

Culture

Reason or excuse



ASIA
PACIFIC
RESEARCH
COMMITTEE



Cultures are closer
than ever before





**Culture sets
boundaries**

**and
discriminates**

**Brands never speak directly
to consumer,**



**always
filtered through culture**

Unique versions of culture emerge





**Culture
makes us
unique**

**It is imprinted on
our collective
unconscious and
defines how we
see and interpret
the world**

History impacts culture





Culture is learned

A cultural lens determines how categories and brands behave



What lens
do we
use to
interpret
culture



Archetypes influence
our view of the world





**What does this mean
for research?**

Unravelling the **code**

Functional

Food, drink, dress, language,
behaviour, ceremonies

Identity

Social customs and rituals, the
social etiquette and norms

Emotive

Stories and legends, history, symbols,
beliefs, values

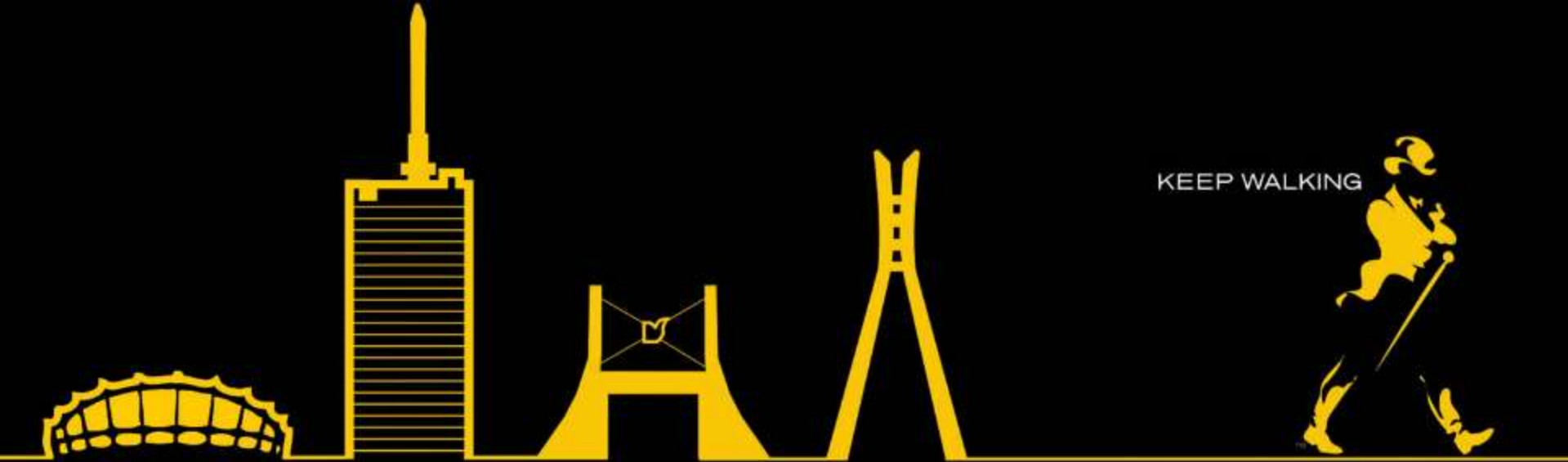



Male **kinship** at the heart of Nigerian drinking culture



Keep Walking

Symbol of success, you've made it





Dominance
Progress
Stay ahead
Reach new heights

Status and assertion

Individual ahead of the rest

Standing apart and being noticed – a cut above the rest



Celebrate personal progress

Stay self-motivated, aspire to live a life with no constraints and no guilt



Reaching your potential

Follow your path to success, focus on making the change





**Greeks classified
beauty on
symmetry and
order**

**Asian beauty is
fair skinned and
of slight build**





**Middle Eastern beauty is
olive skinned, with a curvy
figure**



Open and **charismatic** beauty expression



Gentle **pure**
beauty
expression



**Branding and
communications can
break social barriers
and connect cultures**



Brands can effect social change



Unravelling the code

Cultural intelligence

Beyond pure observation

Unravel the cultural code

Provide interpretation and
perspective

Challenge ourselves to think local