

# Why Do Cultural Insights Matter to Innovation?



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# What is culture?



Culture is the unique set of beliefs, values, customs, behaviors, and artifacts that characterize a group or society. It is a shared way of life that shapes the way people think, feel, and act.

– **ChatGPT**

## What is culture?



It's a system of shared meaning in a particular context.





It's not just about *big* movements



A quick story.

# Why do cultural insights matter?

## 1 Predictive in nature

Evolve from reactive to proactive

## 2 Drive cultural sensitivity and relevance

Get in tune with evolving consumer sentiment

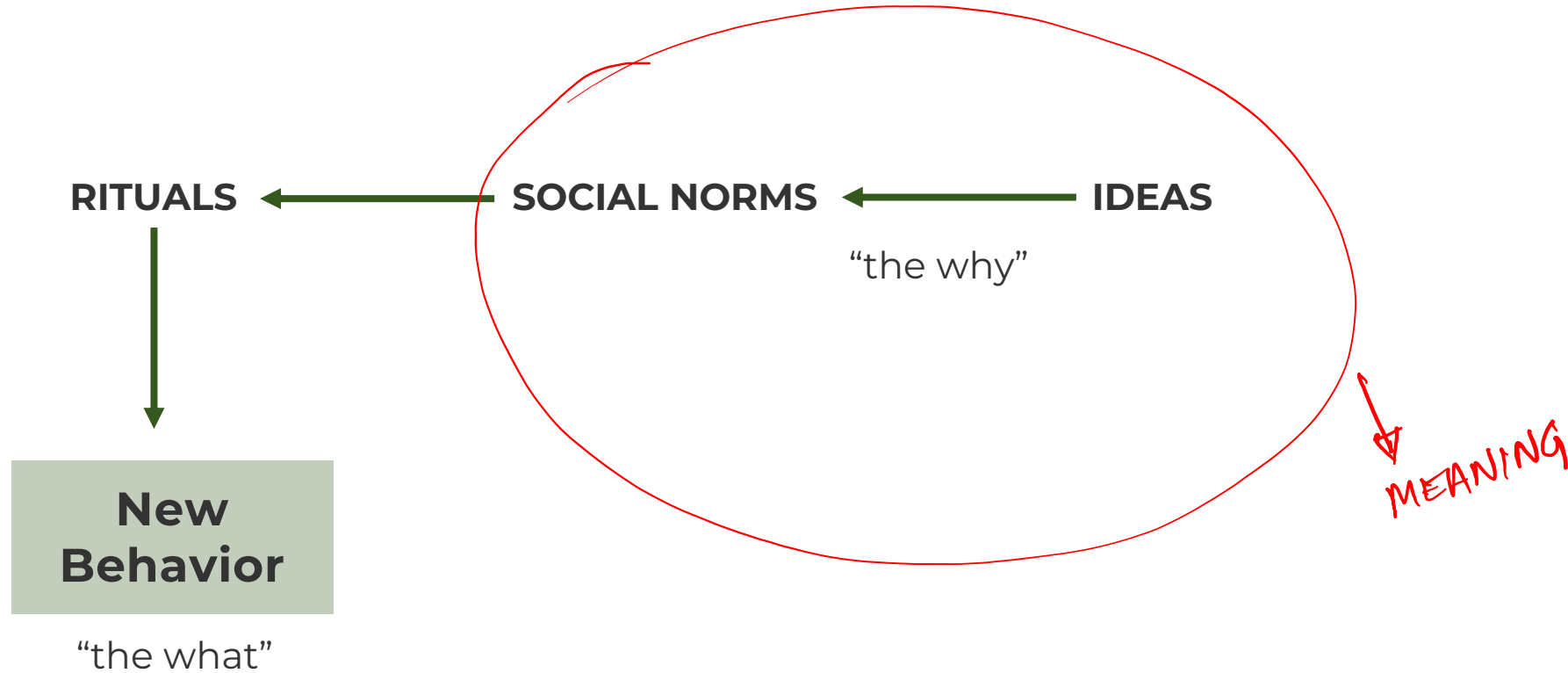
## 3 Up-skill our insights teams

Learn to turn culture into tangible and actionable outcomes

But there's a problem.

