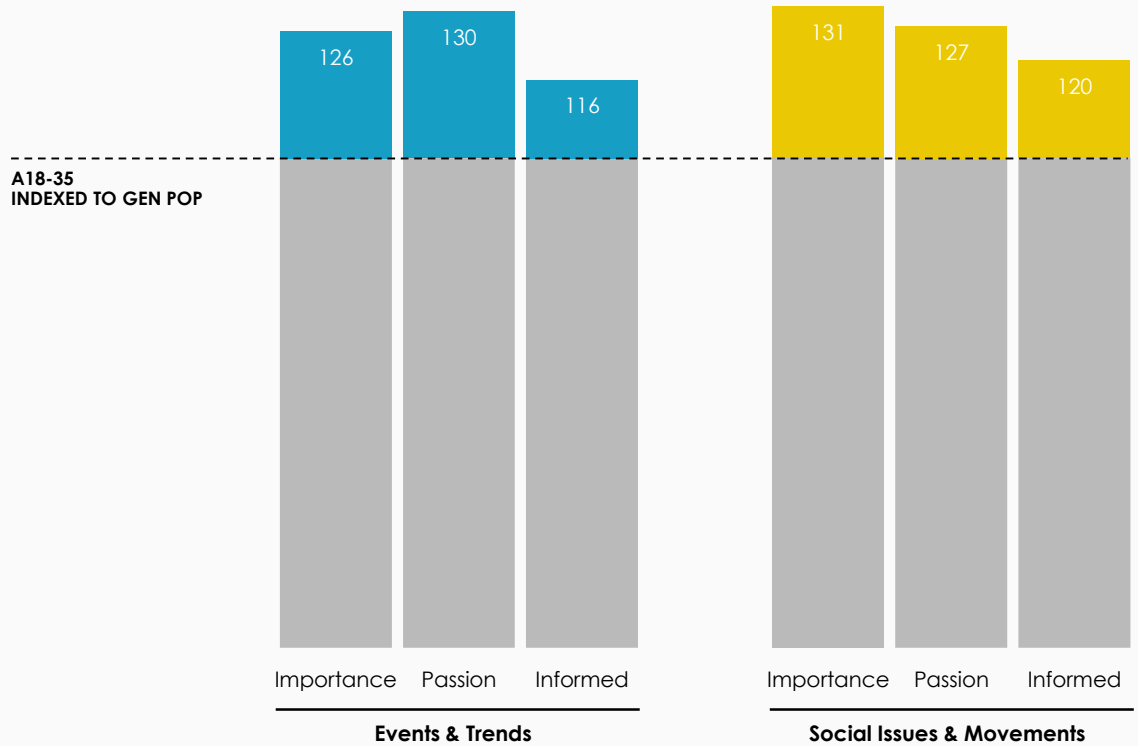
U.S. general population, n=865

Q: How informed are you when it comes to events, trends or issues relevant to culture?



Emerging Generations Feel Even More Strongly About Brand Involvement

Perceptions of Cultural Events, Trends & Issues - **Adults 18-35**, Indexed



U.S. general population, n=865, A18-35, n=292

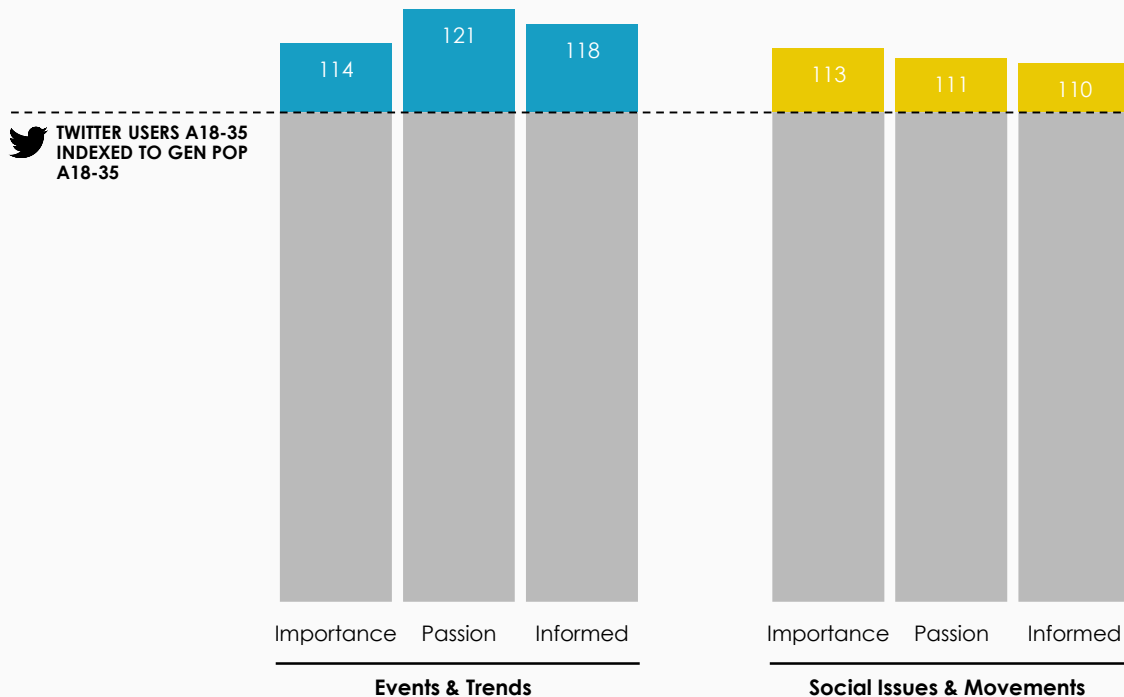
Q: How important is it for a brand to be involved in each of the following?

Q: How passionate are you in following cultural events, trends, and issues?

Q: How informed are you when it comes to events, trends or issues relevant to culture?

Among The Young, Twitter Users Are Particularly Ardent About Brand Involvement

Perceptions of Cultural Events, Trends & Issues - **Twitter Users 18-35**, Indexed



A18-35, n=292, Twitter users 18-35, n=158

Q: How important is it for a brand to be involved in each of the following?

Q: How passionate are you in following cultural events, trends, and issues?

Q: How informed are you when it comes to events, trends or issues relevant to culture?

Many Ways Brands Can Become Culturally Relevant – But ‘Giving Back’ Is Key

Ways Brands Can Become More Culturally Relevant - % Strongly Agree/Agree

Philanthropy

Give to community, 58%

Support social issues that benefit everyone, 47%

Donate to charity, 44%

Know Your Customers

Be inclusive of all types of people*, 50%

Puts customers first, 54%

Be transparent, 41%

Stay Current

Create innovative products, 42%

Keep up-to-date with consumer trends**, 42%

Sponsor cultural events***, 27%

Have celebrity endorsements, 12%

*e.g. Race, gender

**e.g. Organic foods, natural

***e.g. Super Bowl, Oscars

U.S. general population, n=865

Q: In your opinion, what can a brand do to become more culturally relevant?

