

A KEYNOTE ON BRAND DECISIONS IN A REAL-TIME WORLD

Cultural Intelligence.



How AI decodes real-time culture to drive smarter brand decisions.

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How do you *integrate culture* into your brand strategy?

01. THE JOURNEY

Three cities, 20+ Countries and more



Bogotá
COLOMBIA



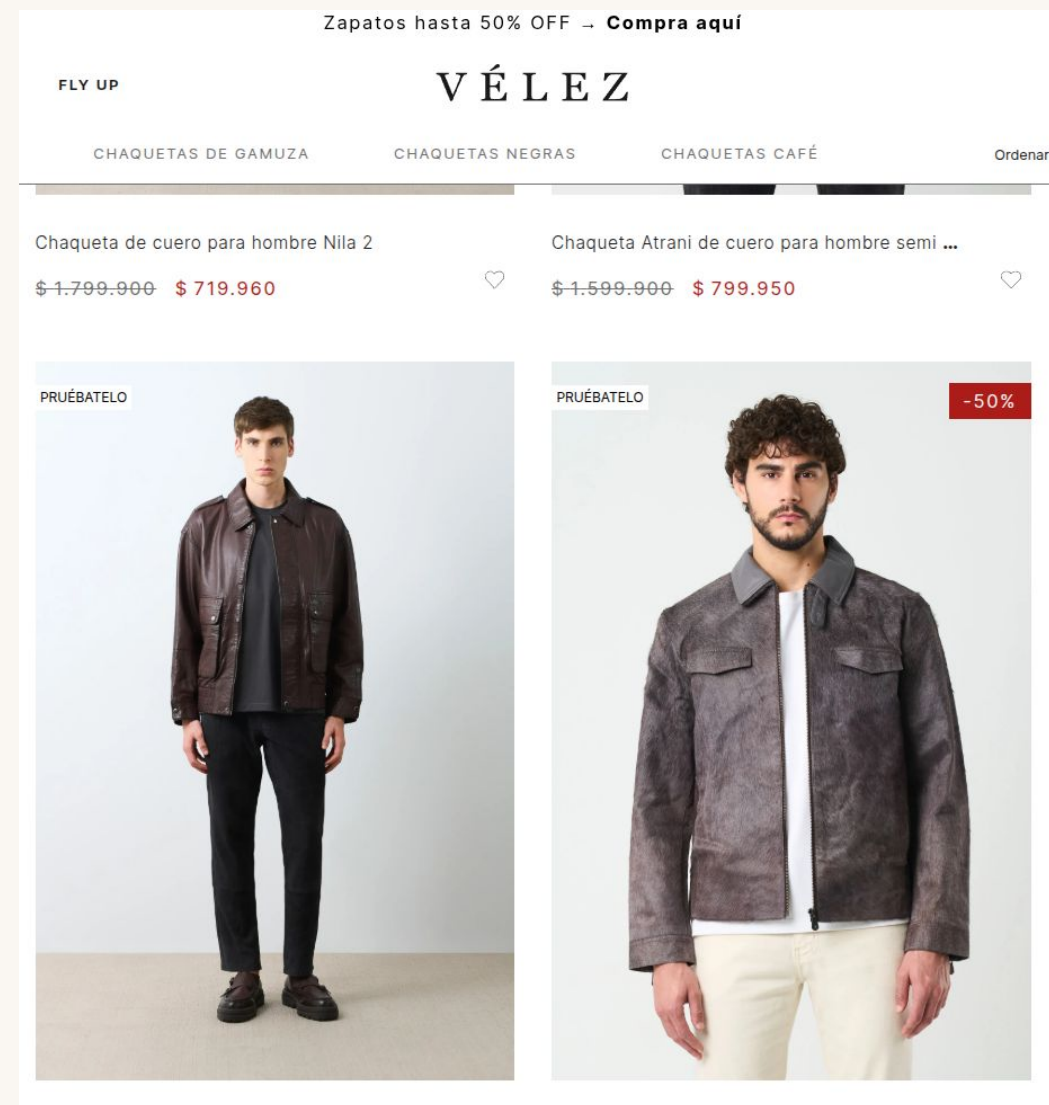
Mexico City
MÉXICO



Singapore
SINGAPURA

02. A WORD THAT COSTS A MARKET

Vélez is ready to
enter the
Mexican market.
Are they?



02. A WORD THAT COSTS A MARKET

One word. Two countries.

A whole different meaning.



Use "chamarra" in Mexico. Vélez learned the hard way.

