



# The Impact of Culture

What It Means For Brands Today

**Mexico**

**M/GNA**

IPG MEDIA LAB



# Brands Are Becoming More Involved In Culture

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NEWS IN DEPTH OPINION INTERVIEWS CASE STUDIES RESOURCES DRUM TOPICS

NEWS

## Ads We Like: Nike Mexico enlists top women athletes for 'Together Unstoppable' campaign

Creative Works by Kyle O'Brien · 31 August 2018 10:44pm

Twitter LinkedIn Facebook YouTube Instagram



Nike's 'Just Do It' tag has been around for decades, but in Mexico, Nike Women hasn't been represented by the phrase — until now. 'Juntas Imparables (Together Unstoppable)', is a movement that is made to inspire women to make Mexico City their playground, where they can expand their human potential, according to the brand.

'Juntas Imparables' is the first ever Nike Women's Just Do It campaign in Mexico — a country known for its machismo. The campaign shows that the challenges of being a woman in that country are no obstacle for those who decide to achieve their goals through sport. It looks to inspire all women to see sport as fun, community building, and which gives them access to


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## COCA-COLA'S 'SHARE A COKE' CANS ARE NOW IN BRAILLE

Campaign Via Asamblea in Mexico Extends 'Sharing' to the Blind

Published On May 11, 2019



José Alfredo

Editor's Pick

In April, Coca-Cola announced that its "Share a Coke" campaign, which places real people's names on the brand's cans and bottles, would be going much bigger; and the number of monikers to appear on the labels would triple. But even before that, the brand, along with Mexican agency Anonimo, did something even more remarkable — it put people's names on cans in Braille.

In February, at Comité Internacional Pro Ciegos A.C., a private nonprofit that helps to train blind and visually impaired adults so that they can be integrated into the workforce, the brand put out vending machines that dispensed the personalized cans in Braille, allowing 100 student patrons of the center to experience the "Share a Coke" phenomenon. More recently, the campaign went broader and the cans are now available at Coca-Cola's customization centers around the country, with the backing of Fundación Cinepolis, a Mexican chain of movie theaters. The centers typically allow people to customize the cans with particular names, but with Braille, the personalization has been leveled up.

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Creativity Americas Q

## BURGER KING IS NOW DELIVERING WHOPPERS TO YOUR CAR WHEN YOU'RE STUCK IN TRAFFIC

'Traffic Jam Whopper' service began in Mexico City and will hit L.A. and other congested cities

By Ann Christensen Olson Published On May 07, 2019

Twitter Facebook LinkedIn StumbleUpon



Editor's Pick

Burger King seems to be on overdrive lately. In the last week or so, it debuted the controversial "Real Meats" and went to roll down highways. Now, it's trying to ease the frustrations of big city commuters through a delivery service that will bring Whoppers right to their car door—when they're stuck in a traffic jam.

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NEWS

## Corona takes a jab at Donald Trump in ad called 'The Wall'

By Minda Seidley · 07 November 2016 21:15pm

Twitter LinkedIn Facebook YouTube Instagram



The US presidential election might be just hours away, but that hasn't stopped Corona from getting in a last-minute dig at Donald Trump via a video called 'The Wall' that's set to air throughout Mexico in November and December.

Created by Leo Burnett Mexico, the ad features Mexican actor and Star Wars Rogue One star Diego Luna. At the start of the film, Luna makes a not-so-subtle dig at Trump when he tells viewers that "all of us are angry at the wall that mad man wants to build."

Throughout the film, Luna and his counterparts are seen climbing onto buildings and over walls as he encourages his fellow Mexicans to persevere in the face of challenges and not let untrue stereotypes define them.



Consumer Perspectives  
On Brand Involvement  
With Culture

**As An  
Industry, We  
Need To Learn  
More About...**

Benefits of Being  
A Culturally  
Relevant Brand

# We Did Some Preliminary Research



## Why

- How should we define culture from a consumer's point of view?
- How do consumers think about culture in relation to the brands they interact with?



## What

- 4 webcam-based mini-groups were conducted for online discussion (90 min each)
- Pre-group assignment to find a digital ad they thought was culturally relevant, which were shown and discussed in the groups



## Findings

- Brands that are culturally relevant are brands that align well with cultural events, promote trends that define today's culture, and support social issues that benefit everyone\*

# Methodology

## Objective:

Uncover what consumers think about brands' involvement in culture



### Recruit

Recruited panelists into online survey  
Mexico General Population A16+, n=551  
Twitter Booster Sample n=200



### Demographic

Participants were asked standard demographic questions to ensure representativeness



### Culture Deep Dive

Deep dive into what consumers think about brands' involvement in culture



### Conjoint

Conjoint questions to pinpoint the most important factors consumers consider when making purchase decisions



### Brand Index

Participants were randomized to rate brand perceptions, including cultural relevance, for a range of brands across 6 industry verticals

