BRANDthrō

THE AXIS AGENCY

Next-Gen Multiculturalism ePR





BRANDthrō is an Insights-as-a-Service platform designed to add an emotional element to CX. We use a proprietary mix of AI, ML and neuroscience to deliver two types of 1:1 Commercial Intimacy Insights: Audience Development and Emotional Linguistic Analysis.

We are an alternative data set driven by data science vs. statistical analysis and are predictive of populations with 99.9% accuracy. We are intended to be used as additive to zero/first party/proprietary data to help improve emotional context.

Axis Target
Gen Pop

Millennials (born 1981–1996)

Three Segments

1. Caucasian Only
2. Caucasian + Other
3. Hispanic + Other



Executive Summary

As hypothesized, Millennials are not just identifying with ethnicity or subgroup, but rather self-identifying as multi-racial in our current world. The data shows us that there is a significant groundswell taking place within the zeitgeist which can be linked to a variety of important shifts underway such as: the need for cultural fluidity and the notion of self-identification through a consumer lens, consumer desire for brands to be purposeful in ways that are tied to meaningful action around both broad societal issues such as climate change and health equity, but also even more so around the various socio-political issues that currently sit at the core of our nation's unfolding narrative. It is also interesting to note the convergence that was identified around the targets' desire for brands to demonstrate purpose by being respectful of how people self-identify.

The data also shows us that while brand purpose is still important and relevant, it's got to push toward meaningful issues impacting society right NOW such as food insecurity and mental health struggles. That being said, brands being committed to zero waste and sustainability, are not considered unimportant, but rather viewed as table stakes.

While it likely does not make sense to embed a brand's stance on societal issues of the moment into advertising directly, the data shows us that brands standing up around national issues of importance to key audiences can make a near 50% impact in acquiring new customers. This is a significant finding and exploring ideas of how to bring this thinking to life in other ways that fall outside the boundaries of straight advertising and media would absolutely be of value.

Hispanic + Other was the major outlier of the entire sample and their response to language related to social impact was extremely impassioned and demonstrative of brands building future trust with this segment if they choose to stand up around topics that can have significant impact on society, such as fighting for health equity and assisting with the national mental health crisis.

It was also interesting to note that the top performing brands did not change much against the entire sample, with Hulu topping the list across the board. Same for the worst performing with ATT, Pfizer and TikTok. Having said that, there were some interesting differences in the brands that were NOT emotionally resonant with certain segments such as Caucasian + Others placing Chase and Tesla last, while Hispanic + Others did the same with Realtor.com.

Additionally, the socio/political/national features that were most emotionally relevant to the entire sample were the following:

- School safety and crime in our communities
- Affordable houses
- Equal rights for women

The same can be said for the following places/spaces features:

- Cultural Celebrations / Traditions / Food
- Workplace
- Entertainment: film, TV, music

Combined, the improved probability of customer acquisition for these two feature sets alone, using quantitative emotional KPIs, is 89%.



Audience Development:
OCEAN + Brand Experience Features

AUDIENCE DEVELOPMENT

OCEAN Personality Analysis

Understanding the dominant personality of both a brand and its target to create a character portrait for each. The Big 5 personality traits, also known as the OCEAN model, is the preferred taxonomy for personality traits for understanding the human psyche.

OCEAN Personalities | Brand + Target Audience

OCEAN Personalities

O — Openness
- Curious
- Inventive
- Imaginative
- Tolerance for Diversity

C — Conscientiousness
- Achievement-striving
- Cautious
- Self-disciplined
- Sense of Purpose

E — Extraversion
- Action-oriented
- Assertiveness
- Energetic
- Excitement-seeking

A — Agreeableness
- Empathetic
- Sincere
- Transformational
- Trusting

N — Neuroticism
- Anger
- Anxiety
- Depression
- Self-consciousness
- Self-indulgent

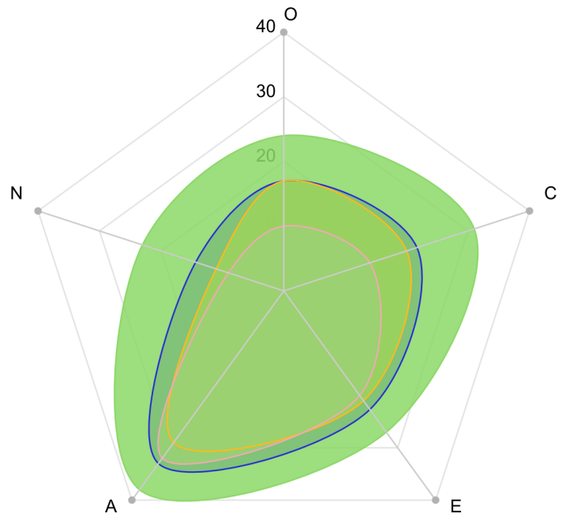
Audience Development:
OCEAN + Brand Experience Features

