

KINTSUGI CREATIVE

INSIDE CULTURE



REPORT
2025

EXECUTIVE SUMMARY

CULTURAL MARKETING: THE REVENUE & RELEVANCE DRIVER THAT WILL SHAPE THE NEXT PHASE OF MARKETING AND CONSUMER CONNECTION

Cultural marketing and fluency are no longer optional; 2024–2025 has clearly proven that it drives revenue, loyalty, trust, and relevance. DEI opened the door, but representation alone is not enough. Brands that integrate **deep cultural fluency** into strategy, creative, product, and communications outperform those that only chase trends or tick diversity boxes (Deloitte, 2024; Channel 4, 2023; Unstereotype Alliance, 2024).



BURBERRY: LONDON IN LOVE CAMPAIGN, 2025

Key data highlights include:

- 57% of UK consumers are more likely to shop with culturally fluent brands (Deloitte, 2024)
- 77% of UK Adults agree DEI is important in advertising (Channel 4, 2025)
- 87% of multicultural campaigns in UK advertising fail to resonate (Channel 4, 2025)
- Inclusive campaigns can drive 3.5% immediate sales lift and 16% long-term growth (Unstereotype Alliance, 2024)
- 67% of UK adults believe DEI issues matter and are important to them (Channel 4, 2025)
- 70% of Gen Z are more trusting of brands that represent diversity in advertising (Creative Equals & ISBA, 2024)

The following report details why cultural fluency is a **revenue driver**, explores **industry successes and failures**, and offers **2026 predictions** for brands that want to tap into cultural marketing and increase competitive advantage.

EXECUTIVE SUMMARY

WHAT THIS MEANS FOR MARKETING AND LEADERSHIP IN 2026

What CMOs should stop doing immediately?

CMOs must move away from treating culture as a campaign layer or creative executional choice. The following approaches are now proven to underperform commercially:

- One-off culturally themed campaigns without long-term narrative ownership
- Trend-led activations that prioritise speed and visibility over relevance and meaning
- Representation without interpretation, where diverse faces are included without cultural context, insight, or authorship
- Reactive responses to cultural moments are driven by social pressure rather than strategic alignment
- Measuring success primarily through short-term engagement metrics without assessing long-term brand impact

The data shows that these approaches fail to build trust, loyalty, or sustained revenue growth, and increasingly erode brand credibility among Gen Z and multicultural audiences (Channel 4, 2025; Edelman, 2024).



DELIVEROO & AJ TRACY RECORD LAUNCH CAMPAIGN 2025

What boards should fund differently in 2026

Boards should recognise cultural fluency as a core business capability, not a discretionary marketing expense. The next phase of competitive advantage will come from funding:

- Cultural intelligence as an embedded strategic function, either in-house or through specialist cultural agencies
- Long-term cultural narrative development rather than episodic campaigns
- Research-led cultural insight, audience ethnography, and continuous cultural monitoring
- Culturally credible partnerships, creators, and talent with real authorship and trust
- Measurement frameworks that assess cultural resonance alongside financial performance

Brands that invest in cultural fluency as infrastructure consistently outperform those that rely on intuition or trend participation alone, delivering materially higher revenue growth across Beauty, Fashion, and FMCG (Unstereotype Alliance, 2024; Deloitte, 2024).

CULTURAL MARKETING, WHAT IT REALLY MEANS

1. What Cultural Marketing Really Is

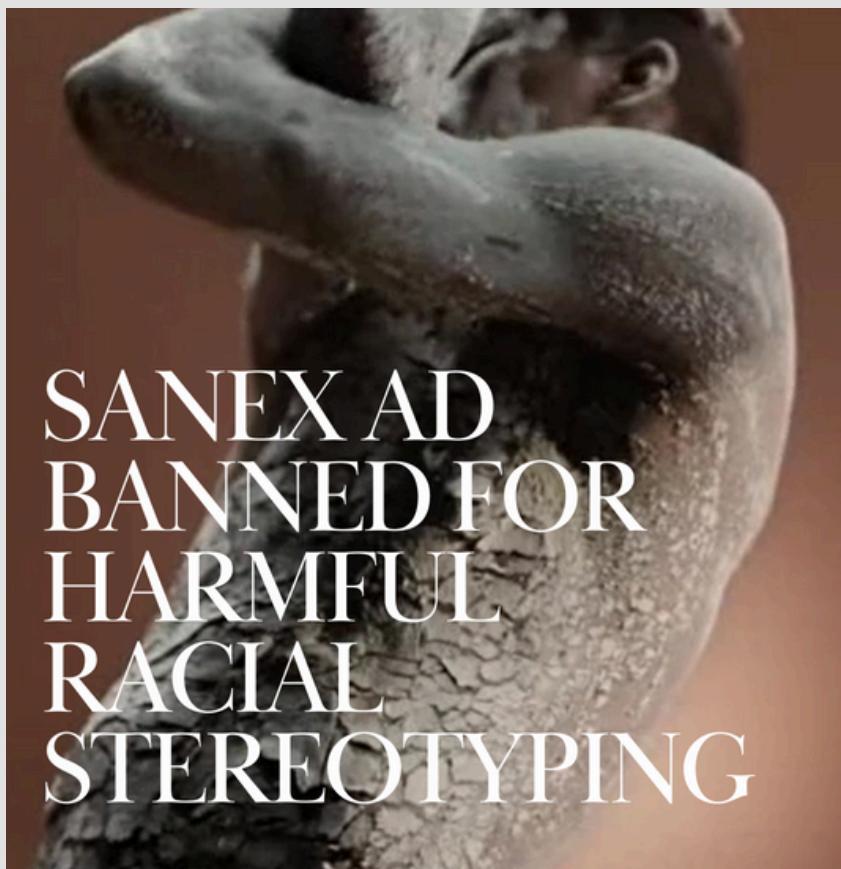
Cultural marketing is a strategic approach that aligns a brand's messaging, products, and experiences with the values, norms, behaviors, and identities of specific cultural communities or demographic segments. It goes beyond representation or diversity to authentically reflect the lived experiences, shared meanings, and narratives of target audiences, creating emotional connection, relevance, and trust that drive commercial outcomes.

Cultural marketing has evolved from surface-level representation to **strategic cultural fluency**. It requires understanding how culture shapes identity, values, and consumer behaviour and embedding that insight into brand strategy, product, and creative execution (Marketing Week, 2024).

Key distinctions:

- Representation: Shows audiences that they are visible (DEI).
- Cultural marketing: Demonstrates understanding, resonance, and relevance of cultures.

Audience studies indicate that consumers now ask not just "are we seen?" but "are we understood?" (Edelman Trust Barometer, 2024). This impacts brand loyalty, emotional engagement, and lifetime value.



SANEX AD, 2025

87%

of multicultural campaigns in UK advertising fail to resonate.

57%

of UK consumers are more likely to shop with culturally fluent brands.

