



CHALLENGE

DNA research has helped unearth new information in regards to humanity. However, as the information has become more accessible, its tangibility and benefit does not have a physical payoff.

MARKET SCOPE

Historical/Statistical: Interracial marriages were not deemed legal until 1967 - when the Supreme Court passed Loving v. Virginia. Since then, the U.S. has progressively become more and more accepting of the idea. In 2013 (the most recent, credible survey date), [87%](#) of Americans said they approved of interracial marriages - compared to the 4% before the law was passed. Additionally, in 2017, [one-in-seven](#) infants born were multiracial.

* [Metro cities](#) are more accepting and have a higher population of multiracial/multiethnic families.

Opportunity: Today's generation is eager to learn more about their heritage and about the stories of their late family members.

- Grandparents are where most stories/knowledge are capped - 20% of people can't even name one of their great-grandparents.
- People want to know where they came from - 62% said they want to know where their family lived prior to being in the United States.
- They seek life advice from those before them - 51% of people would like to see/access life advice.

TARGET AUDIENCE

Meaning-of-Life seekers: Contrary to religious beliefs, the meaning-of-life seekers are trying to find out how to bring more meaning into their lives and provide more meaning to their future. They search for inspirational content, consider themselves open minded, and are advocates for positive change - both personally and socially.

Multiracial/Multiethnic families: Instill pride within this demographic. They are happy together, but sometimes don't feel like they fit in within certain settings. Neither one or the other drops their tradition(s) and culture(s) to establish cohesiveness - instead they are open to each others beliefs and find ways to make them a part of their larger family ethos.

TENSION/PROBLEM

Consumer: Gaining information about where you come from is temporary enlightenment.

Brand: When people think Ancestry, they think they are gaining information about their families past.

PROMISE

The information that Ancestry provides about where you come from helps you begin to understand who you are and provides a stepping stone to becoming a unique individual.

INSIGHT

"Knowing where I come from is insightful, but what I do because of it is what matters most."



CREATIVE STRATEGY

Tell real-life stories through heritage and traditions by highlighting the beauty that each culture brings to the table. Do so through in-depth, emotion-grasping interviews, digital, film, and other channels that fit within the overall picture.

TONE/FEEL

- Insightful
- Calming motivation
- Thought provoking