OCEAN Personality Analysis

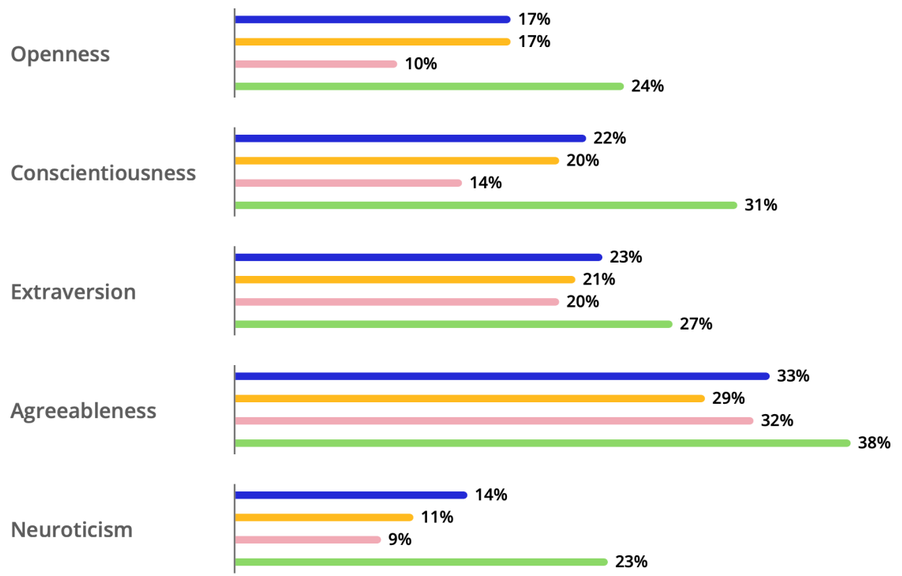
Brand + Target Audience

ALL | Caucasian | Caucasian + Oth | Hispanic + Other

Overview



Detailed Data



Axis: Emotional Profile Report (ePR): Audience Development

Audience Development:
OCEAN + Brand Experience Features

Top Fears

The top fears most emotionally relevant to the entire sample were the following:

- The economy, inflation, providing for my family
- Rising crime and violence
- Affordable housing

