

Beautiful Beast

ISSUE 002



OMNISCULTURAL SERIES

Part 1: How brands can shift their thinking beyond demographics.

THE RISE OF OMNICULTURALS



Over the last few decades, the demographics of this nation have transformed, *but so have our concepts of culture.*

Ideas and conversations surrounding diversity, identity, and inclusion now dominate the modern discourse. And society is demanding the attention and perspective of brands on these topics like never before.

Because today, the power and size of multicultural audiences is undeniable. Combined, they account for 45% of the U.S.—with the Hispanic segment at the forefront of both size and growth.¹ By 2044 (or sooner) the majority/minority status of this nation is projected to flip—meaning non-White individuals will account for over half of the population. But this is only where the story begins.



While some brands are catching up to the obvious business opportunities with these audiences, many still fail to see the powerful potential to connect with them on a deeper level. To understand who these audiences are on the inside—not just the outside. To invest in long-lasting relationships rather than short-term spikes to the bottom line. And to forge authentic connections that reflect their humanity.

The problem is not necessarily that brands are leaving these segments behind. Today, the challenge is their approach. **Targeting “multiculturals” often results in treating each segment as a siloed opportunity rather than a flourishing ecosystem with complex interactions.** Oftentimes, brands make the business case for demographics but miss the emotional case for mindset. In other words, they have a sharp focus on size of the opportunity based on age, race and ethnicity, or income, but the human potential underneath is less defined. And they don't understand how culture seeds it all.



¹ Claritas: The 2024 U.S. Hispanic Market Report



Culture is something we cultivate, quite literally. It's a lifeform in and of itself. It grows. It takes on a shape of its own. Its roots—values, beliefs, norms, language, symbols, rituals—run deep. But the ways in which it blossoms are subject to how we nurture, feed, cross-pollinate, and harvest it. It doesn't live in a vacuum—it's influenced by the life that surrounds it. And just like nature, no individual expression is the same. Right now, we are seeing the rise of Omniculturalism...the people who are responsible for harvesting our modern culture. And it's who they are on the inside that counts.

Regardless of their demographics, Omniculturals are individuals that are open-minded, positive, influential, inquisitive, and proud. **They represent an emerging mentality of people with high attachment to their own culture but with high openness to other cultures.** They are highly sociable individuals who are proud to share their roots with others while at the same time having a fervent curiosity and an active desire to incorporate elements of other cultures into their lives. Even though some segments have a higher likelihood to fall into this mentality, its interest and influence extends across audiences to varying degrees. And they notice the difference between shallow tactics and meaningful communication from brands.





Through their cross-pollination of ideas, they create completely new mashups (like churro cupcakes). Through their desire to discover, they are drawn to cultural crossover icons (like Bad Bunny). And through their constant connection to technology, they turn a big world into their oyster. They eat foreign snacks to taste new flavors. They watch foreign content to see new places. They listen to foreign music to hear new sounds. **But actually, they would argue in today's world there is no such thing as "foreign."** They are pros at grafting the outside world inside. As one respondent in a recent research study BeautifulBeast conducted reflected:



"I think it's interesting to put yourself in other people's shoes and learn what they're accustomed to in their daily life. You might have never experienced it, but they've always experienced it, so, maybe just trying their food or how they travel. I think that's interesting."

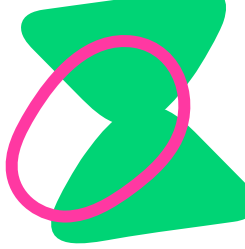
—Omnicultural Hispanic Male, Gen Z, Los Angeles

They recognize the power of discovering who they are through exploring the world. And this journey provides authenticity and fulfillment that is rare to find. They wander, they learn, they grow, they express, and *they transform the rest of us* in the process.

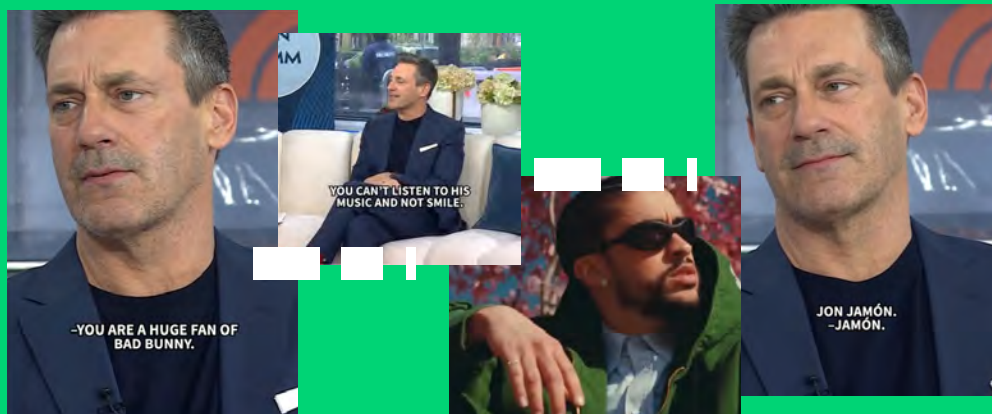
BeautifulBeast wants to offer a lens to the world through their eyes. So, we're introducing The Omnicultural Series—an exploration of this mindset and how brands can authentically connect to those who embody it. This five-part series will investigate a variety of layers including the size and power of this mindset, how it interacts and influences the broader culture, how brands can link to it, and what they expect from brands. Join us as we dig into what's inside.



KEY CONSIDERATIONS



- * Demographics are only the beginning to help expand your market opportunities and reach your business objectives. So while many projects start there—they shouldn't stop there. Always target the consumer mindset to connect with them authentically and emotionally. Let the demographics fall out naturally.
- * Cultural connections can't flourish in a silo. Start thinking about audience opportunities in a more cohesive way, but that doesn't neglect the nuance. Forging genuine bonds with Omniculturals is the way to start.
- * Omnicultural consumers are paying attention like never before. Don't dabble in and out of contact with them or try to make shallow communication shine. Investing in genuine messaging that connects emotionally will foster loyalty during an age of cancel culture.
- * Effective communication goes beyond translation—it requires transcreation. There is complexity to message, tone, and dialogue that need to be considered. Partner with cultural experts who can help you navigate through it all.



Bad Bunny is simultaneously awakening pride within his Puerto Rican fans while also attracting admiration and loyalty from audiences of all backgrounds—including people like Jon Hamm.

Beautiful Beast

ISSUE 003



OMNICULTURAL SERIES

Part 2: Revealing the
power of Omniculturals.

