



# Cultural Intelligence Is the Key to Unlock Emotional Connection

How Toyota Developed a Culturally Fluent Campaign That Drove Real Business Impact

Quirks July 2025





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## WHAT MAKES COLLAGE DIFFERENT

# Unleash the Power of Cultural Intelligence to Fuel Brand Growth



Cultural Intelligence **at our core**



**Unrivaled depth of cultural insight** that is easily discoverable from 26 billion primary data points, refreshed daily



**Curated digital data and analytics**, instantly available and delivered cost-efficiently



Dedicated customer success team of diverse Cultural Strategists, Anthropologists, and In-culture Specialists **accelerate speed to impact**



TRUSTED BY THE WORLD'S TOP BRANDS

P&G

Google

COMCAST

Kellogg's

Coca-Cola

Paramount

TOYOTA

TACO  
BELL

BANK OF AMERICA

GEICO

NETFLIX

PHILIPS

DIAGEO

Hilton  
HOTELS & RESORTS

T Mobile

A&E

CVS Health

AARP

State Farm

CHASE

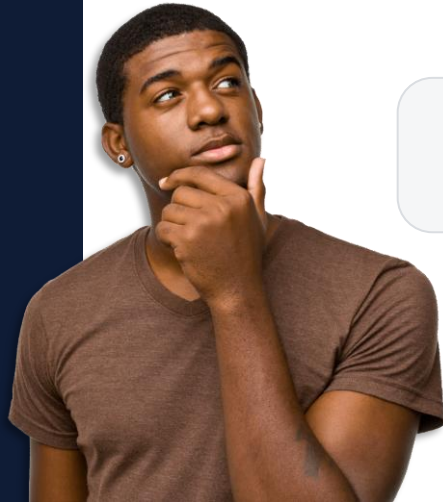
BlueCross BlueShield  
of North Carolina

Let's Reflect...  
How is inclusive  
marketing  
shaping your  
growth strategy?

What consumer gaps are limiting your brand's growth potential?

How is inclusive marketing reinforcing your brand while expanding reach?

How are you measuring success across diverse segments?



# The Cultural Fluency Imperative...

The background is a dark navy blue. On the right side, there are several concentric circles of varying shades of blue, creating a subtle, abstract pattern that suggests movement or a ripple effect.

# Set the foundation for growth through diverse audience connection

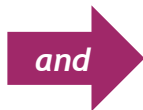
Multicultural, young, and LGBTQ+ Americans are *increasingly* influential segments

55%

of the U.S. population  
will be Multicultural by 2050

51%

of Gen Z are  
Multicultural today!