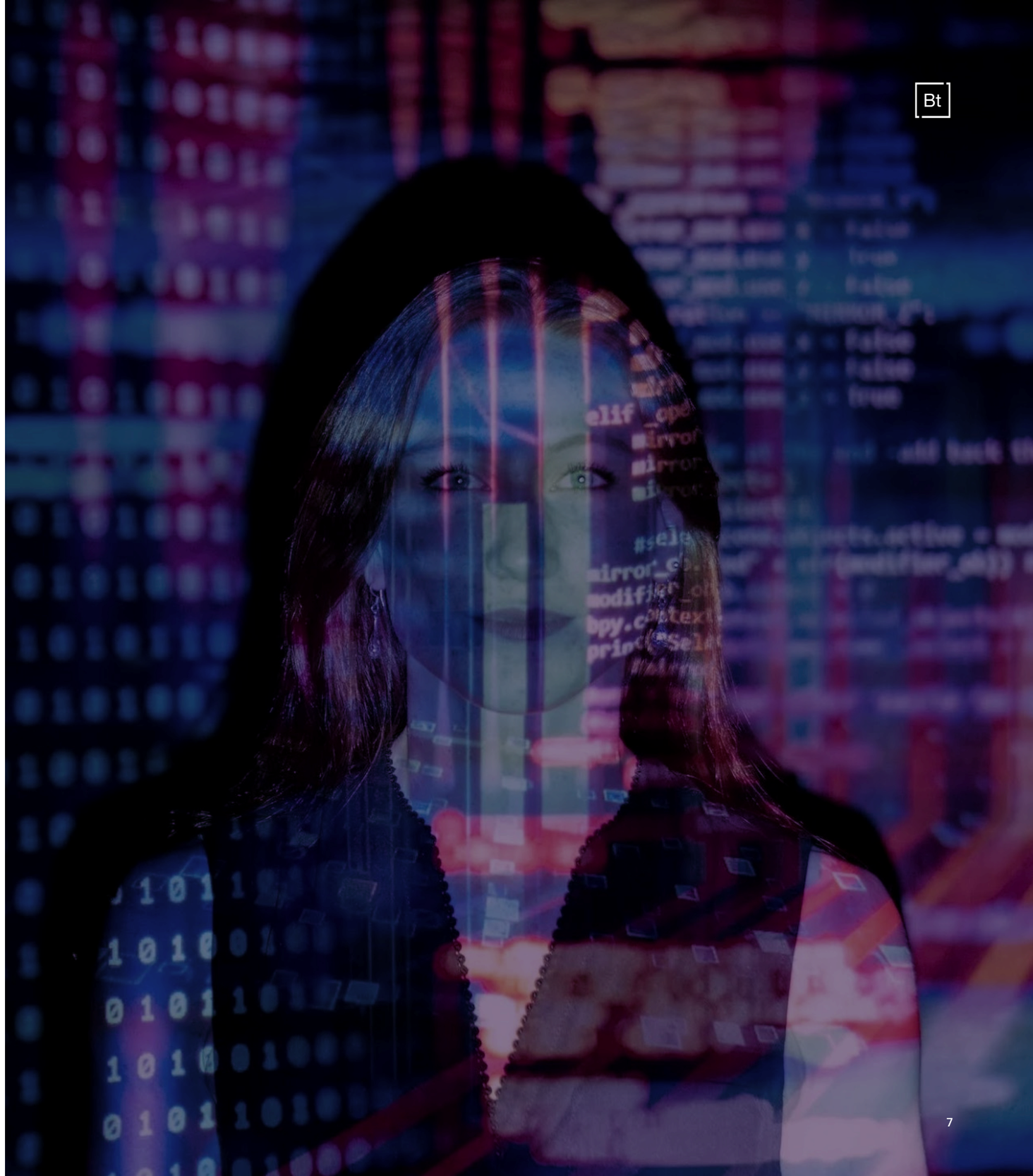
For Caucasian + Other they had significant fear around mental health struggles.

31%

of the sample within the sample would engage with a new brand because they demonstrate an understanding of my fears and help solve for them.

The core throughlines identified to improve probability of acquisition around brands addressing people's fears were not being able to identify as multiracial and not being viewed as culturally fluid. This validates the entire premise of the research as being "seen" is not only an issue across gender, but culture as well. Cultural-fluidity and the level of self-identification around it will likely only continue to rise in importance.

Additionally, there is power in pairing those two ideas with mental health struggles and food insecurity to improve rates of customer acquisition.





Brand Purpose

The brand purpose factors most emotionally relevant to the entire sample were the following:

- Brands that help solve for hunger
- Brands that help solve for mental health
- Brands that are respectful of my identity

Caucasian + Other emotionally engaged with brands that are diverse and inclusive.

29% **of the sample within the sample said they would stop supporting a brand if they were not committed to purpose.**

Purpose driven brands were the critical throughline but telling in that it matters most when it is paired with actions such as solving for hunger, being diverse and inclusive, and committed to zero waste. Further evidence of the notion that the idea of tangible purpose, or more evolved ideas such as stakeholder capitalism, which are tied to measurable progress are emerging due to market demand.



Audience Development:
OCEAN + Brand Experience Features

Socio / Political / National

The socio/political/national features that were most emotionally relevant to the entire sample were the following:

- School safety and crime in our communities
- Affordable houses
- Equal rights for women

49%

of the sample within the sample said they would be more likely to engage with a brand who took a stance on national issues of importance to them.

The core throughlines are the widening wealth gap, financial literacy and education, access to education, and school choice.



Places + Spaces

The places + spaces features that were most emotionally relevant to the entire sample were the following:

- Cultural Celebrations / Traditions / Food
- Workplace
- Entertainment: film, TV, music

40%

of the sample within the sample would be willing to switch to a brand that demonstrates an understanding of how they self-identify culturally across environment or experience.

The core throughline was when I shop for a car, which tells us that brands need to understand and respect cultural identity always, but even more so the higher the price point. Yet another powerful proof point on the critical need for brands to evolve significantly in better understanding how customers self-identify. This is likely also an observation that would play out in the B2B space with business buyers.



