

## RJM INGREDIENT CANON 11.26.25

### The Complete Ingredient System for Persona Packaging

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#### SECTION I — CATEGORY → PERSONA MAP

##### Primary Selector — The First Layer of Every Persona Program

This section defines which personas align with which advertiser categories, and therefore serves as the **first filtering layer** in Packaging.

When MIRA or Foreman builds a persona program, it **ALWAYS** begins here — the category determines the commercial context, the behavior, the emotion, and the market architecture that persona selection must follow.

Category → Persona Map is the *top-level ingredient list* for every campaign.

Below is the FULL canonical mapping you provided, untouched.

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#### Persona Map: Advertising Category

*Personas organized by category for fast reference and campaign use.*

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#### CPG

- Budget-Minded • Bargain Hunter • Savvy Shopper • Planner • Single Parent • Caregiver
  - New Parent • Weekend Warrior • Gifter • Road Trip • Chef • Garden Gourmet • Self-Love
  - Optimist • Alchemist • Impulse Buyer • Cultural Harmonist • Legacy • The Fixer • Retiree • Julia
  - Oprah • Stylista • Romantic Voyager • Southern Hospitality • Empty Nester • Point Warrior
  - Design Maven • Clean Eats • Detox • Stretch • Hydrating • Step Counter • Sideways
  - Sweet Tooth • Gift Wrap • Family Table • Sunday Reset • Morning Commute • After Hours
  - Host • Holiday Table • Trailblazer • Faith • Believer • Off the Grid • Neighborhood Watch
  - Volunteer • PTA • Pack Leader • Cat Person • Dog Parent • Rescuer
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#### Tech & Wireless

- Techie • Influencer • Gamer • Visionary • Digital Nomad • Power Broker • Luxury Insider

- Creator • Maverick • Timothee • Fast Fashionista • Closet Runway • Sneakerhead • Stylista
  - Hype Seeker • Boss • Palo Alto • Upstart • Prime Mover • Hollywood Hills • Bond Tripper
  - Fixer • Architect • Disruptor • Socialite • Madonna • Beyoncé • Sinatra • Matador • Glam Life
  - Rhythm Nation • Optimist • Culture Connoisseur • Innovator • Builder • Entrepreneur • Trader
  - Reader • Writer • Scholar • Modern Monk • Trailblazer • Speedrunner • Streamer Mode
  - Controller Drop • LAN Party • Modder • Quest Log • AFK Life • Vinyl • EDM Afterlife
  - Rap Caviar • Trailblazer • Stargazer • Late Checkout • Morning Commute • Payday • Journey
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## Culinary & Dining

- Taco Run • Breakfast Burrito • Pizza Night • Sweet Tooth • Cold Brew • Sideways
  - Holiday Table • Family Table • Gift Wrap • Host • Night In • Cheers • Big Date • Holiday Hang
  - Faith • Believer • Sanctuary • Sunday Reset • Morning Commute • After Hours • First Date
  - Late Checkout • Ribeye • Trailblazer • Country Mile • Garden Gourmet • Food Truckin'
  - Takeout Guru • Pit Master • Michelin Chaser • Bourdain Mode • Caffeine Fiend • Nightcapper
  - Social Butterfly • Austin Unplugged • Romantic Voyager • Miami Vibe • Gatsby • Bourbon Streeter • Design Maven • Chef • Adrenaline Junkie • Influencer • Night Owl • Sports Parent • Southern Hospitality
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## Auto

- Revved • Fast Lane • Road Trip • Planner • Weekend Warrior • Tailgater • Sports Parent
  - Luxury Insider • Green Pioneer • Modern Tradesman • Legacy • Empty Nester • Bond Tripper
  - Malibu Nomad • Upstart • Boss • Power Broker • Fantasy GM • Disruptor • Vegas High Roller
  - Detroit Grit • Visionary • Matador • Yellowstoner • Glam Life • Maverick • Campfire
  - Country Club • Tiger • Morning Stroll • Neighborhood Watch • Main Street • Mayor • PTA
  - Hometown Hero • Red Rockin'
  - Motowner • Beats • Kendrick • Soundcheck • Festivalgoer
  - Rest Stop • Mentor • Luke • Seinfeld
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## Entertainment Personas

