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**THE IMPORTANCE OF CULTURAL CONTEXT IN ENGAGING
MULTICULTURAL CONSUMERS**

By: Ingrid Valbuena

A thesis submitted to the faculty of The University of Mississippi in partial fulfillment of
the requirements of the Sally McDonnell Barksdale Honors College.

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Approved by:

Thesis Advisor: Professor Christina Sparks

Second Reader: Dr. Jason Cain

Third Reader: Professor Scott Fiene

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I would like to thank first and foremost, my family. I stand on the shoulders of giants. Their sacrifices, love and infinite support are the reason I believe I am capable of achieving anything.

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Lastly, I would like to thank Professor Sparks. Thank you for constantly sparking new developments and notes that guided me and inspired me in this thesis. Here's to a world with more respect for the beauty of diversity and culture.

PROSPECTUS

This research will explore the importance of cultural context in engaging multicultural audiences through communication cues strategically placed in advertising messages. Consumer response to cultural cues embedded in messages targeted to multicultural consumers will be examined to identify influences that determine its effectiveness in appealing to multicultural markets. Taking into consideration that “consumer brand personality perceptions and reactions must be considered within a cultural context.” (De Mooij, 2004) brands communication to multicultural consumers have to be informed within the consumer’s cultural context. The current multicultural population growth, growing purchasing power, and the different ways people respond to different messages has made this communication approach essential to reach multicultural consumers authentically, respectfully, and effectively, based on the reasoning that “to be successful, marketers must consider the cultural context their brands exist in, understanding cultural markers adds depth and meaning to the conversations you want to have with your consumers” (Marketing Mag, 2016).

The goal of this research is to accomplish an understanding of the importance of cultural context in engaging multicultural consumers, it will focus on the argument supporting the utilization of an emotional marketing strategy and the development of a congruent brand identity and image through an IMC approach in order to achieve said engagement and positive response. This study explores the receptivity of advertising messages designed to appeal to multicultural consumers. Findings suggest that

advertising receptiveness by multicultural and general market consumers increases through embedded cultural, social and racial symbols and cues strategically embedded in the communication. Results suggest that use of authentic, cross-cultural cues communicated within cultural context will affect the underlying consumer decision-making process, which influences the effectiveness of multicultural advertising practices.

Primary Research was gathered to reconcile the importance of social and cultural cues in different advertisements. Data was collected from the following methods of research: focus groups, survey/questionnaires, interviews with subject matter experts and interviews with college students from varying backgrounds to gain insight within the younger millennial population on the perception and consumer-brand relationships of multiculturally targeted ads.

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Chapter 1: Introduction to the New Multicultural Marketplace

The demographic composition of the United States marketplace is changing rapidly and causing a need for brands to take notice to engage the new marketplace. The multicultural consumer, defined as consumers from various racial categories, is the currently the fastest growing segment in the United States (U.S. Census Bureau, 2015). Four decades of four accelerated growth of the multicultural populations, including immigration and births have changed the composition of the American marketplace (Pew Research Center, 2017). In fact, the U.S. Census Bureau (2015) reports that from 2000 to 2014, multicultural consumers consisted of 92% of the total population growth. Moreover, the Pew Research Center (2014) projects that by 2065, no racial or ethnic group will be a majority. The U.S. census growth forecast for the general market projects that Caucasians will no longer be the majority and that immigrants will drive growth in the working-age population through at least 2035.

The population growth shown in Figure I, shows the constant growth in population as a whole. However, the growth speed of multicultural groups is higher than that of white or Caucasians. This reflects the changing population composition from a majority Caucasian to a multicultural majority.

Population by Race and Hispanic Origin: 2014 and 2060

(Population in thousands)

Race and Hispanic origin ¹	2014		2060		Change, 2014 to 2060	
	Number	Percent	Number	Percent	Number	Percent
Total population	318,748	100.0	416,795	100.0	98,047	30.8
One Race	310,753	97.5	390,772	93.8	80,020	25.8
White	246,940	77.5	285,314	68.5	38,374	15.5
Non-Hispanic White	198,103	62.2	181,930	43.6	-16,174	-8.2
Black or African American	42,039	13.2	59,693	14.3	17,654	42.0
American Indian and Alaska Native	3,957	1.2	5,607	1.3	1,650	41.7
Asian	17,083	5.4	38,965	9.3	21,882	128.1
Native Hawaiian and Other Pacific Islander	734	0.2	1,194	0.3	460	62.6
Two or More Races	7,995	2.5	26,022	6.2	18,027	225.5
Race Alone or in Combination²						
White	254,009	79.7	309,567	74.3	55,558	21.9
Black or African American	45,562	14.3	74,530	17.9	28,968	63.6
American Indian and Alaska Native	6,528	2.0	10,169	2.4	3,640	55.8
Asian	19,983	6.3	48,575	11.7	28,592	143.1
Native Hawaiian and Other Pacific Islander	1,458	0.5	2,929	0.7	1,470	100.8
Hispanic or Latino Origin						
Hispanic	55,410	17.4	119,044	28.6	63,635	114.8
Not Hispanic	263,338	82.6	297,750	71.4	34,412	13.1

¹ Hispanic origin is considered an ethnicity, not a race. Hispanics may be of any race. Responses of "Some Other Race" from the 2010 Census are modified. For more information, see <www.census.gov/popest/data/historical/files/MRSF-01-US1.pdf>.

² "In combination" means in combination with one or more other races. The sum of the five race groups adds to more than the total population, and 100 percent, because individuals may report more than one race.

Source: U.S. Census Bureau, 2014 National Projections.

Figure I. Population by Race and Hispanic Origin: 2014 and 2060.

Growth rates by multicultural groups show the following: 1) “the U.S. Asian population grew 72% between 2000 and 2015 (from 11.9 million to 20.4 million), the fastest growth rate of any major racial or ethnic group.” (Pew Research Center, 2018), 2) The population of the second-fastest growing group, Hispanics, “increased 60% during the same period.” (Pew Research Center, 2018) and 3) “The black immigrant population has increased fivefold since 1980. Today, immigrants are making up a growing number of the overall U.S. population – but the black immigrant population is growing twice as fast” (Pew Research Center, 2018).

For brands striving to grow and connect with the U.S. population, inattention to the multicultural population is projected to negatively affect reach to as many as 18 million people. According to the Pew Research Center, the working-age population

without immigrants would be decreased by 18 million people (Pew Research Center, 2017), representing a consequential loss of possible consumers if it were to go unnoticed or unstudied. This population shift indicates the need for the study of multicultural consumers not only for its rising socio-economic relevance, but also for the growing need for the new majority of consumers to be understood as the world continues to change and move forward.

Purchasing power among multicultural consumers is also on the rise. The growing multicultural population segment reflects a projected combined spending power of \$3.8 trillion by 2017 (Franklin, 2014). The reported median annual Asian American household income is \$66,000, exceeding the national median income of \$49,000 (Pew Research Center, 2016). The rise of the Hispanic population as mirrors their growing purchasing power which continually grew from 1990 to 2001 (Lopez, 2003).

An evidence of the socio-economic importance of this specific section of the market for any organizations looking to communicate with consumers. Ricardo Lopez stated in his article *Understanding Hispanic U.S.* that “trying to predict Latino consumer behavior based on non-Hispanic market information is a recipe for disaster” in relation to the companies with the goal of tapping into this market but not really understanding how to do so, and highlighting the importance of Hispanic consumer research in the first place. He looked specifically at the future, stating, “Millennials are the most racially and ethnically diverse adult generation in the nation’s history. Yet the *next* generation – those currently 21 or younger – is even more diverse” (Pew Research Center, 2018). The reality of today’s consumer market and the rise of multicultural groups to become the majority is a prediction of where all advertising and brand communications will lead.

It's projected that the exponential growth of the Millennial generation will affect the immigrant population and its continuous growth, "the Millennial generation [will] continue to grow as young immigrants expand its ranks" (Pew Research Center, 2018) especially within the multicultural consumer groups. Lastly, this introduces a new mode of thinking in the future, "(61%) About six-in-ten U.S.-born children of Hispanic and Asian-Americans consider themselves to be a 'typical American'" (Pew Research Center, 2013). They identify with both American and their ancestral country of origin and/or pan-ethnic, pan-racial term (Chinese vs. Asian American) and continue to add complexity and importance study to this underdeveloped topic.

This population shift in terms of numbers and purchasing power suggest a change in the way brands plan, create, and deliver effective communication that influence consumers, especially the new majority; multicultural consumer groups. For African Americans, 83% of their social network consists of individuals who are of the same racial background. For Hispanics, between one and five individuals in their social networks are Caucasian. In fact, for Caucasians, only five percent of social networks consist of individuals from a different racial background (Public Religion Research Institute, 2013).

This difference in suggests cultural cues and social networks will rise in importance as demographic growth continues to shift in favor of a multicultural majority. This further suggests a different communication approach is indicated for brands to authentically connect to the new multicultural marketplace. In a study of acculturation and advertising communication strategies, Wei-Na Lee addressed the fact that "marketers and advertisers are becoming increasingly aware of the need to be culturally conscious in their efforts to communicate with people of various cultural origins" (Lee) solidifying the

simple concept that “the extent to which immigrants maintain their culture of origin or adapt to the host culture and the resulting consumption patterns all merit scholarly attention” (Segev and Others, 2014).

Chapter 2: Understanding The IMC approach, Emotional Marketing and Consumer Engagement.

As a movement happens from a mass communication model to an individualized communication model, emphasis shifts from sender-centered to the receiver-centered. This model introduces aspects like noise, feedback and context as it can be seen in the figure below. This affects brands as they try to communicate now that focus is given to the receiver, the consumers. For brands, the consumer's feedback represents their response to the message sent.

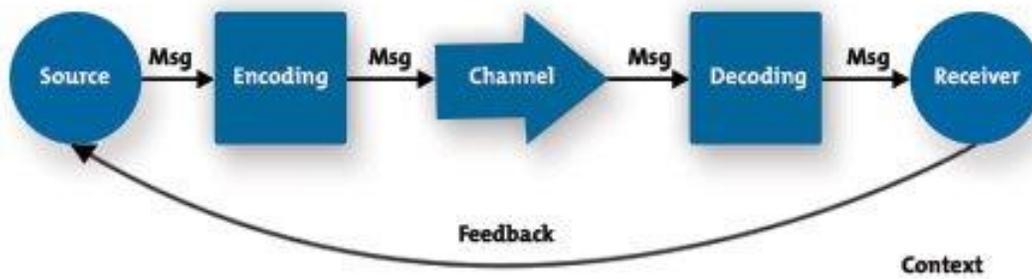


Figure II. Communication Model.

An integrated marketing communication approach focuses on consistent messaging across all possible communication channels, as defined by the Data & Marketing Association. The integrated approach relies on consistency, harmony and a multi-dimensional strategy to communicate a brand's message with consumers. Consequently, in every point-of-contact between a consumer and a brand, the same brand identity is communicated by the company, no matter if it is through a customer service

phone line or its Twitter account. The goal of said message is related to one or multiple of the following goal levels: raise awareness, change an attitude, or stimulate behavior.

Ultimately, a brand's objective is for the target audiences to receive and form in their minds a unified and integrated message, or brand image and then is said that integration is achieved (Kliatchko, 2008), and results are generated.

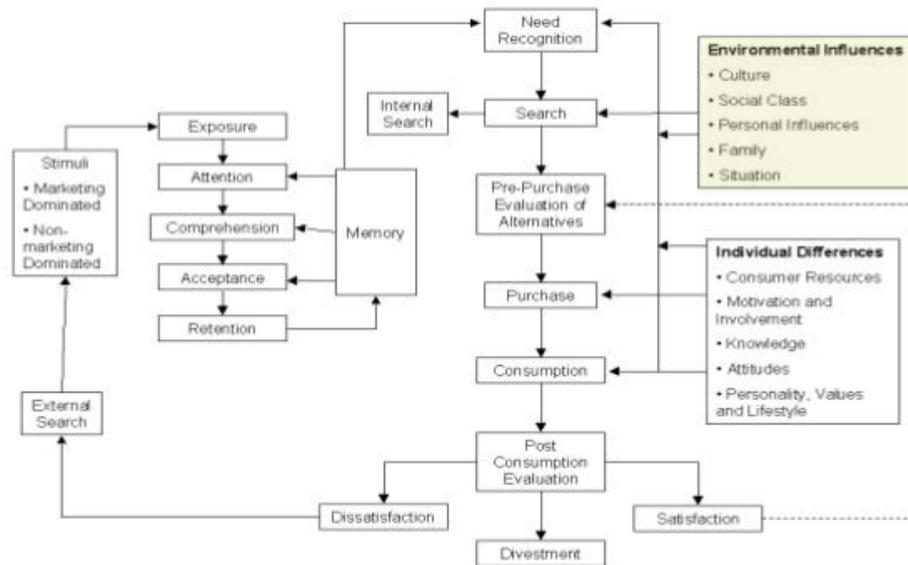
Multiple dimensions intersect with the IMC approach and prove their relevance to this study, including the rising amount of advertising content consumers receive daily and the relationship between brand identity and brand image. Brand identity belongs to the side of the brand and brand image is the perception of said brand identity in the mind of the consumer. In a 2014 study by Media Dynamics Inc. on media usage and exposure, it was revealed that on average a person is exposed to 5,000 advertisements or brand exposures a day, and of the 153 ads they note, only 12 make an impression and are remembered. This data revelation highlights the challenges of achieving an engagement within in the clutter of thousands of ads viewed daily by consumers. Consequently, it brings attention to focus on the curation of content marketing with the use of strategic communications in order to ensure the communication effectively reaches the audience, breaks through the clutter and relays the brand message. This approach has become indispensable for any brand in order to breakthrough to their target audiences.

In IMC, consumer research feeds brand strategy which defines the message that will resonate with the consumer. It's a consumer based method where consumer research is indispensable, as it is explained, "the IMC process starts with the customer or prospect and then works back to determine the forms and methods through which persuasive communications programs should be developed" (Gonring, 1994). Research informs

strategy, the consumer knowledge gathered by the brand goes beyond purchasing behavior and sees the consumer behind the purchase. The research is necessary to understand the audience's motivations, lifestyles, cultural nuances which provides the brand with the means to craft a message that works for both the brand and the audience. This ideology applies to multicultural advertising strategies in that multicultural advertising strategies have been found to influence consumer attitudes and purchase intentions (Appiah & Liu, 2009; Morimoto & La Ferle, 2008). Past study findings have demonstrated that consumers respond more favorably to an advertisement that is perceived to target their racial group (Aaker, Brumbaugh, & Grier; 2000; Morimoto & LaFerle, 2008). In a study examining the impact of ethnic identity on perceived similarity, Appiah and Lui (2009) found that Asian participants reported more perceived similarity with an Asian advertising spokesperson if the advertisement was embedded with highly visible cultural images (i.e., material objects that are valued by an ethnic group such as Chinese icons). Therefore, in a multicultural communication, the cultural cues are of the utmost importance and an important aspect on the product sell is the relationship that the consumer establishes with the brand (Consoli, 2010).

The decoding process, an aspect of the communication model in Figure I, highlights the importance of how the receiver responds to the message. This process is affected by the environmental influences shown in Figure II on the Engel-Blackwell-Miniard model.

ENGEL, BLACKWELL, MINIARD MODEL



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Figure III. EBM Model

The EBM model seen in Figure II defines the environmental influences that affect the decoding process as culture, social class, personal influences, family and situation. The consumer is able, within their environmental influences, to effectively decode the message and form a positive reception. Consumers messages that reflect the contextual elements of their environmental influences related to their ethnic identity are more likely to be positively received.

To develop a relationship that leads to a loyal consumer, the strategy must be based on consumer knowledge to reach consumers authentically and effectively. There is a transition from seeing these exchanges as “transactions - to relationship forms of exchange instead. Now, these relationships are treated as a higher category of exchange” (Rytel, 2010). Hence, the weight has fallen into solving any possible dissonance between

brand image and brand identity, and it has curated a rise of the study and use of an emotional marketing strategy.

In 2010, Rytel defined emotional marketing as a marketing concept whose principles are devoted to developing and supporting the socio-economic relation with the consumer on the market, where the management of emotional link between the company and the consumer becomes the key exchange stimulating figure, focusing on satisfying the emotional consumer needs, instead of the functional or rational. Rytel credits the rise of emotional marketing to the fact that society is “conditioned by the increasing need for consuming symbolic senses.” Brands broaden their focus to satisfy not only functional and rational needs, but also emotional needs.

Among the benefits of delivering messages through the utilization of an emotional strategy is that “[e]motions give an immediate response that often doesn’t use cognitive processes and[/or] conscious elaboration” (Consoli, 2010). Therefore, not only is society seeking the meaning of things rather than just valuing them for their functions or characteristics, but the rapidness of the reaction also presents a selling point to brands to pursue this strategy. Consequently, emotional marketing continues to be pursued, studied and developed.

Emotions continuously prove their relevance to consumer engagement because they have been proven to act as memories that persist. According to Brooks, author of *Marketing with Strategic Empathy* (2016), “these findings have implications for brand positioning, marketing mix and the use of insights tools to elicit emotional memories and observe non-conscious consumer emotions.” And so, “the use of Emotional Marketing as a strategy... ensures, both a deep and personal relationship with the customers acquired

on emotional aspects and the retention of a competitive position on the market” (Consoli, 2010). By evoking strong connectivity that adds depth to the connection between the brand/product and the consumer, emotional marketing stays in the forefront.

Brooks stated, “the most powerful brands not only have emotional resonance with consumers, but also cultural resonance, that is they reflect back the way humans behave in their relevant social groups.” In today’s marketplace “...the most important aspect on the product sell, is the relationship that the consumer establishes with the brand and the emotions that the product/service communicates” (Consoli, 2010). Utilizing this strategy “...ensures, both a deep and personal relationship with the customers acquired on emotional aspects and the retention of a competitive position on the market.” (Consoli, 2010)

An important aspect of today’s marketing communications is meeting consumers where they are and how they are. Therefore, “truly powerful brand positioning drives brand loyalty by engaging consumers in a narrative, which reflects their needs, emotions, culture and ideals: how consumer think, feel and behave; and their vision for the world around them” (Brooks, 2016). Simply, “meeting your consumer where they are” meets “always do your homework” when it comes to successfully carrying out the emotional strategy.

Furthering the effects of emotional marketing, “brain research has shown that when receiving information from one’s past, the hippocampus (emotion center of the brain) is activated... Such findings offer advertisers some hope that carefully crafted nostalgic advertising campaigns may evoke powerful responses and desired outcomes among consumers” (Muehling, Sprott & Sultan, 2014). A past association with the brand

is not influential or necessary because nostalgia is connected to memory not just the product. Nostalgia is just one example of the multiple emotions that can be evoked to further stimulate the consumer, positively like surprise, happiness, etc. that add emotional value to the relationship.

To draw to a close, an effective emotional marketing campaign reassures that “a right blend of emotions with a touch of creativity is the elixir of today’s marketing strategies,” and therefore, “the marketers’ prime focus should be on the preferences of customer products which they are emotionally attached to. The use of right emotion in the advertisements and figuring out ways to enhance the product by creating the apt tagline and touch the audience’s heart” (Jaiswal, 2017). In today’s marketplace, connecting with a consumer through emotion, from nostalgia to empathy, represents not only attention to their emotional needs but also creates and builds a relationship that is beneficial to both parties.

While emotions can prompt thoughts and memories within consumers that result in favorable brand attitudes and purchase decisions, this revelation inherently connects with the second trend mentioned earlier: solving any possible dissonance between brand image and brand identity. The existing awareness of this dissonance is perfectly captured in the following example: “If an organization that claims to be innovative sells old-fashion products, the customers notice the incongruence. Customers are watching to see if their brand experience matches up with the organization’s brand identity. If these two don’t align, the brand identity is likely to get lost in the confusion” (Srivastava & Thomas, 2010). The fatal flaw and the causal of the dissonance is any incongruence that

may exist between a brand's image (in the consumer's mind) and its identity (within the company).

For this reason, "it is important for organizations to ensure compatibility between the projected brand identity, and how this is perceived, in order to attract consumers" (Ghodeswar, 2008). Being mindful of the definitions and differences between brand image and brand identity is, essentially, the first step. Bhimrao Ghodeswar from the Asian Institute of Technology defined brand identity as "the outward expression of a brand" and specified that "since brand identity is developed by the branded organization, it reflects how the organization wants the consumer to perceive the brand. Brand identity is based on a thorough understanding of the organization's customers, competitors, and business environment." Therefore, "a successful brand identity can be achieved by realizing what the brand stands for and effectively expressing that identity" (Ghodeswar, 2008). In contrast, brand image is defined as "[the] image [that] is created by marketing communications, but ultimately by the sum of all consumer's experiences in relationship with the brand." Overall, in order to not hurt the relationship with the consumer and to prevent any incongruences, companies must communicate effectively with the consumer, as it has been stated that "effective communication is about conveying the essence of the brand to the desired audience in such a way that the consumption experience conforms to purchase expectations" (Nandan, 2004) in terms of a company's brand identity and a consumer's brand image of said identity.