THE OPPORTUNITY

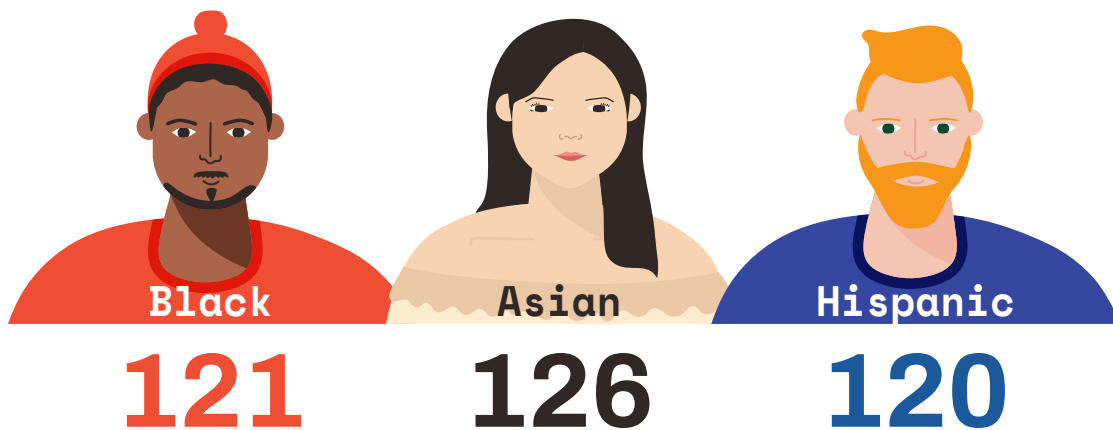
Omnicultural consumers today are cultivating a flourishing ecosystem that is shaping our future.

Their cultural pride and curiosity are simultaneously bringing humanity together while also celebrating individuality. BeautifulBeast is offering a lens to the world through their eyes in this five-part series.

In Part One we introduced the rise of the Omnicultural mindset. And in Part Two, we'll showcase how this opportunity has a size, power, and influence that are worth our attention.

BeautifulBeast has built a proprietary method to define (and recruit) this audience that is mindset centric. We've isolated a spectrum of cultural attitudes where, through various levels of agreement, respondents fall into the Omnicultural segment.

Using this technique, we've discovered that Omniculturals are a force to be reckoned with. There are 178M Omnicultural adults in the U.S., representing 68% of the 18+ population.¹ And while the inputs of this segment are derived from mindset rather than demographics, their Multicultural composition is highly concentrated. In fact, Multicultural adults represent 48% of the segment—compared to 40% of the total 18+ population.¹ Likelihood to fall into the Omnicultural segment per race/ethnic group is as follows:¹



(Index represents adult sub-segments compared to Total U.S. 18+ Population)

Even though NHW adults hold a slight edge with the majority, it won't stay that way for long. Considering the current growth of Multicultural groups under 18, the majority/minority status of the Omnicultural segment will surely flip well before the nation's does (projected to take place by 2044 or sooner).² Regardless of their background they are connected to culture in ways that are uniquely different from older generations, as Millennials and Gen Z over 18 represent the majority of the segment (55%).¹

¹ 2025 Spring MRI-Simmons USA

² Claritas: The 2024 U.S. Hispanic Market Report

Given their unique composition, it's no surprise that Omniculturals are paying attention to what brands do. They are more likely than the average U.S. adult to like looking at advertising and believe that brands that are advertised are better in quality than the ones that aren't.¹ 64% agree that it's important for companies to create advertising that is culturally diverse in order to stay relevant.¹

So, it's vital brands begin to pay attention to Omniculturals. Young and diverse audiences don't just expect more from brands—they demand it. 65% of Blacks and Hispanics aged 13-49 *pay more attention* to brands using in-culture and “authentically” diverse ads—66% are more likely to *buy* from the ones that do, and 64% are more likely to *trust* them.³

“Gen Z Hispanics are more likely to be exposed to different cultures and viewpoints than previous generations, which has made them more critical of brands and companies that they feel do not represent their values.”⁴

Because the segment is mindset-centric, targeting Omniculturals allows brands to connect authentically with specific groups, yet also be inclusive of the broader segment—which, as described above, is a huge proportion of the nation.

By targeting Omniculturals, BeautifulBeast has discovered they serve as a bridge between nuanced communications and large-scale brand communications that have longevity across audiences (more to come in Parts Four and Five).



To illustrate the ability for nuance, let's examine the largest Multicultural segment within: the 38M Omnicultural Hispanic adults. Over three-fourths of these individuals love to share their Hispanic heritage with their non-Hispanic friends. They are more likely to feel that their Hispanic heritage is an advantage in life than the average Hispanic adult. And although 72% of U.S. Hispanics speak English proficiently (representing a 13% increase over two decades),⁵ Omnicultural Hispanics have a stronger desire to maintain the Spanish language. 69% of Omnicultural Hispanics agree that speaking Spanish in their home is a high priority.¹ In fact, their Spanish inclinations are higher across the board—they are more likely to listen to audio, visit websites, or communicate on social media in Spanish.

³ 2024 Hispanic Market Guide

⁴ 2023 Hispanic Sentiment Study

⁵ Pew Research

As a self-described gringo married to a Venezuelan, Bryan Green turned his everyday cross-cultural observations into a space where both Americans and Latinos see themselves. His stories about family, parties, and even his evolving sense of style create a cycle of influence built on humor, curiosity, and shared identity. The conversations he sparks create a back-and-forth with followers, deepening understanding across cultures.

@bryanwgreen



But it's the dynamic that exists within the Omnicultural mindset across audiences that makes it so rich. Their hobbies, behaviors, and interests reveal a breadth of experiences that are impactful. 79% agree their love for music allows them to connect to people across generations.¹

63% agree travel is another huge passion—they're 25% more likely to strongly agree traveling to foreign places is a great way to learn about other cultures.¹ As one respondent in a recent research study BeautifulBeast conducted reflected:



"Part of traveling is trying to immerse yourself in culture...whatever is native to the culture. Something you couldn't find at home."

