

CIIM™ WORKS

AIMM's Cultural Insights Impact Measure™

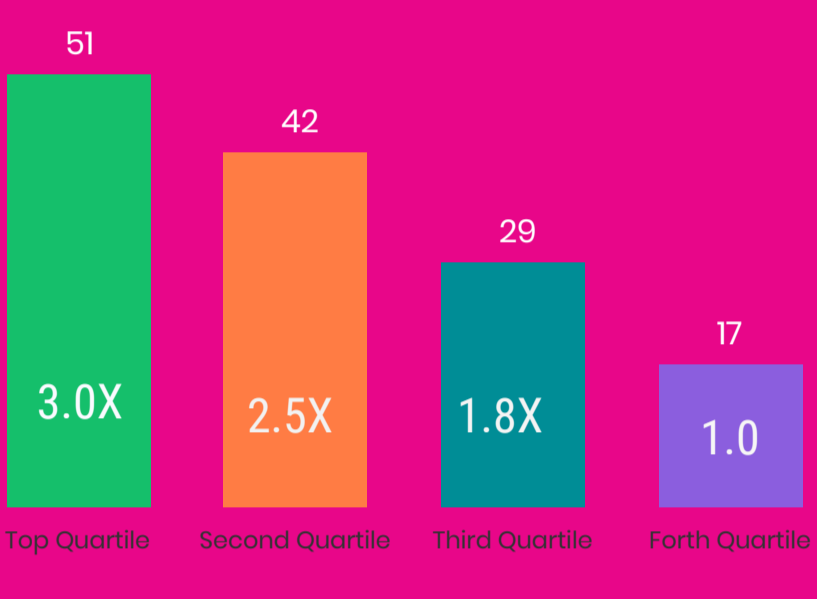
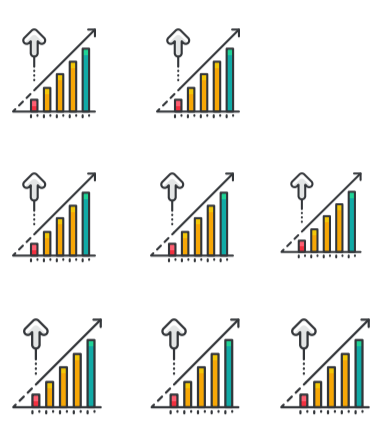
ADS INSIGHTS
edition 1.1



Culture Is Imperative To Business Growth

CIIM™ is an industry leading metric that validates the impact and effectiveness of cultural insights in ads and programming, making a direct correlation between culture and business performance.

- ✓ Enhanced Brand Perception **2X**
- ✓ Increased Ad Effectiveness **2-3X**
- ✓ Lift Purchase Intent **3.0X**



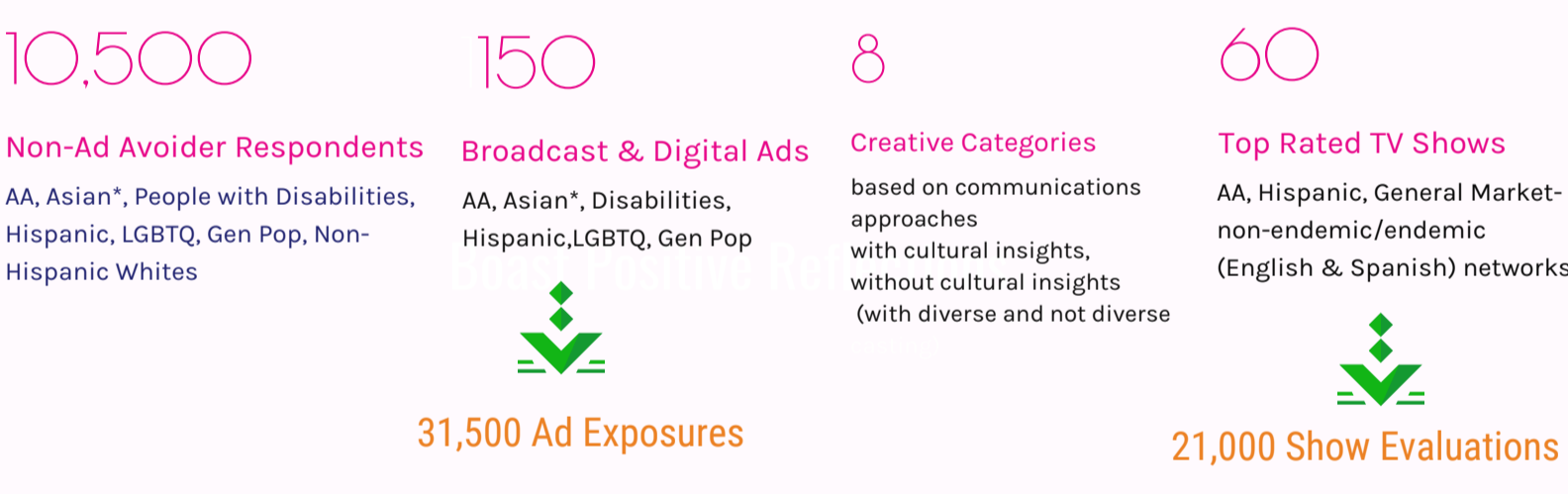
CIIM™ Ads rated in Top Quartile show **200% HIGHER PURCHASE INTENT** than ads rated in Bottom Quartile



- ✓ Acknowledge = Inclusion
- ✓ Respect of Cultures
- ✓ Highlight Cultural Values
- ✓ Authentic Portrayals
- ✓ Good Role Models
- ✓ Celebrate Culture
- ✓ Instill Cultural Pride



Study Methodology



Creative Categories Tested



#1 Culturally Nuanced

MULTICULTURAL SEGMENT OR GENERAL MARKET CAMPAIGNS WITH CULTURAL NUANCES &/OR IN-LANGUAGE, OR TRANSCREATION WITH CULTURE

#2 Not- Culturally Nuanced

- GENERAL MARKET CAMPAIGNS:
- ADAPTED/TRANSCREATED
 - WITH UNIVERSAL TRUTHS
 - WITH DIVERSE CASTING NO CULTURAL NUANCES
 - WITHOUT DIVERSE CASTING

#3 Inclusive/Identity

INCLUSIVE SEGMENTS OF ANY RACE, SEXUAL PREFERENCE OR ETHNICITY, INCLUDING LGBTQ, PEOPLE WITH DISABILITIES, OR STORYLINES THAT DISPLAY A STRONG GENDER SPECIFIC IDENTITY ROLE

Segments Assessed

- African American
- Asian English
- Asian/Chinese/Mandarin -2020 Wave
- Hispanic English
- Hispanic Bilingual
- Hispanic Spanish
- General Pop
- LGBTQ
- Persons with Disabilities
- Non-Hispanic White



Industries Represented

- Food & Beverage
- CPG Hygiene & Beauty
- Alcoholic Beverage
- CPG Other
- Automotive
- Services
- Causes
- Retail
- Restaurant
- Communications/Connectivity

16%
of Marketers

infuse culture into their Multicultural communications across all segments



Yet most believe they are reaching Multicultural and Inclusive segments effectively

AIMM in partnership with NBCU Universal and AIMM Member Companies developed CIIM™ to gauge the extend in which culture in ads and programming lift brand growth