Twitter Users Are Especially Receptive Towards Brands Becoming More Culturally Relevant

Ways Brands Can Become More Culturally Relevant
- Δ (Twitter Users – Gen Pop)

Stay Current

Sponsor cultural events***, +12%

Keep up-to-date with consumer trends**, +11%

Create innovative products, +10%

Have celebrity endorsements, +4%

Philanthropy

Donate to charity, +9%

Support social issues that benefit everyone, +9%

Give back to community, +7%

Know Your Customers

Be transparent, +9%

Be inclusive of all types of people*, +10%

Puts customers first, +6%

*e.g. Race, gender

**e.g. Organic foods, natural

***e.g. Super Bowl, Oscars

U.S. general population, n=865, Twitter users, n=397

Q: In your opinion, what can a brand do to become more culturally relevant?





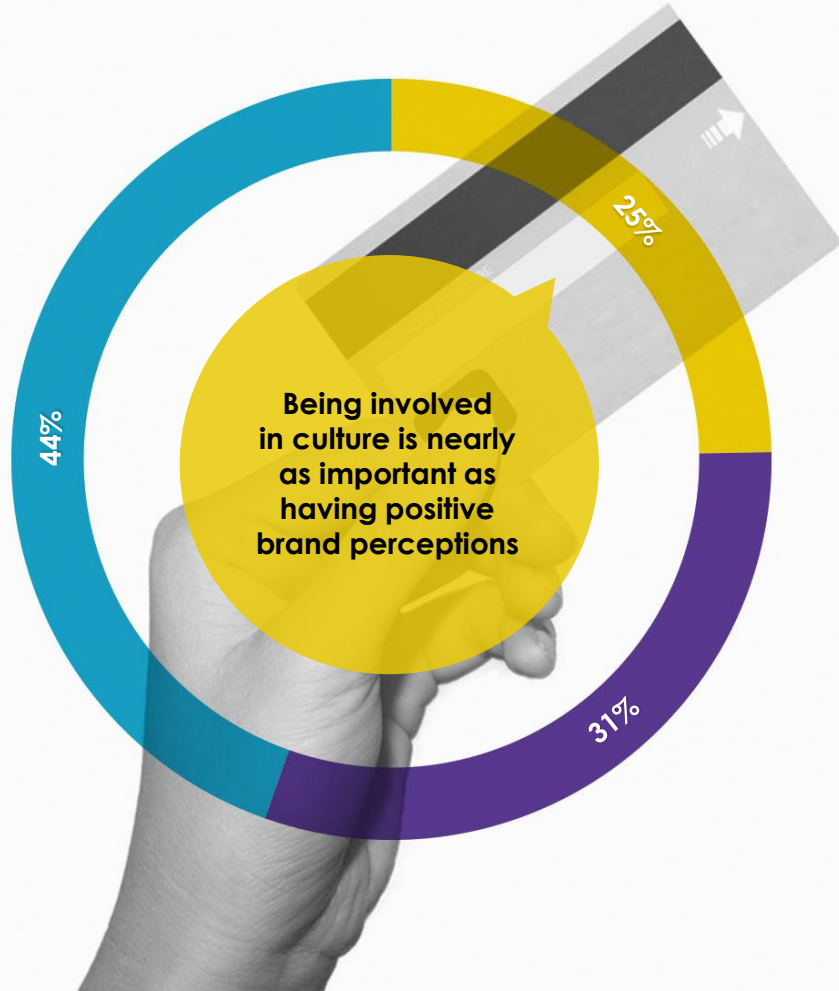
Fringe Benefits

What's the impact for brands?

To Understand What Consumers Value Most When Making Purchases...

We asked consumers to rank a range of attributes based on...





When It Comes To Making Purchase Decisions, Being Involved In Culture Is Surprisingly Important

Influence on Purchase Decisions - Relative Importance (%)

- Brand Cultural Involvement
- Brand Perceptions*
- Price and Quality

Support Of Social Issues & Movements Have The Most Impact When Making Purchasing Decisions

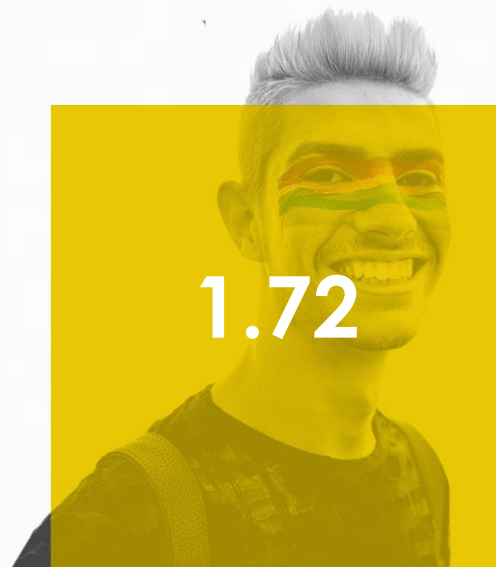
Influence of Types of Cultural Involvement on Purchase Decision - Importance Ranking



Brands That Sponsor Cultural Events
(e.g. Super Bowl)



Brands That Promote Trends That Define Today's Culture
(e.g. Organic Foods, Natural Beauty)



Brands That Support Social Issues That Benefit Everyone
(e.g. Gender Equality, Fair Trade)