—Omnicultural Hispanic Female, Millennial, Los Angeles

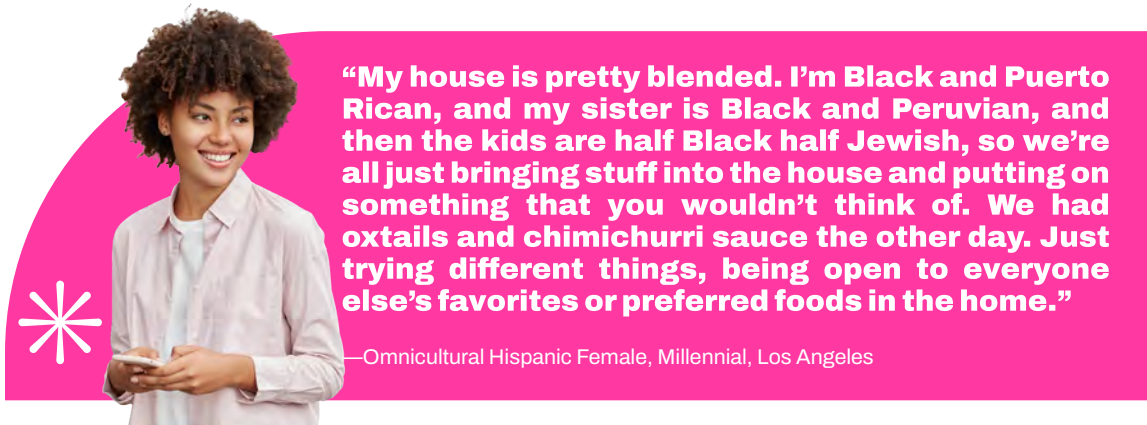
They take these and other experiences (gaming, technology, cooking for fun, and more) to expose themselves to the world—and share that world with others.

In fact, their cycle of influence is like none other, and it spreads across dimensions. Omniculturals are more likely than the average U.S. adult to have people come to them for advice before buying new things, to be influenced by what's "hot and what's not," to have their friends' opinion of a store influence whether they shop there, to share their opinions about products by posting reviews and ratings online, to have social media influencers impact the brands they buy, and to even claim that their children have a significant impact on the brands they choose.¹





This influence happens both in and outside of the household. Omniculturals are more likely to have diverse groups of friends and live in households that are multi-generational and/or blended in a variety of ways. As our respondent described:



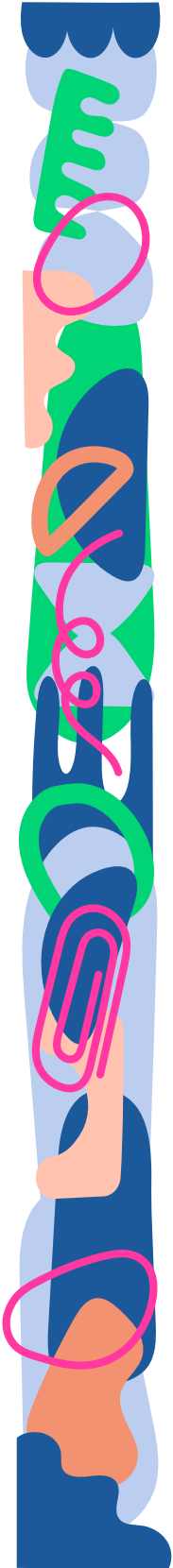
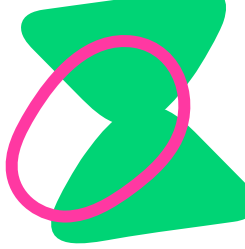
“My house is pretty blended. I’m Black and Puerto Rican, and my sister is Black and Peruvian, and then the kids are half Black half Jewish, so we’re all just bringing stuff into the house and putting on something that you wouldn’t think of. We had oxtails and chimichurri sauce the other day. Just trying different things, being open to everyone else’s favorites or preferred foods in the home.”

—Omnicultural Hispanic Female, Millennial, Los Angeles

Through their human connection, shared experiences, and cycle of influence, **Omniculturals act as fertilizers to our living, breathing, and ever-evolving culture.** Their existence thrives on both sides of the harvest—**both reaping and sowing the seeds that will shape our cultural ecosystem.** And their size will scale their impact in powerful ways. They deserve to be recognized.



KEY CONSIDERATIONS



- * Targeting the Omnicultural Mindset is a way to expand your brand's opportunity beyond demographics. Reaching them will help brands cease siloed communication efforts and encourage cohesive messaging across segments.
- * Reaching Omniculturals will address the current environment of high consumer expectations and demand that brands communicate through culture. The size and potential of the Omnicultural mindset are large and should not be ignored.
- * Omniculturals serve as a bridge between nuanced segments and broader opportunities because the segment is derived from mindset. Don't risk alienating one audience for another or water down brand messaging in a way that neglects nuance.
- * Authentically connecting with Omniculturals requires expertise in both culturally specific insights and executions. But it also requires a partner with a larger vision of how those culture-first nuances connect to the larger human story and how your brand navigates between the two.

Beautiful Beast

ISSUE 004



OMNICULTURAL SERIES

Part 3: Revealing the humanity
behind Omniculturals.

THE MINDSET

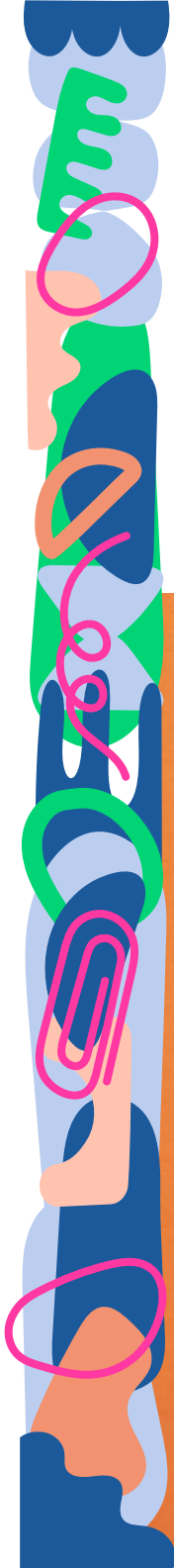


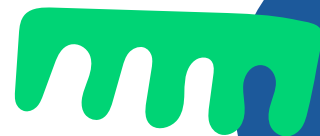
Omniculturals enjoy human connections, shared experiences, and cycles of influence that continually fertilize our cultural ecosystem.

Their hobbies, behaviors, and interests reveal a breadth of experiences that feed off each other and evolve our modern world today. BeautifulBeast is offering a lens to the world through their eyes in this five-part series.

In Parts One and Two, we've demonstrated the opportunity for brands to connect to them as an alternative to the siloed approach often taken to reach multicultural audiences. This allows brands to build cohesive communications that aren't scattered across demographic lines. Most importantly, it allows them to build authentic and lasting relationships with them.

