



**EthniFacts**<sup>SM</sup>

Who buys • What sells • Why

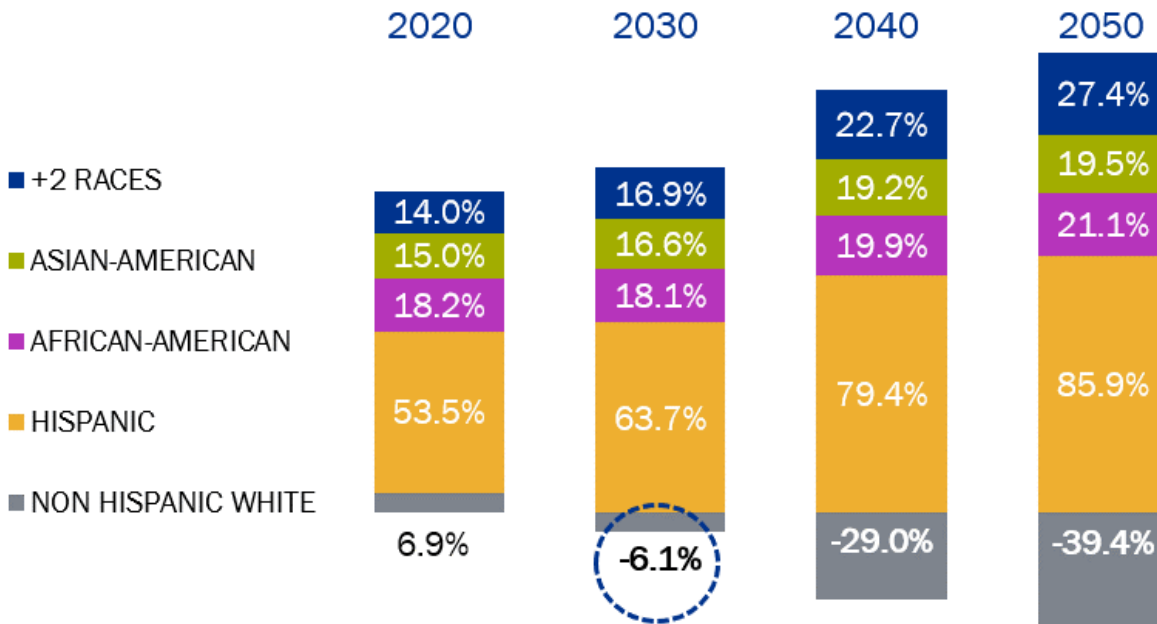


**America Reimagined:  
New Inter-Cultural Activation Strategies for a New America**

**Intercultural Affinity Aggregation (ICA)**

# All Future Population Growth is Driven by Multiculturals

## Projected Growth in Population by Race & Ethnicity



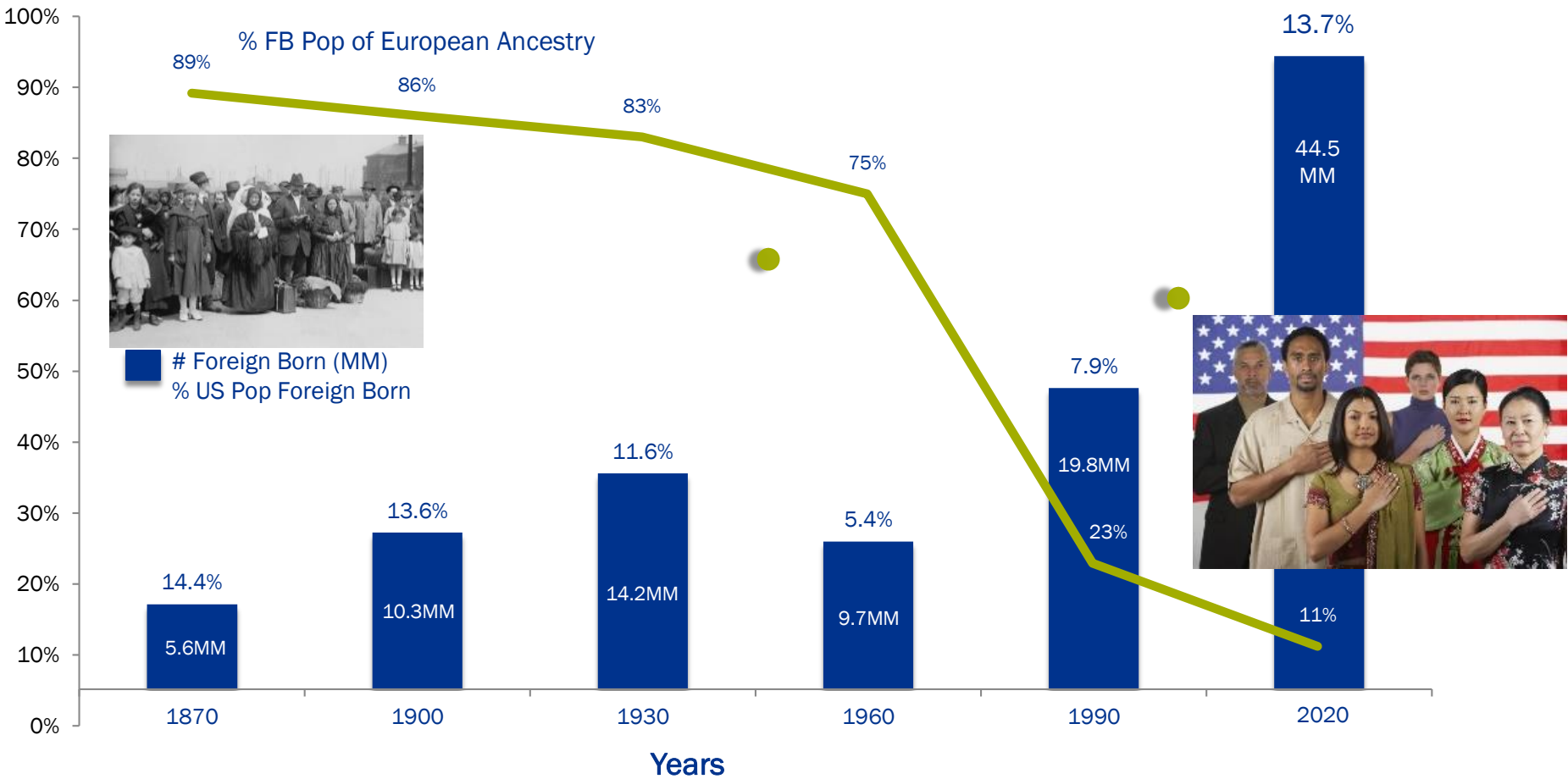
