



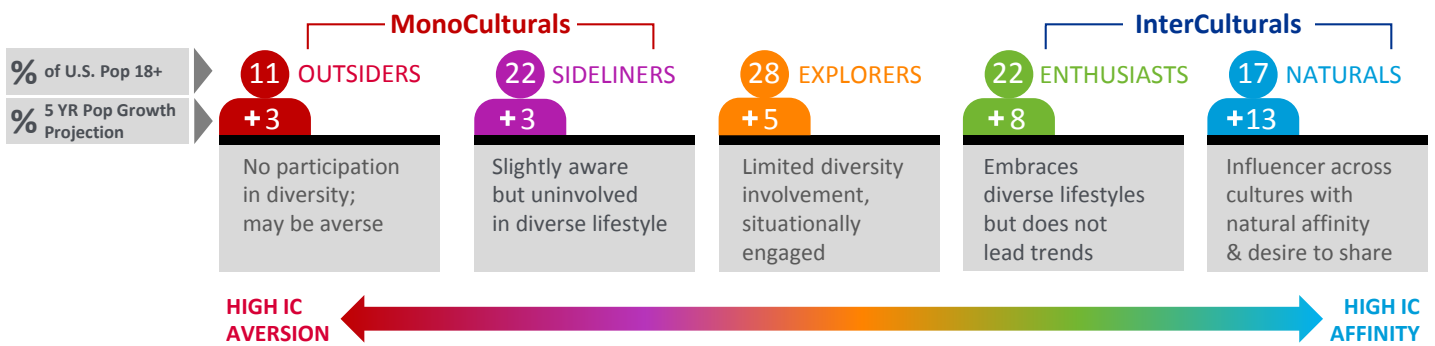
FIRST GLIMPSE HIGHLIGHTS

InterCultural Affinity Tracker (ICAT)

ICAT is a subscription-based suite of insights about consumers' attitudes toward and expectations of brands in the current culturally divisive environment in which ideologies impact consumer behaviors.

ICAT employs a continuum from intercultural affinity (engagement with different cultures than one's) to intercultural aversion (disinterest with other cultures) and assesses the impact of culture on consumer brand perceptions and purchase intent.

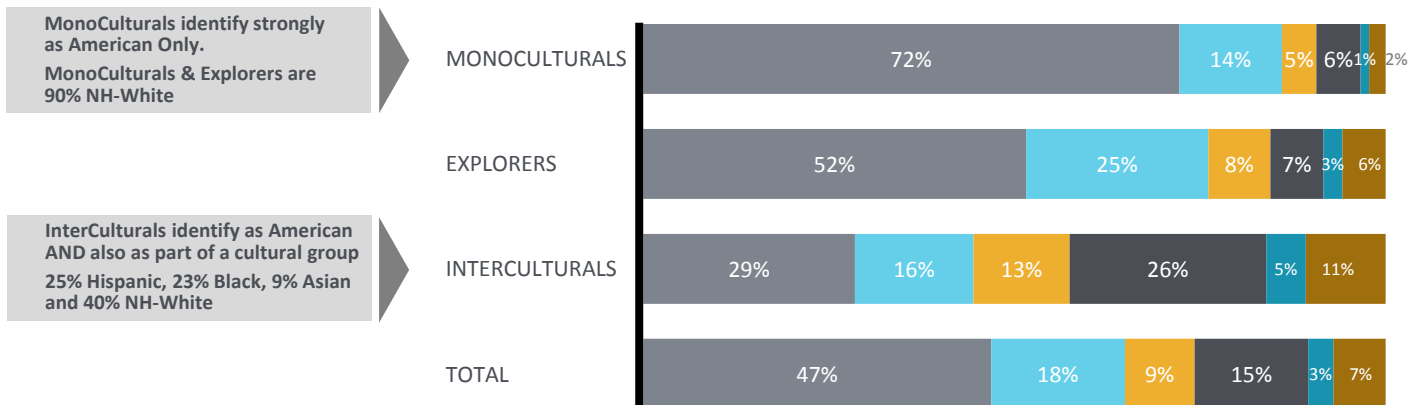
INTERCULTURAL AFFINITY MODEL: SEGMENT PROFILES



WHAT HAVE WE LEARNED ABOUT THE SEGMENTS?