U.S. general population, n=865

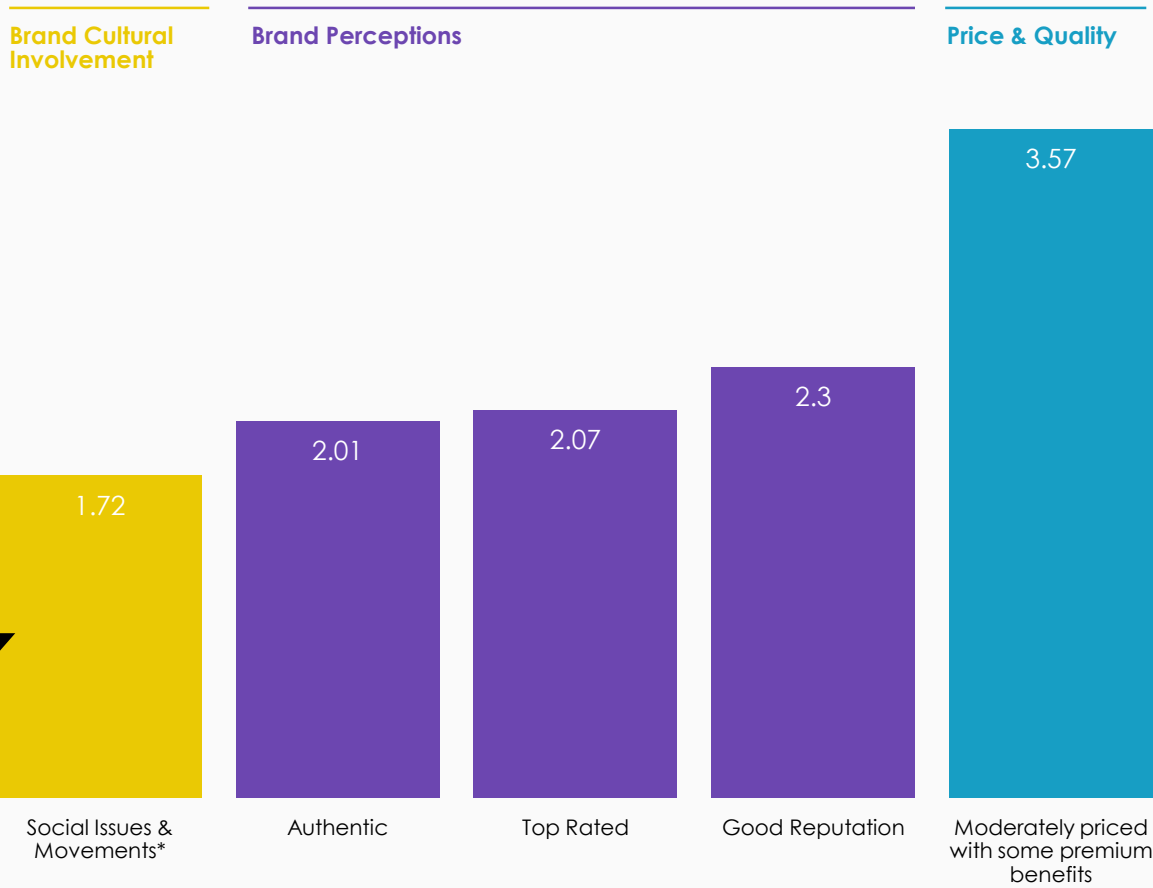
Q: When you purchase a product/service, there are many factors that can influence your purchase decision. Please select your most preferred and least preferred feature for each category below:
Rankings are between 1-10 and account for people's overall preference for a feature as well as the features' overall importance



What Are The Key Factors That Make Up An Optimal Brand?

Top Attributes for Strongest Influence on Purchase Decisions - Importance Ranking

The optimal brand supports social issues, is authentic, and is moderately priced with premium benefits.



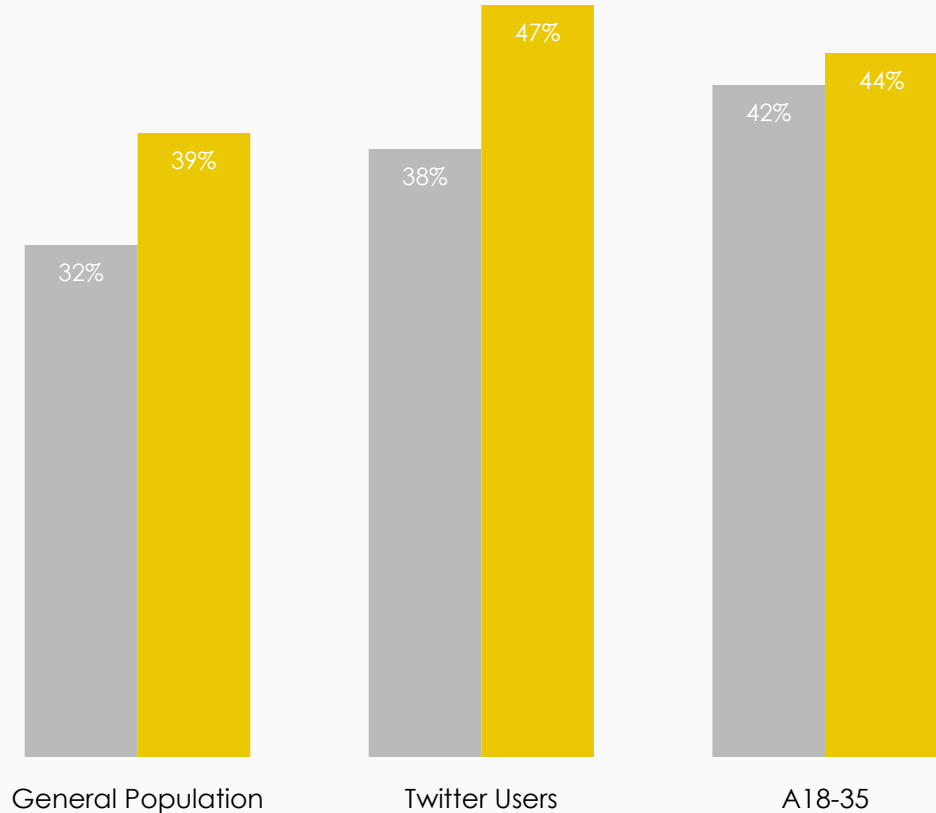
Consumers Prefer Brands That Are Culturally Relevant

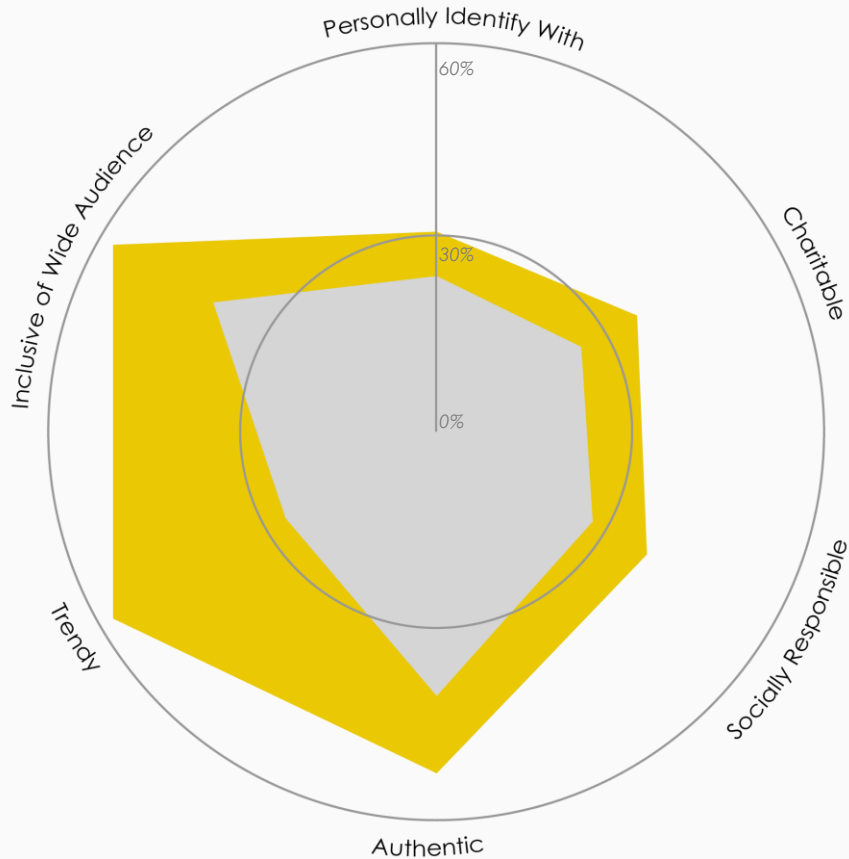
"Is A Brand I Prefer" by Cultural Relevance - % Agree