We've mentioned Omniculturals are individuals that are open-minded, positive, influential, inquisitive, and proud. But in Part Three we're going to dive deeper into this mentality and explore the dynamics within. Because it's who they are on the inside—not the outside—that brands need to consider above all. These traits have the potential to powerfully link messaging to emotions.





We conducted a thorough audience analysis, including running this proprietary audience against over 1,000 attitudes, passion points, and behaviors as well as collecting insights from qualitative research. Through our investigation, we have discovered four core pillars that showcase the Omnicultural outlook on life:



Connection:

They are connected to their loved ones, their community, their culture, and their sense of self. To illustrate their desire for connection: They are more likely to agree their cultural heritage is important to their identity, to feel it's important to share their opinions with others, to connect to their friends and family over passion points (like music), to enjoy entertaining in their home—while using food to bring their loved ones together in those moments and to feel confident in who they are.



Preservation:

They seek to preserve their heritage, traditions, wellness, society, and planet. To illustrate the importance of preservation: They are more likely to agree their cultural traditions are vital to pass down to their children, to believe working for the welfare of society is important, to desire to preserve nature and the world around them, to care for themselves—like seeking products that improve their mental well-being or to make sure they take time for themselves every day.



Creativity:

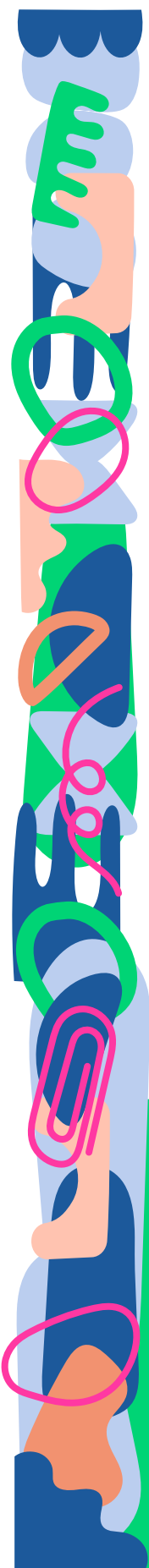
They enjoy pursuing self-expression through music, food, entertainment, style, and other hobbies that are intrinsically meaningful. To illustrate their outlet of creativity: They are more likely to consider themselves imaginative, apply their creativity across extensive hobbies like music, cooking or home décor, and to follow the arts on social media.



Discovery:

They're hungry to learn, travel, explore, experience, dare, expand, and challenge their full potential. To illustrate their eagerness to discover: They are more likely to enjoy learning for fun, to challenge themselves by doing new things, to consider themselves adventurous, to use travel as a means for exploration—by going places they've never been or trying local cuisine, to seek out risk and believe life should be as fun as possible.



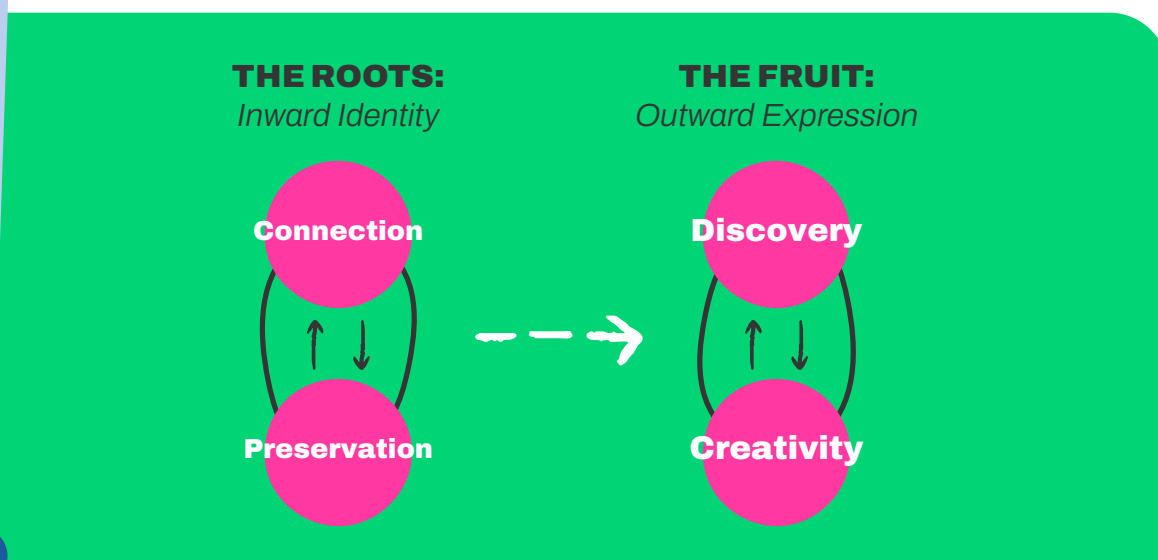


But what's most interesting is the fact that these pillars interact in dynamic ways. For example, two of these pillars represent core roots that anchor them the ground—a foundation that any flourishing ecosystem requires. Specifically, **the Connection & Preservation pillars tether Omniculturals to a strong sense of inward identity.** These roots—like cultural values, beliefs, norms, language, symbols, or rituals—serve as a strong bedrock to their sense of self.

In fact, their strong foundation is a critical distinction from much of today's discourse regarding identity and culture—specifically, the concept of fluidity. Because for Omniculturals, the more *connected* to who they are, the more they fight to *preserve* it. **This interaction actually *tightens* their sense of self rather than *loosening* it. In other words, it's not their core identity that's fluid—rather, fluidity emerges in how they choose to express it.**

In this way, Omniculturals are sparking a resurgence back to their heritage. But there appears to be something deeper going on within their psychology besides a curiosity about their past or desire to readopt traditions. **In other words, we believe this yearning for a strong sense of inward identity is the “why” behind retroacculturation.** And we believe this is something often missing in the world today. Because when humans lack strong roots, it can be challenging to grasp a sense of reality, truth, or direction. Our fast-paced lives and the exponential growth of technology leave us constantly overstimulated, overwhelmed, confused about truth, and often directionless. This is a societal tension that Omniculturals have the key to solve, making it critical for brands to never ignore making authentic cultural connections with them.