CURRENT IDENTITY

- American Only
- American Mostly
- A little more American
- Equally American & Ancestry
- A little more Ancestry
- Ancestry Mostly/Only



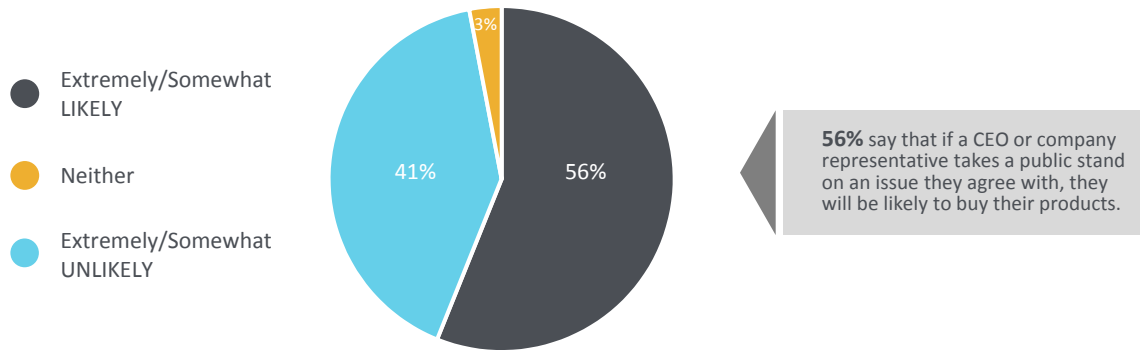
Q23 Currently, do you consider yourself... In the past, say about five years ago did you consider yourself... In the future, say about five years from now, would you like to become.

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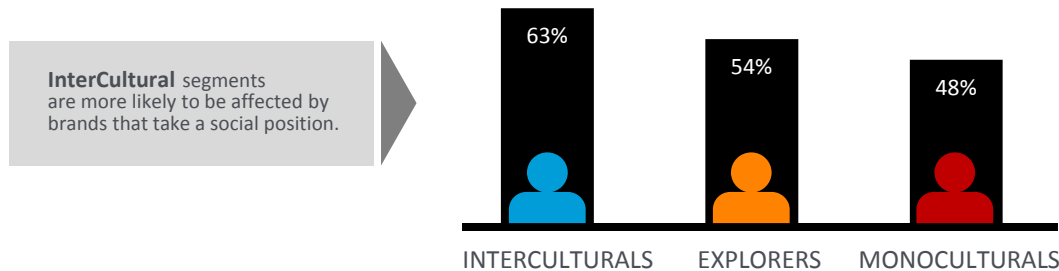
FIRST GLIMPSE ICAT

WHERE DO THE SEGMENTS STAND ON BRANDS AND SOCIAL ISSUES?

LIKELIHOOD TO BUY PRODUCT IF COMPANY TAKES PUBLIC STAND ON ISSUE OF PERSONAL IMPORTANCE



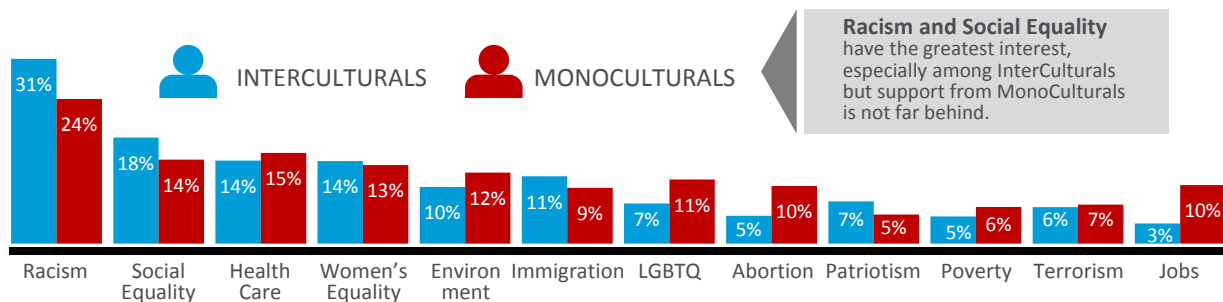
LIKELIHOOD TO BUY PRODUCT IF COMPANY TAKES PUBLIC STAND ON ISSUE OF PERSONAL IMPORTANCE (EXTREMELY/SOMEWHAT LIKELY)



Q27 If a CEO or company spokesperson takes a public stand on an issue that is important to you and that you agree with, how likely will you be to buy their products and services?