72%

of Black and Asian Brits feel stereotyped in UK advertising

THE COMMERCIAL CASE FOR CULTURAL MARKETING

CULTURAL MARKETING DRIVES BUSINESS RESULTS



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REMITLY AD, 2025

Research consistently shows that culturally fluent advertising increases revenue and brand performance. **Unstereotype Alliance and Oxford Saïd Business School (2024) found:**

- **62% HIGHER LIKELIHOOD OF BEING A FIRST-CHOICE BRAND**
- **81% OF GEN Z SAY MULTICULTURAL AND DIVERSE CONSUMERS GREATLY IMPACT THEIR BRAND CHOICES**
- **54% HIGHER PRICING POWER**
- **33% HIGHER STRONG CONSIDERATION**
- **16% HIGHER LONG-TERM SALES**
- **15% HIGHER CUSTOMER LOYALTY**
- **3.5% HIGHER SHORT-TERM SALES**

Competitive Advantage:

Brands with cultural intelligence outperform competitors in loyalty and lifetime value (**Deloitte, 2024**). First-mover brands gain an advantage by embedding culture across strategy and creative, rather than episodic campaigns

THE COMMERCIAL CASE FOR CULTURAL MARKETING

CULTURAL FLUENCY IS NOT A 'NICE TO HAVE' IT'S A REVENUE DRIVER



RALPH LAUREN, OAK BLUFFS 2025

Ralph Lauren delivered 7-8% global revenue growth in 2025, driven by cultural storytelling and connection through campaigns such as Spring 2025 (The Hamptons), Heritage Icons, and Oak Bluffs. Instead of chasing what's trending, the brand doubled down on heritage, Americana, and timeless cultural symbolism, reintroducing itself to younger audiences without diluting its core.

"CULTURAL FLUENCY AND CONNECTION MOVE PEOPLE, AND PEOPLE MOVE MARKETS."

Brands still relying on:

- Performative inclusion
- Borrowed slang
- One-off "diverse moments."
- Trend-hopping creative
- Hype

will continue to lose ground to competitors who understand that culture is infrastructure, not garnish. When cultural fluency is embedded in brand DNA, storytelling becomes sharper, connections become deeper, and revenue follows.

THE COMMERCIAL CASE FOR CULTURAL MARKETING

CULTURAL FLUENCY IS NOT A 'NICE TO HAVE' IT'S A RELEVANCE DRIVER



GAP BETTER IN DENIM, 2025

Cultural fluency has moved decisively from a brand value to a commercial growth lever, with 2024–2025 providing clear financial proof. Gap's Better in Denim campaign featuring KATSEYE demonstrates this shift in action: **by embedding itself authentically within youth culture rather than borrowing surface trends, the brand delivered over 400 million video views in days, generated more than 8 billion media impressions, and became Gap's most engaged campaign in brand history** (AP News, 2025; Business Insider, 2025)

"8 BILLION MEDIA IMPRESSIONS & GAP'S MOST ENGAGED WITH CAMPAIGN IN THE BRANDS HISTORY"

Gap reported a 7% year-on-year increase in comparable sales for the Gap brand and double-digit growth in denim sales, outperforming analyst expectations, **with executives directly attributing the uplift to renewed cultural relevance and Gen Z engagement** (Reuters, 2025). This aligns with broader industry evidence showing that **culturally fluent advertising drives stronger commercial outcomes: inclusive and culturally relevant campaigns deliver up to 16% higher long-term sales growth, 62% higher likelihood of brand preference, and 15% greater customer loyalty compared to non-inclusive campaigns** (Unstereotype Alliance & Oxford Saïd Business School, 2024).

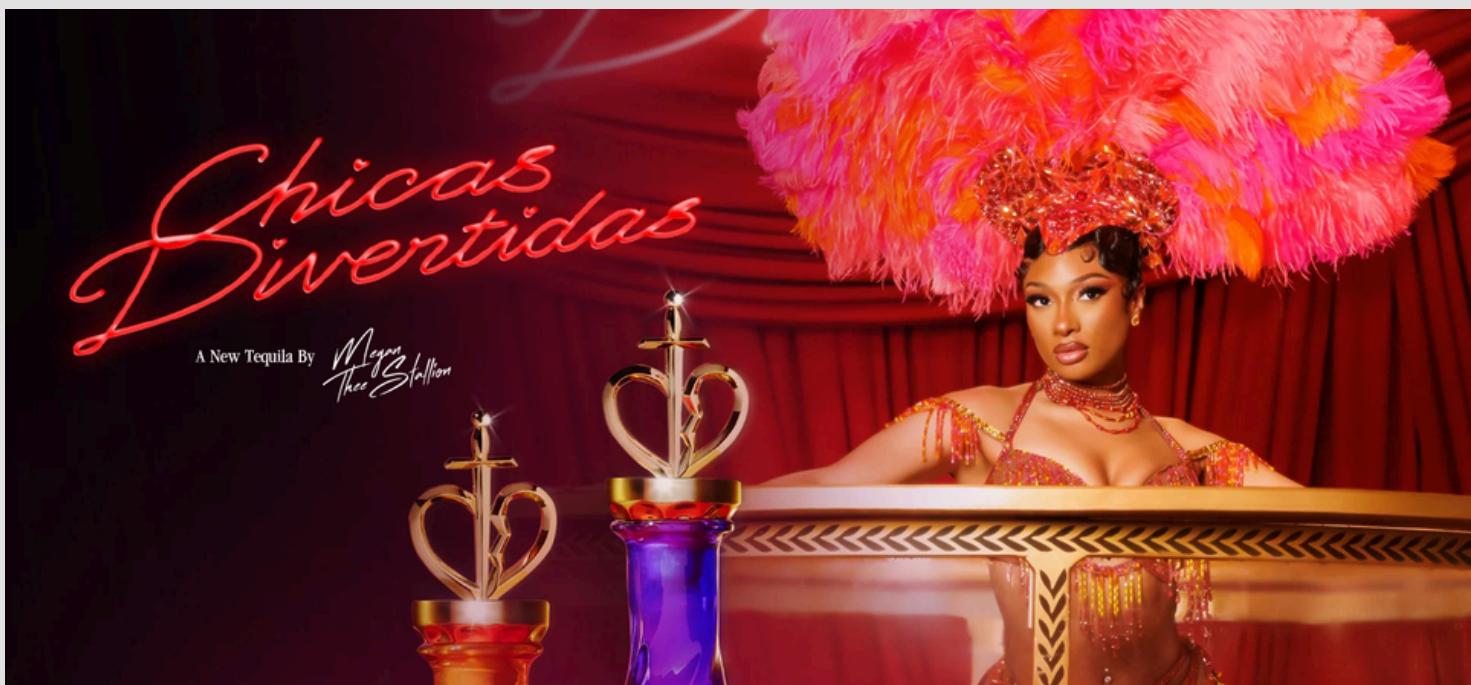
THE COMMERCIAL CASE FOR CULTURAL MARKETING

MEASURING CULTURAL RESONANCE FROM INTUITION TO IMPACT

Marketing performance can no longer be assessed solely through reach, impressions, or short-term sales spikes. In 2026, high-performing brands will start to expand KPI frameworks to include:

- Cultural resonance and relevance
- Brand trust and emotional connection
- Long-term brand preference and loyalty
- Pricing power and consideration uplift
- Community engagement and advocacy

These metrics better reflect how culture drives consumer behaviour, lifetime value, and sustained growth, aligning marketing measurement with commercial reality rather than short-term visibility.



CHIVAS REGAL & MEGAN THEE STALLION COLLABORATION, 2025

Cultural fluency is often misunderstood as intangible or difficult to measure. In reality, leading brands already track cultural effectiveness through a combination of quantitative and qualitative indicators that link directly to commercial outcomes. Cultural resonance should be measured across four dimensions:

1. Brand Meaning & Trust Metrics

These indicators assess whether cultural marketing is strengthening brand equity:

- Brand trust scores and sentiment shifts
- Perceived authenticity and relevance
- Brand preference and first-choice consideration
- Earned media quality, not just volume

Research shows culturally fluent brands achieve up to 62% higher likelihood of being first-choice brands and 54% higher pricing power (Unstereotype Alliance, 2024).

