

NEW AMERICA PERSPECTIVE OUR POLYCULTURAL FUTURE

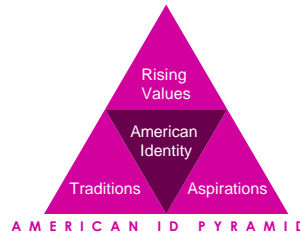
PARADIGM SHIFT: FROM WASP + MULTICULTURALISM TO POLYCULTURALISM

POLYCULTURALISM IS THE DRIVING FORCE IN THE MARKETPLACE TODAY IMPACTING BUSINESSES AND BRANDS

A demographic revolution is transforming society, shaping American and consumer identity and ultimately changing the context in which brands are operating as well as the expectations towards them. A new paradigm is emerging. Polycultural sensibilities are influencing the mainstream, with lights (exciting new cultures to draw from) and shadows (exacerbated racial tensions and social problems). However, both sides of the polycultural force can be funneled for business growth. Brands have the opportunity to address the social problems and be color brave, along with capitalize on the powerful influence minority consumers are demonstrating across categories. Polyculturalism is the driving force in the New America and this requires a major shift—and investment—for marketers in all areas, as well as a new playbook.

NEW AMERICAN IDENTITY: A POLYCULTURAL IDENTITY

Polyculturalism: Diversity has reached a tipping point at which it permeates all aspects of life, influencing American identity and consumers' identity as well.



Shaping consumer behaviors, from new consumption occasions to product/brand decisions and motivations to engage as consumers.

SHADOWS: EXACERBATED RACIAL TENSIONS AND SOCIAL ISSUES

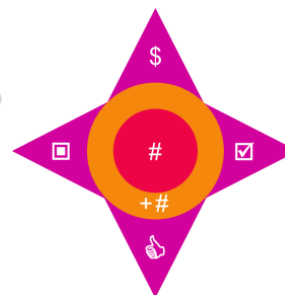
NO POLYTOPIA: OPPORTUNITY TO BE
COLOR BRAVE



OPPORTUNITY GAP INDEX: Identifies lifetime opportunity differences for ethnic consumers and points to white space for businesses to bridge those gaps with innovative products, services and messages.

LIGHTS: EXCITING CULTURES TO DRAW FROM

OPPORTUNITY TO LEVERAGE
COLOR POWER

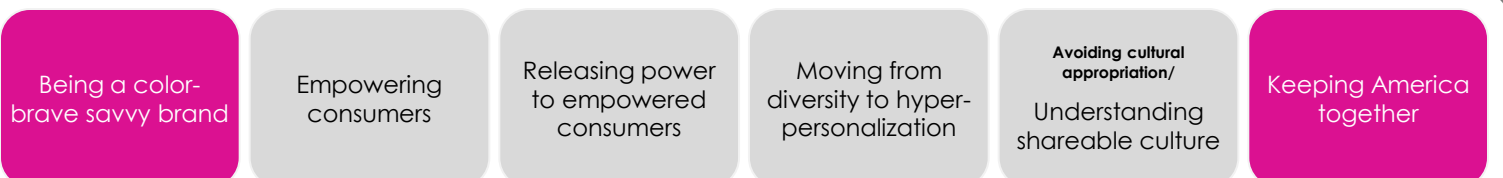


COLOR POWER MULTIPLIER (BETA)

Demonstrates the transformational power of minorities in society and the marketplace by aggregating different dimensions of power.

ACTUAL COLOR POWER MEANS THE MAJORITY-MINORITY IS CLOSER THAN PROJECTED: MINORITY INFLUENCE IS DISPROPORTIONATELY BIGGER THAN THEIR POPULATION SIZE.

PLAYBOOK FOR THE NEW AMERICA



THE FUTURES COMPANY TOOLS FOR THE NEW AMERICA

HELPING CLIENTS PROFIT FROM THE POLYCULTURAL TRANSFORMATION

The U.S. Yankelovich MONITOR's Total Market package offers various ways to profit from the change that is Polycultural America. The following are just some of the business questions we can answer and some of the tools and resources available to our clients.



How do I create relevant total market strategies?

Use the Cultural Orientation System to identify the cultural orientation of your customer base and create engaging total market strategies.



How do I navigate America's demographic revolution?

The NEW AMERICA REPORT 2014-15 helps you understand key concepts such as the new polycultural paradigm and some of its pillars: cultural intelligence, color braveness and the opportunity gap.



How do I plan for the future and start preparing today?

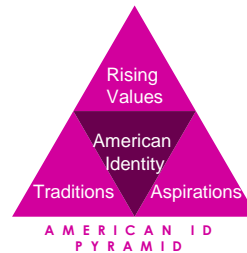
The NEW AMERICA REPORT 2015-16 gives you foresight into the polycultural future that is unfolding today, and explores how polyculturalism can drive business growth.



Color Brave Savvy

Is my brand entitled to lead conversations about race and diversity issues?

The Color Brave Savvy CIQ gives marketers guidelines on standing and permission in regards to race and diversity issues and explores the topic of brand color.



Who is my consumer? How can brands motivate, persuade and engage today?

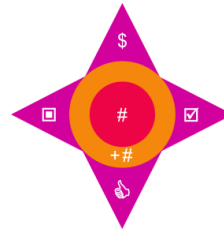
Understand consumer identity by identifying America's rising values, new traditions and aspirations. This will give you ideas on new brand occasions, brand values to express and messaging.



EQUAL USA: The role of brands in social change

What is the role of brands in social change? How do I avoid backlash?

The Equal USA CIQ explores America's most pressing social issues and how brands can be an agent of positive change, while being ready to respond to social demands.



What is the importance of minority consumers today?

The Color Power Multiplier is a tool to measure the effective size of the ethnic market to make decisions on appropriate business investment.



What is the white space that exists in the polycultural market? What is a good way to innovate?

The Opportunity Gap Index identifies unmet needs of ethnic consumers and provides ideas on how to bridge those gaps with business solutions.



What are the polycultural opportunities in my category?

Use the Emerging Polycultural themes to spot relevant consumer trends within your business category.



How do I engage the LGBTQ consumer?

Dive into the LGBTQ Download to learn how.

Are you struggling to answer any of the business questions addressed above? If so, send an email to sales@thefuturescompany.com and let us know which specific question you'd like help answering; we'll send you our U.S. Yankelovich MONITOR perspective within 24 hours, free of charge.