

Awaken to the Future Consumer: Diverse, Unapologetic & Connected

LaToya Christian

MANAGING PARTNER, CULTURAL STRATEGY & ANALYTICS, GROUPM

@_lchristian_

AWAKEN

DIVERSE,
UNAPOLOGETIC
TO THE FUTURE CONSUMER: & CONNECTED

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 [_lchristian_](#)

ETHNICALLY AND RACIALLY DIVERSE POPULATIONS GREW FASTER THAN TOTAL U.S.

288,378,137

325,719,178

+13%

TOTAL POPULATION GROWTH

88,548,224

117,997,740

+33%

MULTICULTURAL POPULATION GROWTH

2005

2017





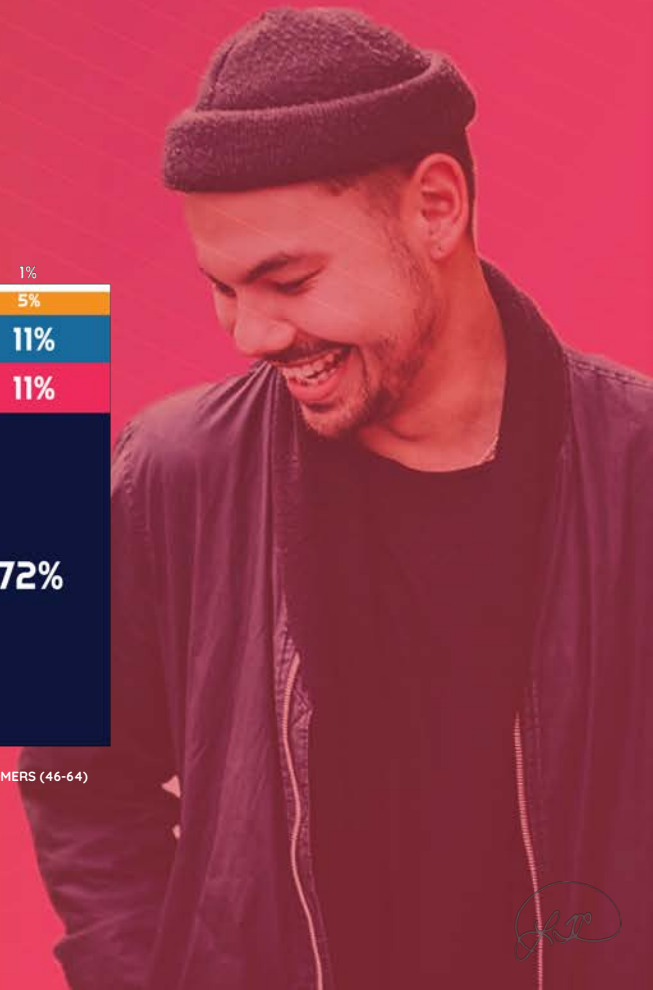
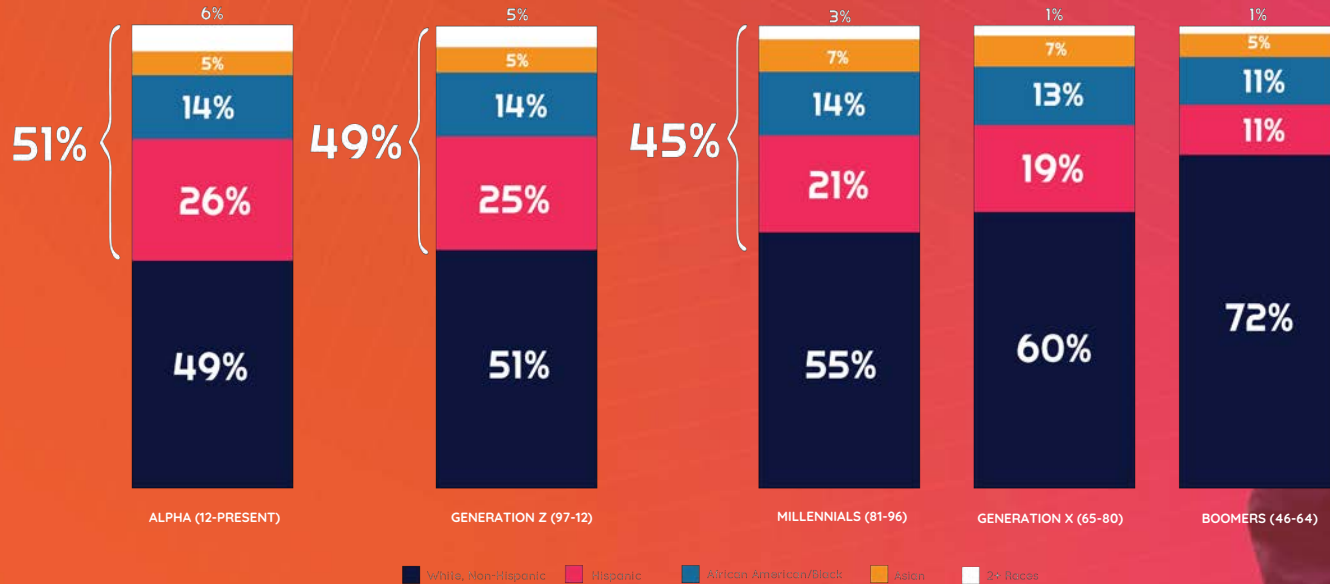
40%