- Low Cultural Relevance (Bottom 20% Of Brands)
- High Cultural Relevance (Top 20% Of Brands)

Brand Index

Consumers were randomized to rate brand perceptions, including cultural relevance, for 24 brands





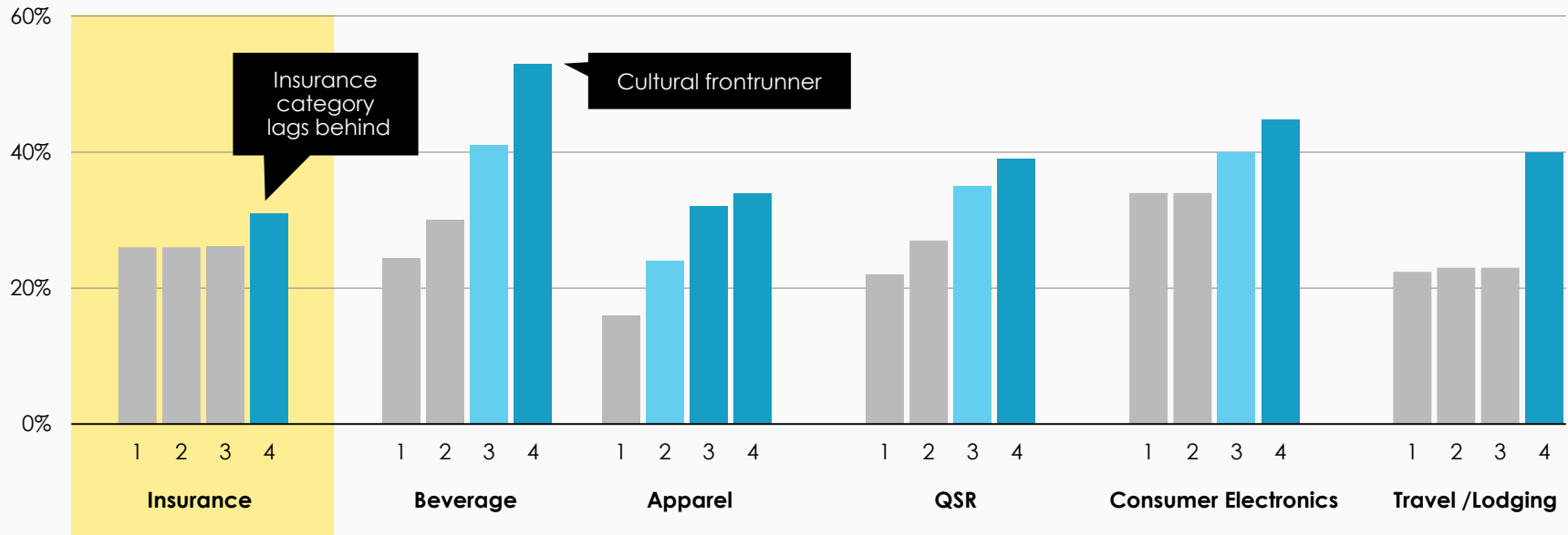
In Fact, Brands With High Cultural Relevance Reap A Whole Host Of Benefits

Brand Attributes by Cultural Relevance
- % Agree

- Low Cultural Relevance (Bottom 20% Of Brands)
- High Cultural Relevance (Top 20% Of Brands)

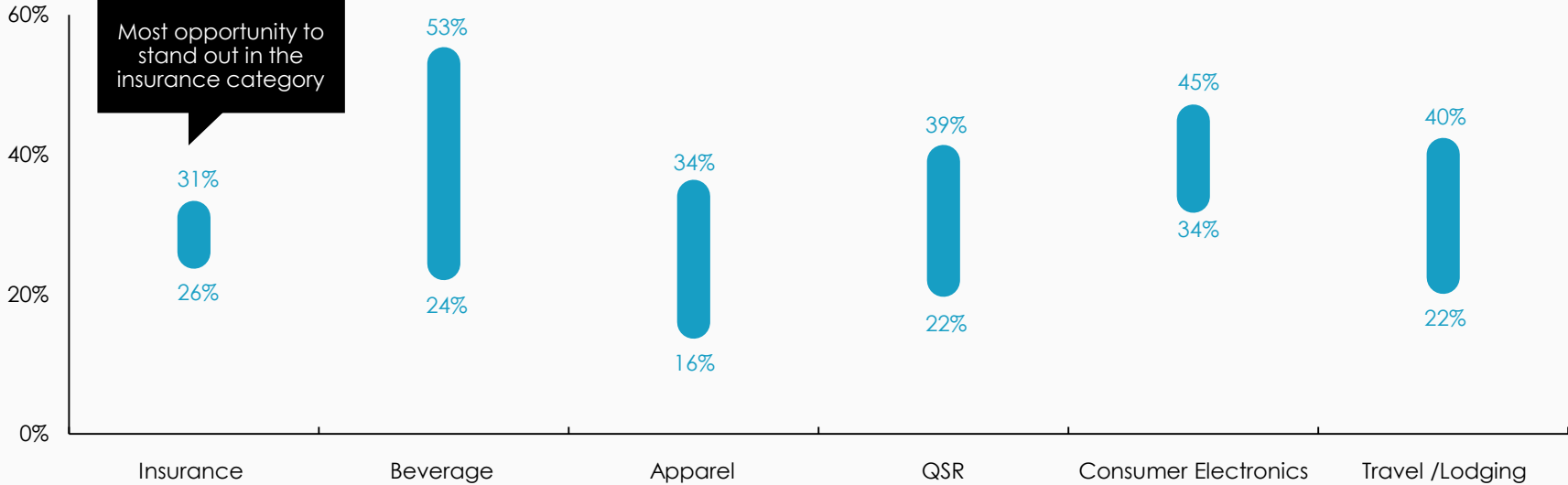
Leaders Exist In Every Vertical... But So Do Opportunities For Competition

