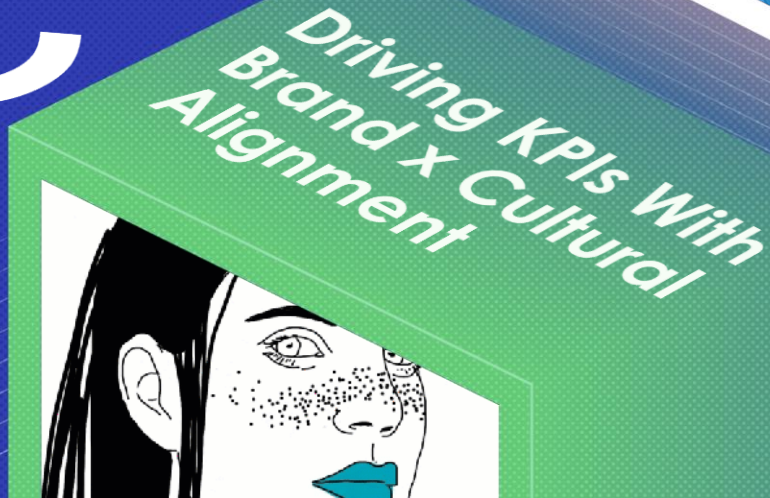
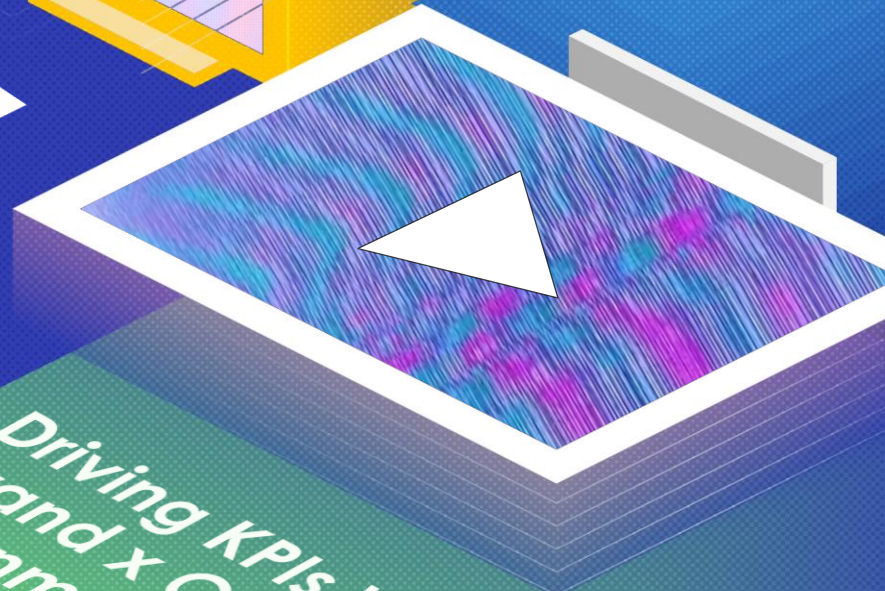
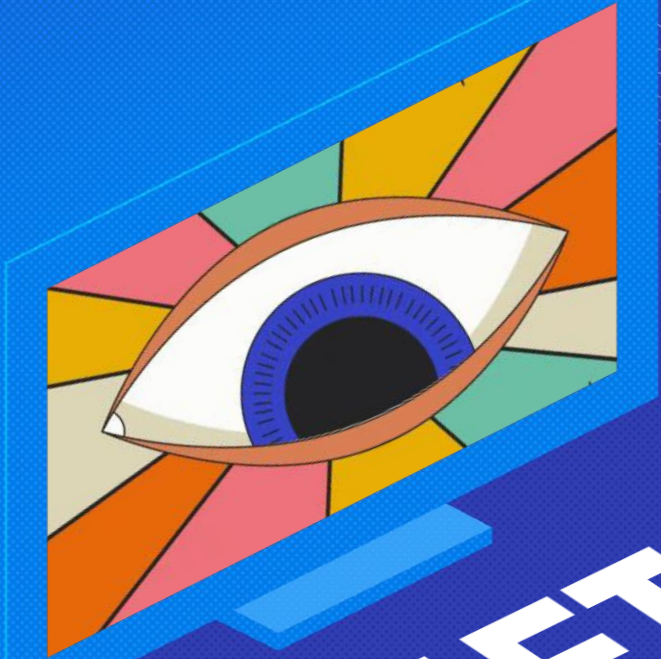


