



ThinkCultural

ACCEPT, APPRECIATE & CELEBRATE DIVERSITY

Media Kit

Performance-First Curation Partner for Media Agencies



From Multicultural Roots to Performance-First Curation

ThinkCultural is a U.S.-focused programmatic media vendor. Today, we deliver performance-first PMP deals and managed campaign services that combine premium SSP inventory and a hands-on execution team — designed to drive measurable outcomes for programmatic and IO buyers.

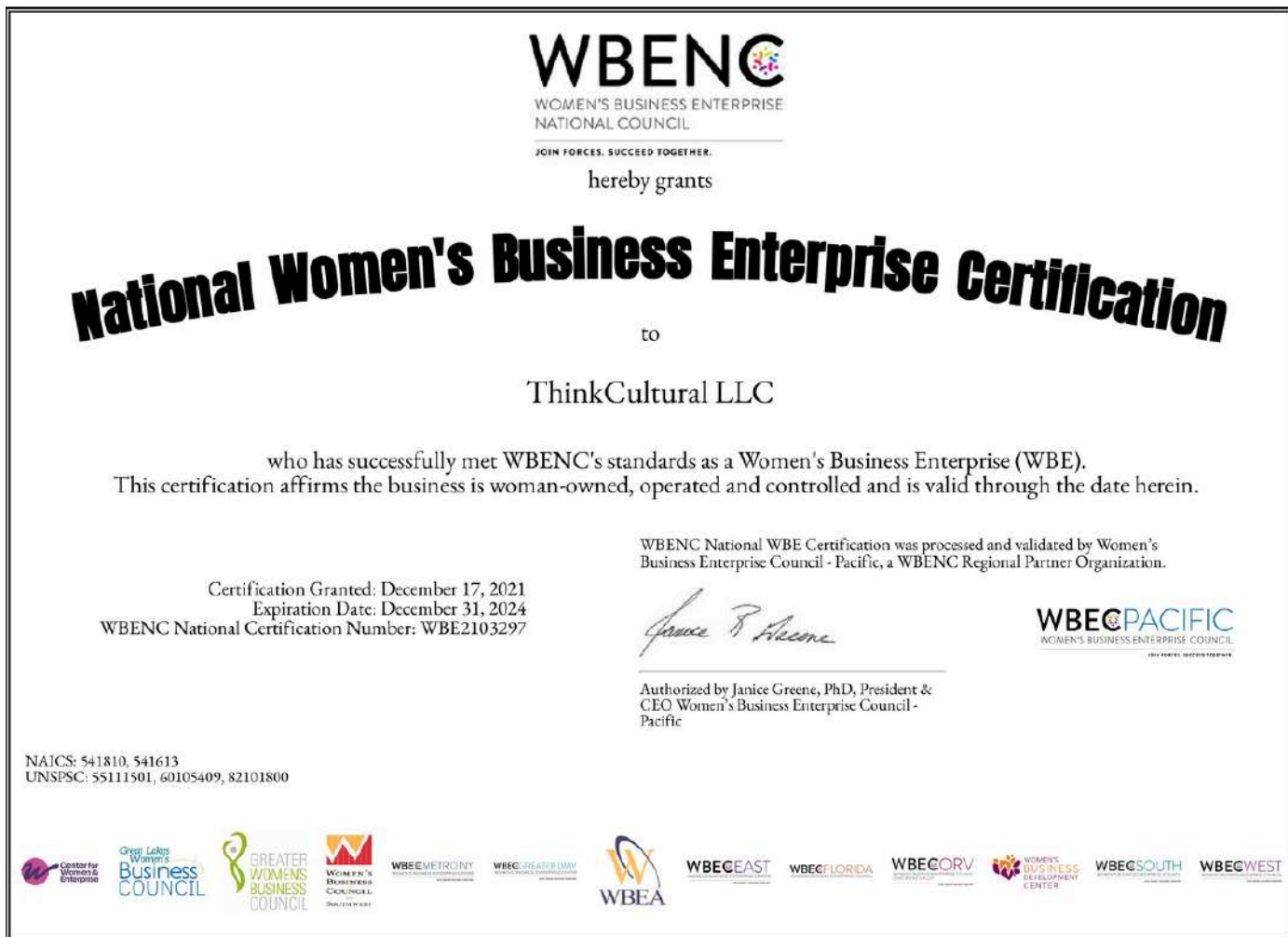
- ▶ Founded to connect brands with diverse communities; now focused on broad U.S. market performance.
- ▶ Certified Women Business Enterprise (WBE) and Minority Business Enterprise (MBE)
- ▶ Agency & IO friendly: PMP curation and managed campaign execution. We operate across DSP seats or via IO-based managed placements.



Certified Business

Diverse leadership with decades of cross-border and programmatic experience; supplier diversity certifications retained for clients who prioritize them.

We are a certified Women Business Enterprise (WBE) and Minority Business Enterprise (MBE)



WBENC
WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL
JOIN FORCES. SUCCEED TOGETHER.

hereby grants

National Women's Business Enterprise Certification

to

ThinkCultural LLC

who has successfully met WBENC's standards as a Women's Business Enterprise (WBE).
This certification affirms the business is woman-owned, operated and controlled and is valid through the date herein.

Certification Granted: December 17, 2021
Expiration Date: December 31, 2024
WBENC National Certification Number: WBE2103297

WBENC National WBE Certification was processed and validated by Women's Business Enterprise Council - Pacific, a WBENC Regional Partner Organization.