But there are even more fascinating interactions taking place in their mentality. Interestingly, these anchors to identity don't tie them down or suppress growth—they actually nourish a hunger for more. **With a strong foundation, their ever-evolving sense of expression can fully blossom. Omniculturals produce a vibrant environment of self-expression, and the Creativity and Discovery pillars are the fruits.** These fruits—like passions, hobbies, interests, relationships, adventures, and challenges—are what make their outward expression beautiful, attractive, and influential to the world around them.



In this way, Omniculturals are adding their own style to the future. This is where concepts of fluidity, code-switching, and exploration become an essential part of their story. This is where cultural curiosity, cross-pollination, and cultural crossovers grow into something greater. And this is where a true celebration of individuality occurs. **The more they discover, the more they creatively incorporate new things into their lives.** As a few respondents in a recent research study BeautifulBeast conducted reflected:



"I'm always the first to try something in my friend group."

—Omnicultural Black Female, Millennial, Los Angeles

"I just want to enjoy experiences, I'm trying to get out of my comfort zone, just being bold about it."

—Omnicultural White Male, Millennial, Los Angeles



"[Trying new things makes me feel] excitement. Hoping that it's good. You're kind of risk taking, you don't know what you're in for, but, why not?"

—Omnicultural White Male, Millennial, Los Angeles

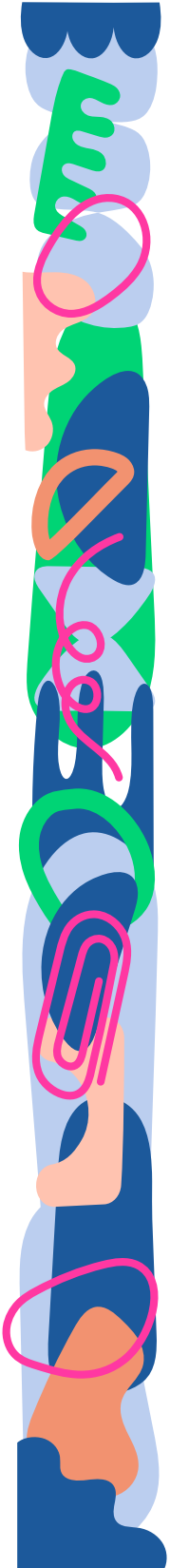
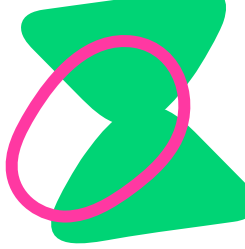
This is the magic of our cultural ecosystem—and Omniculturals are constantly breathing fresh life into it. These exchanges are how Omniculturals are inspiring, leading, influencing, and transforming the rest of us. And when brands co-create with them, they can be intrinsically linked to their story.

***Click here to read
BeautifulBeast's For The Culture
piece for more information***



The Omnicultural audience is shaping our tomorrow with every passing day. Only time will tell what they'll unearth for the rest of us—and how your brand can grow with them.

KEY CONSIDERATIONS



- * There are four core pillars that make up the Omnicultural Mindset, and your brand can connect to them. Consider the emotions each pillar can unlock to forge strong relationships with them.
- * Omniculturals have a strong sense of inward identity. Never underestimate their sense of self or depth of authenticity. Shallow communications will make them question how much your brand truly understands them.
- * Omniculturals have a need to outwardly express themselves. Never stifle their individuality or put them in a box. Communications that speak at them, instead of co-creation with them, could make them feel cornered.
- * This mindset is prominent among all Omniculturals, but should be uniquely adapted to your brand's audience. Partner with cultural experts who can know what to dial up or dial down, considering the category context, demographic requirements, brand DNA, tactical mandates, or any other factors unique to your business.

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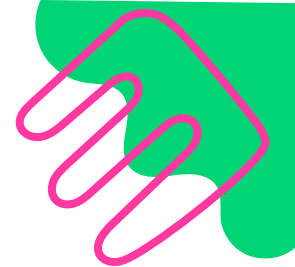
ISSUE 005



OMNICULTURAL SERIES

Part 4: How Omniculturals are the bridge to connect audiences together.

THE BRIDGE BETWEEN AUDIENCES



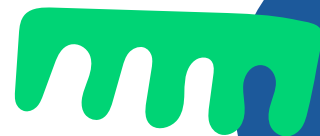
Our concepts of culture are being transformed by the rising power of **Omnicultural consumers**, who have a **strong sense of identity** and **blossoming sense of self-expression**. BeautifulBeast is offering a lens to the world through their eyes in this five-part series.

In Parts One, Two, and Three, we've revealed who they are, explored their growing influence, and unpacked their mentality in detail. Specifically, we showcased how their four key mindset pillars come to life:

- * **Connection:**
They are connected to their loved ones, their community, their culture, and their sense of self.
- * **Preservation:**
They seek to preserve their heritage, traditions, wellness, society, and planet.
- * **Creativity:**
They enjoy pursuing self-expression through music, food, entertainment, style, and other hobbies that are intrinsically meaningful.
- * **Discovery:**
They're hungry to learn, travel, explore, experience, dare, expand, and challenge their full potential.

In Part Four, we'll show how **Omniculturals can serve as a bridge that can help brands connect things together**. Let's explore some of these links.





Omniculturals are a bridge for people to discover brands. With Discovery as a core trait of the segment, it's no surprise that people look towards Omniculturals to find new products, brands, and ideas. A majority of Americans (57%) claim that a huge influence on their brand preferences and choices comes from multicultural and diverse people—who are more concentrated in the Omnicultural segment. And this influence skyrockets with Gen Z consumers, known for their historic diversity, to 81%¹. As one respondent explained to us:



“Typically at regular grocery stores, they have like a Hispanic section or Asian section, so, I'll go there and see if there's anything new.”

—Omnicultural Female, Gen Z, Los Angeles

Omniculturals can build a bridge between your brand and culture. It's clear many have a strong desire for brands to communicate to them through culture. If your brand is not, the repercussions to both brand perception and sales can be damaging. For example, 84% of Hispanics agree that if a brand plays a positive role in their community, they are more *favorable* to that brand, and 83% agree they are more likely to be *customers* of that brand.² Yet 67% of Hispanics remain frustrated by brands that treat people like them as an afterthought—which has increased by 5% since 2020.³ These desires and frustrations are spread across segments and are heightened with the diverse Gen Z and Gen Alpha segments, making this expectation from brands ubiquitous—not just tied to one group.