Cultural insights are often misused

## Our industry is obsessed with “the what.”







# Meaning gives birth to new behavior

It can be understood through the contextual analysis of language

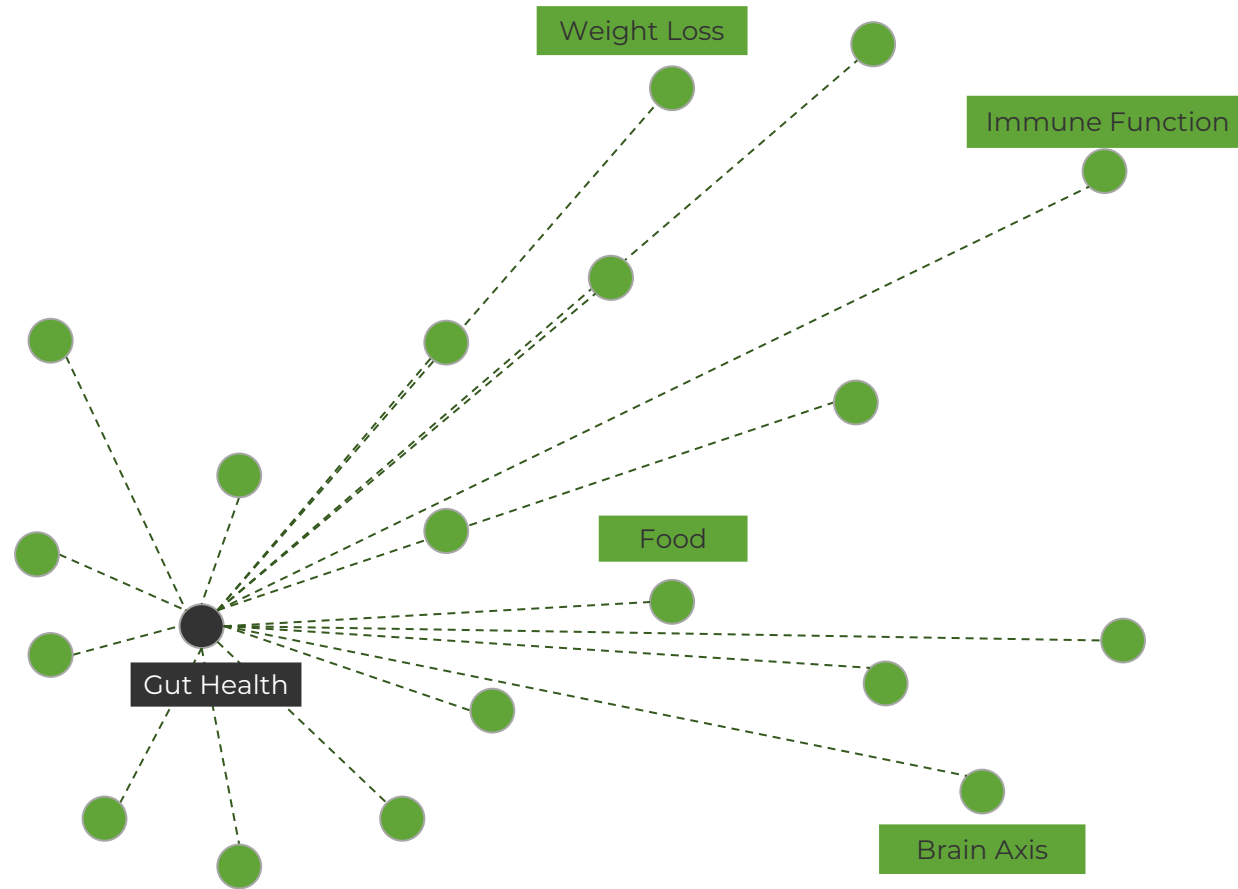


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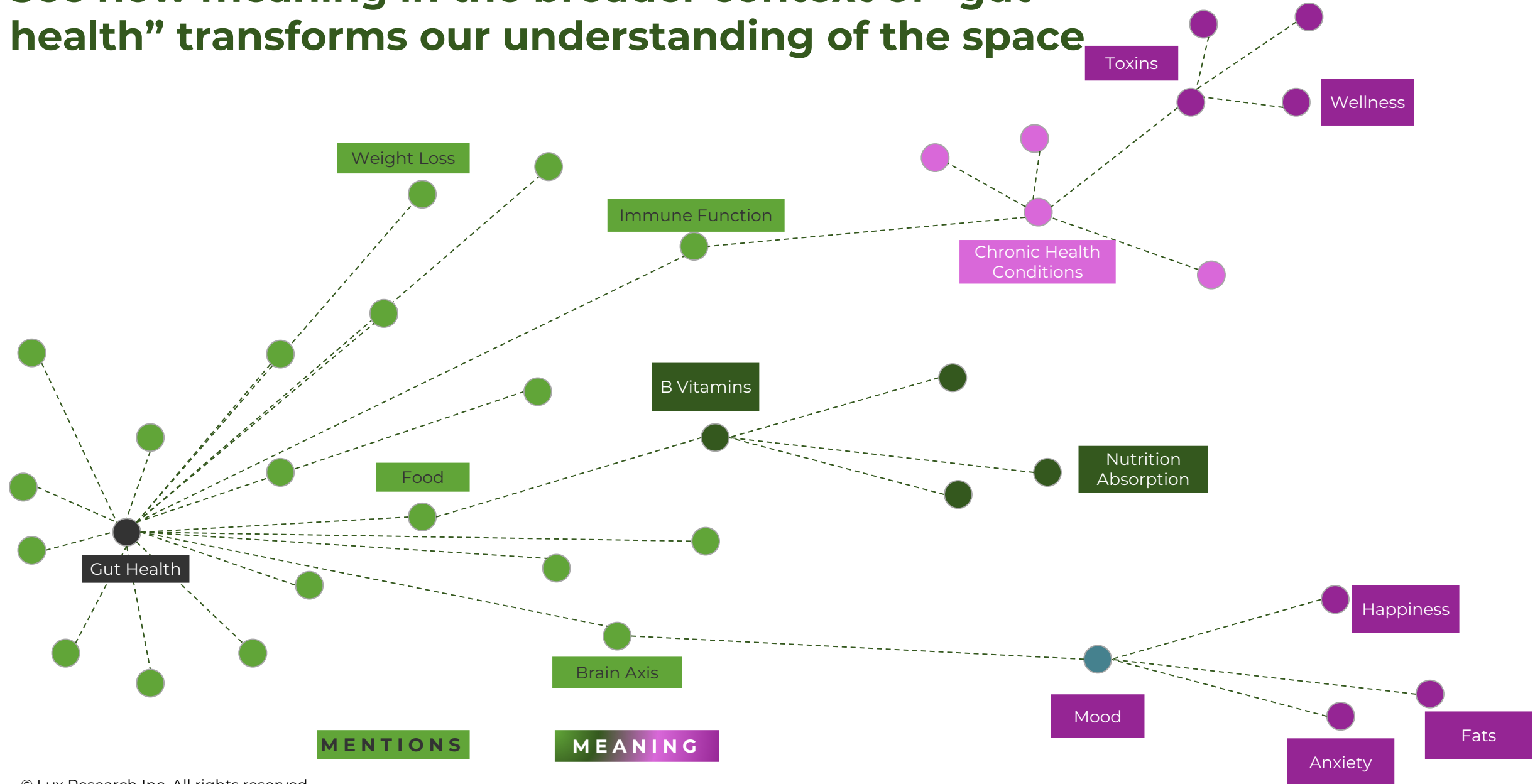
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# Understanding systems of meaning around “gut health”



# See how meaning in the broader context of “gut health” transforms our understanding of the space







## Making cultural insights actionable

Let's see how the contextual analysis of language can help us identify tangible opportunities