Janice R. Greene
Authorized by Janice Greene, PhD, President & CEO Women's Business Enterprise Council - Pacific

WBENC PACIFIC
WOMEN'S BUSINESS ENTERPRISE COUNCIL

NAICS: 541810, 541613
UNSPSC: 55111501, 60105409, 82101800



WOMEN OWNED
CERTIFIED BY | WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

CERTIFIED NMSDC MBE 2021



THIS CERTIFIES THAT

ThinkCultural LLC

* Nationally certified by the: **WESTERN REGIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL**

*NAICS Code(s): 541810

* Description of their product/services as defined by the North American Industry Classification System (NAICS)

10/10/2023
Issued Date

12/31/2024
Expiration Date

WR06923
Certificate Number

Ying McGuire
Ying McGuire
NMSDC CEO and President

Cecil Plummer
Cecil Plummer, President

By using your password (NMSDC issued only), authorized users may log into NMSDC Central to view the entire profile: <http://nmsdc.org>

Certify, Develop, Connect, Advocate.

* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®



Programmatic efficiency built for U.S. buyers — curated PMP deals and full-service campaign delivery.

Curated PMPs

- **What:** Pre-packaged and custom PMP deals (CTV, OLV, Display).
- **Why:** Cleaner supply, predictable delivery, KPI alignment.
- **How:** SSP-integrated deals ready to activate in major DSPs.

Audience Curation

- Content & context-led audiences, demographic filters, format-led segments, and optional multicultural layers.

Managed Campaigns

- **What:** End-to-end campaign setup, trafficking, optimization, and reporting.
- **Ideal for:** IO-driven teams, resource-constrained brands, or agencies wanting hands-off execution.



Curated audiences for performance and cultural relevance. General market reach plus multicultural audience packages when needed.

GENERAL MARKET AUDIENCES

- Examples: Adults 25–54, Affluent Households, Families with Kids, College-Educated Professionals.
- Use cases: Auto, Finance, Retail, National Brands.

AFRICAN AMERICAN AUDIENCES

- Culture, music, sports, and community media packages.
- Use cases: Fashion, Entertainment, CPG, Education.

ASIAN AMERICAN AUDIENCES

- Packages across South Asian, Chinese, Filipino, Korean, and Vietnamese affinities.
- Signals: publisher affinity + contextual signals + geo/demographic overlays.
- Use cases: Telecom, Auto, Education, BFSI, Entertainment.

HISPANIC AUDIENCES

- Spanish-language and bicultural packages, sports and family affinity segments.
- Use cases: QSR, CPG, Travel, Retail.

CUSTOM AUDIENCE BUILDS

- Bespoke PMPs built to campaign KPIs — e.g., “Auto Intenders CTV PMP,” “Hispanic Family OLV PMP.”



Unique Differentiators

Curated audiences for performance and cultural relevance. General market reach plus multicultural audience packages when needed.

MULTICULTURAL PRECISION AT SCALE

- Proprietary audience taxonomy built on U.S. Census, linguistic, and cultural affinity data.
- Segmentation beyond ethnicity — includes acculturation levels, language proficiency, and generational status (e.g., Gen1, Gen2 Asian Americans).
- Tailored messaging and media alignment by cultural context (e.g., Lunar New Year, Hispanic Heritage, Diwali, Black History Month).

IN-LANGUAGE + IN-CULTURE TARGETING LAYER

- Contextual mapping that aligns publisher language metadata with ad messaging (Hindi, Mandarin, Tagalog, Korean, Vietnamese, Spanish).
- Dynamic creative matching — serve English or in-language versions based on browser and location data.
- Higher engagement and recall through language resonance and cultural relevance.

PREMIUM CURATED MULTICULTURAL SUPPLY

- Premium access to endemic publisher inventory across U.S. multicultural communities (e.g., Sing Tao, Korea Daily, ABS-CBN, Desi Today).
- Direct partnerships with OTT & CTV apps popular among diaspora audiences (Zee5, MX Player, TFC, Viki, Kocowa, etc.).
- Private marketplace (PMP) setup ensures brand-safe and fraud-free environments.



Unique Differentiators

IDENTITY & DATA ENRICHMENT

ADVANTAGE

- Use of first-party publisher data combined with trusted data partners (e.g., Eyeota, Lotame, Comscore) for validated audience targeting.
- Geo-cultural clustering — identifying multicultural audience hubs within DMAs (e.g., Bay Area – Indian & Filipino, LA – Korean & Hispanic).
- Privacy-compliant deterministic matching for addressable reach without cookies.

PERFORMANCE-OPTIMISED PMP

CURATION

- Custom deal packaging based on buyer KPIs — CTR, VCR, CPM-efficiency, or Completion Rate.
- Continuous optimization via SSP-level analytics and bidstream intelligence.
- Multi-format performance layering (CTV + Display + Mobile Video) to maximize engagement.

CROSS-DSP ACCESSIBILITY

- Pre-built curated PMPs accessible in The Trade Desk, DV360, Yahoo, and Amobee.
- Flexible setup options — Direct Deal ID, Private Auction, or Managed Service Execution.
- Transparent seat-level reporting for SPO and performance visibility.

CULTURAL MOMENTS TARGETING (EVENT-BASED)

- Annual calendar of culturally significant media windows (Diwali, Eid, Lunar New Year, Hispanic Heritage Month).
- Ability to align creative and audience activation around cultural festivals, media, and community events for contextual lift.



Display Ads



- Access all IAB standard display units for your campaign.
- Strengthen your brand message with highly viewable display ads.
- Expand reach in a brand-safe environment.

Video Ads



- Sound-on environment enhances your video message.
- Videos appear in highly viewable inventory.
- Ads are delivered alongside high-quality, premium content.

CTV Video Ads



- Targeted CTV inventory tailored to Asian cultural preferences.
- Deliver ads on smart TVs, OTT apps, and connected devices.
- Get first-look access to brand-safe, premium CTV inventory.



Our Partnerships

Our Top Publishers:

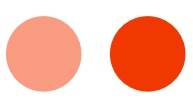


and more...

