

NBCUniversal

# The Blending of Worlds:

How the Internet is Creating a Unique Global Culture





# The World is Changing.

Western influence as the driver of "global culture" is being challenged by something new.

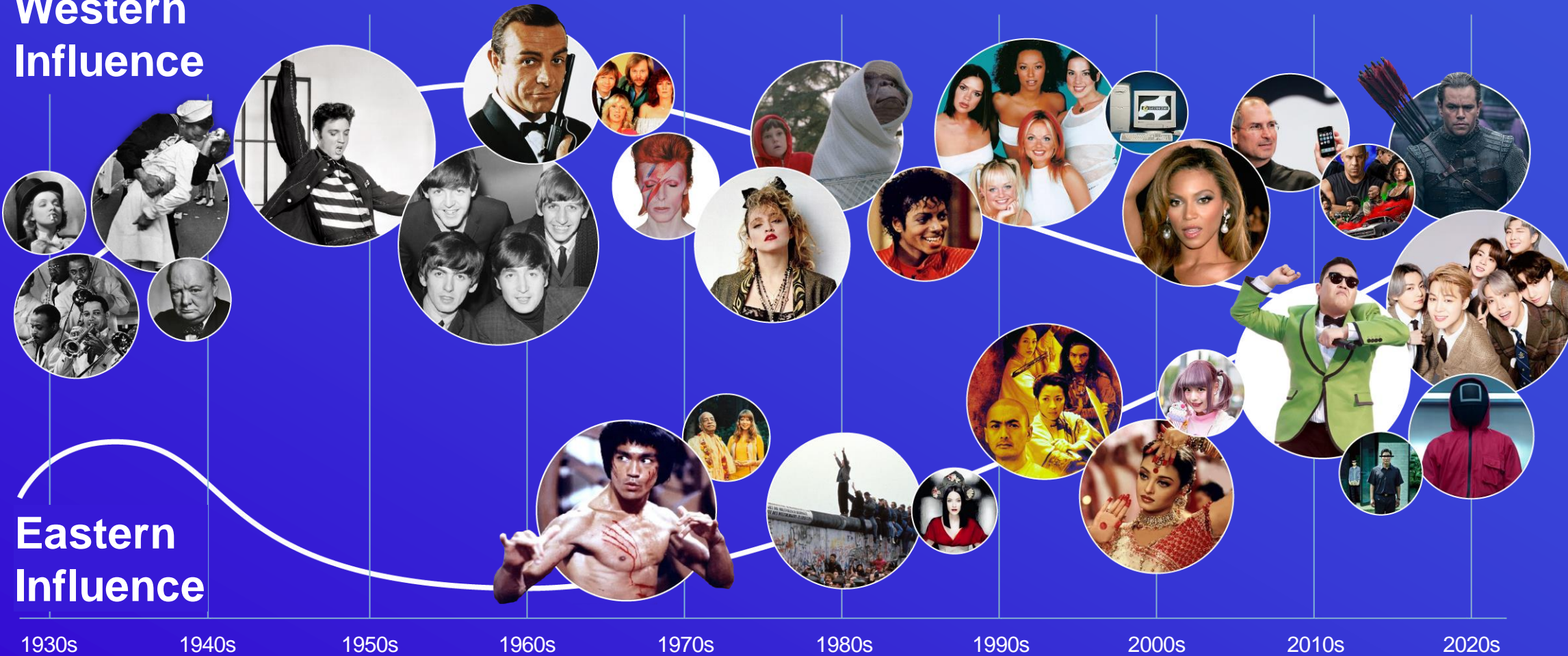
The something is a unique shared global culture, created organically by technology, younger consumers, and a shared desire for connection.



