

CIEN+

Culture
Forward



Welcome
to the
limitless
era.

Fueled by changing culture,
new data possibilities, and
the inspiring and powerful
ways people come together.

We are bringing together
amazing minds and fearless
clients to redefine the near
future of creativity and
innovation to deliver
transformative social
and business impact.

A New Agency

ACCELERATOR

STRATEGISTS

CONSULTANTS

CONNECTORS

CREATIVE AGENCY

Cien + is a leading strategy and business transformation accelerator, data and media consultants, and award-winning creative marketing agency harnessing the power of changing culture and data to unlock extraordinary opportunities.



For a new Moment

CIEN+



Our mission

We work with smart and fearless client partners and brands of all sizes across industries and geographies to empower them with Cultural Intelligence® to innovate, disrupt and grow at the speed of culture.

Future-Ready. Culture-First. Breakthrough, Always.

We are undergoing extraordinary demographic and cultural changes.

Creating a new set of opportunities.
Requiring new approaches, insights,
frameworks and teams.

Data Possibilities

Deeper Insights
Personalization
Relevant Media

Changing Culture

Consumer Trends
\$4+ Trillion
Multicultural
Consumer

We're part of CULTURE + a 100% Independent Network for a New Mainstream

CULTURE⁺ GROUP

A Family of Cultural Intelligence® Solutions

Human Insights

Unlock Consumers And
Community Mindsets,
Drivers, And Barriers
With Agile Ai-Driven
Insights To Bridge Gaps
And Create Culturally
Relevant Connections

Strategy

Map Out Growth,
Connection Platforms
With Consumers, And
Campaign
Ecosystems That
Build Trust

Organizational Readiness

Cultural Intelligence
Training And Market
Accelerators Across
The Organization

Marketing & Community Engagement

Breakthrough Channels
And Community
Programs, And
Breakthrough
Campaigns That
Connect

Media

Relevant Media
With Precision
& Scale

humandot^{plus}

CIEN⁺

relevant⁺

Human-Centered Approach

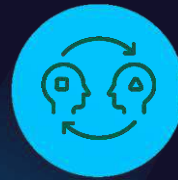
Learn

Monitor and optimize campaign performance and KPIs on an ongoing basis.



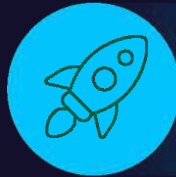
Empathize

Build a deep understanding of the business needs, goals, key markets, the brand, the audience, the category, and cultural contexts at play.



Launch

Implement ideas applying top production standards.



Define

Define the campaign KPIs, a clear strategic platform, articulating jobs to be done along the consumer journey, experiences, and the impact we need to create.



Build

Articulate the creative idea and tested solutions across touchpoints, media, partners, following breadth & depth market approach. Establish the measurement framework to monitor KPIs.



Create

Develop an organizing, creative idea, driven by data and inspired by culture, and sketch executions on each of the jobs to be done.



People-Centered
Driven by Data
Inspired by Culture

Companies Who Have Trusted Us



Johnson & Johnson

GSK

Kellanova

CHEEZ-IT



Genentech



novo nordisk

Tropicana



Kellogg's



Jägermeister



Google



Prudential



Boehringer
Ingelheim



UNITED NATIONS



UNIVISION



L'ORÉAL



TARGET.



United Nations
WORLD
DATA
FORUM



STAND
UP TO
CANCER



WORLD
ECONOMIC
FORUM



Blue Cross
Blue Shield



Prudential

Lilly



DIAGEO



OPTUM



PEPSICO



citigroup



RALPH
LAUREN



COMCAST
NBCUNIVERSAL



Capital One



Walmart



Cleveland Clinic



Kroger



HSN



VALEANT
Pharmaceuticals International



Prestige Brands



SOLTAMEDICAL



HARVARD
MEDICAL SCHOOL



JOHNNIE WALKER



USbank

INSIGHTS

About

humandot^{plus}

We are disrupting the way we can mine insights and understand people, with inclusivity, agility and scale.

Our proprietary and published Ai-powered methodology taps into the digital voice of the people to understand how they think and feel about any topic, product, category, and brands and why, globally, without having to recruit anyone nor ask any questions.