Our Top Brands:



and more...





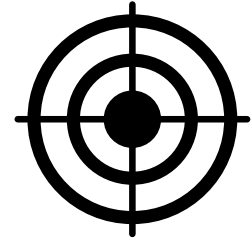
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CASE STUDIES

**A snapshot of Hispanic and
General Market PMP
Campaigns by ThinkCultural**

AT&T – General Market Deals



Created always-on Private Marketplace (PMP) deals on on the DSP DV360 for AT&T's Wireless and Internet Services. Separate deals were arranged for web and app environments targeting the general market audience across the USA.

AIM



RESULTS

Display Ads on Web

0.33%

CTR

80.96%

Viewability

Display Ads on App

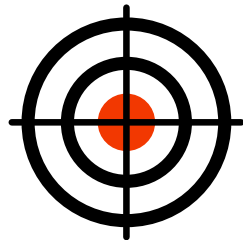
1.69%

CTR

95.12%

Viewability

AT&T – US – Hispanic Deals



AIM

Created always-on Private Marketplace (PMP) deals on the DSP DV360 for AT&T's Wireless and Internet Services. The campaign specifically targeted the Hispanic audience across the U.S. through web-only placements, ensuring precise reach and engagement. Premium inventory and data-driven insights were utilized to maximize brand visibility within the Hispanic market segment.



RESULTS

1.6 mil+

Reach

0.35%

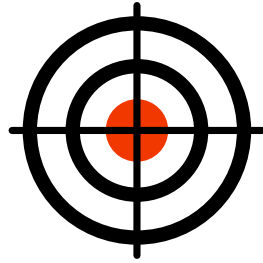
Click-through Rate

82.15%

Viewability

WaveMaker – Football Audience PMP

AIM



To connect with sports-enthusiast audiences across the U.S. through culturally relevant video placements, leveraging ThinkCultural’s contextually curated “**Football Audience**” deal. The campaign aimed to help brands like **DoorDash** and **Align Probiotics** drive awareness and engagement during peak football season moments, reaching consumers in premium, high-attention environments.



STRATEGIC APPROACH

- **Sports-Centric Targeting:** Focused on football-related content to align brand messaging with audience passion and boost engagement.
- **Premium OLV Inventory:** Used trusted publishers for high-quality, brand-safe video storytelling with strong viewability.
- **Audience Mindset Alignment:** Timed messaging around game moments to capture attention and relevance for quick-service and health brands.

Cross-Brand Focus:

- **DoorDash:** Highlighted game-day convenience and delivery ease.
- **Align Probiotics:** Promoted active lifestyle wellness for health-conscious fans.
- **Data-Led Optimization:** Real-time insights guided pacing and frequency adjustments to maximize engagement and completions.



RESULTS AND INSIGHTS

- **High Engagement:** Football content delivered strong reach among male and family audiences with high purchase intent.
- **Brand Synergy:** DoorDash captured real-time hunger moments; Align Probiotics connected with wellness-focused fans.
- **Category Versatility:** Showcased ThinkCultural’s ability to support diverse sectors from food delivery to healthcare.
- **Scalable Model:** The Football Audience PMP serves as a repeatable framework for major sports events like the NBA, MLB, and Super Bowl.

Unilever – Hispanic Deals



AIM

To strengthen Unilever’s brand presence and affinity within the Hispanic community through an integrated mix of video and display campaigns. The initiative centered on culturally relevant storytelling that reflected the values and lifestyle of Hispanic consumers. Premium digital placements and audience insights were leveraged to maximize visibility and engagement. The campaign aimed to build lasting brand trust and recognition for Unilever’s personal care range among Hispanic audiences across the U.S.



RESULTS

Display Ads

0.42%
CTR

70.68%
Viewability

910K+
Reach

Video Ads

0.35%
CTR

73.14%
Viewability

75.03%
VCR

879K+
Reach





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CASE STUDIES

**A snapshot of African
American PMP Campaigns by
ThinkCultural**

Unilever – African American Deals



AIM

To build brand visibility and connection for Unilever's personal care products within the African American community using high-impact, data-led display and Video campaigns. The strategy focused on delivering relatable storytelling through trusted digital platforms. Consistent messaging and frequency ensured sustained engagement and recall. The overall objective was to enhance Unilever's equity and resonance among African American audiences across the U.S.



RESULTS

Display Ads

0.38%
CTR

71.85%
Viewability

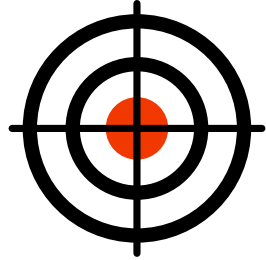
Video Ads

0.46%
CTR

76.98%
Viewability

73.68%
VCR

AT&T- African American Deals



AIM

To drive awareness and engagement for AT&T's Wireless and Internet Services among the African American audience through always-on video PMP deals on DV360. The campaign leveraged premium video inventory and audience data to deliver impactful storytelling and maximize brand visibility across the U.S.



RESULTS

Reach

3.14Mil+

VCR

68.28%

CTR

0.53%

Viewability

73.41%



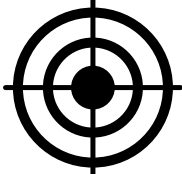
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CASE STUDIES

A snapshot of Asian PMP Campaigns by ThinkCultural

P&G – Asian Multicultural Deals–Family Care



AIM

Created always-on deals for P&G’s Feminine Care products. Separate deals were set up for South Asian, Chinese, Korean, Vietnamese, and Filipino sub-ethnicities, covering video formats.



RESULTS

2,148,539

Impressions

0.56%

Click-through Rate

83.33%

View-through Rate

P&G – Asian Multicultural Deals–Feminine Care



AIM

Created always-on deals for P&G’s Feminine Care products, with dedicated setups for South Asian, Chinese, Korean, Vietnamese, and Filipino sub-ethnicities across both display and video formats.