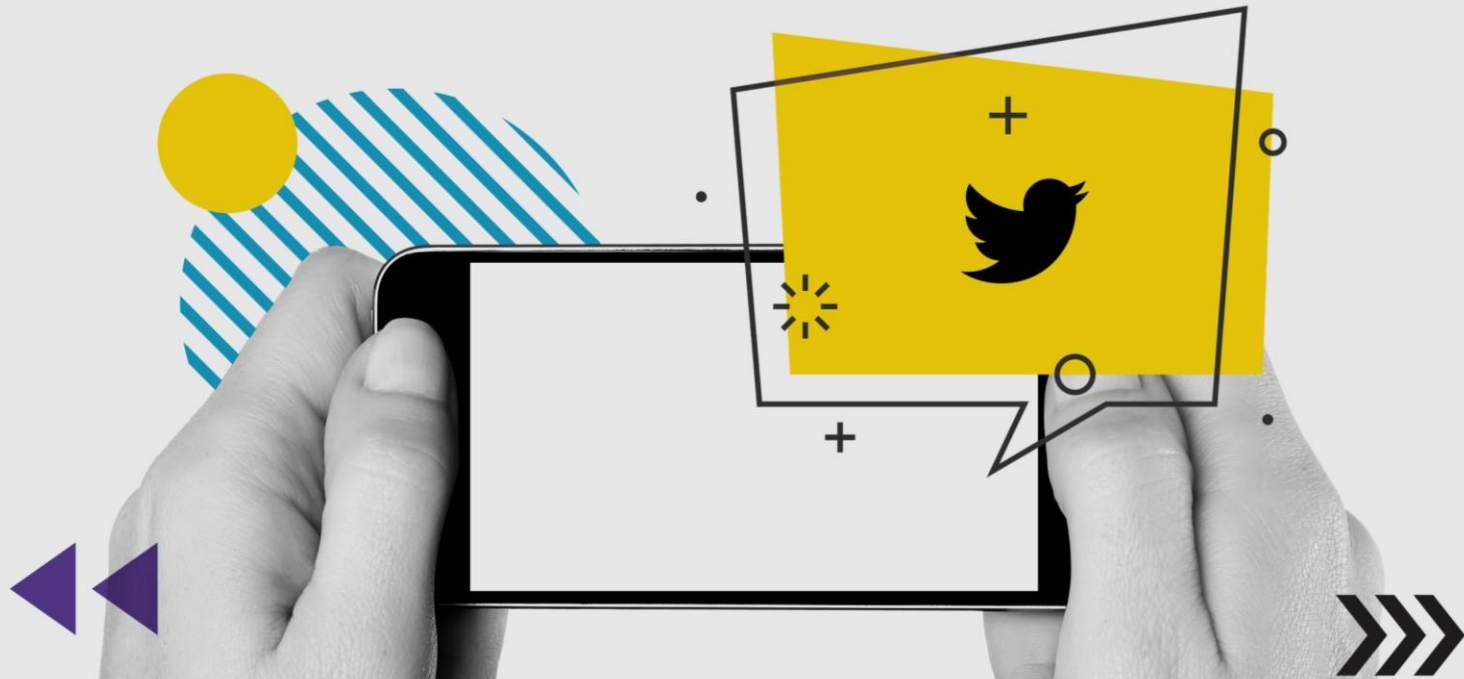
Culturally Relevant Brands by Vertical - % Agree ■ Front Runner ■ Middle of the Pack ■ Lagging Behind



Opportunities In Each Category To Be Culturally Relevant

Range of Cultural Relevance by Vertical - % Strongly Agree/Agree



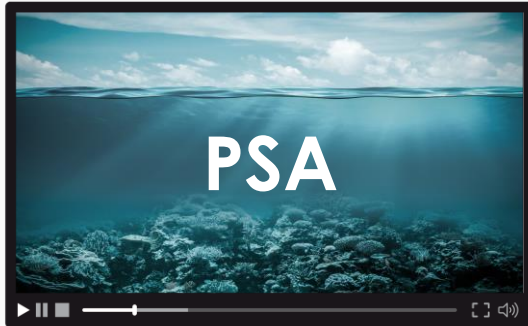


Ad Effectiveness

Culture At Work For Your Brand

We Tested Three Types Of Video Ads

Control Ad



- Public Service Announcement
- Allows measurement on brand perceptions among those not exposed to the test ad

Standard Ads



- Typical ad
- Product-centric
- Appeals to individual

Culture Focused Ads



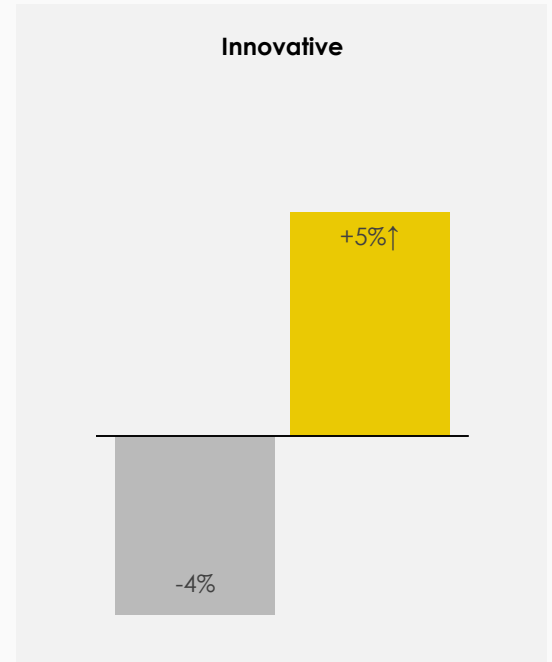
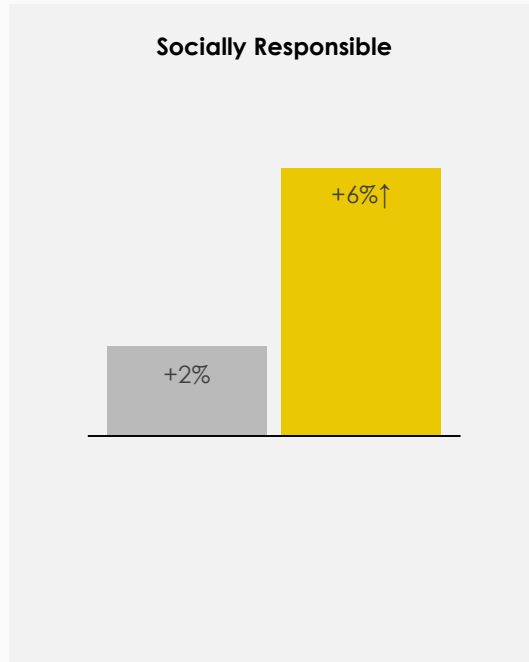
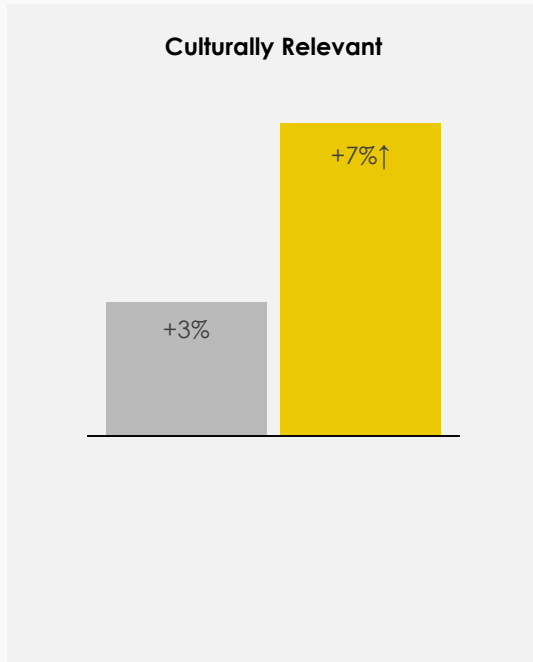
- Atypical ad
- Culture-centric
- Appeals to community/society
- Integrates current events, trends, & issues