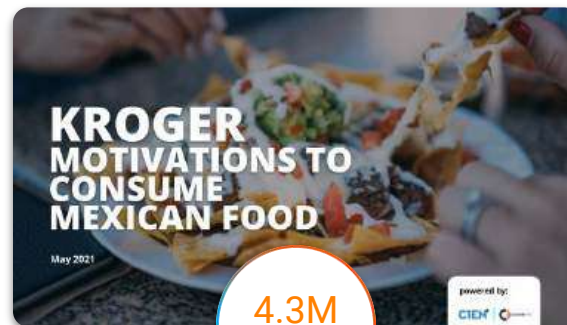
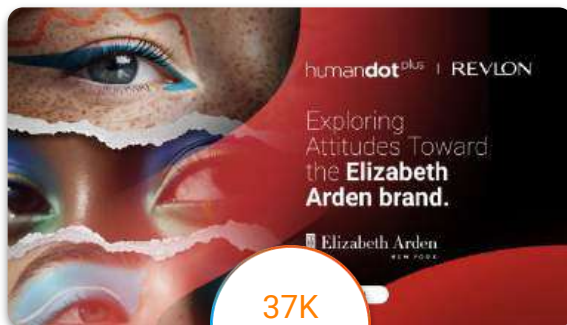
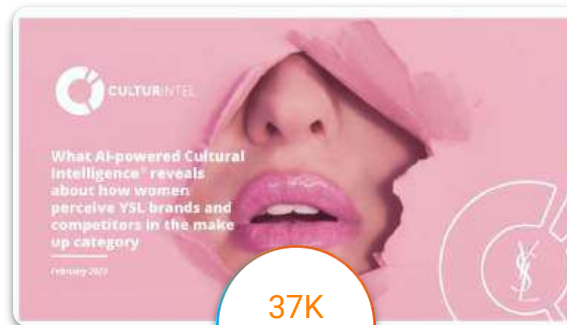
We unite the agility of Ai, and big data tools with the empathy of Human Intelligence and psychology-based frameworks to humanize data and decipher motivations, occasions, decision journeys, strategies to answer your burning questions straight from the unbiased and authentic voice of the people..

Unlock the power of
**AI and Human
Intelligence**

INCLUSIVE AGILITY & SCALE

Inclusive insights with agility and scale powered by our proprietary AI-market research tech and our stack of best of breed insights tools to better understand the why behind people's motivations and actions.

humandot^{plus}



The logo for CIEN+ is displayed in white, bold, sans-serif capital letters. A small blue plus sign is positioned to the upper right of the letter 'N'. The logo is set against a vertical gradient background that transitions from a light orange at the top to a teal at the bottom.

CIEN+



Luxe + Experiential Lifestyle

CIEN LUXE is our luxury and lifestyle hub working with leading luxury and lifestyle brands to identify new cultural, style and design trends and design campaigns and experiences that move people.

Leading The Luxe Conversation

Our leadership with its culture-first approach and pov is framing the future of a new form of luxury that is more diverse, intentional on all fronts, and immersive, delivering engagement and fandom.



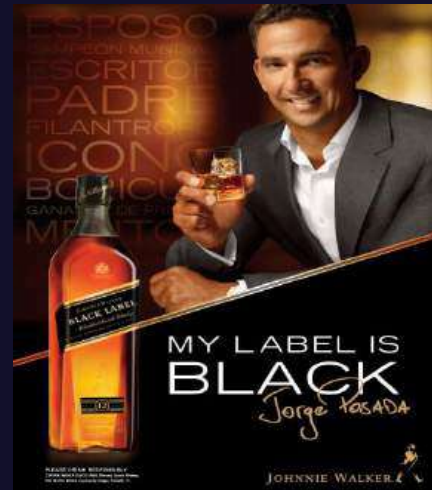
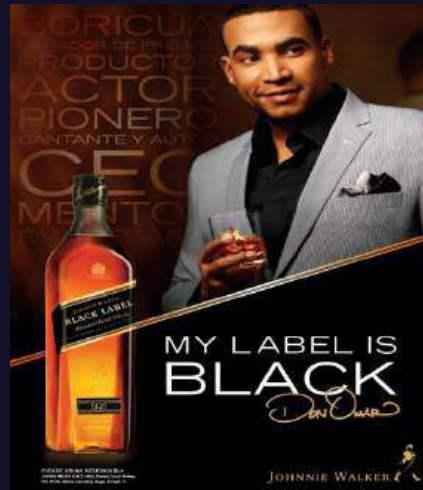
At The Speed of Culture

Our cultural foresight and trends team works with leading clients to map out new trends and creative opportunities, including experiential.



