



# New Marketing Realities:

*The Intersection of Technology and Culture*



# Lee-Ann Finlay



## **Managing Director, North America Acceleration, A Wunderman Thompson Company**

Lee-Ann is responsible for the growth and success of Acceleration clients across the US. She is skilled in bringing together key client stakeholders to develop their digital and business strategies, as well as leading and developing a large team of consultants and business managers.

Lee-Ann has over 18 years' broad experience of digital marketing technologies and strategies. She is passionate about the industry and helping clients understand and integrate their multi-channel marketing technologies by bridging the gaps between communication channels and using analytics and data to ensure that our clients focus on customer centricity.

+ WUNDERMAN  
THOMPSON

# OUR CULTURE MUSCLE

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Brands being active in/part of **culture** is about **relevancy**.

**Technology** is about **how** brands are being relevant in **culture**, driving **experiences**.

An aerial photograph of a large outdoor concert venue. The stage is a prominent feature, with a curved, red, arched structure. The crowd is dense and fills the entire foreground and middle ground. The venue is surrounded by lush green trees. The text "Purpose is only one of the ways brands seek relevancy in culture." is overlaid on the image in a white, sans-serif font.

**Purpose** is **only** one of the ways brands seek relevancy in **culture**.



## *What is Culture?*

*Not simply expressions of popular culture such as music, books and the arts.*

*But the **environments we inhabit**, the **rituals that shape our lives**, the **information we search for**, the **beliefs we have**, and the **ideas we share**.*

## ***Why Does Culture Matter?***

*Culture is at the **heart of our relationships** with friends, family, God, and with the institutions that protect our way of life.*

*Culture **shapes our identity.***

*Culture is an **ingredient in every object we make and buy.***

*Culture **informs every significant decision we make in our lives.***

*Culture is the **operating system for the way we live.***

*Culture envelopes us and the brands we use.*



# HOW WE AS HUMANS THINK OF CULTURE IN OUR DAILY LIVES





# 12 BUCKETS OF CULTURE



**TECHNOLOGY**



**ARTS/  
AESTHETICS**



**LEISURE/  
RECREATION**



**COMMERCE  
PRACTICES**



**POP  
CULTURE**



**RELIGION**



**POLITICS/  
GOVERNMENT**



**ECONOMICS**



**SOCIAL NORMS**



**MEDIA**



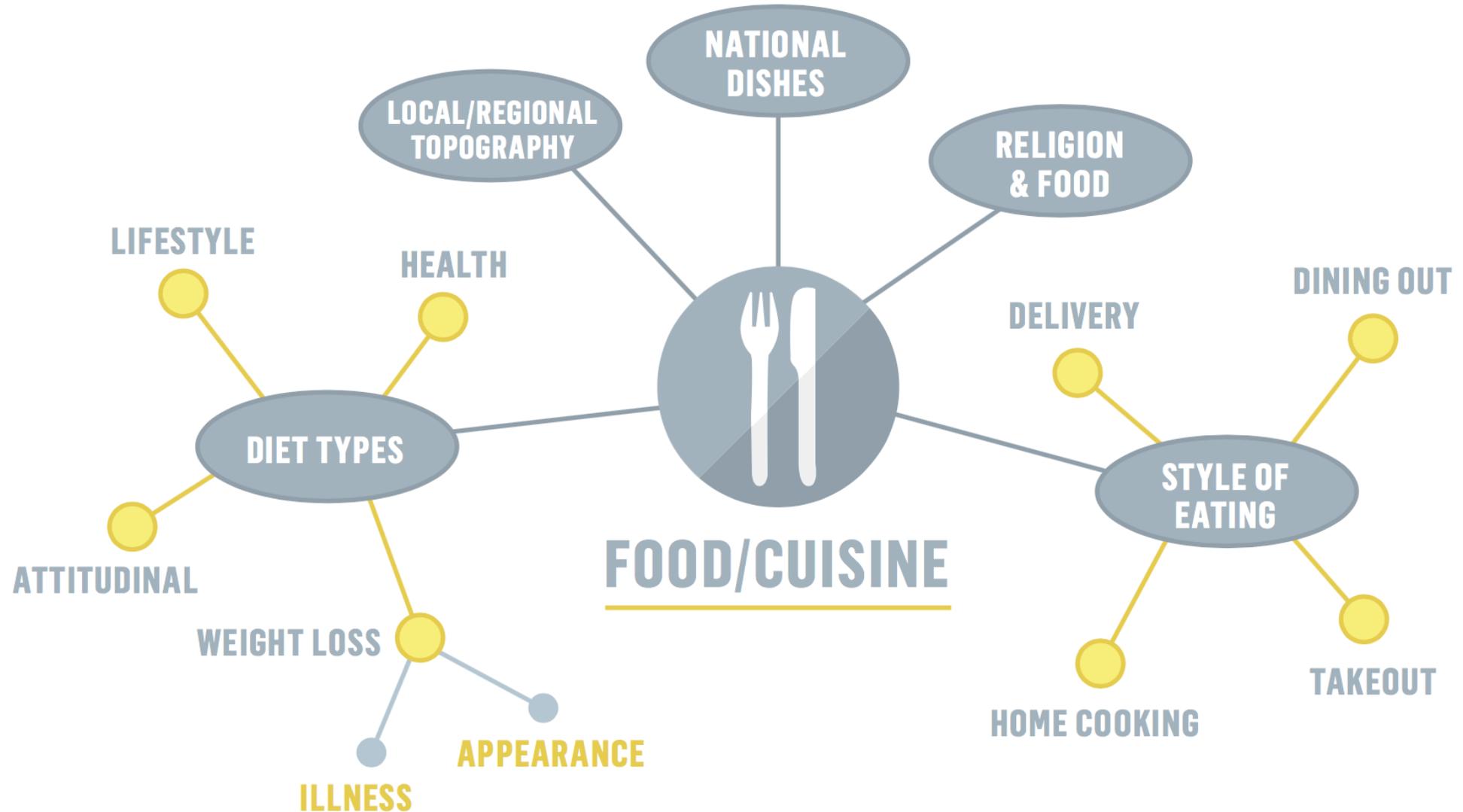
**LANGUAGE**



**FOOD/COUISINE**



# MUCH MORE NUANCED.



## Brands With The Biggest Culture Muscles

Some brands on our **Top 10 List** are not surprising (Apple, Starbucks, Microsoft, Amazon), as their cultural resonance comes more from them **driving culture**.

Yet there are others (Amy's, Kashi) who have done a good job of **leveraging culture**.



# WHERE AND HOW DO YOU PLAY?