Next Generation Multiculturalism

The next-generation multiculturalism language the overall sample found most emotionally resonant is as follows:

- Multiculturalism is achieved when society has increased diversity through the harmonious coexistence of different cultures.
- Multiculturalism is advanced when people retain at least some features of their traditional culture.
- Achieving multiculturalism requires leaders to be knowledgeable and open-minded about different cultures to gain a better understanding of different backgrounds and find a way to help them work together.

Caucasians and Caucasians + Other emotionally responded well to the notion of cross culturalism.

Caucasian + Other and Hispanics + Other emotionally responded to the idea that multiculturalism is achieved when society has achieved diversity through the harmonious coexistence of different cultures.

Hispanic + Other emotionally responded to the ideas that companies can break the cycle of discrimination by promoting the identity and influence of diverse cultures, and multiculturalism is the way in which a society deals with cultural diversity, both at the national and the community level.

Societal Equity + Inclusion

The societal equity and inclusion language the overall sample found most emotionally resonant is as follows:

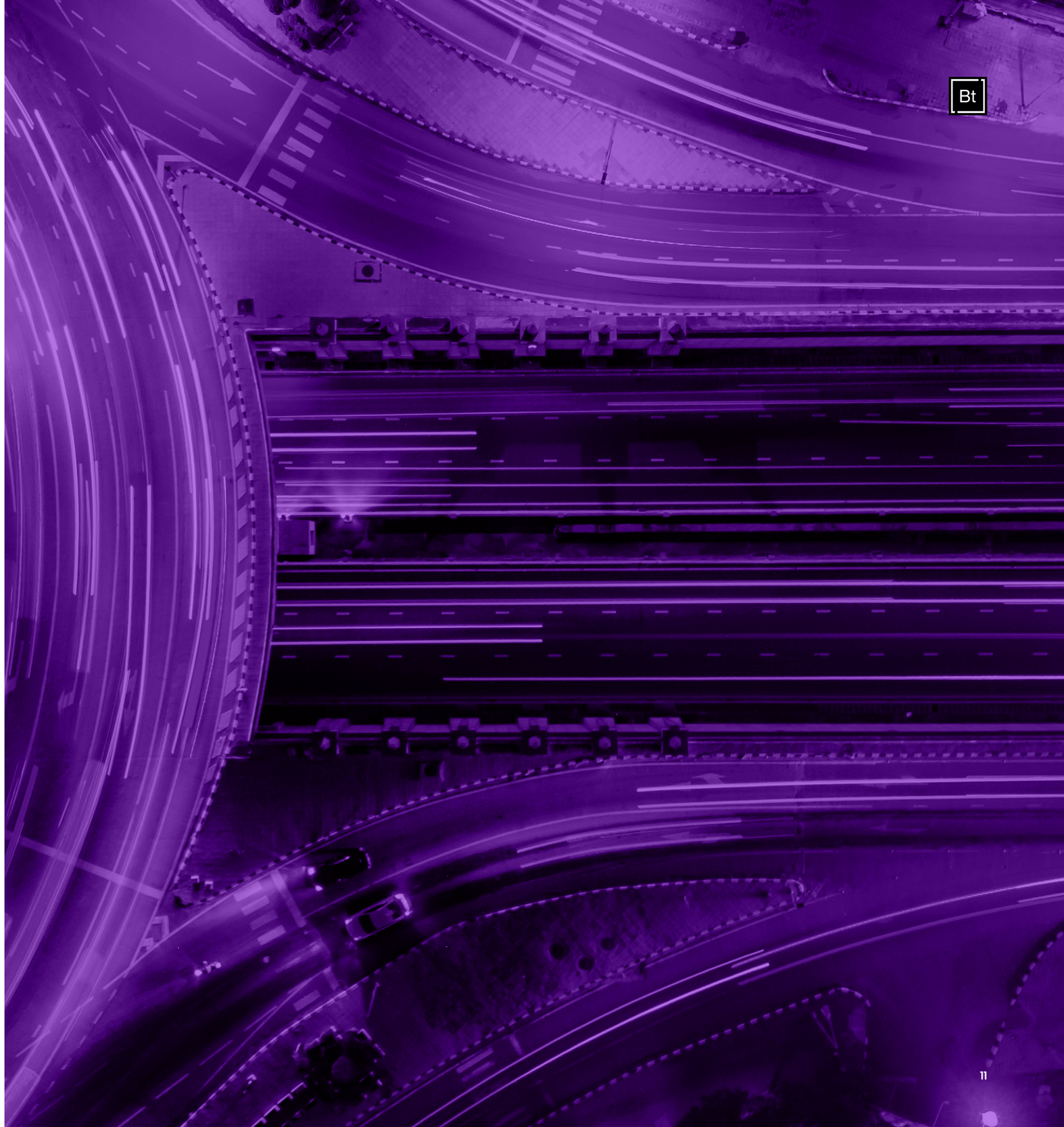
- Health equity is achieved when every person can attain his or her full health potential.
- Health equity is the fair and just opportunity for every individual to achieve their full potential in all aspects of health and well-being.
- Health equity is achieved when no one is disadvantaged from achieving this potential because of social position or other socially determined circumstances.

