

Beautiful Beast

ISSUE 004



OMNICULTURAL SERIES

Part 3: Revealing the humanity
behind Omniculturals.

THE MINDSET

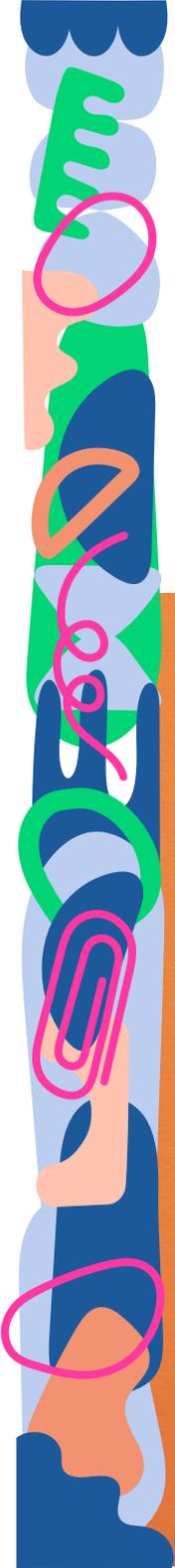


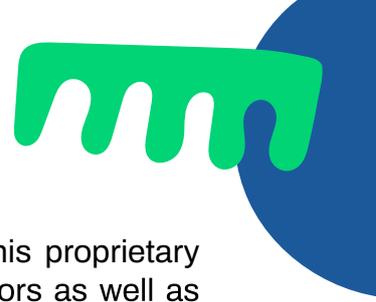
Omniculturals enjoy human connections, shared experiences, and cycles of influence that continually fertilize our cultural ecosystem.

Their hobbies, behaviors, and interests reveal a breadth of experiences that feed off each other and evolve our modern world today. BeautifulBeast is offering a lens to the world through their eyes in this five-part series.

In Parts One and Two, we've demonstrated the opportunity for brands to connect to them as an alternative to the siloed approach often taken to reach multicultural audiences. This allows brands to build cohesive communications that aren't scattered across demographic lines. Most importantly, it allows them to build authentic and lasting relationships with them.

We've mentioned Omniculturals are individuals that are open-minded, positive, influential, inquisitive, and proud. But in Part Three we're going to dive deeper into this mentality and explore the dynamics within. Because it's who they are on the inside—not the outside—that brands need to consider above all. These traits have the potential to powerfully link messaging to emotions.





We conducted a thorough audience analysis, including running this proprietary audience against over 1,000 attitudes, passion points, and behaviors as well as collecting insights from qualitative research. Through our investigation, we have discovered four core pillars that showcase the Omnicultural outlook on life:



Connection:

They are connected to their loved ones, their community, their culture, and their sense of self. To illustrate their desire for connection: They are more likely to agree their cultural heritage is important to their identity, to feel it's important to share their opinions with others, to connect to their friends and family over passion points (like music), to enjoy entertaining in their home—while using food to bring their loved ones together in those moments and to feel confident in who they are.



Preservation:

They seek to preserve their heritage, traditions, wellness, society, and planet. To illustrate the importance of preservation: They are more likely to agree their cultural traditions are vital to pass down to their children, to believe working for the welfare of society is important, to desire to preserve nature and the world around them, to care for themselves—like seeking products that improve their mental well-being or to make sure they take time for themselves every day.



