



# Culture Check:

A new advertising insights  
solution that tests creative for  
cultural relevancy and sensitivity



Believe in something.  
Even if it means sacrificing everything.

 Just do it.

# Why now?



# What We Test



**AD LOVE**



**OVERALL CULTURE  
SCORE**



**RESONANT  
MESSAGING**



**RESONANT  
CREATIVE**



**REPRESENTATION**



**CULTURAL  
ACCURACY**



**BRAND  
LINKAGE**



**VS.**



**AD LOVE  
SCORE**

**+53**

Overall Average: +34

**+32**

**OVERALL  
CULTURAL  
SCORE**

**4.1**

Overall Average: 3.9

**3.7**

Detailed results revealed that the Gain ad underperformed on resonant creative and cultural accuracy, with specific opportunities to improve on how people speak and the setting.



Thank you.

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