Ads From A Range Of Industries Were Included



Culture Focused Ads Succeed In Positioning Brands As Relevant

Impact of Ad Strategy - Δ (Test - Control) ■ Standard Ads ■ Culture Focused Ads



In Fact, Cultural Ads Create More Memorable Brand Experiences

Impact of Ad Strategy
- Δ (Test - Control)

+56%↑

Aided Ad Recall:
Culture Focused Ads



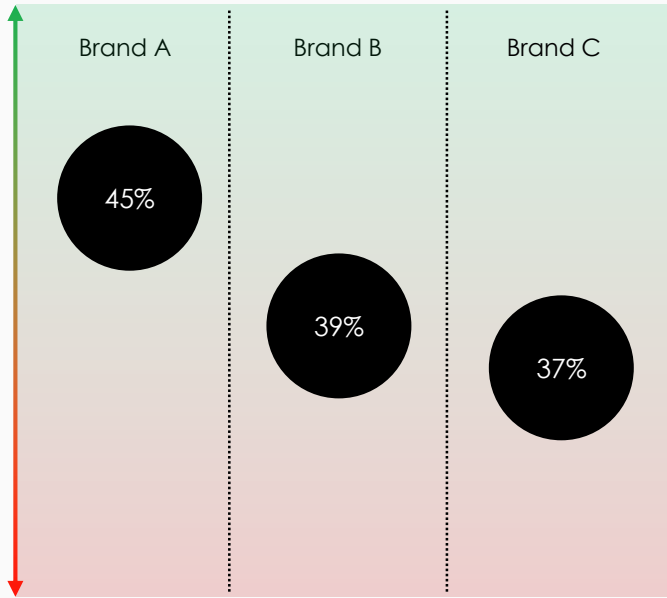
+48%↑

Aided Ad Recall:
Standard Ads

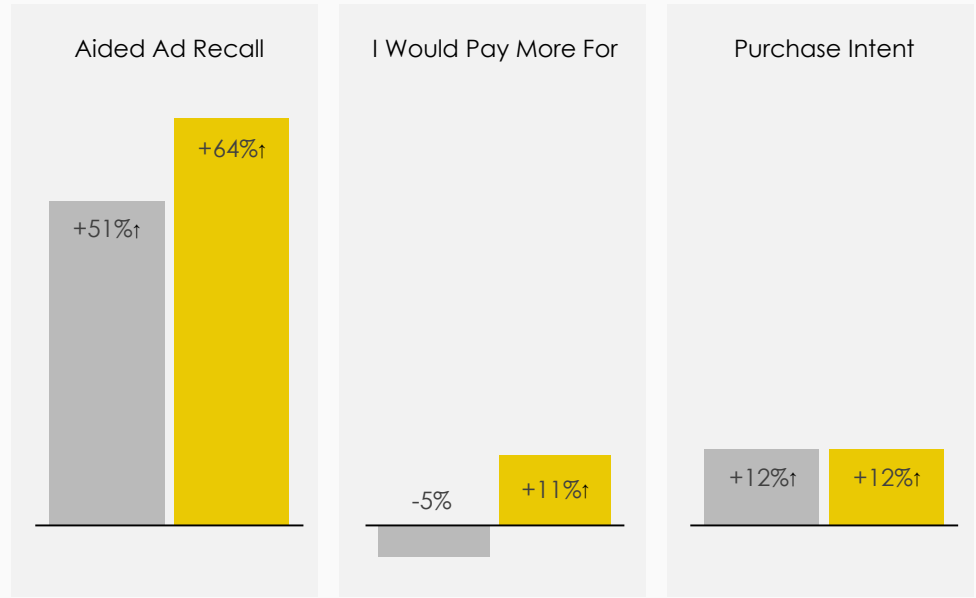
Even The Least Culturally Relevant Brand Made Great Strides

Impact for Least Culturally Relevant Brand - Δ (Test - Control) ■ Standard Ads ■ Culture Focused Ads

Pre-existing Cultural Relevance Score



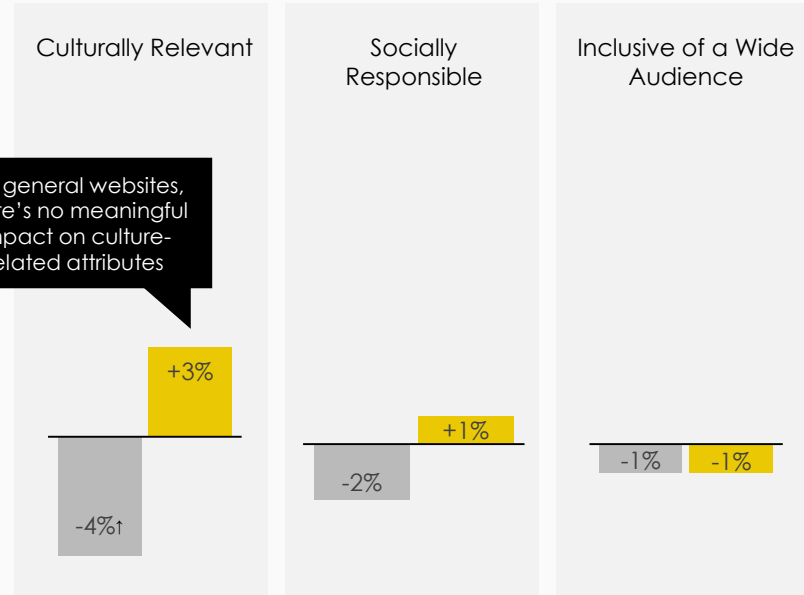
Metrics For Least Culturally Relevant Brand



Cultural Ads Perform Best In Culture Friendly Environments

Impact of Ads by Platform - Δ (Test - Control) ■ Standard Ads ■ Culture Focused Ads