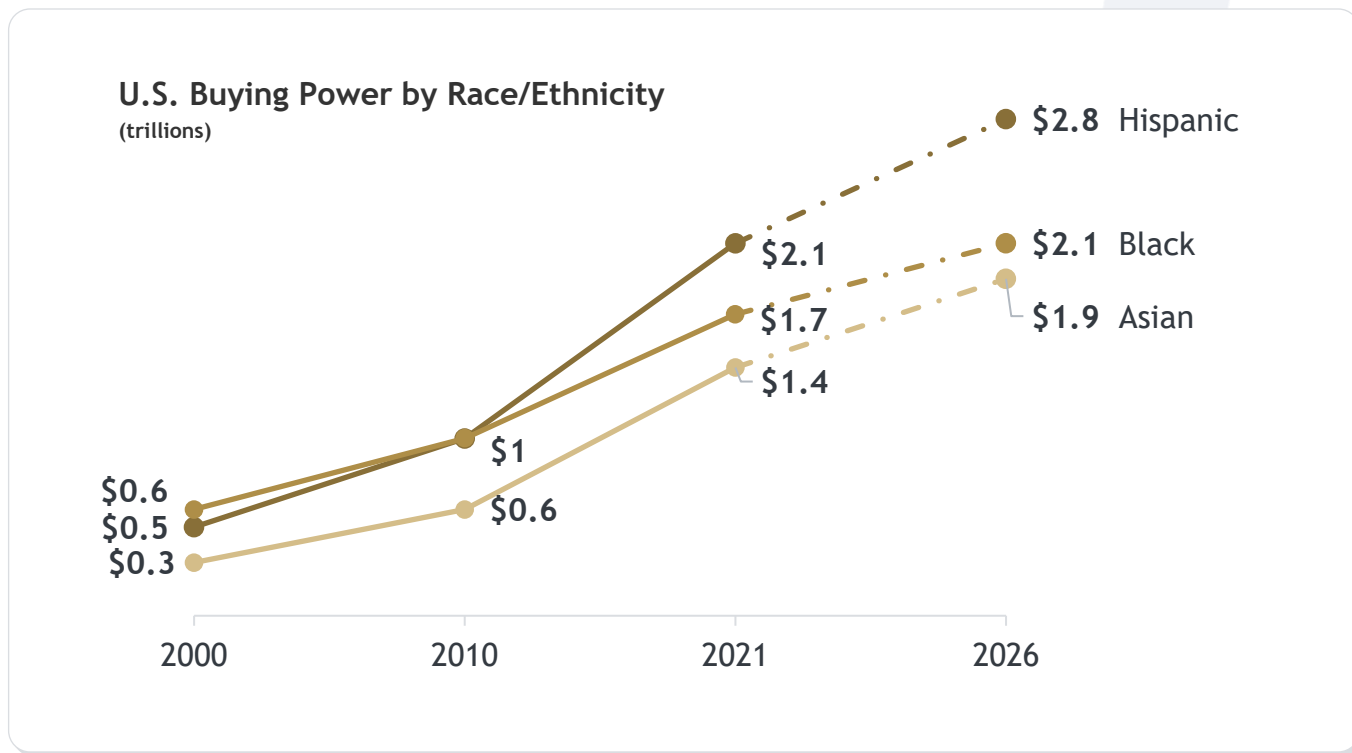
1 in 3

Gen Z identify as LGBTQ+



Source: [U.S. Census Bureau, 2023 National Population Projections](#) and American Community Survey, 2023, [U.S. Census Bureau Collage America Now Survey, August 2024](#) (13-78 population), weighted data  
UGA, The Multicultural Economy 2022

# Multicultural consumers' spending power will shape the future





# Consumers are demanding inclusive marketing

81% of Americans say **inclusive marketing** is **equally or more important** to them compared to 4 years go (2020)