of the US population
is multicultural

Of the **37MM**
people added to the
population, these
audiences accounted for

29MM

EACH GENERATION BECOMES INCREASINGLY DIVERSE



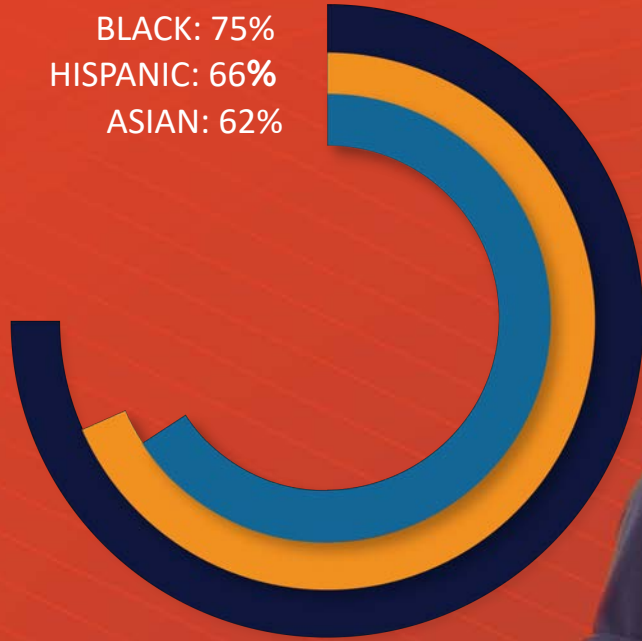
The background of the slide features two young women with curly hair, laughing joyfully. They are holding a flag that has a rainbow, a yellow star, and a red cross on it. The scene is filled with falling confetti, and the entire image is overlaid with a semi-transparent orange filter.

OVER 80%

of Gen Z's & Millennials
say that their cultural
heritage is important to
who they are as a person

DIVERSE AUDIENCES DON'T SEE THEMSELVES REFLECTED IN MEDIA

BLACK: 75%
HISPANIC: 66%
ASIAN: 62%





75%

use social media to express their views and opinions that they otherwise wouldn't be able to

50%

more likely to turn to social media when they have a problem with a business or brand



"Clearly this brand has no diverse representation at the table. "



"Lordy...that was pathetic."



"The child is beautiful, she deserved better. "



"I'd rather have no representation than racist representation."



"Pathetic."





“@Toyota great job with the #curlygirl representation.”



“Can we appreciate this @Target commercial with beautiful Hispanic women speaking Spanish.”



“I Love, Love, Love This Ad!”



“Sooo dope.”