03. THE KOPI CODE

It was not just coffee. *It is a code.*

Kopi · coffee with condensed milk

Kopi-O · black, with sugar

Kopi-C · with evaporated milk

Kopi gao · extra strong

Kopi siew dai · less sweet



10% visible
FOOD

90% invisible
VALUES

COMMUNITY

- Individual
- Food treasure
- Expanded practices
- Domestic community

RITUAL

- Identity
- Social meanings
- Natural identity

COMMUNITY

- Connected with condensed milk

RITUAL

- Dances with communities and identity

IDENTITY

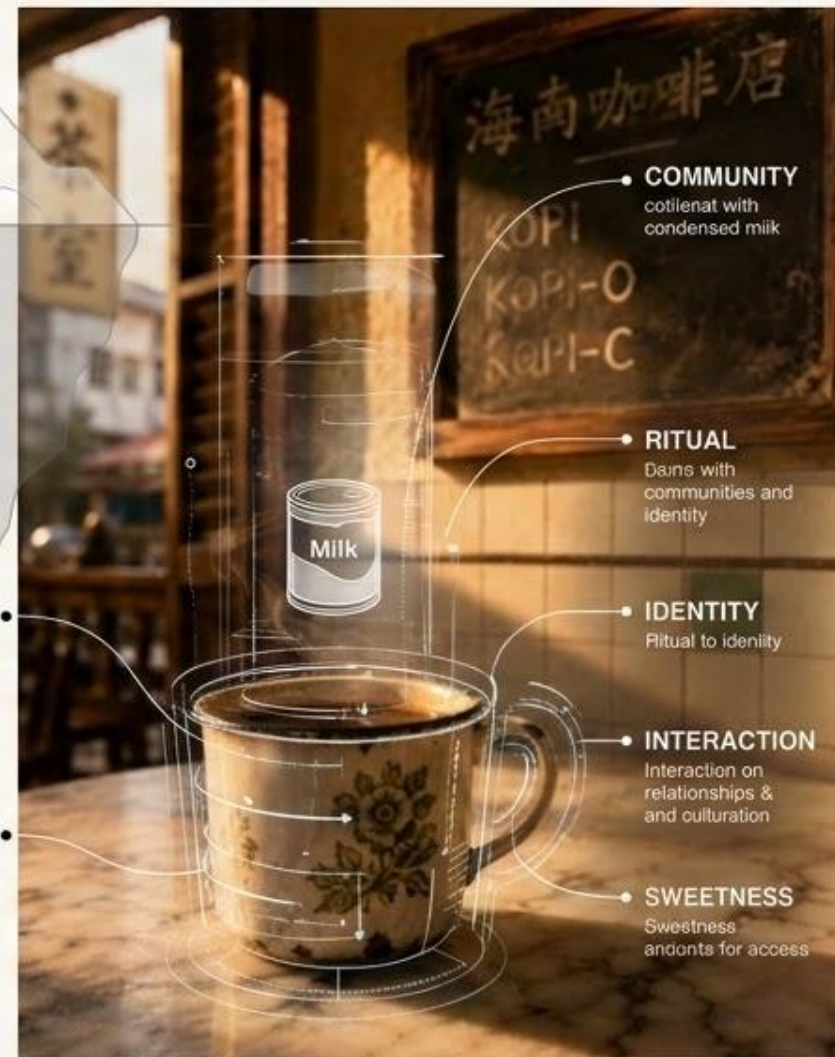
- Ritual to identity

INTERACTION

- Interaction on relationships & and culture

SWEETNESS

- Sweetness and access



AFTER I SOLD MY COMPANY

Free time.

‘Free mental RAM.’

I started to study *culture*
seriously.

A sixth sense
for

culture.

Culture is not
translated.
It is decoded.

*If a human needs years
to **decode a culture...***

*How can a brand do it
in weeks or days?*

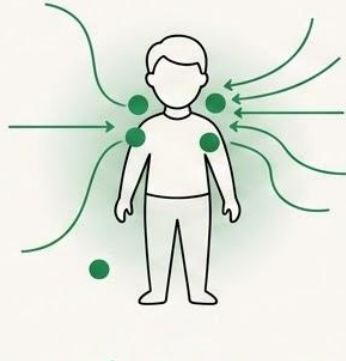
FIRST, DEFINE THE THING

What is *culture?*

-- Culture -- *is everything we learn by living inside a society.*

"Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society."

Absorb



We take in norms from our environment as children

Repeat



We reinforce behaviors through daily practice

Normalize



We mistake learned culture for universal truth

THE CULTURAL ICEBERG

90% of culture is below the water.

10%

VISIBLE · ABOVE WATER

Food · Language · Clothes · Memes

90%

INVISIBLE · BELOW WATER

Values · Beliefs · Norms · Assumptions



Culture is *Meaning.*



A like is not just a like.



A save is not just a save.



A comment is not just a
comment.

Every signal carries layered meaning.
The job of *Cultural Intelligence* is
interpretation — not just
observation.

Most *brands*
act as *tourists*,
not as *locals*.

Today, culture moves at the speed *of the scroll.*

a meme is born · a slang changes · a sound explodes · a question grows on Google · a conversation opens on Reddit

[60 SECONDS ON THE INTERNET]

While you read this paragraph.

