

CULTURECODE®

Target Multicultural Consumers Smarter By Knowing Their Acculturation

CultureCode segmentation, powered by Geoscape®, provides geo-demographic, cultural, economic and behavioral insights to help you understand multicultural people, households, attitudes, media and shopping behavior.

Geoscape defines acculturation codes through consumer segmentation such as, “Hispanicity” for the Hispanic/Latino population and “Asianicity”, which represents a related segmentation system for the dynamic, fast-growing Asian-American population.

Hispanicity and Asianicity can be dimensionalized by country-of-origin, life stage, socioeconomic strata and a variety of lifestyle & behavior metrics. The result is an unprecedented level of detail that enables marketers to understand the dynamics of the diverse American consumer.

CultureCode Applications Focused on Multicultural Consumers

- **Segmenting consumers by cultural group enables effective communications planning for marketing and customer service.**
- **CultureCode enables retailers to tailor their stores to consumer preferences within a trade area or market.**
- **Product managers can understand preferences and usage across diverse cultural segments in order to target market share gains.**
- **Media planners can identify specific channels based on preference by cultural group.**
- **Strategy executives can determine the long-term potential of consumer segments by comparing growth and potential across product categories.**



For more information call **888.211.9353**
or visit **www.claritas.com**



KEY BENEFITS

CultureCodes are based on metrics for key cultural attributes such as:

- Country of Origin
- Language Preference
- Acculturation/Assimilation
- Education
- Population Settlement

These cultural attributes can be combined with other demographic, economic and behavioral attributes such as:

- Life Stage
- Socioeconomic Status
- Spending Potential
- Shopping Behavior
- Lifestyles
- Psychographics

CultureCode segments can be appended to consumer and business lists for direct marketing via post, email and as digital audiences.

Access **CultureCode** segments via the Geoscape Intelligence System (GIS) to visualize multicultural targets online.