RESULTS

Video Ads

0.51%

CTR

0.42%

CTR

89.79%

Viewability

86.66%

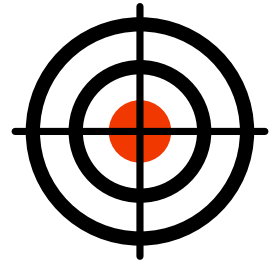
Viewability

79.41%

VCR

Display Ads

H&L Partners - Asian Deals



AIM

The objective was to provide H&L Agency with access to premium Asian inventory, ensuring high-quality ad placements across top-tier platforms to effectively engage the target audience.



RESULTS

Asian

0.44%
CTR

Chinese

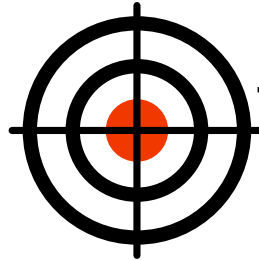
0.28%
CTR

Vietnamese

1.78%
CTR

Kinesso- Asian Deals

AIM



To enable brands to authentically connect with multicultural audiences through ThinkCultural's culture-first media strategy and PMP deals, targeting five key Asian communities – Chinese, Filipino, Korean, South Asian, and Vietnamese – using Display, OLV, and CTV formats to drive inclusivity and deeper engagement through both English and in-language messaging.



STRATEGIC APPROACH

- **Culture-First Activation:** PMPs aligned brand messages with cultural identity, behavior, and language for authentic connections.
- **Contextual Precision:** Used contextual and ethnicity-based targeting to reach receptive audiences.
- **Language as Trust:** Blended English and in-language creatives to boost authenticity and recall.
- **Omnichannel Presence:** Delivered consistent storytelling across Display, OLV, and CTV.
- **Data-Driven Optimization:** Leveraged real-time insights to refine creatives, formats, and audience mix for better results.



RESULTS AND INSIGHTS

- **Cultural Coverage:** Activated 15+ multicultural PMP deals across five Asian ethnicities, ensuring extensive cultural reach and relevance.
- **Multi-Format Impact:** Achieved strong visibility and engagement through Display, OLV, and CTV, driving awareness and brand lift.
- **In-Language Engagement:** In-language creatives fostered deeper audience connection and longer view durations than English-only versions.
- **CTV Opportunity:** Inclusion of Connected TV expanded reach within premium, brand-safe environments, enhancing perception and recall.
- **Scalable Framework:** Established a replicable model for integrating cultural intelligence into mainstream media strategies across markets.



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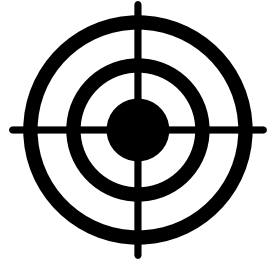


CASE STUDIES

A snapshot of IO-based campaigns by ThinkCultural



Honda Acura MDX - Campaign



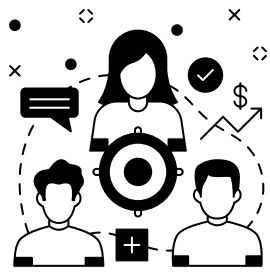
PURPOSE

The objective of the campaign aimed to utilize effective channels like video and impactful digital media to enhance awareness of Acura MDX among Mandarin-speaking individuals of Chinese ethnicity residing in the United States. The target audience for this campaign was individuals between the ages of 25 and 54, emphasizing those with household incomes surpassing \$75,000. The KPIs for the campaign included Traffic rate (Pageview/Impressions), IAS Viewability, VCR, and CTR.

STRATEGY

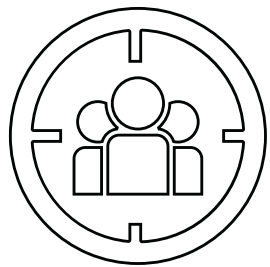
Language and Demographic Targeting

The sites were categorized by ethnicity and language, such as Chinese ethnicity, with Simplified Chinese (Mandarin and English). Demographic attributes were targeted such as A25-A54, and HHI 75K+ were added, with a skew towards the concentrated Asian regions of the US.



In-Market Audience Targeting

The targeted audiences were individuals actively searching for a Luxury SUV to purchase. Specific keywords like "best SUV," "best luxury SUV," "acura dealer near me," "acura mdx," "2023 acura mdx," and "acura mdx type s," were utilized to effectively target and engage these audiences.

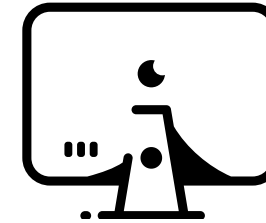


Contextual Targeting

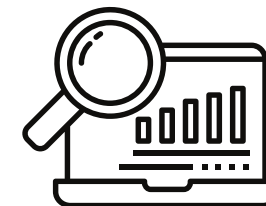
The audiences were targeted based on the category of websites, including automotive, vehicles, lifestyle, luxury brands, travel, and tourism. The focus was on individuals interested in luxury SUVs, luxury cars, and luxury collectables.