GEN Z	MILLENNIAL	HISPANIC	BLACK	LGBTQ+
87%▲	85%▲	86%▲	90%▲	87%▲

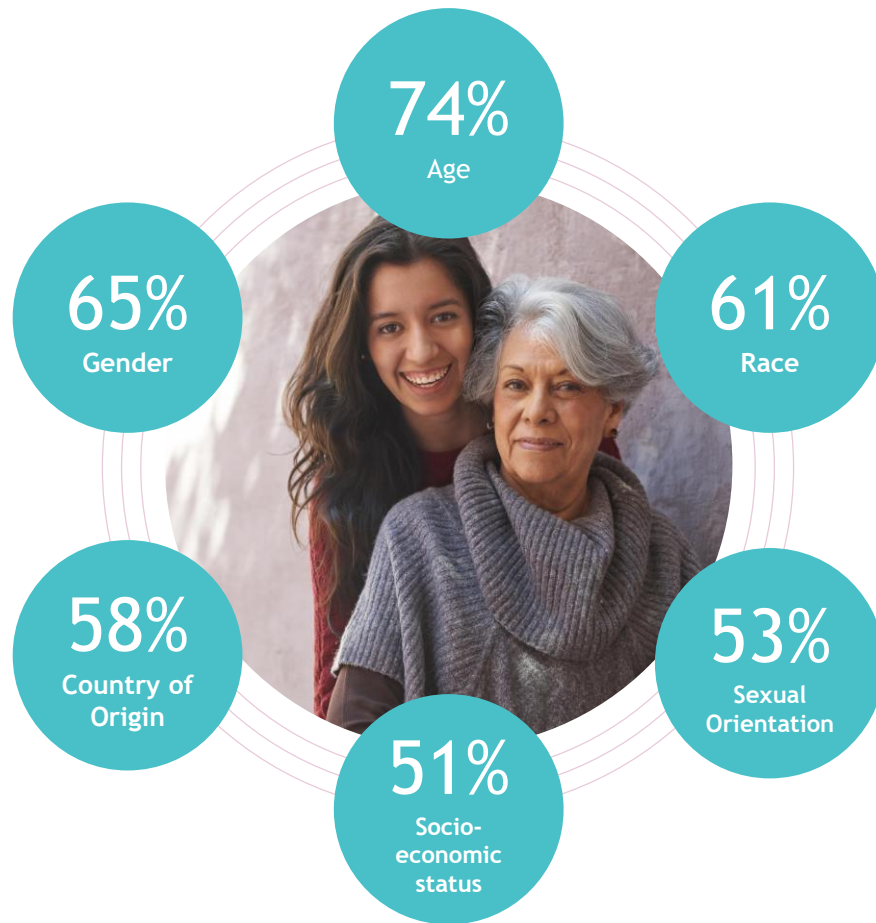
Source: Collage Group America Now Survey, July 2024 (13-78), weighted data, Single select Q: Compared to 4 years ago (2020), how important is inclusive advertising and marketing to you today?  
▲▼ Significantly over/under Total Population. Confidence level 95%





The following have become an **increasingly important** part of my identity over the past few years:

Consumers are defining themselves through increasingly intersectional identities



Source: Collage Group America Now Survey, July 2024 (13-78)  
weighted data, % agree