M/GNA MEDIA TRIALS

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

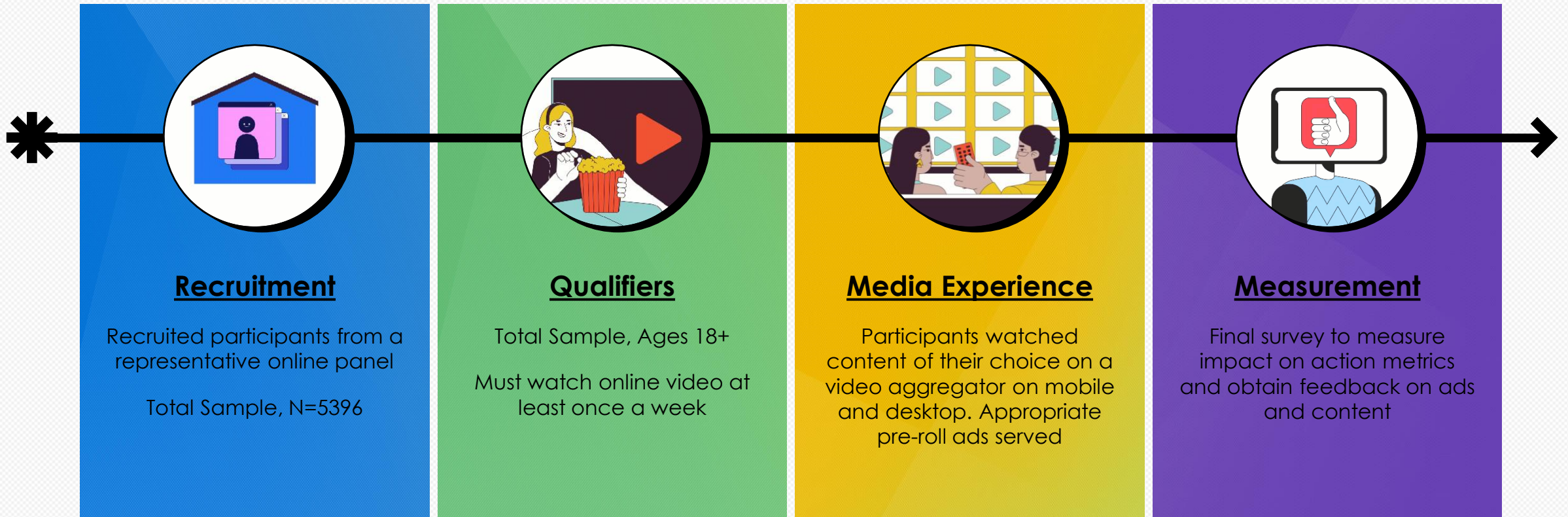
### 1-2 weeks after cultural moment

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



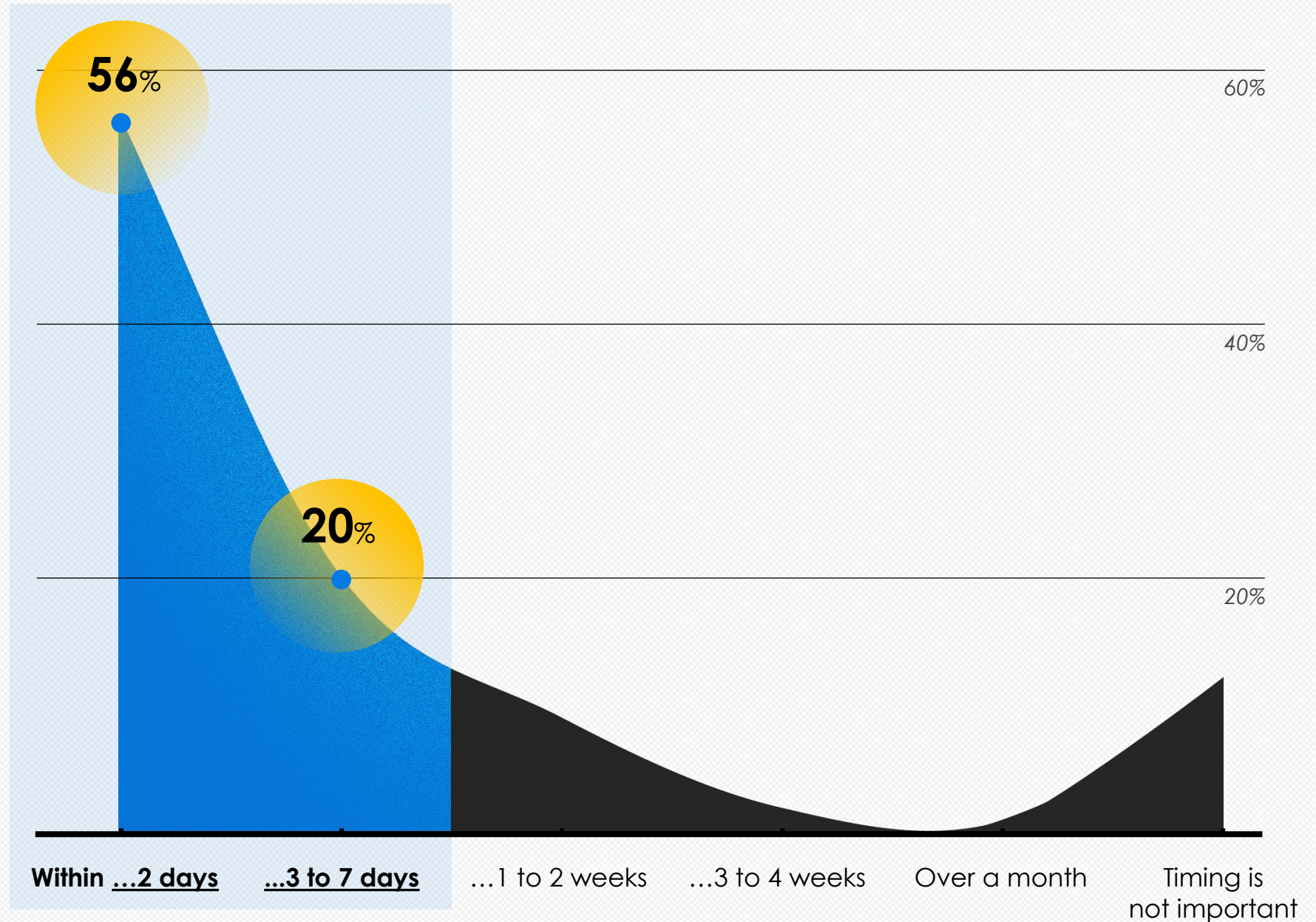
# CULTURE IN THE FAST LANE



# 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

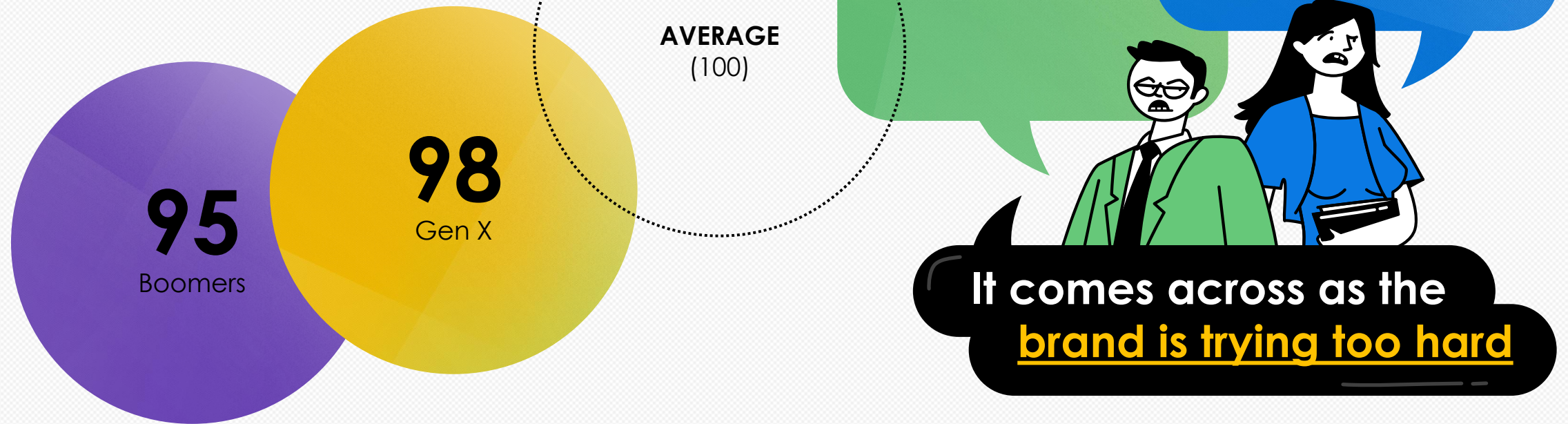


