

Beautiful Beast

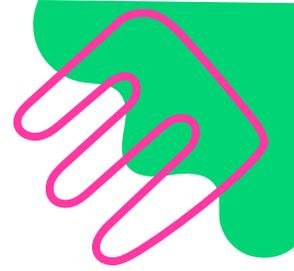
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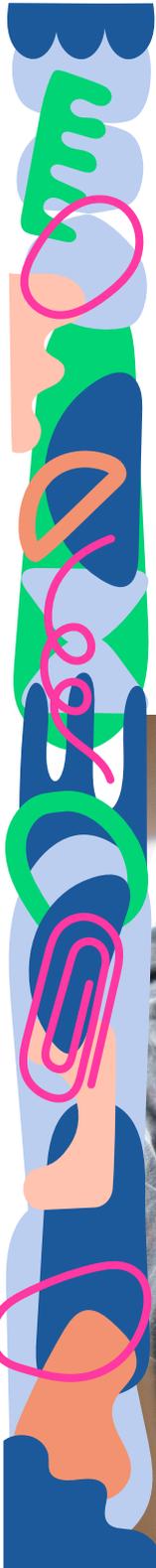
OMNICULTURAL SERIES

Part 4: How Omniculturals are the bridge to connect audiences together.

THE BRIDGE BETWEEN AUDIENCES



Our concepts of culture are being transformed by the rising power of **Omnicultural consumers**, who have a **strong sense of identity** and **blossoming sense of self-expression**. BeautifulBeast is offering a lens to the world through their eyes in this five-part series.



In Parts One, Two, and Three, we've revealed who they are, explored their growing influence, and unpacked their mentality in detail. Specifically, we showcased how their four key mindset pillars come to life:

- * **Connection:** They are connected to their loved ones, their community, their culture, and their sense of self.
- * **Preservation:** They seek to preserve their heritage, traditions, wellness, society, and planet.
- * **Creativity:** They enjoy pursuing self-expression through music, food, entertainment, style, and other hobbies that are intrinsically meaningful.
- * **Discovery:** They're hungry to learn, travel, explore, experience, dare, expand, and challenge their full potential.

In Part Four, we'll show how **Omniculturals can serve as a bridge that can help brands connect things together**. Let's explore some of these links.





Omniculturals are a bridge for people to discover brands. With Discovery as a core trait of the segment, it's no surprise that people look towards Omniculturals to find new products, brands, and ideas. A majority of Americans (57%) claim that a huge influence on their brand preferences and choices comes from multicultural and diverse people—who are more concentrated in the Omnicultural segment. And this influence skyrockets with Gen Z consumers, known for their historic diversity, to 81%¹. As one respondent explained to us:



“Typically at regular grocery stores, they have like a Hispanic section or Asian section, so, I’ll go there and see if there’s anything new.”

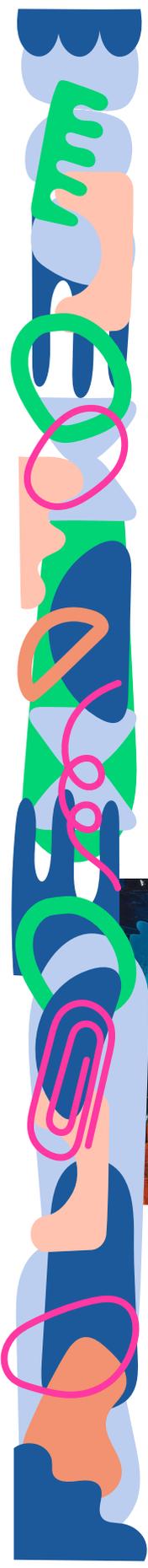
—Omnicultural Female, Gen Z, Los Angeles

Omniculturals can build a bridge between your brand and culture. It’s clear many have a strong desire for brands to communicate to them through culture. If your brand is not, the repercussions to both brand perception and sales can be damaging. For example, 84% of Hispanics agree that if a brand plays a positive role in their community, they are more *favorable* to that brand, and 83% agree they are more likely to be *customers* of that brand.² Yet 67% of Hispanics remain frustrated by brands that treat people like them as an afterthought—which has increased by 5% since 2020.³ These desires and frustrations are spread across segments and are heightened with the diverse Gen Z and Gen Alpha segments, making this expectation from brands ubiquitous—not just tied to one group.



