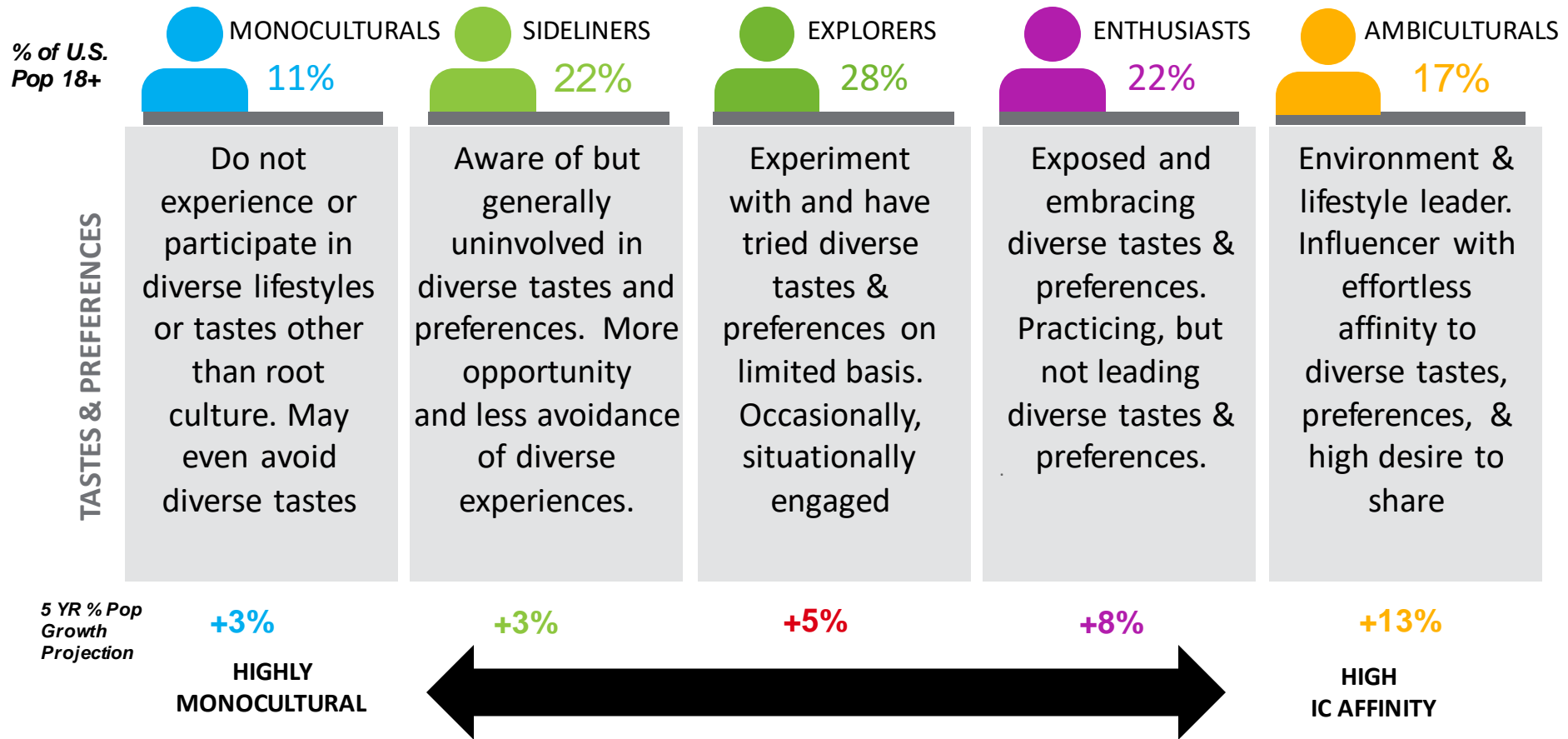




ICA (Intercultural Affinity) Can Predict the Next Hot Trend

Track Ambicultural Behaviors Before They Go Viral

ICA (Intercultural Affinity Model): Segment Profiles

