

MARKETING TO

MULTICULTURAL AUDIENCES

INSIGHTS TO FURTHER **INDIVIDUALITY,**
REPRESENTATION, AND **AUTHENTICITY**



TABLE OF CONTENTS

INTRODUCTION

Marketing to Individual Consumers in an Increasingly Diverse America

GEN X ASIAN AMERICAN URBAN DWELLERS

Established High-Earners with an Appreciation for the Good Life

GEN Z BLACK FULL-TIME STUDENTS

Political Activists in an Exciting Time of Transition

MILLENNIAL MEXICAN AMERICAN PARENTS OF SMALL CHILDREN

Middle-Income Parents Creating Their Own Family Traditions

CONCLUSION

Bring These Segments to Life in Your Own Customer Base



INTRODUCTION

MARKETING TO INDIVIDUAL CONSUMERS IN AN INCREASINGLY DIVERSE AMERICA

Hyper-targeted marketing has never been more critical, particularly when it comes to connecting with the increasingly diverse population of the United States. In the 2020 census, nearly 4 out of 10 Americans identified as a race or ethnicity other than white, and Gen Z looks to be the most diverse generation ever, with Hispanics and Latinos accounting for 1 in 4 individuals.¹



For marketers, that means continuing to expand efforts to not only speak to consumers in a way that respects cultural differences and sensitivities, but also recognizes the nuances within large demographic groups. The Resonate Ignite Platform™ gives you the ability to segment these groups and understand that two consumers with the same general demographics can behave completely differently based on lifestyle, values, geography, and more. To connect with a consumer, you need to go further than skin deep — you need to understand the why that makes someone human.

In this Marketing to Multicultural Audiences report, we'll look at just three of the hundreds of unique audience segments you can build and explore in the platform. And, when you onboard your CRM or other first-party data, you can apply this same (and different!) segmentation to your own database. You'll learn:

- How marketers can use hyper-targeted segmentation to connect with individuals driven by values and lifestyle choices
- Why going beyond flat demographics is critical to your messaging, offers, customer experience, and product development
- How multi-faceted personas put a human face to creative and give consumers a familiarity with your brand and advertising

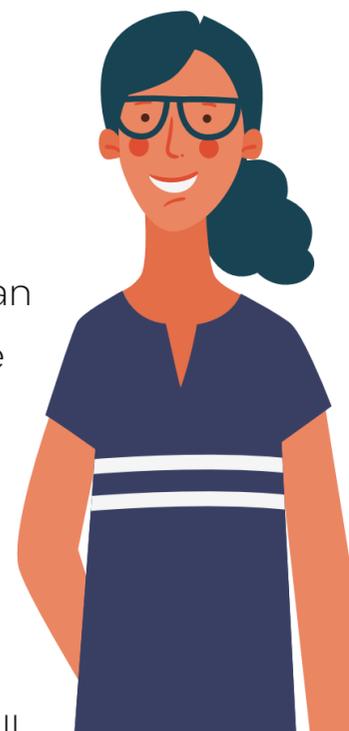


1. Frey, William H. 2020, July 1. *The nation is diversifying even faster than predicted, according to census data.*

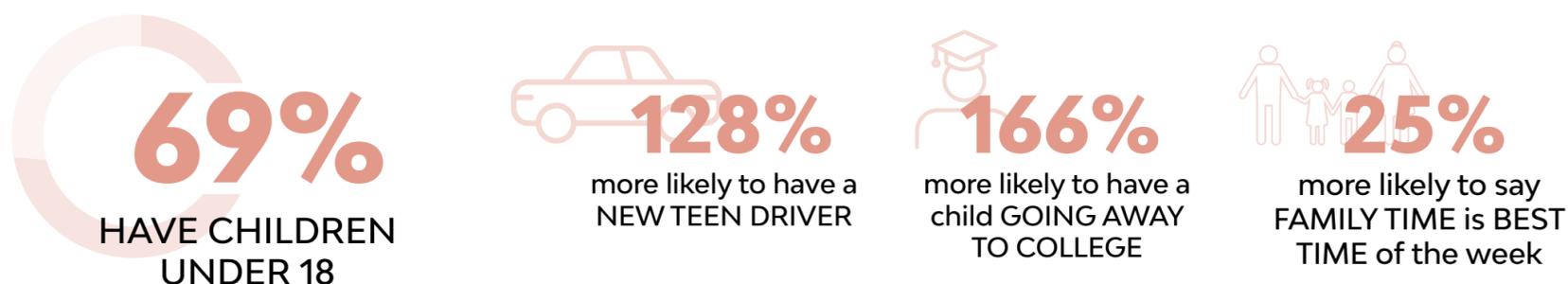
MEET THE GEN-X ASIAN AMERICAN URBAN DWELLERS