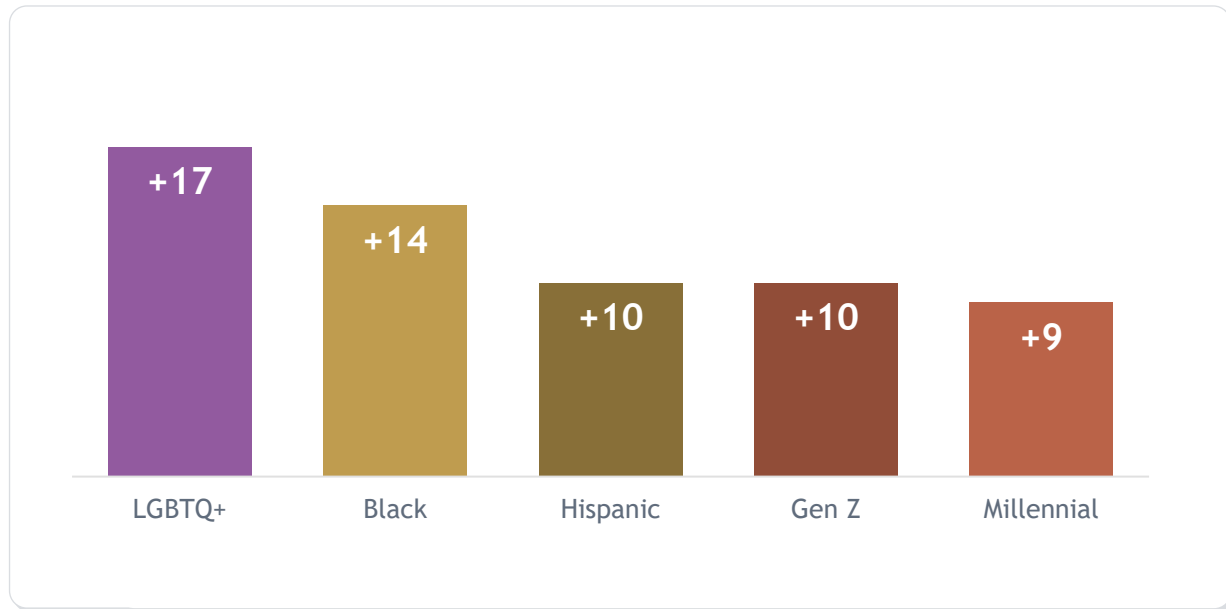
# 42%

of Americans have bought a brand because **its ads represent diverse people authentically**.



## Authentic representation can drive product purchase with key consumers

*Percentage point difference from Total Pop. agreement*



Source: Collage Group America Now Survey, July 2024 (13-78), weighted data  
% agree

# Simple representation used to be impressive, but it's no longer enough

Inclusive Marketing has already undergone several evolutions

v1.0

## Wider Representation



**Intention:** Increase diverse representation

**Limitation:** Only surface-level

v2.0

## Cultural Specificity



**Intention:** Engage diverse communities

**Limitation:** Becomes performative

# Inclusive marketing must evolve with a focus on individual depth

Embracing these strategies helps brands accurately reflect this evolution

v3.0

## Individual Depth



**Intention:** Capture real-life experiences, solidarity through struggle, and cultural co-creation via individual stories.



### Real-Life Resonance

Capture **everyday** experiences to build **Relevance**.



### Struggle Solidarity

Recognize **shared challenges** and a focus on hope to drive **Trust**.



### Cultural Co-Creation

Partner with diverse consumers to boost **Values** and **Advocacy**.



Source: Collage Group 2024

# Capturing real-life moments is the most organic way to connect to Americans

*When it comes to the ads you see, what does successful inclusive marketing mean to you?*

	TOTAL
1 Showing real-life experiences of people	47%
2 Partnering with organizations helping low-income Americans	31%
3 Addressing issues affecting low-income Americans	30%
4 Educating Americans about underrepresented diversity	28%
5 Partnering with organizations helping disabled people	28%



Source: Collage Group America Now Survey, July 2024 (13-78), weighted data  
Multiselect, Q: “When it comes to the ads you see, what does successful inclusive marketing mean to you?”



# Testing Toyota's creative with culture at the core

## Introducing Collage Group's Custom Ad Testing

### How it Works

Collage's custom ad testing evaluates how effectively ads connect with diverse consumers - culturally and emotionally.

Built around the **Ad Cultural Fluency Quotient (A-CFQ)**, we measure ad performance along **four key dimensions**.

Testing also includes **Ad Features, Emotional Response, Recall, Virality, Backlash, and Groundswell** to reveal what drives—or derails—impact across audiences.

Collage oversamples Hispanic, Black, Asian, and White audiences with acculturation layers for robust analysis among growth audiences.



# In Toyota's Words What Drove This Ad Test





# The Case for a Bold Campaign

## KEY CULTURAL INSIGHT

Black men turn to their vehicles as emotional and physical armor and a catalyst for social mobility.

And mobility is the skeleton key that allows Black men to unlock new realities.



# Authenticity drives Black Men's identity and self-expression

## AUTHENTIC

85% ▲

"I actively try to live a life that is genuine and rooted in authenticity."

RANK

Black Men

vs. Non-Black Men

5

+2

## UNIQUENESS

82% ▲

"I'm proud of the things that make me different from my peers."

RANK

Black Men

vs. Non-Black Men

14

+5

## UNABASHED

67% ▲

"I don't hold back who I am around others."

RANK

Black Men

vs. Non-Black Men

40

+8



Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data

% agree, strongly agree

▲ ▼ Significantly over/under Non-Black Men. Confidence level 95%

⬆️ ⬆️ Trending statements are based on (1) statistically significant change in % agreement since 2022 and/or (2) changes in relative rank

## Determination drives Black Men to turn challenges into success

### COURAGEOUS

80% ▲

“I follow my goals even when I feel scared.”