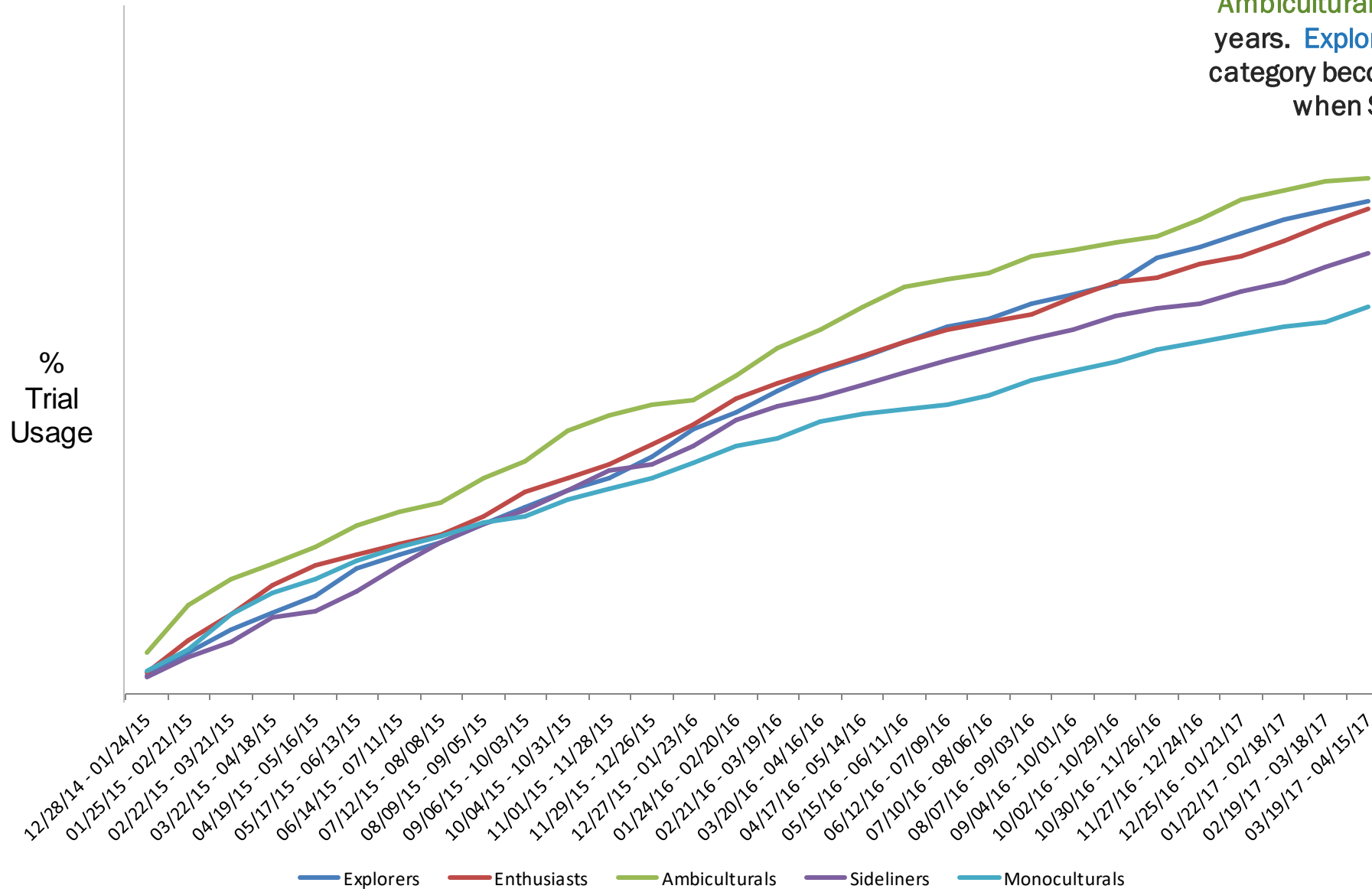


Aggregates consumers from **ALL** races and ethnicities by their affinity to cultures other than their own root culture(s).

A Way to Predict the Next Hot Ethnic-Inspired Trend?

