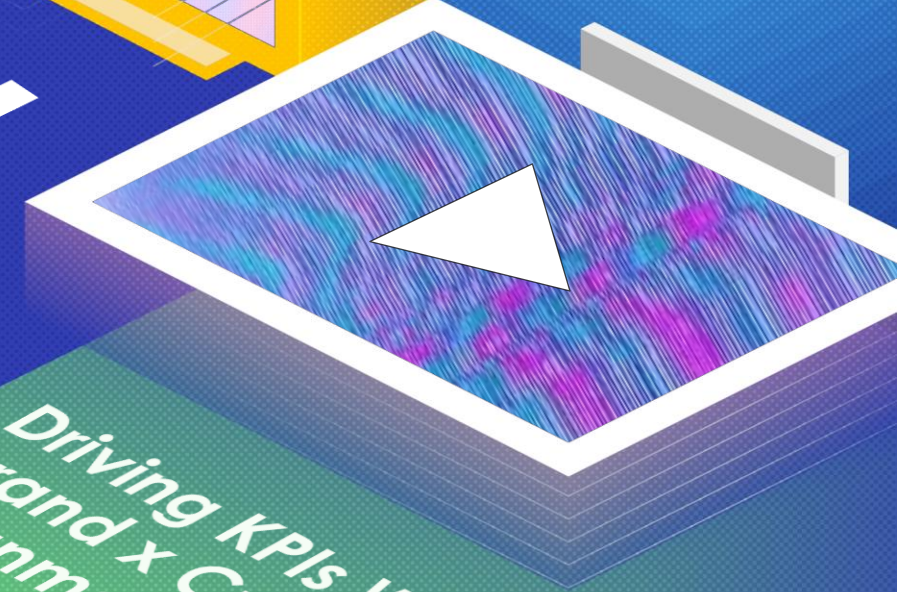


M/GNA MEDIA TRIALS

Sightly

SYNC SOCIETAL



Driving KPIs With
Brand x Cultural
Alignment



Today, brand involvement in culture is not just expected, it's seen as important

Importance of brand involvement in...

Cultural Events

e.g., Olympics, award shows, etc.

Cultural Trends

e.g., Organic food, natural beauty, etc.

Cultural Issues

e.g., Gender equality, fair trade etc.



	Adult Gen Z	Millennials	Gen X	Boomers
Cultural Events	61%	67%	61%	50%
Cultural Trends	60%	63%	51%	39%
Cultural Issues	63%	65%	53%	41%



Total sample N=5396, Adult Gen Z N=919, Millennials N=2318, Gen X N=1326, Boomers N=833

Q: How important is it for brands to get involved in each of the following? Note: Getting involved in any of the following means supporting them through social media posts, creating ad campaigns, donating to the event or cause, etc. - % important or very important

WHAT CAN
BRANDS DO TO
MAKE CULTURAL
MOMENTS WORK
HARDER FOR THEM?

OUR AGENDA

1

Quantify the benefits of taking a more nuanced, brand-tailored approach to cultural alignment

2

Evaluate the role of speed in media buying for effective brand-cultural alignment

How we achieved...

Brand-tailored cultural alignment

CRAFTED
a brand identity
blueprint

Defined goals, values, and content preferences to empower AI for decisive, real-time actions



DECODED
cultural signals

Used AI to monitor personas, competitors, breaking news and social conversations to identify the most relevant cultural moments & trends



RECEIVED
AI-curated,
brand-tailored
content

AI-Powered

Content Selection

Behind the Measurement

3 Brand Verticals



Ad Types



Test Ad

Standard pre-roll ad from test brand



Control Ad

(PSA) Public Service Announcement pre-roll ad

Content Strategies



General Content

Ads in content unrelated to cultural moments tested



Broad Cultural Content

Ads in content manually selected to align with cultural moments, without specific tailoring to the brand



Brand-tailored Cultural Content

Ads in content chosen by AI to align with cultural moments, optimized to fit the brand's identity and messaging