**2012** was the first year that mortality exceeded births for the **U.S. NH White population.**

Excluding NH White immigration into the U.S., 100% of U.S. population growth is already multicultural.

Source: U.S. Census Projections 2019

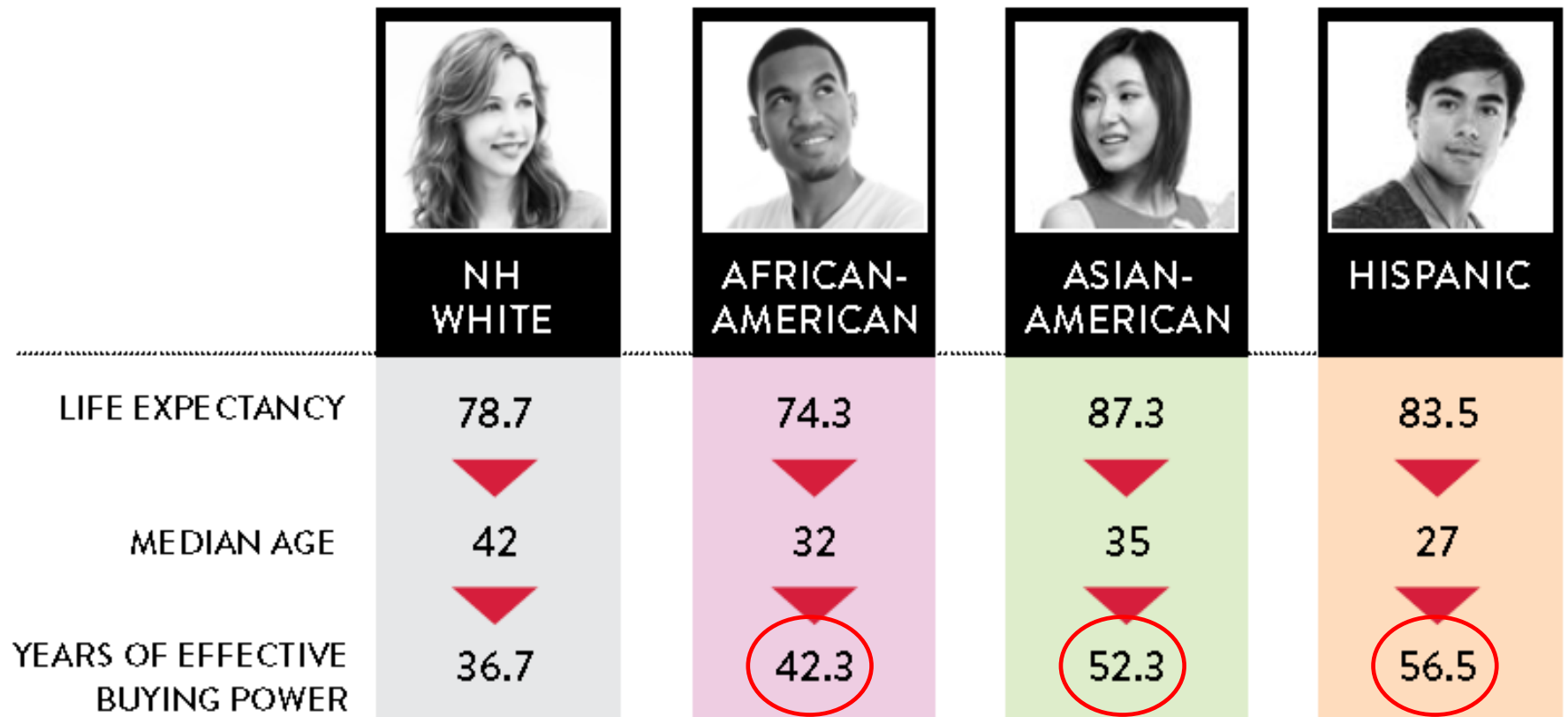
# What is Driving the Shift in America?

