



The Identity Prism™

Horowitz's Proprietary Approach
to Cultural Insights in a
Multifaceted World

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Presented at CTAM Think
May 2023

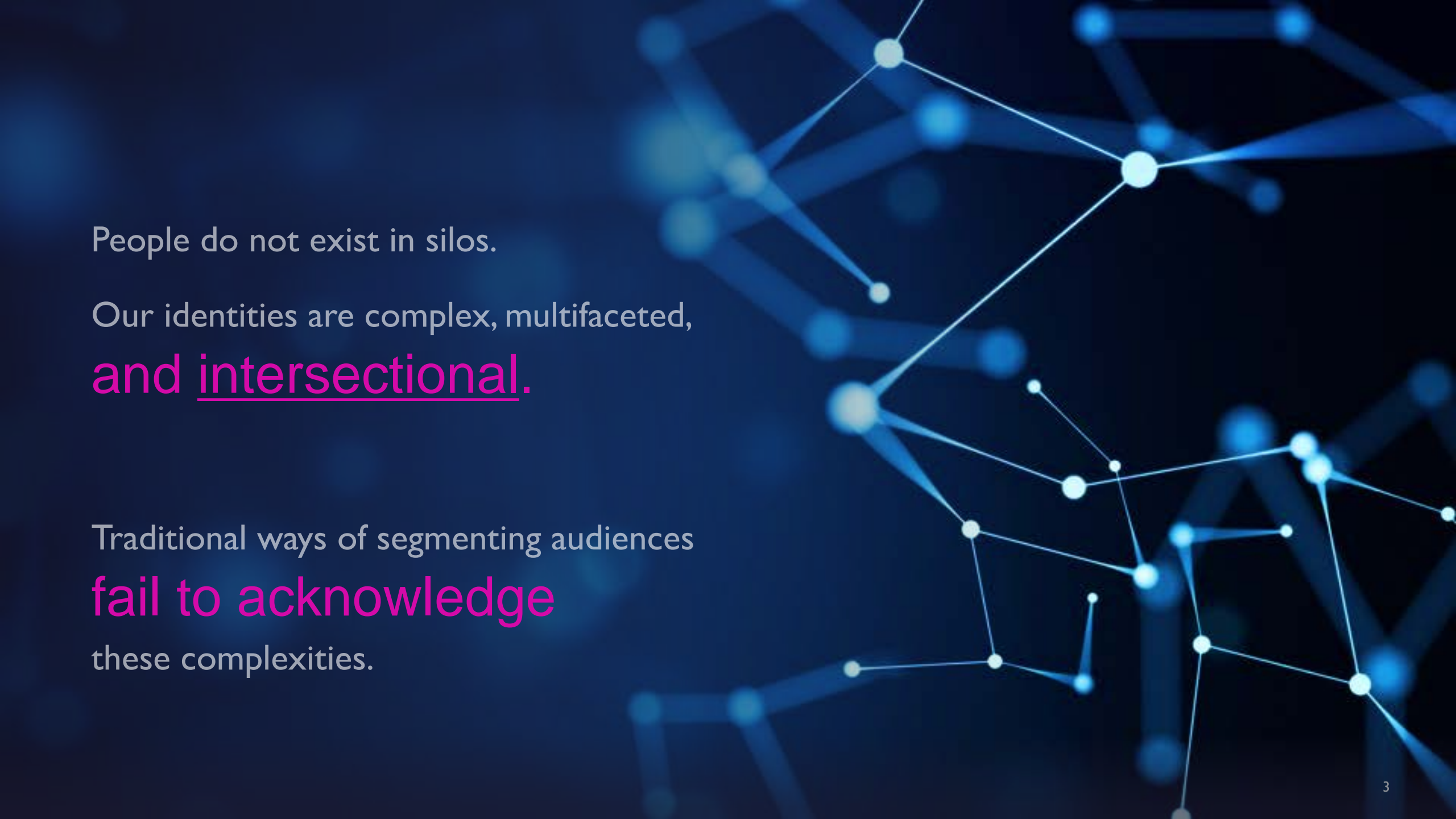
The Challenge:

The way people **live**

And the way they are **marketed to**
do not exactly correlate.

Multicultural Marketing is essential, but not sufficient.





People do not exist in silos.

Our identities are complex, multifaceted,
and intersectional.

Traditional ways of segmenting audiences
fail to acknowledge
these complexities.