Ad Delivery Timing

Within 1 week of cultural moment

Ads delivered shortly after a cultural moment for immediate relevance

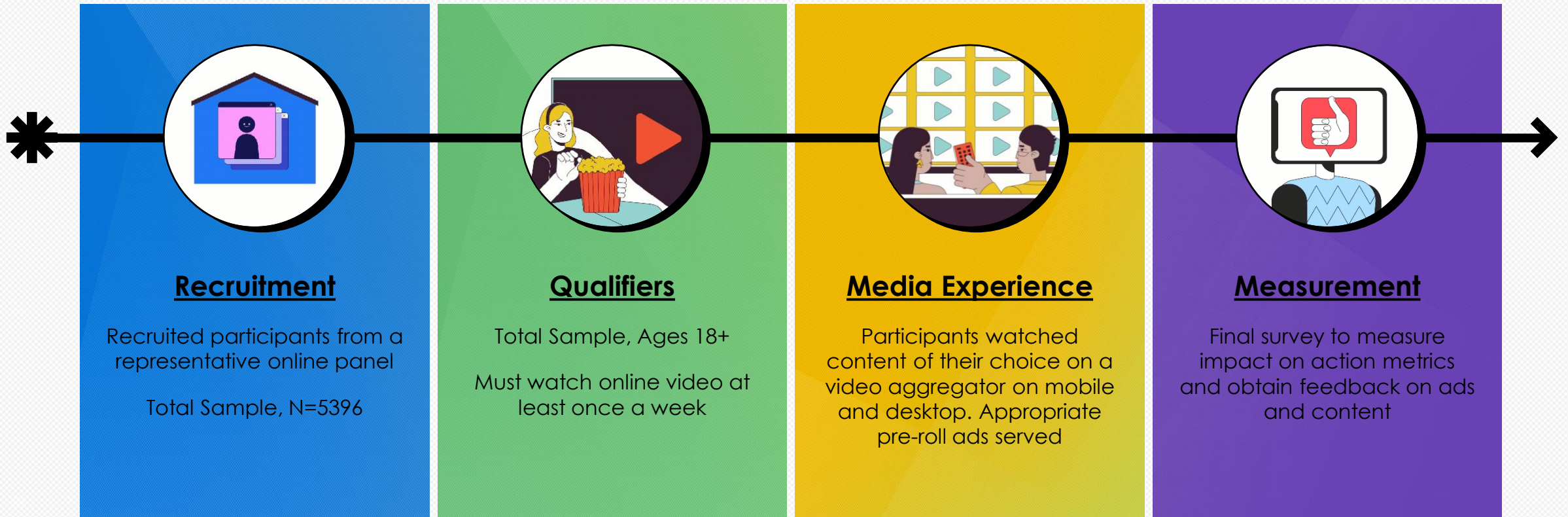
1-2 weeks after cultural moment

Ads delivered with a slight delay to test reduced immediacy

2-3 weeks after cultural moment

Ads delivered well after the event to assess diminishing impact

Ad effectiveness test



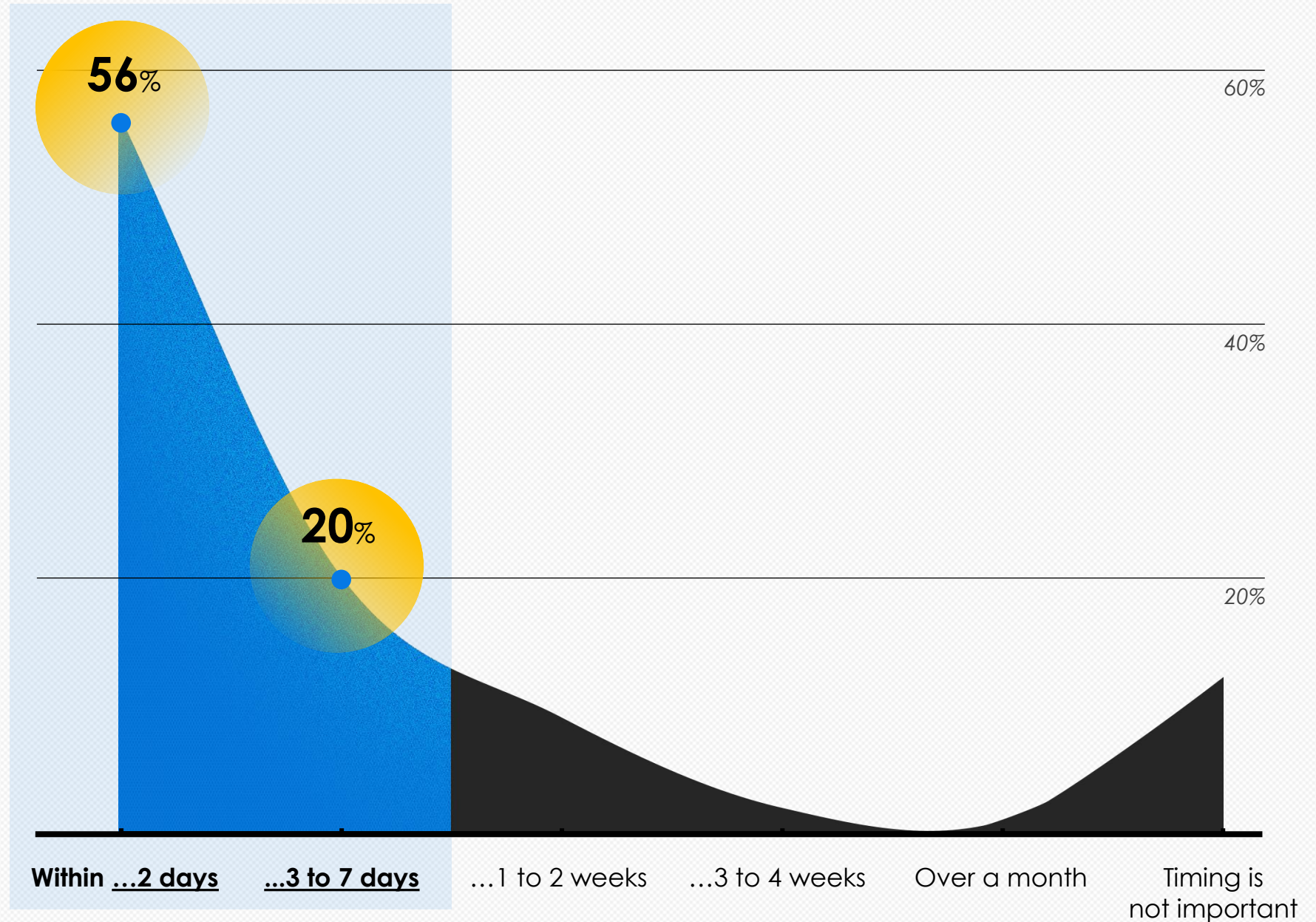
CULTURE IN THE FAST LANE