- Binge Watcher • Creator • Gamer • Influencer • Night Owl • Cultural Enthusiast • Social Butterfly
- Digital Nomad • Timothee • Madonna • Beyoncé • Tarantino • Old Soul • Sneakerhead • Beats
- Backpacker • Closet Runway • Single Parent • PreChecker • Weekend Warrior • Gatsby
- Coachella Mind • Yo! MTV • Rap Caviar • Red Rockin'
- Swiftie • Festivalgoer • Soundcheck
- Seinfeld • Vinyl • Backstage Pass • Performer • Mentor • Luke • Kendrick • Rap Caviar • Writer
- Reader • Night In • After Hours • Morning Commute • Family Table • Cheers • Big Date
- Holiday Hang • Streamer Mode

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## **Travel & Hospitality**

- Romantic Voyager • Retreat Seeker • Island Hopper • Backpacker • PreChecker
  - Malibu Nomad • Free Thinker • Southern Hospitality • Late Checkout • First Date
  - Holiday Hang • Reel Life • Nature Lover • Stargazer • Trailblazer • Off the Grid • Country Mile
  - Backstage Pass • Vinyl • EDM Afterlife • Rap Caviar • Coachella Mind • Faith • Believer
  - Pilgrim • Sanctuary • Journey • Sunday Reset • After Hours • Family Table • Host
  - Pack Leader • Dog Parent • Cat Person • Rescuer • Empty Nester • Weekend Warrior
  - Road Trip • Beach Bum • Bourdain Mode • Planner • Digital Nomad • Bond Tripper • Miami Vibe • Gatsby • Hemingway • Old Soul • Social Architect • Adrenaline Junkie • Luxury Insider
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## **Retail & E-Commerce**

- Bargain Hunter • Budget-Minded • Savvy Shopper • Planner • Impulse Buyer • Empty Nester
  - Single Parent • Split Family • Modern Tradesman • Point Warrior • Gifter • Sneakerhead
  - Closet Runway • Stylista • Fast Fashionista • Vintage Stylist • Collector • Design Maven
  - Hype Seeker • Techie • Digital Nomad • Influencer • Social Butterfly • Big Date • Gift Wrap • Holiday Table • Ribeye • Sideways • Trailblazer • Streetwear Soul • Country Mile • Vinyl
  - Backstage Pass • Dog Parent • Cat Person • Rescuer • Pack Leader • Faith • Believer
  - Off the Grid • Payday • Sunday Reset • Morning Commute • After Hours • Family Table
  - Holiday Hang • Host
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## **Health & Pharma**

- Self-Love • The Alchemist • Gym Obsessed • Sculpt • Biohacker • Caregiver • Retiree
  - Empty Nester • Legacy • Single Parent • Planner • Weekend Warrior • Clean Eats • Detox
  - Stretch • Step Counter • Hydrating • Morning Stroll • Sanctuary • Believer • Faith • Journey
  - Nature Lover • Country Mile • Sunday Reset • Morning Commute • After Hours • Night In • Host
  - Hiker • Campfire • Trailblazer • Modern Monk • Golden Age • Optimist • Old Soul • Oprah
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## **Finance & Insurance**

- Power Broker • Boss • QB • Gordon Gecko • Upstart • Potomac Power • Palo Alto
  - Planner • Legacy • Point Warrior • Prime Mover • Crypto Bro • Disruptor • LeBron • Matador
  - Visionary • Techie • Empty Nester • Single Parent • Golden Age • Trader • Innovator
  - Entrepreneur • Builder • Scholar • Reader • Writer • Modern Monk • Pilgrim • Journey
  - Sanctuary • Faith • Believer • Payday • First Date • Late Checkout • Morning Commute • After Hours • Family Table • Mentor • Luke • Hometown Hero • Sideways • Trailblazer • Sunday Reset
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## **Home & DIY**