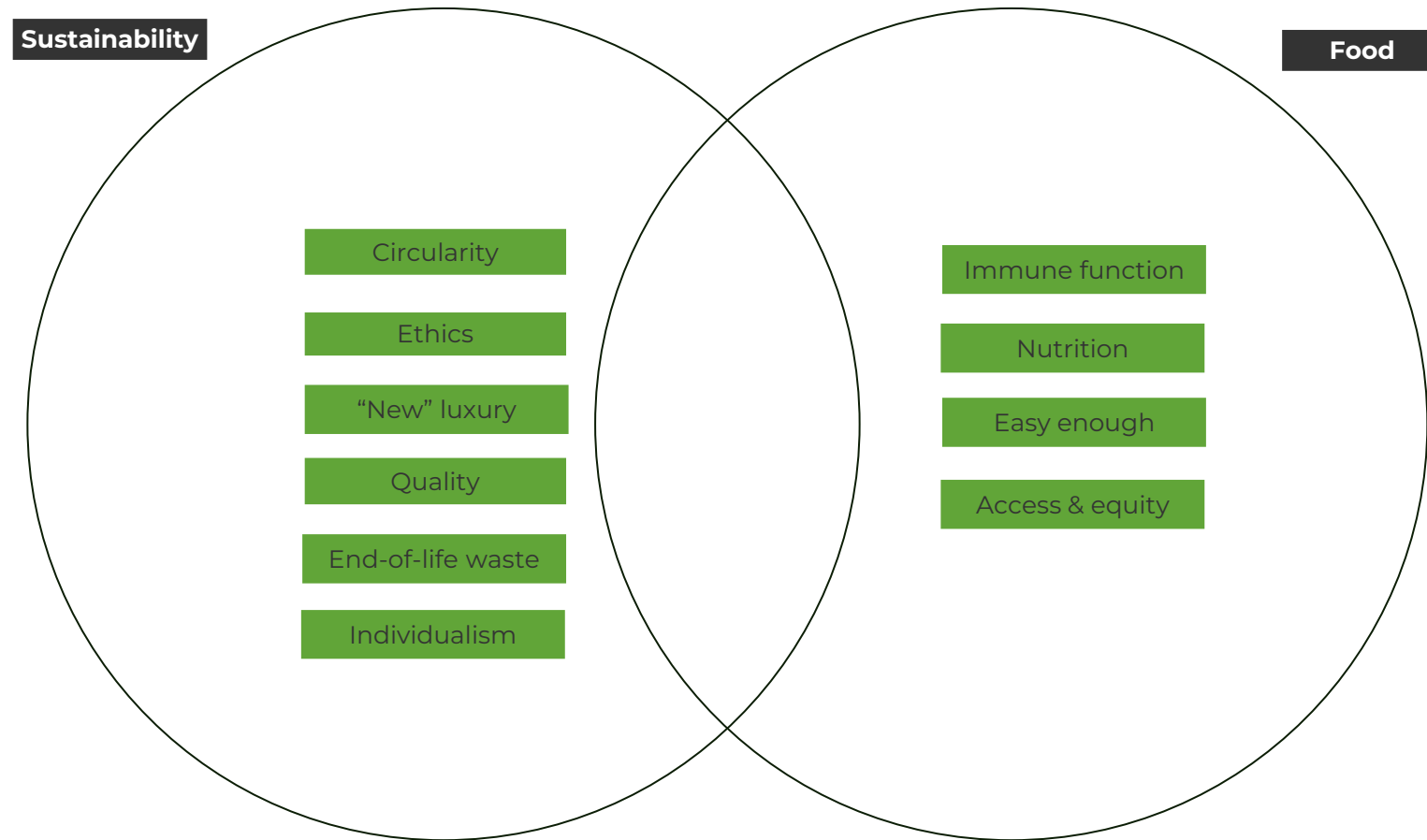
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# The *meaning* of “sustainability” is undergoing change



## Bringing a category or product lens





# Identifying naturally overlapping opportunities



The background of the slide is a photograph of several wind turbines in a field, with a green overlay. The sky is blue with white clouds. The turbines are white and stand on a grassy hill. The green overlay is semi-transparent and covers the entire image.