Brands must react to culture quickly

More than half say cultural alignment needs to happen within a week for the brand to be considered culturally relevant

How quickly should brands respond to cultural moments?

- % Selected

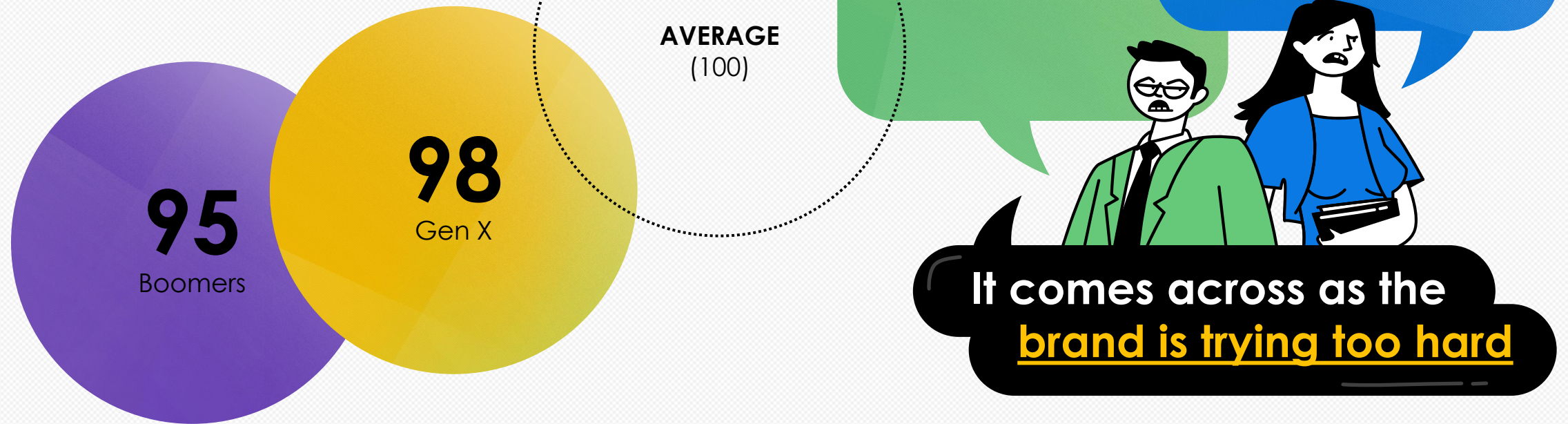


Younger generations are less forgiving when brands lag behind

Especially when reaching younger generations, brands must prioritize agility

How people feel when brands respond to culture too late?