Therefore, brand identity and image "...are essential ingredients of strong brands." In studies regarding brand loyalty, it is stated that "in order to build and maintain brand loyalty, it is imperative that these two be in harmony," which it explained by realizing

that the “...value for the firm as well as the consumer can be created only when the consumer understands and appreciates the brand message” (Nandan, 2004). Only then, can the brand progress to create value for the consumer, enhance brand loyalty, and breakthrough the clutter to achieve engagement.

As academically defined in the *Journal of Strategic Marketing*, customer engagement is “The level of a customer’s cognitive, emotional and behavioral investment in specific brand interactions” (Hollebeek, 2011). It was further developed in the *Journal of Product & Brand Management* where it was mentioned that “although subject to various interpretations, consumer engagement is often understood as a motivational construct, with varying intensity” (Dessart, Veloutsou & Morgan-Thomas, 2015). In the most basic level, engagement involves “...an object (i.e. a brand) and a subject (i.e. the consumer), and it has a valence (positive versus negative)” (Dessart, Veloutsou & Morgan-Thomas, 2015).

Through engagement, customers can “devote relevant cognitive, emotional and/or physical resources based on their perceived value levels obtained from specific brand interactions” (Higgins & Scholer, 2009). High levels of engagement are not tied to ‘high involvement’ product categories. Therefore, mundane brands can generate high engagement as well (Dessart, Veloutsou & Morgan-Thomas, 2015). “Customers [nowadays] are thought to make proactive contributions to brand interactions, rather than merely act as passive recipients of brand related cues.” (Hollebeek, 2011)

In order to connect with a consumer, an IMC strategy must align brand identity and image, create meaning or emotional value for consumers, and focus on developing or fostering a relationship with the consumer. The IMC approach encompasses different

pieces that achieve and build a long-term relationship with consumers when effectively applied. This research will focus on the argument supporting the utilization of an emotional marketing strategy and the development of a congruent brand identity and image through an IMC approach in order to achieve consumer engagement.

Chapter 3: Multicultural Markets, Multicultural Marketing, and Cultural Context

The Merriam-Webster dictionary defines the word ‘multicultural’ as relating to, reflecting, or adapted to diverse cultures. A multicultural market refers to a diverse mixture of cultures, and “a characteristic feature of a multicultural marketplace is the positioning of the marketers and consumers of different ethnic backgrounds into multiple and traversing cultural spheres” (Penaloza and Gilly, 1999). Multicultural marketing includes consumers with different identities and overall, “the scope of existing and emergent “ethnoscapes” are complex and shifting, including tourists, immigrants, refugees, exiles, guest workers, and, more recently, cosmopolitanism” (Burton, 2005).

On top of being evolutive, “multicultural markets may exhibit the dominant presence of a single cultural group (i.e., blacks, Asians, or Anglos) or combinations of subcultural groups, and their cultural representation may differ across the three domains” hence why, “the composition of marketer and consumer cultures and the relations between them are crucial” (Penaloza and Gilly, 1999). Multicultural markets are diverse in and of itself, as well as representative of various groups that differ among themselves and are simultaneously ever-changing.

When writing about identity and culture, Peter Caws thinks “Multicultural” is a good adjective: “it has a generous feel to it, it is welcoming, inclusive, embracing; like ‘international’ or ‘pluralist’ or ‘ecumenical’ it suggests a largeness of conception, a transcendence of sectional interests, an openness to the variety of human pursuits and

achievements” (1994). Today, “marketers and advertisers are becoming increasingly aware of the need to be culturally conscious in their efforts to communicate with people of various cultural origins” (Lee, 1993) and some of the world’s biggest brands have departments dedicated to marketing to multicultural consumers to specifically target consumers in each of these separate segments. This approach is based on ethnic identity theory. Ethnic identity theory explains how an individual aligns with a particular cultural group amongst the greater society (Meyers, 2015). Ethnic identity is reflective of environmental influences that can be represented in cultural context communicated through advertising messages.

Marketers have handled with the constant growth and development of the multicultural market because “as markets across the globe become more multicultural, marketers' cultural adaptation takes on increasing immediacy and relevance,” (Penaloza and Gilly, 1999) it leaves little wiggle-room for marketers to lag behind. According to Ahman Jamal, “Marketers are increasingly confronted with issues that are related to the way consumers continuously identify and re-identify themselves and the way marketers identify the market” (Jamal, 2003). There is a difference between cultural context and identity, and marketers must increase their knowledge about both aspects in relation to their market, in order to include them in their strategies so they are effective.

Therefore, “multicultural marketing [is] finding itself once again in a highly visible defensive posture [because] 1) We know much more about the nuances of ethnic identity and 2) We are reaching a tipping point where such a large proportion of the "true" American consumer is African American, Hispanic or Asian that "minority-majority" is an oxymoron” (Palacios, 2011). The understanding of this is essence to

effective multicultural marketing today. To place a “a blanket multicultural strategy is no longer sufficient in today’s world” (Liber, 2015). Therefore, “marketers today need to change their thinking to a more personalized strategy versus a one-size-fits-all strategy. Isolating similarities, differences, emerging needs, and shifts in behavior enable retailers and brands to tailor strategies, personalize communications and ensure relevance across their portfolios” (Liber, 2015). Knowledge is power when it comes to utilizing a multicultural marketing strategy and research is the most important aspect in this department.

This research supports the argument that “consumer brand personality perceptions and reactions must be considered within a cultural context,” (De Mooij, 2004) therefore, “cultural values impact the processes leading to brand personality outcomes such as brand differentiation, consumer self-expression, and consumer-brand relationships.” (Lee, 1993)

The omnipresent culture that surrounds, shapes, and is created by human beings, in its simplest definition is said to be “various lifestyles...a countless quantity of details of daily behavior, which are shared by most people forming a particular society” (Hirsch, 2014). In advertising and marketing, cultural context, cues, codes or markers “set the foundation for understanding how to satisfy their needs and for meeting their expectations” (Butler, 2012). In this study, the use of symbolism stems from the understanding that “semiotics, the study of signs and symbols and their meaning, offers valuable tools for analyzing advertising to uncover strengths or weaknesses of ad campaigns,” therefore, “in order for advertising to be effective, it must convey the intended message, giving consideration to underlying cultural codes” (LabReport, 2009).

In order to engage its consumers, brands must stay relevant within the cultural context that their customers find themselves in. In order to do so, marketers have to “spend *a lot* of time with your consumers – not just once but in a series of ongoing conversations; and Speak to experts and thought leaders. This is key because through interrogating those at the coal face whether it be fashion, technology, storytellers & writers, product design, you gain insights which you can apply to your own brand” (Marketing Mag, 2016).

On top of the aforementioned guidelines for brands to familiarize themselves, brands must also understand that, specifically within multicultural consumers, “the purchase behavior of these consumers is influenced by so many facets beyond their ethnic or demographic classification” (Liber, 2015). For them, it is a mixture of their history and present situation in society, and to omit these considerations from the IMC strategy, marketing or advertising campaigns, and overall communication of the brand is to a disservice to the product and brand itself.

In order to resonate with a multicultural consumer, not only does their culture must be sought to be understood, but also it must be utilized to create the communication strategy that will, ultimately, engage this consumer. Therefore, “marketers today must find out about what people want and find ways to solve their pain-points but they must also overlay these cultural aspects into their brand experience. Cultural pointers enable marketers to create greater engagement and relevance with their customers and ultimately have a greater chance of growing their business” (Marketing Mag, 2016). A brand that lacks this understanding, simply, stands behind the expectation line held by multicultural consumers today.

Chapter 4: A Look into Multicultural Brand Campaigns, A Secondary Research

Approach

To investigate cultural context used in communication campaigns today, current campaigns targeted to multicultural consumers were analyzed. The campaigns studied included a Pepsi, a Coca-Cola, and a Starbucks campaign. The brand campaigns analyzed were selected to help answer the question: is cultural context important in effectively engaging multicultural consumers? The assumption driving the selection of the campaigns was the idea that through examining campaigns that overtly target multicultural audiences, the effectiveness of that approach could be determined and broken down to examine the role cultural context played in affecting the perceptions of the brand by the intended audiences through a series of focus groups, interviews and a survey.

The first campaign analyzed was the Pepsi “Join the Conversation” advert with Kendall Jenner. The campaign 3-minute video was released on April 4, 2017. This campaign was selected because of the relevance and controversy that surrounded the communication intended by Pepsi. It clearly targeted to overall multicultural consumers as a part of the Pepsi generation and its mindset of avoiding separating consumers in ethnic groups and "move from segregating ethnic groups to celebrating commonalities” (Farfan, 2013). However, the cultural representation was not well received by the public. The controversy it created resulted in its deletion from YouTube, and all other platforms

it was released in, within 24 hours of its release. Despite it being out for a short period of time, it is still talked about and debated within marketing research today.

In an article for *The Atlantic*, associate editor Joe Pinsker examined the research and all that went into the creation of this advert and stated that “there could be internal data suggesting that Millennials are a prime target for an ad, and that one of the things that resonates most with Millennials is activism” (Pinsker, 2017). However, even though “Pepsi, for instance, has a history of adeptly tapping into youth culture... [and] the Kendall Jenner spot featured the hallmarks of a Pepsi ad: celebrities (the brand in the past has deployed Michael Jackson and Beyoncé) and young people” (Pinsker, 2017) the advert did not generate the success past advertisements did. In the same article, Drolet, a professor at the University of California concluded “it seems like in a way they were going through the motions of how they typically market the product,” (Pinsker, 2017) and it translated into a lack of authenticity that back-lashed and prompted an immediate consequent response from Pepsi.

Pepsi missing the mark in its campaign can be attributed to its Multicultural Marketing strategy. In a video interview with HuffPost, Javier Farfan, the director of music and culture at Pepsi explained that he does not believe in multicultural marketing and that Pepsi “wants to connect with the consumer in an authentic way and... are starting to notice that the best way to do that is to go into these subcultures and really embrace them and grow them and enable them to do what they want” (Farfan).

“Corporations like Pepsi should make political statements. But their statements shouldn't distort political realities to generate revenue,” said Khaled Beydoun, a law professor the University of Detroit Mercy School of Law, in response to the advert (Jan,

2017). The failure of the ad was recognized by most everyone that came across it, but it was especially criticized by multicultural consumers. Peñaloza brought the advert as glaring counter example of “understanding that ethnic marketing practice is intricately interwoven with social relations,” showcasing the failure of the advert as whole by misunderstanding the multicultural market. She later explained the preemptive tactics that brands need to effectively communicate, specifically with multicultural consumers, “by keeping in mind that viewers interpret ethnic marketing materials against the backdrop of existing social relations, marketers can better anticipate the reactions of targeted and untargeted ethnic minorities and the majority, thus formulating more effective campaigns” (Peñaloza, 2018).

Although its Senior creative director stated the brand understands that “people are looking for authentic connections,” (Farfan for AdWeek, 2014) authenticity was the one thing this advert lacked proven by the adverse reaction it generated.

The second campaign examined is Coca-Cola’s “Share A Coke” video targeted to Hispanic consumers. This specific advert was targeted Hispanic consumers in Los Angeles, California, in 2015 and was a part of their overall “Share A Coke” campaign. Made in Spanish with English subtitles, the ad campaign video shows a diverse group of Hispanic consumers sharing the importance of their last names while Coca-Cola provided cans that had their last names on the cans in the form of a temporary tattoo.

On their Unbottled blog, Coca-Cola staff writers explained that the “program focuses on the power of family, culture and community while bringing people together in celebration of their heritage and unique family stories” (Unbottled, 2015). Jose Espinoza, a former member of the Coca-Cola Hispanic Marketing team and is now at Tabasco,

stated in the interview conducted in this research that “Coke sold 130,000 personalized cans with that ‘Share A Coke’ campaign... that taste of your heritage, that is something that is easy for you to see” (See Appendix I).

The Hispanic heritage specific advert produced a positive reaction. In AdWeek, Angela Natividad expressed that “the campaign bears hallmarks of sincerity and care in approaching its target, and its thoughtful means probably justify its banal end (long-term loyalty),” (Natividad, 2015) after mentioning the innovativeness of the production.

The Coca-Cola Company's global diversity mission is to mirror the rich diversity of the marketplace we serve (Coca-Cola, 2017). Coca-Cola’s Vice President of Multicultural Marketing, Lauventria Robinson, stated that “there are unique cultural differences within and across segments that you just can't reach with a traditional, one-size-fits-all approach” (WARC, 2016) which proved itself as a functional strategy for this campaign.

The third campaign examined was a Starbucks advertisement titled “Meet me at Starbucks.” It was released September 29, 2014 and it was Starbucks’ first global brand campaign. The ad was selected thanks to its multicultural target within a global theme, Starbucks being a global brand. The minute-long advert shows footage from physical Starbucks locations all around the world. The ad focuses on the experiences that a diverse group of customers experience within a Starbucks with the finishing phrase “good things happen, when we get together.” According to the advert video itself, it was filmed in 28 countries in a single day which indicates the brands commitment to the veracity of its message.

The research the campaign was based on was based on consumer responses to the brand, as it was stated by Linda Mills, Starbucks spokeswoman in AdAge. “The work that 72 and Sunny did originates from Starbucks' monitoring its customers on social media. Ms. Mills said that the company noticed multiple videos on YouTube of Starbucks fans and found ‘there were stories that were taking place inside out stores’” (Morrison, 2014). The positive feedback received by the ad can be attributed to the brand’s authentic message and execution.

This campaign produced a positive feedback with its global market target. In Business Insider it was celebrated for its feel-good appeal and showcase for highlighting human interaction. Writer Hayley Peterson states that “it's an uplifting montage of elderly couples embracing, young people kissing, parents doting on their kids, kids laughing and sipping Frappuccinos — all filmed against the backdrop of Starbucks stores with a soundtrack of cheerful instrumentals” (Peterson, 2014).

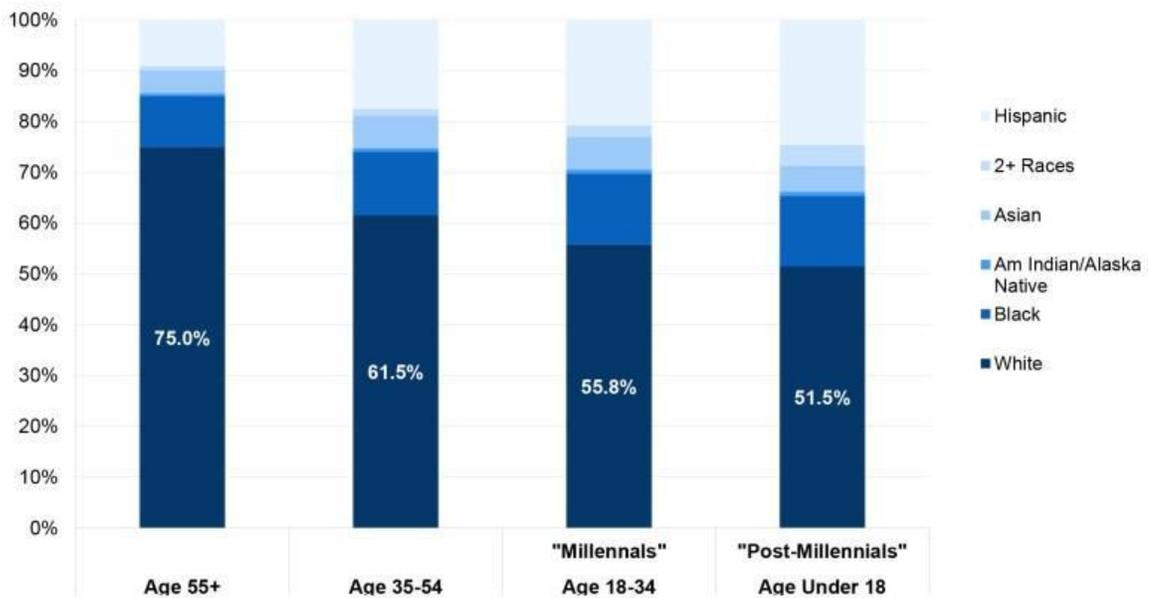
Chapter 5: Understanding Multicultural Consumers; Primary Research

To examine consumer response and compare among groups of consumers this Research was developed through four different types of methodology. These methods were a survey for college students, two focus groups held with college students, short interviews with college students and in-depth interviews with subject matter experts. The survey was distributed to 600 students through social media and email. It generated 114 responses, creating a 20% response rate. A total of 20 students were invited to participate in the focus groups and a total of 12 students participated. From this pool of participants, 58.3% were female and 42.6% were male, and 50% identified within a multicultural group. In the student-focused research the respondents conveyed a group of students between the ages of 18-21, with different multicultural backgrounds. The research responses will help achieve the goal and focus of this study which is to define the importance of cultural context in effectively engaging multicultural consumers. Moreover, it will help understand the perceptions multiculturally targeted ads generate and gain insight within the younger millennial population by studying their responses to multiculturally targeted advertisements. The questions were designed to further understand the consequent responses generated by multiculturally targeted ads. The IRB approved questions and moderator guide utilized to carry out the research methods can be found in Appendix III.

As limitations of the Research, the sample of respondents was majority white thanks to the student population at the University of Mississippi. There were not enough individual results for the different segments within multicultural consumers. Therefore, the results were grouped together as multicultural respondents and white/Caucasian respondents for the analysis of its results. For future research, the sample of respondents would include a larger pool of multicultural respondents.

8 out of 10 survey respondents are within the ages of 18 to 21 and 19.3% of the respondents identified with multicultural groups. This millennial age group is projected to continue to grow based on millennial research by the Pew Research Center and as it can be seen in the *Figure II* below the younger the age group the higher the percentage of multicultural identities.

Figure 1: US Race-Ethnic Profiles for Age Groups, 2015



Source: William H Frey analysis of Census Bureau Estimates released June 23, 2016

*Figure IV. Race Profiles in 2015, in 2018 the “Age Under 18” Group is now
under 21*

40.4% of the respondents speaks one more language besides English, Spanish being the most common as it is spoken by 22.5% of respondents in addition to English. This shows the young millennial group has an interest in not speaking only English but rather learning a second language. There should be no fear of alienating the general market when creating multicultural ads because of language, if a significant part of the market speaks more than one language and therefore, would not be alienated.

The cultural accuracies in the adverts examined were equally appreciated by respondents and participants that identified as white or Caucasian and that identified within a multicultural group. The fear of alienating the “general market” by crafting advertisements that resonate with multicultural groups is proven inaccurate by the responses received in this research, especially when the general market itself is changing and becoming more and more diverse. The growing diversity implies the cultural context that the consumers live in and that they positively respond to in advertisements.

Moreover, these figures reinforce the previous research that “such a large proportion of the “true” American consumer is African American, Hispanic or Asian that “minority-majority” is an oxymoron” (Palacios, 2011). Excluding these consumers from a brand’s communication, especially those targeted to the general market, leaves a significant and growing section of the general market ignored.

By cross-referencing question number 6 of the survey with questions 10 and 11, the changes that advertisements can create on the overall brand image the consumer has

of the brand. Supporting the previous understanding that “the most important aspect... is the relationship that the consumer establishes with the brand and the emotions that the product communicates [to the consumer]” (Consoli, 2010).

		With which one of these do you identify?		Total
		Caucasian	Hispanic or Latino, Black or African American, Native American or American Indian, Asian/Pacific Islander, Other	
What do you think of the following brands? - Coca-Cola	Do not like	11	2	13
	Somewhat Dislike	4	0	4
	Neutral	11	0	11
	Somewhat Like	24	9	33
	Really Like	39	10	49
	Total	89	21	110
What do you think of the following brands? - Pepsi	Do not like	29	4	33
	Somewhat Dislike	15	2	17
	Neutral	24	11	35
	Somewhat Like	15	1	16
	Really Like	6	3	9
	Total	89	21	110
What do you think of the following brands? - Starbucks	Do not like	2	1	3
	Somewhat Dislike	6	0	6
	Neutral	9	4	13
	Somewhat Like	30	7	37
	Really Like	42	9	51
	Total	89	21	110

Figure V. Cross-references of Q6 with Q10.

		With which one of these do you identify?		Total
		Caucasian	Hispanic or Latino, Black or African American, Native American or American Indian, Asian/Pacific Islander, Other	
What do you think of the following brand's advertisements? - Coca-Cola	Do not like	1	0	1
	Somewhat dislike	1	1	2
	Neutral	14	5	19
	Somewhat like	31	7	38
	Really like	39	7	46
	Total	86	20	106
What do you think of the following brand's advertisements? - Pepsi	Do not like	12	2	14
	Somewhat dislike	10	6	16
	Neutral	43	6	49
	Somewhat like	15	5	20
	Really like	5	1	6
	Total	85	20	105
What do you think of the following brand's advertisements? - Starbucks	Do not like	1	2	3
	Somewhat dislike	1	2	3
	Neutral	52	10	62
	Somewhat like	16	4	20
	Really like	16	2	18
	Total	86	20	106

Figure VI. Cross-references of Q6 with Q11.