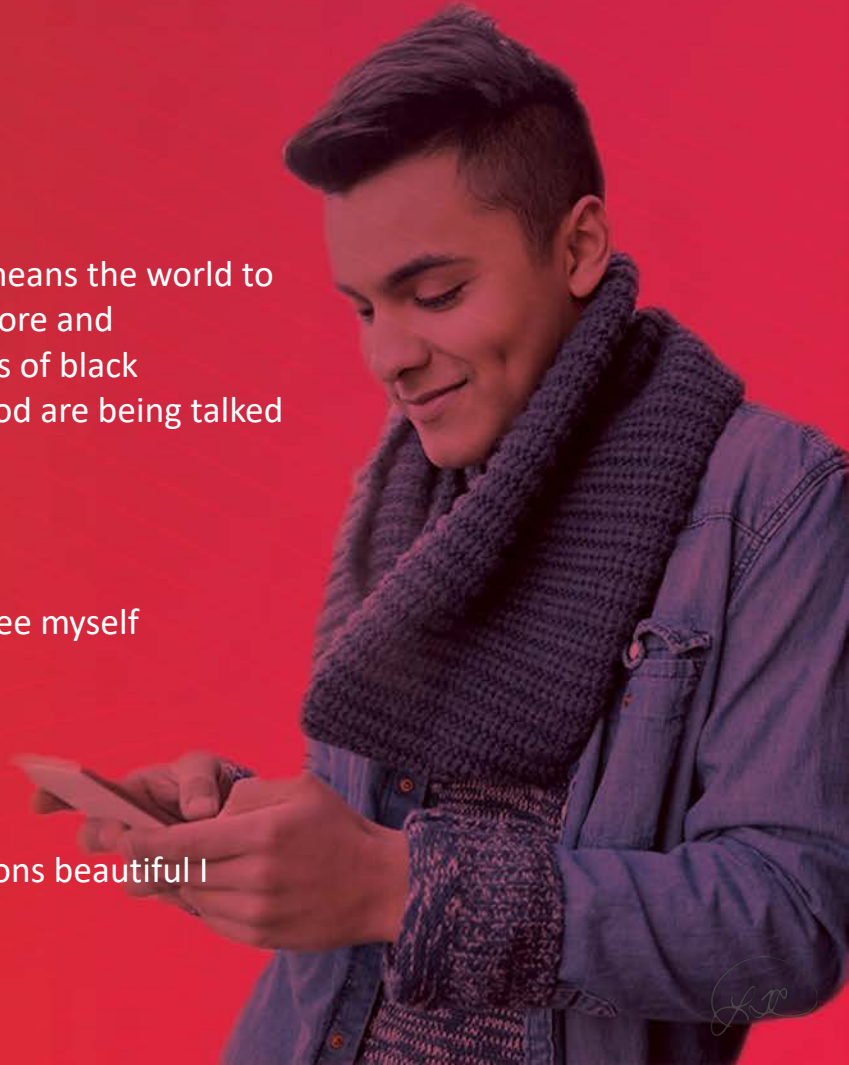
“It really means the world to me that more and more types of black womanhood are being talked about.”



“It's so nice to finally see myself reflected in media and commercials!”



“Congratulations beautiful I see you!”





OWN | ©

PRESENT



53+

Number of gender
identity terms

DRAG QUEEN Metrosexual SHE/HER
Genderfluid ZHE Demigirl
WE HE/HIM CISGENDER
Mx. Agender Genderqueer
THEY/THEIR/THEM Demiboy
ALIAGENDER NON-BINARY
INTERSEX Hirs/Sirs Pansexual
ASEXUAL X Gender
Demisexual Non-Conforming INTERGENDER





52%

of Americans are comfortable using a gender-neutral pronoun to refer to someone

55%

of Gen Z know someone who goes by gender neutral pronouns such as “they,” “them” or “zhe”



13 mentions

per min around the
topic of gender fluidity



13-18 yrs. old

are driving the conversation



73%

of social conversation
is positive



They



HOW TO WIN WITH RADICAL AUTHENTICITY

- ✓ Immerse Yourself In The Unknown
- ✓ Disrupt The Growth Strategy
- ✓ Account For The AND
- ✓ No One & Done
- ✓ Seek Out The Experts



THANK YOU



@_lchristian_



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Power to the People