- Modern Tradesman • Fixer • Legacy • Architect • Renovator • Design Maven • Garden Gourmet • Boss • Empty Nester • Planner • Budget-Minded • Collector • Green Pioneer
  - Single Parent • Old Soul • Nashville Dream • Builder • Host • Family Table • Holiday Table
  - Believer • Holiday Hang • Gift Wrap • After Hours • Morning Commute • Sunday Reset
  - Off the Grid • Nature Lover • Trailblazer • Stargazer • Dog Parent • Cat Person • Rescuer • Pack Leader • Reader • Writer • Innovator • Ribeye • Sideways • First Date • Payday • Trader
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## **Luxury & Fashion**

- Closet Runway • Fast Fashionista • Couture Curator • Stylista • Hype Seeker • Glam Life
  - Sneakerhead • Collector • Luxury Insider • Devil Wears • Culture Connoisseur • Sideways • First Date • Big Date • Cheers • Holiday Table • Holiday Hang • Gift Wrap • Vinyl • Backstage Pass • Hometown Hero • Trailblazer • Performer • Morning Commute • After Hours • Lulu
  - Swiftie • Red Rockin'
  - Seinfeld • Night In • Host • Best in Show • Miami Vibe • Jenny from the Block • Hampton's Charm • Socialite • Hollywood Hills • Design Maven • Boss • Influencer
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## **Sports & Fitness**

- Gym Obsessed • Elite Competitor • Sculpt • Sports Parent • Weekend Warrior • Fantasy GM
  - Rackets • Basketball Junkie • Gamer • Coach • QB • LeBron • Biohacker • Prime Mover
  - Game Day • Morning Stroll • Tiger • Campfire • Hiker • Country Mile • Trailblazer • Stargazer
  - Nature Lover • Off the Grid • Step Counter • Stretch • Hydrating • Detox • Clean Eats • Sunday Reset • After Hours • Morning Commute • Family Table • Host • Pack Leader • Dog Parent • Cat Person • Rescuer • Petfluencer • Best in Show • Fast Lane • Sneakerhead • Matador • Boss • Power Broker • Lasso • Adrenaline Junkie
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## **Alcohol & Spirits**

- Nightcapper • Bourbon Streeter • Beer League • Pit Master • Tailgater • Bartender • Chef
- Social Butterfly • Night Owl • Miami Vibe • Vegas High Roller • Bond Tripper • Influencer
- Southern Hospitality • Bourdain Mode • Food Truckin'
- Glam Life • Gatsby • Old Soul
- Hemingway • Rhythm Nation • Cheers • Night In • After Hours • Late Checkout • First Date
- Big Date • Holiday Hang • Holiday Table • Host • Family Table • Sunday Reset • Morning Commute • Payday • Sideways • Ribeye • Trailblazer • Performer • Backstage Pass • Vinyl
- Rap Caviar • EDM Afterlife • Coachella Mind • Red Rockin'
- Swiftie • Gift Wrap • Petfluencer

- Pawrent • Best in Show
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## QSR

- Takeout Guru • Food Truckin'
  - Caffeine Fiend • Gamer • Sneakerhead • Night Owl
  - Beer League • Single Parent • Southern Hospitality • Road Trip • Bargain Hunter
  - Budget-Minded • Impulse Buyer • Backpacker • Digital Nomad • Fantasy GM • Tailgater
  - Sports Parent • Taco Run • Extra Fries • Sauce • Burger Fiend • Pizza Night • Sweet Tooth
  - Sides Only • Cold Brew • Breakfast Burrito • Clean Eats • Detox • Stretch • Step Counter
  - Neighborhood Watch • Block Party • Main Street • Volunteer • The Mayor • PTA • Red Rockin'
  - Swiftie • Coachella Mind • Game Day • Midnight Run
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## SECTION II — PHYLUM INDEX (SECONDARY SELECTOR)

**Purpose:** After category relevance, phylum determines cultural texture, emotional logic, and persona diversity.

Phylum Index is the **second filter** used in persona selection — AFTER Category Map. It ensures persona diversity, cultural dimensionality, and prevents over-clustering.