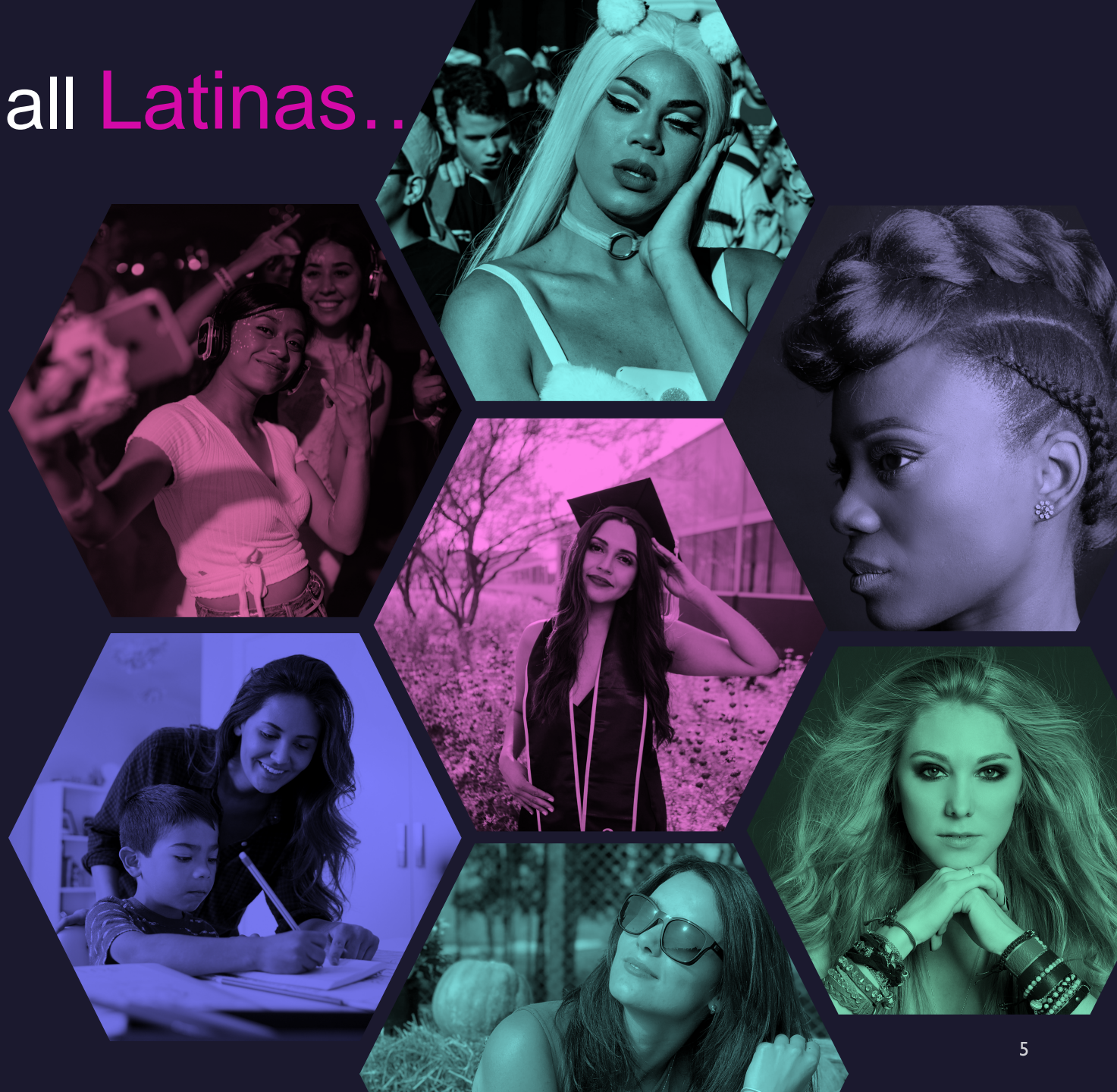
Our approach acknowledges that our identities are a unique expression of the **intersection of our experiences and our context.**



For example, these are all **Latinas**...

With different world views shaped by the intersections of factors such as

- ✓ Race
- ✓ Cultural background
- ✓ Socio-economics/Education
- ✓ Sexuality
- ✓ Gender identity
- ✓ Life-stage
- ✓ Acculturation
- ✓ Regionality
- ✓ Communities/interests
- ✓ Political and religious affiliations



In many ways,
she may have more in common with him....



... than with her.



And their synergies might cut across
age, race, and sexual orientation.

So, what is it?



- A proprietary set of **predictive questions and analyses**
- A **segmentation schema** you can use independently or overlaid on any existing segmentation
- A new way of thinking about **resonant marketing, advertising, & programming**

We look forward to
working with you to
keep you on the leading
edge of cultural
insights.



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