Foreign Born population has quadrupled since 1960 while Countries of Origin have changed dramatically






# Years of Effective Buying Power is Greater for Multiculturals

Because of the much younger age of Multicultural consumers and their generally longer life expectancies, the value to product and service providers is greater.



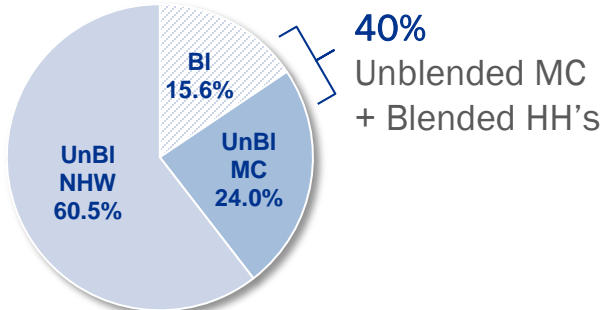
# Multicultural Influence: The Blending of U.S. Households

## Visualize America's 117 million households in three types

 <b>UnBI NH White</b> = Unblended NHW	All household members are non-Hispanic White	<b>71 million</b> (60.5%)
 <b>UnBI MC</b> = Unblended MC	All household members are of single Hispanic national origin or single non-White race	<b>28 million</b> (24.0%)
 <b>BI = Blended</b>	Household has mix of races, mix of Hispanic origins, Hispanic w/ non-Hispanic or US-born & foreign born	<b>18 million</b> (15.6%)

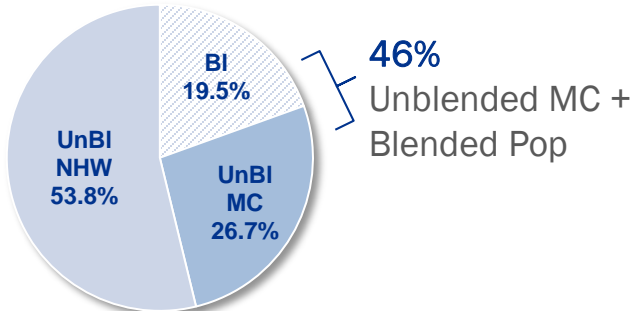
So, households in the New Mainstream look like