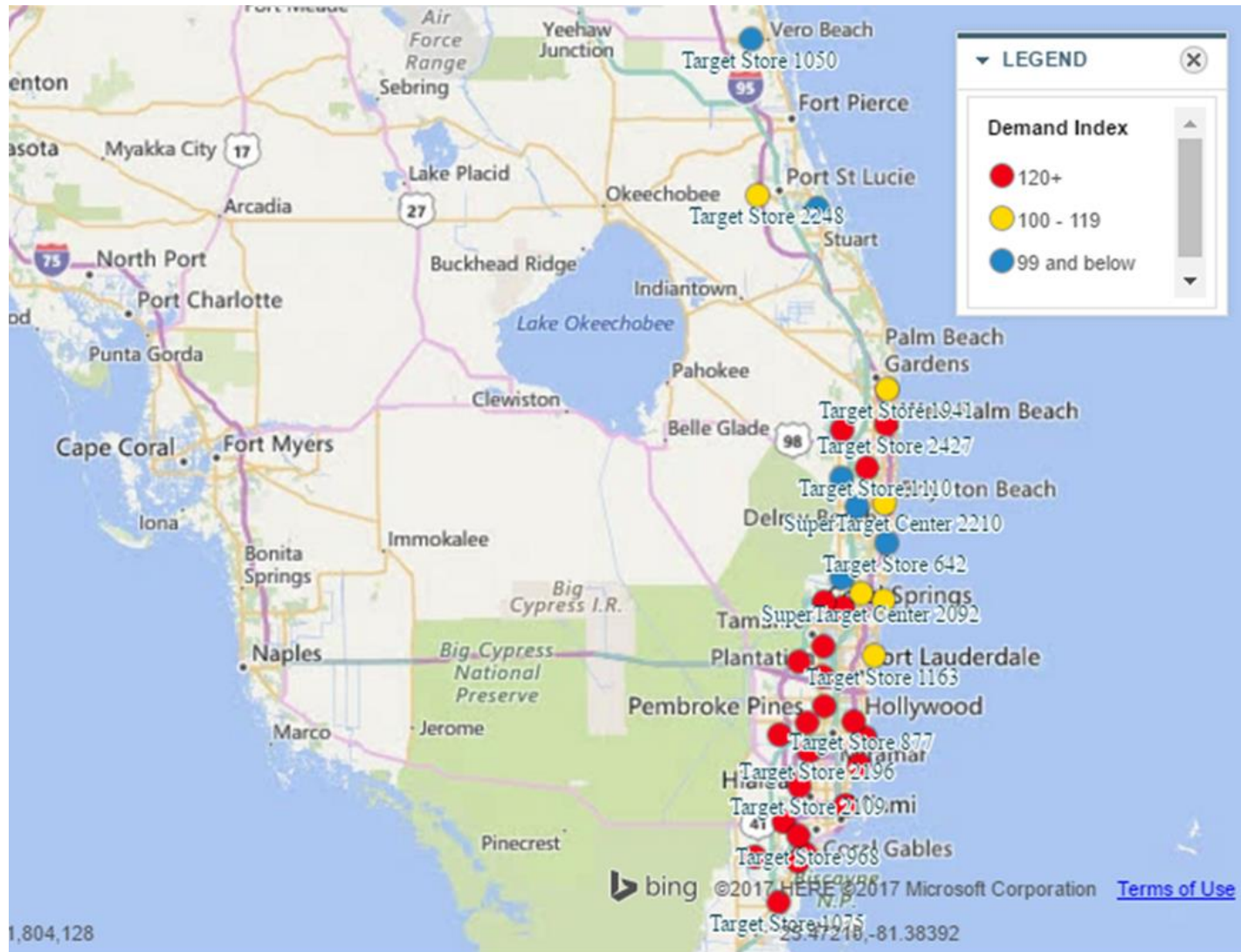
Imagine a 2 ½ Year Lead on the Competition by Tracking Ambi Trends!

Ambiculturals led trial of Sriracha for 2 1/2 years. Explorers made a leap indicating the category becoming more Mainstream. That's when Sriracha caught Ketchup



The ICA Can Be an “Early Warning” Device

By identifying this chain’s highest demand indices for **Ambicultural** consumers, they quickly implemented programs to take advantage of Ambis’ preferences.



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How Can I Use the ICA to Increase My Sales?