# Consumer POV

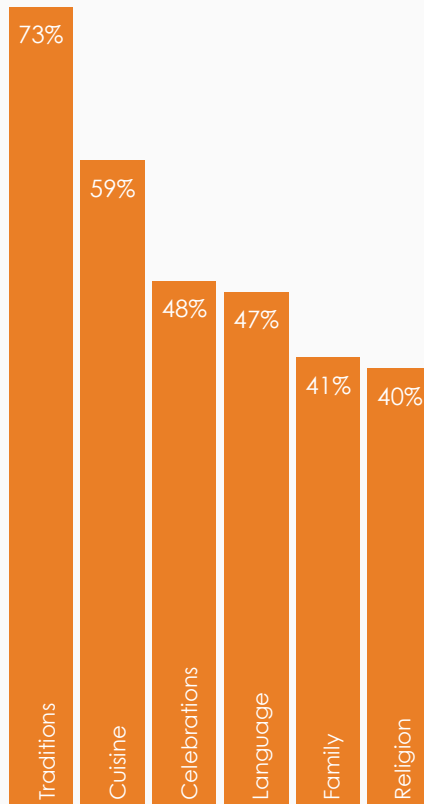
Brands + Culture



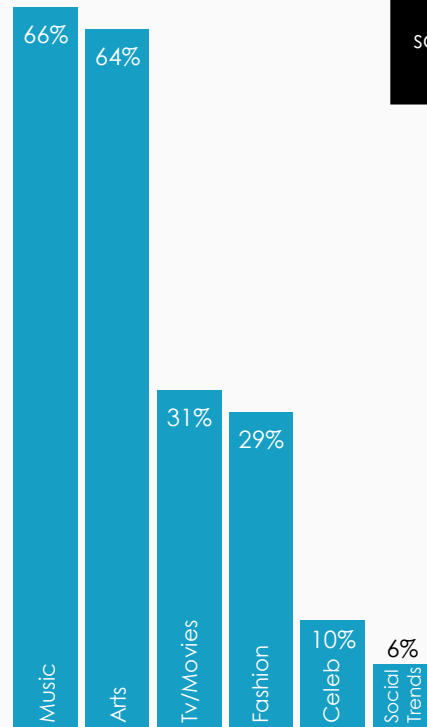
# There's Much More To Culture Than You'd Think

When You Think About Culture In Your Own Life, What Comes To Mind?

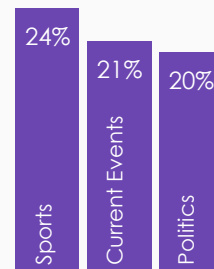
## Traditional Culture



## Pop Culture



## Current Affairs



92% of consumers think of culture as something other than just the traditional



# Most Consumers Think It Is Important For Brands To Be Involved In Every Facet Of Culture

Importance Of Brand Involvement In Culture - % Very Important/Important

81%

## Events & Trends

Includes pop culture events such as the Olympics, Festival Cervantino, and La Guelaguetza, as well as trends like Cultura wellness, Mundo libre de plástico, El reggaetón es lo de hoy

60%

## Social Issues & Movements

Includes social movements such as Inclusión / LGBTQI+, Crisis migratoria, Igualdad de género





# There's A Desire For Brand Involvement In What Consumers Are Most Excited About

Excitement for Cultural Events, Trends & Issues - % Very Excited/Excited

**49%**  
Social Issues  
& Movements\*\*

**69%**  
Events & Trends\*



# Consumers Also Feel More Informed About What They Are Excited About

Informed on Cultural Events, Trends & Issues - % Very Informed/Informed

70%

Events & Trends\*

58%  
Social Issues & Movements\*\*



\*Includes pop culture events such as the Olympics as well as pop culture trends

\*\*Includes social movements such as Inclusión / LGTBTTI, Crisis migratoria / Immigration Crisis, Women's Business

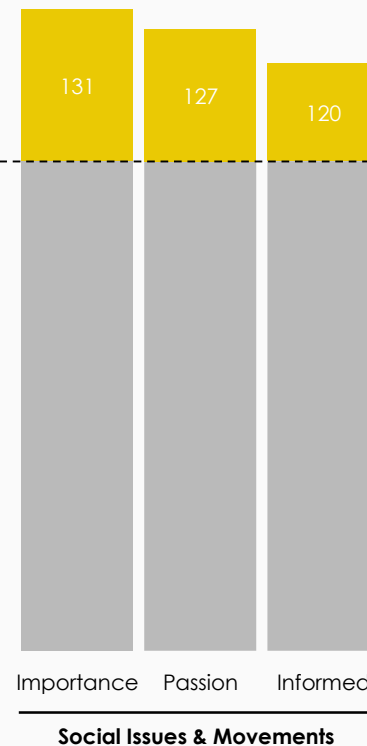
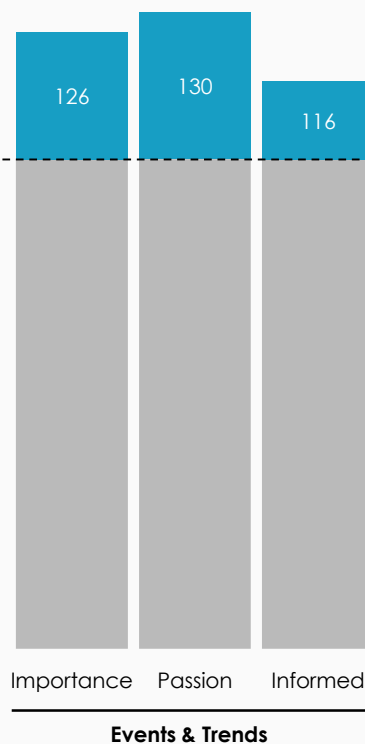
Mexico general population, n=751

Q: How informed are you when it comes to events, trends or issues relevant to

# Emerging Generations Feel Even More Strongly About Brand Involvement

Perceptions of Cultural Events, Trends & Issues - **Adults 18-35**, Indexed

A18-35  
INDEXED TO GEN POP



Mexico general population, n=751, A18-35, n=418

Q: How important is it for a brand to be involved in each of the following?

Q: How passionate are you in following cultural events, trends, and issues?

Q: How informed are you when it comes to events, trends or issues relevant to culture?

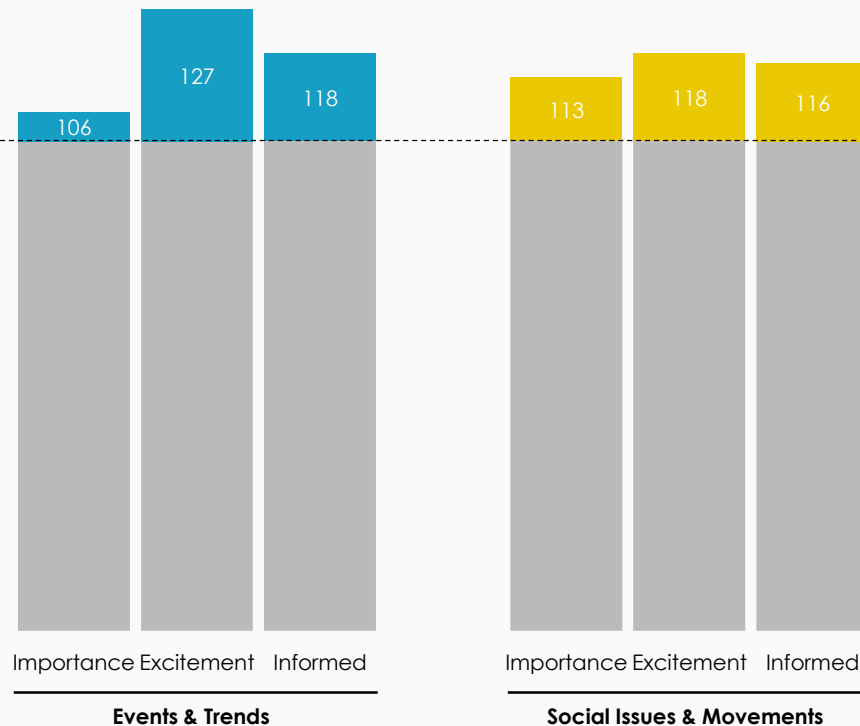
# Among The Young, Twitter Users Are Particularly Ardent About Brand Involvement