**% Blended Households**

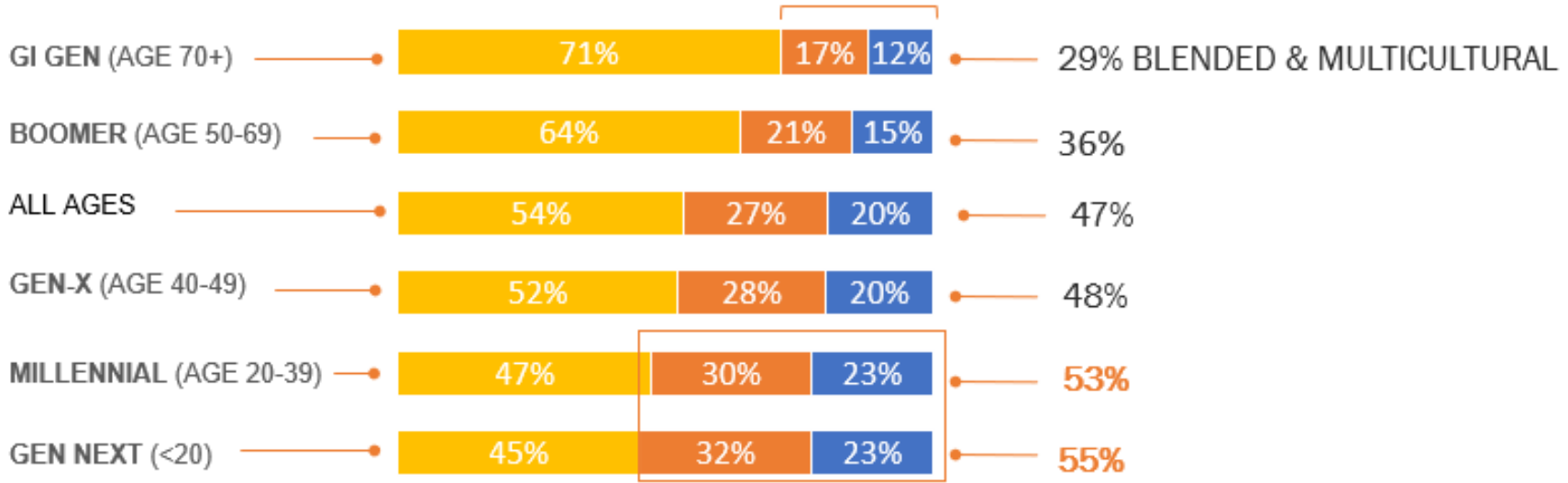
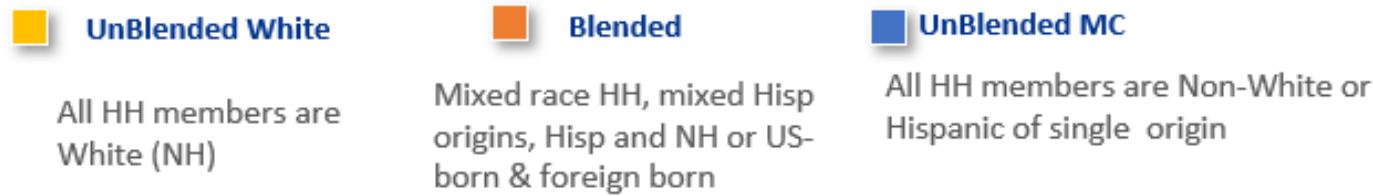


And by population, the New Mainstream looks like

**% Blended Population**



# The Blended Household Population by Generation



Population in Blended Households + MC Households now accounts for the majority (53%) of the under 50 American population

	<50	50+
% of Total US Population	66%	34%
UnBlended NHW Pop	47%	66%
UnBlended MC + Blended Pop	<b>53%</b>	34%

# In 2021, a More Realistic Market View is Necessary as Multicultural Influence is Being Sharply Debated

**In this new environment, it should not surprise marketers that consumers will react to Brand communications . . .**

**Faster** – instant reaction to both real and hearsay samples of brand voices and advertising across all traditional and new channels

**Louder and broader** – individually and socially, more effective broadcasting of their personal voices on continually expanding channels