# Younger generations are less forgiving when brands lag behind

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

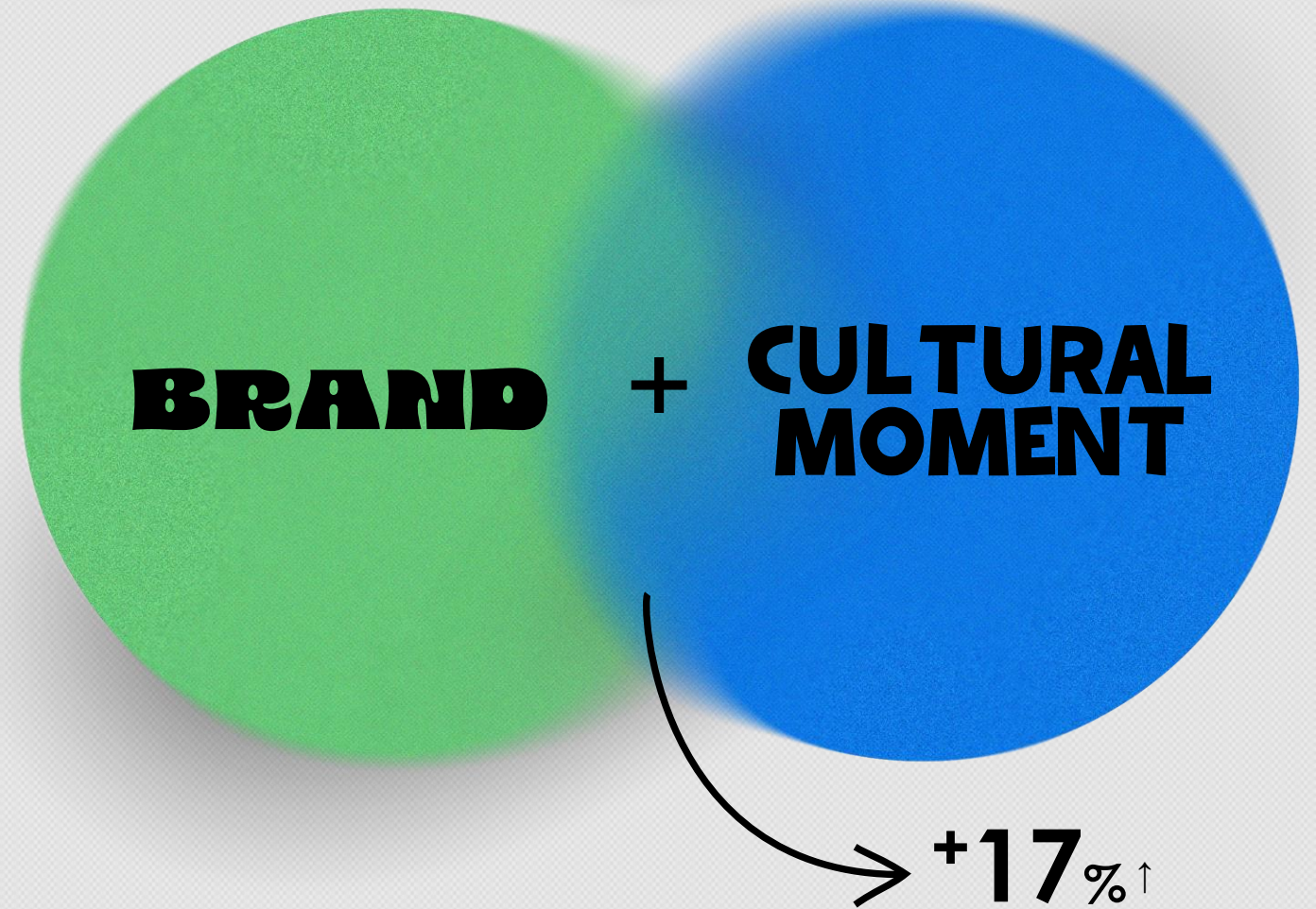
Read as: Gen Z and Millennials are notably less tolerant of brands that fail to respond to cultural moments in a timely manner. With