THE COMMERCIAL CASE FOR CULTURAL MARKETING

MEASURING CULTURAL RESONANCE FROM INTUITION TO IMPACT

2. Audience Connection & Engagement Quality

Beyond likes and views, brands should measure:

- Depth of engagement (saves, shares, meaningful comments)
- Community participation and repeat interaction
- Creator and talent credibility with target audiences
- Cultural sentiment analysis rather than raw volume

High-performing cultural campaigns consistently show stronger emotional engagement, which directly correlates with increased purchase intent and loyalty (IPA/WARC, 2024).

3. Commercial Performance Indicators

Cultural marketing must ladder into financial impact, including:

- Short-term sales uplift
- Long-term revenue growth
- Market penetration among Gen Z and multicultural audiences
- Customer lifetime value (CLV)
- Retention and repeat purchase rates

Across sectors, culturally fluent campaigns have been empirically linked to +3.5% immediate sales uplift and +16% long-term growth compared to non-inclusive campaigns (Unstereotype Alliance & Oxford Saïd Business School, 2024).

4. Cultural Equity & Longevity Signals

To assess whether culture is being embedded rather than borrowed, brands should track:

- Consistency of cultural narrative over time
- Audience recognition of brand cultural ownership
- Longevity of partnerships and cultural platforms
- Decline in backlash, fatigue, or accusations of performative behaviour

These signals indicate whether a brand is building cultural equity or merely participating in moments without lasting impact.

Brands that formalise cultural measurement frameworks outperform those relying on instinct or short-term metrics. Measuring cultural resonance alongside commercial KPIs enables marketing leaders to make better investment decisions, mitigate reputational risk, and build sustained relevance in increasingly complex cultural landscapes.

INDUSTRY DISCONNECT: WHY CULTURAL CAMPAIGNS FAIL

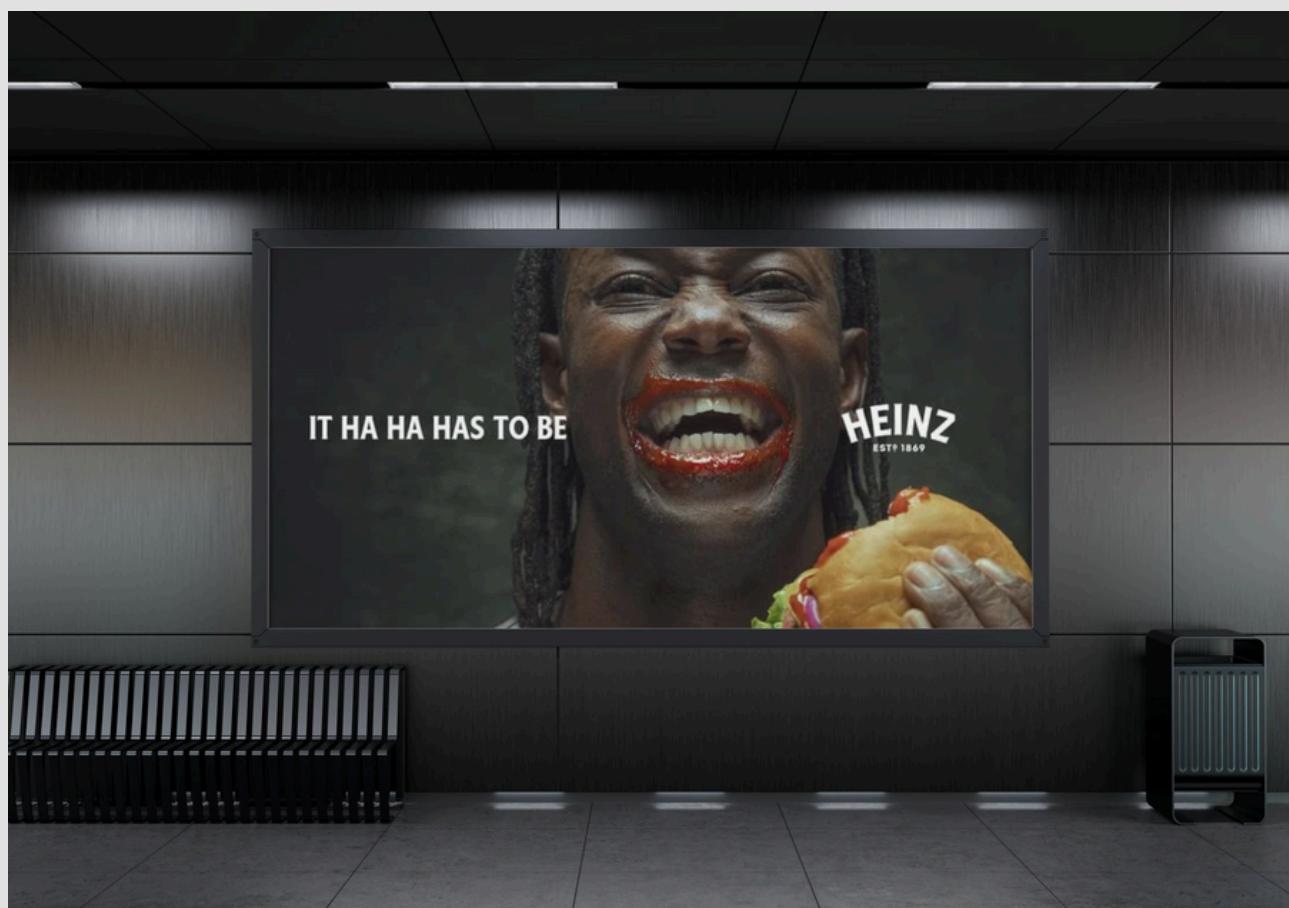


DESPITE GOOD INTENTIONS, 87% MULTICULTURAL CAMPAIGNS FAIL. CHANNEL 4 (2024) REVEALED:

Root Causes of Failure

1. **Tokenism:** 87% of tokenistic portrayals fail to resonate (Channel 4, 2025).
2. **Representation without Interpretation:** Diverse faces without cultural insight.
3. **Narrow Segmentation:** Demographics used over cultural context and storytelling.

Trend-Chasing: Campaigns follow what's popular rather than meaningful and authentic.



HEINZ AD, 2025

The issue is not visibility alone, but **context, narrative, and authenticity.**

- 72% of Black and Asian Brits feel stereotyped in advertising
- 72% of Black Brits and 62% of South Asian Brits felt companies should do more to represent people like them
- 78% of UK ads feature Gen Z, but only one in three actually connect with them emotionally

WHY TREND-CHASING CULTURE IS A FAST TRACK TO BRAND IRRELEVANCE

BRANDS INCREASINGLY MISTAKE PROXIMITY TO TRENDS FOR CULTURAL RELEVANCE, ASSUMING THAT PARTICIPATION EQUALS FLUENCY. IT DOES NOT.



H&M 180 SOCIAL CAMOAGIN 2025

Trend Chasing vs Cultural Fluency

Trend-led marketing focuses on what is visible in culture, viral moments, aesthetics, language, or formats without understanding the **cultural context, meaning, or communities** that produced them. This results in campaigns that feel late, hollow, or opportunistic.