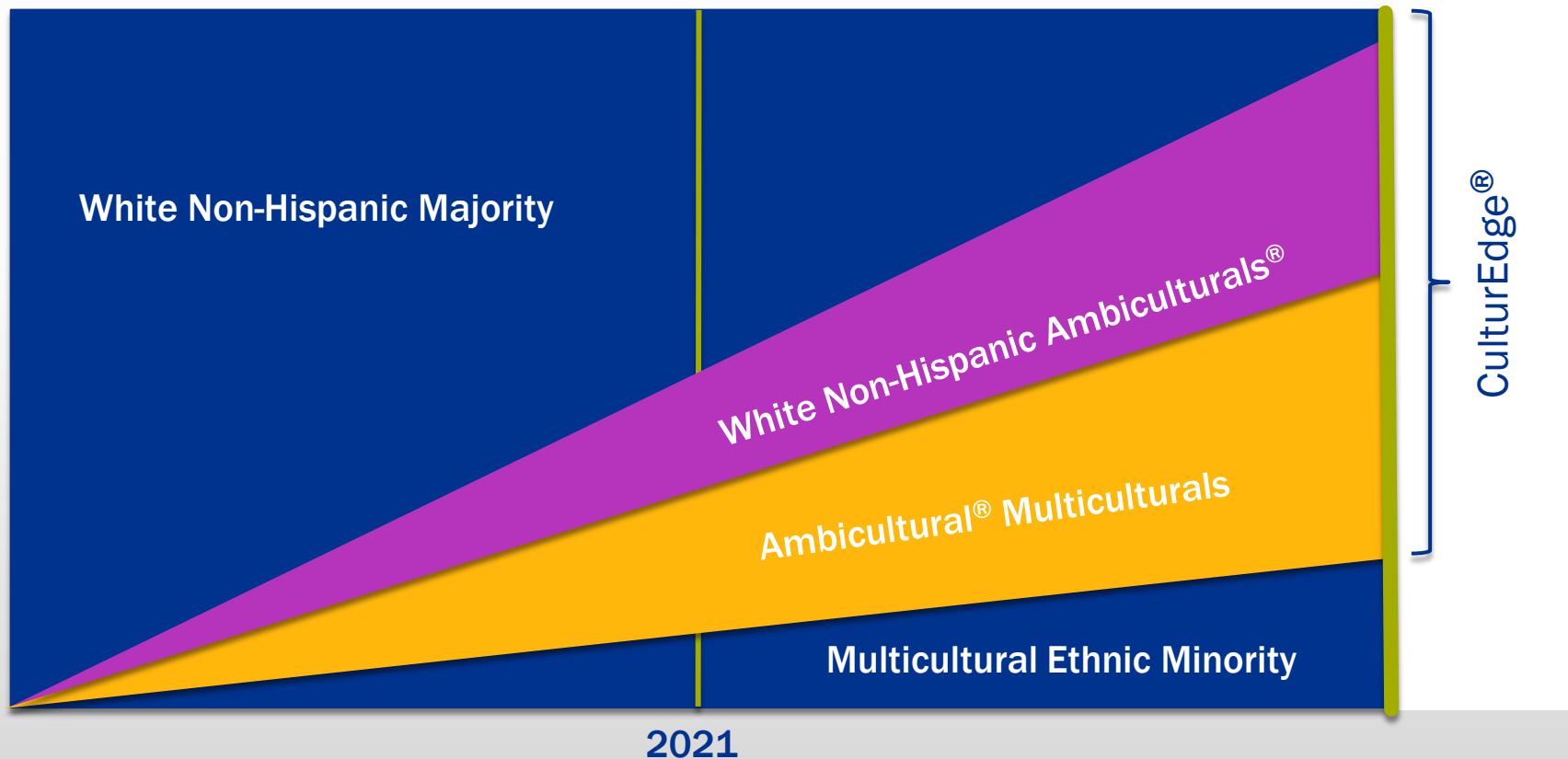
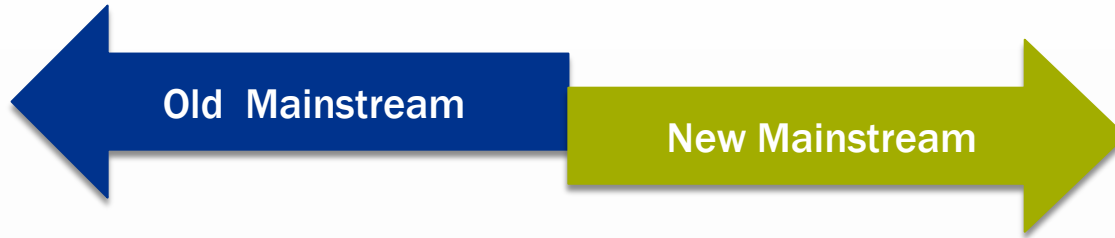
**Angrier and more personal** – with shorter fuses of toleration and patience that are more difficult to defuse and respond to

**More collective and combative** – assertive group identity that reinforces and spreads self-interest reactions and “us versus them” discourse

