

CREATIVELY EXPRESSING ADVERTISING THROUGH CULTURE

Accashia Thomas

Dr. Cynthia M. Frisby, Project Chair

ABSTRACT

Culture and diversity are important topics in the advertising industry. Advertising agencies are pushing to diversify to better resonate with minority groups such as the Hispanic American demographic. This research intends to investigate the impact of Hispanic culture on the creative process in the advertising industry by using per McCracken's culture and consumption theory.