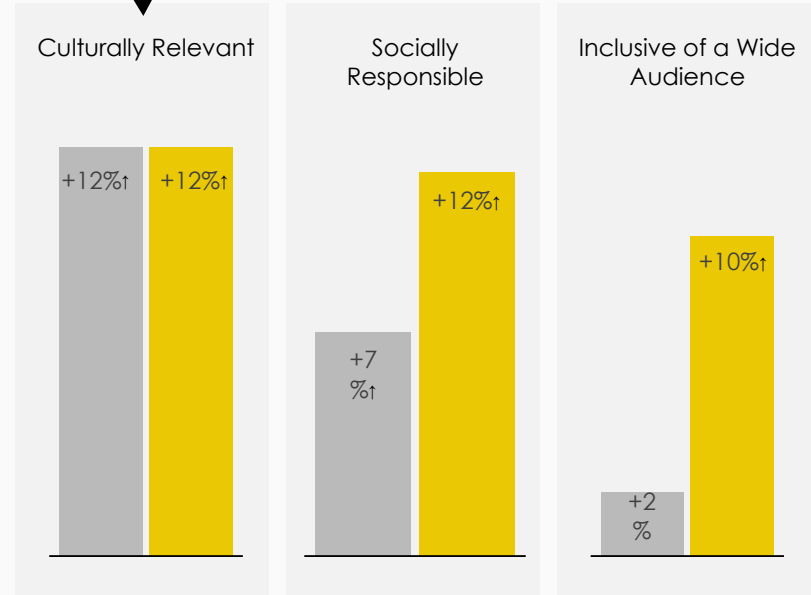
Premium Websites



On general websites, there's no meaningful impact on culture-related attributes

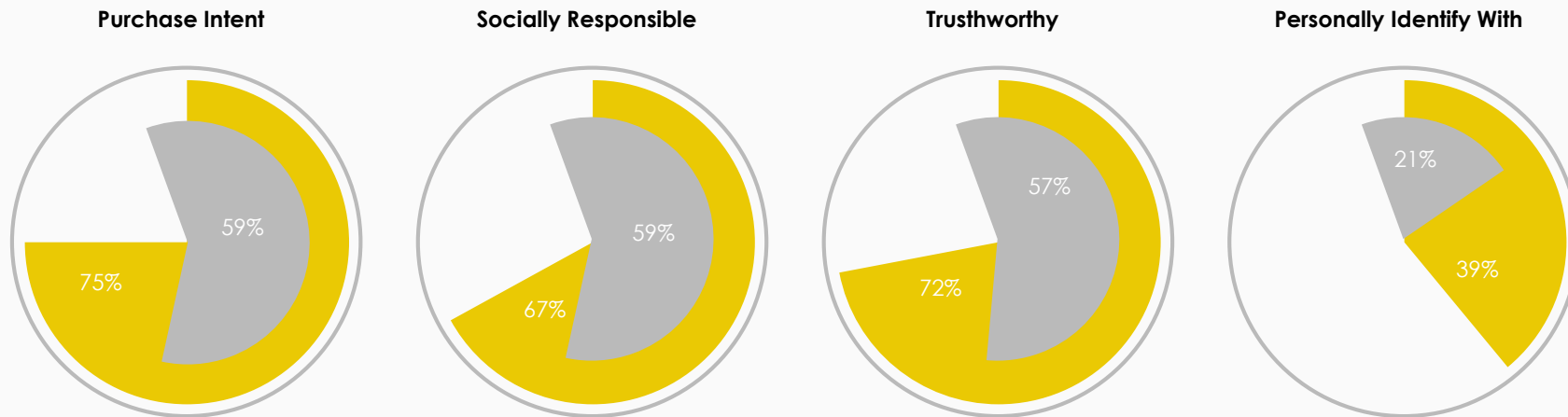
Culture first environments can even have a halo effect on standard ads

Twitter



At Higher Completion Rates, Cultural Ads Speak To Consumers On A Personal Level And Drive Purchase Intent

Impact of Ads on Twitter (75%+ Complete) - % Agree ■ Standard Ads ■ Culture Focused Ads

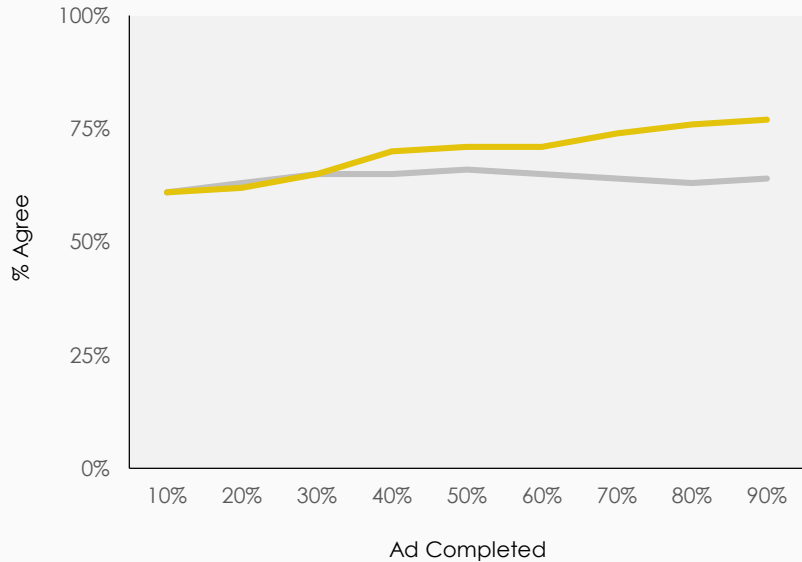


Premium Websites (75%+ Complete): Standard Ads n=172; Culture Focused Ads n=179
Twitter (75%+ Complete): Standard Ads n=68; Culture Focused Ads n=67
↑ = Statistically significant difference between test groups at >=90% confidence

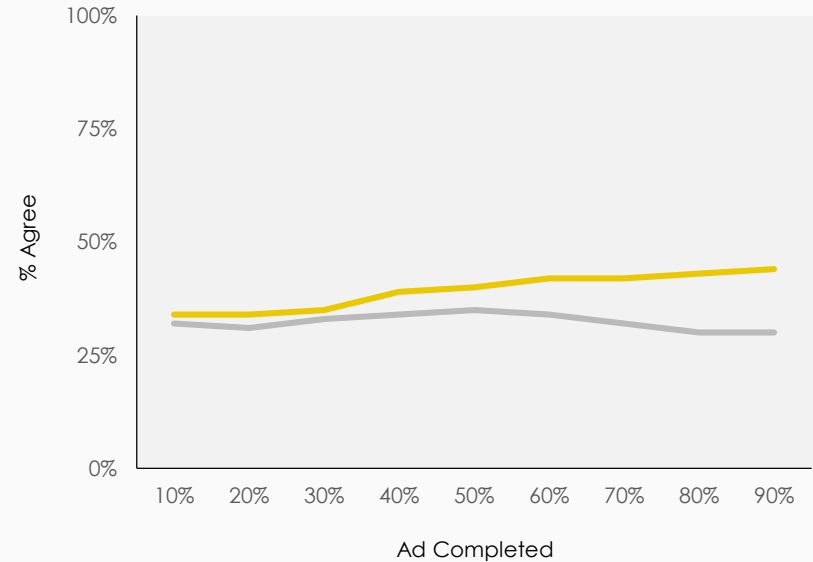
The Higher The Ad Completion, The Harder Culture-Focused Ads Work Compared To Standard Ads

Impact of Ad Completion - % Agree — Standard Ads — Culture Focused Ads

Purchase Intent



Is A Brand I Would Pay More For



Inclusivity And Charity Are Strong Ways To Become Culturally Relevant

Consumer Opinions on Culturally Relevant Tweets



Charitable

"It is helping the community that it does business in. Very admirable!"