Moreover, 16.5% of respondents mentioned “Kendall Jenner” when asked “Any specific words come to mind when thinking of the following brands?” in relation to Pepsi. This response, even though the survey is asking for a perception of Pepsi almost a year after the release of its advert with the personality, it was the most mentioned word by the respondents proving that consumers are more likely to remember the symbolic aspects of an ad.

Even though, 99.07% of respondents answered “Yes” when asked if they considered important for advertising to be culturally relevant to different multicultural consumer groups in order to engage with said groups, and when asked why “No” as an answer in question number 9 of the survey, to the only differing respondent, they

answered: “I don’t always identify with everyone my age, so there’s no need to assume we all like the same thing.” This highlights the fact that consumers identify with even more segments and not just their culture, and that all of these aspects they identify with affect their brand and advertisement perception. As it is developed in Chapter 2, this survey respondent supports the notion that marketers are constantly confronted with the way consumer identify and re-identify themselves and therefore, the way the marketers must identify each market (Jamal, 2013).

As expected, 64.3% of respondents responded that they mainly connect with ads through emotions. Emotion based marketing ensures a deeper connection with the consumer and consequently, a retention of a competitive position on the market (Consoli, 2010), an aspect supported by the responses in the focus groups, where the most memorable advertisements mentioned had an emotional marketing strategy.

In question number 30 of the survey, respondents were asked “What kind of cultural symbols would you expect to see in an ad that connects to you? Select all that apply and provide an example” to which Music, Language and Relationships ranked as the top three cultural symbols, in that order. In individual multicultural groups these differed in the order of the total, for example: for respondents that identified as Hispanic or Latino, relationships ranked first, for respondents that identified as Black or African American, Music ranked first, and for those who identified as other, Food ranked first. This can be observed in *Figure VII*.

Q30 - What kind of cultural symbols would you expect to see in an ad that connect...



Figure VII. Cross-reference of Q6 with Q30 broken down by multicultural groups.

Focus group and interviews responses revealed an incline from the respondents to emotional advertisements, when asked to mention any favorite ads most ads mentioned utilized an emotional marketing strategy and the reason they were remembered because of their emotional appeal. As explained by a respondent “I definitely like ads that tug at my heartstrings, for sure. I like the funny ones but the ones that can make me shed a tear

are the ones I remember the most” (See Appendix V). The advert campaigns mentioned by the participants were: “Like a Girl” by Always, “Someone Waits for You at Home” by Budweiser, “The Story of Sarah & Juan” by Extra Gum, “A Caring Chorus” by Kleenex and “A Priest and Imam Meet for a Cup of Tea” by Amazon.

In relation to studying responses generated by multiculturally targeted ads, focusing on the brands campaigns examined in Chapter 3 mirrored the perceptions already mentioned the adverts created. First, the Pepsi “Join the Conversation” advert raised questions like “Asian guy on the cello?” and “they all look too happy to be there, why are they smiling?” to what another participant responded “people don’t generally smile in rallies like that.”

The stereotyping and generalizing of the advert generated negative feedback and even “irked” the participants by making too many assumptions and lacking authenticity. The responses to this ad can be summarized in the following quote: “There was a point missing, the puzzle pieces didn’t come together.”

The Coca-Cola advertisement campaign and the Starbucks first global branding campaign, even with the varying multicultural targets (one being narrow and specific, and the other focusing on a global scale), generated a more positive feedback.

Specifically, for the Starbucks advert, participants honed on the “realistic,” “real people” feel of the ad and consistency of the brand and its message, worldwide. Participants especially noted that the campaign did “no trivializing [of] anyone’s culture or stereotypical, just real people doing real people things.” The ad, in contrast, opened the floor to create even more setting were a realistic depiction of the multicultural setting different from the general market and if it had not been rightly depicted it would have

hurt the performance of the campaign. Participants wondered, "...it makes me think of the setting, its Arabs and Muslims, you know what I mean, the setting was more diverse and it's not the 'white girl Starbucks' that exists here."

In contrast, participants did note that "[it] tried to cover too much for one video like I can't really remember anything that actually happen in the video for me to be like: oh, that was so cute. It was too many stories" about the minute-long advert. Even when it was one participant's favorite aspect "I like the Starbucks one most because it showed several cultures, in less depth than the Coca-Cola one which is a good thing of that one, but I like that it showed several pretty accurately."

When it came to the Coca-Cola advert, even with the more specific multicultural target of Hispanics, non-Hispanic participants noted that "it still connected to me, I share the feeling even if I'm not Hispanic" and that "It made me proud watching them be proud. I'm happy that they were happy." When asked why, participants appreciated that "it was informative, educational. They did their research."

By stating and congratulating the fact that Coca-Cola did "their research" it validates the purpose of this research, but it also helps define the importance of cultural context to engage multicultural consumers because it defines that the ad must show that the company "did their research," in order to effectively communicate an authentic message.

The accuracy of representation in the Coca-Cola advert was noted by the participants, "... it was super accurate and it wasn't just one Latino story because a lot of times I feel like in advertisement they try to group us all in and we are a group of many different countries and we are not all the same and I feel like they showed different

shades of people and hair styles, and different people.” Not only was this aspect mentioned multiple time, it was put in contrast with another culture as well by saying, “I think it got a lot of Latinos, because there are so many different ones within Latin America. I feel that because being Arab, everyone thinks we are all Arabs but there are many subdivisions. I feel that connection.” This communicates the viewers hope that when one brand gets it right with one ethnic/multicultural group that others will get to enjoy it by brands carrying it on to other cultures, as well.

The results of the primary research component of this study not only show the consumer side, aspect or point of view in this communication process but also reinforce the approach that “*marketers talk about managing the entire customer journey and showing customers we know them.* But, here’s the rub: many marketers neglect to do this in the customer’s context...It’s like a good relationship – there’s been time for it to build” (Jaffe, 2017). Overall, it helps define the importance of the presence of cultural context in advertising in order to engage multicultural consumers, and now, general market consumers as well.

Chapter 6: An Expert Opinion; Primary Research Interviews with Subject Matter

Experts

The fourth method of research focused on the planning and strategy side of the communication process by interviewing subject matter experts with experience in multicultural marketing and strategy. Three experts were interviewed, the first was Adrienne Johnson, a former member of the Multicultural Marketing team at Coca-Cola and the current CEO of Infinity Global Connections. The second interviewee was Dr. Christine Villanueva, who currently serves as the Chief Strategy and Brand Officer at Walton Isaacson and has worked with Saatchi & Saatchi, Ogilvy & Mather, and GlobalHue. The last interviewee is Jose Espinoza, the current Vice President of Marketing at The McIlHenny Company, who is also a former member of the Multicultural Marketing team at Coca-Cola having served as its Director of Multicultural Commercialization and Customer Programming. Together all three of these interviewees cover over 30 years of experience in the industry and their knowledge and experiences will continue to help defining the importance of cultural context in effectively engaging multicultural consumers.

In terms of highlighting the importance of cultural context, Dr. Villanueva explained “the difference is that when you are talking to multicultural audiences, there is a unique history and unique cultural values that might be attached to each of those segments so just talking about Hispanics or Black Americans or Asians or LGBTQ or women, whatever any of those non-traditional segments might be, it helps to have an

understanding of that segment's sort of cultural heritage and context in this country, where they are at, in terms of what is happening in culture and what some of their political dynamics might be and those things end up just being a little bit more critical to those audience's identity and sense of self and how they might relate to a brand or product" (See Appendix I). Multicultural segments not only have different ethnic backgrounds but are positioned into multiple and traversing cultural spheres as it is developed in Chapter 2, therefore, to understand them it means to understand what they have been through and what they are going through.

In terms of strategy and planning, Villanueva explained that experienced has led to tackle each situation "...as a unique situation and try to figure out what is the business trying to accomplish, what is the brand trying to accomplish and what is that intersection between the brand, the product and the consumer," she highlights that "we try not to come from a place of negativity but we try to find the truth in that particular moment in time for that audience." (See Appendix I) This train-of-thought was supported by Espinoza as he explained, "your multicultural strategy must be rooted in your overarching strategic brand platform. Then you must understand the role Multicultural consumers play in the market. This includes: do they know your product and what does it mean to them?"

When doing research, or as the experts called it 'doing your homework', Espinoza identified the aspects relevant to study about multicultural consumers: "level of acculturation, age, language of preference, location, behaviors, lifestyle, core values, reasons for that particular consumer to believe in your product's value proposition." e further explains that "Multicultural consumers don't live in isolation. They will be

exposed to general market communication. This is why a multicultural strategy cannot live in isolation, but rather needs to make sense within the overarching strategic platform... Multicultural groups are, by nature, more sensitive to cultural cues. Any outreach to Multicultural and Hispanic consumers must be authentic” (See Appendix I).

In terms of research, Villanueva explains that “what we normally do is we just look at as many credible sources as we can, that we have access to, we read.” The idea that in this specific scope of research, knowledge is power is supported by Dr. Villanueva’s experience in the industry. She states, “I think knowledge is important because I think sometimes, knowledge and honesty because there are agencies out there or brands that think that they know multicultural people but they really haven’t done their homework and then you can’t take things that you see on the surface, or your impression or yours intuition or the stereotypes, like you have to do the hard work to understand where multicultural segments are coming from and don’t assume that we’re like everyone else but don’t assume we’re so different that we are Martians or something, there are definitely points where we are similar and there are definitely points where we are different and you will not know kind of like which of those pieces to pull forward into your work as long as you understand the entire thing, basically don’t make any assumptions and get people who are experts to do it, get people who think about this stuff all the time, you know? Like, we’re living in it, you know, who things about issues like identity and politics and all that kind of stuff because all comes through there” (See Appendix I).

In conclusion, “Cultural contextualization is crucial for success of any multicultural campaign. Campaign messaging cannot be just translated but rather trans-created to be able to resonate effectively with its targeted audience,” states Espinoza.

A roadblock to the development of the aforementioned strategies could be a fear among clients to communicate with multicultural consumers and alienating the general market. Dr. Villanueva shared one of her experiences where “the client had sort of this rule of not showing people in their ads, they just showed the car in their ads, they just wanted, they wanted [viewers] to see themselves with the car” and, Villanueva continues, “... because Lexus hasn’t done a ton of advertising, or any advertising geared toward the African American audience we made a point to say this is going to be someone who needs to see herself, we went for a female target, who needs to see herself in relation to the car that visual of black woman with a Lexus is important so we made sure of that, it’s hard to basically say: “this is for women,” if we don’t show a black women... that’s our understanding the dynamic and the reality of being an African American woman in the culture, at this point in time, that was 10 years ago. So, we turned it not into like a depressing thing, we made it a very empowering kind of an ad where it was like you are a black woman, you don’t expect gifts from other people, you are going to get your Lexus for yourself like, you work hard, you deserve it, get it for yourself kind of a thing.”

She explains, that “part of the challenge of doing this work is often times your client is not a part of the segment that you are talking to so for them to recognize that is a true and valid insight sometimes is hard to convince them if they don’t realize it.” An issue that Adrienne Johnson also encountered, she explained that “... multicultural

marketing is great but the customer [agency's client] has to want to do it as well, and everybody doesn't see the value of target marketing or multicultural marketing.”

However, when the communication framework is receiver driven and your audience is multi-ethnic like the ones shown in *Figure I* and your communication model is dependent on the receiver's feedback as shown in *Figure V*, neglecting communicating with multicultural consumer and neglecting to ignore the cultural context they exist in, translates as a loss for the brand. The new general market is not all Caucasian, and it projected to become even more diverse, the society they live in is already as diverse as the adverts that will resonate with them.

Another aspect that the subject matter experts tackled was the need for “going deeper” to avoid the common mistakes, stereotyping and missing the mark in multiculturally targeted advertising. Johnson explains “You have to go deeper and when you say multicultural, there is another layer under that and you got to peel that, in fact, and go deeper.” Dr. Villanueva gave a ‘tiger mom’ example and explained, “What does the next version of that look like, what does tiger mom 2.0 would look like? Like, what does tiger mom from a different angle look like? What if we throw that whole thing out, what are times when she's not being a tiger mom that nobody knows about that are still equally true? So, we are trying to find different sort of facets of who these people are and shoot at that because we are very conscious of the stereotypes and like, reaffirming the same old images and we try not to do that.”

Through these efforts, Dr. Villanueva, explains that “part of what we try to do and this may not be true with every, sort of multicultural agency but we try to show non-stereotypical versions of our segments because it's important to show the range of

possibilities and ways to be, there are so many ways to be Hispanic, and so many ways to be Asian, and LGBTQ and part of what we try to do is like, how do we push for that, how do we show all those different representations that are still true and still honest and coming from a place of authenticity, right?” (See Appendix I). One this is said and done, this is where IMC approach comes to place and makes the connection between the brand and consumer happen and authentic message reaches its targeted receiver.

Their stories brought attention to some of the consequences of a lack of cultural context in advertisements and the negative response that can be created by the lack of further research of these consumer markets. For example, Dr. Villanueva explained “every agency that I have been to talks about like, in advertising anyone who kind of knows Hispanic advertising when you bring up the family insight, everyone kind of rolls their eyes, it’s like once you do, because it’s not that it’s wrong but, in advertising you are always looking for something new, something fresh, something to catch people’s attention and there’s only so many ways to spin the family thing so like internally, we talk about like, we specifically do not talk about the family thing because the clients have heard it for 20 years and they don’t want another family insight, right? Our challenge then becomes how do we come up with fresh new insights that feel: #1 that are true, that are grounded on real truth about the segments but that the client can also recognize as a valid insight.” It leads the notion that laziness within the study of these consumers’ insights does not reflect the industry’ constant evolution.

Espinoza explains the relevancy of authentic Hispanic cultural cues today. His research has shown that “6 out of 10 new restaurants are Mexican restaurants because, quite honestly the community around it in the US is interested in the Mexican cuisine. #1

it's inexpensive, #2 its savory, #3 quite honestly, a lot of their kids now have actually grown thinking that tacos are American, they are not. They have had access to Mexican food since they were born and now, quesadillas, if you go to any restaurant, any American restaurant they will have their interpretations of quesadillas, they will have their interpretations of enchiladas.” Therefore, “when you address your target audience within the context of its culture, it will create a long-lasting impression. Hispanic consumers are very loyal to brands, so you really want to capture their interest by letting them know that your brand understands and celebrates them. Treating them with respect without making cultural generalizations, acknowledging that they may be heavy or low users of a category, etc.” (See Appendix I)

For African American consumers things do not work if it is done just once, and done. This multicultural group responds to continued efforts that they can see as representative of their community and optimism. “In fact, one of the things as far as African Americans are concerned is: if you are not active in our community then you are not interested in our business” says Johnson. She further develops that “there were certain factors we had to have. Clothing was one, music, not having a dance because black people get offended when every commercial has a black person dancing. The colors had to be vibrant, the scene had to be something, you know, more upscale, not like in a project or something but maybe in a coffee shop. So those were the kind of factors we had to make sure and we had to make sure we had to have light-skinned and dark-skinned, the colors had to be represented as well,” in order to achieve the authenticity needed to effectively engage these consumers.

Chapter 7: Conclusion, The Importance of Cultural Context in Engaging Multicultural Consumers Defined (where does this leave us)

The importance of cultural context in engaging multicultural consumers can be defined as the authenticity that can make or break a campaign, the research that took to bring the brand attributes and target needs together, and the execution that translates the authenticity and brand identity to the consumer. This research accomplished a deeper understanding of the importance of cultural context in engaging multicultural consumers. Emotional marketing strategies and multicultural research executed through an IMC approach proved itself successful as it can be seen in the responses by participants to the brand campaign examples of Coca-Cola and Starbucks. The risks of a faulty research process and a lack of authenticity were exemplified by the responses to the brand campaign example of Pepsi.

In conclusion this research highlighted the following statement, “However, the core of IMC hasn’t changed. We still look at customers holistically. We still combine insights and analytics. We still recognize that customers see brands, not individual channels. Given how quickly the marketing landscape is changing, IMCers help define what marketers can do versus what they *should* do. We help define **context**” (Jaffe, 2017). Even within its limitations of being developed in a university campus that is majority Caucasian and its multicultural student pool is rather small, the effects of the current diverse general market transferred to the Research results.

Jim Caffè, a Strategy Lead, Watson Marketing at IBM & Adjunct Lecturer at Northwestern Medill IMC mentioned in his article “It’s All About Context,” that “Technology will continue to evolve. Channels will continue to pop up. We will have more data, and get better at analyzing it. But the market will always need people who make sense of the data. Who separate the signal from the noise. Who build customer relationships. Who help customers feel that brands “get them.” The market will always need IMCers.” This idea was supported through the responses by both the young consumers and the subject matter experts. Their responses can be summarized as representative of a world where brands build relationships with consumers and in order to engage said consumers, brands must understand them and their lifestyles, motivations and cultural contexts.

Customers, multicultural or not, in today’s market deserve to not be generalized, especially when the general market contains as much diversity as it does today. These omissions perpetuate stereotypes and fail to connect to the millennial generation which confirmed by the Pew Research Center “those currently 21 or younger – [are] even more diverse.” Brands that omit this knowledge and fail to see the importance cultural context possesses in engaging multicultural consumers and the new general market, will fail to succeed in the current and projected marketplace.

Given the composition of the marketplace and the projection of the ‘new norm’ marketplace in 2035, the predicted general market will be composed of diverse ethnic representations and multicultural consumers will grow to outnumber Caucasian consumers. This will leave the culturally homogenous general market that brands are comfortable with in the past. Brands that want to survive and thrive must uncover and

pay homage to the cultural nuances that multicultural consumers notice and live in today's society. These efforts will be received in an authentic, relevant way that will build loyalty and relationships among this new majority. The further effects this growing diversity will have in the marketplace can already be foreseen with the positive response authentic, relevant and multiculturally targeted ads generated in the scope of this research.

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APPENDIX

APPENDIX I.

Interviews with Subject Matter Experts

Interview with Dr. Christine Villanueva

How does a Multicultural campaign differ from a mainstream campaign?

In some ways it doesn't in effect that you have a specific target or audience in mind and you want to understand you know... usually when you use a strategy you are trying to move from point A to point B, you are trying to get, trying to change a perception from point A to point B, you are trying to move sales from point A to point B, you are trying to create some change, right? With you brand, with your consumer so you need to know, for both situations, whether you are doing general market or multicultural, you need to really get a sense of who your audience is, get a sense of who you are talking to, you want to understand what motivates them and so you know, in that sense, advertising is the same, you use the same process. The difference is that when you are talking to multicultural audiences, there is a unique history and unique cultural values that might be attached to each of those segments so just talking about Hispanics or black Americans or Asians or LGBTQ or women, you know, whatever any of those non-traditional segments might be, it helps to have an understanding of that segment's sort of cultural heritage and context in this country, where they are at, in terms of what is happening in culture and what some of their political dynamics might be and those things end up just being a little bit more critical to those audience's identity and sense of self and how they might relate to a brand or product in a way that maybe it's not as, sort of, critical when you are talking to a general market audience but you would still want to think about that, let's say you are talking to soccer moms, that's a general market audience: you want to understand like how that culture of being a soccer mom, of being the parent of a sporty kid might impact how you would relate to a brand so in some sense its similar, in terms of that kind of thinking, you do. I guess, the content of your information it's going to be different, obviously.

Can you tell me about examples that have done that effectively...?

Yeah, I can give you an example there was some work that was done before I was at Stachi & Satchi before Isaac Walterson, Lexus, it's a brand that has been one of our, sort of, long standing clients and one of the things that happened when they first started the account here was that wanted the account to work for African Americans, you know, as the main audience and have another agency doing the general market work so one of the things we had to tell the client was that: well, the client had sort of this rule of not showing people in their ads, they just showed the car in their ads, they just wanted, they wanted [viewers] to see themselves with the car but, you know, because Lexus hasn't done a ton of advertising, or any advertising geared toward the African American audience we made a point to say this is going to be someone who needs to see herself, we went for a female target, who needs to see herself in relation to the car that visual of black woman

with a Lexus is important so we made sure of that, it's hard to basically say: "this is for women," if we don't show a black women. So that's one piece of it, the other piece was that Lexus at the time was doing all this advertising where, especially around the holidays, that would show like a car with a giant bow on it in order to be like, the husband had just given this as a gift to the wife and one of the insights we went with was that for black women because of some of the things that have been going on in the community and historically, as a black woman, we are not getting gifts like that from anybody, right? So, if anything, we have to sort of give ourselves that gift, right? So we can't go around expecting that a man is going to give us a Lexus. I mean, that barely happens with general market but that kind of fantasy was a little bit more realistic in that situation, if you will, so our insight became about the fact that she knows she is going to have to get for herself, right? So, that's our understanding the dynamic and the reality of being an African American woman in the culture, at this point in time, that was 10 years ago. So, we turned it not into like a depressing thing, we made it a very empowering kind of an ad where it was like you are a black woman, you don't expect gifts from other people, you are going to get your Lexus for yourself like, you work hard, you deserve it, get it for yourself kind of a thing.