Below is the full phylum map you provided.

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### Sports & Competition (14)

LeBron • QB • Lasso • Basketball Junkie • Sculpt • Sports Parent • Sports Enthusiast • Beer League • Tailgater • Elite Competitor • Fantasy GM • Rackets • Adrenaline Junkie • Tiger

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### Gaming & Interactive (8)

Gamer • LAN Party • Speedrunner • AFK Life • Streamer Mode • Modder • Controller Drop • Quest Log

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### Food & Culinary (19)

Chef • Pit Master • Bourdain Mode • Michelin Chaser • Garden Gourmet • Nightcapper • Takeout Guru • Food Truckin' • Caffeine Fiend • Bartender • Taco Run • Extra Fries • Sauce • Midnight Run • Burger Fiend • Breakfast Burrito • Sweet Tooth • Sides Only • Sideways

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### **Wellness & Body Culture (9)**

Biohacker • Optimist • Gym Obsessed • Detox • Stretching • Hydrating • Morning Stroll • Clean Eats • Step Counter

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### **Style & Fashion (9)**

Stylista • Fast Fashionista • Closet Runway • Vintage Stylist • Sneakerhead • Maven • Glam Life • Couture Curator • Devil Wears • Streetwear Soul

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### **Luxury & Affluence (9)**

Luxury Insider • Hollywood Hills • Miami Vibe • Socialite • Gatsby • Hepburn • Hamptons Charm • Vegas High Roller • Country Club

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### **Work & Hustle (8)**

Prime Mover • Upstart • Power Broker • The Boss • Disruptor • Maverick • Matador • Gordon Gekko • Trader • Entrepreneur • Builder

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### **Creative & Arts (7)**

Collector • Design Maven • Culture Connoisseur • Julia • Madonna • Architect • Coachella Mind • Performer • Reader • Writer

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### **Music & Nightlife (21)**

Rhythm Nation • Night Owl • Social Butterfly • ATL • Jenny from the Block • Nashville Dream • Beyoncé • Bourbon Streeter • Beats • Swiftie • Kendrick • Motown Love • Red Rocking • Soundcheck • Block Party • Yo! MTV • Rap Caviar • EDM Afterlife • Country Mile • Vinyl • Backstage Pass

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### **Travel & Exploration (13)**

Romantic Voyager • Retreat Seeker • Island Hopper • Backpacker • Digital Nomad • Road Trip • Bond Tripper • Weekend Warrior • Yellowstoner • Beach Bum • Pre Checker • Rest Stop

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### **Tech & Innovation (7)**

Techie • Visionary • Palo Alto • Crypto Bro • Renovator • Digital Nomad • Ribeye • Innovator

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### **Family & Caregiving (6)**

Single Parent • New Parent • Caregiver • Empty Nester • Legacy • Retiree • Host

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### **Community & Local Pride (13)**

Southern Hospitality • Boston Strong • Detroit Grit • Chicago Summer • Austin Unplugged • Rocky Mountain High • Cultural Harmonist • Social Architect • Main Street • Neighborhood Watch • Hometown Hero • Volunteer • Main Street

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### **Pop Culture & Media Junkies (6)**

Binge Watcher • Influencer • Creator • Timothée • Seinfeld • Tarantino

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### **Automotive & Car Culture (3)**

Revved • Fast Lane • Modern Tradesman

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### **Civic & Politics (3)**

Potomac Power • Oprah • Mayor

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### **Education & Growth (6)**

Coach • Planner • Self Love • Fixer • Mentor • Morning Stroll • Scholar

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### **Shopper Mindset (7)**

Savvy Shopper • Gifter • Impulse Buyer • Bargain Hunter • Point Warrior • Budget Minded • Gift Wrap

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### **Spiritual & Philosophical (14)**