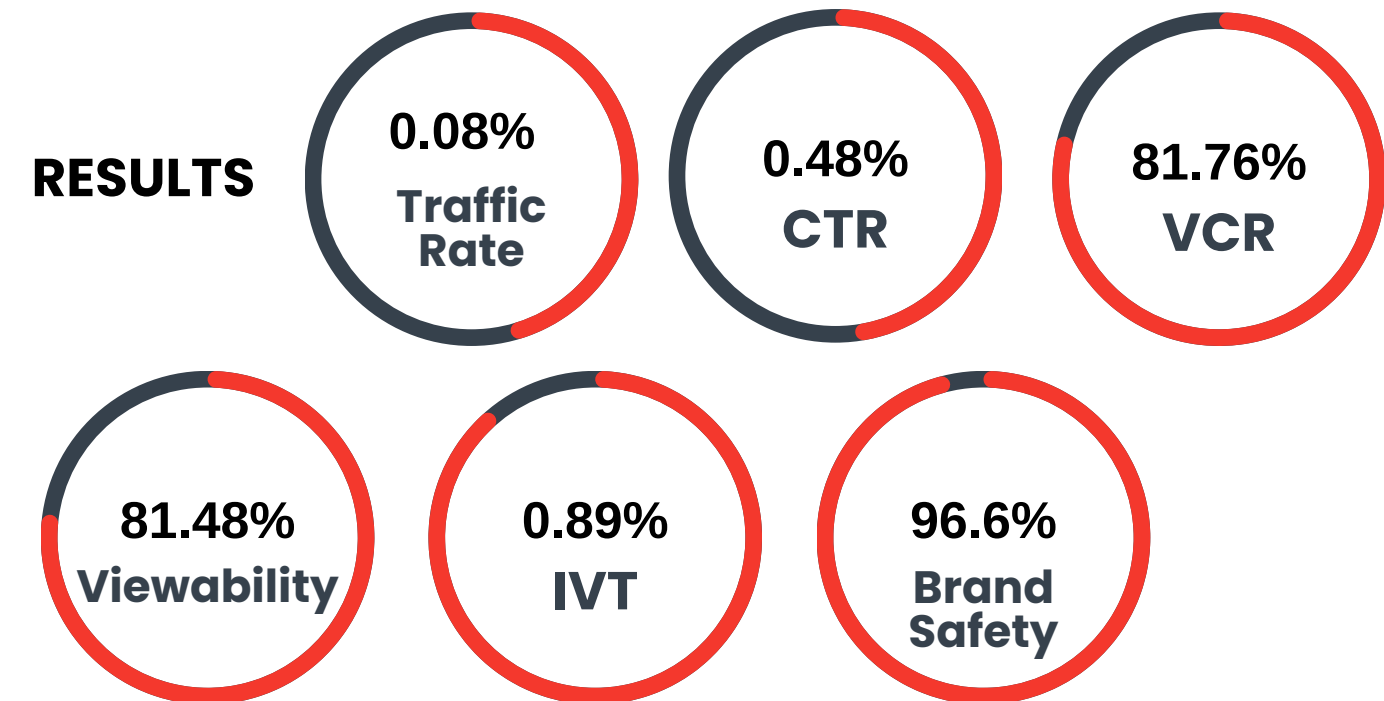
CHANNELS



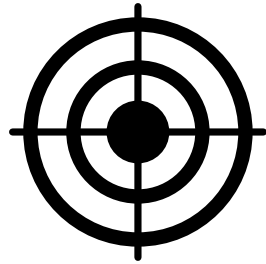
Display:	<ul style="list-style-type: none"> High Impact Homepage, Video Pause CTV Banners
Video:	<ul style="list-style-type: none"> Video Preroll Connected TV ads



RESULTS



Toyota Prius and Prius Prime - Campaign



PURPOSE

The campaign's goal was to Generate redesign awareness for FY24 Prius and Prius Prime with its modern style and elevated performance among Asian Indian living in the US. The campaign was targeted towards Age 25-50 in the US with an emphasis on audiences living on West Coast & metro areas. The KPIs for the campaign were IAS Viewability and CTR.

STRATEGY

Contextual & Keyword

Targeted audience based on the category of websites such as Automotive, Cars, Vehicles, Hybrid cars, and sedans. People who were interested in adventure, sports, and active lifestyle. Keywords were also used to target audiences such as Prius, Prius Prime, Toyota Prius hybrid, Prius hybrid, Prius price, etc.

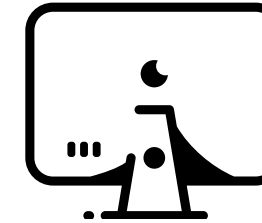
Language

The sites were categorized by ethnicity of Asian Indians. Age 25 to 50, HHI \$50k+ were added, and on top of this, with a skew towards the West Coast and metro regions of the US.

Competitive Targeting

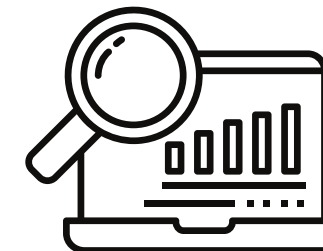
Targeted audience based on the competitive brands of Toyota and their products like the Honda Insight, Toyota Camry Hybrid, Hyundai Sonata Hybrid, Honda Accord Hybrid, Hyundai Elantra Hybrid, Toyota Corolla Hybrid, Hyundai Ionic Hybrid, Toyota RAV4 Hybrid, etc.

CHANNELS



Display:

- Roadblocks
- Standard Banners



RESULTS

0.46%
CTR

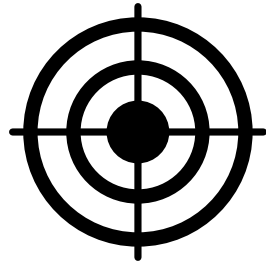
10%
Value-Added
Imps Delivered

0.35%
Traffic
Rate

1.05%
Total Action
Rate

100%
Booked
Impresions

General Motors Hummer – Electric Vehicle Launch Campaign



PURPOSE

To increase awareness and build demand for the new 2024 Hummer EV SUV through a strategic mix of Display and Video Ads. The KPI for the campaign were CTR, Impressions, and VCR. The campaign was targeted towards South Asians, Chinese, Koreans, Filipinos, and Vietnamese living in the US. Aged 25+ from these ethnicities was targeted.