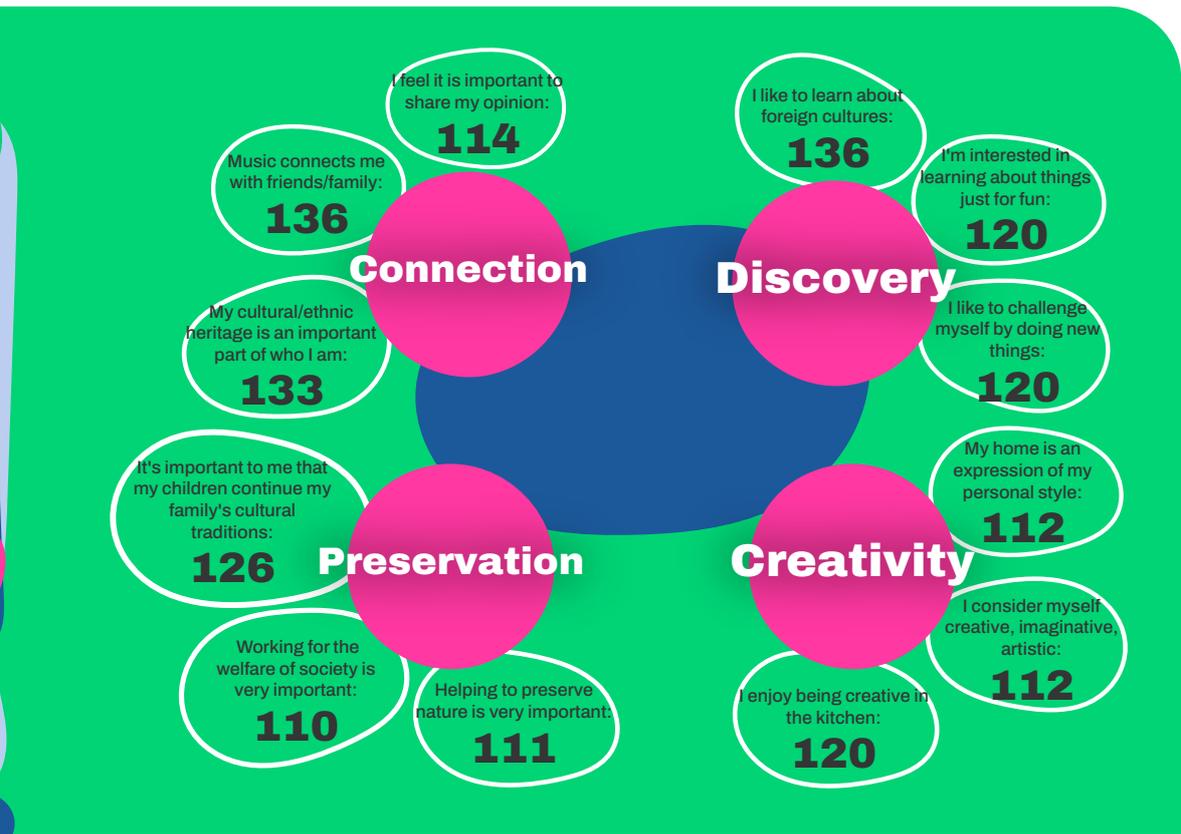
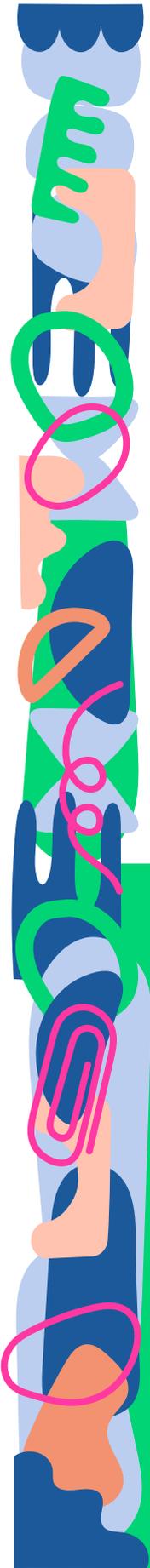
Creativity:

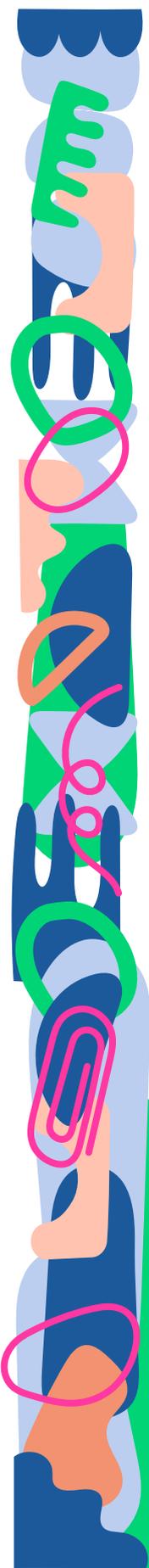
They enjoy pursuing self-expression through music, food, entertainment, style, and other hobbies that are intrinsically meaningful. To illustrate their outlet of creativity: They are more likely to consider themselves imaginative, apply their creativity across extensive hobbies like music, cooking or home décor, and to follow the arts on social media.