RANK

Black Men

vs. Non-Black Men

17

+1

### DISCIPLINED

78% ▲

“I tend to follow my goals and not let temptations get me off track.”

RANK

Black Men

vs. Non-Black Men

22

+9

### DRIVEN

63% ▲

“I rarely settle for ‘good enough’.”

RANK

Black Men

vs. Non-Black Men

47

+5

# “You Can’t Stop My Drive”



[This ad says]...“We see you. We hear you. This is what we have and we’re not ashamed to put this out. It’s bold. It’s aggressive and I applaud them.”

- Man, Toyota “Never Owner”, 40

And Toyota shifted perceptions and  
gained lift in emotional connection

93%

of Black Consumers  
like/love the ad

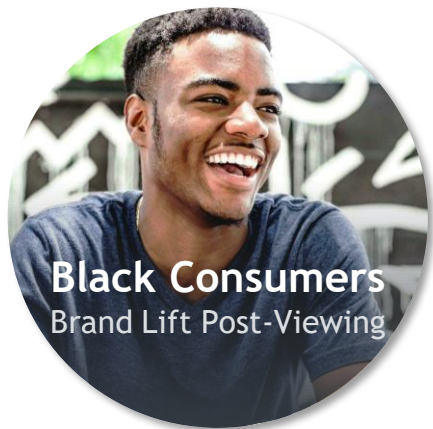
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+21<sub>pp</sub>

Lift in Emotional  
Brand Imagery



# The ad's impact reached beyond the target audience, creating a halo effect



**Black Consumers**  
Brand Lift Post-Viewing

“Toyota is a brand for everyone no matter who you are or what you do.”  
- White Gen X Woman

**+16<sub>pp</sub>**  
increase in  
Brand Purchase Intent



**General Market**  
Brand Lift Post-Viewing

**+21<sub>pp</sub>**  
increase in  
Brand Purchase Intent



# In Toyota's Words Driving Future Strategy

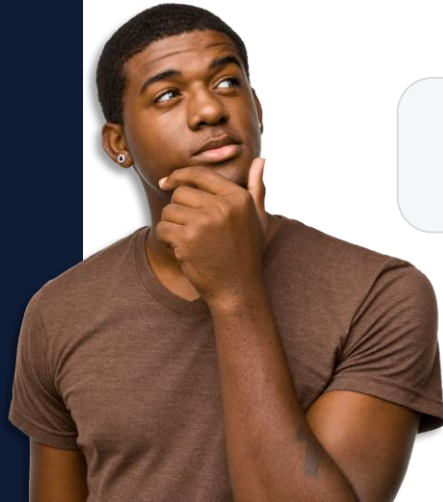


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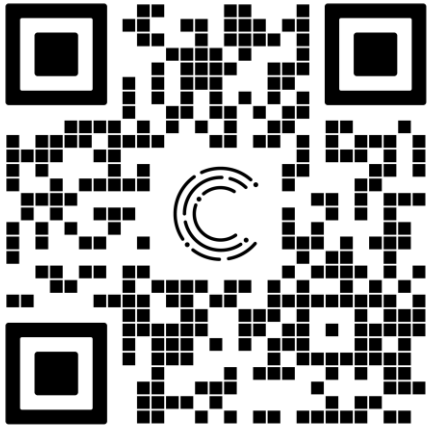
DO consumer gaps limit your brand's  
growth potential?

DOES inclusive marketing reinforce  
your brand while expanding reach?

ARE you measuring success across  
diverse segments?



# Unleash the Power of Cultural Intelligence



Only Collage fuses together consumer, brand and industry insights powered by AI to fuel brand love and revenue growth with the fastest growing segments.

Meet us at Booth 506

 **THE QUIRK'S EVENT**  
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS