

Seize the Moment: Unleashing America's Full Potential Through Diverse Consumers



Special Report

US Market

Jan 2024



Here's a fact:

If you chose two random individuals off the street, the likelihood that they'd hail from different racial or ethnic groups is 61%. In 2010, that figure was only 55%. America has morphed into one of the most diverse nations in the world. Minority ethnicities now make up:

42%



of the US population but (2023 USA Census)

100%



drive all of the population growth

In a decade's time, half of our population will be diverse. But don't think for a minute you have years to make a plan. The trailblazers of this change are here—half of Gen Zers already wave the flag of diversity loudly and proudly.

What does this mean for brands?

There's no sugar-coating it. Adapt now, or get left behind. Period. Forget targeting a single audience (the '90s called and want their marketing plan back). Understanding microcommunities and catering to diverse audiences is a necessity. And it will pay off. Brands that champion diversity authentically resonate the most profoundly.

In a world driven by hyper-targeting, why do brands keep missing the mark with diverse audiences? Brands need to understand what drives these cultures and these markets. Otherwise, communications fall flat.

Immersion into the richness of cultures and audience narratives is a start. These personalized interactions are powerful and can create loyalty that used to take generations to achieve. At Havas, we are committed to fostering these meaningful connections.

What do we see in this new report?

For the last 15 years, our Havas Meaningful Brands™ report has studied brand value, new behaviors, shifting cultural dynamics, and priorities for businesses and brands.

The report, unique within the industry, examines a brand's impact and equity based on consumers' perceptions and expectations across three key pillars: its personal, functional, and collective benefits.

On the bright side, Meaningful Brands™ win loyalty, occupy a bigger space in culture, and are poised for long-term growth. And here's the proverbial cherry on top: most Meaningful Brands™ have stronger bottom lines—outperforming the stock market by 222% with an annual average rate of +7.52 points!



Meaningful Brands™ outperform

Stock Market

+222%

Meaningful Brands™

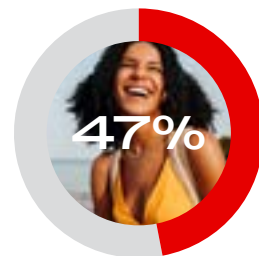
For the diverse audiences in the US? The results are mind-blowing, including the fact that **54% of diverse people's wouldn't care if brands disappeared tomorrow.**

Just say no to dismal strategies

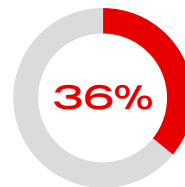
Our data reveals that diverse audiences have a more positive view of the world (47%) compared to non-Hispanic whites (NHW) at 36%. The younger cohort (18–35) is driving this optimism, reaching 52%.

And these stats on optimism are thought-provoking since diverse communities face greater challenges and inequities in general.

I have a more positive view of the world



Diverse Audiences



Non-Hispanic Whites

Diverse Audiences

5/10 say they are personally affected by one or more crises



Non-Hispanic Whites

3/10 say they are personally affected by one or more crises

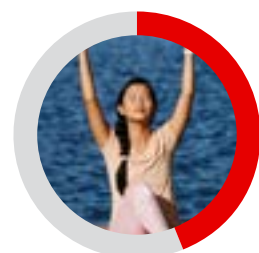


The time is now—and the opportunity is powerful

The keys to brands becoming *and staying* meaningful to diverse audiences are knowing the profound impact of diversity on consumers' behavior and having a winning strategy for the future.

These audiences have been grossly underserved, yet they offer exponential benefits to your brand. But to champion them, you first need a **foundational understanding of this wonderfully diverse and eclectic mix of people.**

Brands should prioritize satisfying my individual needs before taking on a wider role in society



44%

Diverse audiences vs. 40% NHW

Although diverse audiences are collective by nature, when a crisis is experienced on a personal level, priorities change and individual needs appear to take precedence. A sizable number (44%), driven by Black Americans and Hispanics, agree that brands should prioritize satisfying their individual needs before taking on a wider role in society (vs. 40% NHW).

With such a strong focus on individual perspectives and priorities, diverse audiences over-indexed in the Meaningful Brands™ personal attribute of "Helps me feel more in control of my day-to-day" (i111 vs. NHW).