Discovery:

They're hungry to learn, travel, explore, experience, dare, expand, and challenge their full potential. To illustrate their eagerness to discover: They are more likely to enjoy learning for fun, to challenge themselves by doing new things, to consider themselves adventurous, to use travel as a means for exploration—by going places they've never been or trying local cuisine, to seek out risk and believe life should be as fun as possible.



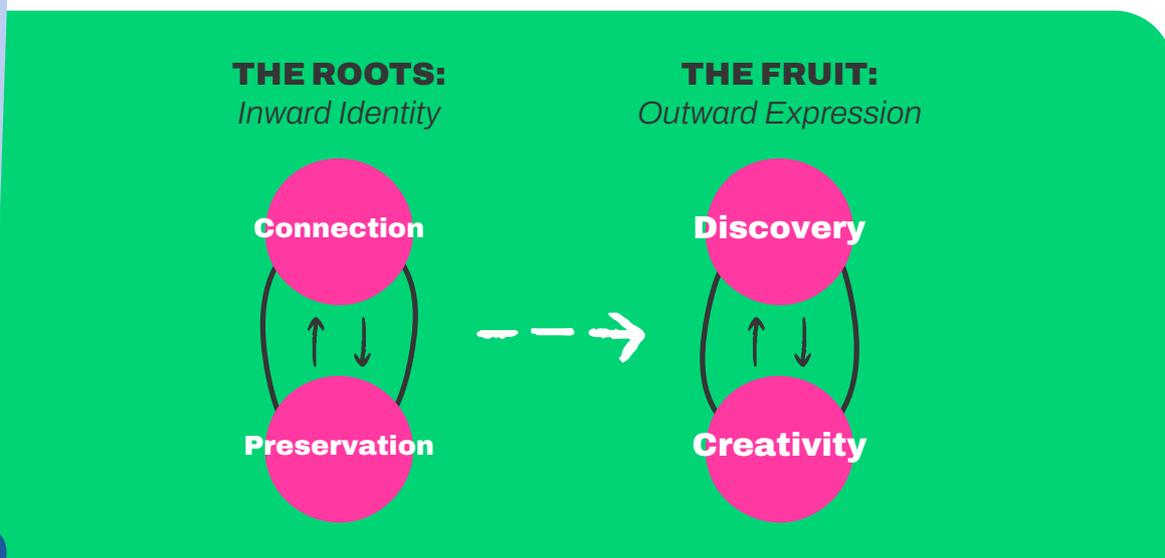


But what's most interesting is the fact that these pillars interact in dynamic ways. For example, two of these pillars represent core roots that anchor them to the ground—a foundation that any flourishing ecosystem requires. Specifically, **the Connection & Preservation pillars tether Omniculturals to a strong sense of inward identity.** These roots—like cultural values, beliefs, norms, language, symbols, or rituals—serve as a strong bedrock to their sense of self.

In fact, their strong foundation is a critical distinction from much of today's discourse regarding identity and culture—specifically, the concept of fluidity. Because for Omniculturals, the more *connected* to who they are, the more they fight to *preserve* it. **This interaction actually *tightens* their sense of self rather than *loosening* it. In other words, it's not their core identity that's fluid—rather, fluidity emerges in how they choose to express it.**

In this way, Omniculturals are sparking a resurgence back to their heritage. But there appears to be something deeper going on within their psychology besides a curiosity about their past or desire to readopt traditions. **In other words, we believe this yearning for a strong sense of inward identity is the “why” behind retroacculturation.** And we believe this is something often missing in the world today. Because when humans lack strong roots, it can be challenging to grasp a sense of reality, truth, or direction. Our fast-paced lives and the exponential growth of technology leave us constantly overstimulated, overwhelmed, confused about truth, and often directionless. This is a societal tension that Omniculturals have the key to solve, making it critical for brands to never ignore making authentic cultural connections with them.