Old Soul • Alchemist • Green Pioneer • Hemingway • Malibu Nomad • Golden Age • Sinatra • Believer • Pilgrim • Modern Monk • Sanctuary • Faith • Free Thinker • Journey

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### **Outdoors & Nature (10)**

Hiker • Campfire • Tiger • Country Club • Morning Stroll • Trailblazer • Off The Grid • Stargazer • Reel Life • Nature Lover

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### **Pets & Companionship (8)**

Dog Parent • Cat Person • Rescuer • Pack Leader • Petfluencer • Pawrent • Best in Show • Lulu

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### **Moments & Holidays (14)**

Holiday Table • Cheers • Big Date • Night In • Game Day • Payday • Sunday Reset • First Date • Late Checkout • Morning Commute • After Hours • Family Table • Holiday Hang • Pizza Night

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## **SECTION III — AD-CATEGORY ANCHOR SEGMENTS**

**These segments are always included in every persona program.**

Ad-Category Anchor Segments are the **commercial anchor proteins** appended to every persona program to ensure alignment with the advertiser category.

They do **NOT** require write-ups.

Below are the 14 canonical anchors you uploaded:

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### **Ad Category Anchor Segments (14)**

- RJM Auto
- RJM QSR
- RJM Culinary & Dining

- RJM Retail & E-Commerce
  - RJM CPG
  - RJM Finance & Insurance
  - RJM Tech & Wireless
  - RJM Entertainment & Media
  - RJM Travel & Hospitality
  - RJM Pharma & Wellness
  - RJM Home & DIY
  - RJM Luxury & Fashion
  - RJM Spirits & Alcohol
  - RJM Sports & Fitness
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## SECTION IV — SPECIALTY PRODUCTS

### Contextual Layers Applied Based on Cohort, Culture, and Geography

Specialty Products are **not core personas** — they are **contextual overlays** that sit *on top* of the main persona selection system.

Where the **Category → Persona Map** gives the commercial starting point, and the **Phylum Index** gives cultural texture, **Specialty Products** refine the program by adding:

- **Generational context** (how age/cohort shapes motivation and worldview)
- **Cultural identity** (Multicultural Expressions when campaigns require cultural specificity)
- **Local nuance** (DMA-based Local Culture anchors for geographically targeted campaigns)

These layers **do not replace personas** and **do not contribute to the 15 core persona count**. They are applied **after** persona selection to ensure the program reflects real-world cultural variation, generational dynamics, and local context.

They appear in the **Persona Highlights**, **Persona Portfolio**, and structural positioning exactly as defined in Packaging Logic MASTER and the Implementation Spec.

Below are the three specialty systems inside the RJM canon.

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#### A. Generations (32 in total)

*Age-driven worldview layers applied to every program.*

Generational Segments function as RJM's **cohort anchors**, providing age-based mindset framing that influences behavior, priorities, ritual, and category engagement.

Every persona program includes **four generational anchors** — one for each cohort (Gen Z, Millennial, Gen X, Boomer) — unless otherwise specified by brief.

Generational anchors help campaigns speak *in generation* and *across generation* simultaneously, ensuring the program lands in a culturally correct age context.

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## **GEN Z (8)**

### **Gen Z–Cloud Life**

Curated for a generation that embodies life lived online — where platforms, streams, and feeds aren't tools but the atmosphere itself.

### **Gen Z–Fast Culture**

Curated for a generation that embodies the churn of trends — aesthetics, food, and lifestyles flipped fast, adopted and discarded at warp speed.

### **Gen Z–Main Character Energy**

Curated for a generation that embodies life as the star of their own story — everyday moments framed as performance, style, and shareable identity.

### **Gen Z–SelfTok**

Curated for a generation that embodies therapy-talk and self-growth as cultural currency — where humor, rituals, and self-expression turn healing into content.

### **Gen Z–Gossip**

Curated for a generation that embodies expressive judgment — from spilling tea to holding receipts, where chatter and commentary are cultural fuel.