Following WWII, an explosion of cultural content was exported from the West to fight the encroachment of the USSR. However, since the fall of the Berlin Wall, Asia has slowly emerged as a counterbalancing force, creating a unique, diverse and complex global culture

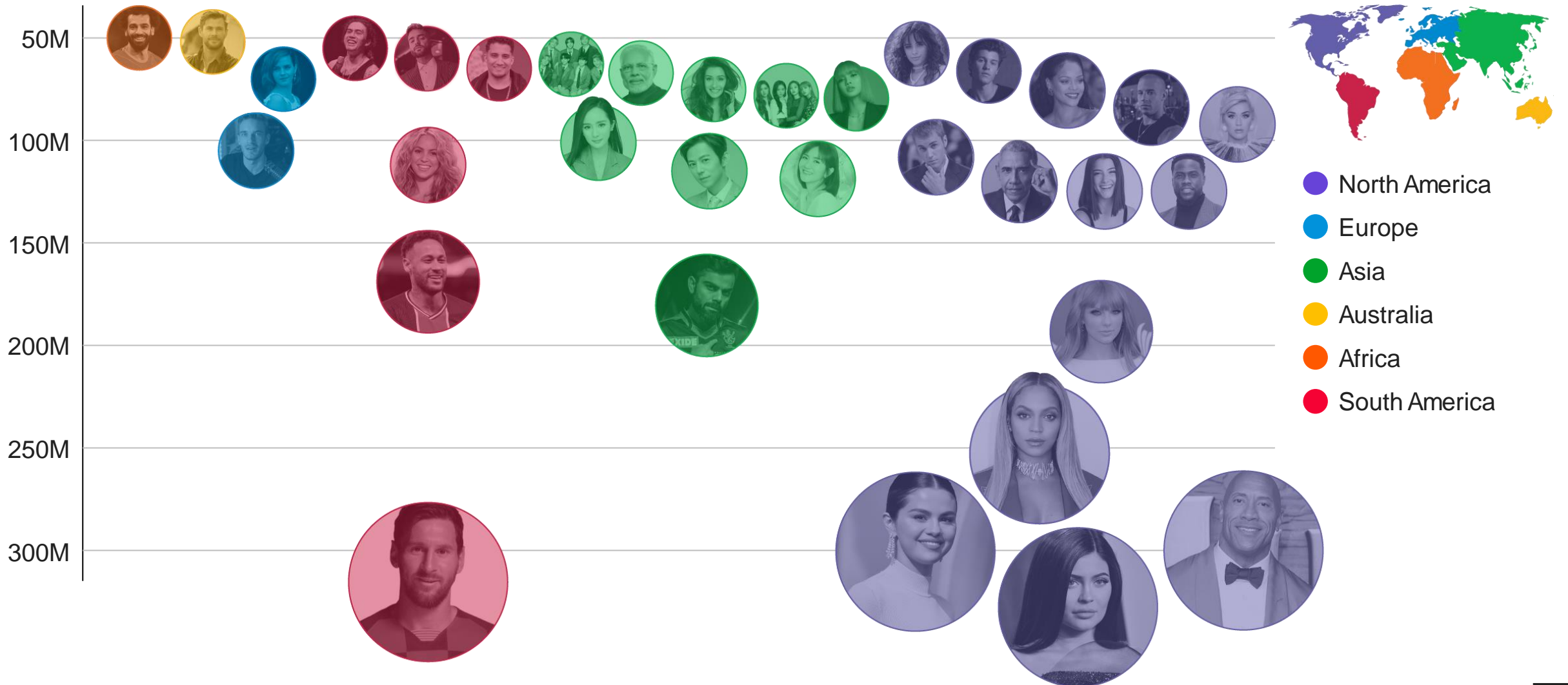
# Western Influence

# Eastern Influence



As evidence by the diversity of today's top influencers:

# Pop Quiz, How Many Can You Name?



And we would be  
remiss to forget

# Cristiano Ronaldo

of Europe



coming in at the  
#1 spot with

# 412M

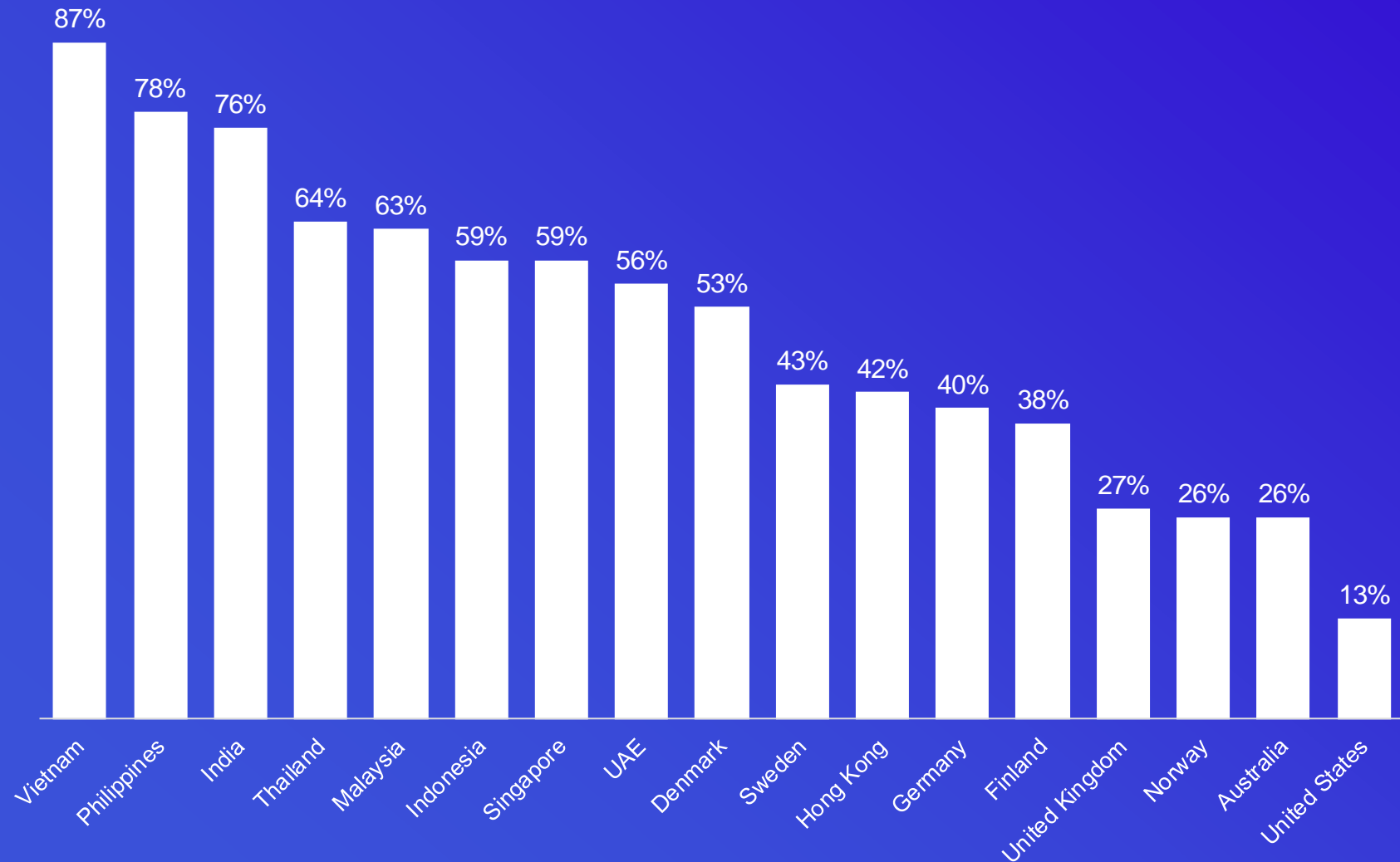
Followers



ADDITIONALLY,  
**Perception of  
Globalization Varies  
But Remains Positive**

**2 in 3 of US households with  
income of \$75,000 or more** think it  
has a good impact, compared to only  
53% of those with income below  
\$30,000.<sup>2</sup>

**NET POSITIVE PERCEPTIONS  
OF GLOBALIZATION**



And while **nationalist movements have grown** in recent years, often in opposition to globalization...