- Indexed



Total sample N=5396, Adult Gen Z N=919, Millennials N=2318, Gen X N=1326, Boomers N=833

Q: How do you feel when a brand responds to a cultural event, trend, or issue, but does so too late? – select all that apply

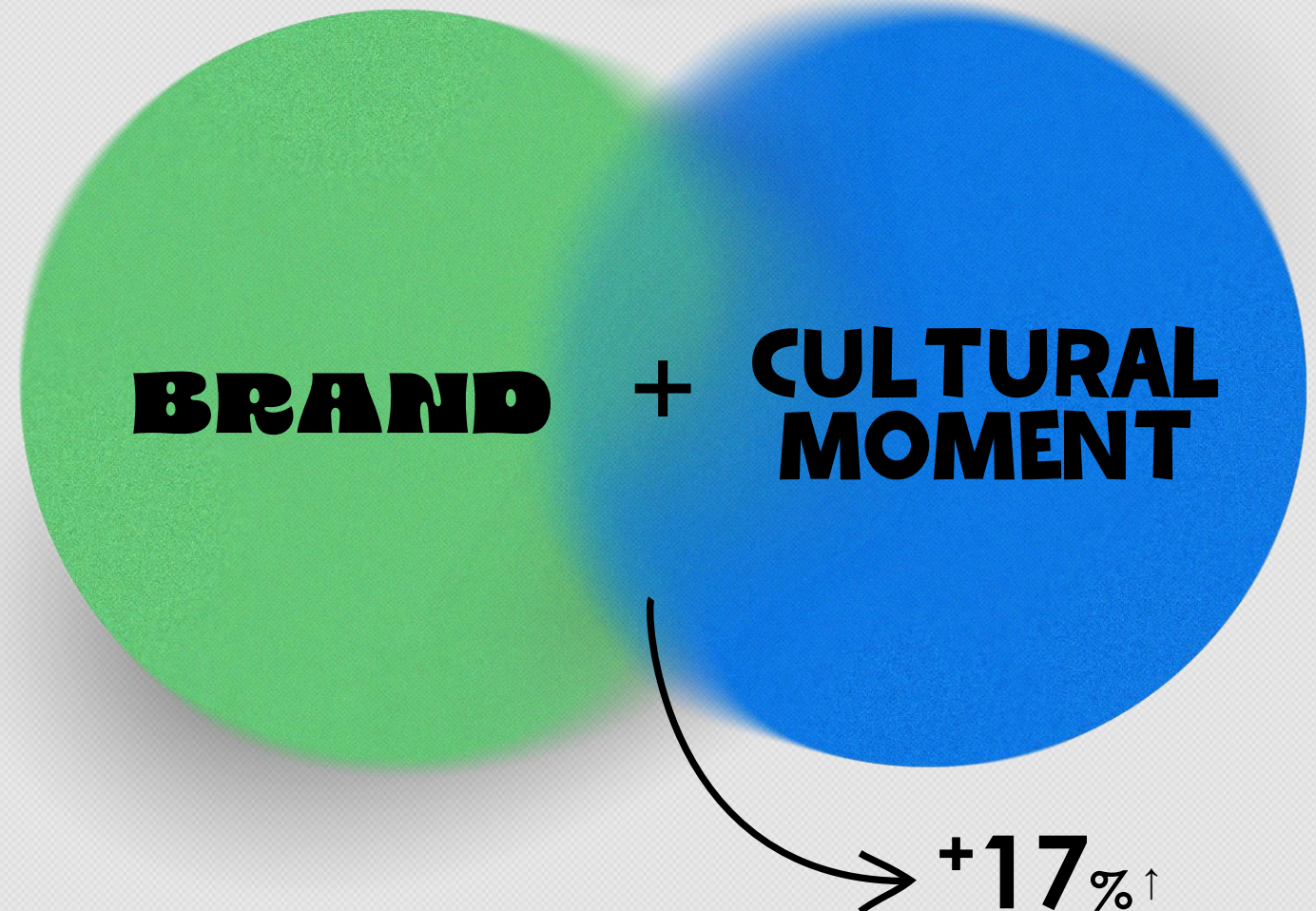
Read as: Gen Z and Millennials are notably less tolerant of brands that fail to respond to cultural moments in a timely manner. With an index score of 116 for Gen Z and 109 for Millennials, these younger generations are significantly more likely to perceive delayed responses as brands 'trying too hard,' compared to Gen X (98) and Boomers (95)