What are some aspects taken into consideration, are there any specific cultural insights specially with different segments, like you mentioned with black women, what about Hispanic consumers or Asian Americans or members of the LGBT community, what are some highlights when trying to communicate with them and engage them?

That's a really tough question to answer because it varies based on the plan and the product and the specifics of sort of each group or where you want to put yourself in each segment. We don't have like a system in place that we can adhere to, we take each situation as a unique situation and try to figure out what is the business trying to accomplish, what is the brand trying to accomplish and what is that intersection between the brand, the product and the consumer that makes, really, that's like very beautiful and inspiring that we can, sort of pull on so, and the other thing we try to do, we try not to make it always like a negative thing, right? We try not to make it be like "oh! an LGBTQ has been misunderstood for so long and just now finally someone understands you and sees the value that you bring and all of your beauty," we try not to come from a place of negativity so, but we try, sort of find the truth in that particular moment in time for that audience. Sometimes it comes from a negative place but we try to make it positive, sometimes it comes from a really positive place and we sort of take that and put it forward.

So, especially when it comes, within these groups, like you said, not everything is negative and in the example of black women, you are targeting specifically to black women but that's not the whole multicultural group as a whole, how do you segment within these groups?

It depends, you see in sense of the product, right? Like you have, just continuing the Lexus example, if our client comes up and says "oh, we need to sell more SUVs," we are

probably going to think about a family it or you know, we have this tiny little '0sportscoop, we are probably going to aim a single person, right so... a lot of times the product itself kind of dictates who your, most likely to have an interest in that like we wouldn't talk to teenagers for the SUVs we would talk to, you know, non-affluent people who have no way of getting credit like you know, so sometimes the product itself kind of already points you in a direction in terms of like: 1) they have to be able to afford the thing, they have to have interest in the thing, make a connection with them, right? Often times, that's what happens and a lot of brands have already known what who they are talking to, they have done research ahead of time. Like Lexus has been around for a while and like they have done research for decades and they have sense of who is most likely going to be culprit to the kind of brand and product that they offer and they know to go for them.

Especially in terms of acculturation and age group, when you are trying to reach these multicultural consumers, what do you think these two, kind of characteristics play into communicating with them? Especially if you are trying to reach like a younger market that's multicultural, like they have all different levels of acculturation or you know, they might identify more with their age group than they do with, idk, the fact that they are Hispanic or Asian American so how do you think these affect how you go into these campaigns?

Yeah, well, that's where it gets really complicated and even now there are, I feel a lot of pushback even on the word acculturation, right? Some people are saying so many acculturation levels are out of date. We even have clients like who are Hispanic clients who sometimes they like, there are so many different points of view, especially when it comes to Hispanics, we know the market is very complex, we know it's like a very sort of, layered group of people if you will, you have country of origin, different sort of history in the country, different values, depending on country of origin. I mean there's just a lot of stuff there so we don't, i guess, the thing is we don't have perfect information, right? We have different sources of information, we got research centers, they feed us things and what we normally do is we just look at as many credible sources as we can, that we have access to, we read, you know, NM, we look at Pew Research, we look at Gallup, we kind of do a range of things and then we try to come up with our best guest-imate in terms of who should we be talking to and one of the things that I like to do, personally, is to in addition of giving the reasons why we should do one thing, we try to give reasons why we shouldn't do all those other possibilities, you know, all those other, so it's most like a check on where you should go and who you should talk to, also, a, you know like a negation of the people you don't think are right (like playing devil's advocate) Yeah, you want to go into it fairly open like, I mean as much as I think not as like, the scientific method is not something that we use in terms of like you want to be open and maybe have a hypothesis that you are putting forward to be proved to be true, sometimes people already have a hunch and there a little bit of pre-existing research and works about what has worked, what hasn't worked just like when you do an ad you can test it with various audiences among which works the best, this all is years and years of accumulated knowledge that you can kind of see as well.

Especially based on your experience, of course, what has worked in engaging these consumers, what are some of the highlights or things like “that rly worked well”, like those used w your Lexus campaign, what are some other ones that have worked? And what were the insights for them?

Sadly, is the ones that don't work well that are most top of mind. I think...

The ones that everyone has been talking about that we've been talking about here are the shameless shirt..., there was the Nivea one recently, it's like a print ad that this is going to make you super clean and there's a black woman in the picture and she takes her shirt off, like she peels herself off and there's a white woman underneath. Maybe it was Dove. “White is Purity,” is the impression the consumer has from the images.

On a more positive light, what has worked for you in the past, like, it doesn't have a specific thing or campaign, but just like general knowledge like what creates personal meaning within these multicultural groups? What research has led you to understand? To create engagement and personal within these groups?

You know to that point; we actually try to stay away from that because it is so used that we almost feel like it's strained or stereotyped. Every agency that I have been to talks about like you know, in advertising anyone who kind of knows Hispanic advertising when you bring up the family insight, everyone kind of rolls their eyes, it's like once you do, because it's not that it's wrong but, in advertising you are always looking for something new, something fresh, something to catch people's attention and there's only so many ways to spin the family thing so like internally, we talk about like, we specifically do not talk about the family thing because the clients have heard it for freakin' 20 years and they don't want another family insight, right? Our challenge then becomes how do we come up with fresh new insights that feel: #1 that are true, that are grounded on real true about the segments but that the client can also recognize as a valid insight because, I don't know if you are going to ask this question part of the challenge of doing this work is often times your client is not a part of the segment that you are talking to so for them to recognize that is a true and valid insight sometimes is hard to convince them if they don't realize it. We had an insight, with one of our brands where we talked about the modern Hispanic male, and how the modern Hispanic male, yes, he is committed to his family but he is also interested in pursuing interests that are, that define him, that help him become like a modern sophisticated man, right? So like he might want to go rock climbing, he might want to build a computer, he might want to do these things don't have anything to do with his family, he might exclude them sometimes but like, you know, it's okay to talk about a Hispanic male and it's not necessarily in the context of his family. You know like, let's recognize that people have interests outside of their families so we had to convince the client that like, it's not that he is like saying “screw you” to his family it's just that as a human being, everybody's got their own needs that when you are at this life stage you're expanding, exploring your identity, and you can do that without having your whole family with you. You know so, part of what we try to do and this may not be true with every, sort of multicultural agency but we try to show non-stereotypical versions of our segments because it's important to show the range of

possibilities and ways to be, there are so many ways to be Hispanic, and so many ways to be Asian, and LGBTQ and part of what we try to do is like, how do we push for that, how do we show all those different representations that are still true and still honest and coming from a place of authenticity, right? so, like, with the family insight there is always that whole thing hmm, i think, you know, there's all these things that might be true for some people but they become stereotyped so we try to stay away from them, like the whole tiger mom thing with Asian moms like it's probably true with of a lot of Asian moms but it's probably true of a lot of black moms too, like I am a black mom, I'm a total tiger mom so then how do you kind of move beyond that so let's say, okay fine, maybe that's true, but how do we like.. What does the next version of that look like, what does tiger mom 2.0 would look like? Like, what does tiger mom from a different angle look like? What if we throw that whole thing out, what are times when she's not being a tiger mom that nobody knows about that are still equally true? So, we are trying to find different sort of facets of who these people are and shoot at that because we are very conscious of the stereotypes and like, reaffirming the same old images and we try not to do that.

So do you have any other examples of that non-stereotyped kind of your own-way-to-be with these consumers?

I guess the obvious thing would be, we did that Super Bowl spot with Black Panther recently that was a Lexus example, i don't know if you got to see that or saw some of it around but when did the Super Bowl, we actually went to Lexus and said: hey guys you should partner with Marvel, Disney, they are going to become a business to you, they are going to be coming out with an awesome new Marvel movie, it's going to be huge, we think we can get your car in the movie, we want to show all these kind of things, it was not about being black at all, it was just like a cultural moment in time that we saw being very important to the country and we wanted the brand to have a role in that cultural moment, right? And what ended up being really awesome, like, you know after the Super Bowl, the spot aired, the movies comes out and they have been doing really well, it's an acknowledgement that for everybody the film is really great but for black people in particular it's great because it depicts black people in ways that you haven't seen before, you know, they are people of substance, they are complex, they are humble, they are strong, they're royal, they are extremely smart, they're wealthy like all this stuff is kind of taken for granted for black characters, right? So part of, so i guess my point is, it's not always that we have to do an ad, sometimes you align yourself with a partner that does that.

I think, I can tell you that early on like it took some convincing to convince the client to do this, because they didn't necessarily know black panther, they didn't understand, I mean, I literally pursued and had to convince Lexus executives that this is actually a good thing to do the Super Bowl with them and it was going to be like, you know, like it's right for the brand because they don't a lot about Marvel, right? So we had to convince them that like this guy is more affluent than Tony Stark and he is in the richest country on the planet and his IQ is off the charts, he's one of the smartest people, his little sister has the entire technology thing, it's like a combination of Tesla and GE and Apple and

Google, and she has it all like there which is smart, you know, so, with people who don't know that whole mythology and stuff, it takes some convincing.

**In your opinion especially if you've been doing this for so long and this requires a level of passion that's amazing, how important do you think social contextualization of advertising in general is and how it has changed during your time that you been working with it? Do you think it's more important now than it was before? What do you see happening and what have you seen happened?
How important is social/cultural contextualization in regards to advertising, especially when engaging multicultural consumers?**

I think, I mean the social context obviously should always be...it has always been important but I think in some ways the importance is amplified now because of social media, right? Because if you get it wrong in any way and you kind of leave out the social context or your social context is escute, incorrect or imperfect, or just wrong somehow then you get secured(?) with time on social media, that piece of it in terms of how people react to it, I think is critical now. I think in terms of when you're aviating, and thinking of insights figuring out how do we connect this brand and this product with your audience, the social context there, if by social context you mean: history, present, things that are happening in culture right now and other social context then that's always been important but i think the consequences of getting it wrong are even more important now, that everything is so amplified, you make one mistake, I mean, if you think about it: it took me 10 seconds to find you those really bad multicultural ads that I just sent you. It didn't take long, I literally just googled like "bad ads" and I didn't even have to put in multicultural on top, so those things are out there and they don't go away, right? So if you make a mistake or a misstep like that, it's going to stay with you for a long time. That social context kind of amplifies, it's like a mirror in a dessert, right? It's super-hot.

Do you think that from now on, like what you did with Lexus and Marvel, do you think those kind of things are going to become more important since, I feel like, these multicultural groups are going to start being, hopefully, more in the forefront and like it'll be, will it get easier to convince higher up executives that might not connect or may see your research and say "wait, I don't understand this" because it doesn't apply to their cultural group, do you think that will get easier?

That's a super complicated question because the reality is people, even though executives that we have to convince, they are just human beings, they have the same fears that everybody else has so the truth is that group of people, white men, who see themselves potentially losing power in the future and they are doing everything that they can to avoid that, including electing Trump, right? Basically, engulfing with like, "you know what? We are going to keep those people out, we are going to put barriers in place for other people to make sure that the power stays as it has been", right? That's kind of how I read all that stuff, so there is real fear there, there's real terror that people have, so you know when people come to work they bring their uprising, they bring their prejudices, they bring their bigotry, i mean they bring all of that, they hide it because you have to be professional but like, we are very aware that we have to be careful how we push out

certain things so we can, you know, you can't make an emotional appeal, this is not necessarily about doing what's right, even though, that should be part of what it is, it also ends up being about what's going to make the most amount of money and that seems to be very successful. Like if we say, versus like this group is growing, they have x amount of spending power, they dada dada that, even though with all the facts that always doesn't convince a lot of people that they should actually do this. There's a lot of resistance to it, and you have to kind of accept that you kind of have to go at it, sometimes very gently depending on who you are talking to. They can't say that they are scared, they can't say "oh, i'm a white male that's becoming obsolete and the idea of that is terrifying," they can't say that but I think for some people that's probably the truth and they go home and they are like "WTF?", you know? That fear is very real, and that's what drew the whole Trump thing, he tapped into all that. I think, you know, as obvious as it should be that you should really focus a lot of your budget on multicultural consumers, most corporations are still like 30 years behind, and they are not thinking about it, some of them don't want to think about it, it's very much like head in the sand and some of them, they don't even know how to do it even if they think it's the right thing to do. There's a lot of confusion and avoidance out there.

What do you think it's the role of the consumer here? Especially the minority/multicultural consumer to keep, you know... Do you think that them, you know, ads like the Lexus + BP ad being so successful, do you think that that will make easier? Like, do you think this...

I understand what you are asking, because I mean, basically like we've talked about, advertisers and their role, you know, some of the people on the brand side and their role but people, the consumer has a whole amount of power and i think it's a matter of, you know, how you, like in advertising we don't necessarily tap that power specifically because we don't like to tap the power of people to be asked visit and organize and to boycott brands that are not aligned with their beliefs and stuff like that, but people do do that and that is very powerful. We work with clients that are, you know, contemplating things like taking a stance on transgender issues and stuff like that but they are a little bit afraid to do it because of the backlash s it goes both ways, right? Consumers can be powerful on shutting something down that I would think it's pretty positive and making progress toward getting people visibility and rights and all of that but they might be opposite, it's true too, the haters are very powerful, you know, and brands listen to both sides so, consumers do play a role but I don't know if your ordinary consumer realizes how much power they have if they were to organize and actually, actively boycott various brands because of the thing. The people on the right, I feel have figured that out but I don't know they people on the left have figured that out in the same way.

Do you think the general consumer, the white male, white families, can they, have they seen that ad and connected to it, as well? Have they appreciated it too or has it been completely, the praise and the enjoyment has been only from MC families and that kind of consumer?

Yeah, that's such a good question, we actually just saw the test results for the ad, I think yesterday, among African American consumers and it was really good and super positive, their testing them on the general market audience and I don't have those results yet so I can't tell you exactly how it is going to be but I don't think it's going to be negative. The whole... I think what we have done with BP has been done for a general market audience and it's one of those things where like BP happens to be a black story, right? So, of course there's more than that but it wasn't necessarily, it's like a, it's not full of black insights, if you know what I'm saying. I actually, the other thing is we just think the general market audience is going to respond positively to it, maybe not as positively as black audiences but it's still going to be very positive and the reason I mean not as positive as black audiences is that, black audiences have been so so excited about the movie and the ad more so the movie, obviously so it's just done a lot for people as you saw it with Jimmy Fallon piece that I saw where Chaz, star from Black Panther, is standing behind like a screen and they brought in mostly black people, actually all black people and talked to the Black Panther movie poster and basically say what they thought about the movie and it went way beyond the movie, it was like "that was a great movie, thank you for types of representation of women, I made sure my daughters went to see it and I made sure my sons went to see it because as king you blah blah blah, so thank you so much" then he comes out and they all freak out. The point is: it's such a seminal moment for black audiences because it's like what, the first black movie without slavery or drugs or prisons, right? That has like a multi-black cast and there are like real struggles and so on so, the point is like all of that is you know like the storyline and Marvel, all of that is written for all audiences but is especially for black audiences and I think that like, what we are going to find is that the BP ad itself is going to be very positively received by both probably even more so by African American audiences.

What do you think from now on the role of these multicultural departments within advertising, these multicultural agencies, what do you think they should do or should keep doing from now on to make sure this doesn't go away, you know, that these groups are being authentically reached through these ads in the way that they are doing now, without stereotyping and actually reaching for that insight and keep being researched and studied? What do you think they should keep doing?

I feel like in the question, we put the burden on people of color in some way, whereas I think the approach should be the other way, I think the question should be: what can corporations and brands do to make sure that there's, because, you know, we're here and we are willing to do all this but they don't always have the budgets to do it, they don't have the budget to do general market and other things, right? Like, it's not that, I think you should think about your question and think about both side, right? Like, what can those corporations that have the hundreds of millions of dollars that they are getting to general marketing agencies to do work when 40% of, like, millennials are people of color, how is that cool? Because, I can't go and demand a hundred million dollars to do this, they are like: what? Right? And I can't force them to give me the money to do this work and hire producers and directors and all that kind of stuff. The people in control of the funds are the ones who have to answer that question because the people who want to do the work are here but we are like, you know, there's only so much you can (?), you

can convince people and we have been doing it for years and years and years but at some point it's like, hello! We need the money and gave you the information, make the decision already, you know? At least it should be a shared burden.

Overall, what do you think it's the most important piece of advice for these brands that do want to reach out to these multicultural consumers? What do you think it's the most important thing in a strategy for a campaign that reaches and engages these consumers?

I think knowledge is important because I think sometimes, knowledge and honesty because there are agencies out there or brands that think that they know multicultural people but they really haven't done their homework and then you can't take things that you see on the surface, or your impression or yours intuition or the stereotypes, like you have to do the hard work to understand where multicultural segments are coming from and don't assume that we're like everyone else but don't assume we're so different that we are Martians or something, there are definitely points where we are similar and there are definitely points where we are different and you will not know kind of like which of those pieces to pull forward into your work as long as you understand the entire thing, basically don't make any assumptions and get people who are experts to do it, get people who think about this stuff all the time, you know? Like, we're living in it, you know, who things about issues like identity and politics and all that kind of stuff because all comes through there.

Interview with Jose Espinoza

Strategically, the landscape of the U.S. has changed since the last census, I want to make sure that you know that and those large pockets of Hispanics in the United States whether it was in California, Texas or Miami and New York, they still continue to be high pockets of population but the growth and we are talking now serious growth is happening all throughout the United States, more specifically, the South all the way up to New York, the Carolinas are just growing, Atlanta, GA is going nuts. You can begin to look at maps, there are maps out there that really give you some sort of understanding of where the growth is coming from and how a lot of the states are, either welcoming the growth or fighting the growth

How does a strategy for a multicultural campaign look like? Can you tell me about it in specific to Hispanic consumers?

Your multicultural strategy must be rooted in your overarching strategic brand platform. You need to know

- Who is your target market – this includes demographic variables (such as age, ethnicity and income), as well as psychographic variables (such as mindset, values, lifestyle, etc.).
- The value proposition of your product or service – what your brand stands for and how it is different from others.

Then you must understand the role Multicultural consumers play in the market. This includes

- Do they know the category and how they interact with it?
- Do they know your product and what does it mean to them?

Of course, there are tactical considerations with strategic implications:

- If your product or service has a specific buying seasonality that will determine the campaign timing.
- The Media Markets or markets where your campaign will run in order to reach your target. Some markets are more heavily Hispanic, such as Los Angeles (LA County is about 50% Hispanic), however LA is not growing as fast as other markets, say North Carolina. Larger markets provide critical mass, while emerging markets allow you to capitalize on trends.
- Budget definition to allocate to the different campaign tactics

What are some things to take into consideration when wanting to engage multicultural consumers?

Level of acculturation, age, language of preference, location, behaviors, lifestyle, core values, reasons for that particular consumer to believe in your product's value proposition. It's important to have in mind that language preferences differ, often depending on age and location.

Also very important to note is that Multicultural consumers don't live in isolation. They will be exposed to general market communication. This is why a multicultural strategy cannot live in isolation, but rather needs to make sense within the overarching strategic platform. This is especially important today because the proportion of bilingual / English preferred Hispanics (aggregate) has now surpassed the proportion of Spanish preferred Hispanics. Multicultural groups are, by nature, more sensitive to cultural cues. Any outreach to Multicultural and Hispanic consumers must be authentic.