STRATEGY

Contextual Targeting

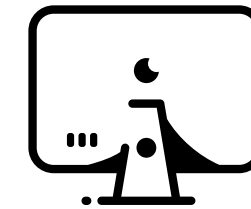
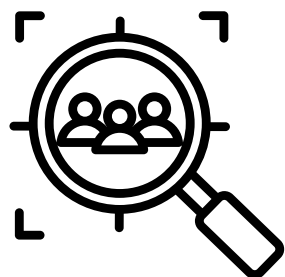
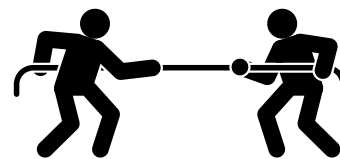
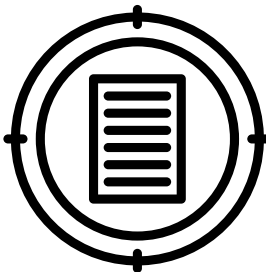
Targeting audience based on the category of websites such as Automotive, Cars, Vehicles, SUVs, EV, and EV SUVs. People who were interested in adventure, sports, and active lifestyle. Keywords were also used to target audiences such as Hummer EV SUV, etc.

Competitive Targeting:

Targeted audience based on the competitive brand of GMC and their products like Ford Mustang Mach E, Toyota bZ4X, Tesla Model X, Audi Q4 e-tron, BMW iX, Cadillac Lyriq, Kia EV6, Range Rover Evoque etc.

In-Market Audience Targeting

Audiences who are in-market for buying an EV SUV and are actively searching for it. Using keywords such as Electric vehicle SUV, Hummer EV SUV, Best EV SUV, Hummer EV SUV specs, buy Hummer EV SUV, etc. These keywords can be used and target these audiences.

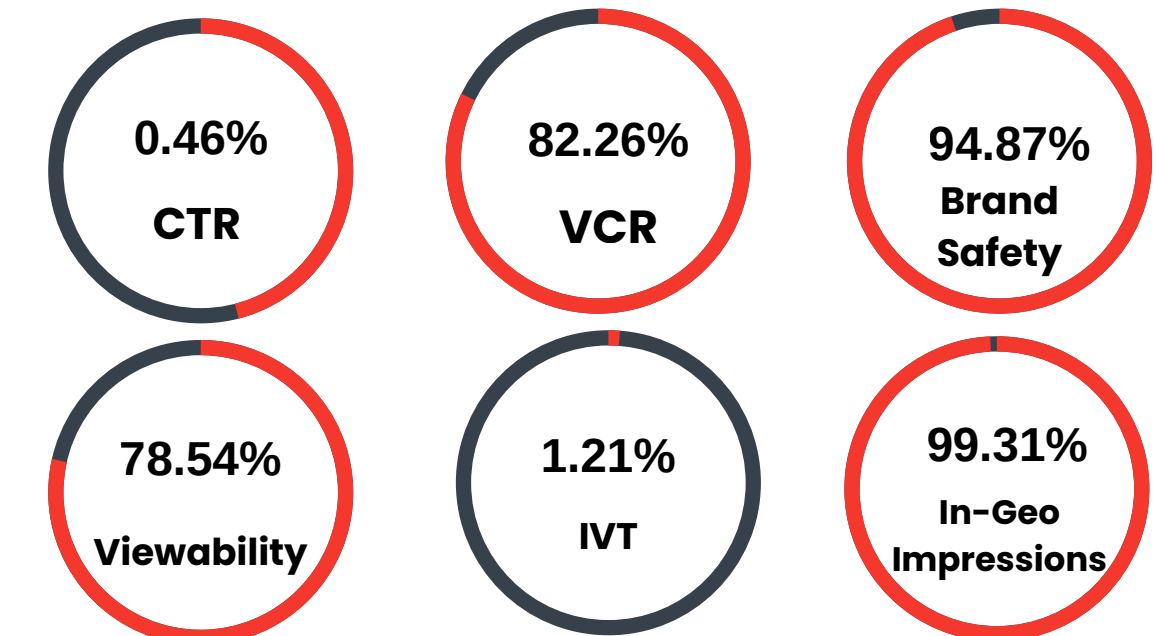


CHANNELS

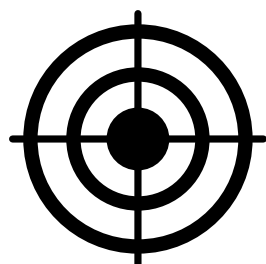
Display:	<ul style="list-style-type: none">Standard BannersAdhesion Display
Video:	<ul style="list-style-type: none">Video PrerollOutstream Video



RESULTS



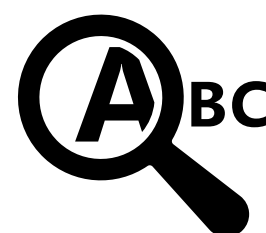
General Motors Sierra – Electric Vehicle Launch Campaign



PURPOSE

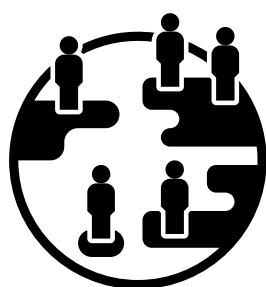
The purpose of this campaign is to make South Asian, Chinese, Filipino, and Vietnamese Asian Americans aware of a newly launched electric car. The primary metrics were click-through rate (CTR) and video completion rate (VCR). For this campaign, Asians between the ages of 25 and 54 with household incomes of \$100k or more were targeted.

STRATEGY



Contextual & Keyword

Electric vehicle, electric car, best electric car, sedan, and more keywords were targeted on various website categories.