THE POWER OF BRAND-TAILORED CULTURAL ALIGNMENT

Aligning with brand-tailored cultural content positions the brand as part of the moment

Impact of brand-tailored cultural content
- Delta (Test – Control)

Association between...



Brand-tailored cultural content, Test N=905, Control N=891
Q: Which of the following brands, if any, is associated with the event? – select all that apply
↑ = Statistically significant difference between test and control at >=90% confidence

Cultural alignment creates brand distinction

Brand stands out

Delta (Test – Control)



+6PTS[↑]

Ads in brand-tailored
cultural content



0PTS

Ads in
General Content

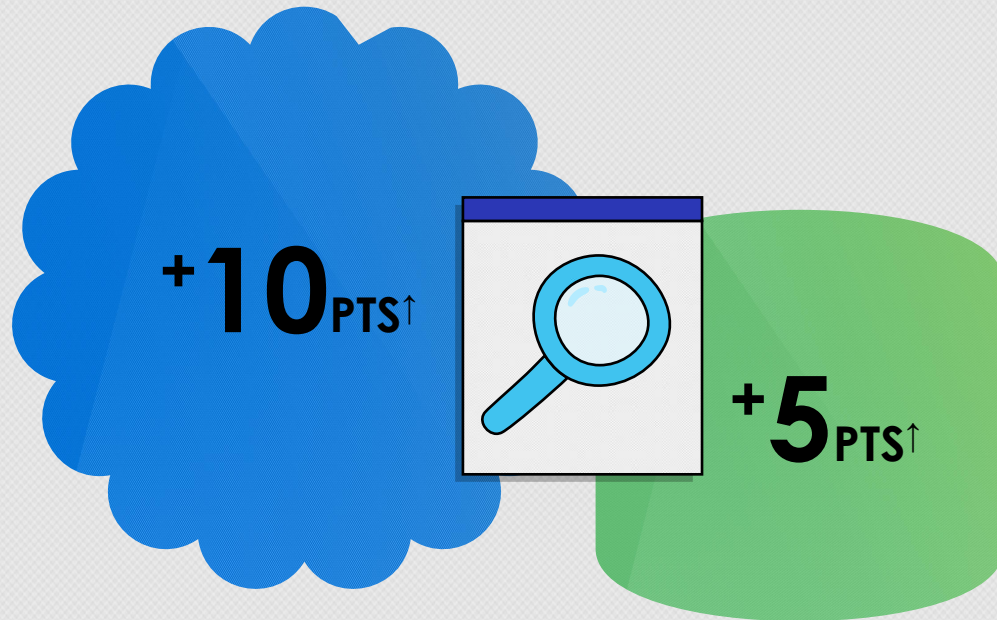
Brand-tailored cultural content, Test N=905, Control N=891; General content, Test N=910, Control N=918
Q: How much do you agree or disagree with the following statements about the brand? – select one for each option
↑ = Statistically significant difference between test and control at >=90% confidence

Search intent doubles; purchase intent triples

Ads in _____.

■ Brand-tailored Cultural Content ■ General Content

Search intent
Delta (Test – Control)



Purchase intent
Delta (Test – Control)



Brand-tailored cultural content, Test N=905, Control N=891; General content, Test N=910, Control N=918
Q: How likely are you to search for information about the following? – select one for each option
Q: The next time you're buying X, how likely are you to purchase the following? – select one for each option
↑ = Statistically significant difference between test and control at >=90% confidence



BRANDS BE NIMBLE:

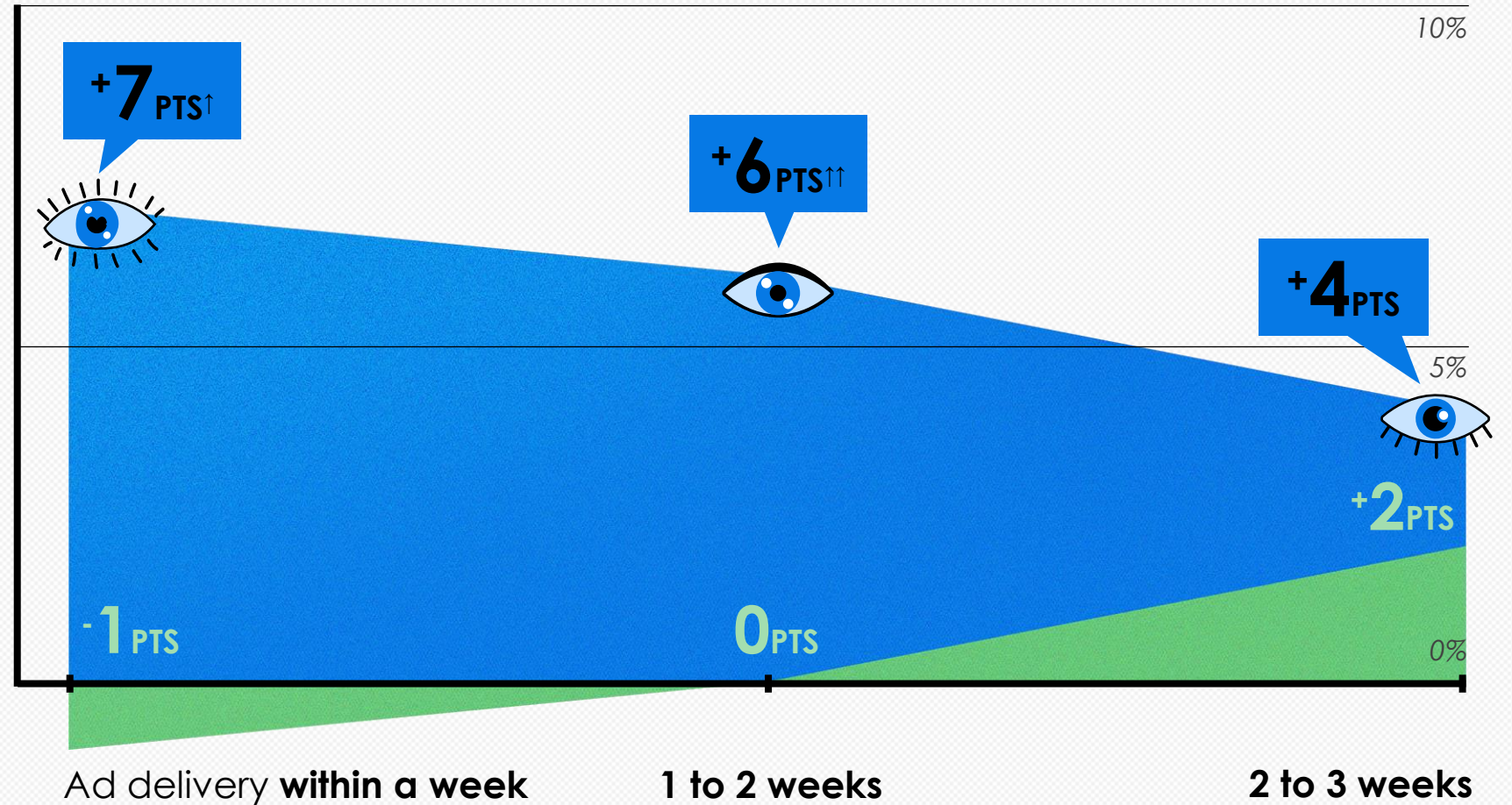
SEIZING CULTURAL MOMENTS

Timing is critical for the “stand out” effect

Impact of timing relative to cultural content
- Delta (Test – Control)

Brand stands out

■ Ads in brand-tailored cultural content ■ Ads in general content



Brand-tailored cultural content, Within a week, Test N=303, Control N=292; 1 to 2 weeks, Test N=308, Control N=303; 2 to 3 weeks, Test N=294, Control N=296
 General content, Within a week, Test N=308, Control N=301; 1 to 2 weeks, Test N=303, Control N=308; 2 to 3 weeks, Test N=299, Control N=310
 Q: How much do you agree or disagree with the following statements about the brand? – select one for each option
 ↑ = Statistically significant difference between test and control at >=90% confidence
 ↑↑ = Statistically significant difference between test and control at >=80% confidence

