



SITUATION

A global tech company wanted to uncover culturally rooted understanding to bolster app appeal and loyalty among users in two distinct diasporas.



ADM Insights & Strategy METHODOLOGY

Digital Homework Activities, Online
In-depth Interviews (with diasporans in
North America, Africa, Europe, and Asia),
Comprehensive Literature Review,
Application of Anthropological
Frameworks



RESULT

Personas were created to capture attitudes/behaviors and a nuanced understanding of the app's role in fueling cultural connection and exchange. Insights were directly applied to create new international TV/digital ad campaigns.

Digital Communications

