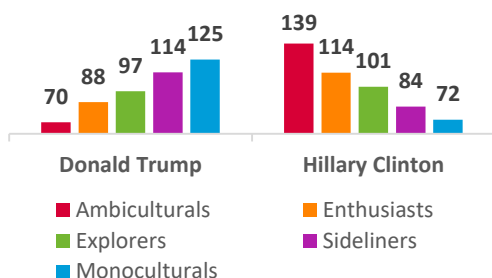


# MANAGING BRANDS IN A DISSONANT AMERICAN MARKETPLACE

EthniFacts IC Affinity (ICA) Aggregation Tools:  
Empowering Your Brands in Today's Marketplace

IC Affinity is the best lens for activating results-driven business and civic strategies

Intent to Vote for President Index  
In Nielsen Homescan Panel (October 2016)



Segment % Household Index vs. Total

	Brand A	Brand B	Brand C	Brand D
Monoculturals	94	119	99	66
Sideliners	96	119	102	75
Explorers	96	113	89	85
Enthusiasts	102	110	102	108
Ambicultural	110	73	135	169

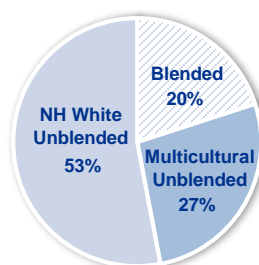
## THE AMERICAN MAINSTREAM HAS CHANGED

### Household Shifts

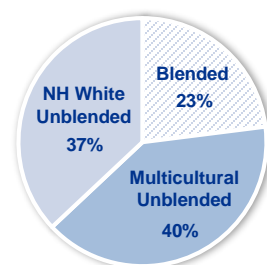
About 1/2 of Americans live in HH's with only NH White members. The other 1/2 are in multicultural or blended (mixed ethnicity/race) HH's.

### Immigration Shifts

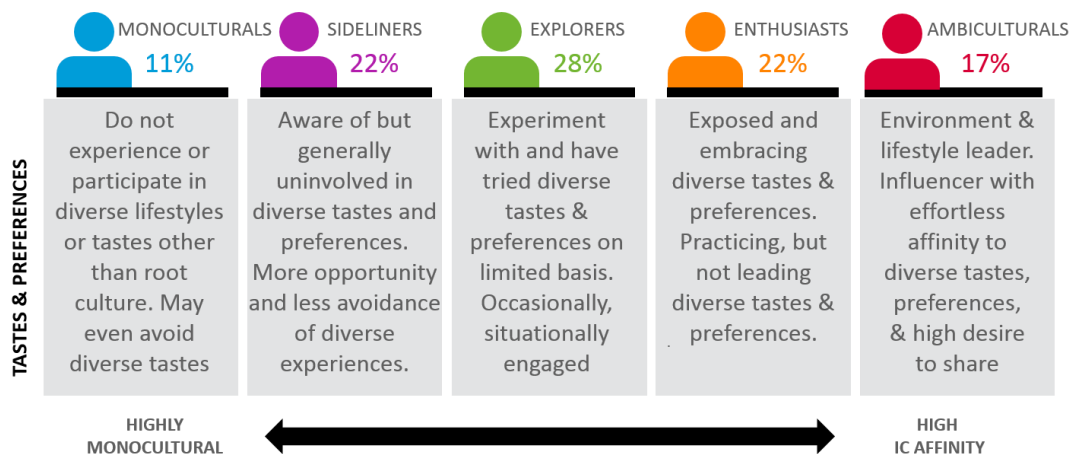
In two generations, the foreign-born population has grown from 10MM to 42MM. Origins have changed from 80% European to only 10% European.



TOTAL U.S.