THE 2025 SPROUT SOCIAL INDEX SURVEYED CONSUMERS AND MARKETERS AND FOUND THAT:

- 93% OF CONSUMERS THINK IT'S IMPORTANT FOR BRANDS TO KEEP UP WITH ONLINE CULTURE, BUT
- 33% FIND BRANDS JUMPING ON VIRAL TRENDS "EMBARRASSING", AND
- 27% SAY TREND PARTICIPATION IS ONLY EFFECTIVE WITHIN 24–48 HOURS, HIGHLIGHTING THE SHORT LIFESPAN AND SUPERFICIAL IMPACT OF TREND CHASING.
- CRITICALLY, CONSUMERS SAY AUTHENTICITY AND RELATABILITY MATTER MORE THAN TREND PARTICIPATION.

- Research demonstrates that culturally and personally relevant advertising significantly increases purchase likelihood, reinforcing that meaningful cultural insight drives stronger commercial performance than trend participation alone. This evidence highlights that resonance rooted in cultural understanding outperforms visibility driven by momentary attention (Advanced Television, citing Kantar, 2024).
- Brands that embed cultural fluency, defined as emotional connection grounded in shared values and lived experience, consistently outperform those that rely on surface cultural signals. **Cultural fluency requires strategic insight, contextual understanding, and long-term commitment; it cannot be achieved through reactive mimicking of trends without depth or authorship** (Insights Association, 2024).

WHY TREND-CHASING CULTURE IS A FAST TRACK TO BRAND DEATH



Why Trend Chasing Fails Commercially. Trend-chasing brands face three compounding risks:

- 1. Accelerated Irrelevance:** Trends move faster than brand systems can adapt. By the time a brand activates, the cultural moment has often passed, leading to consumer fatigue or ridicule.
- 2. Erosion of Trust:** Audiences, particularly Gen Z, are highly attuned to inauthentic participation. Edelman's 2024 Trust Barometer shows that younger consumers actively penalise brands they perceive as opportunistic or performative (Edelman, 2024).

Lack of Brand Equity Transfer: Trends rarely ladder back to brand meaning. As a result, even high-performing trend-based content often fails to improve consideration, loyalty, or pricing power.



ELF AD, 2025



SWATCH AD, 2025



AMERICAN EAGLE AD, 2025

Cultural Fluency Cannot Be Faked:

Cultural fluency is not common sense, nor is it instinctive. It is a **discipline**, built through lived insight, research, pattern recognition, and continuous cultural understanding and monitoring.

Channel 4's Mirror on the Industry research reveals that many failed campaigns originate from decision-making teams lacking cultural proximity or expertise, resulting in superficial representation that fails to capture lived reality (Channel 4, 2023).

Brands often overestimate their internal cultural competence, assuming that diverse hiring alone equates to cultural intelligence. Without structured expertise, this leads to misinterpretation, stereotyping, or diluted storytelling.

WHY CULTURAL MARKETING WORKS

Cultural marketing matters because:

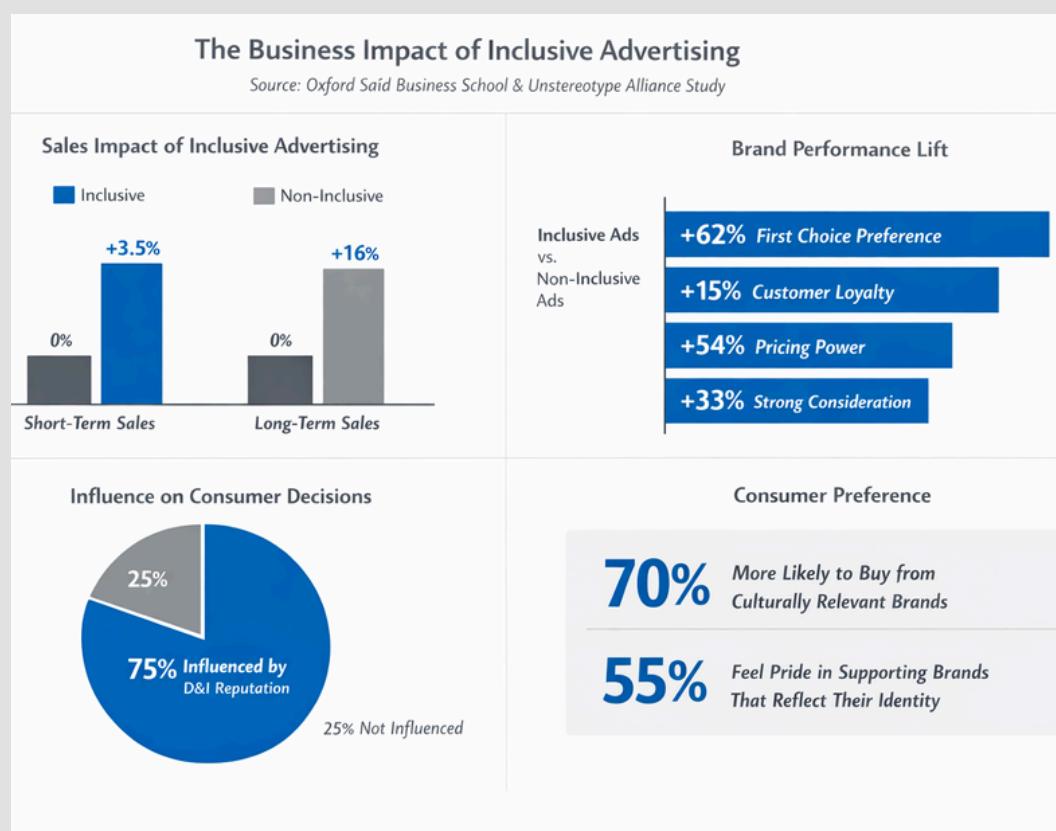
- Meaning trumps visibility
- Culture shapes behavior
- Trust is built through authenticity

These drivers translate to measurable outcomes: emotional engagement, loyalty, purchase intent, and advocacy (Unstereotype Alliance, 2024).

Cultural fluency requires:

- Deep understanding of cultural origins and nuance
- Awareness of who holds authorship and power within cultural spaces
- Sensitivity to timing, tone, and historical context
- Audience data and insights
- The ability to translate culture into brand meaning, not mimic it

Research from the IPA and WARC consistently shows that campaigns built on short-term tactical relevance decay faster and underperform on long-term brand metrics compared to campaigns rooted in insight and narrative (IPA/WARC, 2024).



70%

of consumers prefer brands that show cultural awareness

50%

is the percentage of customer engagement increase towards brands that prioritise culture in their marketing

30%

better market penetration faced by culturally fluent brands as opposed to those that aren't

FIGURE 1

WHY CULTURAL MARKETING: INDUSTRY BREAKDOWN

BEAUTY INDUSTRY: CULTURE DRIVES RELEVANCE AND INNOVATION



FENTY BEAUTY, 2023

Consumer Expectation & Diversity:

The global beauty industry is being reshaped by a growing multiracial population, with many consumers insisting on products and messaging that reflect diverse skin tones, hair types, and cultural aesthetics. With brands like Fenty Beauty pioneering in inclusive product ranges and marketing, major players like L'Oréal and Estée Lauder are adjusting product innovation and marketing frameworks to meet these evolving needs. (Vogue Business, 2024). **Beauty brands that feature diverse representation see 69% higher return on investment (ROI) compared with less inclusive peers.**

- **67% OF CONSUMERS SAY THEY PRIORITISE BUYING FROM BRANDS THAT DEMONSTRATE DIVERSITY AND INCLUSION.**
- **72% OF GEN Z CONSUMERS PREFER TO BUY FROM BRANDS THAT SHOWCASE DIVERSITY.**
- **58% OF BEAUTY CONSUMERS SAY REPRESENTATION IN ADVERTISING INFLUENCES THEIR PURCHASE DECISIONS.**
- **78% OF ETHNICALLY DIVERSE CONSUMERS FEEL MORE LOYAL TO BRANDS THAT EMBRACE CULTURAL DIVERSITY.**

Beauty brands that embed cultural diversity into product development and communications are perceived as authentic and relevant, which boosts both purchase intent and loyalty. Conversely, brands that ignore cultural nuance risk losing share as diverse consumers feel overlooked.