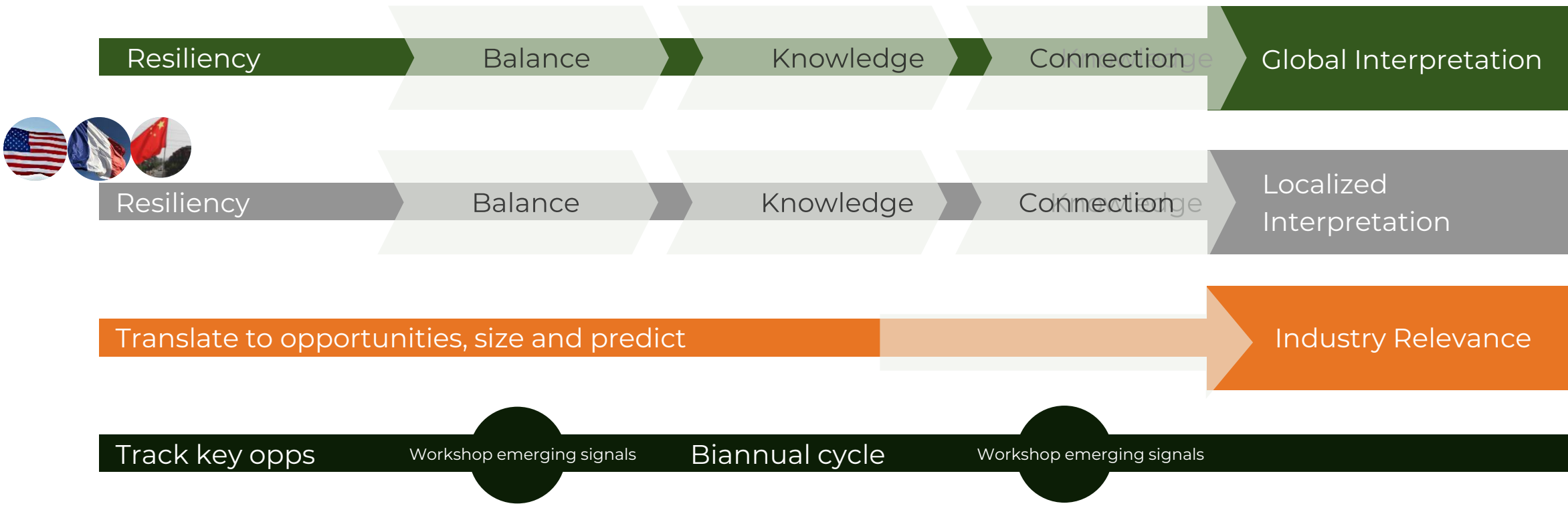
# Cultural Insights Program

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How should it be structured to maximize business value?

# Cultural Insights Program

Strategic Pillars: Global Cultural Shifts





# Examples

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Let us bring this program to life

