

MARKETING

Brands must learn what makes consumers human: Resonate

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Americans are more diverse than ever, which means brands need to rethink marketing strategies. Image credit: Resonate

By NORA HOWE

As brands aim to connect with an increasingly diverse population in the United States, hyper-targeted marketing has become more crucial than ever.

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With nearly four in 10 Americans **estimated** to identify as a race or ethnicity other than white, marketers must not only speak to consumers in a way that respects cultural differences, but recognize those differences within larger groups. In its "**Marketing to Multicultural Audiences**" report, consumer insight platform **Resonate** explores three unique audience segments, and suggests how brands and marketers can use hyper-targeted segmentation to appeal to these value-driven consumers.

Diversity in marketing

The first segment the report examined is the Gen X Asian-American urban dweller. According to Resonate, these consumers are high-earners with an appreciation for quality of life.

They are 96 percent more likely than the average consumer to have discretionary income of \$100,000 or more.

The majority of these consumers, 82 percent, have a college or graduate degree, 75 percent are married, 70 percent are homeowners and 69 percent have children 18 years old or younger.



Gen Z and millennials are looking to save time when it comes to purchasing products, leading many of them to mobile or online. Image credit: Unsplash

According to the report, their top values are acquiring wealth and influence, achievement and enjoying life, and are driven by social and professional status.

Although it includes high earners, this segment is primarily focused on purchasing practical and rewarding products that will benefit their families. While their top social platforms are Facebook, LinkedIn and YouTube, they are most likely to receive marketing messages via email.

The second segment features millennial Mexican-American parents of small children who are actively growing their families and establishing their positions in the world as young parents.

Nearly a third, 30 percent, of these consumers have a disposable income between \$20,000 and \$39,000, most of which is spent on their children.

They are 214 percent more likely than the average consumer to buy baby products online, with 65 percent subscribing to Amazon Prime.

They are looking for products that save them time and are safe for their children, so creative family-centric messaging will resonate best.

More than half, 59 percent, are looking to YouTube influencers for apparel purchases, but remain active on Facebook and Instagram.

French fashion house Christian Dior strategically partnered with American rapper and music producer Travis Scott for its spring 2022 menswear collection and show due to the artist's vast and highly engaged YouTube audience ([see story](#)).

YouTube has a strong relationship with music, which makes Dior's choice of working with a musical artist particularly savvy.

Dior's collaboration with Travis Scott brought massive viewership to the brand

The third segment examined by Resonate is the Black Gen Z full-time student. These consumers are political activists who are 47 percent more likely to buy from brands that support movements like Black Lives Matter.

While consumers within the segment spent over \$200 on cosmetics in the past three months, they are also 65 percent more likely to donate money to environmentally conscious causes.

According to Resonate, this group is well-rounded, with an eye towards achievement and finding its social and professional footing, while also pursuing romance, excitement and creativity.

This segment is looking to buy products that are unique, time-saving and enjoyable, and is 62 percent more likely to look to social media influencers for apparel purchases.

Their top social media platforms are Snapchat, Instagram and YouTube.

Meeting Gen Z on TikTok

Although not included in the report, TikTok has accelerated rapidly as a go-to digital destination among the Gen Z population.

From its #TikTokMadeMeBuyIt trend, which has more than five billion views, to countless influencer product

reviews, TikTok's influence on consumer trends and digital community marketing has proven exceptionally powerful.

As social commerce accelerates, TikTok is equipping businesses with a new suite of commerce solutions to better serve brands, helping them utilize the authentic power of the platform to drive product discovery and sales.

Recently launched, TikTok Shopping grants businesses access to a range of full-service commerce solutions, offering to manage every aspect of a brand's social commerce journey from product upload and point of sale to shipping and fulfillment, all executed within the platform ([see story](#)).

With so many platforms and channels, brands must learn to narrow their scope to reach the right consumers in the right places.

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