(Beauty brands integrating cultural insight outperform those focusing only on functional benefits.) — McKinsey data suggests customer value and differentiated communication are critical. (McKinsey, 2025)

WHY CULTURAL MARKETING: INDUSTRY BREAKDOWN

FASHION INDUSTRY: CULTURAL RELEVANCE BOOSTS LOYALTY AND PURCHASE BEHAVIOR



SKIMS & NORTHFACE COLLABORATION, 2024

Consumer Expectation & Diversity:

Brands that align their products and communications with cultural values, sustainability, diversity, and identity expression outperform those that rely on traditional brand names alone.

Fashion consumers are switching more quickly and exploring more brands compared to older cohorts, **indicating cultural relevance and flexibility are competitive advantages.** (McKinsey State of Fashion, 2025) Brands like SKIMS that have deeply embedded identity-affirming narratives into both product and storytelling resonate strongly with Gen Z and Millennial audiences

- **58% OF CONSUMERS PREFER BRANDS THAT PROMOTE DIVERSITY AND SOCIAL RESPONSIBILITY, INDICATING CULTURAL VALUES DIRECTLY SHAPE PURCHASE DECISIONS.** (ZIPDO FASHION INDUSTRY, 2025)
- **72% OF FAST FASHION CONSUMERS AGREE THAT PROMOTING DIVERSITY ENHANCES BRAND IMAGE, SHOWING THIS EXPECTATION SPANS PRICE TIERS AND STYLES.** (ZIPDO FAST FASHION, 2025)
- **52% OF SHOPPERS ARE MORE LIKELY TO BUY FROM BRANDS THAT DEMONSTRATE INCLUSIVE MARKETING, UNDERSCORING CULTURAL RELEVANCE'S DIRECT IMPACT ON PURCHASE INTENT.** (ZIPDO FAST FASHION, 2025)

Most fashion brands recognise cultural importance, but implementation lags, creating real competitive risk as consumers increasingly reward inclusivity.

- Only 15% of fashion advertising features diverse models, showing pervasive underrepresentation and a gap between consumer expectations and industry output.
- Less than 10% of fast fashion campaigns feature racially diverse models, limiting cultural resonance for younger, multicultural consumers.
- Despite 82% of fashion brands acknowledging diversity's importance, only 45% actively implement DEI strategies, pointing to a strategic gap in execution. (ZipDo Fashion Industry, 2025)

WHY CULTURAL MARKETING: INDUSTRY BREAKDOWN

FMCG: CULTURAL FLUENCY BOOSTS ENGAGEMENT AND LOYALTY



MCDONALDS & MANNY NORTE BRITS AFTER PARTY, 2024

Consumer Expectation & Diversity:

FMCG categories are traditionally functional, but cultural narratives and representation dramatically elevate engagement and brand choice, because consumers interpret value through identity and shared norms as well as utility. **60% of Millennials and Gen Z support brands with diverse representation in advertising, showing that cultural insight influences purchase choice in everyday categories** (Diversity & Inclusion FMCG Stats, 2025) Gen Z rejects pandering or surface trend participation and prioritises shared values and real connection. They gravitate toward experiential loyalty and interactive formats over traditional loyalty incentives; traditional legacy loyalty programs are less effective with this cohort. (LinkedIn Trends, 2025)

- **70% OF CONSUMERS OVERALL ARE MORE LIKELY TO PURCHASE FROM BRANDS THAT DEMONSTRATE DIVERSITY AND INCLUSION. A CORE COMPONENT OF CULTURAL FLUENCY, NOT JUST REPRESENTATION**
- **INCLUSIVE FMCG BRANDS SEE 25% INCREASES IN CUSTOMER ENGAGEMENT, INDICATING CULTURALLY INFORMED MESSAGING LEADS TO MORE ACTIVE CONSUMER INTERACTION AND RETENTION.**
- **67% OF FMCG CAMPAIGNS INCORPORATING DEI ELEMENTS EXPERIENCE HIGHER RETURN ON INVESTMENT (ROI)**

- In FMCG markets where purchase decisions are frequent and habitual, cultural and inclusive marketing significantly boosts engagement, loyalty, and ROI, underlining its commercial value. Up to 70% of consumers prefer brands that prioritise inclusion and cultural representation, and inclusive campaigns correlate with 25% higher engagement and increased ROI (ZipDo, 2025; Gitnux, 2025).
- Across sectors, inclusive advertising, a core part of cultural marketing strategy, has been empirically linked to +3.5% immediate sales uplift, +16% long-term growth, and substantial increases in brand preference and loyalty, underscoring that cultural fluency has measurable revenue impact across industries (Unstereotype Alliance, 2024).

