



THE HIGHEST INDEXING MEXICAN BEER CONSUMERS MAY NOT BE WHO YOU WOULD EXPECT!

The Nielsen+EthniFacts ICA Solution Allows You to Dig Deeper

With Cinco de Mayo approaching and beer promotions abounding, particularly Mexican heritage beers, Nielsen and EthniFacts can help provide a clearer picture of just who the Mexican beer consumer is.

Cinco de Mayo is a commemoration of the Mexican army's 1862 victory over France at the Battle of Puebla during the French-Mexican War, and may in fact be celebrated more by some in the Total Market in the United States than by those of Mexican heritage, who celebrate September 16, 1810, as the "Cry of Independence" from Spain.

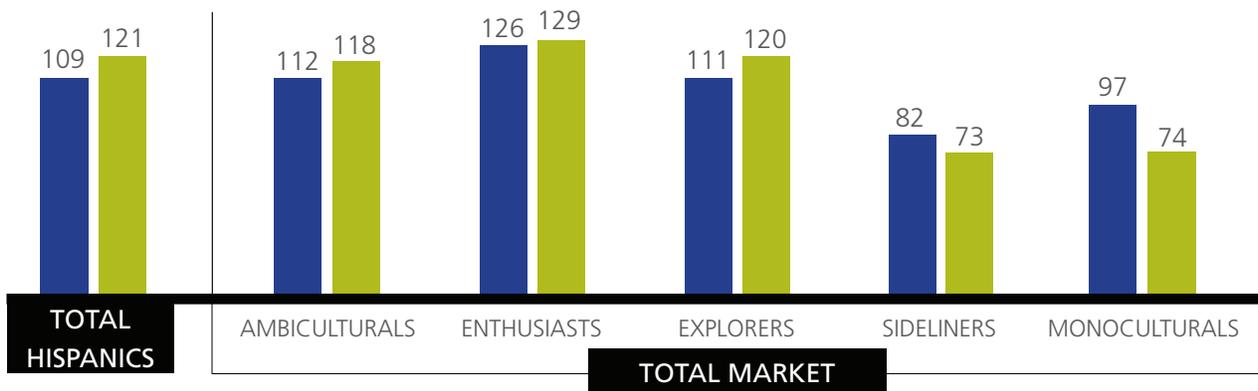
The Nielsen+EthniFacts Intercultural Affinity solution (ICA) is perfectly positioned to help sort out this culturally influenced Holiday's consumer sales.

As would be expected in comparing Hispanic to Total Market beer purchasers, Hispanics overindex for both purchase frequency and dollars per buyer spent on Mexican beer. But the picture is not quite so simple. How does a marketer determine which non-Hispanics are also most likely to buy Mexican beer when, in fact, the Intercultural Affinity segmentation model (ICA) shows that Total Market Ambiculturals and Enthusiasts purchase Mexican Beer at an even higher rate than Total Hispanics?

THE INTERCULTURAL AFFINITY SEGMENTATION MODEL (ICA) SHOWS THAT AMBICULTURALS AND ENTHUSIASTS PURCHASE MEXICAN BEER AT AN EVEN HIGHER RATE THAN TOTAL HISPANICS

MEXICAN BEER CONSUMPTION INDICES
PURCHASE FREQUENCY AND DOLLARS PER BUYER

● PURCHASE FREQUENCY INDEX
● DOLLARS PER BUYER INDEX



Source: Nielsen+EthniFacts Homescan ICA data (3/13/16-3/11/17) indexed to Total Panel. Mexican Beer defined as aggregate of: Corona Extra, Corona Light, Modelo Especial, Negro Modelo Dark, Modelo Light, Modelo Especial Chelada, Victoria, Pacifico, Pacifico Clara, Dos Equis Especial Lager, Dos Equis Amber Lager, Tecate, Bohemia, Indio, Sol, Superior, Carta Blanca.