ESTABLISHED HIGH-EARNERS WITH AN APPRECIATION FOR THE GOOD LIFE

For this hypertargeted audience, we look specifically at Gen X Asian-American Urban Dwellers. These are established consumers who are well into their careers and have the spending power that comes with it. **They are 96% more likely than the average consumer to have discretionary income of \$100,000 or more — they're a high-value audience for brands and advertisers.**



Plus, they're likely to have kids at pivotal stages in their lives – driving for the first time, going away to college. These consumers have full lives with family, travel, and hobbies, all of which give advertisers resonant angles to take in connecting with them.



TOP VALUES

- ACQUIRING WEALTH AND INFLUENCE
- ACHIEVEMENT
- ENJOYING LIFE'S PLEASURES

DAILY DRIVERS

- SOCIAL AND PROFESSIONAL STATUS
- PROVING COMPETENCE
- RECOGNITION FROM PEERS

TOP HOBBIES

- INTERNATIONAL TRAVEL
- EXERCISING
- GARDENING



INSIGHTS INTO ACTION

Here's what you know about this audience. They're established in their careers and lives. They have kids (kids are expensive!). They're driven by proving themselves in the world — and hoping those around them recognize that. But, most of the purchases they make aren't luxurious. They focus on the decisions that are practical for their family. They drive Toyotas, shop at Costco, and love a Dunkin' Donuts coffee. **Simple, over-the-top luxury messaging won't hit home with this group. Ad creative should show upper middle-class families who are working hard, raising kids, and using your products to further that lifestyle dream. Products that appeal to forward-thinking and future-planning, including finserv products for saving for college and beyond, will resonate with this group.**