Omniculturals can be a bridge that link disparate audiences together. When brands treat segments individually—not holistically—they miss the bigger picture. For example, your brand may see various opportunities with 1st Generation Hispanics, Gen Z, Blue Collar Workers, or Moms, but may fail to see how they can all be connected together. And when each opportunity is treated as a silo, common questions arise: How can we reach a new audience without abandoning our core consumers? How can we ensure our brand stays consistent across messaging to different cohorts? How can we communicate to a specific culture if our brand didn’t originate from it?

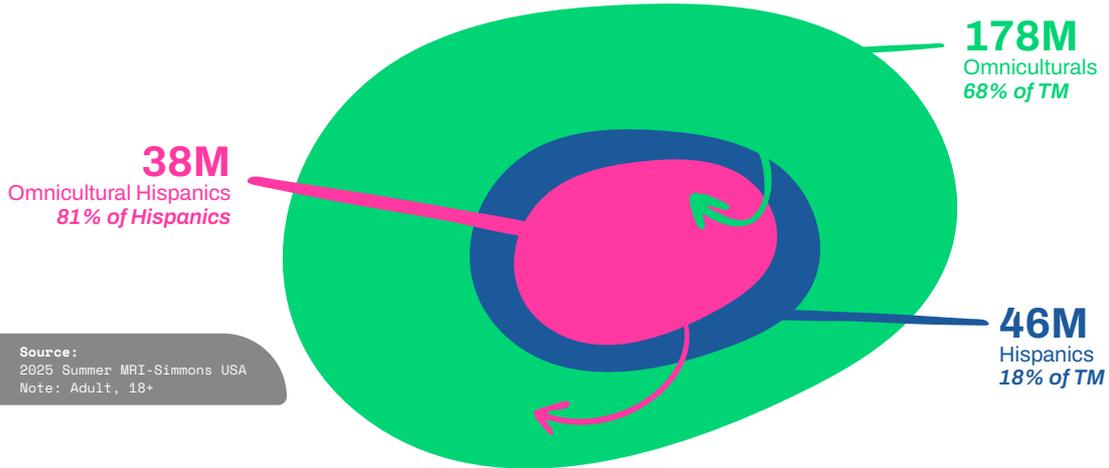
¹ Direct Digital Holdings: Cracking the Code: How Multicultural & Gen Z Reshape Mainstream Marketing
² WAAH/Nielsen Hispanic Sentiment Study 2023
³ Hispanic Marketing Council 2024 Hispanic Market Guide





The answer: targeting the Omnicultural Mindset creates unity.

This is why BeautifulBeast sees the Omnicultural Mindset as a powerful bridge that can connect insights across the demographic spectrum. By incorporating this mentality into our targeting, we develop strategies and creative executions that are nuanced *yet* inclusive, precise *yet* far-reaching, and culture-specific *yet* relatable. The below chart illustrates how the bridge can navigate these opportunities, using the Hispanic segment as an example.



Source:
2025 Summer MRI-Simmons USA
Note: Adult, 18+

Below is an example of how targeting the Omnicultural Mindset can be put into practice:

Amazon Music:



How the Omnicultural Mindset connected *all* Latin music fans together.

In 2022, Amazon Music wanted to bring new Latin music listeners to their platform. They wanted to “Go Big on Hispanic and Youth Audiences” and continue to entertain and delight key audiences with a unique campaign that artists and fans would never forget.

But Amazon Music had two disparate audiences:

- * **Hispanics:** First-and second-generation Latinos were connected to new artists but also to the music from older generations, as it gave them an identity and a sense of belonging. Their Omnicultural Mindset was focused on *Connecting* and *Preserving* their culture. And *la música* kept them close to their family roots.
- * **Non-Hispanic Fans of Latin Music:** They shared an Omnicultural Mindset that didn’t stop at music. They were focused on *creativity* and *discovering* new things. Their curiosity made them want to know more about Latin culture, its values, and its rich history.

The shared traits between these audiences revealed a core finding: Both audiences knew Latin Music is transcendent. It reaches across language, generations, and time. This led us to our core insight: Music is the ultimate unifier...and *nuestra música unites a plethora of styles, rhythms, and history*.

From this, we developed the “*Here’s to the Game Changers*” Platform. This positioned Amazon Music as THE streaming service that enables all listeners to discover new music from yesterday and today. We united ALL fans by bringing together our íconos across time. As a result, Amazon Music narrowed the gap of Unaided Awareness between the US Hispanic population and the US general population by 16.6%.

Omnicultural Series
PART 4



THE BRIDGE BETWEEN AUDIENCES

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



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