WHICH SOCIAL ISSUES COULD HAVE A GREATER IMPACT ON BRANDS?

SOCIAL ISSUES LIKELY TO MOTIVATE BUYING A BRANDS (OPEN END)




Q28 If a CEO or company spokesperson takes a public stand on an issue that is important to you and that you agree with, how likely will you be to buy their products and services? [IF EXTREMELY OR SOMEWHAT LIKELY IN PRIOR Q, ASK...] Which one or two issues would motivate you most?

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FIRST GLIMPSE ICAT

WHICH COMPANIES ARE LIKED AND RESPECTED AND WHY?



Coca-Cola, NFL, and Cheerios lead the list of brands respected for standing behind unity, equality and diversity, a priority among InterCulturals. On the MonoCultural side of the continuum, Chick-fil-a and Hobby Lobby are admired for their support of Christian and religious values.

TOP REASONS COMPANIES/BRANDS LIKED & RESPECTED	%	COMPANY/BRAND
 Promotes unity or social equality among ethno-racial groups, women, LGBTQ	25%	Coca-Cola, NFL, Cheerios, Target, Walmart, Google, Apple
Racially diverse in ads, hiring, products, etc.	13%	Coca-Cola, Cheerios, NFL, Walmart, Google, Target, Apple, Facebook, Pepsi, McDonalds
Great product and/or customer service	17%	Amazon, Apple, Coca-Cola
Charitable donations, supports community, or disaster relief	15%	Microsoft, Walmart
 Christian or religious values	11%	Chick-fil-a, Hobby Lobby
Patriotic, supports veterans & military, supports 2 nd amendment, bootstrapping, living the American dream	6%	Ford, Budweiser, NHL, Boeing, General Motors, USAA, Smith & Wesson, NRA, NASCAR, Country Music Awards, Fox, Trump, Harley

Q30 CO_MR Name two companies or brands that you respect because they reflect and support your personal values and ideals (OE) (MR) COMPANY NAME because ALLOW SPACE FOR OPEN END. Base: Those who responded with a company name.

WHICH COMPANIES ARE DISLIKED AND DISRESPECTED AND WHY?

MonoCulturals are more likely to dislike organizations that disrespect the flag, while InterCulturals are more apt to disrespect companies unsupportive of gay rights or that have unethical practices.

TOP REASONS COMPANIES/BRANDS DISLIKED & DISRESPECTED	%	COMPANY/BRAND
 Disrespects America, the flag or anthem	20%	NFL, NBA
 Unsupportive of gay rights, gay marriage or LGBT discrimination	16%	Chick-fil-a
Unethical or makes products that hurt people , or does not do right thing	15%	Wells-Fargo
Too liberal, promotes homosexual agenda, ignores traditional values	6%	CNN, Hollywood, HBO, TMZ, Disney, Target
Doesn't supply birth control to employees	6%	Hobby Lobby

