



EthniFactsSM

Who buys • What sells • Why



**America Reimagined:
New Intra-Cultural Activation Strategies for a New America
Ambicultural[®] Fluidity Segmentation (AFS)**

EthniFacts Areas of Expertise

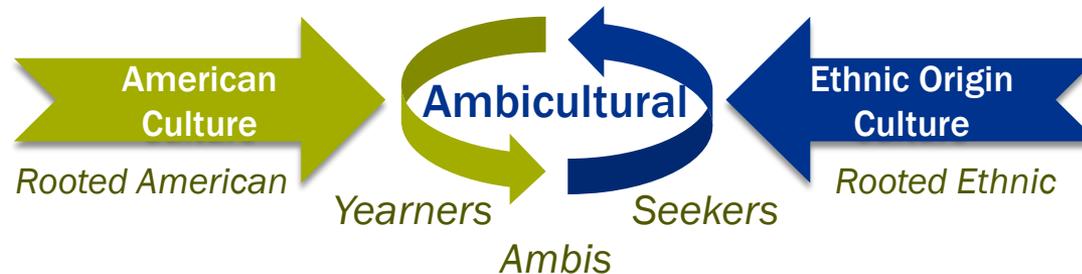
2

In a time of unprecedented demographic and social change in this country, the nature of the U.S. consumer market is in flux. The labels of mainstream and multicultural marketing are volatile. Turbulence increases the need for fresh thinking about culture and intercultural exchange.
This is EthniFacts' expertise.



Thought Leadership: Ambicultural[®] Fluidity Model

Segments the fluid journey of individuals on the cultural continuum of **being ethnic and being American** within a specific race or ethnicity

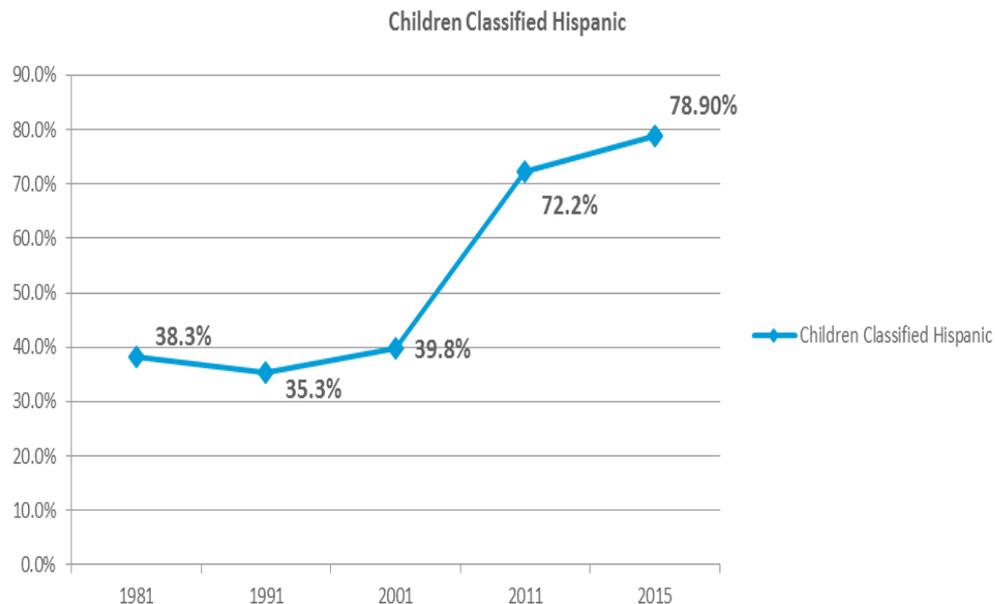


Ambiculturals have the **opportunity, competence and willingness** to function successfully in both their ethnic and American cultures.

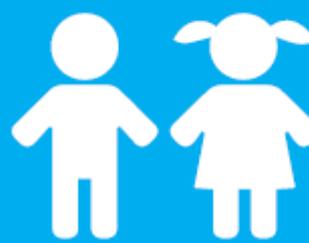
Evidence of Culture Sustainability is Pervasive

Meaning the opportunity is much bigger than you think!

The Census demonstrates powerful evidence of **culture sustainability** in data regarding how intermarried parents including a Hispanic and non-Hispanic parent, classify their children by ethnicity. In 1991, 35% of intermarried parents classified their children as Hispanic, which more than doubled to 79% in 2015