My Label Is Black Latino For Johnnie Walker

Fully integrated creative and experiential campaign around iconic Latino living.



Jaggermeister

Latino lifestyle campaign

Creative and experiential around singular Latino identity, self-expression and pride connecting with brand ethos around unapologetic attitude.



ORGULLO TAN PROFUNDO COMO NUESTRAS RAICES.
#SINGUAL




Jägermeister

ORGULLO TAN PROFUNDO COMO NUESTRAS RAICES.
#SINGUAL



Jägermeister

OUR PRIDE IS AS DEEP AS OUR ROOTS.




Jägermeister

WE SPEAK YOUR LANGUAGE & WE KNOW YOUR ROOTS.




AUTHENTICITY IN EVERY SHOT
#SINGUAL




Jägermeister

CELEBRAMOS LA HERENCIA QUE NOS HACE ÚNICOS. SOMOS #SINGUAL.




Jägermeister

WE SPEAK YOUR LANGUAGE & WE KNOW YOUR ROOTS.



WE SPEAK YOUR LANGUAGE & WE KNOW YOUR ROOTS.



ORGULLO TAN PROFUNDO COMO NUESTRAS RAICES.
#SINGUAL



Jägermeister

CELEBRAMOS QUIENES SOMOS.
#SINGUAL



Jägermeister

Cases

Hugo Boss Experiential Concepts

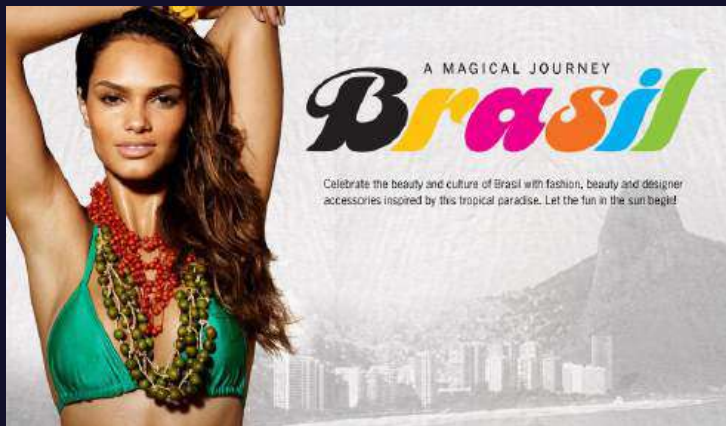
New innovation platforms and experiential engagement concepts with a focus on digital immersions and wellness.



Cases

Brazil Country Tribute At Macy's

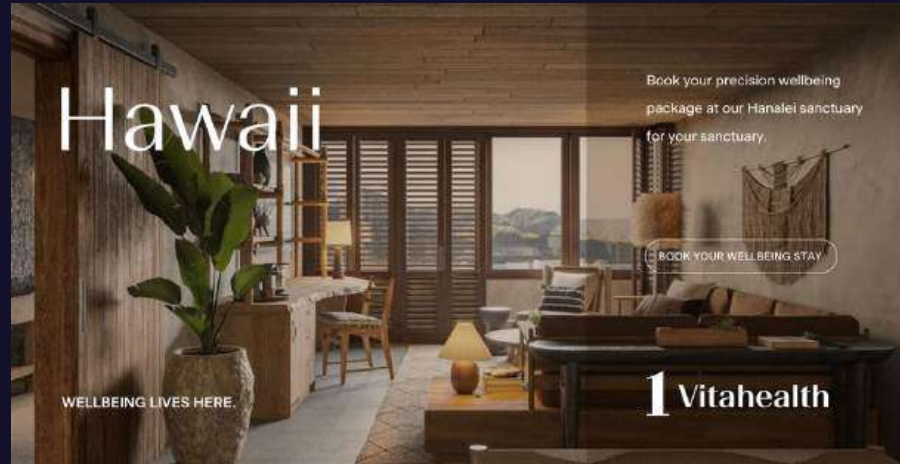
Created an experiential commerce platform with over 200 Brazil boutiques across Macy's stores.