“Besides the level of acculturation, whether it's Hispanic dominant or English dominant it's something that you really have to be very cognizant of, there's lifestyles, core values that will sort of find their way into building some sort of proposition for them that you need to know. Now, that's it. I do not really truly believe there is a bilingual consumer, there is a bilingual consumer when it comes to language but when it comes to commercial ads, it's either English or Spanish, they don't do two. There is no such a thing as a bilingual, you know, purchasing of anything. So, you know they saying “well, you need to really be doing it in Spanish,” no, you don't. They're bilingual, they can get it in both languages, it's a beautiful thing. Depending on what message you want to really imply, do you really want to build this, you know, and you can play to the values and the core beliefs that they have as a community, let's say, for instance: Mother's Day. A Spanish ad for Mother's Day because I know for a fact that is the language that of their (?), Spanish and it will always be... You are not really truly bilingual unless you really truly studied the language, so to me, bilingual is a lot about people that have a country of origin, whatever their country of origin is and we have made it a point to really truly understand the ways of the United States, the point in where we may be a little more perfectionist than a lot of people, we really truly want to, we are thought of being fully

proficient in both languages and fully understanding of both cultures that what is means bilingual as opposed to the way that people believe that bilingual education, to me doesn't exist, to be honest with you, you can have dual language but there's no really in between anything. People actually think that you have to get them in English AND Spanish, you got to see some of the copy that sometimes comes to my desk, you know, half English, half Spanish and I don't know what this is and they just look at me like "well, this is bilingual" and I say, there's is no such a thing. You either get it in English or you get it in Spanish, NOT this and I tell you what, when it comes to my team they know numbers, in English or in Spanish, a number is a number so it's kind of weird how these people misinterpret all this stuff. The one thing I want you to know is: Companies somehow treat consumers, especially Hispanic consumers on silence, they have marketing, most Anglo-marketing is a marketing to the masses that doesn't include Hispanics, they have Hispanic marketing as a side item, they choose to integrate it, if they want to or the choose to translate to an extent, if they want to. It's always very minimal because they feel like nobody is listening but at the end of the day, you know what I think if yours is inclusive to a total market strategy and you believe and understand that some of the messages can potentially be harmful to a community such as the Hispanic community based on whatever language you decide to use, I'm not English or Spanish, I'm talking about the copy and the symbols, whatever the case may be, you know what, you are taking a risk. If you are a good marketer of multicultural consumers the you know your message should be, equally as relevant to both cultures and on the contrary, I think sometimes they can be very clever and both consumers can go like "wow, that's just clever," especially a truly bilingual person. One of the things I really truly like, and I don't know if you know this, but Southwest Airlines have this incredibly successful bilingual campaigns, kind of Spanglish campaigns where they use a word in Spanish and a word in English and it means a lot and you can get the message across very simply. It has this double meaning, if you will, that only someone like us would understand and go "wow, that very clever." It's weird how that have been able to truly fill on the popularity of some sprinkles of Spanish language so that is very easy for people to grasp into their own message, it makes it a lot of sense and it makes it very Southwest"

"The one thing that you also need to be very cognizant of, it's the residual, sort of, value that Hispanics , specially, Hispanics (?) that actually bring to your whole media campaign, you can truly change loyalty very easily with Hispanics if you talk to them in a way that it's very respectful, they are listening to you and for the most part, they potentially don't believe in institutions in our country that as soon as they actually land on this country, institutions are revered, they believe that everybody is honest, that there's no corruption. They somehow do believe that that is the case, you know what, that's sad. A lot of brands have been able to sort of capitalize on that and it is all set to be disparate... Hispanics truly responds to your ad in a way that is significantly or statistically different. Nothing else, you know, read into the value of a Hispanic, especially Spanish dominant consumer, versus a GM consumer and you'll see."

Are there any specific cultural insights or cues? How do you segment within these group? Does acculturation and age group play a part in these strategies?

Acculturation and age group will always play an important role since these define the best way to effectively reach a particular consumer, in what language, through which media outlets, at what time of day, which celebrity endorsement will resonate with them if any, etc. Hispanics live a cultural duality, many consider themselves both Hispanic and American. That's why you'll find that, while soccer is rather ubiquitous among Hispanics, Hispanics are the fastest growing demo for the NFL. There are also other concepts, such as retro-acculturation that come into play. Retro-acculturation identifies the needs for some Hispanics to reassert their roots by speaking Spanish, eating Hispanic food, dancing, etc. This happens more often when young Hispanic adults begin to make decisions for themselves (i.e., college students, first time parents, etc.) and experience a resurgence of cultural values. Lastly, retro-acculturation is a more recent development in cultural dynamics whereas a cultural group (i.e., Hispanics) begin to influence the general market. We've seen that with food (i.e., Mexican food is now just about as "American" as Italian food or even hamburgers), pop culture (i.e., "Despacito"), speaking Spanish, etc.

"At this point, nothing else, do I believe in (?) acculturation, yes! Specially because Hispanics come from countries just like yours, Cuba, Puerto Rico, they seem to really adapt to the Anglo, much easier than Mexicans because everything is about Mexico in this country, they think: if you want me, you are going to have to talk to me. It all depends on who adapts sort of this Latin continuum in regards to country of origin, but then again... 6 out of 10 new restaurants are Mexican restaurants because, quite honestly the community around it in the US is interested in the Mexican cuisine. #1 it's inexpensive, #2 its savory, #3 quite honestly, a lot of their kids now have actually grown thinking that tacos are American, they are not. They have had access to Mexican food since they were born and now, quesadillas, if you go to any restaurant, any American restaurant they will have their interpretations of quesadillas, they will have their interpretations of enchiladas...when they try the real thing, they begin to understand the difference between tex-mex and Mexican...it has gotten to the stage where it's able to regionalize, now they have different places within Mexico and their cuisine. So i want you to know that when we present things and when we talk from a Hispanic, I always go back to the Taco Tuesday, that's actually a phenomenon that has taken place across US...it opens doors for me at retail, like Walmart is really interested in us coming with some sort of large national campaign in regards to Taco Tuesday so we are working and building that for them that allows people, and allows companies and allows retailers to really get behind something that they just cannot longer ignore. Tortillas are now selling at a faster rate than bread, everywhere so right know if you go to any household refrigerator you will have tortillas in there."

What has worked when effectively engaging these consumers?

When you address your target audience within the context of its culture, it will create a long-lasting impression. Hispanic consumers are very loyal to brands, so you really want to capture their interest by letting them know that your brand understands and celebrates them. Treating them with respect without making cultural generalizations, acknowledging that they may be heavy or low users of a category, etc.

“At the end of the day, it’s about context within the culture and the respect to actually provide that to that consumer, I stay away from maracas, I stay away from sombreros, I stay away from anything that somehow gives them a picture of who I believe they are as opposed to a window as to who I know you are. I don’t put a picture of this is the way that I see it, I put a window to look outside, we know who you are because you love all this and you can pick and choose, we are on outside waiting for you to invite us into your house. That’s exactly the way I treat my brand, and they’re Hispanic for the most part I’m always in places where I’m very respectful and I for a fact that they are there but I would never really talk to them, you know, outside of let’s say the “toast of your heritage” and it’s actually around the avocado toast and we did it with avocados from Mexico and its used in this sort of, this phenomenon called the avocado toast that it’s taking place right now in the US and the little thing is, you add a little tabasco to that toast and its becomes delicious so we’ll toast it to you and it’s more specifically for Hispanic heritage month, that is it, there was nothing outside of that, nothing that in the least begin to have an ugly connotation behind it. We are very specific with what we know and we are allowed to advance and support it, there was an event in LA, Tacolandia, it’s all about Tacos, it’s all about food trucks and they come in and they come downtown and they call in 20,000 of the most amazing millennials in LA and the come in, they \$60 to \$70 to get in and they all the stuff that they want throughout the day and I’m telling you I’ve never eaten so many very good tacos. The beautiful thing about this, that is just very interesting to me to be honest with you, it’s the millennials that actually decide to participate, it’s not Hispanic, you know, you see, maybe 25 to 35% Hispanic and the rest is Asian, African American, European, Anglo, you name it. It’s a mix of these millennials kids that have just grown with Mexican food and they absolutely love it. It’s beautiful to see it, and we have a similar program that is actually taking place in Atlanta, called Tacos and Tequila, or something like it, but it’s also at least 40,000 people that will participate with Tortillas La Banderita, we’re participating and we are doing exactly the same thing. We are having a lot of convenient places where we are quite honestly very respectful of who they are and we value they have made to the structure of the US.”

“The thing that we really do is celebrate who they are, we never make any cultural generalizations of anything that’s not who we are and always try to value always being respectful, I guess, that is pretty much the word that we use.”

Can you give an example of any campaigns that have done so effectively?

Within their “Share a Coke” campaign from Coca-Cola, they developed a “Tattoo Can” where consumers would peel the word “Latino” off a Coke can to reveal a Hispanic last name that could be applied to skin as a tattoo using the can’s condensation. Coke sold 130,000 personalized cans with that “Share a Coke” campaign, could be that taste of your heritage, that is something that is easy for you to see, and I can send you more info on that one.

How important do you think cultural contextualization is in regards to an advertisement and how it is done?

Cultural contextualization is crucial for success of any multicultural campaign. Campaign messaging cannot be just translated but rather trans-created to be able to resonate effectively with its targeted audience.

“It’s like we have been saying, you have to try to create, in other words you have to understand what you are trying to say, in what languages you are trying to say it and try to find the best way to actually transcribe that into it, because you translate directly it’s a mess.”

Over your career, what changes have you seen in multicultural advertising? What do you think does the future hold?

Traditionally, there were two distinct segments: The General Market (GM) and the Multicultural Market (MCM). GM would be composed of non-Hispanic white consumers, while MCM would be segmented into African American, Asian and Hispanic consumer groups.

We’re now seeing how the GM has changed and it is strongly influenced by multicultural groups. This is why we’re now taking a Total Market approach. Separate multicultural efforts are still required including segmented media and content in different languages or bilingual. But in overarching campaigns for brands such as Target, McDonalds, Coca-Cola we see advertising messages that are intended to all consumer segments effectively resonating across cultures.

“It’s more mainstream now, not like 20 years ago when I started, I still was trying to expand the Hispanic team for Coke, at the beginning of everything and it was very difficult, you really need to make stuff outside of the, you know, everything that we do has to have music and it has to have people dancing on the streets and it’s no longer that, now it’s more about really truly understanding who they are and how they can bring value to a brand and how they understand the brand so now we have... we ask questions, you know, they are so smart, they are so creative and the way that people truly get it is through technology. Technology has really revolutionized the way that Latinos have a voice and their shareable, so you have to really be good at understanding the technologies in some cases they are even better than the Anglo kid and knows how to use that because they don’t have use it in some cases, so the phone has become the computer, you want to communicate with me, I have a phone, they should know what I’m thinking. It’s a very interesting how technology has changed the way we advertise to multicultural audiences”

Interview with Adrienne Johnson

First tell me about what your definition of multicultural marketing is and why do you think it’s important?

When I was at Coca-Cola, I was in multicultural marketing, I was at Coke for 25 years and to be quite honest, even when I wasn’t in multicultural marketing, I was in it. So to me, multicultural marketing and hopefully Ingrid you will allow me the latitude of giving

examples in addition to answering your questions so...multicultural marketing to me is just making sure that when you have a product and go after a certain target or consumer that you are doing what you can to attract that consumer and multicultural marketing was for different groups not just the African Americans, but Hispanics and just whoever the target group includes. So for example, I worked with Tanger Outlet Malls, and one of the things and when meeting with Mr. Tanger in Greensboro, NC. We would go over his volume for Coke, and what he sold, and I told them, I break it down by consumer and I said in your Tanger Outlet Malls, the 12/13 you have, you have different consumers, you have different age groups and you have different ethnicities, different ethnic groups. So your larger number, of people that shop, are African Americans and Hispanics, so you have a multicultural group so target and develop programs geared toward African American consumers or Hispanic consumers and his reply was: "No. I don't want anything specific, I just want to just have a general marketing for everybody and I don't want to put any money, any of my profits, any of my proceeds, anything toward being specific." and to me, I think he had a big miss by not gearing toward and some of the multicultural marketing, promotions were, for example: when we did something like Essence Music Festival or for HBCUs, I was trying to get him to run some promotions on the colleges where he had outlets that were near the college campuses especially black colleges that he would do more (as in sell more), he would get more volume and he could, you know, do something better and bigger for the consumer and his reply was no. So, multicultural marketing is great but the customer has to want to do it as well, and everybody doesn't see the value of target marketing or multicultural marketing.

Do you think, especially when it comes to multicultural marketing, do you think a better to do it or a better approach to it would be to do specific, like African Americans and then Hispanic consumers and then a different ethnicity or to group them together and it be multicultural, even though it would be the same campaign?

No, I think you have to break it down and I can give you another example, when I was trying to grow volume in Miami and for example, if I did a promotion around Essence Music Festival, I found that in Miami there were a lot of Cubans and they could care less about Essence Music Festival and so the promotions really that I did for them, geared toward, which was a shocker to me, dominoes and checkers so like, I had a, they sponsored like at the Grand Prize was to go to Essence, nobody would do it but if I had where you would win a giant checkers board or some major brand that they like, the promotion worked better so I don't think you can clump in when you say multicultural, you can't. I'll tell you somebody else, I was responsible for Korean marketing and the Koreans, you know what, I'm shocked, they love golf! So you go with doing something broad things like Essence, they wouldn't have gone but to sponsor something and host the Master's and invite my Korean customers, they went bezerk so yes, I think you have to dissect, you have to go deeper and when you say multicultural, there is another layer under that and you got to peel that, in fact, and go deeper.

How important do you think is communicating with different ethnic groups for a company today?

I think it's very important if you want to grow your business, like if you are not interested in growing your business then it's not important to talk to anybody but to me when African Americans are watching television, especially now after this movie Black Panther, we'll see more ethnic, African centric kind of things and I think if you really want to, for example, go after the African American consumer to put something on there about African attire, I think that would be great or even... but yeah, I think if you are more specific and you go more targeting, in fact, in Charlotte I talked to the Butler (?) about into supermarkets that were in African American communities so there are certain brands that they drink and there are certain brands that they don't drink and so if you want that consumer to buy more, to shop more or to come to your store versus going to your competitor the yes, you have to have their brands and the packages which they want and they purchase.

Especially with Black Panther coming out, do you think that, like right now, if these advertisements that are coming that are more targeted and designed for African American, do you have a favorite so far or a campaign that you've heard that you're really excited for

Okay, so the ones that I have enjoyed the most are for the movie itself, but I saw one about a car, because they use a lot of cars in the movie itself but yeah, I just saw it last night. I just happen to see the gentleman who is the lead actor and he is in a car commercial now, so right now anything that anybody, to me, if I had a product and I wanted to go after the African American consumer, in fact, you know what, I just saw something Delta had something because in the movie, I think it's called Wakana, or something instead, yeah, Wakanda. Delta just had something where they said the flight to Wakanda is at gate 37 and leaves at 7:15, it's funny because obviously no Wakanda but I just thought that was cute that Delta did that.

What people really like too (about BP) it's that it's positive, you know, the black actors and actresses are prostitutes, they are not pimps, it's a positive message and I think that's what people like, as well.

How important do you consider social contextualization to be in regards to branding and advertising?

Oh, I think very important, extremely important.

Especially since you've been working in this area for so long, how do you think it has changed throughout the years?

It hasn't really changed drastically, it's changed and it's growing, and I think there's room for more improvement but yeah, and you know I struggle with this because I've been doing this for the last 25 years so I've seen a lot of things come and go, I've seen a lot of branding. I think it's better now than it used to be. I just we got some more ways to go and I think we are on track.

What do you think African American consumers today?

I just say relating to them, like, one of the things that I think it's important is the color so like, let me explain when I talk about colorization, when we did commercials a long time ago for Coca-Cola when we saw a black family what you saw was that everybody was dark-skinned or everybody was light-skinned and that's just not how a black family is. My older brother is dark-skinned, my little sister is a little lighter than him, I'm lighter than her and my baby brother almost looks white so when you are doing advertising, to me, is important to be realistic, not only could a black family have different colors, for a black family is important now to have natural hair. Black people now, in fact, that's one of the things about the movie, everybody, they said they never had to use the hot comb. It's important to show authenticity that if you are going to have any kind of advertisement now, you need to show black women with even natural hair, curly hair, you know, that kind of thing. If you're going for the younger demographic then yeah, some of them do have the long weaves, we use the long hair, but generally it's just being authentic and knowing which target consumer you are going after, what age group you are going after, what economic group of African American you are going after because they are all different. It's not one slice, not one category or to me, as it relates to African Americans. So, it's doing your homework, knowing who you are going to target and making sure you are going after the right person.

I think some African Americans find it offensive when you look at some advertisements and like I said, they show... because now we are a mixture of people. My brother is married to a white girl and his daughter is biracial and so you can't tell if she's black or she's white and so, when you look at advertisements and again they have one whole family and they are all dark-skinned, you know, like well, i don't know who they are talking to but that's not how the thing is, so it's not realistic so, I hope that kind of answers some of your question on that one.

With multiracial families, how do you think that will affect advertising in the future?

In the future, I just think you are not going to be able to tell like I have to really look at a black person sometimes like my niece, you got to really look, you can look at her hair, you can listen to her talk, you really have to look and I'm going to be honest with you and Chris (thesis advisor) knows, that I'm involved with a lot of organizations so now I'll give you an example: so a long time ago when black people, when you had black doctors and lawyers but because of racism they couldn't go to country clubs, the black man started the organization, a private organization called "Boule," their wives were called "The Links," the links organization those were the wives of the men with money and then their children were called "The Jack & Jill," so when I go to a links, I'm in the links, when I go to a links convention, some of those women are so light they look white and so it's, just, i think going forward this is going to be tough not only for African Americans, like even my daughter, Jayla is light but Jayla is not that light, I can tell, but Jayla has gone some places where people have made some comments about black people and Jayla said "Mom, don't they even know that I am black too," so yeah, that makes a big difference because I think, as it gets more and more complex, people are not going to be

able to know. I think we are going to really be a mixed, mixed race, we are not going to be able to know unless you ask people so I think it's going to get tougher for advertisements like look at that commercial that everybody got mad about where you took off that shirt and you got lighter, it was Dove. Chris may have told you, but I do a lot work in Africa, so the problem I run into in Africa is that, because people are trying to assimilate, a lot of people are coloring their skin like Michael Jackson did trying to get whiter, trying to get lighter so you run into that problem as well, so I think advertising is going to have, you are going to have your hands full, in another maybe 5 years, 10 years with who is the target.

Not only look diverse, but act upon it

I totally agree, even my family, when we do family gatherings, we got black, white, Hispanics... I mean because now you got a mixture of races, it's not all black, all white or even when you go to grocery stores and you may see a white woman walking around with black children or grandchildren so, yeah, I think it's going to be a mixture of not only the food but the music, the clothing, the whole culture it's going to be different as far as advertising is concerned.

Got any favorite ads right now? Somebody that has got it right...

You know what? This is an unfortunate thing, I watch so much CNN there aren't a lot of ads so, the only ads that I really see are ads that are like, in between Scandal or ads in between the show, and I can't think of, not to say that they are not right but I can't think of anybody that, of hand, that I've seen. I wish I could say that Coke has gotten it right but I can't really say that. They got some things right but I guess since I retired I guess I don't look at stuff like that anymore, you know? Before I retired, I would look at ads to try to see who has done what. Even ads, to be quite honest, during the super bowl, I know there were some that were super funny, I guess I would the car advertisements but I can't even pick one that grabbed me, sorry.

So thinking back when you were at Coke and you're trying to come up with a strategy of what, with an agency, it need to have in it to be able to connect or be authentic to black consumers or Hispanic consumers? Were there different things that you had to represent in the ad?

Yes, in fact, let's say we did ads for HBCUs, for black colleges, we had to have young, fresh, you know, looking hip, cool, girl with natural hair, young, you know, having fun, maybe at a game or something so yeah, there were certain things when we were targeting these advertisements. We targeted around who we were going after and if we were going after college students, HBCUs, then that's what we had to make sure was in the ads we had, there were certain factors we had to have. Clothing was one, music, not having a dance because black people get offended when every commercial has a black person dancing. The colors had to be vibrant, the scene had to be something, you know, more upscale, not like in a project or something but maybe in a coffee shop. So those were the

kind of factors we had to make sure and we had to make sure we had to have light-skinned and dark-skinned, the colors had to be represented as well.

What about music? When you did music, was there a consideration to music or types of music?

Oh, absolutely! In fact, we had a consideration for even celebrities we even put in advertisements for us. We wanted them to be clean cut, no cursing, we picked celebrities like Will.I.Am. We picked celebrities, ball players that were clean cut, no drama, no moral problems: Asia Thomas, Patrick Euen. They didn't have to be good looking, they had to have a good moral compass, I think it just depends on the brand, like, I see Atlanta Housewives so you know that, that whole thing, those advertisements I turn them off, I mean all that cursing and spitting and throwing a drink, so they are talking to a consumer but they are not talking to me and so I think it depends on who the consumer is and if you are talking to that person or not. For some African Americans it doesn't have to be like a gospel or a minister doing it but something that is good wholesome thing like a grandmother and the grandchild or, like, some of those erectile dysfunction ads, you get the message but you don't have to be vulgar. You see somebody sitting holding hands at the sunset so you know that kind of thing.

Do you think today with the presence of so much rap music, Kendrick Lamar, probably the biggest rapper out right now, would those characteristics still apply to him especially with African Americans today being so tied with activism and its connection to music, do you think that that would be different today? Would y'all be able to pick an artist whose moral compass aligns in that way?