Caucasians emotionally responded to the idea of financial inclusion requiring access to a range of services at affordable prices.

Caucasian + Other emotionally responded to the idea of techquity as a broad application of technology helping bridge gaps that occur in education, health care, and finance caused by today's digital divide.

Hispanic + Other significantly responded very strongly, all the way near love and trust zone, to the broad idea of health equity.

Important to note that overall, the concept of healthy inequity did not emotionally resonate that well with the entire sample.



Brand Purpose

The brand purpose language the overall sample found most emotionally resonant is as follows:

- Brand purpose represents your reason for being and what you stand for above all else.
- Brand purpose is a higher order reasons for a brand to exist than just making a profit.
- Social impact is any significant or positive changes that solve or at least address social injustice and challenges.

Caucasians emotionally responded to the idea of stakeholder capitalism as a system in which corporations are oriented to serve the interests of all their stakeholders.

Hispanic + Other responded to the idea that stakeholder capitalism serves customers, suppliers, employees, shareholders, and local communities.

This is further proof of the need for purpose to more proactively and meaningfully address societal problems, as articulated in the concept of stakeholder capitalism.

Social Impact

The social impact language the overall sample found most emotionally resonant is as follows:

- Brand X is committed to standing with its employees and customers in health equity.
- Brand X is committed to standing with its employees when it provides learning and development opportunities.
- Brand X is committed to standing with its employees and customers with access to mental health.

Caucasian + Other emotionally responded to the idea of brands being committed to standing with customers and employees on women's rights.

Hispanic + Other emotionally responded to the ideas of brands being committed to employees and customers through their concern for the environment and climate change, and around economic opportunity. They also responded to brands being committed to standing with employees on job balance / job flexibility.

Brand Logos

The brands that the overall sample found most emotionally resonant are as follows:

hulu NETFLIX Google

Caucasians emotionally responded to Walmart as a brand.

Caucasian + Other emotionally responded to Univision as a brand.

The top three worst performing brands are as follows:

AT&T TikTok Pfizer

Caucasian + Other had the least emotional engagement with Tesla and Chase.

Hispanic + Other noted Realtor.com as a brand they did not find emotionally resonant.





ePR Framework

Online data acquisition and ePR analysis began on September 23 and was completed on October 4, 2022. Participants were screened to identify those that identified with one or more ethnicity.

The focus of the research was to reimagine segmentation via emotional cohorts around multiculturalism to understand the state of cultural fluidity and the need for brands to recognize it in future marketing efforts. The research looked at unique cohorts combined of “next-gen” segment permutations to identify how differently they look and feel across broad topics ranging from brand purpose, to politics, to brand logos, as well as understand how contextualization generally, and emotional contextualization specifically, weigh in.

180 respondents, comprised a total of three segments, between born 1981-1996 (Millennials):

1. Caucasian Only
2. Caucasian + Other
3. Hispanic + Other

Additional screening criterial captured:

- What year were you born?
- What state do you live in?
- What is your gender?
- With which ethnicity do you identify most? (Caucasian, Hispanic, Black, Asian)

Additional demographic texture gathered:

- Those that selected Hispanic/Latino as an ethnicity that they identified with were asked if there are situations where they prefer to speak Spanish outside the home.

Methodology

BRANDthrō uses data science to precisely score and measure emotion. Our data scientific model, built upon non-equilibrium signal analysis, validated on Wall Street, yields emotional data that is 99.9% accurate for the entire sample and 97% accurate within each segment.

Due to the high level of accuracy, variations in the data greater than .01 for all are considered significant for ALL, and greater than .03 for each individual segment. Samples sizes by individual segment are scientifically valid.

BRANDthrō

Client ePR login

epr.brandthro.com