Quick responses can drive new customer acquisition

Impact of timing relative to cultural moment on potential new customers*
Delta (Test – Control)

Purchase Intent

Ads in brand-tailored cultural content

Ads delivered

_____ .

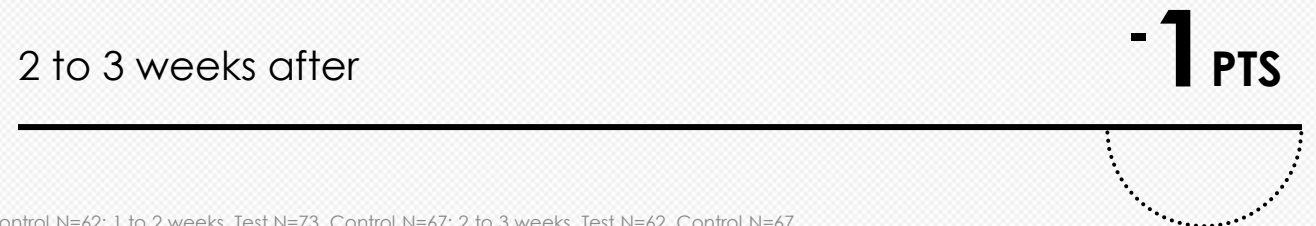
Within a week



1 to 2 weeks after



2 to 3 weeks after



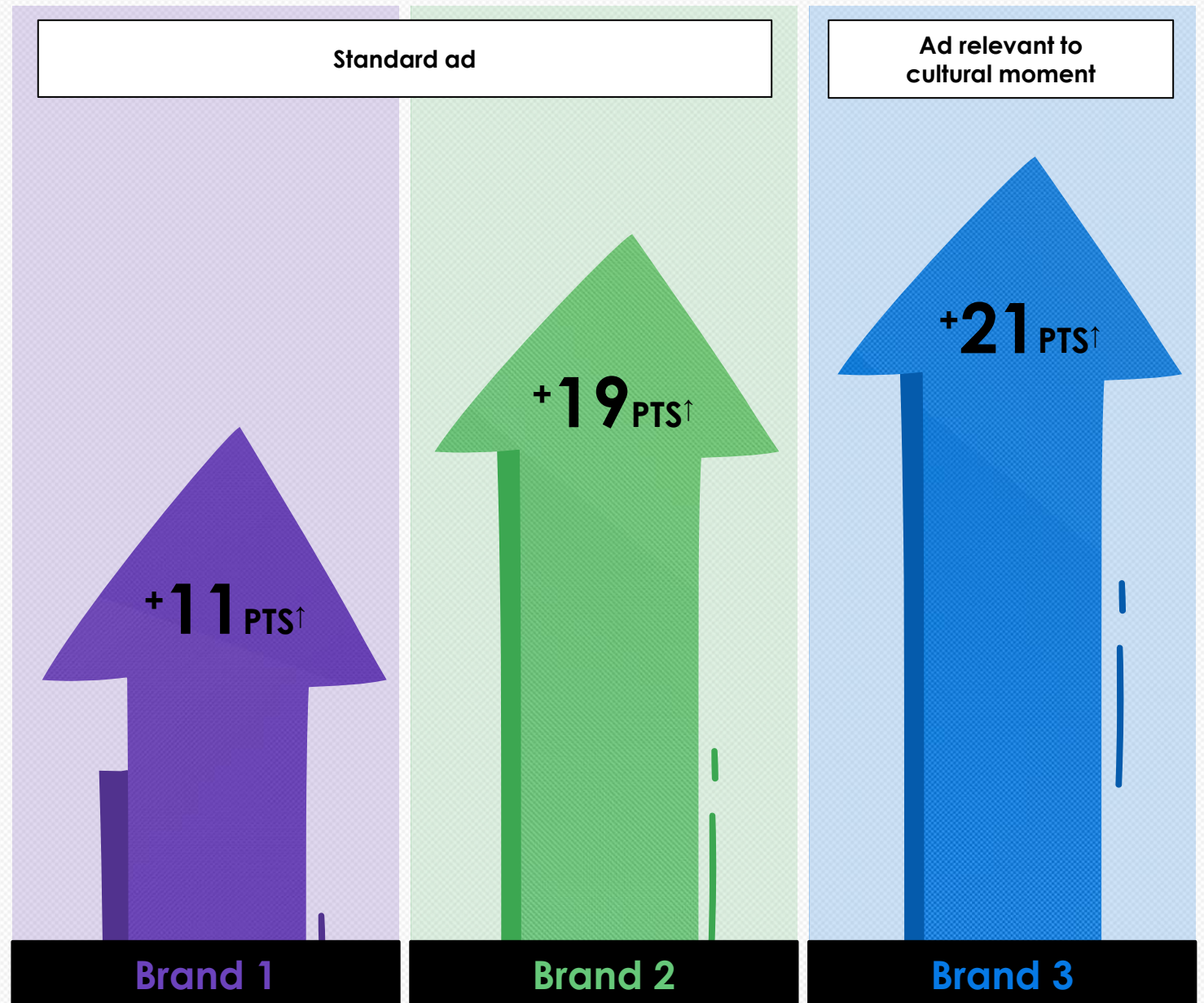
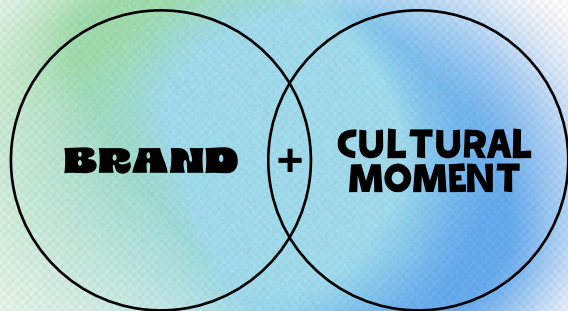
New customers, Brand-tailored cultural content, Within a week, Test N=66, Control N=62; 1 to 2 weeks, Test N=73, Control N=67; 2 to 3 weeks, Test N=62, Control N=67
Q: The next time you're buying X, how likely are you to purchase the following? – select one for each option
*potential new customers are those who haven't purchased brand products before
↑ = Statistically significant difference between test and control at >=90% confidence