WHY CULTURAL MARKETING: INDUSTRY BREAKDOWN

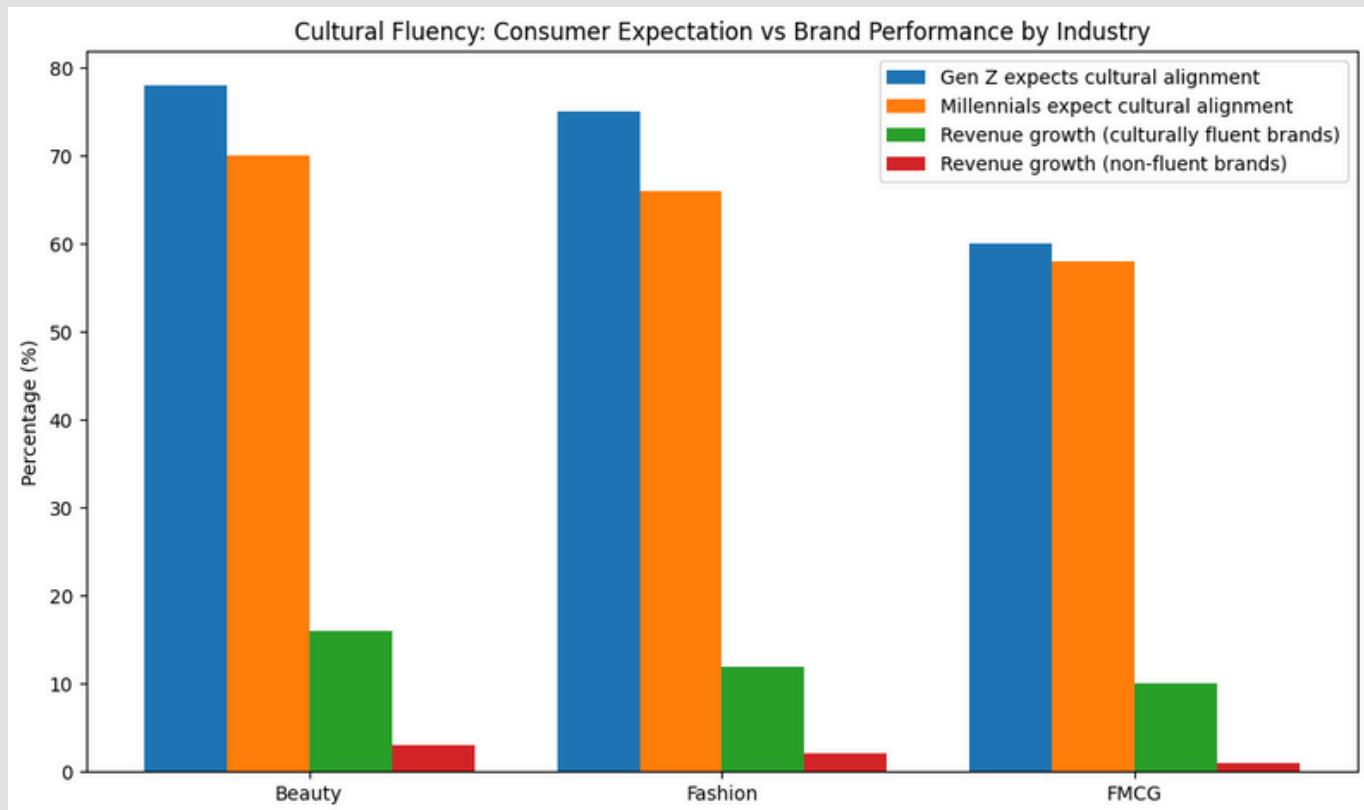


FIGURE 2

Figure 2 illustrates the widening gap between consumer cultural expectations and brand performance across Beauty, Fashion, and FMCG. While Gen Z and Millennial audiences demonstrate high expectations for cultural alignment, particularly in identity-driven categories like Beauty and Fashion, **only brands that embed cultural fluency into strategy and execution achieve sustained revenue growth. Non-culturally fluent brands consistently underperform, reinforcing that cultural marketing is not a creative choice but a commercial imperative** (Unstereotype Alliance & Oxford Saïd Business School, 2024; Deloitte, 2024; Channel 4, 2023).

CULTURALLY FLUENT BRANDS SHOW MATERIALLY HIGHER REVENUE GROWTH:

- BEAUTY: ~16% LONG-TERM UPLIFT
- FASHION: ~12% UPLIFT
- FMCG: ~10% UPLIFT

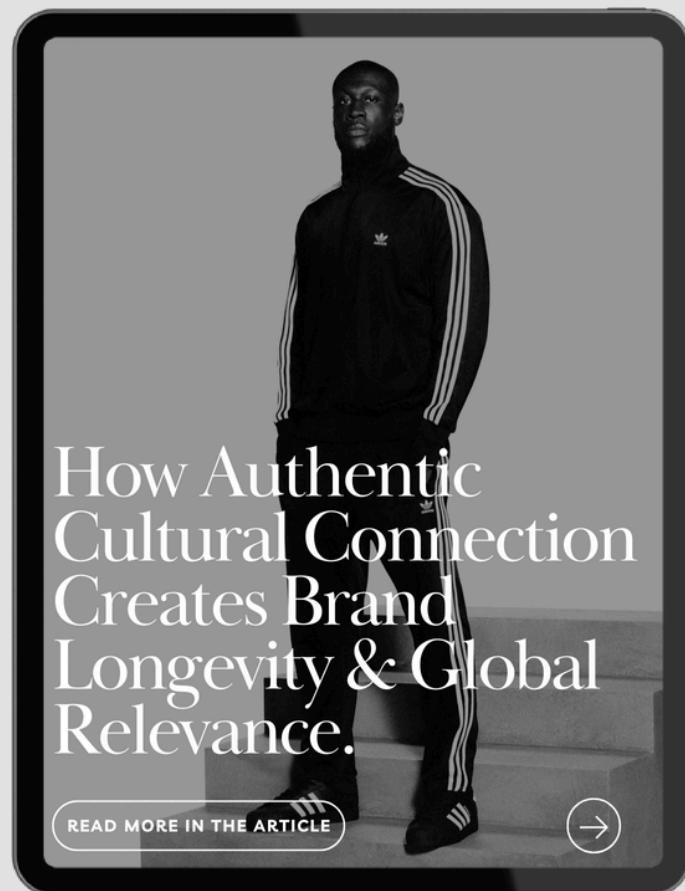
NON-CULTURALLY FLUENT BRANDS SHOW NEAR-FLAT GROWTH (1-3%), ILLUSTRATING UNDERPERFORMANCE

This visual proves the commercial case for cultural marketing by industry in one glance:

1. Consumer expectation is already high
 - Gen Z cultural alignment expectations are highest in Beauty (78%) and Fashion (75%), and still significant in FMCG (60%)
 - Millennials closely follow, confirming this is not a niche or “youth-only” demand

The distance between consumer expectation and brand performance explains why brands that “tick the box” but don’t embed culture lose relevance and market share.

CASE STUDIES: CULTURAL MARKETING



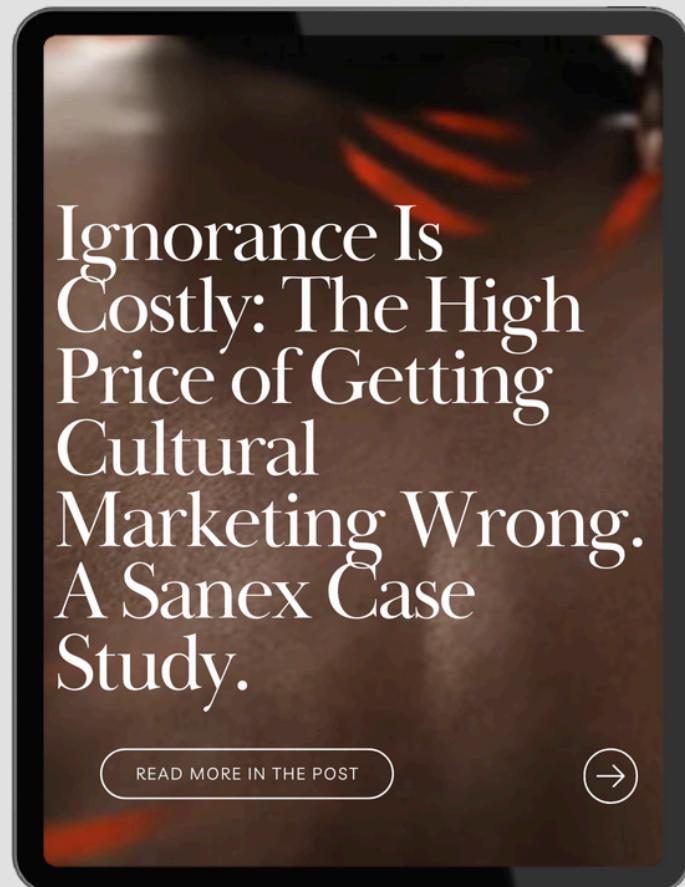
How Authentic Cultural Connection Creates Brand Longevity & Global Relevance.