"I think taking action in our own community is a hot topic at the moment!"

Modern

"It touched on modern living and the importances [sic] the turns in our culture is [sic] taking."

Inclusive

"It represented everyone's differences and called for acceptance and equality."

"We are all important and matter. We all deserve happiness and opportunity."

Culture Driven Ads Resonate Most Strongly With Those Passionate About Culture To Begin With

Impact Of Cultural Passion On Twitter - Δ (Test - Control)

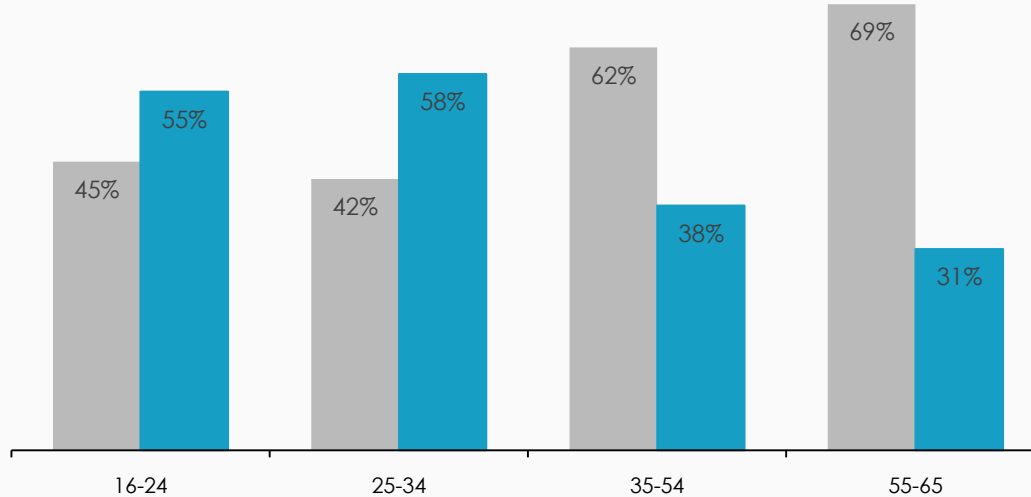
■ Twitter Users Not Passionate About Culture ■ Twitter Users Passionate About Culture



Passionate Consumers Tend To Be Younger

■ Consumers Not Passionate About Culture ■ Consumers Passionate About Culture

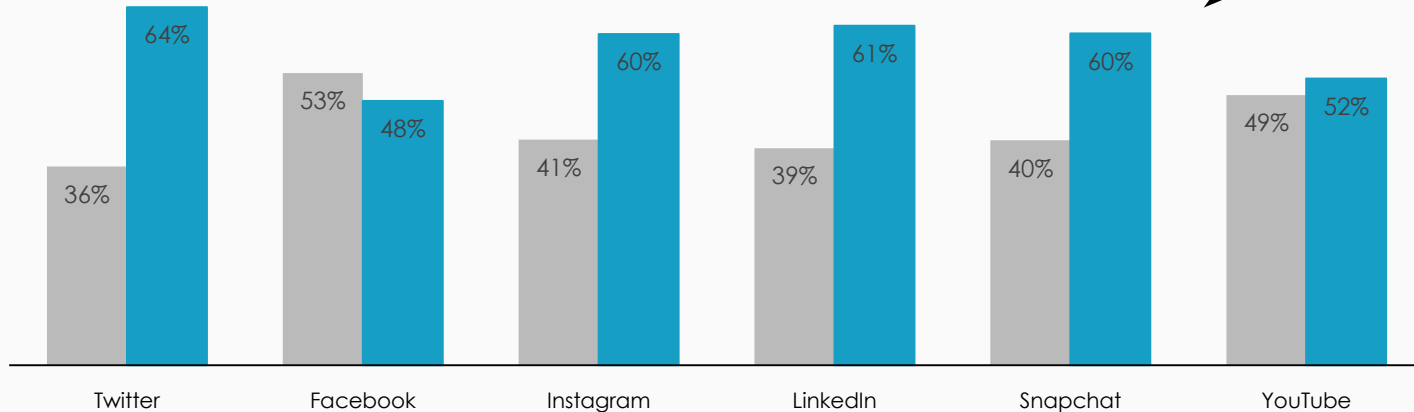
% Of Age Group Who Are Passionate/Non-Passionate



But Media Habits Are What Truly Set Them Apart

■ Consumers Not Passionate About Culture ■ Consumers Passionate About Culture

% Of Monthly Users Who Are Passionate/Non-Passionate



Differences in passion based on social media usage are 25% greater than the differences that exist across age groups

Q: How often do you use the following social account(s)?
Respondents who are not passionate n=387; Respondents who are passionate n=398
† = Statistically significant difference between test groups at >=90% confidence

What Do Consumers Think About When Brands Get Political?



In A Time When Politics Is Everywhere, Some Consumers Believe Taking A Stand Is Necessary

Consumer Opinions on Brands
Taking a Political Stance



"Not taking
a stance is
a stance itself."

"It shows
they
care."

"If they want to be relevant
they should be willing to put
what they believe
in out there."

"I'm more likely to support a
brand that has values I agree
with."

"Because brands have a platform, a humongous platform that they
can use to inspire positive change. And I think they have a
responsibility to do that."

On The Other Hand, Some Consumers Want Any Escape They Can Get—and Think That Brands Getting Political Are Just Trying To Curry Favor

Consumer Opinions on Brands Taking a Political Stance



“Too much politics intertwined with the other aspects in life. Some separation is nice.”

“It would be disingenuous, hollow.”

“I don’t think it is a place for brands. There is already enough tension out there today without brands getting into it.”

“It’s becoming to overwhelming, it’s nice to get away from it for a while.”

“No matter what stand you take the other side will always be upset and in the end just causes more strife. I feel when brands take a stand its seen more as a power move to get noticed by the media to stay relevant.”

**When Deciding To Take
A Political Stance,
Brands Should Keep
Their Audience In Mind
And Engage In Ways
That Are Relevant
To Them.**

Implications: Putting Culture Into Action

1

Today, consumers expect brand involvement with culture, particularly when it comes to social issues. **In order to stay relevant and keep pace with competitors, brands need to keep culture in mind.**

2

While there are many ways for brands to become involved, one size does not fit all. **Brands should be thoughtful in their approach to ensure authenticity and appropriate brand alignment.**

3

Culturally focused advertising performs differently based on environment and audience. **Brands must tailor cultural ads to the right environment to ensure intended impact.**

Thank You

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M/GNA