an index score of 116 for Gen Z and 109 for Millennials, these younger generations are significantly more likely to perceive delayed responses as brands 'trying too hard,' 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<sup>↑</sup>

Ads in brand-tailored  
cultural content



0PTS

Ads in  
General Content

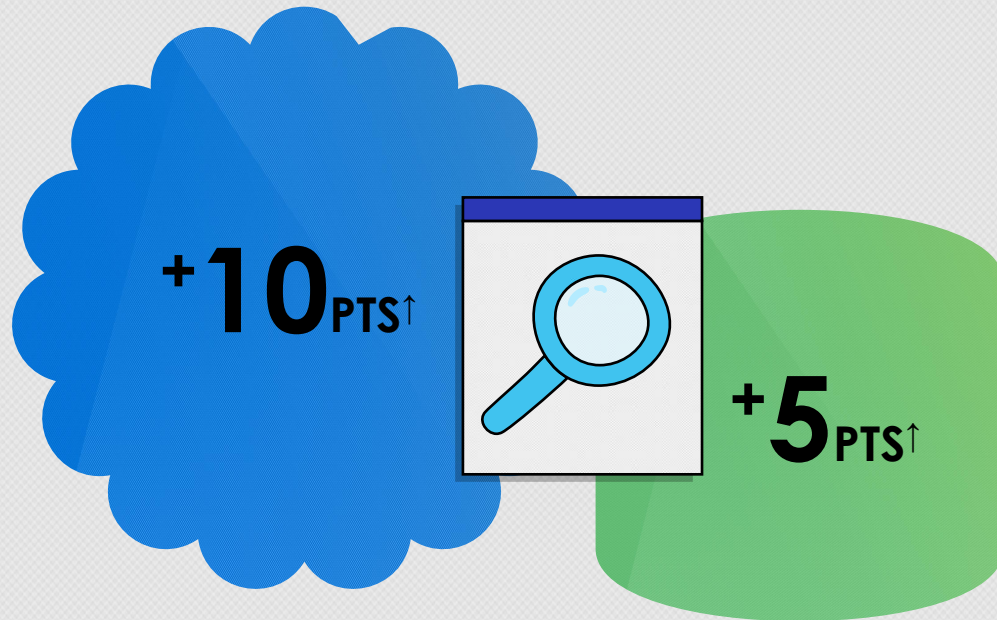
Brand-tailored cultural content, Test N=905, Control N=891; General content, Test N=910, Control N=918  
Q: How much do you agree or disagree with the following statements about the brand? – select one for each option  
↑ = Statistically significant difference between test and control at >=90% confidence