Oh, absolutely, like Kendrick Lamar can do no wrong. He did the Black Panther music and it's funny you say him because I just saw his name on the screen. Somebody like J.Cole, J.Cole curses but J.Cole has a message and somebody like Drake, I think he has a movie, new music, I think it's called God's Plan where he goes around and gives out money. I'm a grandmother and I'm watching Drake, you know, he climbs across because of his community involvement and his activism, these guys cross-across all kinds of lines, social, economic, you know, age because they are doing good for the community and good, period. Kanye, not so much. I think, people look at what they're doing and what they're saying, and social media has a big, big impact on people, what they watch and what they see and how they feel about different celebrities.

So, you said community several times, would you say one of the core kind of connection points for black consumers would be to show an optimistic community and elements?

Oh my God, yes! In fact, one of the things as far as African Americans are concerned is: if you are not active in our community then you are not interested in our business, you got to be, and that's one of the things that we did with Coca-Cola, whenever somebody would say: Well, Adrienne, we need to take it to community relations," oh, you can take

it but once you take it, you won't have anymore sales in the black community because African Americans love to see who is doing something in their community.

Coke was everywhere (some focus groups revealed, some members of the African American community thought Coke was a black-owned brand) and I mean, it wasn't even to be quite honest, Coke was everywhere because the banner was everywhere or the Coke products were there because we would do stuff in the community and giving away free cokes or something so people just felt, they felt like Coke was a part of the community and therefore, partnered with them (The message was not talking at them but reflecting who they are) That's correct and when they saw somebody, even though, Don Coleman to me was not an African American, but people said: "Hey, Coke is here." When we sponsored the NCAA basketball tournament we brought the celebrities in, they looking fab, Lauren London and Whitney Raquel Robinson people were like "oh my god, you care," you know, "you got celebrities here, you really stepped up" and so to me just, just looking at the brand Coke, I think they have gotten away from their partnerships and gotten away from being that involved in the community and I'd be interested to see how that has affected their volume.

(They have gone to a functional platform for the portfolio brands and I think that you can't go functional, you know, with a brand like Coca-Cola, it has been proven time and time again that you've got to connect with people's values and you have to have some kind of meaning behind it)

Right, it's too broad and people want specifics and I think what happens is: it's advertising, but it's bringing it home. It's one thing to be, you know, if 50,000 people, where are the banners and billboards in my community? And that's what I think, it was like "painting your town red" or something, that was really, very powerful, because everywhere you went it was Coke and what people understood it translated to "yeah, I'm buying a Coke" because they are here in my community. Now, you don't see them, so now, there's no allegiance, now people go on for price and the Coca-Cola a lot of times, doesn't have that price.

(So, authenticity, community, exposure/involvement)

It's one thing to see a banner, it's another thing to see a person and I think that's what they have gotten away from. It's like we are talking about with J.Cole. I mean, there was a time when we would have celebrities and we would have them come to the building and they would go to the Coke store and would wear T-Shirts and they could pick anything they wanted as long as they wore it. I guess they have gotten away from like Fubu (?), the guy from Shark Tank, Damien. I mean he was in the community, where are we? Where are the brands? It's one thing to advertise on a Billboard or see it on an ad on TV but I don't know if you are really talking to me, especially looking at the stuff, some of the ads that you see, who are you talking to?

(So you have to see kind of your values being reflected, more than the product image, and be interested in your business some people you know they are not interested in you because they don't know these things)

APPENDIX II
Survey for College Students: Full Report
Survey Report
Honor Thesis Survey for College Students

Q14 - Are you over 18 years old?

#	Answer	%	Count
1	Yes	100.00%	114
2	No	0.00%	0
	Total	100%	114

Q24 - Age:

#	Answer	%	Count
1	18-19	43.86%	50
2	20-21	42.98%	49
3	22-23	7.89%	9
4	Over 24	5.26%	6
	Total	100%	114

Q5 - What is your classification?

#	Answer	%	Count
1	Freshman	24.78%	28
2	Sophomore	29.20%	33
3	Junior	19.47%	22
4	Senior	19.47%	22
5	Graduate Student	7.08%	8
	Total	100%	113

Q15 - Gender:

#	Answer	%	Count
1	Male	7.89%	9
2	Female	91.23%	104
3	Prefer not to respond	0.88%	1
	Total	100%	114

Q1 - With which one of these do you identify?

#	Answer	%	Count
1	Caucasian	80.70%	92
2	Hispanic or Latino	6.14%	7
3	Black or African American	4.39%	5
4	Native American or American Indian	0.00%	0
5	Asian/Pacific Islander	3.51%	4
6	Other	5.26%	6
	Total	100%	114

Other

Other - Text

Biracial

Mixed race

Biracial

Asian/Caucasian

Q26 - In which country were you born?

#	Answer	%	Count
1	United States	93.86%	107
2	Other	6.14%	7
	Total	100%	114

Q27 - Which of the following best describes you

#	Answer	%	Count
1	First Generation American	13.46%	14
2	Second Generation American	6.73%	7
3	Third Generation American	53.85%	56
4	International Student	0.00%	0
5	Other	25.96%	27
	Total	100%	104

Other

Other - Text

More than 3 generations

4th or 5th generation American

Lost track of how many generations of american I am

Sixth generation

Fourth or fifth generation

No ties outside America

Many generations in

very american

My family has been here for as long as I can remember

Fourth Generation American

My family has lived in America since the 1800s

Sixth Generation American

Puerto Rican- US citizens by birth since 1917

6th generation American

American as far back as I know

8th generation American

Family has been here a while

multi generation american

Q28 - What state/country?

What state/country?

Alabama

Georgia

Kentucky

Georgia

Georgia

Mississippi

Mississippi/USA

Mexico

Mississippi/USA

Georgia

USA

Pennsylvania

Georgia

Tennessee

Georgia

Mississippi

Slovakia

Mississippi

France

Florida, US

Egypt

Washington/USA

New York

Mississippi, USA

Mississippi

Tennessee

United States

Georgia

Georgia/US

Virginia

Born in California, live in texas

South Korea

South Korea

Mississippi

Mississippi

Mississippi, USA

Alabama

India

VA/USA

Mississippi

Florida

Maryland

Missouri

Alabama

Mississippi

Tennessee

Mississippi

Texas

South Carolina

Kentucky

Arkansas USA

MS

Texas

Missouri

Mississippi/United States

Florida

Kentucky

Germany

Mississippi

Missouri/United States

Korea

Georgia, USA

Indiana

Massachusetts

Louisiana

Tennessee

Indiana

Illinois

Texas

Alabama

Tennessee

Alabama

MS

Louisiana

Mississippi

New York

Arkansas

texas

Germany

Ohio

Tennessee

Tennessee

California, USA

Alabama

Georgia, United States of America

Missouri

Georgia

Alabama

tennessee

Alabama

Kansas

Born in Tennessee, Raised in Mississippi

Germany

Georgia

Mississippi

Guatemala

Wisconsin

Louisiana

TN/USA

Alabama, USA

Argentina

Alabama

texas

United States

Arkansas

Illinois

Tennessee

Canada

Q29 - What languages do you speak? Check all that apply

#	Answer	%	Count
1	Englsih	70.70%	111
2	Spanish	15.92%	25
3	French	4.46%	7
4	Portuguese	0.64%	1
5	Japanese	0.64%	1

6	Korean	3.18%	5
7	Chinese	0.64%	1
8	Other	3.82%	6
	Total	100%	157

Other

Other - Text

Vietnamese

Arabic

Hindi

German

German

Q16 - Major/Minor

Major/Minor

Business

Undeclared

Business

Undeclared

Exercise Science

Linguistics

Public Policy Leadership/Philosophy

Biology

Psychology/Korean

Business/Entrepreneurship

Biology

Political Science

International Studies & Mathematics

Law

IMC

Public Policy Leadership/Economics; Intelligence and Security Studies Minor

IMC/Business Admin

International Studies, Spanish/no minor

Psychology/African American Studies

IMC

Education

Psychology/Spanish

English and Linguistics / French

Computer Science

Journalism/African American Studies

Mathematics

Journalism/Spanish

Exercise Science/Nursing

CSD/psychology

Marketing and Corporate relations

Elementary ed

Advertisement

Criminal justice

Accountancy/Korean

Sociology

International Studies/Korean

Biology and psychology/ Spanish

Elementary Education and Special education

Dietetics & Nutrition/Biological science and Chemistry

Marketing

Education

elementary education

Exercise science. Biology

Journalism/ English

Undeclared

Psychology/Education

Biology/chemistry

Double major- sociology and psychology

Higher Education and Student Personnel

Psychology

IMC

Dietetics and Nutrition

Exercise Science

Business management

Elementary education

Business Management

History Major/ Art History Minor

Biochemistry

International Studies, Spanish/no minor

MIS

Marketing & Corporate Relations

Accounting/Finance & MIS

Psychology/Spanish

Biology

History, Southern Studies

Public Policy Leadership, Political Science

Education

Music

Early Childhood Education

Public Policy Leadership and Journalism

Biology/still figuring it out

Accy/Mgmt

International Studies

IMC/ Business Administration

Political Science/ English

Psychology/Legal Studies

secondary math ed

journalism/arabic

BSPS

Psychology major, Chemistry minor

Biology/Spanish

Nursing

IMC

Business

Undeclared

Anthropology

Theatre

Integrative Marketing Communications with a minor in business

accountancy / Intelligence and Security studies

Biology/Chemistry and Society and Health

exercise science pre-med

Political Science/ Journalism and Spanish

Public policy leadership/Spanish/german

Hospitality Management

History/pre law/ legal studies

Public policy leadership/ history

International studies

Communication Sciences and Disorders

Undecided

English, History

Secondary Math Education

Marketing and Corporate Relations

Spanish

biology

International Studies

Mechanical Engineering

Political Science, French

International Studies

Chemistry/ math + biology

Q2 - What do you think of the following brands?

#	Question	Do not like		Somewhat Dislike		Neutral		Somewhat Like		Really Like		Total
1	Coca-Cola	11.82%	13	3.64%	4	10.00%	11	30.00%	33	44.55%	49	110
2	Pepsi	30.00%	33	15.45%	17	31.82%	35	14.55%	16	8.18%	9	110
3	Starbucks	2.73%	3	5.45%	6	11.82%	13	33.64%	37	46.36%	51	110

Q3 - What do you think of the following brand's advertisements?

#	Question	Do not like		Somewhat at dislike		Neutral		Somewhat at like		Really like		Total
1	Coca-Cola	0.94%	1	1.89%	2	17.92%	19	35.85%	38	43.40%	46	106
2	Pepsi	13.33%	14	15.24%	16	46.67%	49	19.05%	20	5.71%	6	105
3	Starbucks	2.83%	3	2.83%	3	58.49%	62	18.87%	20	16.98%	18	106

Q4 - Any specific words come to mind when thinking of the following brands? First Brand: Coca-Cola

Any specific words come to mind when thinking of the following brands? First Brand:
Coca-Cola

Polar bear

Open happiness

Bubbly

Bubbly, Open Happiness

Polar bear

American

Mexican coke

Fizzy

Favorite, yummy

red

taylor swift

polar bear

Refreshing

Yum

Classic

Polar bear, red

Coke

Red, polar bears, friends

tasty

Red , refreshing, america, share

Soda

Toxic

Red

red can with polar bears

Names

Refreshing, cold,

Atlanta, polar bear

Worldwide

Love, familiy, red, polar bear, campaign, world

Red, Polar bear

Ahhh

refreshing

polar bears

Spread the happiness, World Cup

World peace. Love.

Red, polar bears, refreshing

Classic, sugary, good

Love diet coke, drink it everyday.

Ahhh

Kendall Jenner

Red, warm, comfort, home

Polar bear

Polar bears, togetherness

Fizz

Polar bears

Happiness

Obesity, diabetes, sugar, artificial

Polar bear

Polar Bear

coke

At home we dont say “want a pop or want a soda”, we say “want a coke?”

Polar Bears and Santa

Unhealthy

Polar bear, red, Christmas

Real, America, happy, share

Polar bears, World Wildlife Foundation

Pop

Red

Red, polar bear, ice

Cold, fresh, classic

Sleek, consistent

Polar bears

Bright

The Santa Clause commercials, and "Share a Coke" campaign

Diet Coke

Santa clause

diet coke

Red

Best

polar bear

Syrupy, Calories, Sugar

polar bears

Dates, International

Pop

Soda

polar bear

Fresh

Classic

Polar Bear

Open happiness

Polar Bears

Red, Santa Clause

American, polar bears

polar bear

Red, good, soft-drink, can

home

Santa Clause, Baseball

Polar bears

Fresh

Classic

Red, soda, brown, polar bear

Red, classic, refreshing

Polar bear

classy glass bottles

Polar bear

Refreshing

Coke and polar bears

Polar Bear

polar bear

Polar Bears and Beach Boys Christmas Ad

Polar bear

Everywhere

share a coke with _____

Polar Bear

Q6 - Any specific words come to mind when thinking of the following brands? Second Brand: Pepsi

Any specific words come to mind when thinking of the following brands? Second Brand: Pepsi

Beyonce

Kendall Jenner

Second

Competitor to Coke

Blue and red

Second choice

Dr. Pepper

Blue

Not my favorite, gross

the circle logo

beyonce

last year's super bowl commercial

Average

Bitter

Fresh

Superbowl, kendall jenner

Kylie Jenner

blue, average

tasty

Blue, Kylie Jenner, halftime

Super bowl halftime show

Bland

Blue Kendall Jenner

blue

Music

Refreshing

Kylie Jenner

Fake coke

Blue, youth, rival of coca-cola

Youth

Gross

knock-off

Kendall Jenner

Kendall Jenner, tone deaf

Not as good as coke

Mediocre, Britney Spears commercial

Decent, not a coke

Alternative if they don't sell coca-cola products

No

One Direction

Alternative, sleek

Kendal Jenner

Britney Spears

No

Syrupy, artificial, old

Red and blue

N/A

gross

Kendall Jenner

Kendall Jenner (unfortunately)

Unhealthy

Superbowl

N/A

Pop

Not Coke

Kendall Jenner

New, innovative

Trashy

music

Celebrity

Pepsi Halftime, and the NFL

Rock the South

aids

Not coke

What you settle for

gross

Airplanes (they always serve it on airplanes instead of coke I swear)

red and blue

Refreshing

Grandma's drink

Coke knock-off

red white and blue

Modern

Beyoncé

Kendall Jenner

Kylie Jenner commercial

Kendall Jenner, blue, controversy

Kendall Jenner

refreshing

Blue, carbonated, second-best

disappointment

Theme Song, Sweet

Super bowl

Old

Unpopular

Pizza, blue, kids

Super Bowl

Super Bowl halftime show

super sugary

Police brutality

Not Coke

can

second-rate

kendal jenner

Ew. This is a Coca-Cola household.

Unpopular

Cola?

Q7 - Any specific words come to mind when thinking of the following brands? Third
Brand: Starbucks

Any specific words come to mind when thinking of the following brands? Third
Brand: Starbucks

Christmas controversy

White girls

Happy

Coffee, cafe

Iced coffee

Young

Expensive

Coffee

Delicious, e

mocha frappecino

blonde espresso

expensive

Innovative

Coffee

Basic

Green, coffee, calm

Coffee

coffee, homework, green

Expensive

Basic, green, mermaid, Seattle

Coffee

Expensive

White girls

coffee, green mermaid

Coffee

Coffee

Coffee

White girl heaven, overpriced

Green, coffee, expensive, professional

Various drinks

Expensive

overpriced

White girl

Basic

Expensive, burnt coffee

Liberal, coffee, college

Need it when i need energy

Coffee

Coffee

Popular, hip, creative, dynamic

Expensive coffee

Coffee, Basic White Girl

Coffee/hip

Gotten better, coffee, expensive, sugary

Coffee

Christmas cup

abundant

Expensive

Expensive

Corporate, low quality

Green, coffee, comfort

PSL, stars, reward cards

Coffee

Coffee

Coffee

Trendy, expensive, tasty

Bold, creative

blonde

Understated

I don't see many Starbucks commercials.

gold card

Weird goddess

corporate

Coffee

Caffeine go to

pumpkin spice latte

Morning, Girls

the green lady

Basic

Boujee coffee

Smelly- I don't like the smell of coffee

green

Basic

Basic

No

White girls

Seasonal drinks

Green, mermaid

Red cups

white girl

Expensive, delicious, dark-roast, sugar, hip

ew coffee

Coffee, Trendy

Coffee

Basic

Expensive and typical

Green, coffee, smell, read

Coffee, logo, worldwide

Mermaid

overpriced coffee

Christmas cups

Gross

coffee and cheese parfaits

coffee

frappuccino

Burnt. Crunch time.

my life line

Extra

Coffee

Q8 - Do you think that it is important for advertising to be culturally relevant to different consumer groups in order to engage with said groups?

#	Answer	%	Count
1	Yes	99.07%	106
2	No	0.93%	1
	Total	100%	107

Q9 - If not, why?

If not, why?

I don't always identify with everyone my age, so there's no need to assume we all like the same thing. For example, I'm not a fan of avocado toast or tide pods, but I am a millennial.

Q10 - If yes, why?

If yes, why?

To appeal to the targeted audience

To expand

Sales

Because there are different types of the brands and products all over the world.

The more cultures they appeal to, the larger consumer base they will have

Because it would be able to reach a bigger audience

If you target a certain audience in a tasteful manner than it'll most likely sell products.

So people can relate to it better.

Important for everyone to feel included

people are influenced by them

if a company only advertises to one group of people, the others are excluded as probable consumer groups

Consumers need to feel like brands connect with them personally.

To cater to experiences that are unique to one's culture.

Because consumers aren't just one demographic, media needs to reflect how diverse reality actually is

Helps them w/ marketing

to attract a wide demographic

To attract more customers

This makes the brand more than the product they sell

Advertisements should be sensitive to cultural events and ideas

Inclusion makes people feel welcome

If an advertisement does not relate to me then I tend to ignore it.

To be aware of cultural norms, jokes, triggers, etc.

In order for the company to sell what they are advertising they need to be aware of their surrounds. Coke doesn't need to just have one coke commercial shown all around the world because the world of coke is in Atlanta and most people that drink coke probably don't know where that is so if the commercial was all about the people of Atlanta drinking coke the product would probably not sell as well.

Different groups need to feel like the product is tailored to them

Mixing out on other consuming groups

People have different thinking and culture so AD should be provided depends on those.

Some country's religious stuff or historical stuff are sensitive

If I can't relate to the ad it doesn't make me want to buy it.

ads should be culturally relevant to be engaging and memorable to consumers

By being more culturally aware, brands are able to gain a larger and more diverse consumer base.

It depends on the demographic that they're trying to reach. If they want to be successful they have to target the most influential and growing population.

Because the world is made up of all kinds of people and that deserves to be celebrated

If it's culturally relevant than the brand will appeal to more people I think

It helps them, by showing the product they have and draws attention to them

Because it helps establish an emotional response with that person

It's important for everyone to feel relevant. Also, why would they want to support a company that doesn't make an effort to relate to them and advertise to their community?

Acceptance & respect for cultures is crucial for advertising

To portray the socially appropriate information to the world

People purchase brands based off of popularity. If a brand appeals to a certain group, then it will gain popularity faster

Because how why would they want to buy it if it doesn't relate to them?

The product must appeal to people individually or it will not sell.

It is important to appeal to all people in the relevant product market

everyone is different

You have to connect with the people and relate. Therefore they are more likely to buy your product.

To avoid PR problems and I also think it's just common sense to consider people's feelings before you produce something for the world to see.

Culturally relevant advertising makes the brand seem understanding of diversity.

The media needs to reflect how diverse American culture actually is instead of catering to one ethnicity/demographic

Because it's gives a sense of belonging

In order to better connect with target market

Because different things have more value in different cultures

Because different cultures have different values

It's helpful for sales when people feel included

The American population is becoming more and more diverse each day, and these members of our nation should not feel excluded from certain elements of American culture.

Targeting a certain ethnic group prevents the company from gaining consumers from other backgrounds. And also, representation is important

The purpose of advertising is to help the consumer envision themselves using said product

A brand will not successfully be able to pack an idea of piece of legislation, or even a group if they are not aware of the action.

If an advertisement is relevant to me, I'm more likely to pay attention

Because everyone is different and into different things

More inclusive

So everyone is reached in some way and it's more personal

You should want to appeal to as many people as possible.

in order to get more people to buy it

Because not only do groups like to see themselves represented, but they also have the psychological desire to engage in and consume similar products and services as the community they identify with.

Inclusive

Different cultures have different norms, so if a product is going to be successful, they need to appropriately adapt to said environment.

It engages more than just the majority.

Everyone deserves to be marketed to

In order to relate

Because it will be open for everyone

I feel that it would help their brand seem more culturally aware and receptive to its consumers.

It is important to hit as many groups as possible.