Perceptions of Cultural Events, Trends & Issues - **Twitter Users 18-35**, Indexed

Young Twitter users are more enthusiastic about brand involvement in culture **across all tested markets**



**TWITTER USERS A18-35 INDEXED TO GEN POP A18-35**



A18-35, n=418, Twitter users 18-35, n=309

Q: How important is it for a brand to be involved in each of the following?

Q: How excited are you in following cultural events, trends, and issues?

Q: How informed are you when it comes to events, trends or issues relevant to culture?



# Many Ways Brands Can Become Culturally Relevant – Supporting Social Issues Is Key

Ways Brands Can Become More Culturally Relevant - %  
Strongly Agree/Agree

## Philanthropy

Support social issues, 67%

Give back to community, 50%

Donate to charity, 44%

## Know Your Customers

Be transparent, 60%

Be inclusive of all types of people, 58%

Puts customer first, 52%

Have a diverse leadership team, 20%

## Stay Current

Keep up with consumer trends, 52%

Sponsor cultural events, 58%

Creative innovative products, 50%

Have a clear political stance, 27%

Celebrity endorsements, 17%

\*e.g. Race, gender

\*\*e.g. Cultural wellness, Mundo libro de plástico

\*\*\*e.g. Olympics, Festival Cervantino

Mexico general population, n=751

Q: In your opinion, what can a brand do to become more culturally relevant?





# Twitter Users Are Receptive To Diverse Leadership and Charitable Contributions

Ways Brands Can Become More Culturally Relevant  
- Δ (Twitter Users – Gen Pop)

## Philanthropy

Donate to charity, +6%

## Stay Current

Celebrity endorsements, +7

## Know Your Customers

Have a diverse leadership team, +7%

\*e.g. Race, gender

\*\*e.g. Cultural wellness, Mundo libro de plástico

\*\*\*e.g. Olympics, Festival Cervantino

Mexico general population, n=751

Q: In your opinion, what can a brand do to become more culturally relevant?







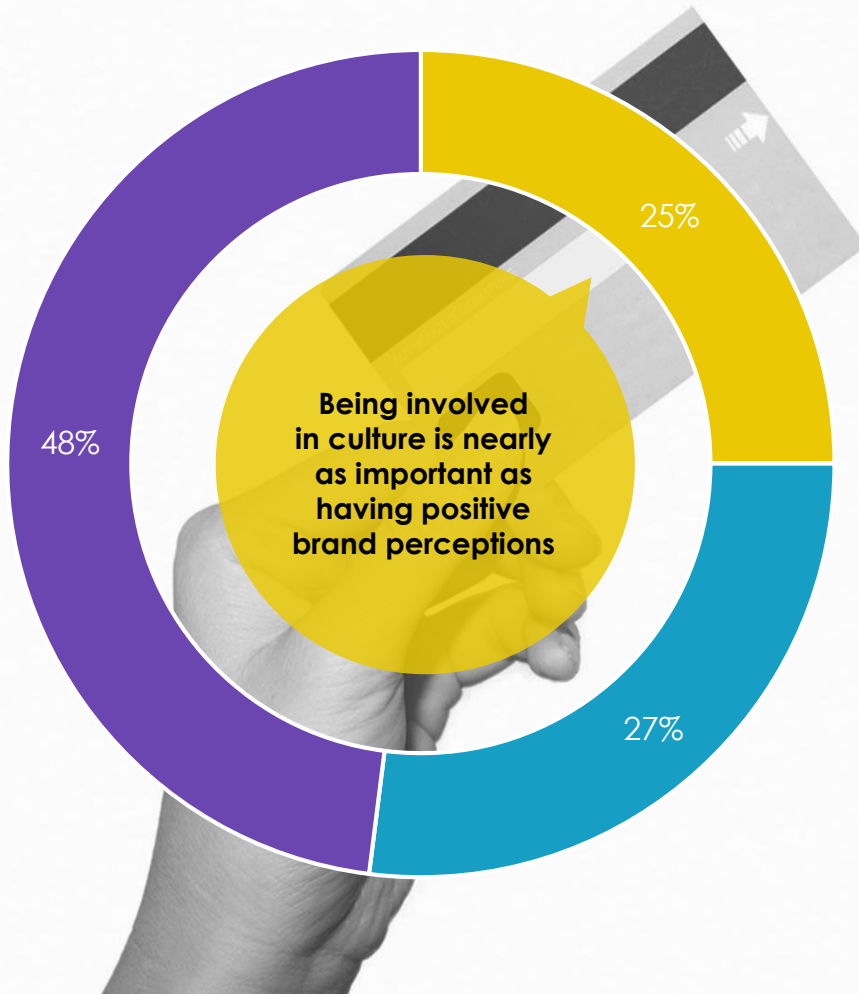
# Fringe Benefits

What's the impact for brands?

# To Understand What Consumers Value Most When Making Purchases...

We asked consumers to rank a range of attributes based on...





