



**DIGITAL
CULTURE
GROUP**



Inclusive Advertising Playbook

Strategies For Reaching Diverse Audiences





Inclusive Advertising promotes diversity and representation to ensure that everyone feels seen, valued, and included.

Celebrating diverse perspectives ensures that all voices are recognized and respected, fostering a sense of belonging.

What is Inclusive Advertising

Inclusive initiatives involve more than using models of ethnic backgrounds. It requires **getting to know the concerns, desires, hopes, and dreams of the people you want to reach** – resonating with their values.

To fully engage diverse audiences, advertisers should prioritize inclusive advertising practices, incorporating cultural insights, multi-device touchpoints, and personalized messaging to authentically connect with their audience.

Growing Diversity in the US

By 2060, the distribution of Non-Hispanic Whites as a percentage of total population will fall from 60.1% to 44.3%

Year	White*	Black	Hispanic	Asian	Muliple Races	Other
2020	59.7%	12.5%	18.7%	5.8%	2.3%	0.9%
2025	57.7%	12.7%	19.9%	6.3%	2.6%	0.9%
2030	55.8%	12.8%	21.1%	6.7%	2.8%	0.9%
2035	53.8%	12.9%	22.3%	7.1%	3.1%	0.9%
2040	51.7%	13.0%	23.5%	7.5%	3.4%	0.9%
2045	49.7%	13.1%	24.6%	7.9%	3.8%	0.9%
2050	47.8%	13.3%	25.7%	8.2%	4.1%	0.9%
2055	46.0%	13.4%	26.6%	8.5%	4.5%	0.9%
2060	44.3%	13.6%	27.5%	8.9%	4.9%	0.9%

What's happening?

The U.S. population is becoming more diverse with each generation

42%

Increase of non-white population from boomers to Gen X cohorts, the biggest increase across generations

49.8%

Gen Z non-white population including kids and teens

What does it mean?

Businesses should make diversity efforts a top priority and ensure brand messaging is inclusive of all backgrounds

Why is Inclusive Advertising Important

Multicultural consumers are more likely to buy from a brand that they feel reinforces their cultural roots.

For brands, this is essential because:

- Brands that embrace inclusivity can cultivate connections with an additional 28% of the nation's consumer base
- We live in an ethnically diverse society
- Neglecting to actively engage with diverse audiences not only hinders growth but also undermines the potential for building long-lasting customer relationships
- Brands that stall to cater to diverse audiences will miss out on opportunities to drive scale and reach

Inclusion demonstrates that a brand is relevant, innovative, and forward-thinking.

Digital Remedy & Digital Culture Group

Digital Remedy and **Digital Culture Group** join forces to empower brands with cutting-edge solutions, data-driven optimizations, and insightful strategies that promote diversity and champion inclusion.

Diverse Activation and Engagement

CultureCore™ Inclusive Solutions

Data-driven insights to fuel innovative and effective campaigns that authentically engage diverse audiences

CultureCore™ leverages an extensive database to provide in-depth audience profiles that are based on various factors, such as demographic, psychographic, purchase, and behavioral data.

These audience profiles are then combined with deterministic audience segments to create precise and accurate audience reach and scale across the digital ecosystem.



1

Multicultural Data

Multicultural and Diverse reach solutions rooted in deterministic offline & online sources.

2

Audience Insights

Audience Insights on various categories such as demographics, media consumption, personal values, and product preferences to define your audience.

3

Behavioral Data

Achieve granular audience reach strategies based on interests and preferences using datasets that leverage offline, AI, and machine learning algorithms to analyze user patterns and behaviors.

4

Endemic Publications

Connect with diverse and engaged audiences on Multicultural Endemic Publications and tap into culturally relevant content.



Reach Capabilities

Innovative tactics to effectively reach and resonate with your audiences.

Reach Strategies



Contextual



IP
Zone



ACR



Mobile Device
/ Geo Fencing



Behavioral



Demographic



Geo-Location

Re-engagement



Social



Search



CRM



Site Visitor



Look-A-Like



Sequential OTT

CASE STUDY

Financial Services

How Digital Culture Group Cracked the Code to Reach High-Income African Americans

Goal

A life insurance and financial services company sought the most effective way to reach African Americans with a household income of over \$100,000. The goal was to create an effective ad campaign that would not only reach this specific demographic, but also resonate with them on a personal level with its AA initiative.

Solution

Digital Culture Group implemented two different strategies to reach the target audience: creating a Custom Audience and reaching them throughout the digital ecosystem, and an Inclusion list with only AA endemic publications. The Custom Audience strategy involved creating a highly targeted audience based on demographics, interests, and behaviors. The Inclusion list strategy focused on delivering ads only on African American publications that were highly relevant to the target audience.

Through the implementation of an A/B test, Digital Culture Group was able to determine the most effective strategy to reach this audience, which was through a Custom Audience approach. This strategy showcases the importance of data-driven insights and culture-first expertise to deliver campaign success.

Targeted Audiences

- African Americans
- HHI \$100k+
- National, prioritizing Atlanta, Charlotte, Chicago, Detroit, and Washington DC

Results

200%

Higher CTR with
Custom Audience targeting

45%

Higher CTR with
Custom Audience targeting

CASE STUDY

National Retail Chain

Unlocking Success: Digital Culture Group's HBCU Link Exceeds KPIs and Drives Performance

Goal

A major retailer sought a way to reach HBCU students, alumni, and supporters in order to showcase the results of grant funded school projects at winning schools, while also increasing awareness of the program.

Solution

Digital Culture Group's HBCU Link fostered a connection for the advertiser with the HBCU community using a customized approach. We honed in on geolocation targeting around HBCU campuses, enhancing visibility and relevance through mobile ads to reach students, supporting communities, and faculty staff. Interactive pre-roll videos included storytelling elements to engage audiences, bolstering engagement to learn more about the initiative. Contextual targeting was employed for HBCU-related keywords, while CTV campaigns featuring QR codes amplified exposure and engagement by bridging the offline-online gap seamlessly.

This partnership extended DCG's role as an integral part of the brand's team, providing top-tier optimization strategies and creative recommendations that consistently outperformed KPIs week after week.

HBCU Link Targeting

- Geolocation around campuses
- Interactive Pre-roll Video
- Contextual targeting for HBCU-related keywords
- CTV with QR code

Results

163%

CPA improvement from week 1 to week 4

94%

Exceeded CPA goal

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