...young people retain a **highly positive view of globalization and culture**



76%

**of millennials and Gen Z watch foreign language TV shows**, compared to 56% of Baby Boomers<sup>1</sup>



78%

**of people under 30 believe global trade has a positive impact on the US**<sup>2</sup>



93%

**of people show a strong desire to connect with cultures other than their own**<sup>3</sup>



# The Rise of Global Culture

Four Trends that will hold true in 2022

01.

## The Rise of Global Influencers

The top influencers continue to grow share of voice through a global footprint of followers

### Marketing Implications

- Global influencers, used locally

02.

## Full Advertising Integrations in True “Global” Initiatives

Expect more brands to have global campaign platforms, nuancing them to local cultures

### Marketing Implications

- Unique campaigns executed globally

03.

## More Domestic Consumption of Global Content

Expect global content to become a larger share of minutes spend

### Marketing Implications

- Bigger talent pool to partner with

04.

## Older Audiences Will Boost Adoption

While Gen Z is fueling the growth of global culture, expect older audiences to trial aspects of global culture

### Marketing Implications

- Globally ubiquitous, more frequent trends



MARKETING IMPLICATIONS:

# What Does a More Ubiquitous Global Culture Mean for Different Brands?

Luxury



Tech



CPG



Restaurant



Cultural Convergence



Consumer





## BRANDS LEANING IN:

# Dior

Dior became the most recent brand to announce a partnership with K-Pop powerhouse, Blackpink, creating a global campaign with star Jisoo.

# PRADA

Julia Marino rode a Prada snowboard in this year's Beijing Olympics, generating nearly \$10M in brand value for the fashion house.



ASTON MARTIN

Iconic duo James Bond & Aston Martin launched a single tv spot globally ahead of last year's Not Time to Die film launch.

## HOW THE CATEGORY IS EVOLVING:

"The last few years have forced brands to rethink their growth strategies. The reality is that as luxury borders disappear, growth defined by markets gives way to growth defined by people. A perfect example is Retailer Reliance Brands Limited investment in Indian label Manish Malhortra as RBL's ambition to bring Indian fashion to the global market. Luxury is innately global, and what is needed now more than ever is a more nuanced approach to the people in local markets, not only market to market, but people to people in the different markets."



**Megan Ryan**

VP CLIENT STRATEGY - LUXURY



## BRANDS LEANING IN:



To celebrate Chinese New Year [Apple](#) partnered with Chinese director Peter Chan to create a short film about their new iPhone



[Spotify](#) launched a Global Cultures Initiative to boost regional artists from around the world.

**SAMSUNG**

[Samsung](#) created the “Better Tech for All” campaign that showcases tech innovations from all different corners of the globe.

## HOW THE CATEGORY IS EVOLVING:

“In many ways, tech will be the catalyst for a global cultural shift. Immersive games like Fortnite have already partnered with global fashion brands like Balenciaga to outfit their in-game avatars. Tech brands have their sights on the metaverse, and with that will come an inevitable blurring of geographic lines as consumers step into a more virtual world. While global themes are critical to the future of the category, consumer sentiment trends negative, so brands must tap into local concerns to nuance messaging and ultimately drive more positive brand perception.”



**Dominique Folacci**

VP CLIENT STRATEGY - TECH



## BRANDS LEANING IN:



L'Oréal Paris named French model and activist, Cindy Bruna, as an international spokesperson, providing her a global platform to elevate the conversation around domestic violence and inclusion in the fashion industry.



Ben & Jerry's announced that it was ending its sales in Israeli-occupied territories, citing its values for the decisions and plunging the brand into one of the most contentious discussions on the international stage.



[Dove](#) recently launched their #MyBeautyMySay campaign globally, featuring testimonials, social media and a short film aimed at improving self-esteem.

## HOW THE CATEGORY IS EVOLVING:

“Within CPG, beauty is an example of an industry that has always been grounded in community. Time and again we’ve seen local beauty practices catch fire and transform into global beauty products and rituals. The role that CPG brands play in our daily routines creates a natural point of connection. Local cultural tastes, customs, and preferences will always exist, but I believe brands will continue to lean into areas of demand that transcend geography like wellness, sustainability, convenience etc.”



