

COLLAGE GROUP 2020 AGENDA GRADING TOOL

Please grade each topic "A," "B," "C" or "F"

Name and Title _____

Company _____

I. "Who We Are"

Annual updates to core research streams providing longitudinal perspectives essential for decision-making

TrendWatch 2020

Analysis of key attitudinal trends brands can use to connect with consumers and capture growth (e.g., sustainability, political issues, health, etc.)

"The Big Shift:" America's Multicultural Destiny

Annual Demographic and Expenditure Analysis

- Breakdown by industry provides key pockets of opportunity
- Scenarios provide ranges for future growth

Essentials of Bicultural Hispanics

Fundamental insights into the demographics, values, media, and passion points of bicultural Hispanic consumers

Essentials of Unacculturated Hispanics

Fundamental insights into the demographics, values, media, and passion points of unacculturated Hispanic consumers

All about Moms

In-depth analysis of the attitudes and behaviors of moms with a focus on racial/ethnic differences and similarities

Essentials of Generation X

Fundamental insights into the demographics, values, media, and passion points of Gen X consumers (age 39-54)

Essentials of Boomer+

Fundamental insights into the demographics, values, media, and passion points of Boomer+ consumers (age 55+)

II. “How to Reach Us”

AdRate

Transform Your Advertising to Win the Total Market

- Leverages the **Cultural Fluency Quotient** to understand the link between authentic cultural representation, brand favorability, and purchase intent.
- Goes beyond demographic labels to understand the cultural factors that help reach across diverse segments
- Incorporates machine learning and facial expression analysis and an innovative taxonomy of advertising intentions to understand cause and effect of executional choices

Strategy Benchmarking

Head-to-head Comparison Testing of Pivotal Approaches to Advertising Strategy

The Power of Spanish Language

Revealing the Impact of Spanish Language and Requirements for Successful Transcreation

Maximizing the Cultural Resonance of Functional Advertising

Pitfalls and Success Factors for Product-Driven Campaigns

What Works for Gen Z

Decoding what Wins For the Generation that Will Change Everything

Category Dominance

What the Best Ads Do to Win Their Category

Winning in Consumer Packaged Goods

Winning in Finance Services, Insurance and Healthcare

Winning in News & Entertainment Media

Winning in Alcoholic Beverages

Your preferred AdRate study

III. “The Way We Live”

Consumer insights research covering major sectors of the economy

- Defining the Passion Points of Diverse America**
Data-driven insights into what matters most for consumers and how they spend their time (potential topics include travel, entertainment, food, communities, music)
- Find Your Authenticity**
Understand what consumers expect from authentic brands by category
- How Families Make Decisions**
Understand the family dynamics (children, aging parents, fictive kin) that impact purchase and consumption and how they differ by race/ethnicity
- What NOT to Do**
Common mistakes brands make when attempting to connect with multicultural consumers and how to avoid making them
- Redefining the Loyalty Equation**
How to capture and maintain consumer loyalty in diverse America
- Insights about Social Media that Platforms Cannot Provide**
Overcome the limitations of platform-specific data to better understand diverse America's social media engagement

ORGANIZING FOR CULTURAL FLUENCY

Organizational best practices to support growth across diverse segments.

- The Business Case for Cultural Fluency**
How to gain buy-in and ensure your organization's focus on winning across racial/ethnic segments
- The Cultural Fluency Playbook**
Step by step guide on how to win across segments with scenarios and examples
- Building the Culturally Fluent Organization**
A four stage "roadmap" brands can use to most efficiently build the capabilities needed to be culturally fluent
- The Cultural Fluency Dashboard**
Measures of cultural fluency brands can use to evaluate performance
- The New Rules of Dedicated Marketing**
Maximize the benefit of targeted marketing in the era of Cultural Fluency

TREND TRACKING PRODUCTS

Cross-category trend tracking products with a specific focus on cultural and America's diverse demographics

- Social Media Monitor
- Online Shopping
- Brand Loyalty / Engagement
- Shared Services
- Cord Cutting / Streaming
- Advertising / Media Evolution
- Subscription Services
- Independent / Local / Craft vs National Brands
- Apps
- Disruptive Brands
- Eco Consciousness (Plastic Reduction/Packaging)
- Private Label Usage
- Smart Technology
- Technology Usage
- Delivery/On-demand services
- These products would not be valuable for my team/organization
- Other _____

OTHER

Please suggest any other topic or innovation you would like us to consider: