

Beautiful Beast

ISSUE 003



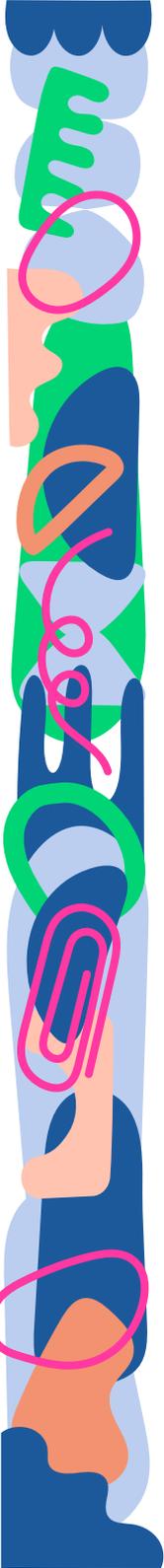
OMNICULTURAL SERIES

Part 2: Revealing the
power of Omniculturals.



THE OPPORTUNITY

Omnicultural consumers today are cultivating a flourishing ecosystem that is shaping our future.

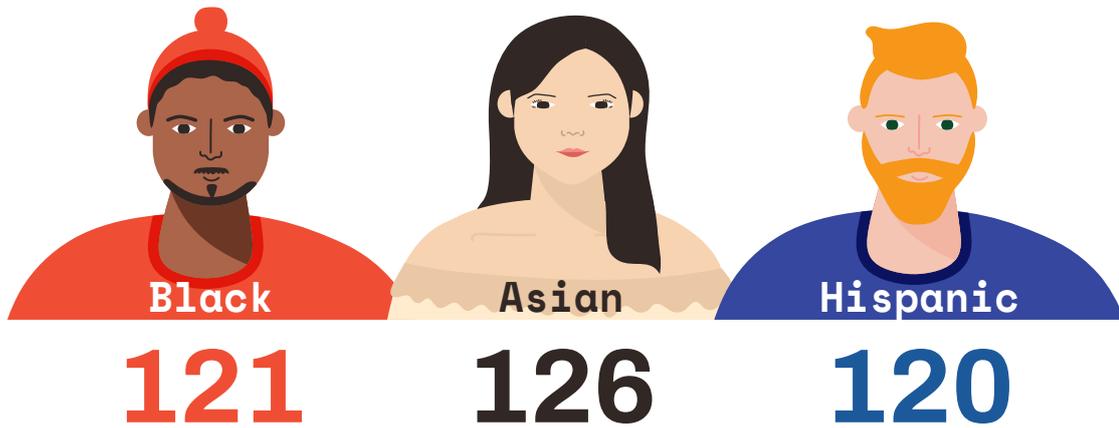


Their cultural pride and curiosity are simultaneously bringing humanity together while also celebrating individuality. BeautifulBeast is offering a lens to the world through their eyes in this five-part series.

In Part One we introduced the rise of the Omnicultural mindset. And in Part Two, we'll showcase how this opportunity has a size, power, and influence that are worth our attention.

BeautifulBeast has built a proprietary method to define (and recruit) this audience that is mindset centric. We've isolated a spectrum of cultural attitudes where, through various levels of agreement, respondents fall into the Omnicultural segment.

Using this technique, we've discovered that Omniculturals are a force to be reckoned with. There are 178M Omnicultural adults in the U.S., representing 68% of the 18+ population.¹ And while the inputs of this segment are derived from mindset rather than demographics, their Multicultural composition is highly concentrated. In fact, Multicultural adults represent 48% of the segment—compared to 40% of the total 18+ population.¹ Likelihood to fall into the Omnicultural segment per race/ethnic group is as follows:¹



(Index represents adult sub-segments compared to Total U.S. 18+ Population)

Even though NHW adults hold a slight edge with the majority, it won't stay that way for long. Considering the current growth of Multicultural groups under 18, the majority/minority status of the Omnicultural segment will surely flip well before the nation's does (projected to take place by 2044 or sooner).² Regardless of their background they are connected to culture in ways that are uniquely different from older generations, as Millennials and Gen Z over 18 represent the majority of the segment (55%).¹

¹ 2025 Spring MRI-Simmons USA
² Claritas: The 2024 U.S. Hispanic Market Report



Given their unique composition, it's no surprise that Omniculturals are paying attention to what brands do. They are more likely than the average U.S. adult to like looking at advertising and believe that brands that are advertised are better in quality than the ones that aren't.¹ 64% agree that it's important for companies to create advertising that is culturally diverse in order to stay relevant.¹

So, it's vital brands begin to pay attention to Omniculturals. Young and diverse audiences don't just expect more from brands—they demand it. 65% of Blacks and Hispanics aged 13-49 *pay more attention* to brands using in-culture and “authentically” diverse ads—66% are more likely to *buy* from the ones that do, and 64% are more likely to *trust* them.³

“Gen Z Hispanics are more likely to be exposed to different cultures and viewpoints than previous generations, which has made them more critical of brands and companies that they feel do not represent their values.”⁴

Because the segment is mindset-centric, targeting Omniculturals allows brands to connect authentically with specific groups, yet also be inclusive of the broader segment—which, as described above, is a huge proportion of the nation.

By targeting Omniculturals, BeautifulBeast has discovered they serve as a bridge between nuanced communications and large-scale brand communications that have longevity across audiences (more to come in Parts Four and Five).



To illustrate the ability for nuance, let's examine the largest Multicultural segment within: the 38M Omnicultural Hispanic adults. Over three-fourths of these individuals love to share their Hispanic heritage with their non-Hispanic friends. They are more likely to feel that their Hispanic heritage is an advantage in life than the average Hispanic adult. And although 72% of U.S. Hispanics speak English proficiently (representing a 13% increase over two decades),⁵ Omnicultural Hispanics have a stronger desire to maintain the Spanish language. 69% of Omnicultural Hispanics agree that speaking Spanish in their home is a high priority.¹ In fact, their Spanish inclinations are higher across the board—they are more likely to listen to audio, visit websites, or communicate on social media in Spanish.

³ 2024 Hispanic Market Guide

⁴ 2023 Hispanic Sentiment Study

⁵ Pew Research



As a self-described gringo married to a Venezuelan, Bryan Green turned his everyday cross-cultural observations into a space where both Americans and Latinos see themselves. His stories about family, parties, and even his evolving sense of style create a cycle of influence built on humor, curiosity, and shared identity. The conversations he sparks create a back-and-forth with followers, deepening understanding across cultures.



@bryanwgreen

But it's the dynamic that exists within the Omnicultural mindset across audiences that makes it so rich. Their hobbies, behaviors, and interests reveal a breadth of experiences that are impactful. 79% agree their love for music allows them to connect to people across generations.¹

63% agree travel is another huge passion—they're 25% more likely to strongly agree traveling to foreign places is a great way to learn about other cultures.¹ As one respondent in a recent research study BeautifulBeast conducted reflected:

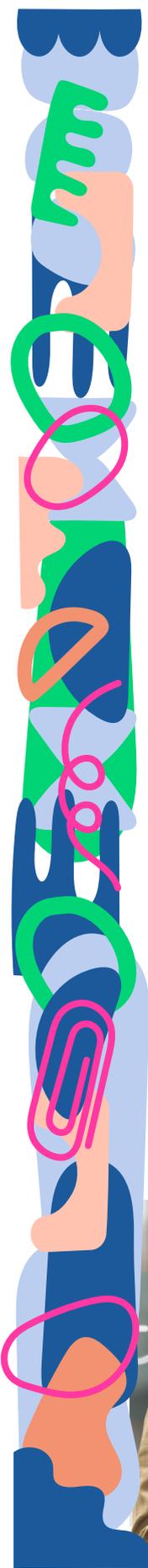


“Part of traveling is trying to immerse yourself in culture...whatever is native to the culture. Something you couldn't find at home.”

—Omnicultural Hispanic Female, Millennial, Los Angeles

They take these and other experiences (gaming, technology, cooking for fun, and more) to expose themselves to the world—and share that world with others.

In fact, their cycle of influence is like none other, and it spreads across dimensions. Omniculturals are more likely than the average U.S. adult to have people come to them for advice before buying new things, to be influenced by what's “hot and what's not,” to have their friends' opinion of a store influence whether they shop there, to share their opinions about products by posting reviews and ratings online, to have social media influencers impact the brands they buy, and to even claim that their children have a significant impact on the brands they choose.¹





This influence happens both in and outside of the household. Omniculturals are more likely to have diverse groups of friends and live in households that are multi-generational and/or blended in a variety of ways. As our respondent described:



“My house is pretty blended. I’m Black and Puerto Rican, and my sister is Black and Peruvian, and then the kids are half Black half Jewish, so we’re all just bringing stuff into the house and putting on something that you wouldn’t think of. We had oxtails and chimichurri sauce the other day. Just trying different things, being open to everyone else’s favorites or preferred foods in the home.”

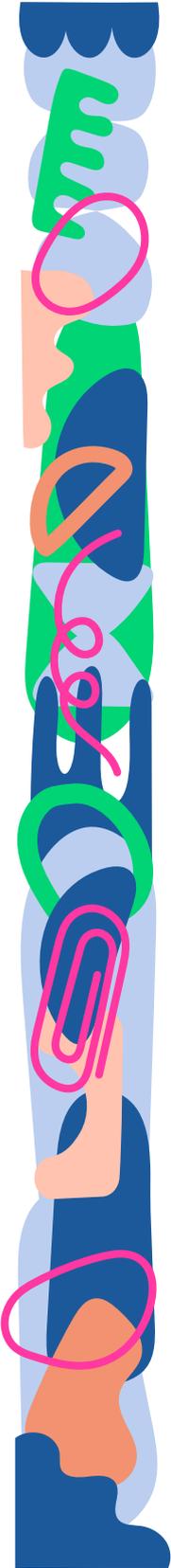
—Omnicultural Hispanic Female, Millennial, Los Angeles

Through their human connection, shared experiences, and cycle of influence, Omniculturals act as fertilizers to our living, breathing, and ever-evolving culture. Their existence thrives on both sides of the harvest—**both reaping and sowing the seeds that will shape our cultural ecosystem.** And their size will scale their impact in powerful ways. They deserve to be recognized.





KEY CONSIDERATIONS



- * Targeting the Omnicultural Mindset is a way to expand your brand's opportunity beyond demographics. Reaching them will help brands cease siloed communication efforts and encourage cohesive messaging across segments.
- * Reaching Omniculturals will address the current environment of high consumer expectations and demand that brands communicate through culture. The size and potential of the Omnicultural mindset are large and should not be ignored.
- * Omniculturals serve as a bridge between nuanced segments and broader opportunities because the segment is derived from mindset. Don't risk alienating one audience for another or water down brand messaging in a way that neglects nuance.
- * Authentically connecting with Omniculturals requires expertise in both culturally specific insights and executions. But it also requires a partner with a larger vision of how those culture-first nuances connect to the larger human story and how your brand navigates between the two.

Omnicultural Series
PART 2



THE OPPORTUNITY

This series has been created in collaboration with
Ruthie Jenkins, founder of Ruthless Brands.



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