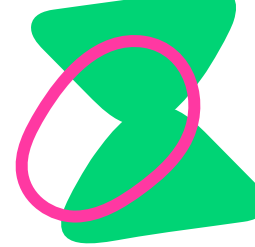


Omniculturals can be a bridge that link disparate audiences together. When brands treat segments individually—not holistically—they miss the bigger picture. For example, your brand may see various opportunities with 1st Generation Hispanics, Gen Z, Blue Collar Workers, or Moms, but may fail to see how they can all be connected together. And when each opportunity is treated as a silo, common questions arise: How can we reach a new audience without abandoning our core consumers? How can we ensure our brand stays consistent across messaging to different cohorts? How can we communicate to a specific culture if our brand didn't originate from it?

¹ Direct Digital Holdings: Cracking the Code: How Multicultural & Gen Z Reshape Mainstream Marketing

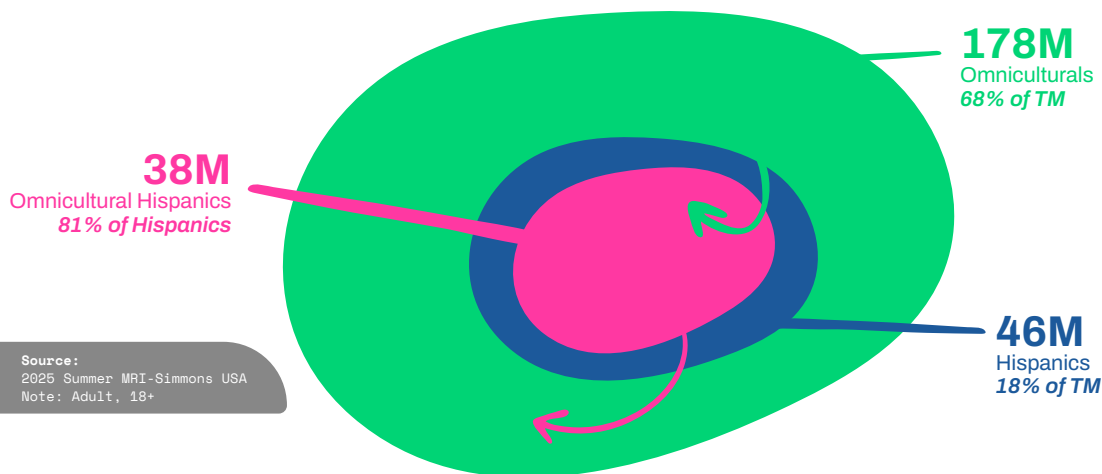
² WAAH/Nielsen Hispanic Sentiment Study 2023

³ Hispanic Marketing Council 2024 Hispanic Market Guide



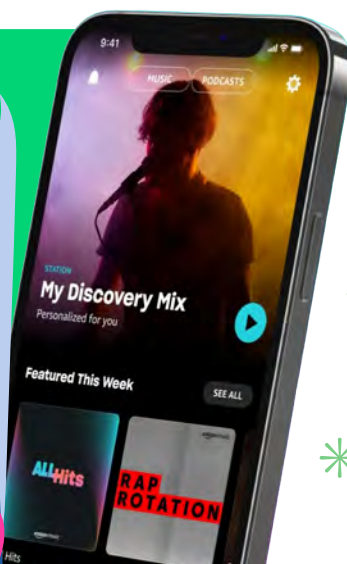
The answer: targeting the Omnicultural Mindset creates unity.

This is why BeautifulBeast sees the Omnicultural Mindset as a powerful bridge that can connect insights across the demographic spectrum. By incorporating this mentality into our targeting, we develop strategies and creative executions that are nuanced *yet* inclusive, precise *yet* far-reaching, and culture-specific *yet* relatable. The below chart illustrates how the bridge can navigate these opportunities, using the Hispanic segment as an example.



Below is an example of how targeting the Omnicultural Mindset can be put into practice:

Amazon Music:



How the Omnicultural Mindset connected *all* Latin music fans together.

In 2022, Amazon Music wanted to bring new Latin music listeners to their platform. They wanted to “Go Big on Hispanic and Youth Audiences” and continue to entertain and delight key audiences with a unique campaign that artists and fans would never forget.

But Amazon Music had two disparate audiences:

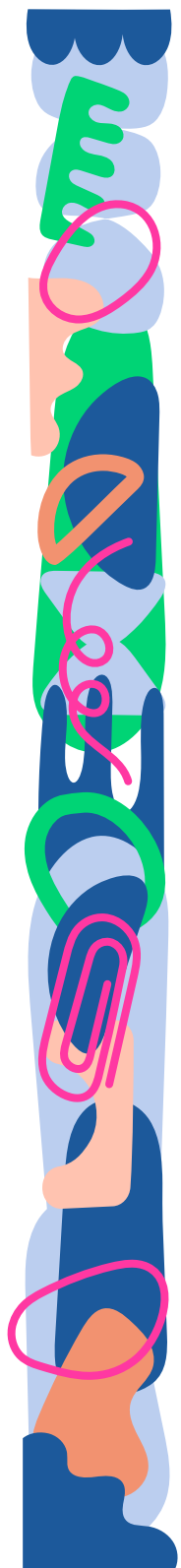
- * **Hispanics:** First-and second-generation Latinos were connected to new artists but also to the music from older generations, as it gave them an identity and a sense of belonging. Their Omnicultural Mindset was focused on *Connecting and Preserving* their culture. And *la música* kept them close to their family roots.
- * **Non-Hispanic Fans of Latin Music:** They shared an Omnicultural Mindset that didn't stop at music. They were focused on *creativity* and *discovering* new things. Their curiosity made them want to know more about Latin culture, its values, and its rich history.

The shared traits between these audiences revealed a core finding: Both audiences knew Latin Music is transcendent. It reaches across language, generations, and time. This led us to our core insight: Music is the ultimate unifier ...and *nuestra música unites a plethora of styles, rhythms, and history*.

From this, we developed the “*Here's to the Game Changers*” Platform. This positioned Amazon Music as THE streaming service that enables all listeners to discover new music from yesterday and today. We united ALL fans by bringing together our íconos across time. As a result, Amazon Music narrowed the gap of Unaided Awareness between the US Hispanic population and the US general population by 16.6%.