They should be advertising to everyone not just a specific group of people

because if the product sells mainly to a certain demographic it is important for the company to understand and advertise accordingly to maximize their possible profit

Because people pay close attention to brands and what they stand for/value

so that they also feel included and as if the company wants said person to buy from them

In order for people to connect with your brand, you should create advertisements that they want to be a part of.

gotta make things relatable

Because ads should reach everyone and not be culturally wrong or offensive

Culture impacts consumer choices

It is important to be accessible and to feel understood for everyone and by remaining relevant, consistent with a wide ranging market base, can help keep a larger group of consumers happy

People become more engaged when they can relate to something on a personal level.

Consumers buy what they feel reflects them and their tastes, and branding/advertising helps people understand the connections between product and self. Culture is a part of that self-identification associated with consumerism, so cultural and ethnic focuses are relevant.

They will sell more products if they engage their target audience

because it focuses on different types of needs and wants

make things relevant for the people you are trying to reach

you have to know your audience

To represent more than one aspect/perspective of life. The whole point is that the product can reach everyone.

because people can identify with it, which then makes them want it.

It makes the group more likely to buy the product because they feel they have an attachment to it

Q18 - Has a brand's advertisement ever been culturally relevant to your culture?

#	Answer	%	Count
1	Yes	81.55%	84
2	No	18.45%	19
	Total	100%	103

Q19 - If yes, what brand was it and/or campaign was it and how did it relate to your culture?

If yes, what brand was it and/or campaign was it and how did it relate to your culture?

I think it was a coke add around the time of the 4th of July

Doritos talking about America's culture towards women

Starbucks seems to target tired, studious, energetic people. Pepsi tried to send a message to a blm but failed lol @kendall. She's not even black.

It had idols that I like watch all the times.

Apple makes the modern American lifestyle relevant

coke, everyone knows the commercial

I feel like america's culture is advertisements and consumerism, so all ads - especially during the Super Bowl

Auto brands, Like Ford, Chevy and Lexus, Toyota.

Share a Coke

Cocoa Butter advertises directly at black people

I'm white so most things relate to my culture

Pepsi use famous singer at the AD to target fans of singer

Starbucks have campaign about Hangle's day (which is Korean Alphabet)

The sprite commercial always have black basketball players and rappers.

Coke ads showing diversity and LGBTQ representation

Mountain Dew

Coca cola has really made itself as an american tradition

There's all kinds of brands that relate to southern culture. Food, hotels, music, etc.

Starbucks basic white girl

Lulu Lemon; targets people, mainly women, with money who like yoga. And I'm a yoga teacher, so.

Pepsi. Their advertisements always relate to common American culture. For example, they had a basketball commercial and that's a very popular sport in America.

Being a white female most brands appeal to me and my culture

Clothing ads and make up, nutrogena facial carr

Being Caucasian male, most advertisements are relevant to my culture.

Poki Sticks

Idk many brands make very American campaigns

Coca Cola definitely appeals to American culture, they always have done so and are considered classic for this.

Well, I'm white, and almost every bran/campaign has white people in their advertising.

Almost everything because I am a white, middle class citizen

Almost all brands relate to the majority culture in America

I think Coca Cola does a nice job of adapting and trying to center their brand around everyone's culture.

I live in the south i love country music and Pepsi sponsors an event every year that i go to

Coca Cola Christmas commercials

Glossier, related to my culture as a young girl

I'm just a white american so I believe most brands/ campaigns relate to my "culture", they don't have to try to advertise to me like other groups.

I can't think of anything specific besides every advertisement, since I fall into a pretty general culture.

Coke ads often depicts young (Usually American) adults doing typically American things (like going to the county fair)

I prefer companies to say "happy holidays" rather than "merry Christmas" bc there is more than one holiday being celebrated

Fast foods advertise their new toys for their kids meals to target younger populations.

Pretty much everything is marketed to middle class white families.

Basically any/all brands since I am white

Johnsonville hot dogs; they used a cook out scene in summer with family which is what my family does a lot as well.

Coca-cola. The ad campaign where they sang "America the Beautiful" in a different language

Being white I'm not sure if I have a culture but Starbucks has certain cups for the holidays which is nice

personally im not really sure what my culture is but their are many ads that ply to a white female audience so if thats my culture i would say starbucks and just about any makeup line has played to my culture

my culture is caucasian, American, and Christian, so most campaigns do

Loreal Makeup- Had Jennifer Lopez in the commercial and was proud of her Puerto Rican Heritage / Pepsi Commercial with Becky G singing in Spanish

Coke- picture of a happy family

Coca-cola

Google phone showing the guy standing in line for each new Apple product and feeling continuously behind. It's relevant to the technology culture of millennial who have gone through that change as well even if they don't switch phones.

Coca-cola reflects our culture by showing new relationship develop over coca-cola.

Ford will talk about Alabama football in their commercials

most american brands relate to my culture because of the social nationalism in this country

1970s "I'd Like to Buy the World a Coke". Choir kid interested in international issues. Slam dunk.

I'm a white american, which means i'm part of the majority, so most brands and campaigns relate to my "culture"

I'm white and middle class so pretty much everything is targeted to my culture

Q20 - Do you mainly connect with ads through:

#	Answer	%	Count
1	Emotionality	64.29%	63
2	Logic	20.41%	20
3	Credibility	15.31%	15
	Total	100%	98

Q22 - Identify a brand that you love, and why do you like it

Identify a brand that you love, and why do you like it

Oreo, tastes good

Coca-Cola. I love drinking it

While I don't drink Budweiser, I love the way they convey their message through their commercials

I like the brand h&m because I like the quality of their clothes

Starbucks eventhough it's expensive because it gives back to it's workers & the company makes an effort in helping out smaller business.

Apple- always changing

coke and popcorn at movies, they always touch the heart

Bose, quality, reliability and customer service.

N/a

pura vida

Amazon smile- makes a shipping service more meaningful by giving back to communities

Starbucks, because I like their product and their rewards system

Sony, because they make products for gamers like me

I love the Aerie brand. They promote body confidence and I love there products.

Nike. Everything fits and looks good on me

tesla, mosk doesnt take shit from anyone

Samsung, advertisement is good

Starbucks bc I love thier drinks...

Goldfish, Cause it's the snack that smiles back

none

Samsung, reliable and lots of options

Alex and ani. They are all about empowerment and strength

Cups/ its cute and I love the coffee

Right now, I'm loving Target's campaign. They are making huge strides to make their products accessible for individuals with disabilities.

Adidas, bc their products are simple yet stylish

Dawn because they clean baby ducks with it who get caught in oil spills

I love Apple because so many people own their products, not owning an iPhone basically makes you less compatible to the world around you

Subaru- there commercials are always very sweet and make you feel connected to the brand. Geico also has very funny commercials that stand out amongst other adds

Suja Juice, it's all organic and makes me feel good.

I love Nike because it's made in hopes of motivating people to be active.

I love any brand that does buy one we send one to a country in need.

Chevrolet. I love how their latest is a family vehicle and surprise the person with their family being in the vehicle

Whataburger: 1) It's Texan. 2) They use simplicity to advertise and don't patronize consumers

Kiel James Patrick, strong personal advertising

I like aerie because their ads are more realistic than others (not perfect though) and I think their advertising is becoming more positive for women

Calvin Klein

ColourPop, it allows me to explore my creativity

Chick fil a, they have the best service, out get free thing when you use the app, and the cows are great

Nike, their products are good quality

Kate Spade - their marketing is quirky and I find it relatable

I LOVE Kendra Scott. Their brand is constantly updating to stay fresh and relevant. They run philanthropic campaigns several times a year that give back to different organizations. Their founder and CEO is very active in not only designing their jewelry but also in their branding and marketing. They have a very distinct brand with their iconic yellow box and bold jewelry designs.

Kit-Kats. I love the products they make and they have catchy commercials

Apple, quality products with fun and catchy advertisement music

The car brand Subaru in the last few years has really honed in on the idea of keeping teen drivers safe. The commercials are created to ease the mind of parents who are buying new cars for their kids.

Nordstrom, website is easy to navigate and has a clean look, free shipping, and rewards points for frequent shopping.

Apple my life revolves around it

tarte, because it actually does what it claims it will do (like concealer)

Glossier; aesthetically pleasing and good products

Nike it is always reliable

Lush Cosmetics because it's all natural, non-animal tested, organic beauty products. I use all their soap and shampoos.

Lululemon, because although it is costly the product is really of the top material and has never unraveled or faded like many of my other excursive clothing from different brands. I would take quality over anything.

mr. clean the advertisements r funny

I love nike because they are advertising geniuses.

Target

Nike is always advertising and consistently coming out with new products.

American Eagle because they have quality products.

Goldfish, it makes me happy

Brooks, because i love their tennis shoes

Coca Cola because it fufills my thirst

Old Navy, because they have low prices but also have fashionable clothing.

Dove soap, because their ads empower women a lot.

Subaru there commcerials always make me cry

judith bright. its a local nashville (my hometown) brand that donates part of its profits to kids in africa. I like it because it reminds me of home and is also not selfish with them money it makes

I love ulta because of their simple brand and because of the wide variety of products they sell. Also because of the dependability and consistency of the products they sell

doritos, their super bowl commercials

Mac Cosmetics: Always pushing the boundaries while also staying true to their founders view for the brand. Partnering with all types of celebrities for their Viva Glam Campaign

Bojangles: Carolina panthers, bo-time, and sassy people

Chick-fil-A

Tarte makeup. The product is good and somewhat affordable

Nordstrom because of quality of goods and customer service

I love Kashi because it feels very healthy

Nike

Disney. It's committed to customer service and has amazing attention to detail.

Old Navy - Cute, comfortable, affordable

nike, love everything about it

Sonic. It always has specials and half price nights.

just based on ads, i like budweiser for their clydesdale super bowl ad

Coca-Cola. Reminds me of my grandmother

Patagonia, because the owners do so much to protect natural and historic places

New Balance, because they make good quality yet affordable clothes that I can relax in, go to class in, or workout in.

Starbucks because they give opportunities for free drinks

Q30 - What kind of cultural symbols would you expect to see in an ad that connects to you? Select all that apply and provide an example

#	Answer	%	Count
1	Language	18.29%	45
2	Food	13.82%	34
3	Clothing	15.04%	37
4	Pop Culture	10.57%	26
5	Music	19.51%	48
6	Relationships - Family and Friends	17.48%	43
7	Ritual	3.66%	9
8	Other	1.63%	4
	Total	100%	246

Language

Language - Text

English

English

English

English

Showing ads in other languages than English

English

English

English

English

Sad, ASPCA animal commercials

If I can't understand it, then how will I actually connect

English

English

Multiple languages

In English

English

English - I unfortunately can't speak any other language.

English

polite speech

English

English

english bc i speak that

bilingual families

English, I would have to understand the advertisement.

if i can't understand it, it is most likely not something I will buy.

English

English

English

English

Spanish and English

English

English

english

I like the text at the end that sums up the message. My hearing isn't great

English

Food

Food - Text

Food i eat

Food i eat

Burgers

Counsumption

Southern

Take out

Hot dogs

Fried chicken

Cheesy, Mexican food

Different cultures think different food is yummy/gross

Cheap but not nasty

Whataburger

Anything

All over the world

southern types of food

That looks good

I like food

Any foods that i like

Creative display

barbeque

Food from all parts of the world including the Caribbean and latin america

Prepared well

fried chicken

fast food

Pizza

Clothing

Clothing - Text

Clothes for young women/athletic

sports clothes

Ripped jeans

Trend

Athletic/ athleisure

American flag shirt

Athleisure

Athletic wear

Some cultures view other cultures as too revealing and will instinctually not connect.

Young

Well dressed

Women's, athletic

Retro is the easiest

Dressed casually

Casual, athleisure

I dress quite classically.

People like me wearing clothes

Basic not high quality

Relevant clothing

Young Athletic

Trendy

Relevant clothing

A good fit for all sizes

nike

earthy/bohemian brands

Casual, Comfortable

Pop Culture

Pop Culture - Text

Popular young people trends

Justin timberlake

Celebrities like musical artists

Rap

Current Music

Stays current with movies, television, and current events

Cultural relevant celebrities

Reverent stars

Celebrities

Bright colors

More Latino stars and or artists

Movie stars

Things that grab everyone's attention

famous actors/musicians

What is current

Music

Music - Text

Rap and country

Rap music

pop music

Rhythm and blues

Not just pop. hip hop too

Country

Trend

Something along the lines of post Malone. Pop music I guess

Country

Pop

Black and female

Every culture has a different type of music

Country

Early 2000s hits

Upbeat

Pop or hip hop

I don't always listen to top 40, so I like when companies do something innovative.

Catchy songs

Any

Anything on apple top 100

good ole indie music, maybe a band camino song or like idk i like the black panther soundtrack too

alternative

I connect through music very well. For example, I loved Apple's iPhone X commercial that had Imagin Dragon's song Thunder featured in the TV ad.

Ads with good music appeal more to me.

Popular music

Pop music

Modern

country

More Latino artists or remixing the theme song to appeal to more audiences

Modern music

Diverse

enjoyable music

country

alternative pop music

Chart toppers in my country of residences

Current music, but not too "poppy"

Relationships - Family and Friends

Relationships - Family and Friends - Text

Good fam

People doing things for one another

holiday meals

Heterosexual and married

Emotion

Small family or smaller group of friends

Friends

Close family

Mother and sisters

Close bonds with family

Some people don't like seeing different types of families (gay couples, multi-ethnicity families, foreign people)

2 parents and kids

Volkswagen

Their general presence in the ad

Familial/sibling relationships, female friends

Friends!!!

A happy family, mom and Dad and kids

I like when commercials appeal to emotions and family (I'm a sappy person).

The typical ideal family or friend group

close knit families

Family friends cute boyfriends

i like commercials with happy parents in them bc i miss my mom and dad a lot so ya

large families (bilingual)

Tender

Family atmosphere

Extra gum (where the boy draws pictures on gum wrapper)

Ads that elicit a sense of unity

Healthy ones

Equality

grandparents connecting with grandkids

someone enjoying a product with family or friends

older family members or pets (they're family too)

Either. Positive versions are better

Ritual

Ritual - Text

School

Christianity

None in particular

any religion

A sense of tradition

Christianity

football

not sure

Other

Other - Text

Unsure

Jesus

not sure

any thing with animals, i will fully pay attention

APPENDIX III

Research Methods: IRB Approved Survey Questions, Interview Questions and Focus Group Moderator Guide

Focus Group with College Students Information Sheet

Title: Honors Thesis - The Importance of Cultural Context in Engaging Consumers

Investigator

Ingrid Valbuena
The University of Mississippi
(662) 912-7251

Advisor

Chris Sparks
Meek School of Journalism and New Media
The University of Mississippi
(662) 915-8985

Description

The purpose of this research is to study the importance of cultural contextualization in engaging Hispanic consumers. If you participate in the study, you will be asked to give your opinion, ideas, and perceptions about some brands, you will watch an ad for each brand, and you will be asked questions about your perceptions of these brands before and after watching the videos.

Confidentiality

No identifiable information will be recorded, and answers will not be tied to a specific person, therefore, we do not think you can be identified from this study.

Right to Withdraw

The session is estimated to last one hour. Participation is voluntary, you can discontinue at any time.

IRB Approval

This study has been reviewed by The University of Mississippi's Institutional Review Board (IRB). If you have any questions, concerns, or reports regarding your rights as a participant of research, please contact the IRB at (662) 915-7482 or irb@olemiss.edu.

Statement of Consent

By participating in this focus group, I consent to participate in this study.

Focus Group with College Students Moderator Guide

- Welcome, Introduction and Topic Introduction(10min)
 - Say thanks for filling out the survey and agreeing to participate

- Describe structure of the focus group, set ground rules and start conversating
 - Ground rules:
 - There are no right or wrong answers
 - We are not trying to sell you anything
 - We want to hear from everyone, but you may “pass” on some of the questions
 - Only one person speaks at a time
 - If we cut you off, it’s not because we are uninterested but we need to keep moving
 - Please answer questions honestly, it won’t hurt our feelings if you say negative things
 - Please make sure all phones are on silent, and we have your full attention
 - Structure
 - First set of questions
 - First Video
 - Second set of questions
 - This will be repeated for each brand

- Intro to topic questions
 - How much attention do you pay to advertisements in general?
 - Which one is a favorite? Or one that has stand out to you?
 - Why?
 - How did you connect with it?
 - How did you feel?
 - ...
 - Write down your 2 favorite brands
 - What about the brand makes it your favorite?
 - What about the brand do you connect with?
 - Does the brand connect to your culture?
 - How so?
 - Tell me about how ads today represent your culture...
 - Design an ad for brand (TENTATIVE)

For each video:

Video Links:

- Pepsi: <http://www.independent.co.uk/arts-entertainment/tv/news/pepsi-advert-pulled-kendall-jenner-protest-video-cancelled-removed-a7668986.html>
- Coca Cola: <https://youtu.be/cCWmSHCTISA>

- Starbucks: <https://youtu.be/CQmVpHQ8ENs>
- Pre-Video Ad Questions
 - Describe your feelings, perceptions, opinions on/about this brand
 - If you could describe this brand as a person, how would this person be?
 - How would you describe the advertisement for this brand?
- Post-Video Ad Questions
 - How did that ad make you feel?
 - Explain why
 - Describe your feelings toward it
 - Describe what type of ad do you think it was
 - Emotional, logical, credible? Why?
 - Tell me about any connections you might have felt toward the ad
 - If you did not feel connected with the ad, why do you think that was?
- Closing
 - Now, thinking back on all three ads I showed you, tell me about which one you liked the most and why
 - Is there anything else you want me to know about any of the ads or brands that we talked about today?
 - Thank you for your time.

Interviews with College Students Information Sheet

Title: Honors Thesis - The Importance of Cultural Context in Engaging Consumers

Investigator

Ingrid Valbuena
The University of Mississippi
(662) 912-7251

Advisor

Chris Sparks
Meek School of Journalism and New Media
The University of Mississippi
(662) 915-8985

Script

“Hi, my name is Ingrid Valbuena and I am currently doing research for my honors thesis and I was wondering if I could interview you and ask you a few questions about advertising and its relation with social contextualization, it will take approximately 30 minutes”

Description

The purpose of this research is to study the importance of cultural contextualization in engaging Hispanic consumers. If you participate in the study, you will be asked to give your opinion, ideas, and perceptions about advertising and its relationship with social contextualization.

Confidentiality

No identifiable information will be recorded, and answers will not be tied to a specific person, therefore, we do not think you can be identified from this study

Right to Withdraw

The session is estimated to thirty minutes. Participation is voluntary, you can discontinue at any time.

IRB Approval

This study has been reviewed by The University of Mississippi’s Institutional Review Board (IRB). If you have any questions, concerns, or reports regarding your rights as a participant of research, please contact the IRB at (662) 915-7482 or irb@olemiss.edu.

Statement of Consent

By completing this interview I agree to participate in this study.

Interview with College Students Questions

- Welcome, Introduction and Topic Introduction(10min)
 - Say thanks for filling agreeing to participate

- Topic Questions
 - How much attention do you pay to advertisements in general?
 - Which one is a favorite? Or one that has stand out to you?
 - Why?
 - How did you connect with it?
 - How did you feel?
 - Tell me about your favorite brand... it can be any brand
 - What about the brand makes it your favorite?
 - What about the brand do you connect with?
 - Does the brand connect to your culture?
 - How so?
 - Tell me about how ads today represent your culture...
 - How so?
 - Have they ever done so in the past?

- Social Contextualization & Advertising
 - How would you define social contextualization?
 - How do you think it relates to advertising?
 - Explain the role it plays in engaging consumers

- Closing
 - Any more comments or thoughts you would like to share?
 - Thank you for your time.

**Interviews with Subject Matter Expert (via phone)
Information Sheet**

Title: Honors Thesis - The Importance of Cultural Context in Engaging Consumers

Investigator

Ingrid Valbuena
The University of Mississippi
(662) 912-7251

Advisor

Chris Sparks
Meek School of Journalism and New Media
The University of Mississippi
(662) 915-8985

To Be Read to The Subject Matter Expert (in its entirety)

Hi, my name is Ingrid Valbuena and I want to ask you a few questions for my honors thesis about advertising and its relation with social contextualization

Description

The purpose of this research is to study the importance of cultural contextualization in engaging Hispanic consumers. If you participate in the study, you will be asked to give your opinion, ideas, and perceptions about advertising and its relationship with social contextualization in the context of the Coca-Cola company.

Confidentiality

Moreover, no confidential information to the Coca-Cola Company will be shared.

Right to Withdraw

The session is estimated to thirty minutes. Participation is voluntary, you can discontinue at any time.

IRB Approval

This study has been reviewed by The University of Mississippi's Institutional Review Board (IRB). If you have any questions, concerns, or reports regarding your rights as a participant of research, please contact the IRB at (662) 915-7482 or irb@olemiss.edu.

Statement of Consent

By completing this interview you agree to participate in this study.