Cases

1 Hotels Luxury Wellbeing

Partnered with leading luxury hotel group 1 hotels to launch their precision wellbeing concept in hanalei bay, Hawaii.



Cases

Bruno Magli's Italian Lifestyle

Repositioned brand with a focus on Italian lifestyle and heritage, and created experiential platform around the idea of La Dolce Vita.



Cases

Body positive luxe

Repositioned dress wear brand leota into a body positivity movement, with a focus on content, eco-friendly design and a community of fearless women.



Cases

Eco-chic outerwear

Positioned outerwear brand bernardo as eco-chic luxe with a focus on creative & innovation storytelling, making the brand the number one outerwear brand at Nordstrom.



Cases

New American Luxury

Reinvigorated Cole Haan as lifestyle brand with focus on functional everyday luxury, working with product innovation, design, merch & branding.



Cases

It's in the Bagg

Repositioned baggallini as accessible luxury lifestyle brand, with elevated product, influencer campaigns, and a rollout in new york fashion week.



Cases

The Future Of Beauty

Partnered with precision wellbeing brand Vitalounge to develop positioning, branding and marketing for their new medical aesthetics modality.



Experiential Marketing

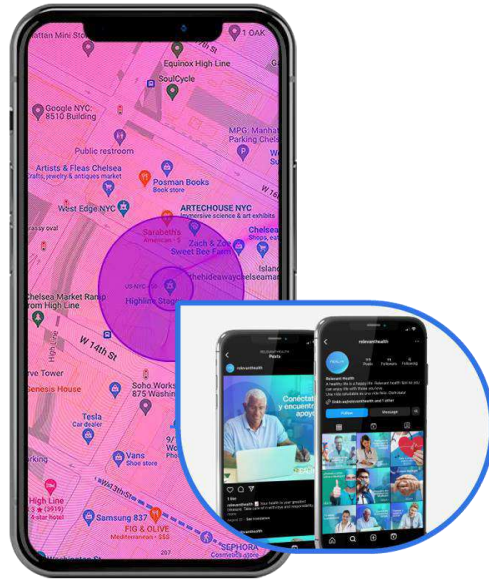
Transform your brand's presence with culturally relevant experiential marketing campaigns and activations that deeply connect with diverse audiences by celebrating and reflecting the unique cultural nuances of these communities. From vibrant live events and cultural festivals to innovative pop-up installations and digital engagements, we craft compelling experiences that foster genuine connections and lasting brand loyalty.



Media

Amplify your message with precision, relevance and scale, through our inclusive digital media platform and curated network of influencers and content providers to reach millions with personalization and relevance, when and where it matters.

relevant⁺
where media and culture meet.



From mobile, to CTV, to digital out-of-home, we reach diverse audiences with scalable national breadth, to hyper-local targeting capabilities.

33MM+ US Hispanic consumers per month nationally

16MM+ Black/AA consumers per month nationally

6.5MM+ AAPI community consumers per month nationally

In Summary, These Are The Ways We Can Help



Identify & Accelerate Impact & Growth Opportunities

Discover and measure the size and opportunity that diverse and high-growth consumer segments and markets represent for your company/ brand and implement a roadmap for inclusive marketing transformation and commercial growth.



Gain Inclusive Insights With Agility And Scale

Leverage leading edge technologies to gain deep consumer insight, at scale. Understand, what is the sentiment of diverse consumer segments towards your product/ brand, what are the mindsets, barriers and drivers that motivate engagement. All powered by AI and tech.



Launch Culturally Relevant Campaign/ Content/ Partnerships

Driven by data and inspired by culture, we take theory into action by designing relevant brand growth playbooks, and execute creative marketing campaigns, content and experiences that get to the hearts and minds of people.



Build Organizational Alignment And Capability

We empower your teams to embed Cultural Intelligence® as a mindset in business planning, marketing and execution. We curate and bring assessment,s best practices and tools to empower and build capability across teams for sustainable success.

CIEN+

Thank You!