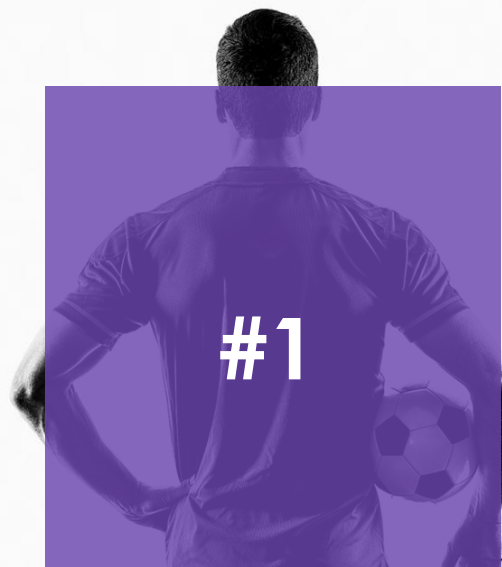
## When It Comes To Making Purchase Decisions, Being Involved In Culture Is Nearly As Important As Having Positive Brand Qualities

Influence on Purchase Decisions -  
Relative Importance (%)

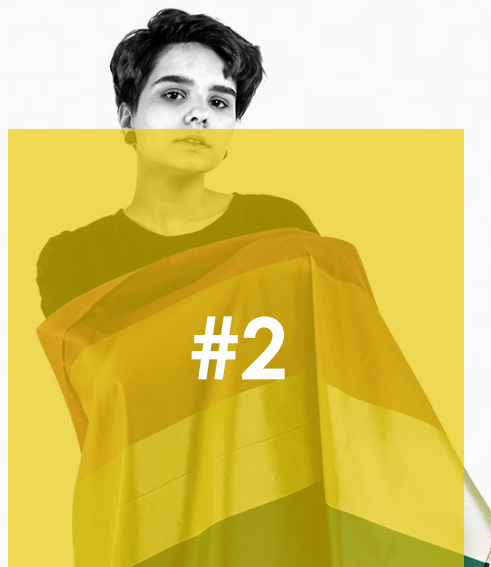
- Brand Cultural Involvement
- Brand Qualities\*
- Price and Quality

# Sponsoring Cultural Events Has The Most Impact When Making A Purchase Decision

Influence of Types of Cultural Involvement on Purchase Decision - Importance Ranking



**Brands That Sponsor Cultural Events**  
(e.g. Festival Cervantino, Carnaval)



**Brands That Support Social Issues That Benefit Everyone**  
(e.g. Gender Equality)



**Brands That Promote Trends That Define Today's Culture**  
(e.g. Organic Foods, Natural Beauty)

Mexico general population, n=751

Q: When you purchase a product/service, there are many factors that can influence your purchase decision. Please select your most preferred and least preferred feature for each category below:

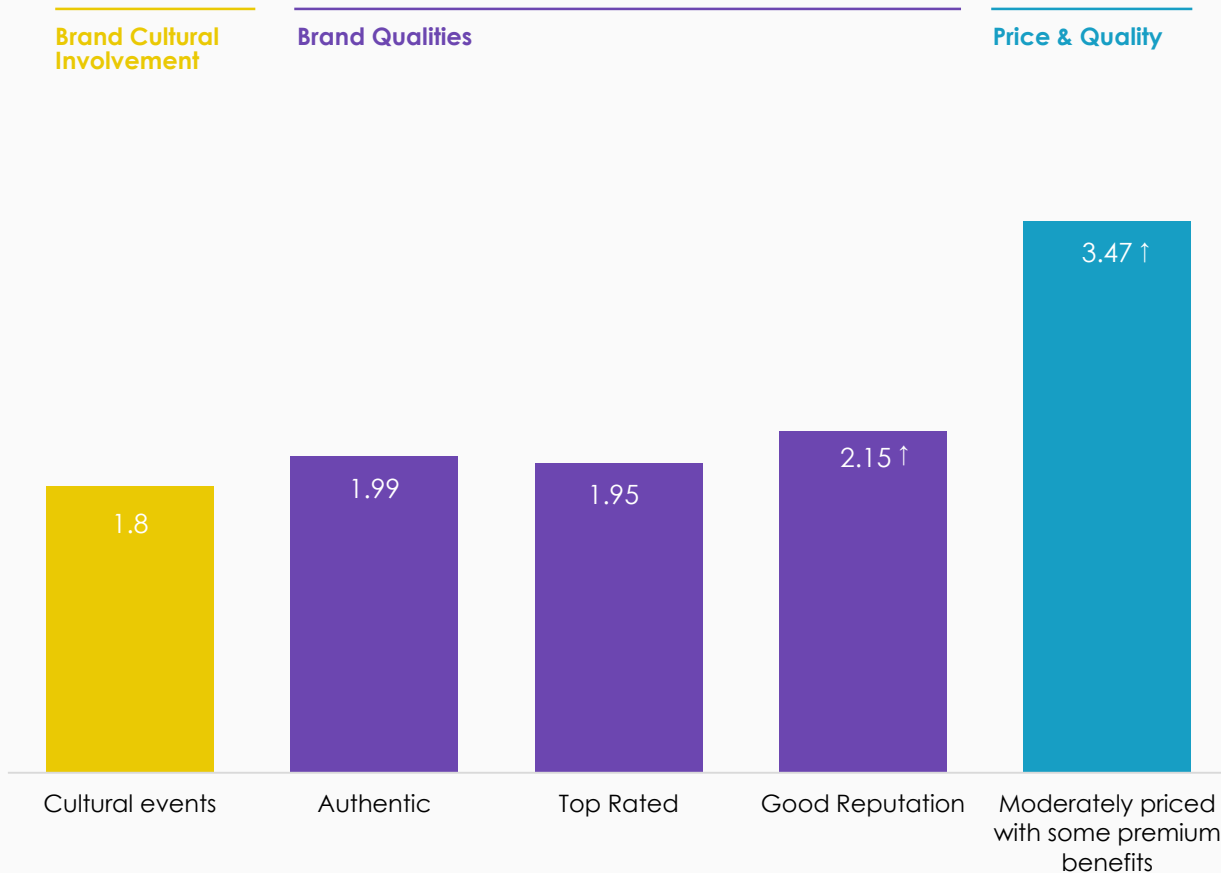
Rankings are between 1-10 and account for people's overall preference for a feature as well as the features' overall importance)

A/B/C: significant difference from indicated cultural involvement at 90% confidence (cultural events/cultural trends/social issues)