READ MORE IN THE ARTICLE 



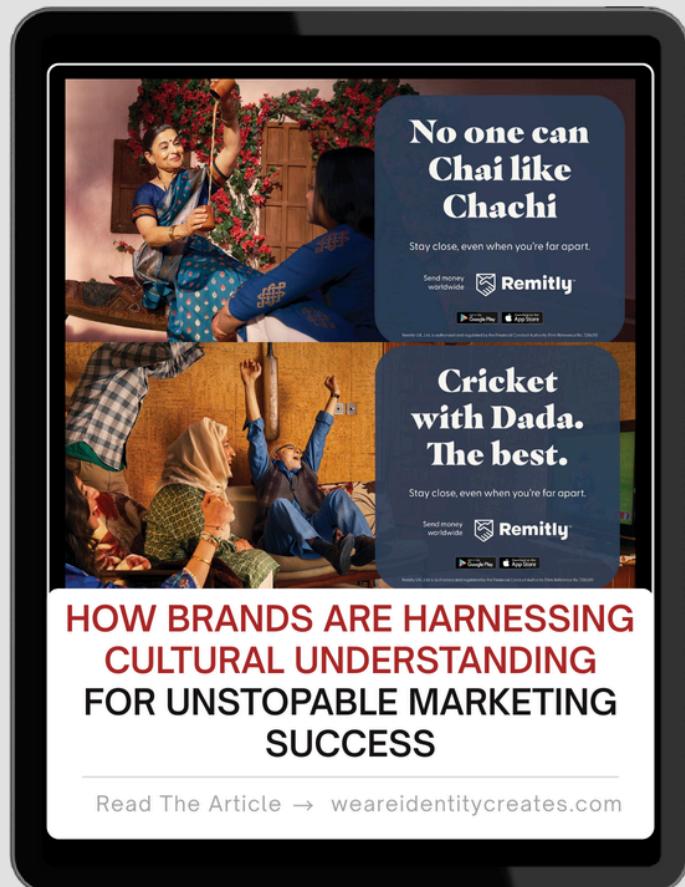
Burberry “It’s Always Burberry Weather: London in Love”- A Masterclass in Cultural Storytelling

READ MORE IN THE POST 



Ignorance Is Costly: The High Price of Getting Cultural Marketing Wrong. A Sanex Case Study.

READ MORE IN THE POST 



No one can Chai like Chachi

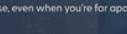
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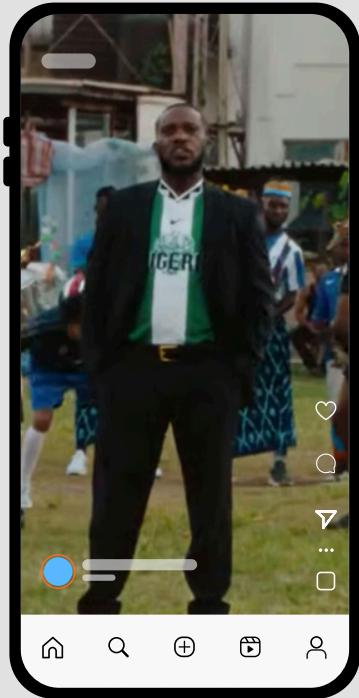
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HOW BRANDS ARE HARNESSING CULTURAL UNDERSTANDING FOR UNSTOPABLE MARKETING SUCCESS

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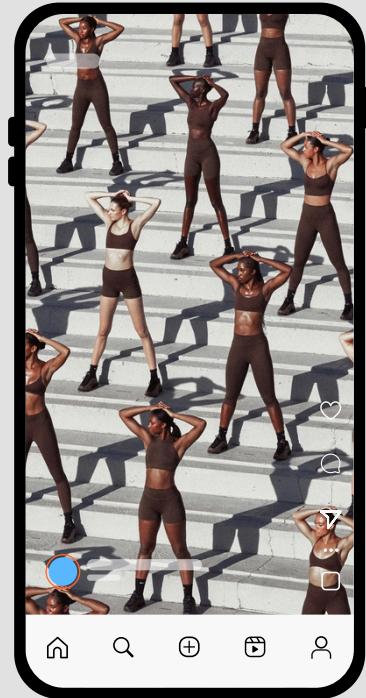
2025 TRENDS OBSERVED



NIKE: AFCON 2025

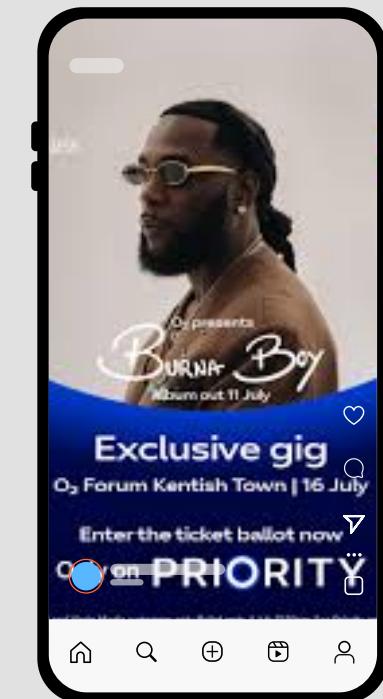


ADIDAS SUPERSTAR: THE ORIGINAL CAMPAIGN 2025

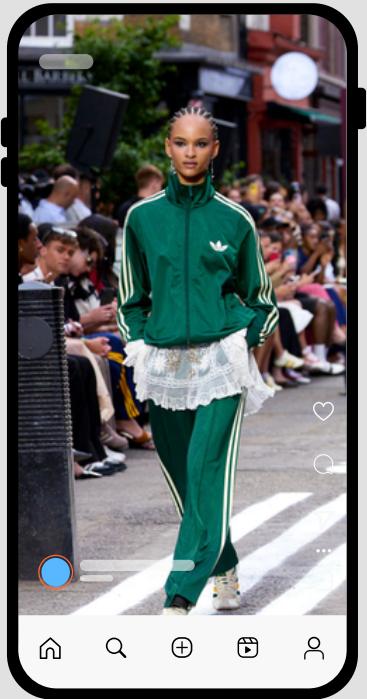


NIKE X SKIMS: COLLABORATION 2025

1. High trend participation, low cultural fluency, and authenticity.
2. Increase in community co-creation of narratives and experiences
3. Consumer rejection of performative DEI campaigns
4. Rise of in-house cultural intelligence teams & agencies
5. Measurement of cultural resonance as a KPI (Marketing Week, 2024)
6. Demand for authentic talent collaborations
7. Continuous rise of experiential