# Search intent doubles; purchase intent triples

Ads in \_\_\_\_\_.

■ 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:

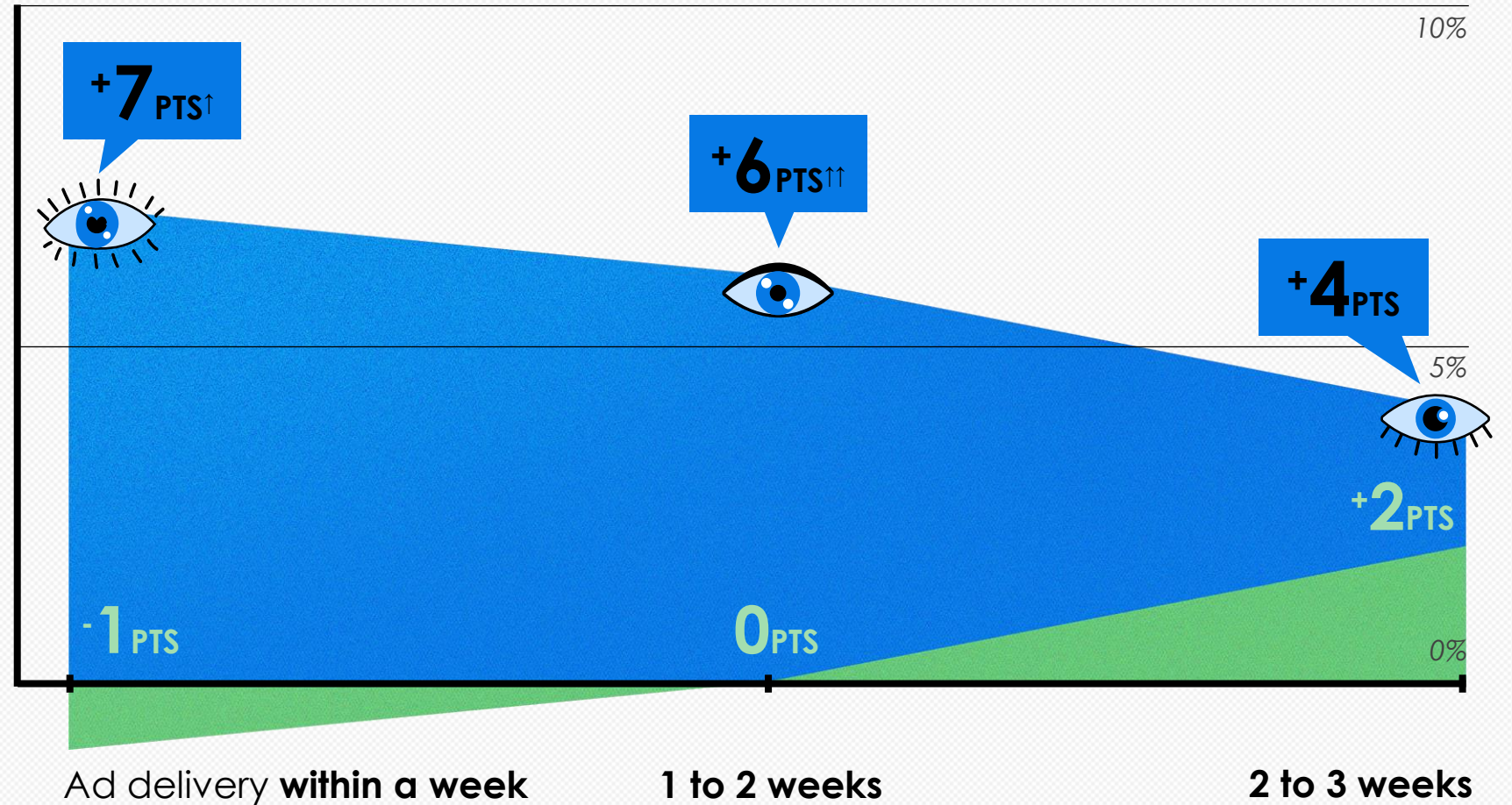
# SEIZING CULTURAL MOMENTS

# 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

\_\_\_\_\_ .