BUY PRODUCTS THAT ARE



HEALTHY



REWARDING



PRACTICAL

FAVORITE STORES



WHERE TO ACTIVATE ON SOCIAL



MORE LIKELY TO
RECEIVE MARKETING
MESSAGES BY EMAIL



YOU'LL ALSO FIND THEM

- READING REAL SIMPLE
- WATCHING CNN
- USING PRODUCTIVITY APPS

POLITICS SNAPSHOT

43%
INDEPENDENT

33%
DEMOCRAT

18%
REPUBLICAN

TOP ISSUES



ENACTING GUN
CONTROL



PROTECTING INTERNET
PRIVACY



REFORMING
ENTITLEMENTS



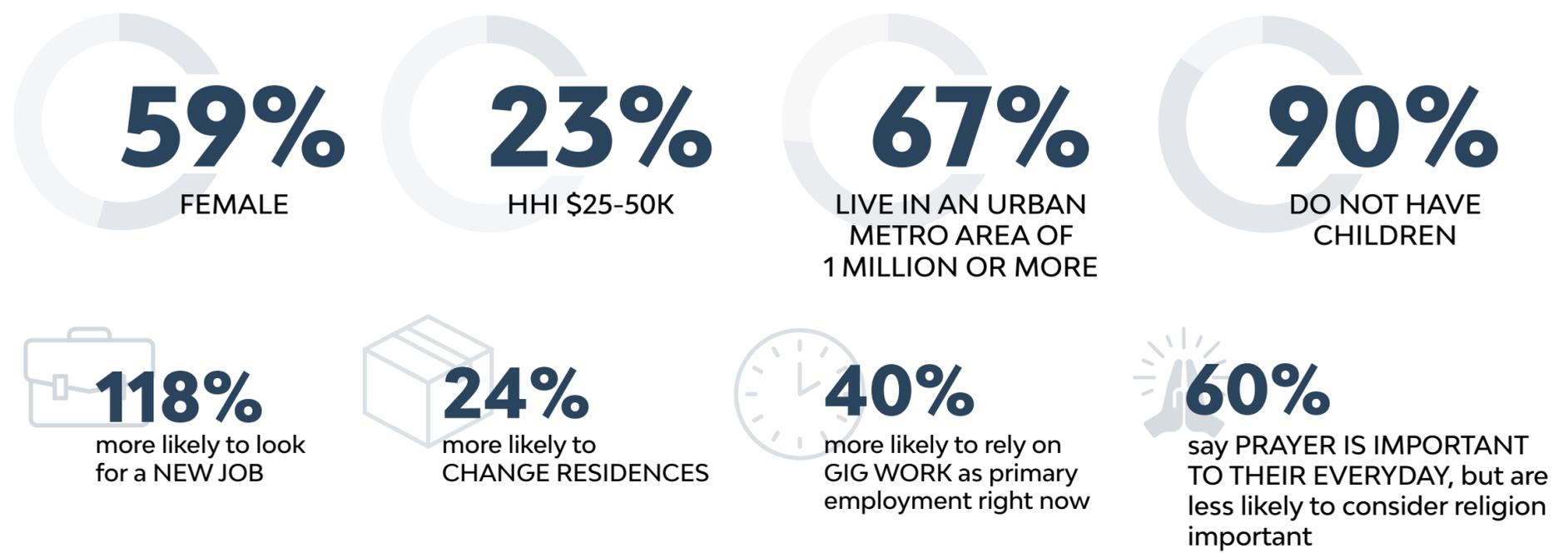
REDUCING CLIMATE
CHANGE

MEET THE GEN Z BLACK FULL-TIME STUDENTS

POLITICAL ACTIVISTS IN AN EXCITING TIME OF TRANSITION

This hyper-targeted audience is in an exciting time of their lives. They're in college and pursuing graduate degrees, looking for new jobs, and headed towards starting their adult lives. However, they're less optimistic than the average American – and they want to do something about it. This isn't all talk, they're taking the actions to make a difference, from signing petitions to protesting.

They're also a dynamic audience with varied spending interests. **They're more likely than the average consumer to have spent over \$200 on cosmetics in the past three months, but they're also 65% more likely to donate money to green causes.** Brands need to appeal to all their sides and taking a stand with Black Lives Matter won't go unnoticed – they're 47% more likely to buy from a brand that supports BLM.



TOP VALUES

- ACQUIRING WEALTH AND INFLUENCE
- ACHIEVEMENT
- LIFE FULL OF EXCITEMENT

DAILY DRIVERS

- SOCIAL AND PROFESSIONAL STATUS
- CREATIVITY
- ROMANTIC LOVE

TOP HOBBIES

- GROUP TRAVEL
- ART AND PHOTOGRAPHY
- TEAM SPORTS



INSIGHTS INTO ACTION

This group is well-rounded, with an eye towards achievement and finding their social and professional footing, while also pursuing romance, excitement, and creativity. Your messaging should appeal to all facets of their personality. As students, it's not surprising that their top brands are all leaders in the athleisure world – but can they solidify their standing with these consumers by creating an innovative, unique product that catches this customer's eye. Be bold. Go artistic. Embrace excitement.