U.S. < AGE 20



IC Affinity is a unique tool that helps pinpoint activation strategies through a real world cross-cultural lens replacing demographic silos

## IN THE NEW "PUSH-AND-PULL" ENVIRONMENT:

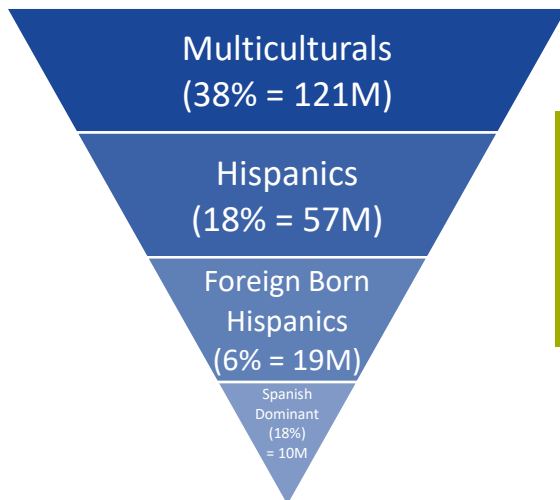
Consumers will react faster, louder and broader, angrier and more personally, more collective and combative, and they will lead with their wallets.



Marketers must better manage consumer expectations, preferences and aversions through realistic world lenses and listening systems.

To learn how your Brands can benefit from IC Affinity (ICA) tools, contact EthniFacts: Mike Lakusta, 972-567-1981, mlakusta@ethnifacts.com

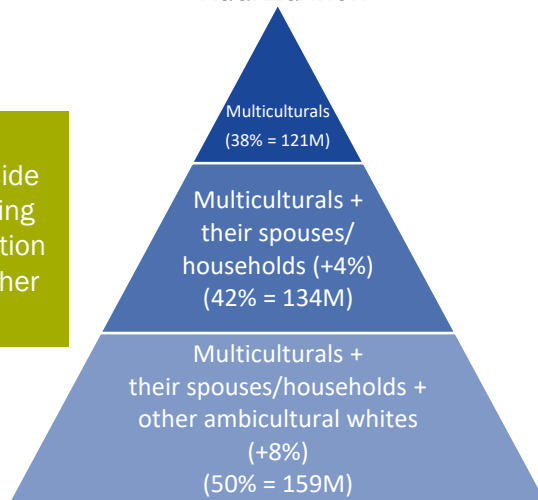
## TRADITIONAL NICHE SEGMENTATION



MANY SMALL ACTIVATION BUCKETS  
COSTLY TO IMPLEMENT

IC Affinity turns Segmentation upside down by aggregating to make the activation buckets bigger rather than smaller.

## ETHNIFACTS AGGREGATION



COST EFFECTIVE ACTIVATION  
TO CULTURALLY ADJACENT CONSUMERS

## HOW CAN YOU ACTIVATE THESE ICA TOOLS FOR YOUR BRANDS?

### 1. EthniFacts+Nielsen Introduce: A unique joint activation tool: Homescan and Spectra IC Affinity Segmentation Powered by Ethnifacts

- IC Affinity segments have been integrated into the Nielsen Homescan and Spectra tools allowing you to deep dive into the buying and consumption behaviors by department, category, and brand for your brand and competitors
- An unprecedented opportunity to understand, measure, and maximize the true size of the prize for your brand across cultures rather than through traditional niche demographic segments

### 2. EthniFacts Offers: A unique and effective voice of the consumer solution: The Intercultural Affinity Tracker (ICAT)

An EthniFacts omnibus tracker using ICA in a cross cultural survey designed to:

- Help you understand intercultural attitudes and behaviors for all consumers (Hispanic, African American, Asian, Non-Hispanic White, and Blended) in relation to your brand
- Uncover the leading edges of culture shifts and relations regarding behavior and influence
- Probe the areas of cross-cultural and social divisiveness that are most or least likely to change and identify where, who, why, and how to respond to them.
- Identify common ground among diverse culture groups and their communities of identity.
- Track impact of intercultural messaging of your and other major brands
- Multiple levels of subscription to best fit your needs

## DON'T BE LEFT WONDERING WHAT'S GOING ON IN AMERICA

Join the many Fortune 500 companies and media innovators who are already utilizing EthniFacts' IC Affinity solutions. Call or email us today and let's discuss the best solution to grow your business in the New American Mainstream.

[Click Here to Learn More](#)

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