# Discovering the cultural insight

## SUSTAINABILITY:

Fix problems in society as they arise



**Sustainability** = How can we meet our needs without compromising that ability for future generations?

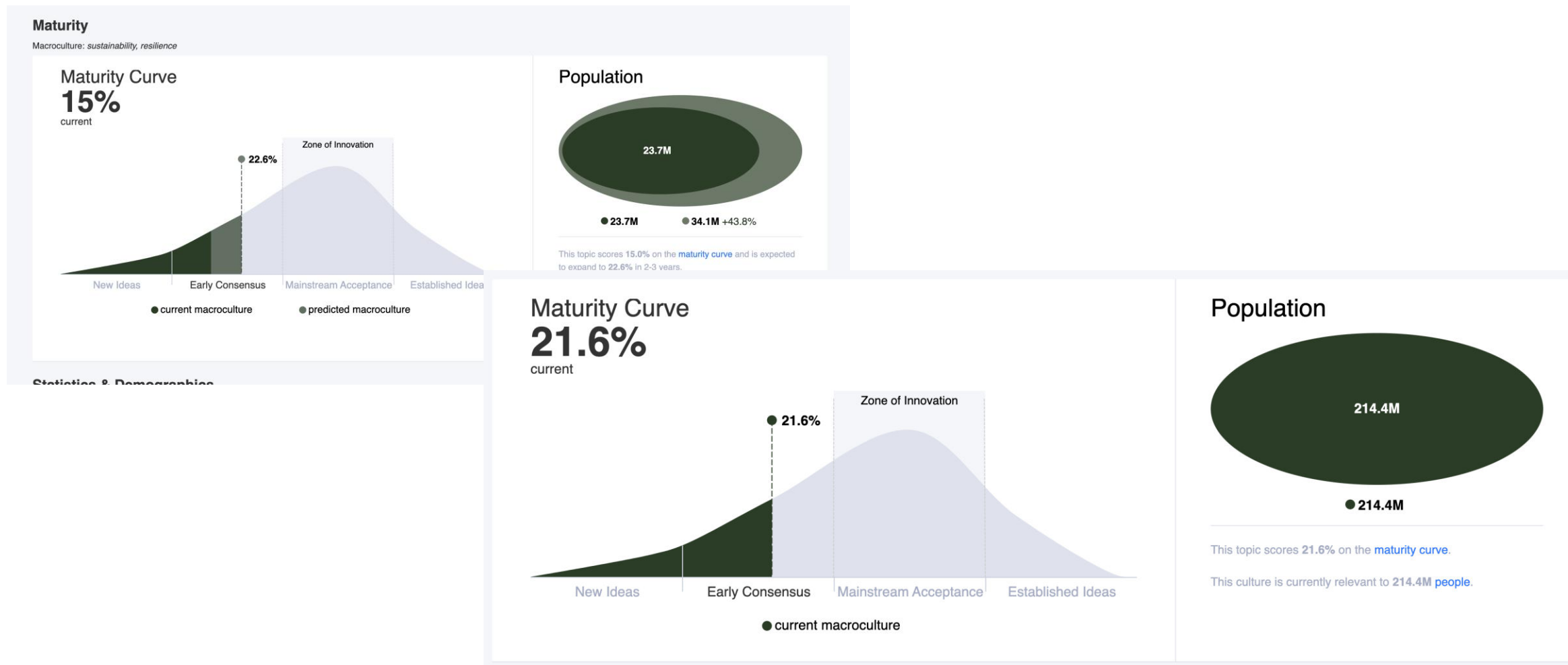


## RESILIENCE:

Create systems that will prepare society for disruption

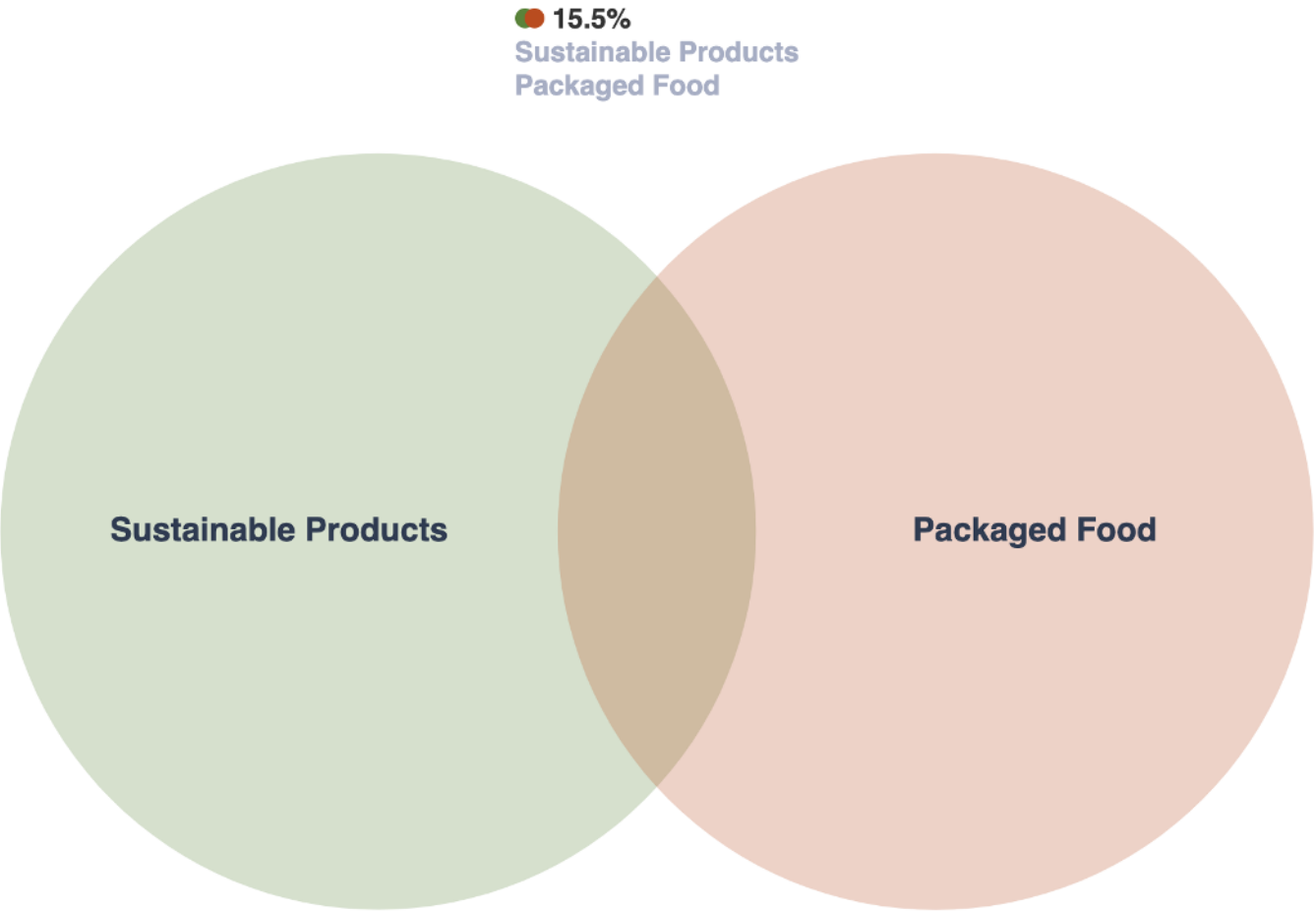


**Resilience** = How can we prepare for threats, absorb impacts, and recover after inevitable disruptive events?

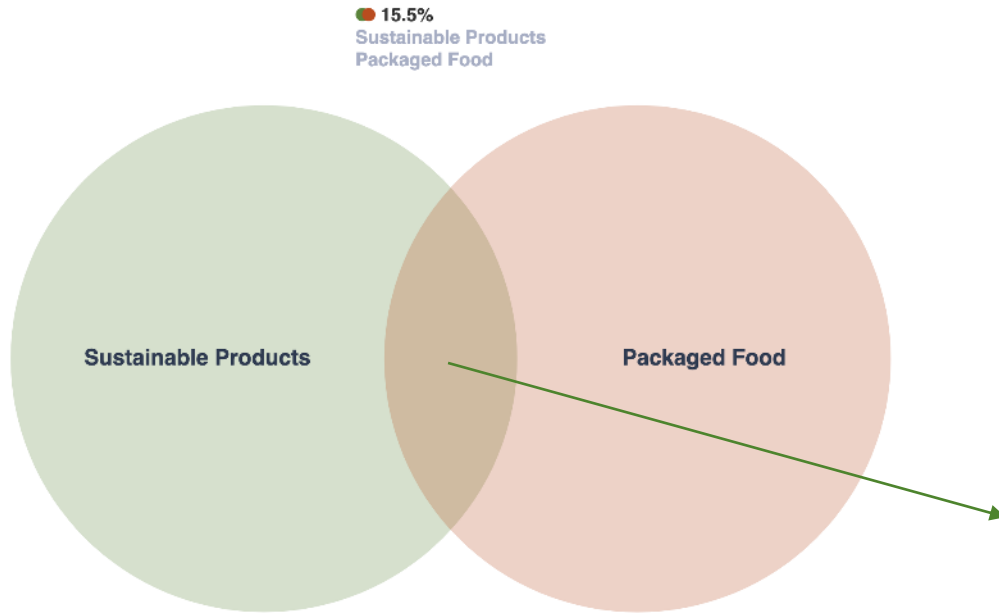




# Understanding industry relevance

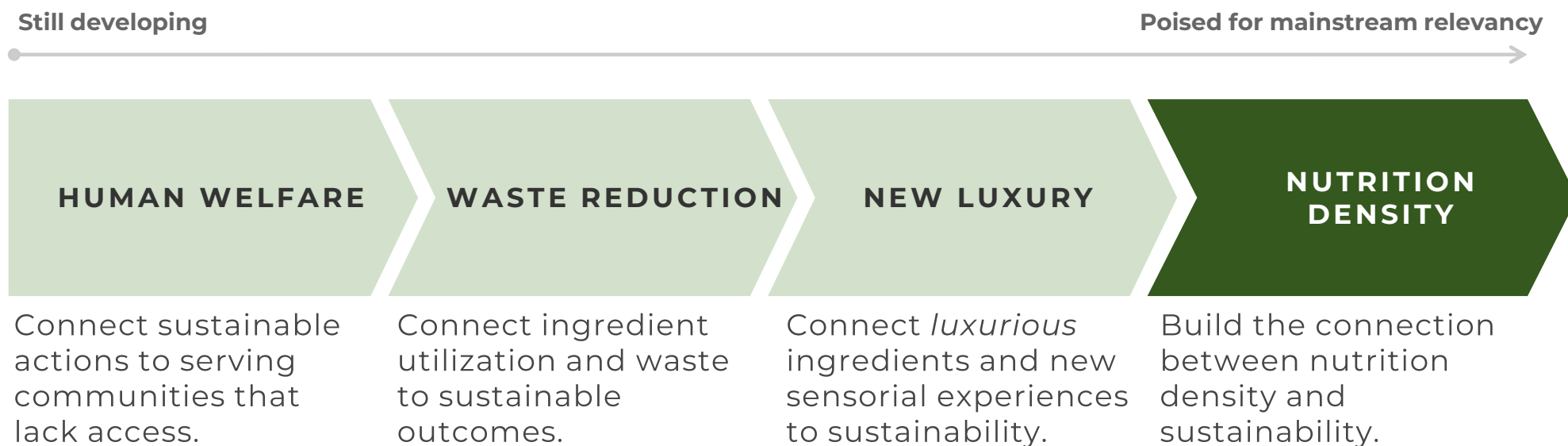


## Understanding industry relevance



- Focus on producing nutritious and sustainable food products, **such as locally sourced, organic, and non-GMO options.**
- Invest in **sustainable and resilient food practices** to secure long-term viability and competitiveness in a rapidly changing market.
- **Reduce food waste and promote the use of recycled and recyclable products.**
- Invest in R&D for innovative food technologies that support sustainability and resilience.
- Consider the **impact of operations on human welfare** and contribute to the well-being of communities and ecosystems.

# A new learning plan



Something that feels higher  
order gets implemented in  
rather **simple** ways.



# Key Takeaways

1

## **Cultural insights aren't just about tracking social movements**

Culture is everywhere and it's constantly evolving — impacting our business whether we like it or not.

2

## **Culture is about *meaning***

Using anthropology, we can decode what broad concepts mean specifically in the context of our business.

3

## **Cultural insights shouldn't feel *50,000-foot level***

They should translate into actionable outcomes for the business.

# Thank you

A link of the webinar recording will be emailed within 24–48 hours.

## UPCOMING WEBINARS

MARCH 21

Assessing Waste-  
Based Opportunities  
in CPG

MARCH 29

What Is Body Neutrality and Why Is It  
Incredibly Relevant to Food, Apparel,  
and Health and Wellness Companies?



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