**More likely to “walk their talk”** – consumer actions and reactions will speak much louder than their words, with greater impact on purchasing

Clients need an approach that can serve as both a strategic planning and crisis management tool

# The Ambicultural® Future of America





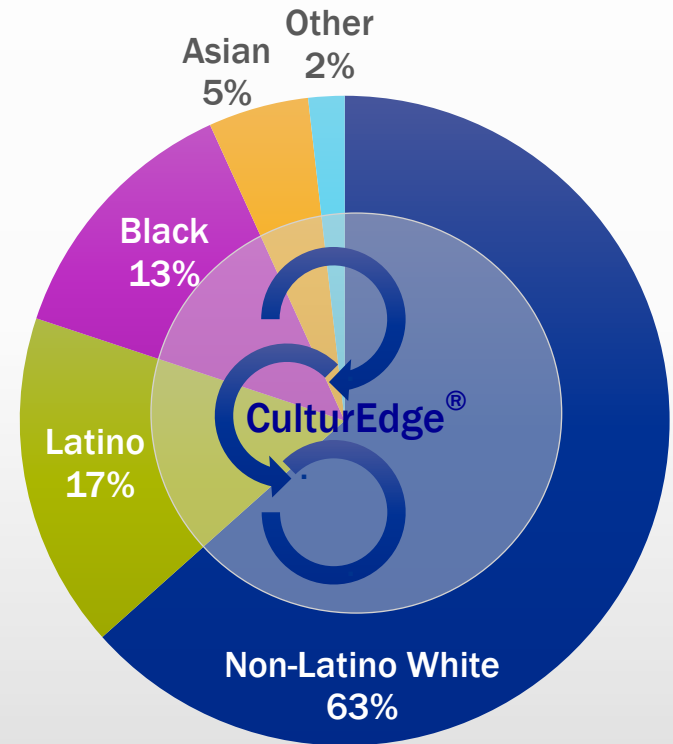
# Ambiculturals Take the Lead in the CulturEdge

In this shifting landscape, there is a convergence of cultures led by individuals who seek new experiences across cultures.

CulturEdge® is the...

- expansive cultural, physical, and virtual sharing space where exploration and exchange take place.
- bulls eye target for the changing marketplace.