Brands don't always need a custom creative to drive association with a cultural moment

Brands can build moment associations simply by appearing next to moment-related content with standard ads

Impact of brand-tailored cultural content
Delta (Test – Control)

Association between _____ .



Brands must think beyond broad cultural alignment – highest impact occurs when cultural content is thoughtfully tailored to fit the brand

Purchase Intent
Delta (Test – Control)

+5 PTS[↑]
Ads in **broad cultural content**

+9 PTS[↑]
Ads in **brand-tailored cultural content**

+3 PTS^{↑↑}
Ad in **general content**



Brand-tailored cultural content, Test N=905, Control N=891; Broad cultural content, Test N=900, Control N=871, General content, Test N=910, Control N=918
Q: The next time you're buying X, how likely are you to purchase the following? – select one for each option
↑ = Statistically significant difference between test and control at >=90% confidence
↑↑ = Statistically significant difference between test and control at >=80% confidence

Top Findings



Align with Moments

Brands that align with cultural moments and societal trends through a brand-tailored lens achieve stronger KPI compared to those that don't

Quick Response Time

Impact is even greater when brands respond quickly, underscoring that both speed and relevance are essential for building a meaningful connection with audiences

Considerations

Define your brand's perspective and consider tech to identify and act on brand-tailored cultural moments effectively



Take proactive steps to stay agile to keep up with the speed of culture

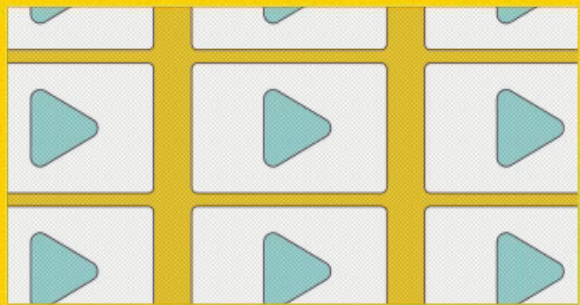


Consider a test-and-learn approach to exploring how culturally tailored creative can amplify KPIs and unlock brand growth

Sightly®



THANK
YOU ←



MAGNA MEDIA TRIALS