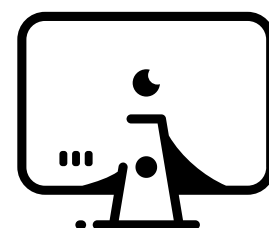
Demographic, Behavior, Interest

Audiences from age 25-54 and HHI of \$100k+ with interest in cars, sustainable living, automobiles, etc. were targeted across various platforms.



In-Language Sitelist

Cross-channel campaign targeting Asian American audiences across our network of 300+ multilingual (Simplified and Traditional Chinese, Tagalog, Vietnamese, Hindi, Tamil, Urdu, Bengali, etc.) Asian sites.

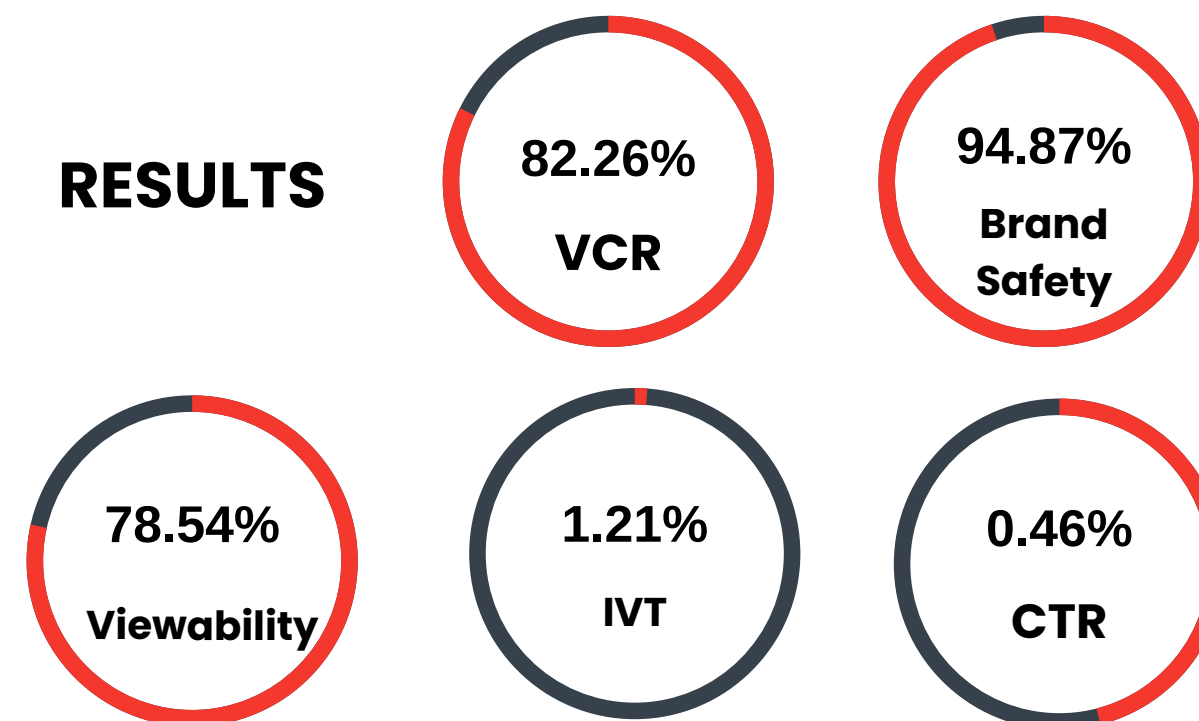


CHANNELS

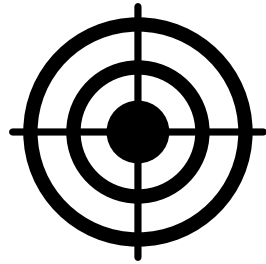
Display:	<ul style="list-style-type: none">• Standard Banners• Adhesion Display
Video:	<ul style="list-style-type: none">• Video Preroll• Outstream Video



RESULTS



New York City Department of Health and Mental Hygiene – Health Insurance Enrollment Campaign



PURPOSE

The campaign's goal was to increase awareness of health insurance enrollment and the availability of counselors in NYC. The campaign was targeted towards A18+ in NYC with an emphasis on select zip codes, in Traditional Chinese, Simplified Chinese, and English. The KPI for the campaign was Authentic Viewable Impressions and VCR.

STRATEGY



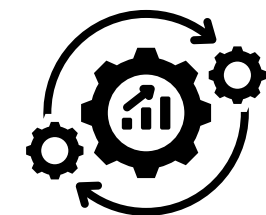
Contextual & Keyword

Finance, Insurance, Medical, and more keywords were targeted on various website categories.



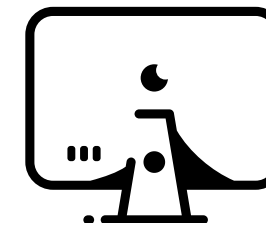
Language

Targeting audiences from Simplified and Traditional Chinese was done via language targeting.



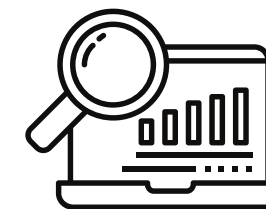
1st and 3rd Party Audience Data

Contextual video ad units were built for desktop and mobile to promote brand exposure and user interaction.