### **Gen Z–Alt Hustle**

Curated for a generation that turns ambition into side hustles — from reselling sneakers to trading crypto, stacking multiple income streams as lifestyle.

### **Gen Z–Cause Identity**

Curated for a generation that wears values as selfhood — from climate to equity, politics to self-realization, where causes are more than beliefs, they are identity.

### **Gen Z–Prompted**

Curated for a generation shaped by algorithms and AI — where prompts, tools, and digital systems influence creativity, decisions, and identity itself.

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## **MILLENNIAL (8)**

### **Millennial–Aware**

Curated for a generation that made self and public awareness mainstream — from therapy talk to empathy, inclusivity, and accountability.

### **Millennial–Foodstagram**

Curated for a generation that turned food into cultural identity — from brunch rituals to food trucks to Michelin stars.

### **Millennial–Growth-Minded**

Curated for a generation that made self-improvement a cultural identity — where life became a project of perpetual growth.

### **Millennial–Spin Juice**

Curated for a generation that made boutique fitness and clean living their social stage — where wellness replaced nightlife.

### **Millennial–Startup Nation**

Curated for a generation that turned the startup boom into identity — where disruption and hustle became cultural posture.

### **Millennial–Throwback**

Curated for a generation that made nostalgia a cultural identity — where rewatch culture, retro fashion, and collective memory rule.

### **Millennial–Wanderlust**

Curated for a generation that made travel into identity — where movement, discovery, and romanticized journeys define lifestyle.

### **Millennial–Vibing**

Curated for a generation that turned lifestyle into aesthetic — from curated feeds to festival culture, where vibes became identity.

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## **GEN X (8)**

### **Gen X–“Brand” New World**

Curated for a generation that grew up in a branded world — where logos, ads, and consumerism formed cultural identity.

### **Gen X–Crossfaded**

Curated for a generation raised analog and fluent digital — bridging typewriters to smartphones with pragmatic adaptability.

### **Gen X-Free World**

Curated for a generation defined by freedom from conflict — where leisure, food, expression, and individuality became daily life.

### **Gen X-Isn't It Ironic?**

Curated for a generation that made sarcasm, irony, and skeptical cool a defining cultural language.

### **Gen X-Latchkey Life**

Curated for a generation that raised itself — where independence and individuality became default posture.

### **Gen X-Mixtape Society**

Curated for a generation that lived the first true cultural blend — fast food, travel, music, and shared habits forming universal relatability.

### **Gen X-Pop Language**

Curated for a generation united by shared entertainment dialect — movies, music, sports icons as global shorthand.

### **Gen X-Teen Spirit**

Curated for a generation that mainstreamed youth culture — music, rebellion, and fashion shaping the cultural center.

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## **BOOMER (8)**

### **Boomer-Ambition Age**

Curated for a generation that turned career into identity — where upward mobility became cultural norm.

### **Boomer-Camelot**

Curated for a generation shaped by early optimism — civic purpose, progress, and structured pathways.

### **Boomer-Counterculture**

Curated for a generation that broke from mainstream order — psychedelia, free love, rebellion as cultural identity.

### **Boomer-The Living Room**

Curated for a generation that made domestic stability a cultural center — home, family, and tradition anchoring daily life.

### **Boomer—Marching Forward**

Curated for a generation that bridged tradition and progress — steady advancement, resilience, and civic participation.

### **Boomer—Shifting Roles**

Curated for a generation adapting to new social, family, and work identities later in life.

### **Boomer—Suburbia**

Curated for a generation defined by suburban expansion — neighborhoods, routine, order, community.

### **Boomer—Universal Soundtrack**

Curated for a generation united by shared music and culture — the soundtrack of collective living.

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## **B. Multicultural Expressions (30 in total)**

*Cultural identity overlays applied for multicultural initiatives.*

Multicultural Expressions are **not personas** — they are **identity-based cultural frameworks** used when a campaign has explicit multicultural or heritage alignment requirements (e.g., AAPI initiatives, Black American culture stories, Latino identity campaigns, etc.).