694K

new Instagram stories

6.3M

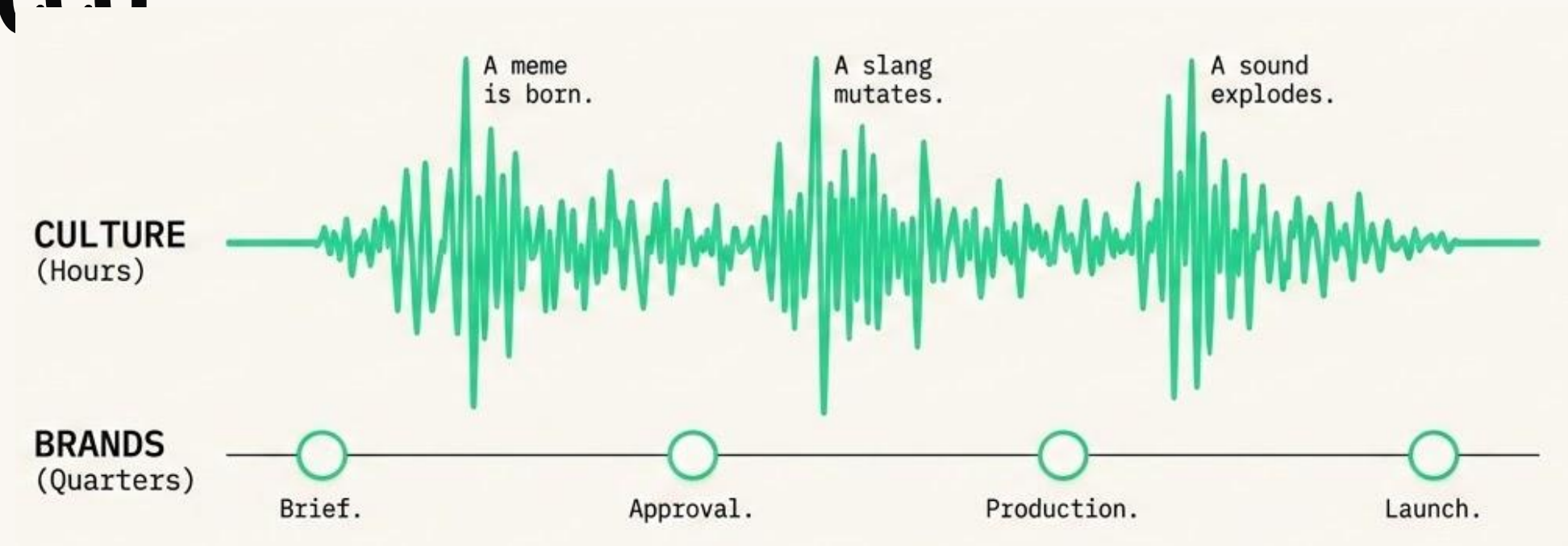
Google searches

167M

TikTok videos watched

AND THOUSANDS OF MICRO-CULTURES ARE BEING INVENTED, MUTATED OR KILLED RIGHT NOW.

Brands are not moving at the same speed



Brands are not moving at the same speed.

[MISFORTUNE 01 • THE TOOLS]

Lagging indicators.

*Focus groups • surveys • trends reports.
They tell you what already happened.*

[MISFORTUNE 02 • THE STRUCTURE]

14 weeks of friction.

*Brief → approval → production → legal → launch.
Monday's insight is dead by Friday.*

How do we move at the right
speed
so the *information is still alive*
when we use it?

AI
will save us!