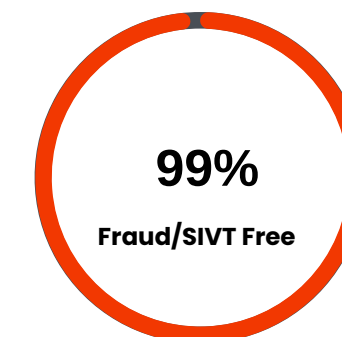
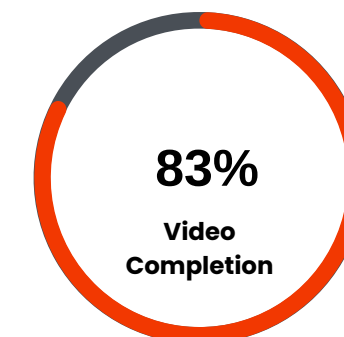
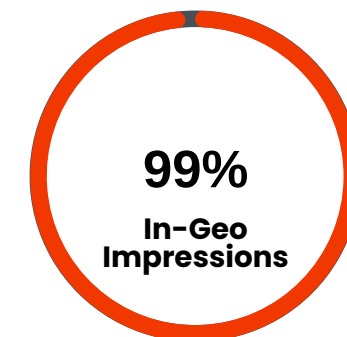
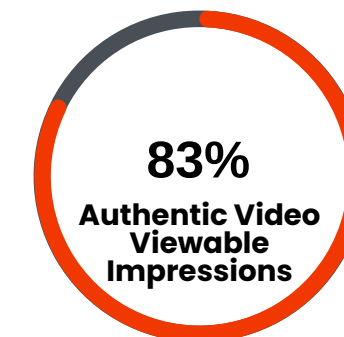


CHANNELS

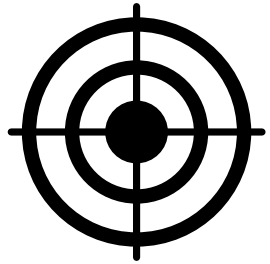
Video:	<ul style="list-style-type: none">• Video Preroll
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RESULTS

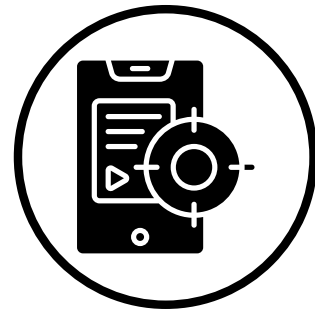


New York City Department of Health and Mental Hygiene – Men’s Anti Smoking Campaign



PURPOSE

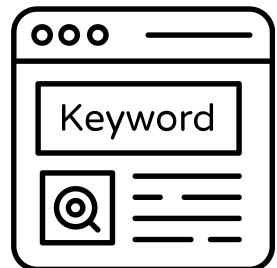
The campaign’s goal was to encourage smokers to sign up for a quit kit. The campaign was targeted towards Men A18+ in NYC, in Traditional Chinese, Simplified Chinese, and English. The KPI for the campaign was Authentic Video Viewable Impressions and VCR.



STRATEGY

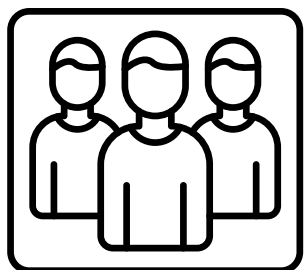
Contextual & Keyword

On numerous website categories, keywords related to smoking, vaping, and electronic cigarettes were targeted.



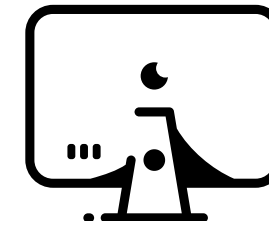
Keyword Blocking

For the purpose of delivering authentic and brand-safe impressions, a list of IAB Categories and Keywords was blocked.



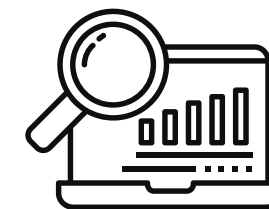
Lookalike Modeling

Identified audiences who were similar to the campaign audience and targeted them.

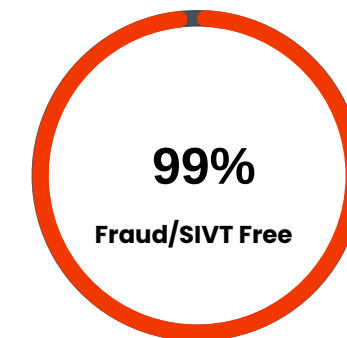
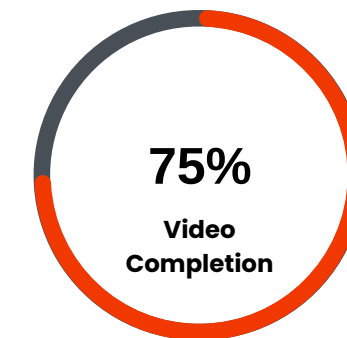
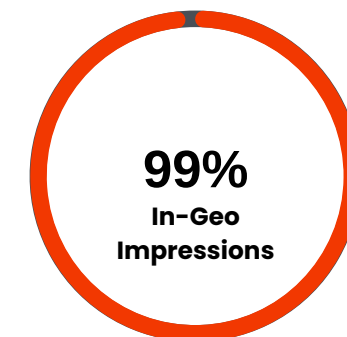
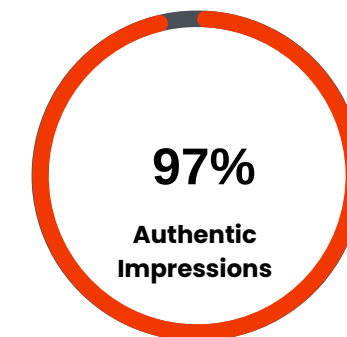
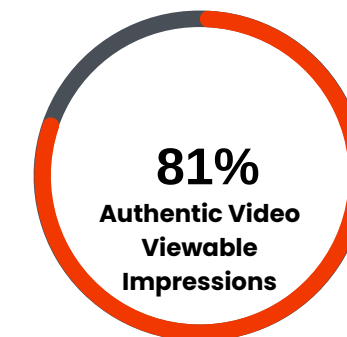


CHANNELS

Video:	<ul style="list-style-type: none">• Video Preroll
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RESULTS



Thank You!

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