But there are even more fascinating interactions taking place in their mentality. Interestingly, these anchors to identity don't tie them down or suppress growth—they actually nourish a hunger for more. **With a strong foundation, their ever-evolving sense of expression can fully blossom. Omniculturals produce a vibrant environment of self-expression, and the Creativity and Discovery pillars are the fruits.** These fruits—like passions, hobbies, interests, relationships, adventures, and challenges—are what make their outward expression beautiful, attractive, and influential to the world around them.





In this way, Omniculturals are adding their own style to the future. This is where concepts of fluidity, code-switching, and exploration become an essential part of their story. This is where cultural curiosity, cross-pollination, and cultural crossovers grow into something greater. And this is where a true celebration of individuality occurs. **The more they discover, the more they creatively incorporate new things into their lives.** As a few respondents in a recent research study BeautifulBeast conducted reflected:



“I’m always the first to try something in my friend group.”

—Omnicultural Black Female, Millennial, Los Angeles



“I just want to enjoy experiences, I’m trying to get out of my comfort zone, just being bold about it.”

—Omnicultural White Male, Millennial, Los Angeles



“[Trying new things makes me feel] excitement. Hoping that it’s good. You’re kind of risk taking, you don’t know what you’re in for, but, why not?”

—Omnicultural White Male, Millennial, Los Angeles

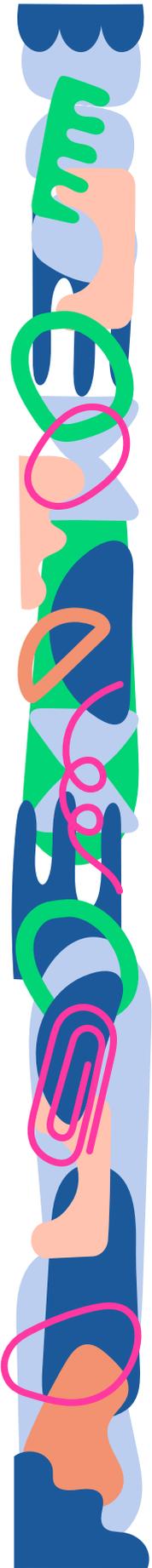


This is the magic of our cultural ecosystem—and Omniculturals are constantly breathing fresh life into it. These exchanges are how Omniculturals are inspiring, leading, influencing, and transforming the rest of us. And when brands co-create with them, they can be intrinsically linked to their story.

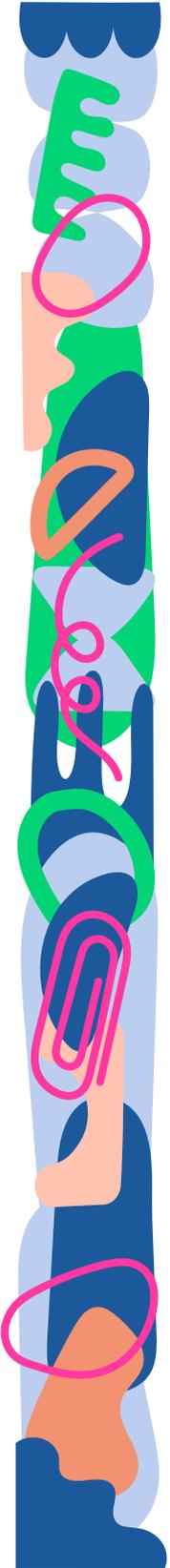
Click here to read BeautifulBeast’s For The Culture piece for more information



The Omnicultural audience is shaping our tomorrow with every passing day. Only time will tell what they’ll unearth for the rest of us—and how your brand can grow with them.