Interview with Subject Matter Expert (via phone)

Honors Thesis

- Introduction
 - My name is Ingrid Valbuena, thank you for agreeing to do this interview
 - Purpose of the interview
 - Research for my honors thesis
 - Won't be published
 - I will ask you a couple of questions about the importance of social contextualization in engaging hispanic consumers which is my topic of research
 - You are free to skip any of this questions and this is all completely voluntary
- Topic Review
 - Tell me about your job... your role at the Coca-Cola company
 - Tell me about multicultural marketing and what is important
- Questions:
 - How important is communicating with different ethnic groups for a company?
 - Tell me about about how your company communicates with those consumers
 - Tell me about what and how you do in...
 - Why is it important
 - What geographical considerations should a company considered in communicating with different ethnic groups
 - Are there important things to communicate with specific consumer groups that help them connect to the brand
 - How important do you consider social contextualization to be in regards to branding and advertisement?
 - How has that changed throughout the years
 - How has it affected the way companies does its advertising
 - Tell me about how that translates into the company's branding and marketing strategies
 - How do you think this will affect the future of advertising and branding and communications
 - What is you favorite advertisement that connects with African American consumers?
 - What is important to African American consumers today?
 - Ask about "Ascension" and future events, tell me about
 - Is there somebody that you could refer me to that I could talk to, to further understand this topic?
 - Key Insights, what does your company does? What is your role?
 - Considering the growth of the hispanic market in the US, describe how your company has incorporated a strategy for the communication with these consumers

- How do you think this will affect the future of advertising and branding
 - Tell me about the plans your company has in the future
- Closing
 - Thank you so much
 - Your participation is very appreciated in this research
- Explain project really fast: I'm a senior in the honors college writing my thesis on the importance cultural cues in engaging multicultural consumer groups, in your experience with creating strategy and campaigns, how does a multicultural campaign differ from a mainstream campaign?
 - How does a strategy for a multicultural campaign look like? Can you tell me about it in specific in hispanic consumers?
 - Tell me about a campaign that has done it effectively, one that has done it ineffectively
 - What are some things to take into consideration when wanting to engage multicultural consumers?
 - Are there any specific cultural insights or cues?
 - How do you segment within these groups?
 - Does acculturation and age group play a part in these strategies?
 - What works in engaging these consumer?
 - What creates the personal meaning?
 - Can you give me an example for each group?
 - For example, are both languages required?
 - Can give me an example of a campaign that engages these groups effectively?
 - Hispanic
 - Asian
 - African American
 - LGBT community
 - How important do you think social contextualization is in regards to advertisement and how its done?
 - Cultural awareness
 - What kind of cues communicate meaning to different multicultural groups?
 - How does acculturation affect these communication strategies?
 - Over your career, what changes have you seen over multicultural advertisements?
- How does a strategy for a multicultural campaign look like? Can you tell me about it in specific to Hispanic consumers?
- What are some things to take into consideration when wanting to engage multicultural consumer?

- Are there any specific cultural insights or cues? How do you segment within these group? Does acculturation and age group play a part in these strategies?
 - What has worked when effectively engaging these consumers?
 - Can you give an example of any campaigns that have done so effectively?
 - How important do you think cultural contextualization is in regards to an advertisement and how it is done?
 - Over your career, what changes have you seen in multicultural advertising? What do you think does the future hold?
-
- How does a strategy for a multicultural campaign look like? Can you tell me about it in specific to Hispanic consumers?
 - What are some things to take into consideration when wanting to engage multicultural consumer?
 - Are there any specific cultural insights or cues? How do you segment within these group? Does acculturation and age group play a part in these strategies?
 - What has worked when effectively engaging these consumers?
 - Can you give an example of any campaigns that have done so effectively?
 - How important do you think cultural contextualization is in regards to an advertisement and how it is done?
 - Over your career, what changes have you seen in multicultural advertising? What do you think does the future hold?

APPENDIX IV

Interviews with College Students

APPENDIX V

Focus Groups

Focus Group #1

How much attention do you pay to advertisements in general?

“Most of the advertisements I see are on the internet, but I feel like they don’t really influence me and I don’t see them very often.”

“It depends on the platform, if it’s on YouTube and it comes before a video that I’m trying to watch then I’ll watch and pay attention but if it’s a commercial break on TV, I usually don’t watch it”

“I agree, even on YouTube or Spotify, sometimes it even bothers me and purposefully don’t pay attention because they are disrupting my music. I want to say I don’t pay attention and that it doesn’t affect me but I feel like it might and I don’t know it. I mean, I will always pay attention to the word free”

“If it’s on the internet like YouTube then I see that but I think most of it it’s like informal, like your friends post pictures with a certain product or something then I’ll pay attention to that. It’s like I like this person, so I’m going to look into that”

“I do pay attention to some clothing brands and advertisements when it’s a social media influencer that posts about it and reaffirms the value, I pay attention to that.”

“I don’t watch TV, even with the Super Bowl, I caught the ads on YouTube the night after. I enjoy watching ads like that, especially for things like the Super Bowl because a lot of times they are a touching, or emotion based. I enjoy that but most of the advertisements that I see come from YouTube.”

Any favorite ads...

“The most memorable series for me is the “Like a Girl” series from Always. It has all these grown women in contrast with a 7-year-old girl doing things like a girl and there is such a difference. The 7-year-old is so powerful and proud of herself.”

“It was an ad for a car and it was this family, the grandmother and grandfather had carved their initials into this tree and the tree got cut down one day, so the family petitioned to get the tree and made into a table. The initials were left on the table and they were crying, and I was crying. I don’t even know what it has to do with the car but I’m here for it.”

“The PSA with the dog and not drinking and driving. I don’t even like dogs but it hit it me.”

“That one is really good because it’s a beer commercial. But in a way it is a PSA and it gives people something to think about.”

“The really sad Thai insurance ads, they really get me. When you need a good cry just google it.”

Name 2 of your favorite brands, and if it connects/relates to your culture...

“Starbucks, Apple, Birkenstocks, Loft, Samsung, Adidas, Smart Water, Converse, Lost Pizza, Reese’s, Relay for Life and Nike”

“Relay for Life because I am cancer survivor so I strongly relate to it. Nike, because it reminds of the Frank ocean song.”

“I put Starbucks and Apple because they have gotten me through a lot, they are very constant. They are constant in my life and I really appreciate them.”

“I have that I hate; all I can think is the Kendall Jenner. I thought it was so stupid”

“I don’t like Sabra, because they are big Zionists. The hummus brand.”

“Campbell’s has had ads with same-sex couples, in a family environment.”

“Cheerios had a biracial couple and that was very cool”

“I saw an ad that had something to do with your knees, and it was a priest but also a Muslim priest and they were friends. Because they both have to get on their knees when they worship. It was Amazon! I love how it showed them finding that common ground that you never thought of. I’m not very religious but it was just nice.”

“I like E.L.F. because it doesn’t test on animals”

“I like Chipotle ad with the Fiona Apple cover of Just In My Imagination about supporting local farms.”

“A brand that I really like for cultural reasons, it’s Birkenstocks, because they are slip-ons and my family is Asian, so you always take your shoes off when you walk inside and it’s relatable. Also, my feet don’t always touch the ground but to be slip-ons they stay on.”

Video Activity **Pepsi**

Pre-Video:

What are your feeling, perceptions, opinions about this brand?

“I watched a YouTube video about the subliminal message of its logo and how much it cost and it was just very sketchy.”

“I used to be a Pepsi drinker but now I made the change of water and that advertisement made me upset so...”

“I haven’t had since the ad but I do have family in Chicago who are very big Pepsi people, they even had a vending machine in their house. Growing up I didn’t drink Coke because of my family while I feel like it’s generally the opposite, people have the memory of Coke being the thing that they drink”

“I feel like here in America most people drink Coke over Pepsi, but in Jordan it’s the opposite. Most people drink Pepsi, and things like Dr. Pepper, they don’t really know there.”

What are your feeling, perceptions, opinions about this brand’s advertisements?

“I remember them doing World Cup ads, where they pass around the ball around the world.”

“They don’t have a Coca-Cola world. I think that an area that they are subpar. Other than that I can’t think of anything else.”

“Honestly, I can’t remember a single ad before the Kendall Jenner one.”

Post-Video:

“I will say that they were on to a really good thing and I hate that it happened, I don’t who didn’t flag that. Someone should have been like: ‘We can’t do this’”

“It wasn’t seen well in the eyes of many, me included because of how it handled the police brutality movement that was going on at the time.”

“The music was building me up but to what? When Pepsi was not involved at all in the movement which I think it’s the main issue. Why connect these social issues to a Pepsi advertisement?”

“I think it definitely tried to appeal to our emotions, but it could have been...It tried to be uplifting but it didn’t really resonate with me.”

“There was a point missing, the puzzle pieces didn’t come together.”

“Asian guy on the cello?”

“It glamorized the movement too much for me, movements like that don’t look like that. The Asian guy smiling to Kendall and she stops what she is doing. They all look too happy to be there, why are they smiling?”

“People don’t generally smile in rallies like that.”

“The signs being in Arabic doesn’t make sense because I feel like you should in an Arabic country for the sign to say something in Arabic.”

“It was just an assumption and it irks me, it’s just a lot of assumption”

Starbucks

Pre-Video:

What are your feeling, perceptions, opinions about this brand?

“I drink it all day every day”

“I like that it’s consistent, you can go in different cities and expect the same thing.”

“I like all the options they have, even if you don’t like coffee.”

“I’m not a coffee person but I get their fruity drinks”

What are your feeling, perceptions, opinions about this brand’s advertisements?

“I remember tearing up with one of their ads, I think it was breaking down Starbucks by the numbers with cups of coffee they sell versus the number of, it got into things like the number of gift cards in comparison with the number of scholarships they give out and the amount of money that go into the scholarships, and the amount of people that have graduated high school or college because of Starbucks and eventually, it got down to one number, like one person, like one name on a cup can mean so much to this company. It went from this huge number to a single one, like us, and seeing the people that had been given jobs and walking through their walk of life to a certain degree and how Starbucks has truly changed their lives, if it’s through being a barista or worked for them.”

“On another topic, I saw the conspiracy that the spelling your name wrong is on purpose, so that people share and post it on social media.”

Post-Video:

“That made me feel happy.”

“I feel like it was the Pepsi ad but better, it’s like if you come together it’s good. It didn’t politicize it.”

“I feel like they had a good idea and they made it good.”

“They showed normal people having conversations around the world.”

“No trivializing anyone’s culture or stereotypical, just real people doing real people things.”

“They gave you a more intimate view, i guess, like personal stories instead of like having one person represent all of the Asians.”

“In Jordan, they are (Starbucks) everywhere, so it makes me think of the setting, its Arabs and Muslims, you know what I mean, the setting was more diverse and it’s not the ‘white girl Starbucks’ that exists here.”

“It’s also pretty big in China, I went very often.”

“I’ve been to many Starbucks all over the world that look like this on the inside, it felt more real”

“They are very consistent, like with the Wi-Fi thing, when I was in China and I didn’t have a data plan so when I was out to contact my family or my friends I would go to a Starbucks.”

“I would do that too, at the beginning when I first move to Jordan. I would just walk to the Starbucks.”

“I think with the Pepsi one you needed to think too much into it, to understand what they wanted to say, but this one I didn’t need to. It’s not that it wasn’t deep but they were not trying to sell Starbucks, it was straightforward.”

“The Pepsi one gave you too much to think about, it really does. This one was just straightforward like here’s the words and here some authentic examples of it.”

“Real people, so much more realistic like we are saying, for the Pepsi ad, even in the Women’s March or Black Lives Matter rallies, it doesn’t look like that. That is not what it looks like but this is so real.”

“In this one (the Starbucks ad) the story is about the people and not the product.”

“It wasn’t related to Starbucks in the way that these things happen when you’re just there. I don’t know anyone that goes to a rally to drink Pepsi. The connection is just a lot clearer here.”

“Most of us had not seen this commercial, so where are they, do we need to start watching TV.”

“I’ve only seen the individual ones on Instagram.”

“I like that they know their numbers and by explaining it this way, it gives them credibility in a way. Like this is what we do with the money, you should support them.”

“If you are going to say that you are consistent, then be consistent.”

Coca-Cola

Pre-Video:

“I have such a love/hate relationship with it because I love it but I know it’s slowly killing me. I know I’m slightly addicted.”

“I heard they did something about the polar bear but the diet coke wasn’t its normal color, so the regular Coke was silver for the polar bear and people thought it was Diet Coke so sales went down and they just scrapped it.”

Post-Video:

“It made me feel happy, a little emotion.”

“I really like the ‘Share a Coke with...’ thing, it makes it more personal”

“That was so fun, I like those cans because some of them just ‘mom’ or ‘dad’ and people grab them and give them to the mom friend of the group. I’m the daughter haha. I saw it in Jordan.”

“It still connected to me, I share the feeling even if I’m not Hispanic.”

“It made me proud watching them be proud. I’m happy that they were happy.”

“I enjoyed that even though last names are not a big deal here, not I know how it is in their culture and I can see how commercials can familiarize me with different culture when done right.”

“It was informative, educational. They did their research.”

“I feel like if I lived in LA and would see the ad when it came out but I think that obviously that culture’s influence is much stronger there. Still, it didn’t trip me up but I’m also a very open minded person.”

“I think it got a lot of Latinos, because there are so many different ones within Latin America. I feel that because being Arab, everyone thinks we are all Arabs but there are many subdivisions. I feel that connection.”

“It resonates because Coke has been around for so long that I think they have seen the growth and changes, they should know about it and hence, it connects.”

“I think it even connects different generations, when she says ‘this is the one tattoo my family will approve of’ referring to her older family, like parents and grandparents.”

“I like the specificity of this one.”

“This one [Coca-Cola] told a good story, it was clearly.”

“I like the Starbucks one most because it showed several cultures, in less depth than the Coca-Cola one which is a good thing of that one, but i like that it showed several pretty accurately.”

Focus Group #2

How much attention do you pay to advertisements in general?

“Usually not that much, I probably see the most on YouTube”

“I use an AdBlock on my computer, but whenever I am forced to see them, like in Hulu, I generally mute them or change tabs.”

“I really don’t remember the last advertisement I payed attention too, I know I generally get them on Instagram for sure. I really don’t watch TV.”

“When I’m home I definitely watch more TV, here I see them in Hulu and I may watch them the first time but once they start going over and over again I mute them too.”

“I love ads, especially because it relates to my major. I’m an IMC major so I’ve been trained to do so. I don’t go out of my way to look at them.”

“I really like ads, I seek them out on YouTube. I feel like you learn so much about the brand.”

Any favorites...

“Yes, I really like the Doritos with the baby that gets flinged out of the tree house to the grandma and it goes: That’s my Dorito.”

“I like the Extra Gum cute love story ad.”

“I really like the Kleenex choir ad, I remembered crying ha-ha”

“I really like the Becky G Pepsi Ad, she sings in Spanish and it was the first I saw in Spanish in the USA.”

“I really like the old Doritos ad with the pugs in slow motion, I found that one pretty funny.”

How do you generally connect advertisements you’ve enjoyed...?

“I definitely like ads that tug at my heartstrings, for sure. I like the funny ones but the ones that can make me shed a tear are the ones I remember the most.”

“Like the Kleenex made me cry and that is why it was memorable.”

Name 2 of your favorite brands, you can like them and use them...

“Budweiser, Adidas, Comfort Colors, Pepsi, Don Q, Nike, Apple, Hanes, Gorilla Glue, Netflix, Bud Light, Google, H&M, Wendy’s”

“The three of us wrote Budweiser, we all wrote it first too. I have always connected with their ads emotionally and have been very loyal to them due to my family exclusively exposing to it. It’s my dad’s favorite beer.”

“I love their commercials, specially the water one they did about what happened in Houston. I like Adidas too because they are hype.”

“I put Comfort Colors because I wear it all the time. Pepsi because I’m a Pepsi drinker and Don Q, which it is a rum my grandfather used to sell. It’s a Puerto Rican rum. I follow their Instagram; they are lit.”

“I like Bud Light because of their recent ‘Dilly Dilly’ ad.”

“I put Google because I love their brand, how they look, and how they advertise themselves and the way they are so relevant to our culture. I also said H&M, their clothes are what I buy, and then I said Wendy’s because they used their media so well, they are hilarious, their food is good and so cheap. Their nuggies are awesome.”

“For the first one I put Apple just because the brand is really cool and neat, the other one I put Hanes, I don’t even wear them but the ads are just these dudes and they are hilarious.”

Do you think that these brands and their advertisements represent your culture in any way...?

“Oh absolutely, this is so like a suburban, middle class, white, like google H&M and Wendy’s and it’s like yes, I’m gay and live in Olive Branch, MS. That is what this list is,”

“One of mine is like a Puerto Rican brand so obviously that’s like an important thing to me but like my list is also like a Sorority girl (Budweiser, Comfort Colors and Pepsi) so it’s like a mixture.”

“The first brand I thought of was Lulu lemon and then Nike, and where I am from, San Francisco, CA it’s a very affluent area so I think it does represent it. I decided on Nike because I know that about Lulu lemon because I left that place for a reason.”

“I don’t really wear Adidas but since I started rooming with Gaby, who is from Puerto Rico, I have become more aware of Latino culture and their ads are very well representative of that.”

“Apple definitely connects to my Millennial culture, for sure.”

Video Activity:

Pepsi

Pre-Video:

“I don’t like it very much because it’s like too modern, and I like tradition.”

“I like its taste, I think it’s better than Coke’s”

“I’m a Diet Coke person”

“I really don’t have an opinion, I used to drink Coke but now I really just drink water.”

Post-Video:

“I know it was controversial because it was released close to the Black Lives Matter movement.”

“I think it would have been fine if they just had not used Kendall Jenner, I just don’t understand her role in it like if they were just trying to appease every single ethnic group but trying to include her whereas they should have dug into the minorities which is who I thought it was their target audience but I think using Kendall Jenner they completely miss the mark and angered a lot of people.”

“I think they undermined like the value of protest in making like an ad out of the process, and saying like the police are violent against the protestors but it’s alright if you drink her drink, it will all be fine.”

“Pepsi has always done ads with what’s going on in the world so when the ad came out, the theme didn’t surprise a lot of people, it was more the fact that this skinny little white girl is solving the minorities problem. It undermines them and gives them the message that they can’t do anything themselves that they need somebody.”

“You can’t tell what they are even protesting. I feel like the ad was trying to piggy-back of a movement that was really happening.”

“The signs didn’t really say anything about the Black Lives Matter movement.”

“It was too in the nose, you’re trying to sell Pepsi and that it’s not really the fuel for a revolution. It was little unnecessarily politicized; it was too obvious that they were trying to say: Hey we are on your side so buy our stuff.”

“I liked it, it was inspiring. The song is good, but the message was confusing.”

Coca-Cola

Pre-Video:

“I think of Santa.”

“Taylor Swift’s music lyrics campaign. I like Coke.”

“I think of the polar bear.”

“Happiness and family and movies.”

“I think they are a very solid brand and do their advertisements very well and carefully.”

Post-Video:

“I loved it, it was super accurate and it wasn’t just one Latino story because a lot of times I feel like in advertisement they try to group us all in and we are a group of many

different countries and we are not all the same and I feel like they showed different shades of people and hair styles, and different people.”

“I liked that they showed the girl with the curls and darker skin because people don’t believe that there are black people in Latin America so to show that was pretty cool.”

“I liked it a lot.”

“I wanna understand, definitely.”

“I think being proud of who you are is a value that people everywhere have, I also like that America is a melting pot and I think this authentically celebrates that and with today’s political climate it calls for us to embrace these cultures and I like that.”

“I liked because it showed their genuine reactions that they had and it helps you bridge the gaps between the cultures because everyone still is like “oh my gosh,” everyone has that reaction.”

“You see their natural reactions.”

“I like how they talked about their last names because most women don’t give up their last names when they get married in Latin American culture and take pride on that. I will never not be Gaby Altieri.”

Starbucks

Pre-Video:

“I have never seen any video ads for Starbucks, only Instagram ones.”

“I don’t drink coffee.”

“I see it as a necessary evil, it’s too convenient not to go.”

“They are everywhere, every corner a Starbucks and a McDonalds.”

“In my downtown which consists of 4 blocks, there are 7 Starbucks.”

Post-Video:

“I liked it, it was cute.”

“I always thought that Starbucks was a brand that tried too hard. I think that commercial was sweet but that is just my connotation of Starbucks, I just them as trying to be hip but also like woke.”

“I feel like they tried to cover too much for one video like I can’t really remember anything that actually happen in the video for me to be like: oh, that was so cute. It was too many stories. The 28 countries are cool but I couldn’t get the connection because it was too fast to understand what is going on.”

“It felt like it was an advertisement for Epcot.”

“My favorite one was the Coca-Cola one.”