# What Are The Key Factors That Make Up An Optimal Brand?

Top Attributes for Strongest Influence on Purchase Decisions - Importance Ranking

The optimal brand is engaged with current events, has a good reputation, feels authentic, and is moderately priced with premium benefits



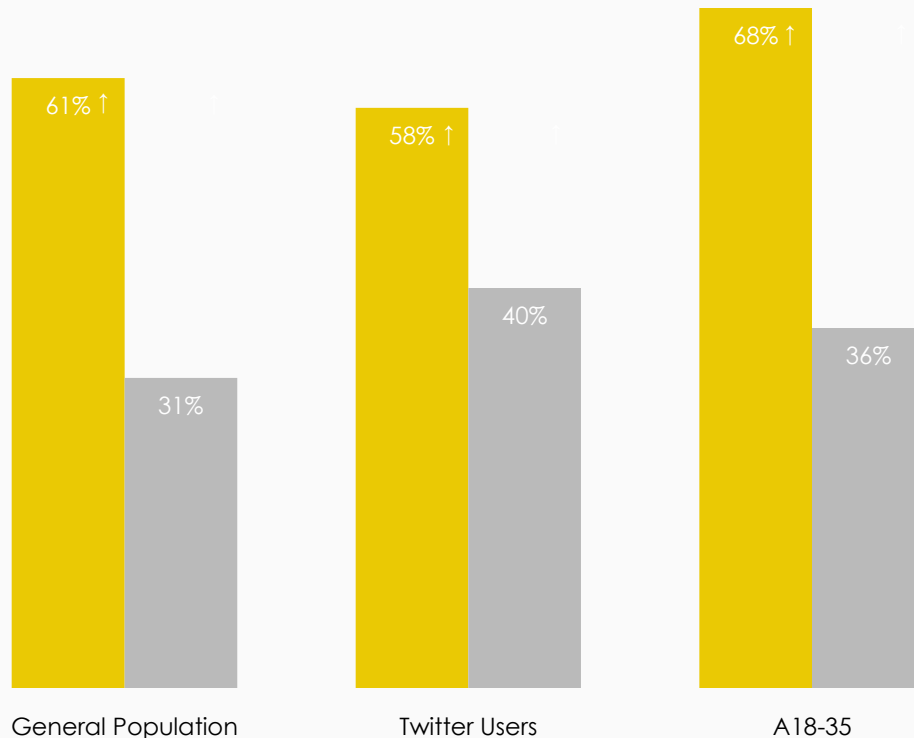
# Consumers Prefer Brands That Are Culturally Relevant

"Is A Brand I Prefer" by Cultural Relevance - % Agree

- High Cultural Relevance (Top 20% Of Brands)
- Low Cultural Relevance (Bottom 20% Of Brands)

## Brand Index

Consumers were randomized to rate brand perceptions, including cultural relevance, for 24 brands





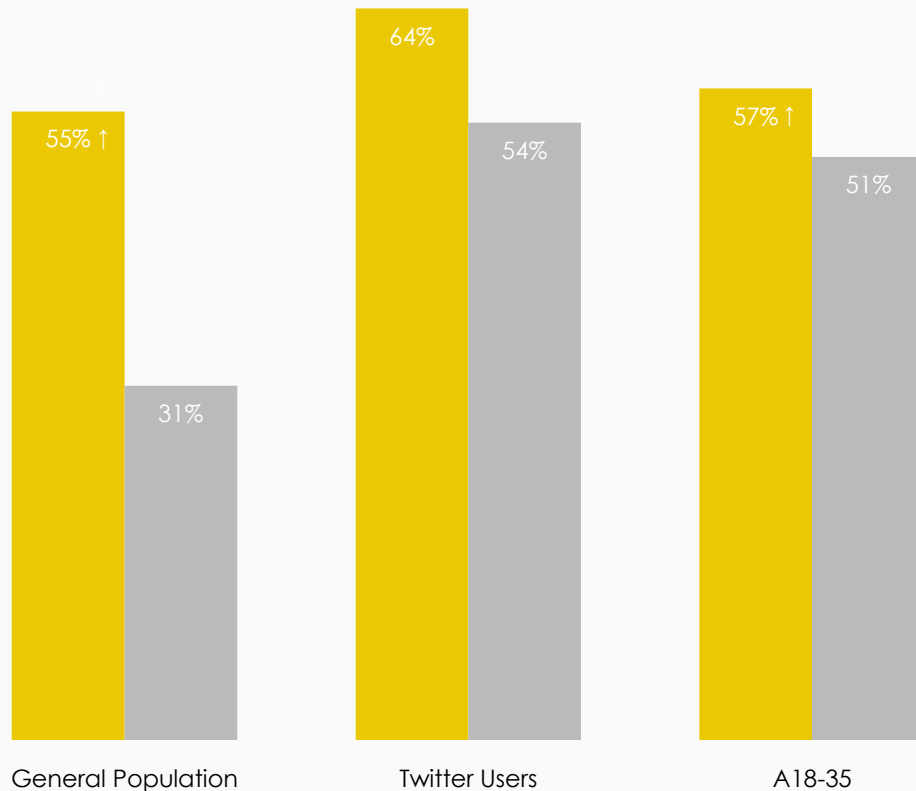
# Consumers Also Identify Better With Culturally Relevant Brands

"Is A Brand I Identify With" by Cultural Relevance - % Agree

- High Cultural Relevance (Top 20% Of Brands)
- Low Cultural Relevance (Bottom 20% Of Brands)

## Brand Index

Consumers were randomized to rate brand perceptions, including cultural relevance, for 24 brands



# In Fact, Brands With High Cultural Relevance Reap A Whole Host Of Benefits

Brand Attributes by Cultural Relevance - % Agree

■ High Cultural Relevance (Top 20% Of Brands)  
■ Low Cultural Relevance (Bottom 20% Of Brands)

## IS A BRAND THAT...

Contributes to a conversation

51% ↑

30%

Is local

65% ↑

30%

Has a good reputation

84% ↑

61%

Is authentic

62% ↑

37%

Is friendly

73% ↑

42%

I would pay more for

29% ↑

12%

Mexico, general population, n=751

Q: How would you describe [insert brand] based on the below?