54% OF HISPANIC CHILDREN UNDER THE AGE OF 18 CURRENTLY LIVE IN A HOUSEHOLD WITH AT LEAST ONE FOREIGN-BORN PARENT

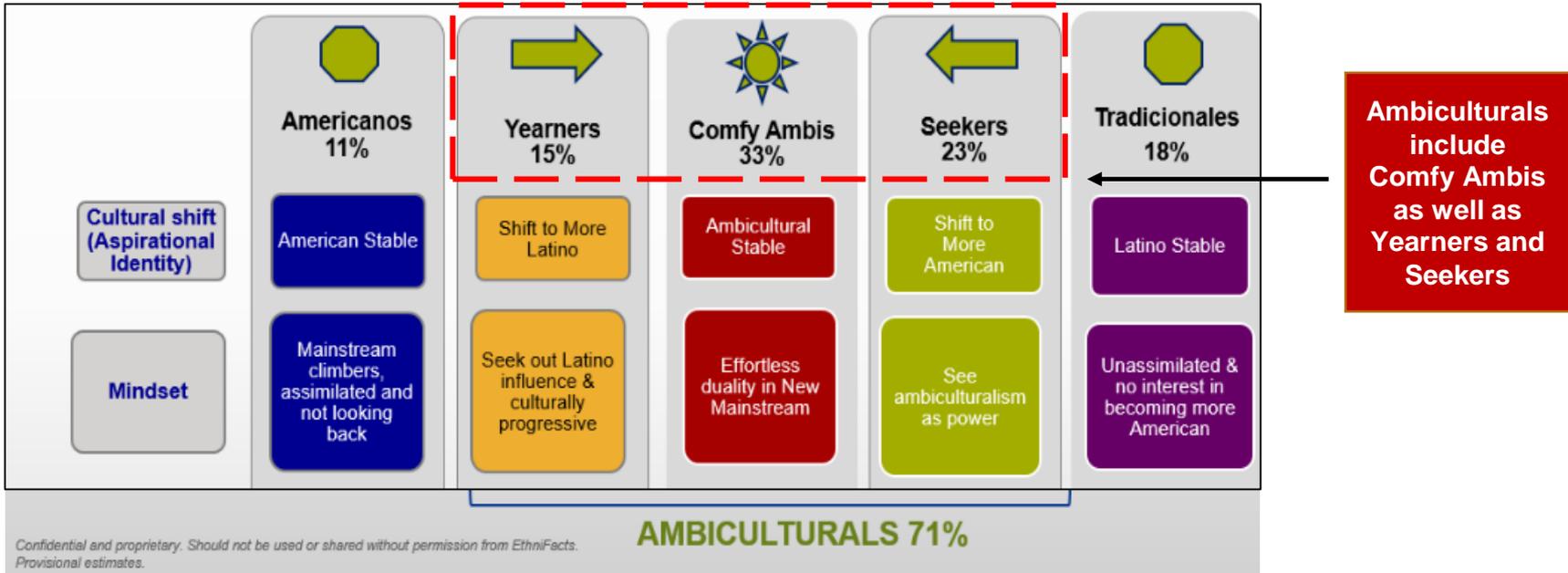


The actual reach and influence of the Hispanic market is **significantly greater than the 59 million** who self-identify as Hispanic today.

Ambiculturals[®] are Comprised of 3 Distinct Groups:

THEY ASPIRE TO BE COMFORTABLE LIVING IN 2 CULTURES... BUT MOST FEEL CULTURAL “PUSH AND PULL” TENSION

AMBICULTURAL FLUIDITY MODEL (Hispanic Example)

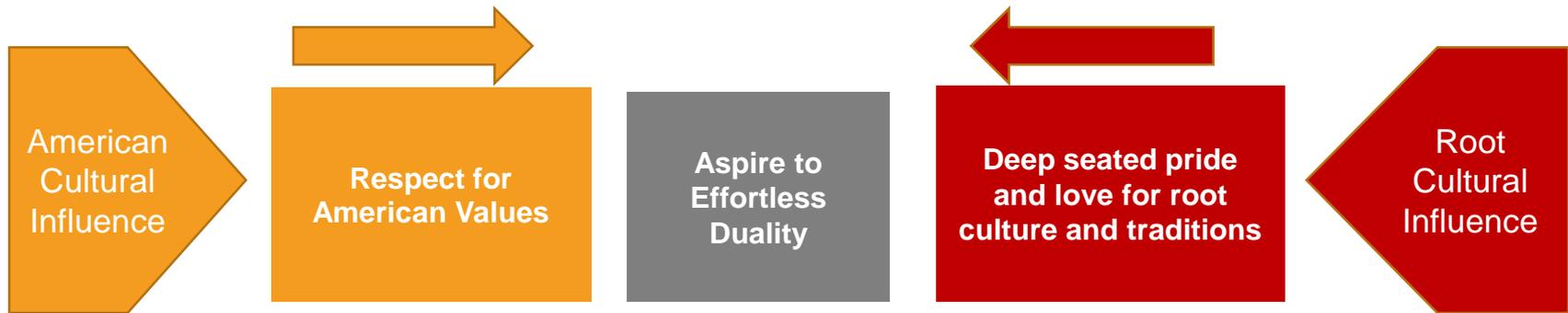


Ambiculturals include Comfy Ambis as well as Yearners and Seekers

* Ambicultural is a registered trademark of EthniFacts LLC

Ambiculturals[®] Truths:

Aspire to an Effortless Blend of American and Root Culture



- Rational connection with American values of openness and acceptance of others
- Appreciate opportunity to have a better life materially



- Emotional/visceral connection with home country values of honesty and hard work
- Get happiness from family warmth and a life that is rich emotionally

Confidential and proprietary. Should not be used or shared without permission of EthniFacts.

Core Strength: Thought leadership in **conceptualizing culture** and providing **metrics and models** for understanding and activation



MIKE LAKUSTA | mlakusta@ethnifacts.com | 972-567-1981