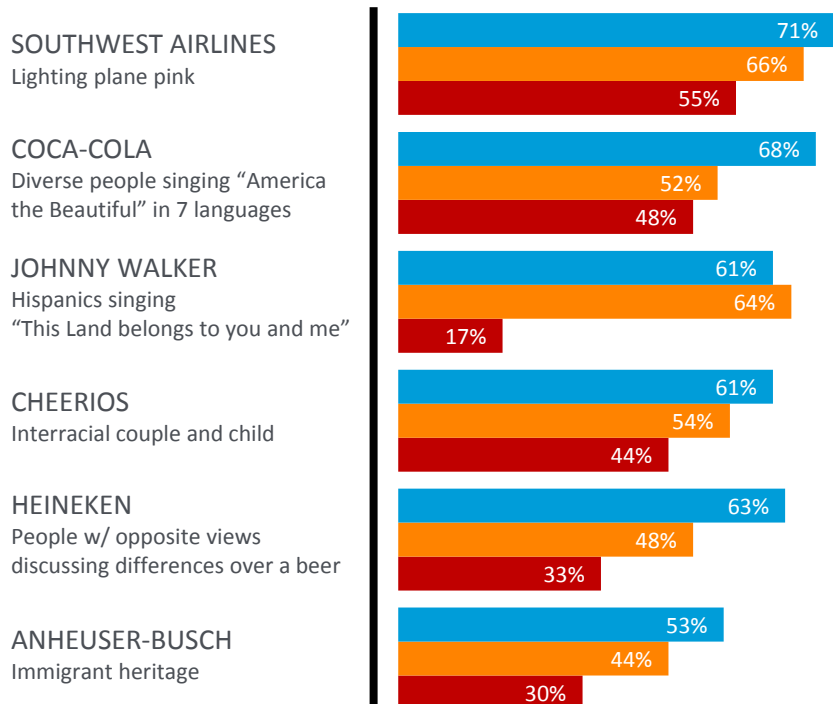
Q32 CO_MR32 Name two companies or brands that you dislike or disrespect because they stand in opposition to your personal values and ideals (OE) (MR) COMPANY NAME because ALLOW SPACE FOR OPEN END. Base: Those who responded with a company name.

FIRST GLIMPSE ICAT

WHICH SOCIAL MESSAGES IN ADS APPEAL TO THE ICAT SEGMENTS?

POSITIVE RESPONSE TO ADS BY ICA (BASED ON THOSE AWARE)

 INTERCULTURALS
  EXPLORERS
  MONOCULTURALS



The ads that played to equality, fairness, and inclusion had an overwhelmingly positive response among **InterCulturals**.

Explorers also had significant empathy for these messages.

MonoCulturals were less likely to favor pro-immigrant storylines in Johnny Walker and Anheuser-Busch ads, or the Heineken ad about understanding other points of view.

This difference in receptivity to social messages is much further described in EthniFacts Personality metrics available in ICAT.

Q30 Which of the following ads/events do you remember reading or hearing about...? Mark all that apply.

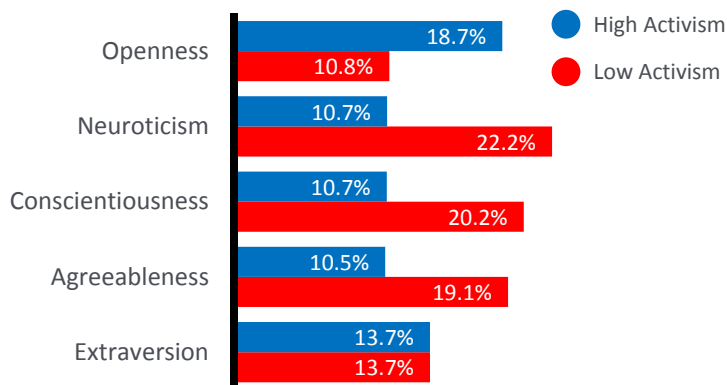
WHAT ELSE CAN ICAT DO FOR ME?

BIG 5 (OCEAN) PERSONALITY PROFILES

Personality profiling allows highly targeted, very personalized advertising that is data-driven. Our ICAT methodology incorporates Big 5 (OCEAN) personality data for the respondents that can augment your creative process by providing direction on messaging that will connect better with your target segments based on what will appeal to them and make them take action. Data first then creativity.