BUY PRODUCTS THAT ARE



UNIQUE



TIME-SAVING



ENJOYABLE

FAVORITE STORES



WHERE TO ACTIVATE ON SOCIAL



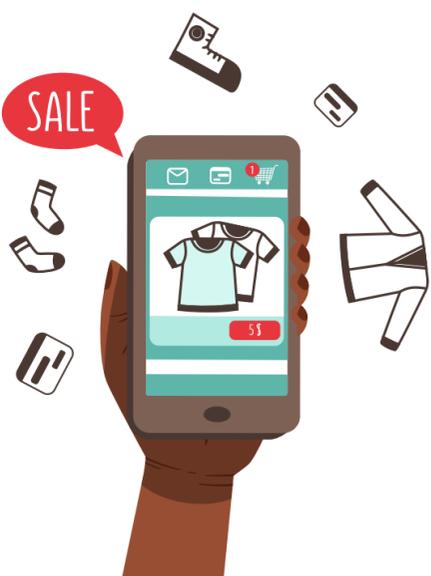
Snapchat



Instagram



YouTube



62%

MORE LIKELY TO LOOK TO SOCIAL MEDIA INFLUENCERS FOR APPAREL PURCHASES



92%

more likely to share political thoughts publicly



73%

more likely to participate in a social issue-oriented group



42%

more likely to attend a rally or protest

POLITICS SNAPSHOT

21%

INDEPENDENT

65%

DEMOCRAT

TOP ISSUES



PROMOTE GENDER/ RACE EQUALITY



SUPPORT PRO-CHOICE



PROMOTE GAY/ LESBIAN EQUALITY



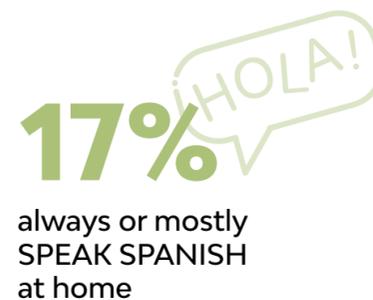
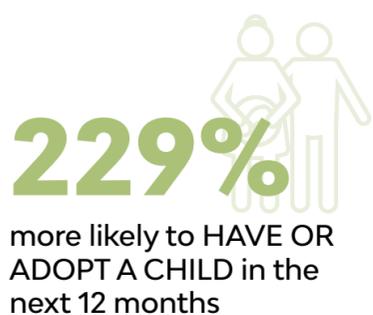
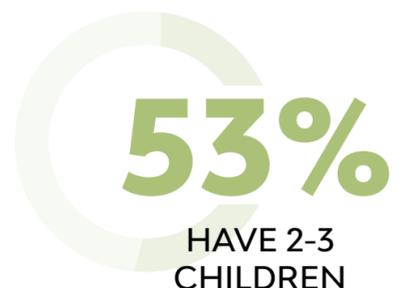
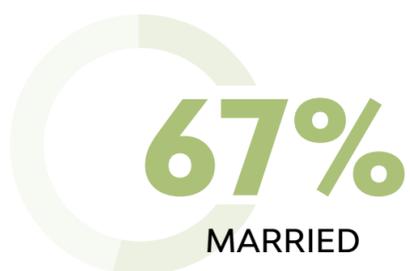
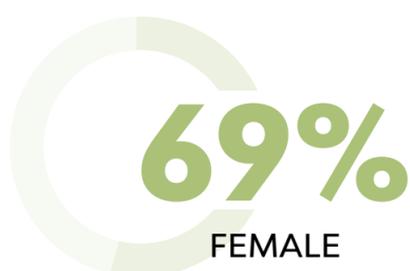
HUMAN RIGHTS AND WAR CRIMES

MEET THE MILLENNIAL MEXICAN AMERICAN PARENTS OF SMALL CHILDREN

MIDDLE-INCOME PARENTS CREATING THEIR OWN FAMILY TRADITIONS

With children in tow and considering more on the way, these are your consumers who are actively growing their families and establishing their place in the world as parents.

30% have disposable income between \$20-39K, and much of this is likely allocated towards spending on their children. They're 214% more likely than the average consumer to buy baby products online and they've purchased these at Kohl's, Walmart, and Target. 65% have a Prime subscription to Amazon, which is just slightly more likely than average. For child-specific retailers, this could be an audience open to drifting from the Amazon behemoth.