**Caitlin Collins**

VP CLIENT STRATEGY - CPG

# FOCUS ON: Restaurant



## BRANDS LEANING IN:



Taco Bell has launched their first global marketing campaign and will be giving out free tacos on May 4 to celebrate a “new lunar phase” that they’re calling the “Taco Moon.”



McDonald's has decided to temporarily close all 847 restaurants in Russia and pause all operations in the market.



Sonic Drive-In is planning its first international expansion, the chain’s president said during a presentation during the National Retail Federation’s virtual trade show this week.

## HOW THE CATEGORY IS EVOLVING:

“Food has always been considered a gateway to other cultures. We expect brands to continue to experiment with more diverse menu items to drive differentiation. As a leading global chain, McDonalds has some really interesting partnerships with diverse musicians both at home and abroad (BTS, Saweetie, etc.). Restaurants will continue to take a more global approach to marketing and capitalize on key trends that span borders. It’s really all about balance; leaning into global cultural moments while also catering to local tastes and preferences.”



**Adam Daniele**

VP CLIENT STRATEGY  
- RESTAURANT

# FOCUS ON: Cultural Convergence



## BRANDS LEANING IN:



After starring in the global hit Squid Games, South Korean model/actress **Jung Ho-Yeon** was chosen as Louis Vuitton's global house ambassador for fashion, watches and jewelry.



“**Nike's** ‘Nike by You’ co-creation platform serves allows the company to appeal to international markets. The platform is able to deliver customized products that align with different cultural preferences and styles.”



In response to the rising popularity of **Japandi**, the minimalist interior style combining mid-century Scandinavian aesthetic and Japanese minimalism, Zara Home launched a Japandi-inspired Spring '21 line.

## HOW THE CATEGORY IS EVOLVING:

“Our cultural diets are more fluid than ever. It's no longer out of place to see K-Pop get its own category at the VMAs or for Nike to use London grime rapper, Skepta, in a global campaign. Brands are quickly becoming attune to how people's real-time multi-platform consumption blurs traditional marketing lines. Instead, people now expect their borderless exploration of cross-cultural trends to be woven throughout a brand's marketing ecosystem. As our lives become more digital and socially focused, brands can expect global culture to further assimilate into mainstream consumption.”



**Lindsay Orosco**

VP CLIENT STRATEGY - GLOBAL



## BRANDS LEANING IN:

**2x**

Consumers are 2X more likely to be open to brand messaging when they think brands do a good job of connecting them to their identity.



Duolingo reported a 40% increase in users beginning Korean lessons following the Squid Game's launch.

**5x**

The popularity of foreign content in the US has increased 5X year over year, based on the demand ranking of current # of foreign titles within the top 100 titles released in the past year.

## HOW THE CATEGORY IS EVOLVING:

“Global culture enables people to have the freedom to feel and identify as their true selves. Brands are leaning in through amazing and impactful ways – Target’s spotlighting emerging BIPOC creators or a candid conversation on vaccine awareness with Dr. Fauci and Ricky Martin during the Latin American Music Awards, are great examples of celebrating of authentic stories and supporting diverse communities. Consumers seek out content which helps them explore their identity and understand others.

Representation in media and advertising impacts perception and habits, and consumers are adamant about their expectations for brands to play a part in culture.”



**Dana Sparber**

VP, INSIGHTS & RESEARCH  
- CULTURAL INTELLIGENCE

FUTURE PREDICTIONS:

# How Global Culture Will Continue to Shape The Way We Live



## Language

Hygge. Hallyu. Umami. As culture becomes more ubiquitous, expect new hybrid slang, infusing global words into everyday conversations



## Time Spent

As consumption shifts internationally, expect audiences to spend more time consuming content not from their country of origin



## Innovation

As technology advances, expect more rapid innovation from an increasingly diverse set of talent and sources



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# Thank You

FOR MORE INFORMATION, PLEASE REACH OUT:

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