ICAT BIG 5 PERSONALITY PROFILES FOR CORPORATE ACTIVISM

High Coefficient %'s for Personality Traits



BIG 5 PREDICTORS OF HIGH ICA BY RACE/ETHNICITY FROM ICAT

Traits Most Correlated with High ICA

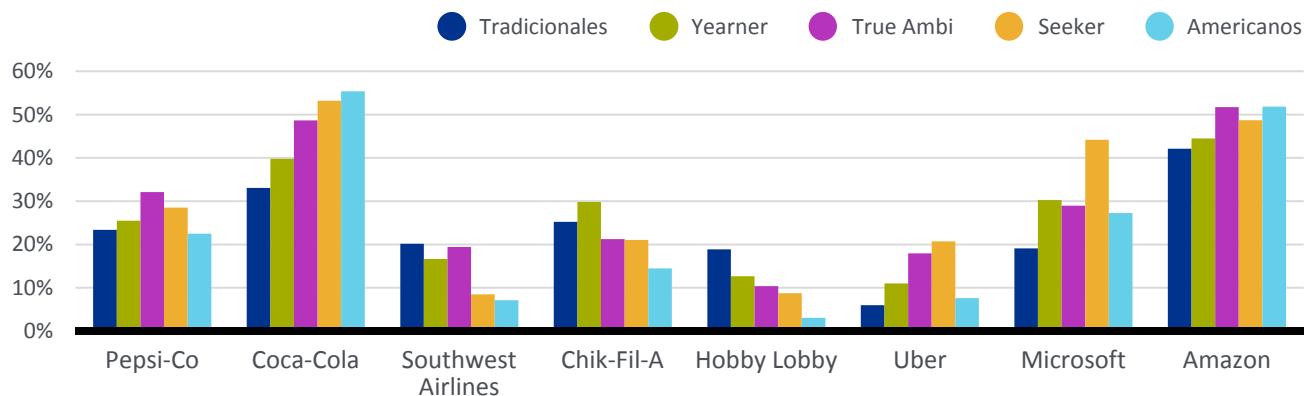
RACE	TRAIT
Hispanic	Extraversion Conscientiousness
Non-Hispanic White	Extraversion Agreeableness Openness Neuroticism (predicts negatively)
Asian	Extraversion
Black	Neuroticism

AMBICULTURAL® FLUIDITY SEGMENTATION

Segmenting within race/ethnicity is very often the most efficient way to improve the ROI of your advertising dollars. Our Intra-Ethnic “Ambicultural Fluidity” model allows you to do this within target demographic groups. This is available for ALL major races and ethnicities including non-Hispanic Whites. The ability to understand and activate these segments with maximum efficiency can improve your activation plans and bottom line.