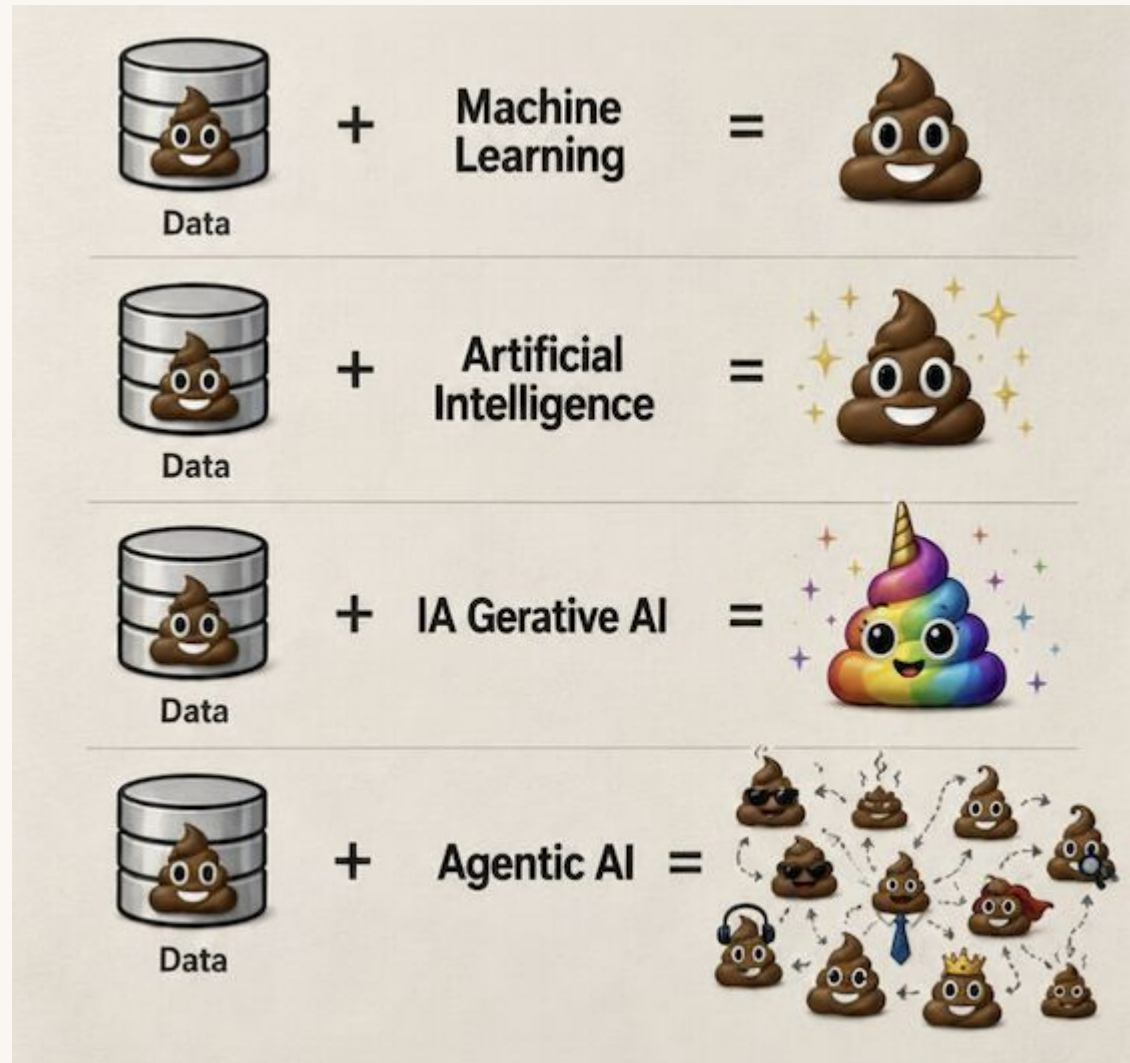


Brands are using
AI wrong!

-- *Gen AI* --

Volume is noise.

You're not winning
by speaking louder.
You're losing
more efficiently.



~~Generative AI helps you talk~~
~~more.~~ Interpretive AI helps you talk
better.

IN AN ERA WHERE EVERYONE CAN TALK A LOT — TALKING BETTER IS THE ONLY ADVANTAGE LEFT.

What does it
mean?

How will AI decode the iceberg?

Instagram

TikTok

X

YouTube

Google



Surface: **What is happening?**
Visible behavior (Volume)

Shallow: **How serious is it?**
Intention and momentum
(Velocity)

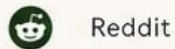
Deep: *What does it mean?*
Cultural significance

