

A Fresh Take

Staying ahead of evolving dynamics in the marketplace and our culture

7 Ways for Brands to Successfully Engage Diverse Audiences





Accurate representation matters.

Diverse and multicultural audiences are drawn to content that represents their identity, their culture and their community accurately.

Marketers can build deep connections with these highly-engaged audiences through programming that authentically reflects inclusivity.

As the population becomes more diverse, marketers can invest in multicultural-targeted and minority-owned media platforms to engage their audiences while showing a commitment to support more inclusive voices within the marketplace.

7 Ways for Brands to Successfully Engage Diverse Audiences



1

Attract multicultural and diverse audiences with stories and characters that are relatable to their own lives

2

Understand how their cultural identity strongly influences what content they engage with

3

Prioritize reflecting identity and culture accurately and authentically to connect with diverse audiences

4

Build your brand's presence on video platforms where multicultural audiences are most likely to be spending their time

5

Reach multicultural audiences within the types of content and environments that resonate best with them

6

Leverage multicultural viewers' passion for engaging with their favorite content on social media to grow brand consideration and sentiment

7

Accelerate investment in multicultural-targeted, owned and operated media to show a real commitment to improving diversity and inclusion

1

Attract multicultural and diverse audiences with stories and characters that are relatable to their own lives

- ▶ By building campaigns around TV content that not only promotes inclusivity but accurately portrays identities, marketers can further engage diverse audiences who are more likely to prioritize viewing this content

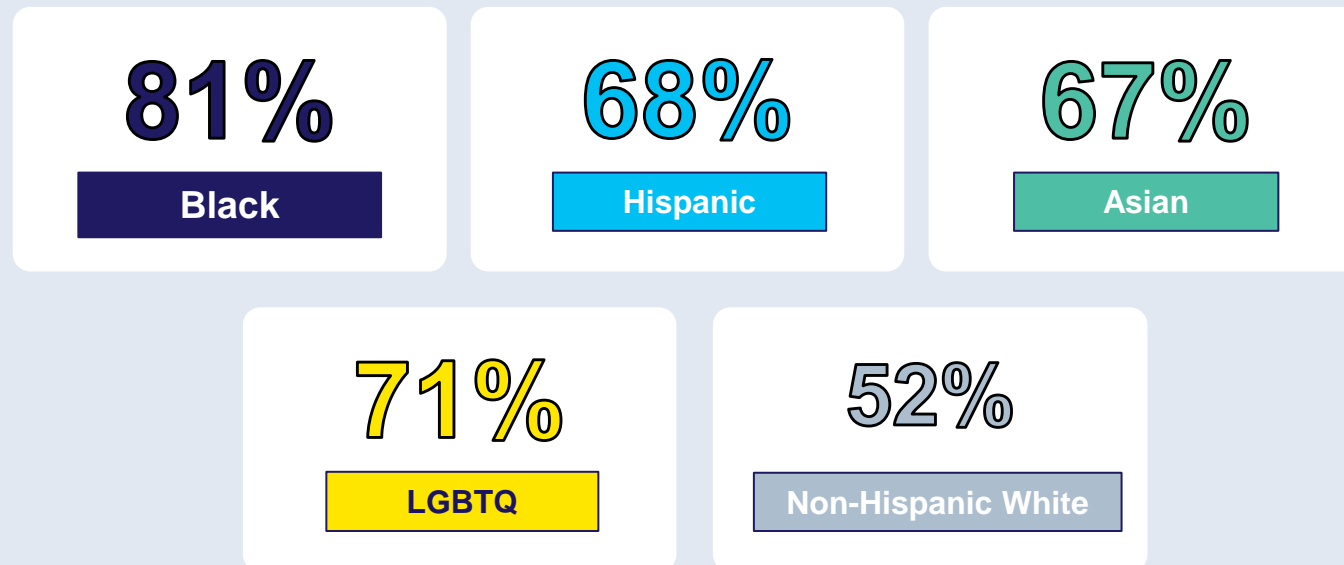


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% that are more likely to start watching a television show or movie because characters with similar (racial, ethnic, religious, etc.) identities as you are represented?

% of respondents who answered very/somewhat likely



Source: VAB analysis of Morning Consult, Media Representation, September 2021.

2

Understand how their cultural identity strongly influences what content they engage with

- ▶ The opportunity to deeply connect with multicultural consumers can be achieved by shaping storylines, characters and experiences that accurately represent and resonate with these audiences



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'My cultural / ethnic heritage is an important part of who I am'

% of respondents who answered agree completely or agree somewhat

83%

Black

78%

Hispanic

82%

Asian

75%

American Indian or Alaska Native

52%

Non-Hispanic White

“Across streaming, cable and broadcast platforms, viewership among adults age[s] 18 to 49 peaked in many cases when a show had a majority-minority cast.

People basically want to see the TV shows that look like America, **that have characters they can relate to and have experiences that resonate with them.**”

Darnell Hunt

Dean of the Social Sciences at UCLA

Source: VAB analysis of MRI-Simmons USA Study, Fall 2021; 'My cultural / ethnic heritage is an important part of who I am (any agree)'. For more information, download: [How does on-screen representation deepen engagement with Black consumers and drive business impact for brands?](#)

3

Prioritize reflecting identity and culture accurately and authentically to connect with diverse audiences

- ▶ Marketers can further engage diverse audiences by building campaigns around video programming that promotes inclusivity



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% that agree that it is important for television shows and movies accurately represent their identities

% of respondents who answered very/somewhat important

77%

Black

64%

Hispanic

78%

Asian

71%

LGBTQ

61%

Non-Hispanic White



Source: VAB analysis of Morning Consult, Media Representation, September 2021.

4

Build your brand’s presence on video platforms where multicultural audiences are most likely to be spending their time

► Multicultural audiences are more likely to watch professionally-produced, long-form TV programming across devices which should be an important consideration when marketers are crafting their multiplatform video campaigns

% of weekly time spent watching TV Shows

Share of Time	Live / DVR / VOD on TV	Live TV Streaming / Streaming on TV	TV Total	VOD / Downloaded on Other Devices	Live TV Streaming / Streaming on Other Devices	Other Devices Total
Black / African American	39%	28%	67%	12%	21%	33%
Hispanic	32%	35%	67%	10%	21%	31%
American Indian / Alaska Native	38%	34%	72%	11%	19%	30%
Asian	32%	33%	65%	9%	23%	32%
Other	30%	35%	65%	16%	20%	36%
Non-Hispanic White	44%	31%	75%	11%	16%	27%

Source: VAB analysis of MRI-Simmons August 2022 Cord Evolution Study, A18+ . Q40b: Ways Watching TV Shows - Time Spent In Typical Week: Volume (% of Time Spent). Live on TV: Live, when it is broadcast, on a TV set; DVR on TV: DVR, on a TV set; VOD on TV: TV provider's Video On-Demand service on a TV; Live TV Streaming on TV: Streaming live, at the same time it airs on TV, on a TV; Streaming on TV: Streaming, on my schedule, on a TV set; VOD on other devices: TV provider's Video On-Demand service on any other device; Streaming on other devices: Streaming, on my schedule, on any other device; Live TV Streaming on other devices: Streaming live, at the same time it airs on TV, on any other device; Streaming on other devices: Streaming, on my schedule, on any other device; Downloaded content on any device: Watching downloaded content on any device. Note: %s may not add to 100% due to rounding.

5

Reach multicultural audiences within the types of content and environments that resonate best with them

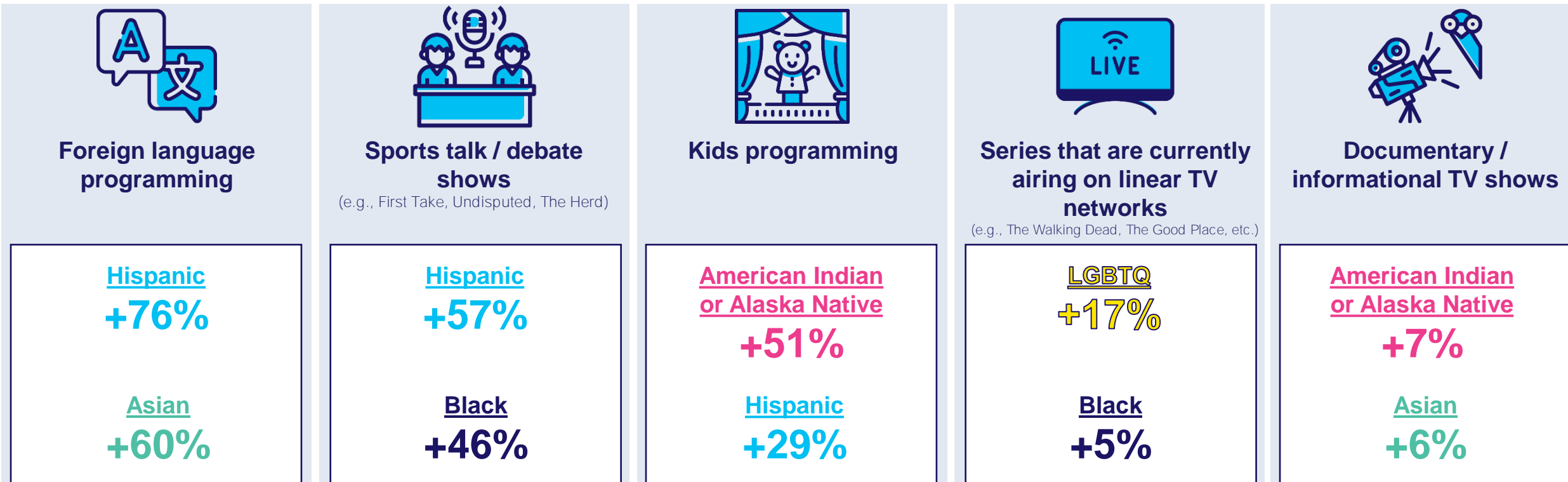
- ▶ Many multicultural audiences stream content that is inherently communal, with a gravitation towards in-language, sports and family-friendly programming that is often watched together



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Type of TV content streamed

% more likely to watch (index by segment vs. non-Hispanic White A18+ respondents)



How to read: Hispanic streamers are 76% more likely to watch foreign language programming than non-Hispanic White streamers

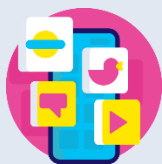
Source: VAB analysis of MRI-Simmons Cord Evolution Study, November 2021; P18+. Base = 'Used any streaming services in the past 12 months.'

6

Leverage multicultural viewers' passion for engaging with their favorite content on social media to grow brand consideration and sentiment

▶ The communal nature of multicultural consumers extends online as well, with diverse audiences much more likely to talk about TV shows on social media

% who agree with the following statements



'I am more likely to watch a TV show that is active on social media'

Black

28%

(206 Index)

Hispanic

29%

(210 Index)

Asian

28%

(204 Index)

American Indian or Alaska Native

19%

(137 Index)

Non-Hispanic White

14%



'I use social media to talk about shows I watch'

Black

28%

(227 Index)

Hispanic

24%

(194 Index)

Asian

20%

(165 Index)

American Indian or Alaska Native

19%

(155 Index)

Non-Hispanic White

12%

How to read index: Black adults are 106% more likely to watch a TV show that is active on social media than non-Hispanic White adults (Black: 28% vs 14% NH White).

Source: VAB analysis of MRI-Simmons Spring 2022 Doublebase.

7

Accelerate investment in multicultural-targeted, owned and operated media to show a real commitment to improving diversity and inclusion

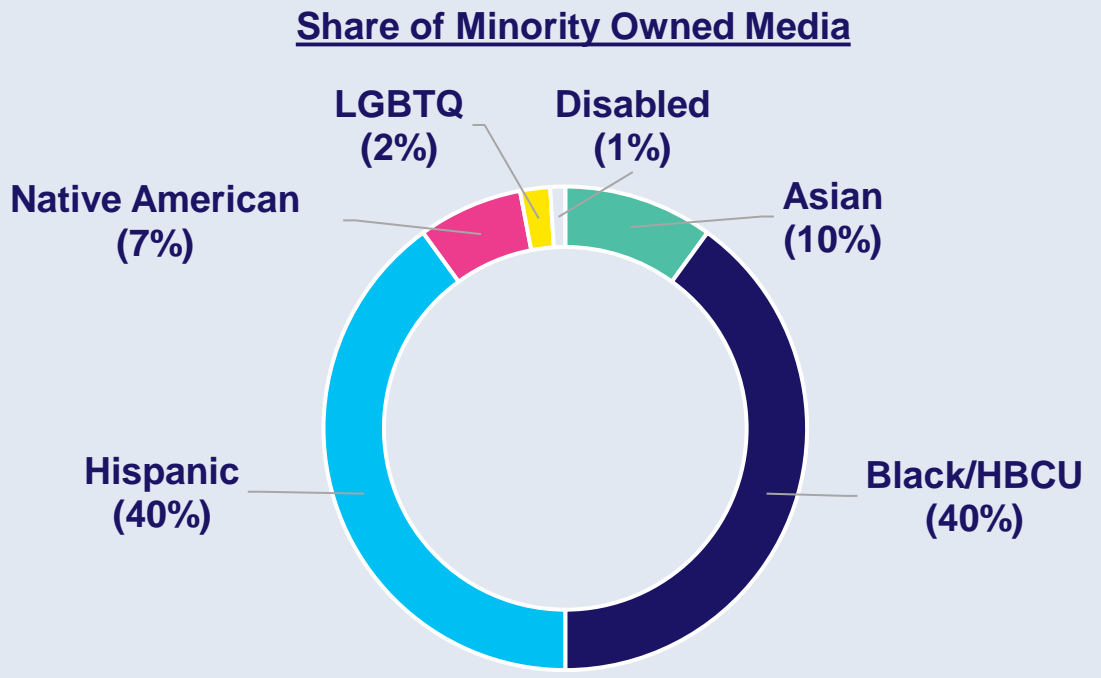
▶ Marketers can foster greater connection with multicultural audiences and create a stronger marketplace of diverse voices by partnering with, and investing in, minority-owned media entities

“It's time the industry invests in engaging multicultural and diverse audiences who are key to business growth.

That effort cannot be maximized without investing in **both diverse-owned AND targeted media.**”

Lisette Arsuaga
Co-Founder, AIMM &
Co-President, DMI Consulting

Comprising nearly **7% of all media entities**,* minority-owned media platforms are a growing component for advertising spend



Source: AIMM, 'MINORITY-OWNED MEDIA', 2021 including data from MAVEN Diversity, September 2021 Media Framework LLC.
*Includes entities across: TV, radio and digital platforms. HBCU = Historically Black Colleges and Universities.

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We are committed to providing marketers with the data and insights they need to develop thoughtful, inclusive campaigns & strategies. To find out more on the unique media consumption behaviors and cultural trends of multicultural consumers, visit the VAB's **Multicultural Marketing Resource Center**.



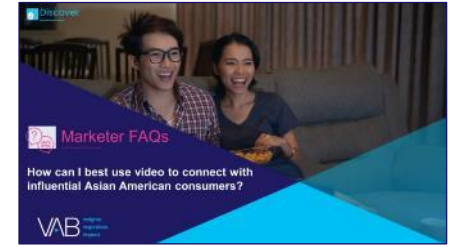
6 Strategies for Developing Inclusive Campaigns That Drive Outcomes



Do The Right Thing
How Diversity & Inclusion Drives Brand Outcomes



How will engaging Hispanic shoppers help me win the holiday season?



How can I best use video to connect with influential Asian American consumers?



What is the market opportunity for the LGBTQ+ community?



What types of content are diverse audiences more likely to stream?

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VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

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