BOUGHT BRAND MORE DUE TO CORPORATE SOCIAL POSITIONS

% Among Hispanics Who Took Action

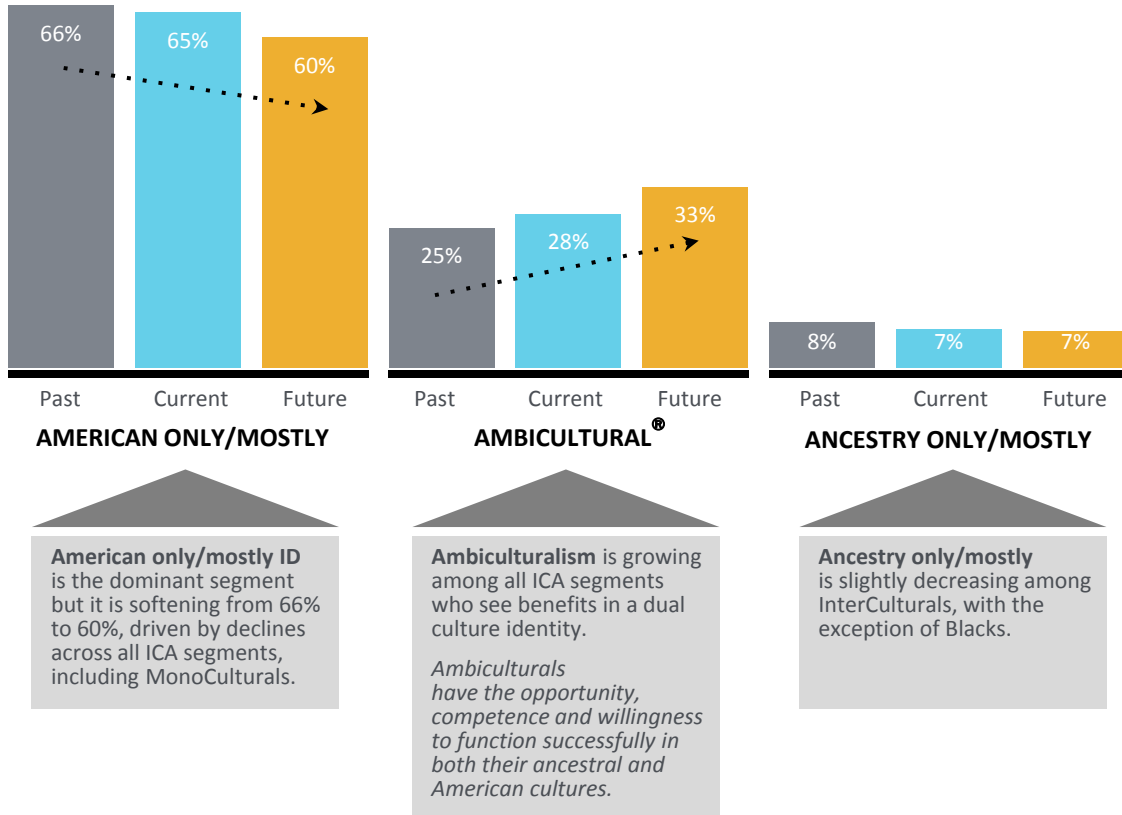


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THE DRIVERS OF CULTURE CHANGE

HOW IS CULTURE SHIFTING?

CULTURAL IDENTITY Past, Present and Future



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WHAT ARE THEIR REASONS FOR SHIFTING?

**HIGH IC
AVERSION**

**HIGH IC
AFFINITY**

Shifting closer to AMERICAN culture

- ▶ Pride in, respect for & loyalty to their American heritage, flag, and military
- ▶ Feel national culture is threatened by immigration & diversity
- ▶ Assert that they belong to this country
- ▶ Current events & political environment

Shifting closer to ANCESTRY culture

- ▶ Pride in culture; identity & diversity are assets
- ▶ Ease of 24/7 connections to ancestral culture
- ▶ Political environment seen as a cultural threat
- ▶ New or rekindled family relationships
- ▶ Country of origin major

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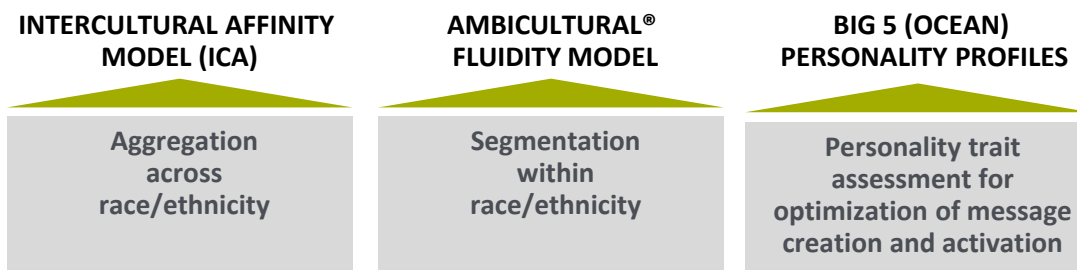
HOW CAN MY BRAND BENEFIT FROM ICAT?

WANT TO KNOW MORE ABOUT ICAT?

The primary product of the ICAT is a comprehensive quarterly report covering:

- Intercultural segmentation of consumers
- Intensity of emotions on issues of the day
- State of cultural dissonance in America
- Perceptions of brands and their advertising through the intercultural lens
- Consumer expectations and assessments of companies, their stances and their communications to consumers.

EthniFacts employs the following unique proprietary aggregation and segmentation approaches to maximize utility for your activations:



Each report is based on data from a nationally representative survey of 3,600 consumers (average per quarter).

Two options exist for subscribing to the ICAT:

1. Trial copy of the full inaugural 2017 Q3 report for: **\$7,500**
2. Full year subscription from 2017 Q4 to 2018 Q3 for: **\$30,000**

BONUS: includes a complementary copy of the full inaugural 2017 Q3 report (five quarters for the price of four).

[CLICK HERE TO LEARN MORE](#)