Four Functional Layers

LAYER 01

THE TRIBE

where collective meaning lives



Reddit



TikTok



X



Instagram



Facebook

LAYER 02

THE CONFESSION

where people ask when no one knows them



Google SERP



Google Trends



Google News



Reddit

LAYER 03

THE AUTHORITY

where cultural hierarchies form



YouTube



LinkedIn

LAYER 04

THE SYNTHESIS

where AI reasons about culture



Gemini grounded



Discovery Engine

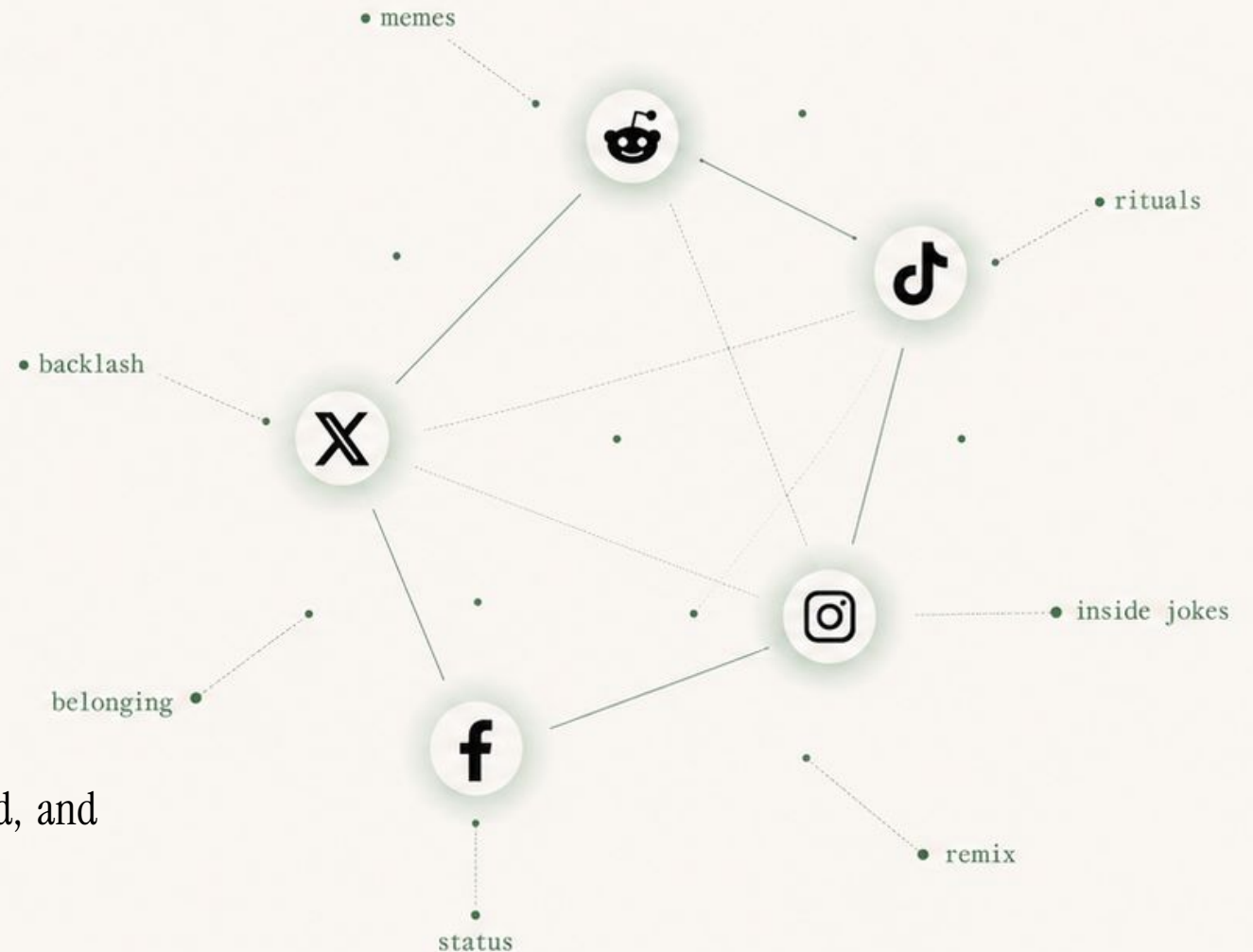


Brand Guidelines

Layer 01 The Tribe.

Where collective meaning lives

The social platforms where culture is formed, debated, and practiced in groups.



TikTok

The emerging ritual .

[SURFACE]

the 10% — visible

Views · likes

Trending hashtags

[SHALLOW]

intention forming

Shares · sounds.

1,000 creators in a week

= a symbol born.

[DEEP]

the 90% — meaning

Saves.

Private identity claim.

‘This is me. Remember this.’

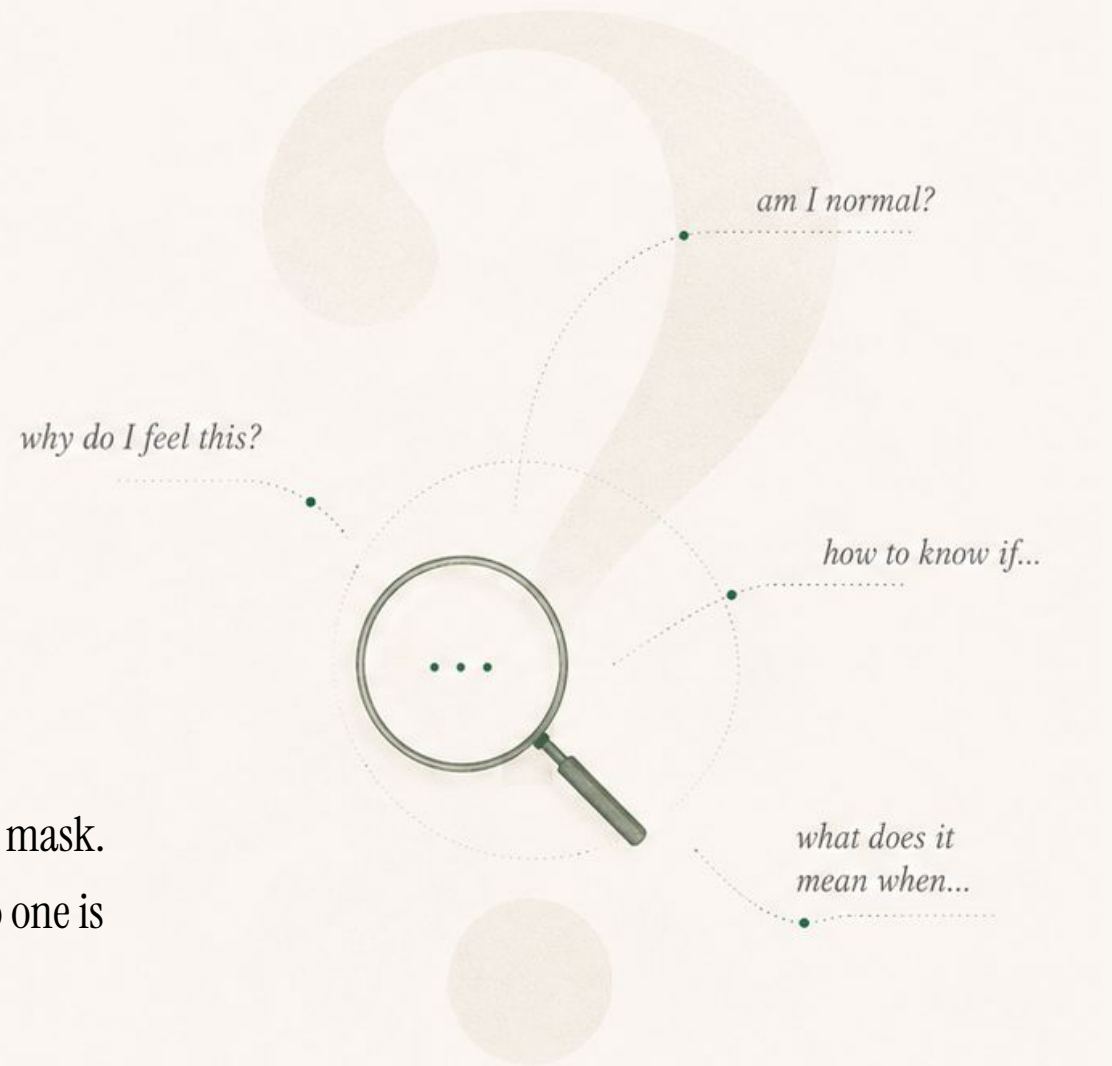
VIEWS ARE PASSIVE ATTENTION. · SAVES ARE CULTURAL INTENTION.

Layer 02

The Confession.

Where people ask when no one knows them

The search platforms where culture confesses without a social mask. If the first layer is what people perform, this is what people ask when no one is watching.



Google SERP

Private intent.

[SURFACE]

the 10% — visible

Search volume

Top results

[SHALLOW]

intention forming

AI Overviews · advertisers

Related queries

(chain of thought, visible)

[DEEP]

the 90% — meaning

People Also Ask.

Rising queries.

3–6 months before any report.

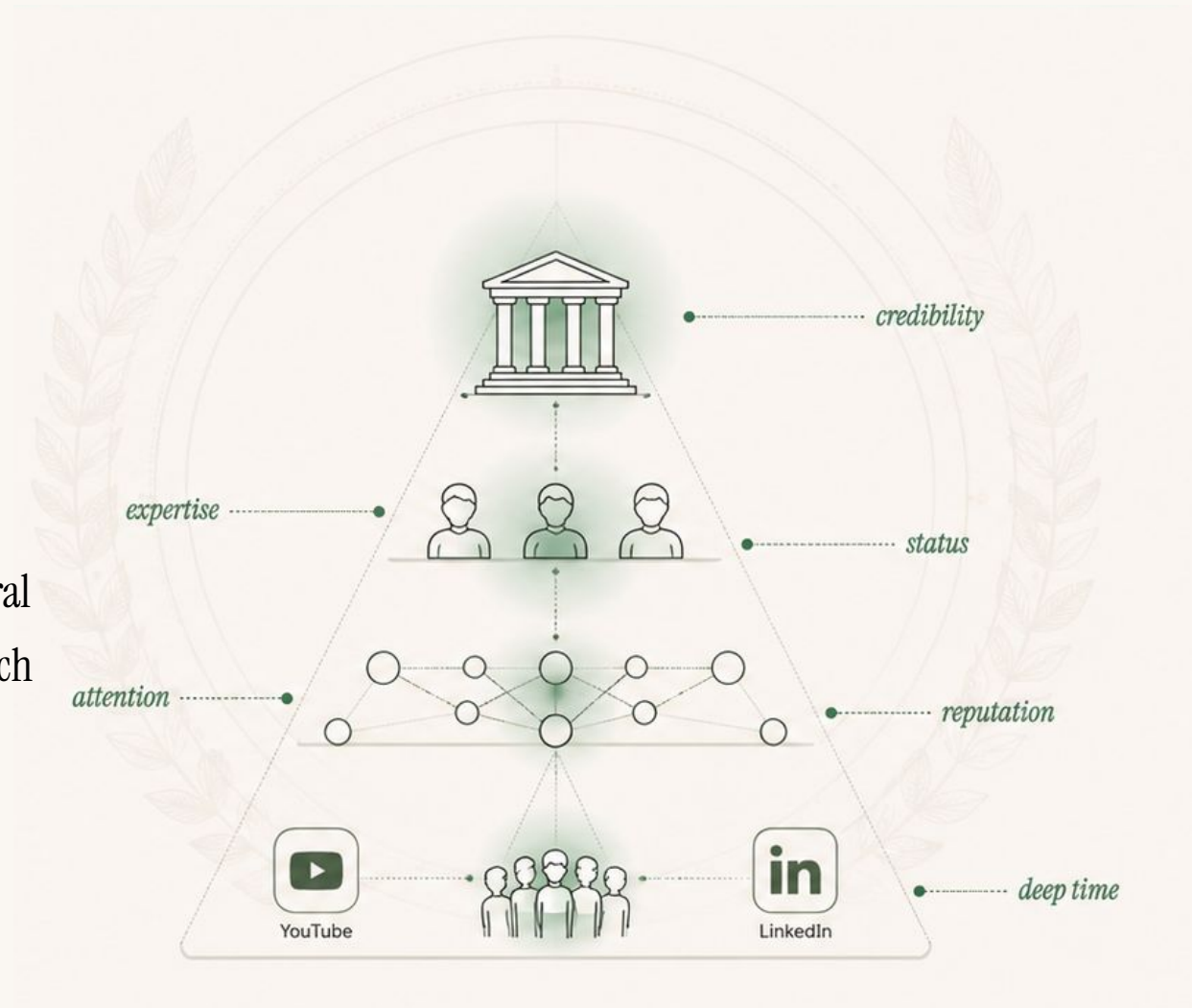
PEOPLE LIE TO SURVEYS. THEY DON'T LIE TO GOOGLE AT 3 AM.

Layer 03

The Authority.

Where cultural hierarchies are formed

The professional and sustained-attention sources where cultural authorities are built — who has the right to say what, which topics deserve deep time, what constitutes success in a society.



YouTube

The vote of attention.

[SURFACE]

the 10% — visible

Views · subs · likes

Classic vanity row.

[SHALLOW]

intention forming

Retention.

14s = clickbait.

75% over 20min = signal.

[DEEP]

the 90% — meaning

Sustained attention + debate.

*When creators replicate a topic,
consensus is consolidating.*

GIVING 20 MIN IN A 1.7-SEC WORLD IS AN ENORMOUS CULTURAL VOTE.

How will AI decode the iceberg?

	Reddit (Tension)	TikTok (Ritual)	X (Velocity)	Google (Intention)	YouTube (Attention)
Surface <i>(What's happening?)</i>	Karma	Views / Likes	Likes / RTs	Search Vol	Views
Momentum <i>(How serious?)</i>	Upvote ratio	Shares / Sounds	Hashtag Velocity	Related Queries	Retention
Deep <i>(What it means?)</i>	Density of debate	Saves / Sound adoption	Bookmarks / Tribe crossings	People Also Ask / Rising queries	Quality of debate

Each source, alone, lies to you.



*When five of them coincide, you don't have a trend.
You have a cultural shift in formation.*

	REDDIT alone	→	<i>culture is in perpetual existential crisis</i>
	TIKTOK alone	→	<i>everyone is twenty years old</i>
	X alone	→	<i>the world is ending every twenty minutes</i>
	GOOGLE alone	→	<i>what people confess, not what they practice</i>
	LINKEDIN alone	→	<i>aspiration that nobody actually lives</i>

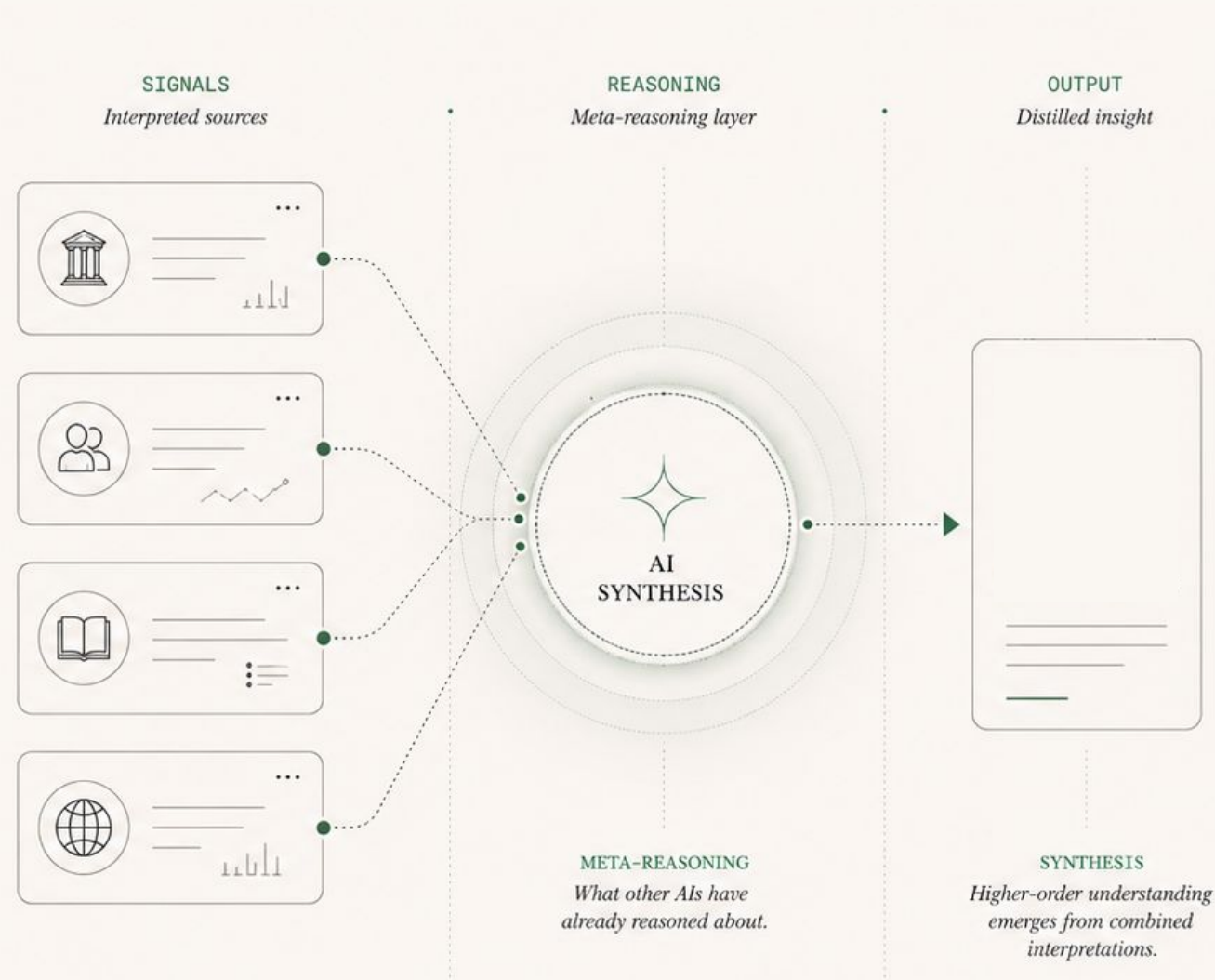
Layer 04

The Synthesis.

Where AI reasons about what other AIs read

The meta-reasoning sources. Here culture isn't decoded directly — what other systems already reasoned about culture gets decoded.

This layer is what distinguishes real Cultural Intelligence from simple digital monitoring.



I'm obsessed
with
*decoding 90% of the
iceberg.*

The world needs *a Cultural Intelligence Platform.*

Kulta

Cultural Intelligence Platform

What is Kulta?



We empower humans to create stories at the Pulse of Culture and the Speed of AI.

We are a cultural intelligence platform, we help you create cultural-content

We are not just another content generation tool; we are the strategic brain that decodes what truly matters in real-time. By synthesizing millions of cultural data points across platforms, we transform noise into high-impact creative assets, ensuring every story resonates authentically with its audience.

Three questions for your next brand meeting.

01. What cultural signals are we not listening to yet?

Which of the five windows is blind for us?

02. What meaning are we confusing with behavior?

Where are we counting likes when we should measure intention?

03. How fast can we move from insight to activation?

If the answer is more than one week – that is the urgent problem.

THE LOOP

01. Listen.

Not only your brand. Listen to the cultural climate.

02. Understand.

Not positive or negative. What does it MEAN?

03. Move.

Detect in the morning. Activate in the afternoon.

If you only keep seven things.

- 01 *Culture is not what people do. It's what their actions mean.*
- 02 *Ten percent is visible. Ninety percent moves markets.*
- 03 *Culture moves in hours. Brands move in quarters. That gap is called arriving late.*
- 04 *Not the AI that writes. The AI that reads.*
- 05 *Views are passive attention. Saves are cultural intention.*
- 06 *Without speed it's anthropology. With speed it's competitive advantage.*
- 07 *The brands that win the next decade won't have the biggest megaphones. They'll have the sharpest ears.*

Thanks!



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