Each expression captures **how a specific cultural community experiences identity, ritual, pride, and daily life**, and is layered onto persona programs to ensure cultural correctness and resonance.

These are only included when the campaign brief calls for it.

They are grouped by cultural lineage (Black, Latino, AAPI, MENA, South Asian, Hybrid).

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### **Black American Culture (5)**

#### **Everyday Joy**

Curated for those who find strength in laughter, food, and family — where backyard cookouts, block parties, and shared stories turn ordinary time into celebration, joy as both ritual and resilience.

## **Faith & Fellowship**

Curated for those who find purpose in spirit, service, and song — where worship, devotion, and community turn belief into rhythm and replenishment.

## **Cultural Tastemakers**

Curated for those who lead with style, rhythm, and voice — where music, fashion, and art become community currency and global influence.

## **HBCU Pride**

Curated for those who see education, culture, and excellence as a shared calling — where legacy becomes movement and knowledge becomes communal pride.

## **Afrofuturism & Innovation**

Curated for those who see technology, imagination, and artistry as liberation — where creativity becomes a tool for designing tomorrow.

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## **Latino / Hispanic Culture (5)**

### **First-Gen Hustle**

Curated for those who turn resilience into progress — where bilingual identity, ambition, and family pride fuel upward mobility and cultural momentum.

### **Familia Forward**

Curated for those who define success through care, connection, and community — where multigenerational unity shapes identity, decisions, and joy.

### **Ritmo & Roots**

Curated for those who live where rhythm, flavor, and family blend — where music, dance, and food turn memory into motion and heritage into expression.

### **Barrio Creators**

Curated for those who turn community into creativity — where neighborhood pride fuels art, fashion, hustle, and cultural entrepreneurship.

## **Faith · Fútbol · Flavor**

Curated for those whose devotion extends from church to stadium to kitchen — where faith, sport, and celebration form one shared rhythm of identity.

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### **AAPCI Culture (5)**

#### **K-Wave**

Curated for those who broadcast style and sound as cultural currency — where music, beauty, fashion, and fandom set pace for global culture.

#### **Diaspora Foodies**

Curated for those who carry heritage through taste — where flavor, nostalgia, and reinvention are expressed through kitchens, street food, and global palettes.

#### **Generational Bridge**

Curated for those balancing duty and self-definition — where respect for elders meets modern identity, and bilingual life becomes cultural translation.

#### **STEM & Startups**

Curated for those who build the future through focus and discipline — where STEM achievement and entrepreneurship become family legacy and cultural proof.

#### **Heritage Creators**

Curated for those who reshape tradition through design and storytelling — where art, aesthetics, and craft keep roots alive in modern form.

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### **South Asian / Desi Culture (5)**

#### **Bollywood to B-School**

Curated for those who mix spotlight with scholarship — where cinema, charisma, and study share the same rhythm of mastery and ambition.

## **Faith & Family**

Curated for those who treat devotion and duty as daily rhythm — where prayer, service, and household stability shape identity and purpose.

## **Desi Creators**

Curated for those who remix heritage through digital storytelling — where identity becomes art across reels, runways, and community platforms.

## **Second-Gen Synth**

Curated for those who translate dual identity into advantage — where bicultural fluency, ambition, and balance form hybrid strength.

## **Spice Route Entrepreneurs**

Curated for those who inherit trade as instinct — where commerce, tradition, and modern scale turn heritage into enterprise.

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## **MENA Culture (5)**

### **Heritage & Hospitality**

Curated for those who treat welcoming as identity — where generosity, tradition, and community shape cultural rhythm.

### **Faith & Modernity**

Curated for those blending devotion with contemporary life — where ritual and innovation exist in seamless harmony.

### **Diaspora Innovators**

Curated for those who elevate tradition through design and entrepreneurship — where modern identity and heritage drive reinvention.

### **Art & Architecture**

Curated for those who express culture through craft — where geometric beauty, storytelling, and design honor legacy.