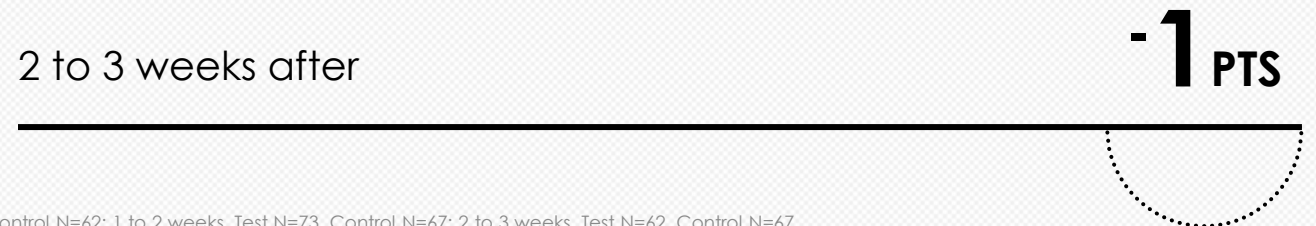
Within a week



1 to 2 weeks after



2 to 3 weeks after



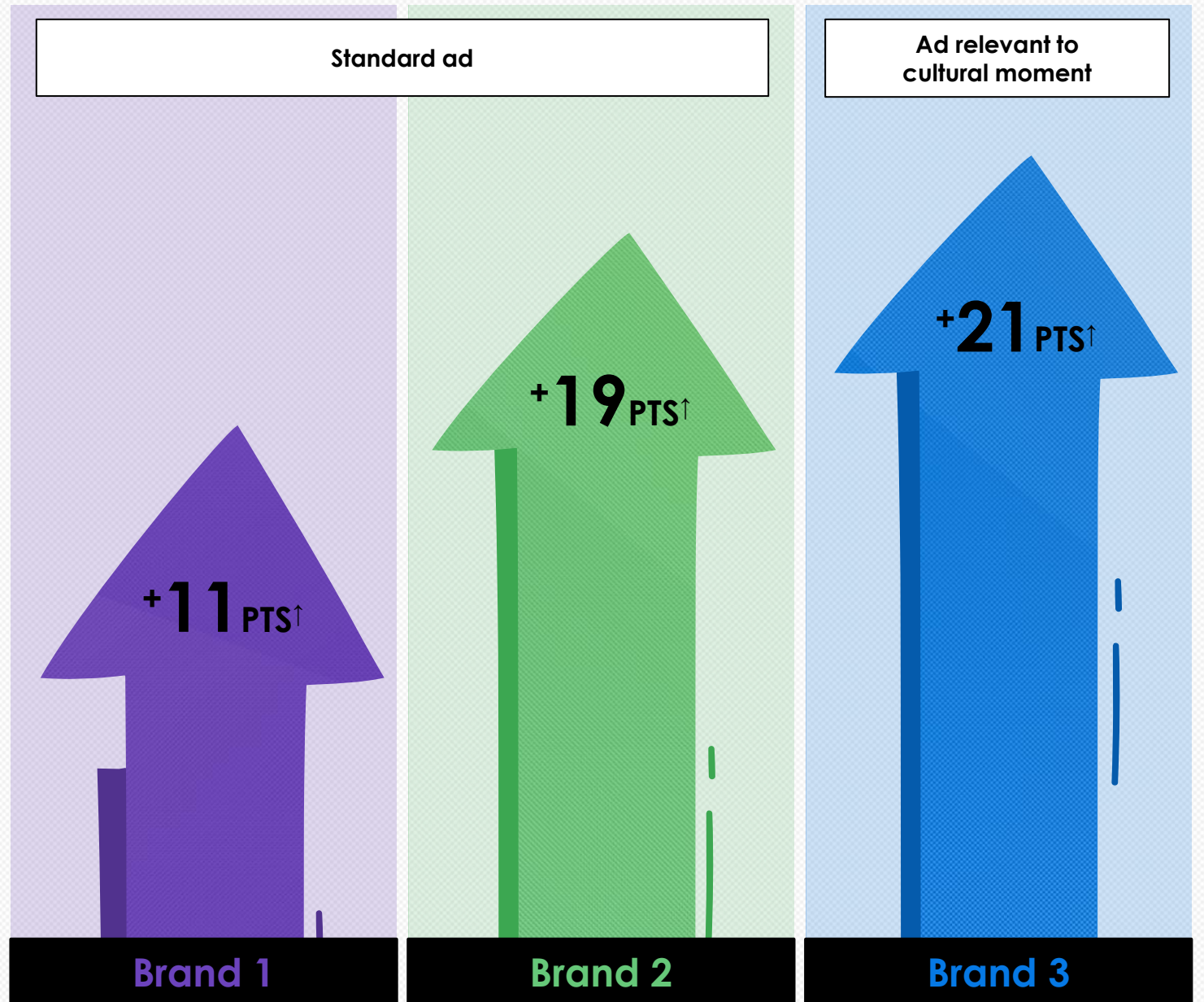
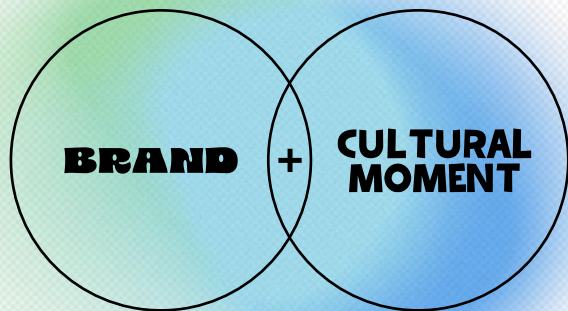
New customers, Brand-tailored cultural content, Within a week, Test N=66, Control N=62; 1 to 2 weeks, Test N=73, Control N=67; 2 to 3 weeks, Test N=62, Control N=67  
Q: The next time you're buying X, how likely are you to purchase the following? – select one for each option  
\*potential new customers 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<sup>↑</sup>**  
Ads in **broad cultural content**

**+9 PTS<sup>↑</sup>**  
Ads in **brand-tailored cultural content**

**+3 PTS<sup>↑↑</sup>**  
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

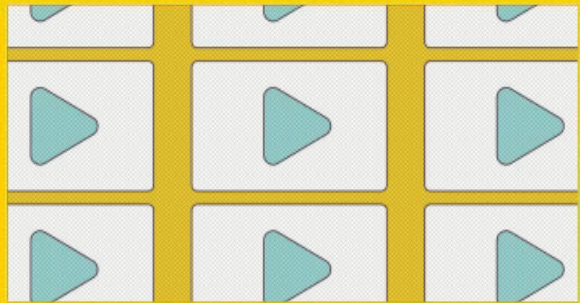


Consider a test-and-learn approach to exploring how culturally tailored creative can amplify KPIs and unlock brand growth

Sightly®



THANK  
YOU ←



MAGNA MEDIA TRIALS