Ambiculturals take the lead in the CulturEdge®



Many Fortune 500 companies are already applying these EthniFacts concepts



# The ICA Model Aggregates ALL Consumers Across Race/Ethnicity To Understand Affinity Outside One's Root Culture

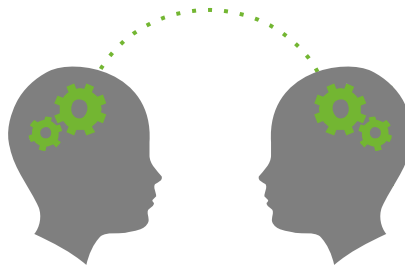
## INTERCULTURAL AFFINITY MODEL INPUTS



### MINDSET: How You Feel

**Aspirational Identity:** Are you retaining your root culture and do you intend to?

**Culture/Language Valuation:** How do you feel about diverse cultures?



### BEHAVIOR: How You Act

**Dual Culture Competence:** Ability to function in multiple cultures?

**Dual Language Competence:** Ability to speak multiple languages?

**Walk the Walk:** Do you participate?



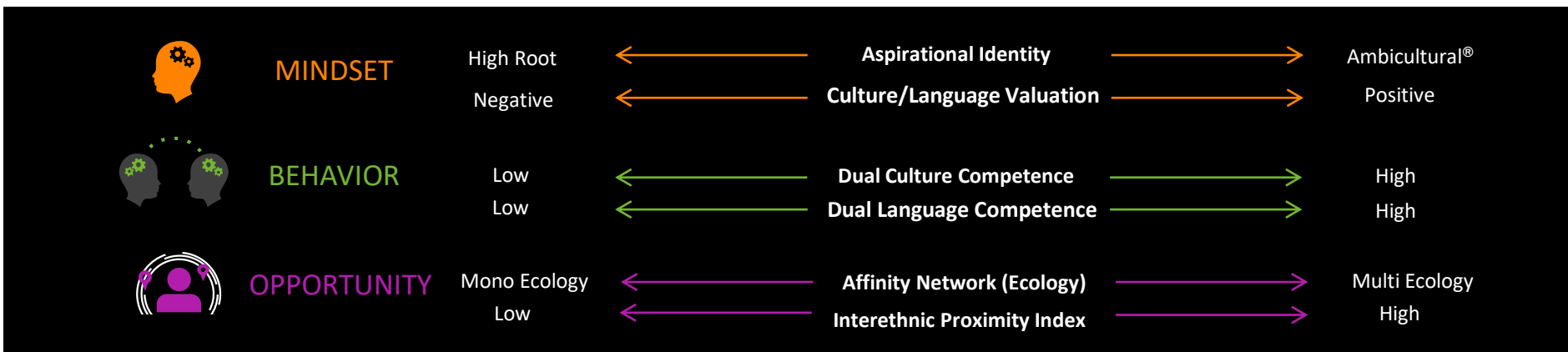
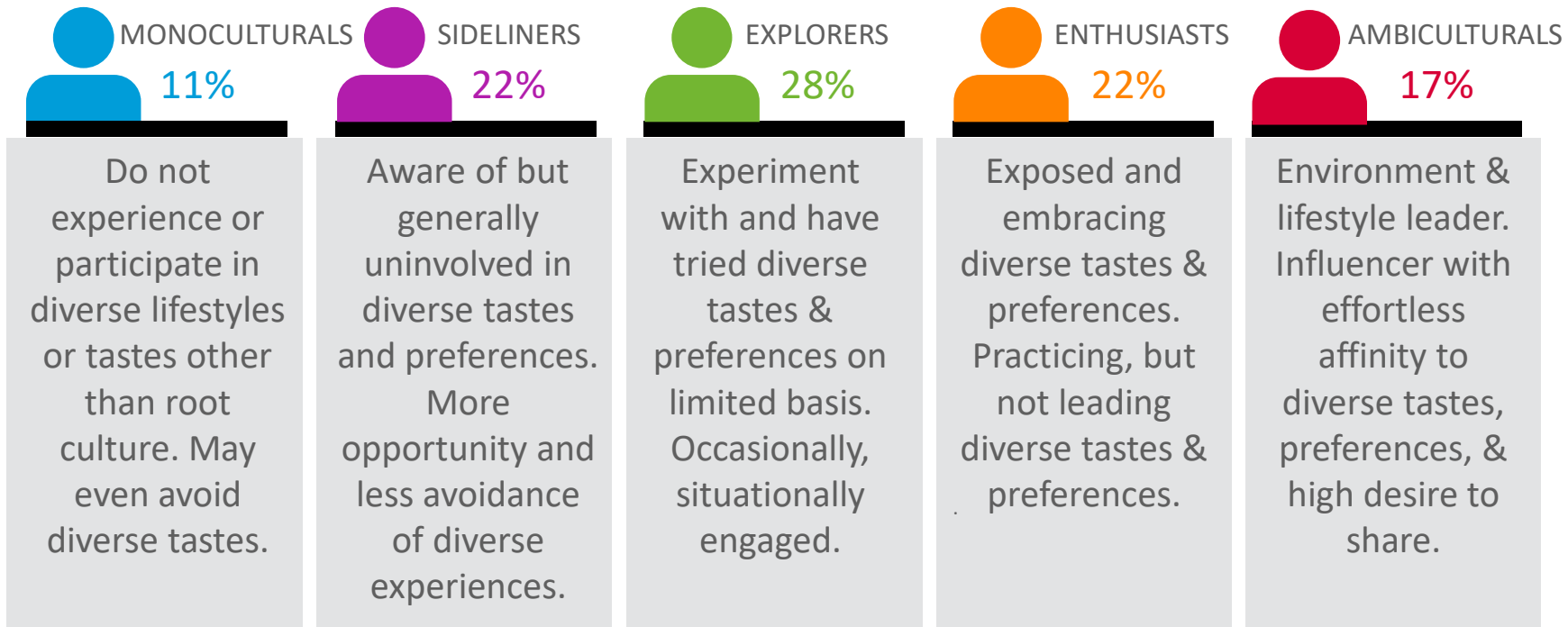
### OPPORTUNITY: Your Ecology