O2 PRIORITY: CUSTOMER BRAND EXPERIENCE 2025

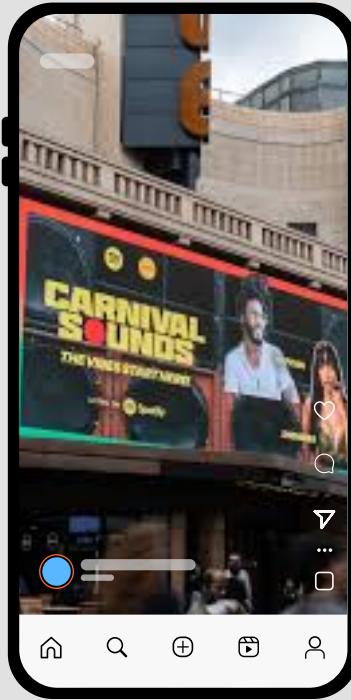


ADIDAS X ASOS: COLLABORATION 2025

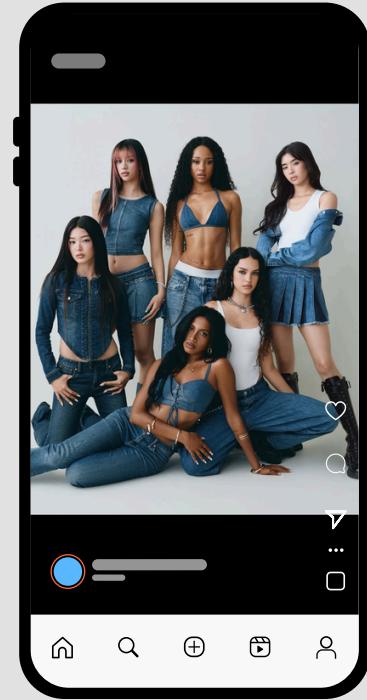
2026 PREDICTIONS



TIMBERLAND: ADVICE OF AN ICON, 2025

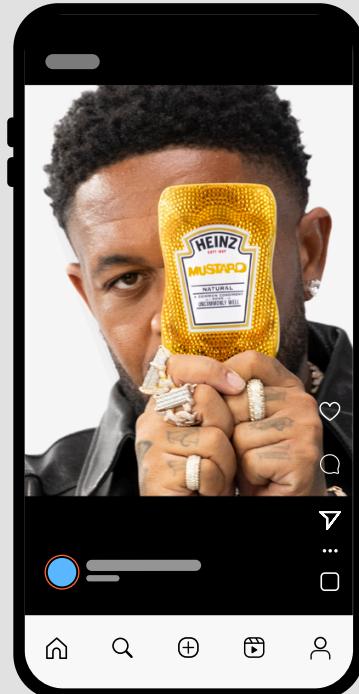


SPOTIFY: CARNIVAL SOUNDS, 2025



GAP: BETTER IN DENIM 2025

- Cultural fluency will separate winners and losers
- Board-level integration of cultural intelligence functions will become standard
- Surface-level inclusivity will be identified and rejected by audiences
- Partnerships with cultural agencies will increase
- Demand for authentic talent partnerships will increase
- Authentic Connection and cultural storytelling will rule over trends
- Rise of global brands tapping into African talent & cultural moments (including diaspora)
- Increase in cross-brand partnerships
- continuous demand for brand experience and community building



HEINZ: DJ MUSTARD COLLABORATION 2025

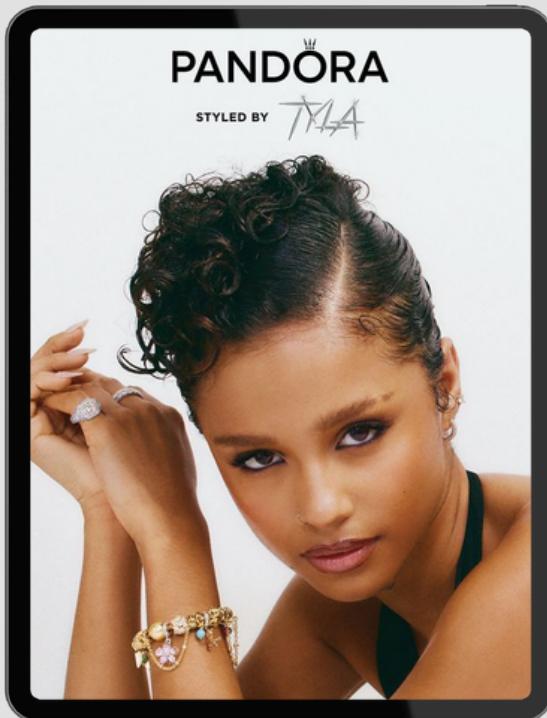


JUST EAT: EVERY NEIGHBOUR GOT THEIR FLAVOUR 2025

STRATEGIC IMPERATIVES

THE FUTURE BELONGS TO CULTURALLY FLUENT BRANDS.

1. Build cultural intelligence across strategy, creative, and product teams
2. Embed insight across all brand touchpoints
3. Measure cultural resonance alongside KPIs
4. Partner with cultural expert agencies for guidance and validation
5. Invest in long-term cultural narrative development
6. Craft cultural moments don't chase them



PANDORA: TYLA
BRAND COLLABORATION
2025



REDBULL: CULTURE CLASH
2025

Why Brands Need Cultural Experts — In-House or External

As cultural complexity increases, brands face a clear choice:

- **Build cultural intelligence in-house** through specialist roles embedded in strategy and creative development, or
- **Outsource to specialist cultural agencies** with the expertise, lived insight, and frameworks required to navigate culture responsibly and commercially.

The brands winning in 2025, including Burberry, SKIMS, and Ralph Lauren, all demonstrate one common factor: culture is not treated as a campaign layer, but as a strategic input guided by expertise.

In contrast, brands that rely on intuition or trend mimicry continue to underperform, both culturally and commercially.

The reality: cultural fluency is either present or it is not. Brands cannot improvise their way into relevance.

Cultural fluency is a **revenue, loyalty, and trust accelerator**. Brands embracing it now will thrive; those that don't will be forgotten. The era of performative inclusion is over. The future belongs to **strategically culturally fluent brands**.

SUMMARY



THE FUTURE BELONGS TO CULTURALLY FLUENT BRANDS.



M&S, LOVE THAT SOCIAL SERIES 2025

Data clearly demonstrates that cultural marketing is no longer an optional differentiator; it is a commercial growth driver. In the beauty industry, where the global market is projected to approach USD 758 billion by 2032, a significant majority of consumers (67–78%) report preferring brands that demonstrate diversity, with representation directly influencing purchase decisions and loyalty outcomes (WorldMetrics, 2025; Gitnux, 2025). Similarly, in FMCG categories, up to 70% of consumers prefer brands that prioritise inclusion and cultural representation, and inclusive campaigns correlate with ~25% higher engagement and increased ROI (ZipDo, 2025; Gitnux, 2025).

Across sectors, inclusive advertising, a core part of cultural marketing strategy, has been empirically linked to +3.5% immediate sales uplift, +16% long-term growth, and substantial increases in brand preference and loyalty, underscoring that cultural fluency has measurable revenue impact across industries (Unstereotype Alliance, 2024).

70%

of consumers prefer brands that prioritise inclusion and cultural representation,

50%

is the percentage of customer engagement increase towards brands that prioritise culture in their marketing

30%

better market penetration faced by culturally fluent brands as opposed to those that aren't

LET'S CRAFT CULTURE TOGETHER



KINTSUGI CREATIVE: THE CULTURAL AGENCY FOR HOUSEHOLD BRANDS



As research continues to show that culturally fluent and inclusive advertising & marketing outperforms standard campaigns on key metrics such as trust, loyalty, and sales growth, Kintsugi Creative positions cultural marketing as a core business capability, not a brand's nice-to-have. **By working closely with internal marketing teams, media partners, and cultural stakeholders, the agency helps brands embed cultural intelligence into their campaigns, partnerships, and on-air activities.**

Founded on the belief that cultural fluency is not a trend or tick box exercise but a competitive advantage, Kintsugi Creative works with leading global and UK brands, including **McDonald's, Stanley, Just Eat, PrettyLittleThing, and Morrisons, among others.** Across categories such as FMCG, fashion, food, lifestyle, and retail, the agency supports brands to move beyond reactive trend-chasing and toward strategic cultural alignment.

SERVICES

- **Commercial brand campaigns** designed to drive relevance, consideration, and sales
- **Brand partnerships and sponsorships** that align brands with culturally meaningful moments, platforms, and communities
- **On-air advertising and media integrations**, ensuring cultural relevance extends into broadcast and high-reach environments
- **Talent and celebrity partnerships** grounded in credibility, cultural alignment, and audience trust
- **Experiential activations** that create genuine community connection and memorability
- **Influencer and creator ecosystems** prioritising nuance, authenticity, and sustained engagement

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