KEY CONSIDERATIONS



- * Omniculturals can serve as a bridge that can help brands connect things together. Targeting them can help make your brand more inclusive but also consistent across communications.
- * Don't risk diluting your brand with siloed messaging. By incorporating the Omnicultural Mindset into your target opportunities you can develop a cohesive strategy and creative message that have a consistent voice and tone.
- * Omniculturals can lead others *to* or *from* your brand. Ensure your efforts are genuine, authentic, and consistent over time.
- * The Omnicultural Mindset can connect disparate audiences together. Regardless of race, ethnicity, age, language, or geography, this mentality will help your brand develop insights that are hyper relevant and inclusive to all.
- * The Omnicultural Mindset can expand your opportunity beyond a segment specific customer base. It bridges the gaps and find commonalities that won't alienate your core audience.

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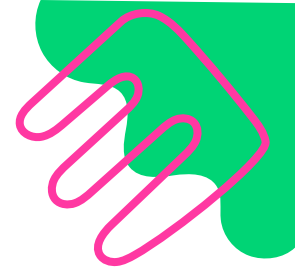
ISSUE 006



OMNISCULTURAL SERIES

Part 5: How Omniculturals are the bridge to link Latin American brands to the US.

THE BRIDGE BETWEEN TWO WORLDS



People often say their heritage places them between two worlds. But the time for arbitrary boundaries is over. Today, things are different. We live in a global world. One where your culture and mine are woven together, an immense tapestry that's still in the making. And Omniculturals are the ones who weave one thread into another. They make our culture a thriving ecosystem. BeautifulBeast is offering a lens to the world through their eyes in this five-part series.

In Part Four we demonstrated how Omniculturals are a bridge that can connect audiences together. But these connections aren't limited to our own culture in the US or its borders. In fact, Omniculturals love to explore the world without boundaries. And they would argue that in today's world, there is no such thing as "foreign." So while they're proud of their identity, they also love to discover new avenues of self-expression. This unique mindset discussed in Part Three makes them experts at blurring the lines and pros at grafting the outside world inside.

In Part Five, we will showcase how Omniculturals can also **serve as a bridge that connects global brands to the US**. Specifically, we'll demonstrate their unique desire to take inspiration from places like Latin America and infuse ideas, trends, and brands into American culture.

Expanding into the US market is an obvious next step for global brands to maximize their earning potential. And for many brands in Latin America (LATAM), the US Hispanic (USH) consumer is seen as a singular opportunity. This audience has...

- * **Incredible Size:**
1 in 5 Americans are Hispanic.¹
- * **Incredible Scale:**
The USH population is the 5th largest and the second fastest growing economy in the world.²
- * **Incredible Buying Power:**
The USH population's buying power is \$2.5T, growing at double the rate of NHs.³
- * **Incredible Growth:**
Hispanics will account for 92% of the nation's growth over the next 5 years.¹
- * **Incredible Value:**
The average Hispanic household has a remaining lifetime value of \$2.5M—significantly higher than projections for other groups.¹

¹ Claritas The 2024 Hispanic Market Report

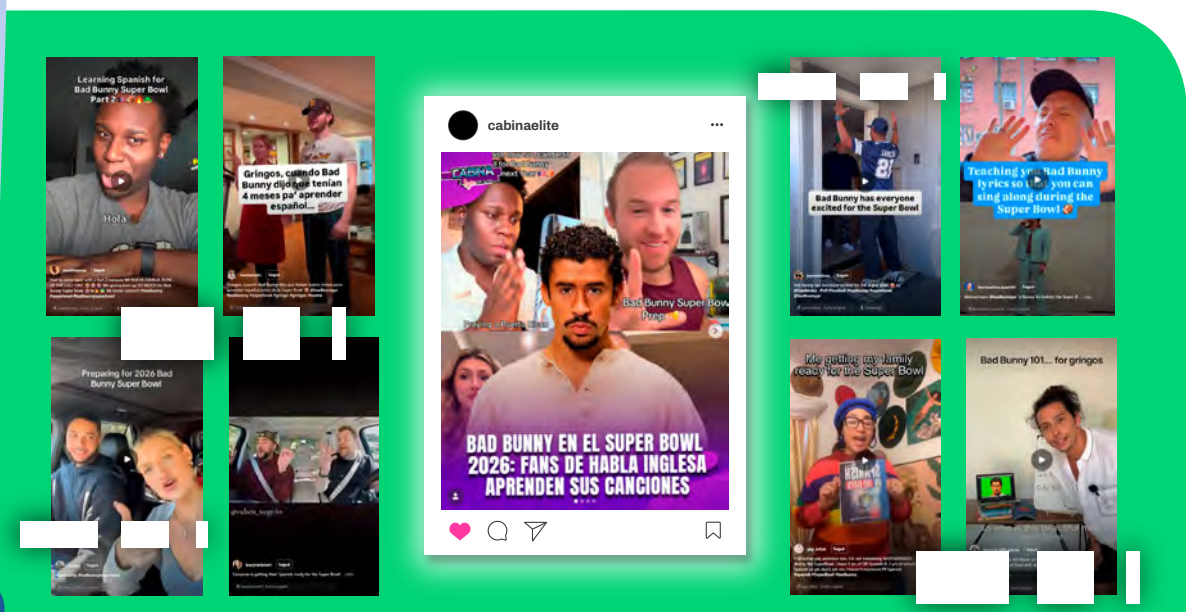
² CNBC

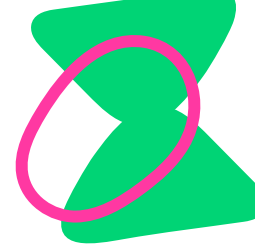
³ Scripps News

But beyond these powerful numbers, Hispanics are a natural step for LATAM brands simply due to their purchasing behaviors. Hispanics tend to be much more loyal than other consumers—especially when it comes to brands that represent their culture and heritage. They are more likely to look for brands from their countries of origin compared to NHs.⁴ And many could already be familiar with certain LATAM brands simply due to their own past experiences or from their friends and family back home.



However, some fail to see past the initial opportunity with USHs exclusively. They fail to see the rise of Omniculturals—a segment of 178M individuals with a mindset eager to Connect, Preserve, Create, and Discover. **Because of these traits, they expect authenticity from global brands and want these brands to infuse novelty and variety into their daily lives.** That's why many seek out content to watch from other countries, purchase subscription boxes to explore products from all over the world, or even learn a new language to enjoy music from their favorite global artists.





“It’s one thing to read about things in books but if you can’t get there you will do things like this to make you feel closer and connected to these places.”

—Omnicultural Black Female, Gen Z, Los Angeles

“There are a lot of big Netflix movies that aren’t originally in English but they have English voice overs so I find myself watching action movies from Spanish countries and things like that.”