**Affinity Space Ecology:** Your physical and virtual associations?

**Interethnic Proximity (IPI®):** Are you located where you can easily practice these behaviors?

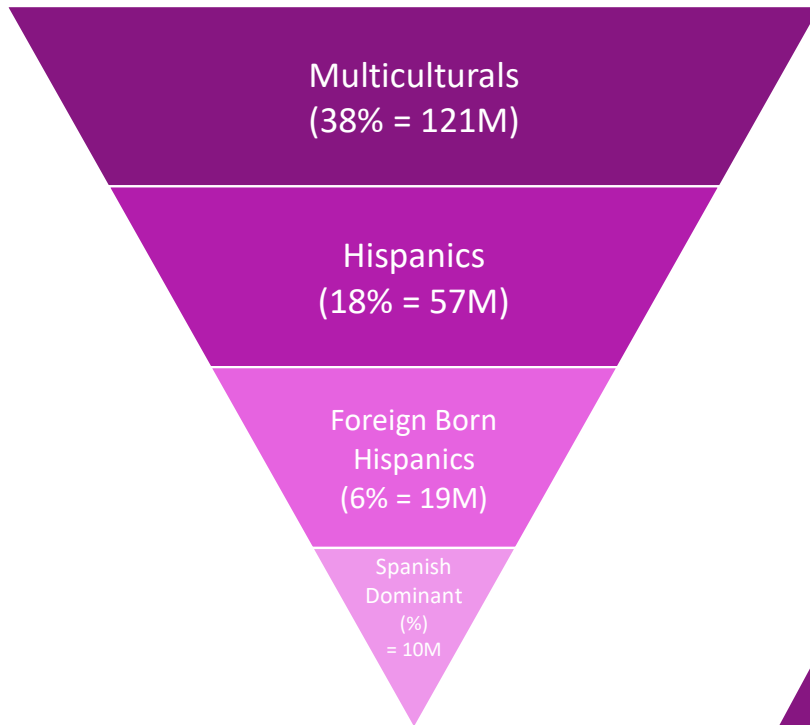
# Intercultural Affinity (ICA) Segment Profiles

TASTES & PREFERENCES



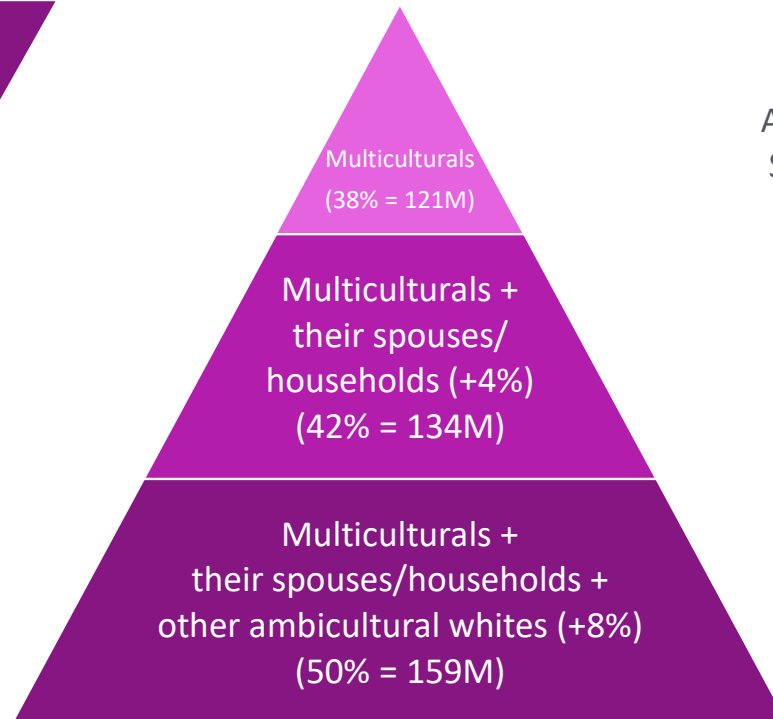
# Capturing the Potential of the New Blended America

## TRADITIONAL NICHE SEGMENTATION



**MANY SMALL ACTIVATION BUCKETS  
COSTLY TO IMPLEMENT**

## ETHNIFACTS AGGREGATION



ACTIVATION  
SEGMENTS



**COST EFFECTIVE ACTIVATION  
TO CULTURALLY ADJACENT CONSUMERS**

# In Today's Dissonant Marketplace, Brands Must Understand, Quantify, & Predict Risk/Reward

Pepsi Kendall Jenner Ad



Budweiser Super Bowl Water



Cheerios' Interracial Ad Spiked Its Online Branding by 77%

Rotten apples didn't spoil spot  
By Christopher Heine | June 7, 2013



Coca-Cola's Super Bowl Ad from 2014 Is Especially Relevant Today

They just reran the commercial.



# A New Way to Grow/Aggregate Business Across ALL Consumers