## **Next-Gen Creators**

Curated for those shaping the region's modern renaissance — where youth, creativity, and technology meet heritage and future vision.

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### **Hybrid / Global Culture (5)**

#### **Culture Collide**

Curated for those who mix identities with ease — where global influences merge into new forms of expression and belonging.

#### **Fusion Foodies**

Curated for those who tell stories through flavor — where multicultural kitchens turn heritage into experiment and community.

#### **Hybrid Households**

Curated for those blending cultures within the home — where rituals, languages, and traditions coexist and evolve.

#### **Global Millennial**

Curated for those defined by travel, digital culture, and global connection — where identity is shaped by movement and exposure.

#### **New Americana**

Curated for those who define modern U.S. identity — where blended heritage, global influences, and new traditions form a cultural future.

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### **C. Local Culture Segments (Used Only for DMA Geo-Targeting)**

*Geographic identity overlays applied when the campaign activates in specific markets.*

Local Culture segments represent the **human identity of DMAs** — Charlotte culture, Miami culture, Austin culture, etc.

These segments are **only used** when:

- Geography = DMA
- Locality is a core part of the buy
- The campaign needs regional nuance

They do *not* apply to national campaigns.

### **List of DMA Segments (125)**

Albany-NY Culture • Albuquerque-Santa Fe Culture • Alaska Culture • Ann Arbor Culture • Atlanta Culture • Austin Culture • Baton Rouge Culture • Birmingham Culture • Boise Culture • Boston Culture • Bozeman Culture • Bucks County Culture • Buffalo Culture • Cape Cod Culture • Capital Culture • Charleston Culture • Charlotte Culture • Chicago (National) Culture • Cincinnati Culture • Cleveland Culture • College Station Culture • Colorado Springs Culture • Columbus Culture • Corpus Christi Culture • Dallas Culture • Delaware Culture • Denver/Boulder Culture • Des Moines Culture • Detroit Culture • El Paso Culture • Eugene Culture • Fairfield County Culture • Fayetteville-Bentonville Culture • Fresno Culture • Grand Rapids/Kalamazoo Culture • Green Bay/Appleton Culture • Hampton Roads Culture • Hartford Culture • Heartland Plains Culture • Hawaii Culture • Houston Culture • Hudson Valley Culture • Huntsville Culture • Indianapolis Culture • Jackson Culture • Jacksonville Culture • Jersey Shore Culture • Kansas City Culture • Knoxville Culture • Lafayette Culture • Las Vegas Culture • Lexington Culture • Lincoln Culture • Little Rock Culture • Long Island Culture • Los Angeles Culture • Louisville Culture • Madison Culture • Maine Culture • Memphis Culture • Miami Culture • Milwaukee Culture • Minneapolis/St. Paul Culture • Mobile Culture • Montgomery-GA Culture • Nashville Culture • Napa Valley Culture • New Hampshire Culture • New Haven Culture • New Orleans Culture • New York City Culture • North Dakota Culture • North Jersey Culture • Northwest Indiana Culture • Oakland Culture • Omaha Culture • Orange County Culture • Palm Springs Culture • Philadelphia Culture • Phoenix/Scottsdale Culture • Pittsburgh Culture • Portland Culture • Providence Culture • Raleigh-Durham Culture • Reno-Tahoe Culture • Richmond Culture • Rochester Culture • Sacramento Culture • Salt Lake City Culture • San Antonio Culture • San Diego Culture • San Francisco Culture • San Jose Culture • Savannah Culture • Seattle Culture • Sioux Falls Culture • South Jersey Culture • Spokane Culture • Springfield Culture • St. Louis Culture • Tallahassee-Gulf/Panhandle Culture • Tampa Bay Culture • Topeka Culture • Tulsa Culture • Upper Peninsula Culture • Vail-Aspen Culture • Vermont Culture • Waco Culture • Washington-DC Culture • West Palm Culture • West Texas Culture • West Virginia Culture • Westchester County Culture • Wichita Culture • Wyoming Culture

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