—Omnicultural Black Female, Gen Z, Los Angeles

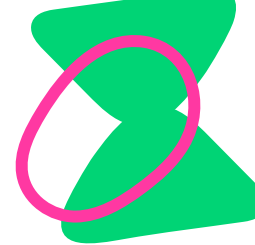


Omniculturals are hungry for a global world—one without limits, boundaries, or borders. One that speaks to their mindset, lifestyle, and dreams. And this presents a tremendous gateway for LATAM brands seeking to expand into the US. As mentioned in Part Four, targeting the Omnicultural Mindset helps brands be nuanced yet inclusive, precise yet far-reaching, and culture-specific yet relatable. **By targeting Omniculturals, LATAM brands can merge two worlds into one.** They can develop powerful brand stories that resonate with existing USHs (who may be familiar with them)—and simultaneously connect to the broader opportunity in an authentic way.



Targeting mindset over demographics is exactly why LATAM brands like Tajín, Cholula Hot Sauce, or Topo Chico have become cultural icons in the US. Each brand found ways to be genuine to their heritage without limiting their brand’s success to USHs exclusively. Essentially, they didn’t pick one culture over another. They chose to be authentic... rather than dilute their brand story. They inspired discovery... rather than forced mass appeal. And they prioritized cult-like loyalty... rather than short-term sales.

This is echoed in Topo Chico’s distribution strategy (placing the product in trendsetting accounts, like small, independent coffee shops and locally owned clothing stores). *“If we had just done the reverse and gone for scale, the **discovery** element would not have been powerful. Authenticity comes when you’re having a one-to-one dialogue with someone. The idea is to have consumers come across our product through people and places they value, in ways that genuinely connect with their lives.”*—Shakir Moin, Marketing President for Coca-Cola North America.⁵



Go-to-market strategies like these will pique the interest of Omniculturals who can **bridge global brands between two worlds and secure success in the US**. But it requires investment in powerful brand positioning, long-term commitment to audiences, and relationships with partners who can navigate the Omnicultural world. Below is an example of how BeautifulBeast helped a LATAM brand authentically connect with Omnicultural consumers in the US.

Taqueritos:



How the Omnicultural Mindset helped bridge a popular Honduran snack with the US consumer

Taqueritos is a well-loved spicy snack brand from Honduras with strong market share in Central America. But despite ramping up distribution in the US, the brand was never formally launched. In order to encourage trial and sustain repetitive purchasing, Taqueritos needed a unique position that was true to the existing brand but also resonated with US consumers on an emotional level. The ultimate goal was to help make Taqueritos a success in the US market in an incredibly competitive category.

Taqueritos had a small but passionate following with USHs who were aware of the brand—whether they had recently tried it on their own or were familiar with it from their countries of origin. However, only 9.5% of the USH population is Central American, and only 1.7% is Honduran.⁶

Additionally, research proved that Gen Z and Millennial consumers were responsible for shaping snacking behavior in the US and must be included in targeting. Essentially, there were a variety of cohorts to reach and Taqueritos needed a way to connect them all together. Targeting the Omnicultural Mindset was the answer to bridge the gap between these demographic-based audiences and the exponential opportunity that existed within the snacking category. This amounted to over 21M Omnicultural snackers.⁷

But in order to reach them effectively, we needed to learn more about them. Through syndicated and custom research, we discovered insights that proved how unique this consumer was compared to existing consumers in Central America. Specifically, it revealed a need to navigate intense consumer product and brand expectations. This inspired a strong creative strategy and creative concepts that were tested quantitatively. Ultimately, the existing brand positioning was adapted in a way that served up a believable brand promise and zeroed in on a differentiator even the largest brand in the category couldn't own. The end result was a highly resonant strategy and creative idea—in fact, 92% of respondents liked something about the concept and 64% claimed it encouraged them to try the product.

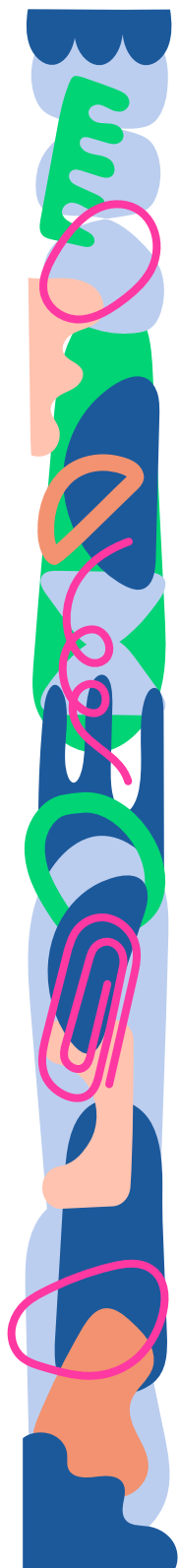
Throughout this series we've showcased the rise of the Omnicultural Mindset, the size and power of the segment, and the scale of influence they have over our culture. We've illustrated how this mindset comes to life through specific pillars brands can tap into. Awakening their strong inner identity, recognizing their heritage, and linking them to a sense of community are ways to activate their desire for Connection and Preservation. Offering new styles, challenges, or adventures are ways to activate their sense of expression through Creativity and Discovery. And we've proved how they bridge the gap between people and worlds. **Ultimately Omniculturals are cultivating brand love—make sure your brand is a part of their story.**

⁶ US Census Bureau

⁷ 2024 Summer MRI-Simmons USA



KEY CONSIDERATIONS



- * Global brands certainly have clear demographic opportunities in the US with consumers who may be aware of their brands from their countries of origin. But don't isolate your brand's potential. Omniculturals are curious to explore—especially when brands invest in an authentic relationship with them.
- * Never change the core of your brand. But also, make sure to eliminate any blind spots when entering the US market. Invest in research to understand the full picture of your audience and their perceptions of your product and brand. If necessary, work with experts to adapt your brand positioning in a way that stays true to the core yet is nuanced for this market.
- * Never underestimate the scale of curiosity among Omnicultural consumers. They're hungry for interesting brands from everywhere. And they want to feel seen, heard, and dazzled by these brands. Speak to their heart and mind over their demographics. Develop strategies to ignite their thirst for discovery.
- * Regardless of your brand's origin, it's critical to understand that Omniculturals blend worlds together. This gives them the eyes to spot communications that feel inauthentic, disingenuous, or watered down. And they're watching you. Always own who you are, where you come from, and where you're going.

Omnicultural Series
PART 5



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This series has been created in collaboration with
Ruthie Jenkins, founder of Ruthless Brands.



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