ARF Launches CultureConnect and FutureHealth Podcast Series

Led by the ARF Cultural Effectiveness and Pharma Councils, the podcasts explore topics relating to cultural diversity and the future of healthcare through the lens of advertising research

New York, NY (February 16, 2022) – The Advertising Research Foundation (ARF) today announced the launch of two podcasts series: CultureConnect, which is led by the ARF Cultural Effectiveness Council, and FutureHealth, an ARF Pharma Council initiative.

CultureConnect will feature interviews and panels with marketing and research thought leaders on how to build brand loyalty with diverse U.S. audiences, with episodes building on the Cultural Effectiveness Council's Building Brand Loyalty anthology and accompanying series of webinars on four "ways in" to these audiences – social causes, language, music, and representation.

The series will focus on topics such as how Americans define their identities in the 21st Century, the role and value of music videos in reaching and persuading diverse audiences, how to increase engagement with communities of color on healthcare campaigns, the importance of representation in advertising creative and the language(s) of the 21st Century U.S. consumer.

The first available episode is **How Brands Can Leverage the Cultural Relevance of Music Videos** with Laura Vanison and Robert Velez of Vevo. The next episode, which will be released later this month, is **Deconstructing Diversity Today** with Dana Sparber of NBCU, Kara Manatt of Magna Global and Oscar Allain of Identity and UM Worldwide, to be released later this month.

The FutureHealth series will explore the future patient journey through the lens of experts and companies working on the cutting edge of current trends in healthcare marketing and delivery. Topics to be covered include: the impact of technology on the healthcare industry, the telehealth revolution, new methods of early detection, data, privacy, access, and patient communications.

The first three FutureHealth episodes are:
- **The Power of Technology to Solve Health Care Communications Problems** with Dan Scudder of Datavant
- **The Omni Patient Journey: The Role of Self-Service in Healthcare Access** with Claire Kane of Wunderman Thompson Health
- **Looking into the Crystal Ball: The Future of Pharma Advertising Through Data-Driven Targeting** with Jen Werther of DeepIntent

The next episode to be released soon, titled **Visions for The Future of Patient Experiences in The Technoverse**, will feature a conversation with Maura Scott and Martin Mende, marketing professors at Florida State University's College of Business.

To listen to CultureConnect episodes on podcast platforms, visit: [Apple Podcasts](#), [Google Podcasts](#), [Spotify](#) and [Amazon Music](#). For FutureHealth episodes, visit: [Apple Podcasts](#), [Google Podcasts](#), [Spotify](#) and [Amazon Music](#).

"From exploring approaches that maximize return from advertising to a more culturally diverse population to identifying the advertising and research challenges in the pharma industry, both the Cultural Effectiveness Council and the Pharma Council are doing meaningful work that can be more effectively shared through widely available, on-demand mediums like podcasts," said Paul Donato, Chief Research Officer at the ARF.

To learn more about the ARF's Cultural Effectiveness Council, co-chaired by Barbara Leflein of Leflein Associates Inc. and Janelle James of Ipsos, and the Pharma Council, co-chaired by Marjorie Reedy of Merck and Seth Duncan of Real Chemistry, visit: https://thearf.org/councils/learn-about-the-council-program/

About The ARF
Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit www.thearf.org.