TOP VALUES

- MAINTAINING TRADITIONS
- ACHIEVEMENT
- HUMILITY

DAILY DRIVERS

- LIVING AN EXCITING LIFE
- RESPECT FROM OTHERS
- ROMANTIC LOVE

TOP HOBBIES

- HAPPY HOUR
- CLOTHES SHOPPING
- BEING PHYSICALLY ACTIVE



INSIGHTS INTO ACTION

Kids, kids, kids. That's the messaging that's going to resonate with this audience. They need products that save them time and are safe for their children. They like family-friendly restaurants, like McDonald's and California Pizza Kitchen. **With children under 5, what matters to this group is keeping their family healthy and happy.** Bring that through into creative and customer experience.

Tip: They're more likely to consider going back to school online, so this group could represent opportunity for online universities targeting non-traditional students.

BUY PRODUCTS THAT ARE



FAMILY-FRIENDLY



TIME-SAVING



SAFE

FAVORITE STORES



WHERE TO ACTIVATE ON SOCIAL



Instagram

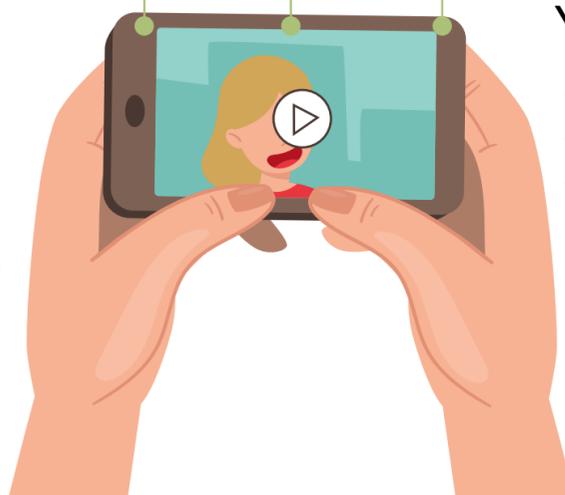


YouTube



59%

MORE LIKELY TO LOOK TO INFLUENCERS ON YOUTUBE FOR CLOTHING PURCHASES



YOU'LL ALSO FIND THEM

- READING PARENTS
- WATCHING DISNEY+
- USING PHOTO SHARING APPS

POLITICS SNAPSHOT

29%
INDEPENDENT

46%
DEMOCRAT

20%
REPUBLICAN

TOP ISSUES



PROMOTING GAY/LESBIAN EQUALITY



HUMAN RIGHTS AND WAR CRIMES



REFORMING ENTITLEMENTS



SUPPORTING PRO-CHOICE

CONCLUSION

BRING THESE SEGMENTS TO LIFE IN YOUR OWN CUSTOMER BASE

These hyper-targeted audiences are great. They introduce you to a specific audience and get at the holistic, 360-degree picture of a consumer. But they're even more beneficial to you if you understand how they fit within your customer base. These are just three unique audience segments, and there is so much more to discover and connect to your own audience or customer base. Resonate allows you to go deeper on these segments and hundreds of others when you onboard your first- and third-party data for enrichment against our 14,000+ proprietary, first-party insights. You can see exactly who in your audience matches up with these segments and understand the other segments that exist within your base.

If you're going to keep up and connect in an increasingly diverse and multicultural world, you need to understand people. We help you do that. We get at the why behind the who.



ABOUT RESONATE

Resonate is a pioneer in A.I.-driven consumer data and intelligence, delivering deep, dynamic insights, activation, and analysis in an easy-to-use SaaS platform. The Resonate proprietary, privacy-safe data set includes more than 13,000 fresh, relevant data points that describe more than 200 million individual U.S. consumers. Hundreds of companies use Resonate to drive better marketing strategy and execution fueled by a better, more comprehensive understanding of their customers and prospects that extends beyond traditional demographics, psychographics, and behavioral data to uncover why consumers choose, buy, or support certain brands, products, or causes. Empowered with unparalleled technology to drive insight into action, leading brands, agencies, and organizations use Resonate to identify, engage, and analyze these audiences, driving growth and increasing customer lifetime value.

Headquartered in Reston, Virginia, Resonate is privately held and backed by Argentum Capital Partners, Revolution Growth, Greycroft Partners and iNovia Capital. For more information, please visit www.resonate.com.

| 855.855.4320 | success@resonate.com