

Welcome to BLINK #11 – The Culture Issue

SASHA SAVIC, US CEO 05 APR 2017

This edition of BLINK concerns itself with culture. Not the superficial, transient cultural trends that marketers often focus on, but the deep cultural forces that define how societies and consumers think, feel and behave.

These forces – or dimensions – are defined in [Cultural Connections](#), an exciting new study of 60,000 consumers across 63 countries. In partnership with Iitim International's Hofstede Center, MediaCom commissioned *Cultural Connections* to provide a contemporary look at why individuals respond to specific brands and messages the way they do. Ultimately, our intent is to provide valuable intelligence and specific recommendations to our clients.

In the meantime, the results have enabled us to build detailed profiles of consumer cultures, and re-map the world according to like-minded attitudes and behaviors. The result is a

major shift away from our industry's binary "global vs. local" view, and it may surprise you.

Digging into this issue will also reveal insights that can help brands connect with more consumers in more markets, such as Latin America, which is more culturally diverse than many markets think, and Japan, where consumers prefer facts and figures to emotional message.

Elsewhere in the issue, we explain how tech advances are changing the way immigrants assimilate to Canada – a trend that is forcing brands to take a more granular approach – and we investigate why Chinese consumers love luxury brands so much.

We've also provided a cultural profile of Israel, a place where many global advertisers have struggled to achieve long-term success, and share universal lessons for brands launching new products in new markets.

I hope BLINK #11 inspires you to take a fresh look at "how culture works" in the countries in which your company operates, and to reflect on the underlying forces that influence our own attitudes and behaviors.

Regards,

Sasha Savic

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