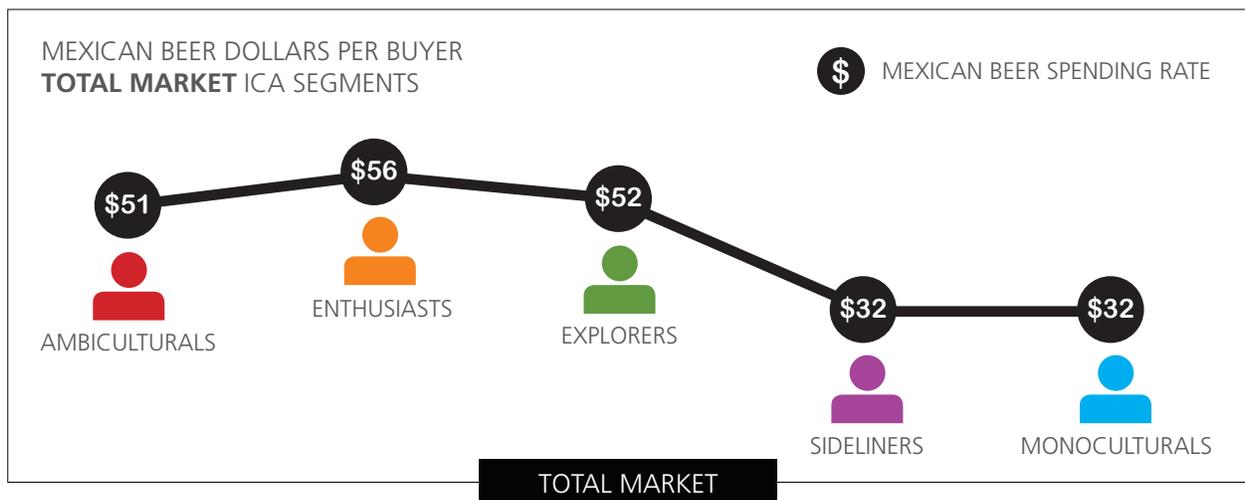
To learn more about how the Nielsen+EthniFacts ICA Solution, contact:
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As American consumers have evolved, and engagement and cultural affinity have taken center stage in marketing to them, being able to gauge the cultural sharing, influence, and commonalities that cross racial and ethnic lines has become critical to any successful marketing strategy. Executing strategies that appeal to both the needs of multicultural consumers AND those most highly influenced by them in the general market can be the key to a better ROI on marketing investments.

The Nielsen+EthniFacts Intercultural Affinity segmentation model (ICA) allows marketers and manufacturers to gauge multicultural influence among ALL consumers, not just one race or ethnicity, based on a consumer's likelihood to buy and consume products and content outside of their root culture. It identifies and quantifies the consumers most likely to be influencers and early adopters, consequently most likely to make a product go viral.



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The ICA model looks at all ethnic and racial segments combined in a cross cultural view to see what type of person is most likely to buy Mexican beer. Monoculturals (those with very low ICA) spend the least on Mexican beers, only 2% of their total beer spend. It is not surprising that both Monoculturals and Sideliners spend the least on Mexican beer brands as measured by the ICA, as they are the two segments least likely to engage in culturally diverse lifestyles and preferences.

While Sideliners may not engage simply for lack of opportunity, Monoculturals may be averse to diverse tastes and actively avoid them.

Meanwhile, Ambiculturalists dedicate the largest portion of their total beer spend to Mexican beer. As early cultural-adopters, Ambiculturalists most likely spent the most on Mexican beers when they were first introduced to the U.S. market, but now that the category has matured, Ambiculturalists may be indulging in the next new thing.

What is the Nielsen+EthniFacts ICA Solution?

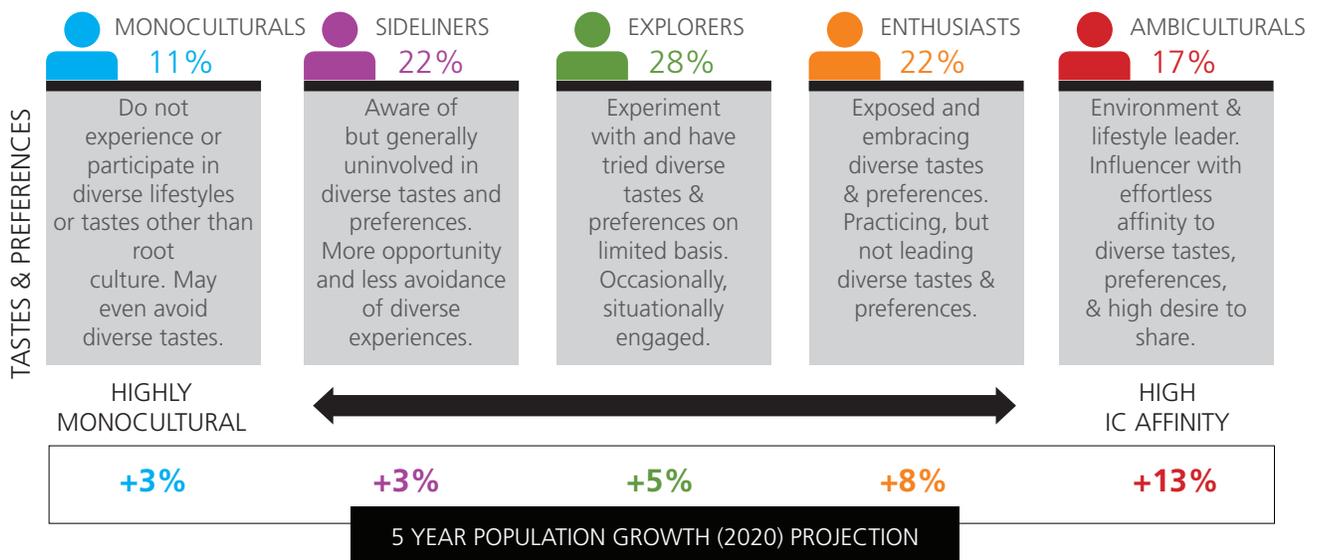
Enthusiasts, however, have discovered Mexican beer and spend more per buyer on it than all of the other ICA segments; Enthusiasts have diverse cultural tastes but are not the taste leaders like Ambiculturals, so will typically adopt culturally diverse products after Ambiculturals do. Explorers who have situationally-dependent diverse tastes (i.e. they may drink Mexican beer on Cinco de Mayo or on another convenient occasion) have the second highest spend per buyer on Mexican beer.

The highest Intercultural Affinity Total Market consumers are known as Ambiculturals. They are able to effortlessly function in multiple cultures, and are

the most likely try new products and to share their preferences.

The lowest ICA consumers are known as Monoculturals, as they have little exposure to and may even reject products and content not of their root culture. Enthusiasts, Explorers and Sideliners make up the remaining segments in descending order of Intercultural Affinity, and each group has unique characteristics and needs.

The inclusion of ICA in both Homescan and Spectra allows Nielsen clients to quantify and predict the consumption and media behaviors of these unique cultural segments.



With U.S. consumer growth rate projections skewing heavily toward the higher ICA consumers, savvy manufacturers and marketers with an eye on future growth can benefit from employing the ICA solution. Those looking to maximize their

multicultural investments to not only a single race or ethnicity, but also to those most influenced by and culturally adjacent to their primary consumer can rapidly accelerate their results by broadening their perspective and employing the ICA.

What Other Questions Could the ICA Answer to Accelerate My Brand's Sales?

The ICA is available through the Nielsen Homescan and Spectra platforms which allow deep dives into the buying behaviors, media consumption, attitudes, geography, and psychographics of these consumers.

Nielsen clients can utilize this data to answer many more strategic questions to accelerate their sales including the following for our Mexican beer example:

- 1 What else are Ambiculturals drinking since they are most likely to make products go viral?
- 2 What are Monoculturals & Sideliners drinking and consuming and could they be candidates for Mexican beer?
- 3 Where are the best segments located geographically and virtually to promote my product?
- 4 What are the media behaviors, attitudes, and psychographics of the ICA segments?
- 5 What are potential tie in products for my brands that will raise my visibility?
- 6 What are the best Shopping Channels for me to focus on for my product?
- 7 What's the quickest way for me to accelerate my sales beyond my core consumers?
- 8 How do other grocery categories perform around key ethnic Holidays and at all times during the year utilizing the ICA?
- 9 What are the most authentic Mexican (and other ethnic) Holidays and who is consuming what?