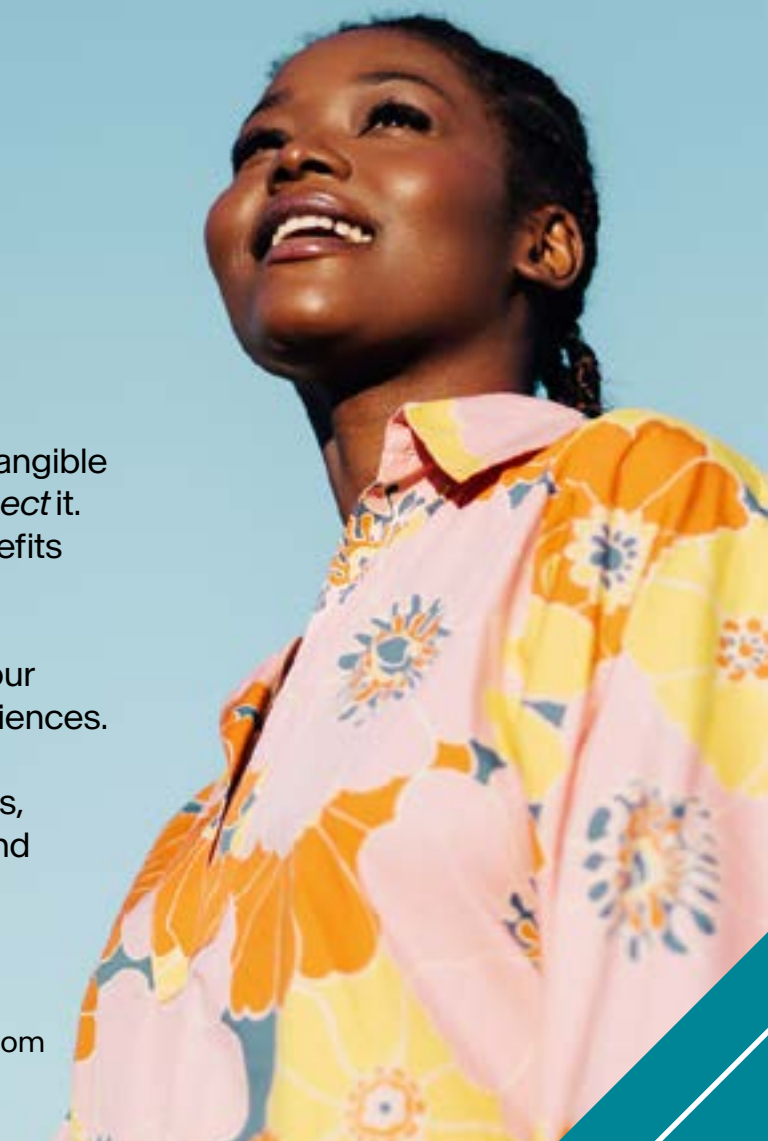
So how to champion diversity?

Diverse audiences are hungry for brands' attention. They *want* brands to play a key role in every single tangible and emotional part of their lives. Moreover, they *expect* it. Make this connection, and your brand can reap benefits in the short and long term.

In our report, we've created **5 guidelines** to help your brand grow and become meaningful to diverse audiences.

Connect with us; we'll be happy to share our findings, take you through the study and our methodology, and help you build more meaningful connections with your diverse targets.

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About Havas

Founded in 1835 in Paris, Havas is one of the world's largest global communications networks, with more than 22,000 people in more than 100 countries sharing one single mission: to make a meaningful difference to brands, businesses, and people.

Havas is committed to building a diverse culture where everybody feels they belong, can be themselves, and thrive. Havas integrated into Vivendi, a global leader in media, entertainment, and communications, in December 2017.

An industry first of its kind, the Havas 2024 Meaningful Brands™ Special Report – “Seize the Moment: Unleashing America's Full Potential Through Diverse Consumers” – sharpens the marketing lens on the fastest growing and most influential audience in the US

This inaugural report was jointly developed by Havas Media Network and Republica Havas. Havas' multicultural partner agency, Republica Havas, is certified by the National Minority Supplier Diversity Council and has achieved prestigious NMSDC Corporate Plus designation.

Further information about the Meaningful Brands™ study is available at www.meaningful-brands.com.

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