

Claritas CultureCode

Target Multicultural Consumers Smarter Using Acculturation

Creating powerful messages that resonate with multicultural consumers, in their preferred language, starts with knowing their acculturation.

CultureCode® segmentation provides geo-demographic, cultural, economic and behavioral insights to help you understand multicultural consumers and households through examination of their attitudes, lifestyles, media and shopping behaviors.

Since culture plays an important part in a consumer's daily behaviors, wants and needs, we've developed two distinct segmentation systems to help you reach two key growth groups: Hispanicity™ for the Hispanic/Latino population and Asianicity for understanding the 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 for more impactful messaging and targeting.

Applications Focused on Multicultural Consumers

- **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 **800.234.5973**
or visit **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 in your markets online.