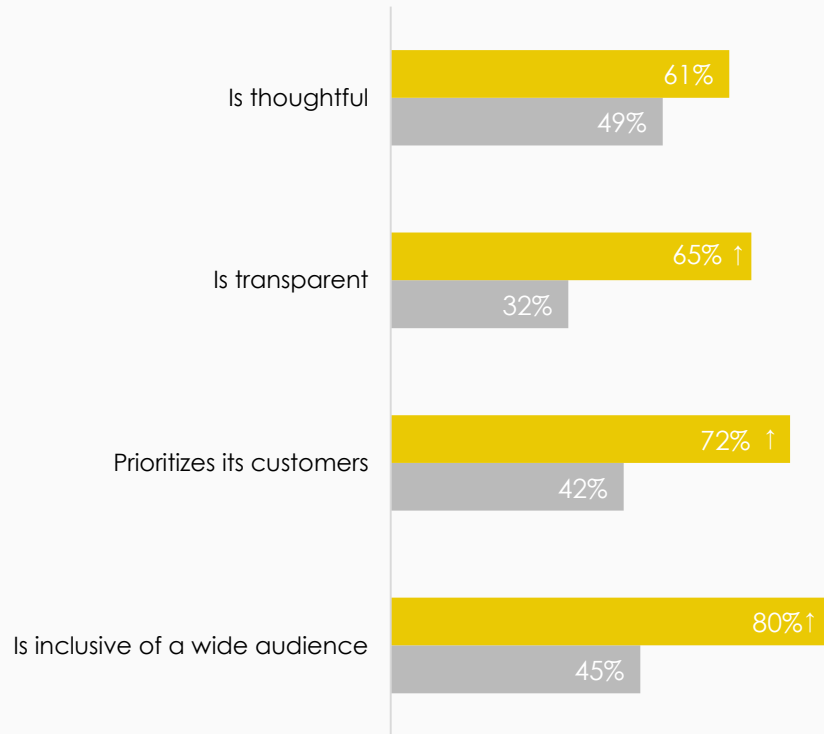
↑: significant difference between high cultural relevance and low cultural relevance brands at 90% confidence.

# Brands With High Cultural Relevance Demonstrate Care For Their Consumers And Community

Brand Attributes by Cultural Relevance - % Agree

■ High Cultural Relevance (Top 20% Of Brands)  
■ Low Cultural Relevance (Bottom 20% Of Brands)

IS A BRAND THAT...



Mexico, general population, n=751

Q: How would you describe [insert brand] based on the below?

↑: significant difference between high cultural relevance and low cultural relevance brands at 90% confidence.

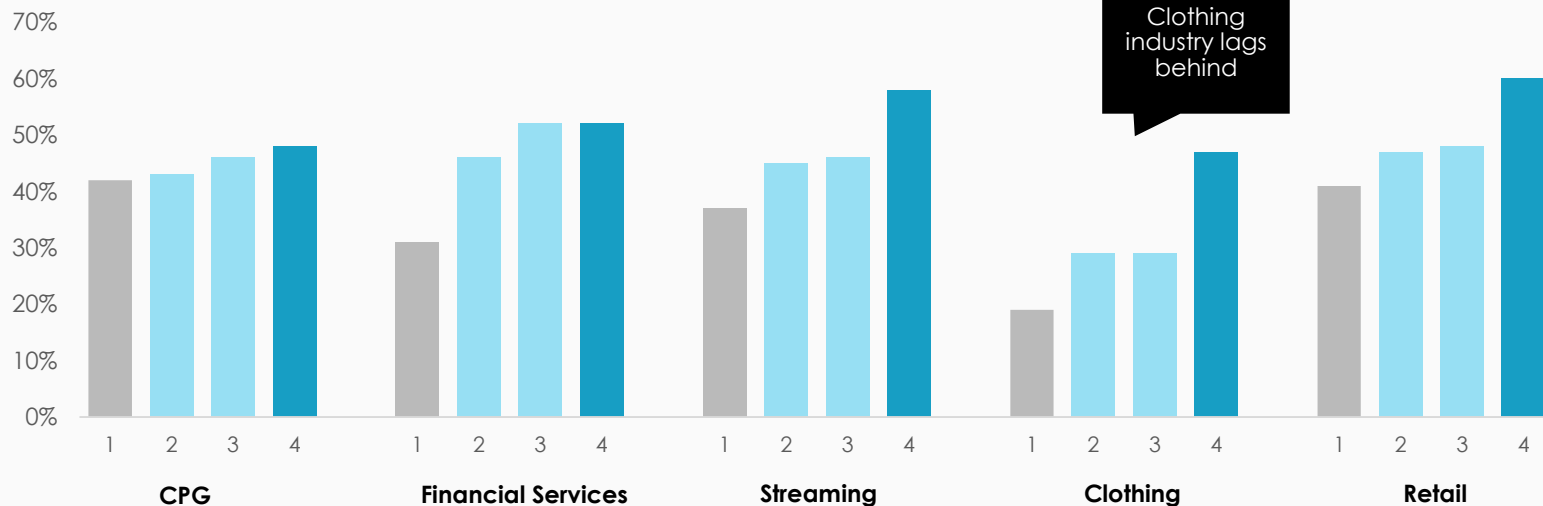
# Leaders Exist In Every Vertical... But So Do Opportunities For Competition

Culturally Relevant Brands by Vertical - % Agree

■ Front Runner

■ Middle of the Pack

■ Lagging Behind



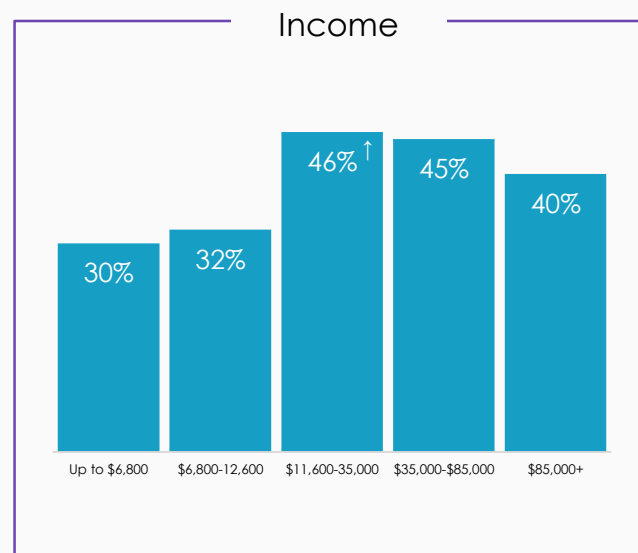
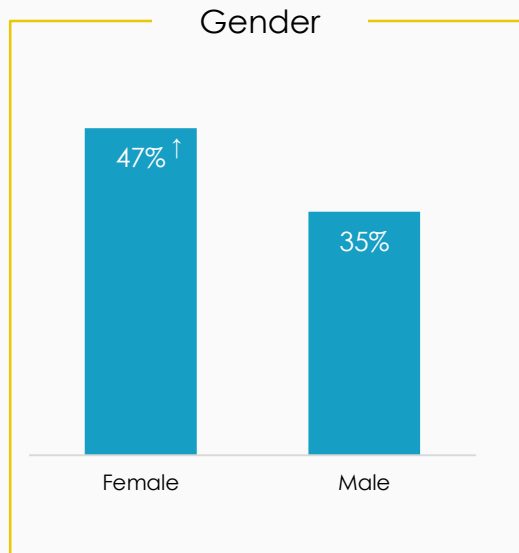
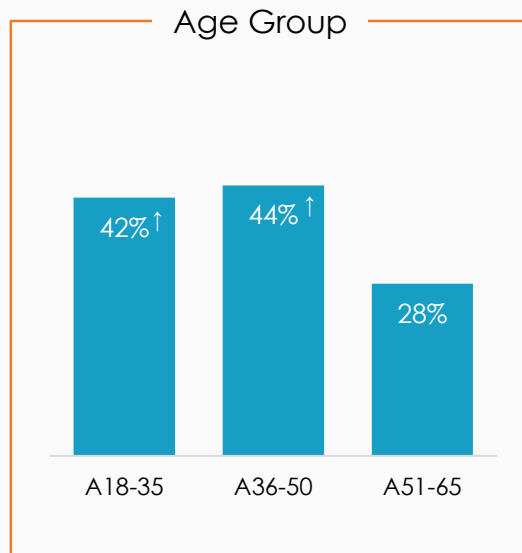
# Identifying The Excited

What sets the excited apart?



# Consumers Excited About Culture Are Young, But Not Necessarily Lower Income

% Who Are Excited



Mexico, general population, n=751;  
A18-35 n=418, A36-50 n=213, A51-65 n=120

Male n=374, Female n=373

Income > M\$ 85,000 n=54, M\$35,000-85,000 n=183, M\$11,600-35,000 n=298, M\$6,800-11,600 n=118, M\$6,800 n=70

Q: How excited are you about cultural events, trends and social issues?

↑: significant difference between indicated category and lowest category in field at 90% confidence.

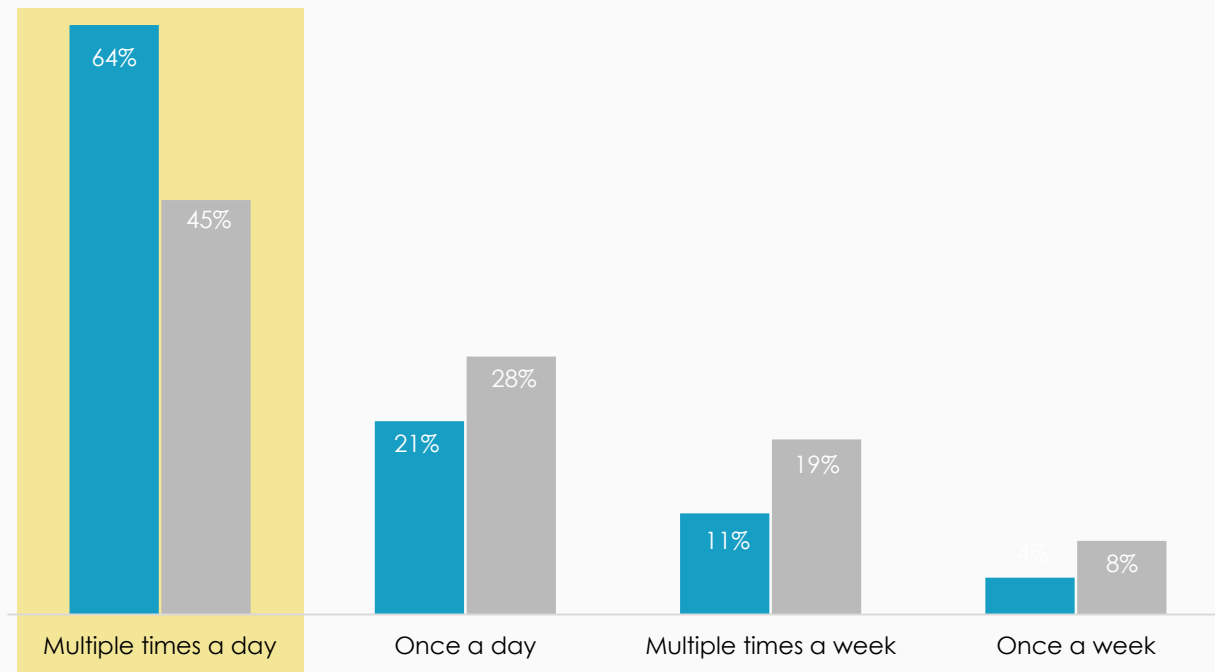


# Consumers Excited About Culture Regularly Turn To Twitter

% Excited Twitter Users by Frequency Of Visit

Excited Consumers

Not Excited Consumers





# Donations

Should brands reveal how much they are donating?

# To Understand If Revealing Donation Details Has An Effect On Brand Favorability...

We showed participants a hypothetical scenario involving a particular brand, donation value, and cause and asked them to rate brand favorability.

- A variety of brands were tested, with donations to various causes
- 80 scenarios were tested, but each participant rated only 1 scenario



# Consumers Favor Brands That Show A Donation Amount

Brand Favorability By 'Donation Amount Shown' vs. 'Donation Amount Not Shown'

\*Each participant rated only 1 donation scenario



Donation Amount Shown



Amount **NOT** Shown

>

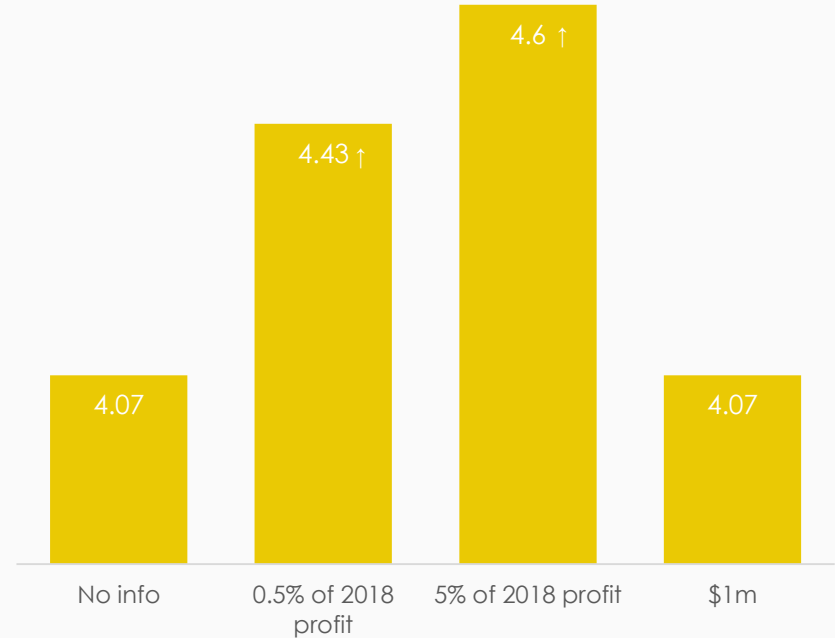
**7% Increase in brand favorability**, "donation amt shown" v. "amount not shown"

# When Brands Mention A Donation Amount, A Higher Amount May Influence Brand Favorability

**Brand Favorability By % Donation Amount** - Estimated favorability from 5

\*Each participant rated only 1 donation scenario

Mexico is the only country to exhibit different perceptions based on donations of those tested (Brazil and UK)



# What Do Consumers Think About When Brands Get Political?

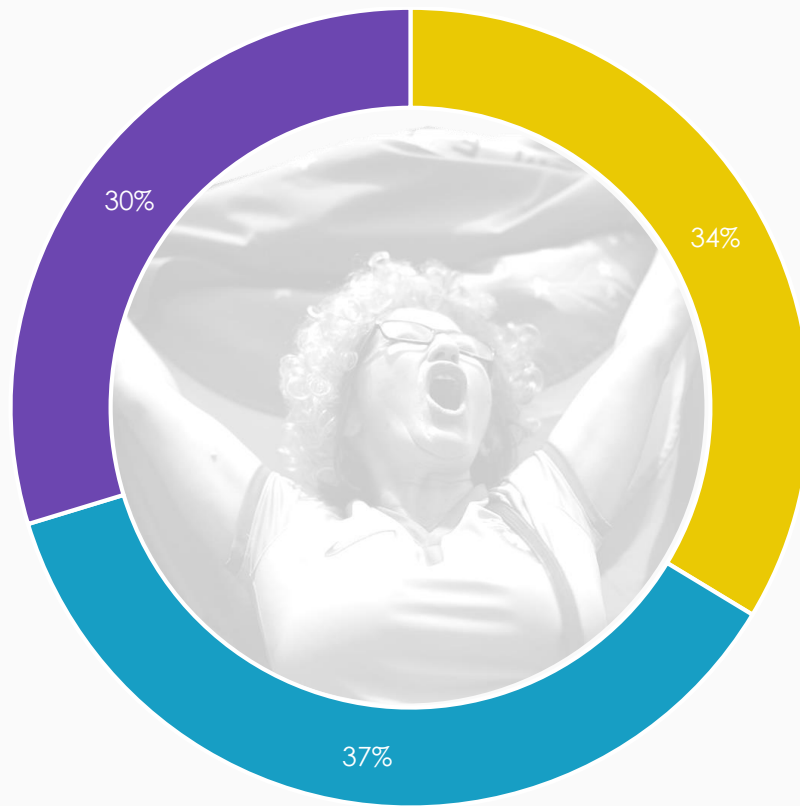




# About 1 in 3 Consumers In Mexico Believe – More Brands Should Take A Political Stance

% On Brands Taking A Political Stance

- More Brands Should Take a Political Stance
- Fewer Brands Should Take a Political Stance
- I Do Not Care Either Way If Brand Takes A Political Stance



# In A Time When Politics Is Everywhere, Some Consumers Believe Taking A Stand Is Necessary

Consumer Opinions on Brands  
Taking a Political Stance



"To support more  
people."

"So they can  
be more  
responsible."

"They need to be more  
aligned with their clients to  
have more empathy with  
their needs."

"Because it would be good for them  
and good for everyone."

"Today it's very important to be politically active and not be indifferent to  
global problems."

# On The Other Hand, Some Consumers Want Any Escape They Can Get—and Think That Brands Getting Political Are Just Trying To Curry Favor

Consumer Opinions on Brands Taking a Political Stance



"It could complicate relations with their clients."

"Because they should be more independent."

"Because it divides the country."

"There could be conflicts of interests."

"Brands should not use their power to influence the role of the people to make political decisions."

**When Deciding To  
Take A Political  
Stance, Brands  
Should Keep Their  
Audience In Mind  
And Engage In  
Ways That Are  
Relevant  
To Them.**



# Implications: Putting Culture Into Action

## 1

Today, consumers expect brand involvement with culture, particularly when it comes to cultural events. **In order to stay relevant and keep pace with competitors, brands need to keep culture in mind.**

## 2

While there are many ways for brands to become involved, one size does not fit all. **Brands should be thoughtful in their approach to ensure authenticity, and a demonstration care for their customers.**

## 3

To target culturally excited consumers, brands need to look beyond demographics alone. **They may be different demographically, but it is their media habits that separate the excited from the not excited.**

# Thank You

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