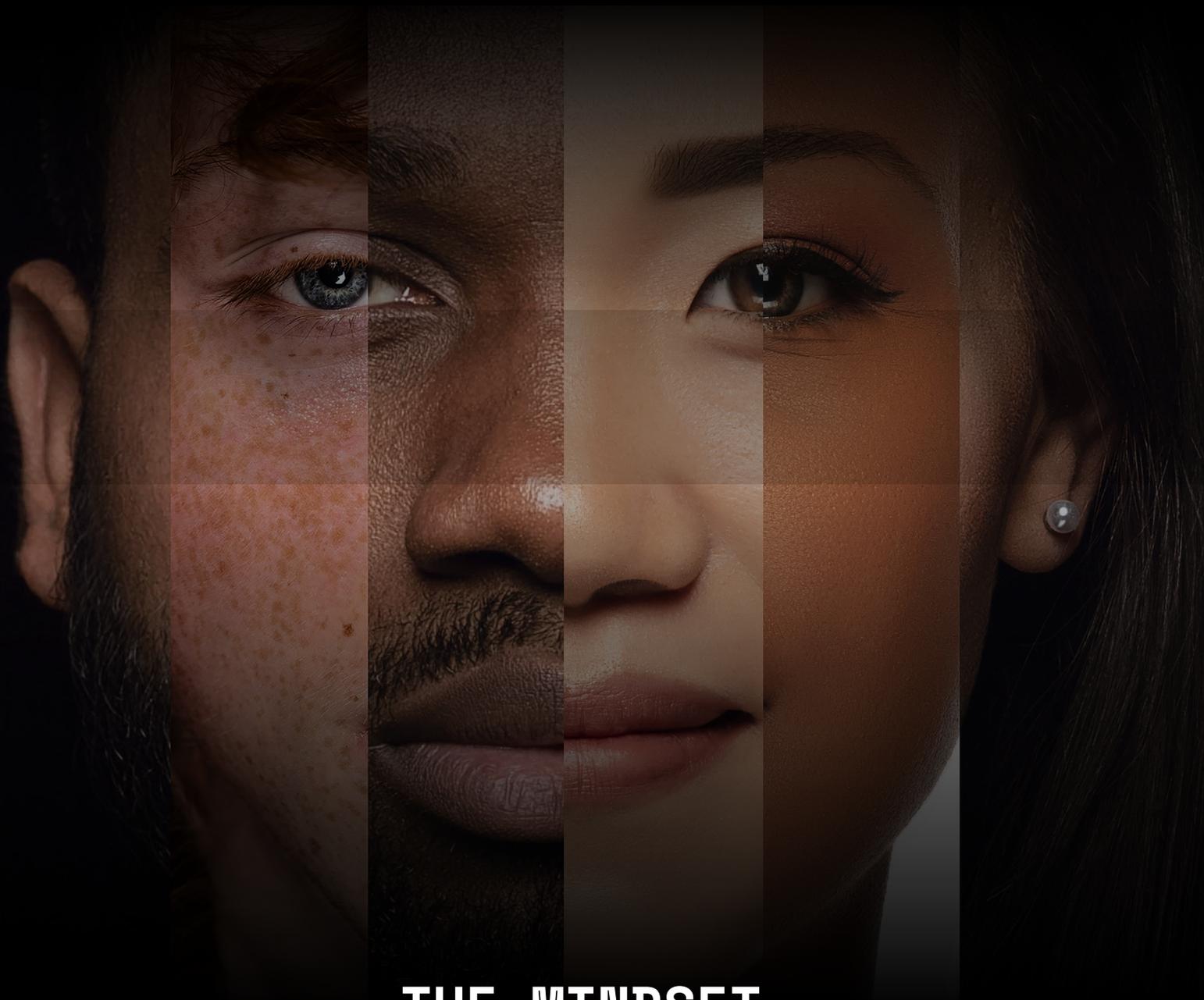


KEY CONSIDERATIONS



- * There are four core pillars that make up the Omnicultural Mindset, and your brand can connect to them. Consider the emotions each pillar can unlock to forge strong relationships with them.
- * Omniculturals have a strong sense of inward identity. Never underestimate their sense of self or depth of authenticity. Shallow communications will make them question how much your brand truly understands them.
- * Omniculturals have a need to outwardly express themselves. Never stifle their individuality or put them in a box. Communications that speak at them, instead of co-creation with them, could make them feel cornered.
- * This mindset is prominent among all Omniculturals, but should be uniquely adapted to your brand's audience. Partner with cultural experts who can know what to dial up or dial down, considering the category context, demographic requirements, brand DNA, tactical mandates, or any other factors unique to your business.

Omnicultural Series
PART 3



THE MINDSET

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



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