Culture Hive Media Group and Alltold Help Advertisers Strengthen Cultural Relevance Before Video Campaigns Go Live

LOS ANGELES, CA, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- Culture Hive Media Group, a cultural intelligence company built for media and advertising, today announced a strategic partnership with Alltold, a responsible AI company, to further strengthen its proprietary Cultural Relevance Score® (CRS™) by incorporating deeper video creative intelligence from Alltold. The partnership gives advertisers greater confidence in how creative is likely to resonate before campaigns go live.



CHMG-AllTold Partnership

As consumers increasingly connect through shared interests, communities, and cultural context, traditional demographic targeting is no longer enough. Whether a brand is speaking to runners, gamers, sneaker enthusiasts, or any other highly engaged audience, the language, imagery, tone, and storytelling all shape whether creative feels authentic or falls flat. When campaigns miss those cues, engagement suffers, media investments become less effective, and opportunities to build meaningful audience connections are lost.

"For years, advertisers have been trying to figure out why some ads connect while others don't," said Joe Ligé, Founder and CEO of Culture Hive Media Group. "The missing piece is relevance. Reaching the right audience means nothing if the creative doesn't resonate. Our CRS™ makes cultural relevance measurable, and by adding Alltold's video intelligence, we're giving brands deeper insight to make smarter creative and media decisions before media dollars are deployed."

CRS™ combines multiple cultural, contextual, creative, and media environment signals to measure how well advertising aligns with its intended audiences. Through this partnership, Alltold's video intelligence becomes an additional input into that existing framework, providing deeper analysis of video creative across representation, tone, narrative structure, audience

perception, and potential bias.

The result is a more comprehensive view of cultural relevance that helps advertisers evaluate creative readiness and translate those insights into stronger media strategy, curation, and activation decisions. By understanding how creative is likely to resonate before campaigns launch, brands can reduce costly revisions, optimize campaign planning, curate more effective media environments, and improve performance across today's video ecosystem.

"Video tells a story in ways that extend far beyond words or images alone," said Morgan Gregory, CEO and Co-founder of Alltold. "Our technology helps advertisers better understand how their creative may be perceived before it reaches consumers. By contributing those insights to Culture Hive's CRS™, we're helping strengthen the cultural intelligence framework advertisers use to make better creative and media decisions."

Alltold's founders previously worked at Google Research on AI systems that used representation and skin tone measurement frameworks, including the Monk Skin Tone Scale, which is also incorporated within CRS™. Together, Culture Hive and Alltold help advertisers better understand cultural alignment before campaigns launch—enabling brands to create more resonant creative, make more informed media investments, and improve performance across today's evolving video landscape.

###

About Culture Hive Media Group
Culture Hive Media Group's mission is to shift the advertising industry from demographic targeting to culture-first activation. Through its proprietary cultural intelligence technology and Cultural Relevance Score® (CRS™), the company helps brands better understand and connect with audiences based on shared interests, values, rituals, and communities—turning cultural fit into a measurable advantage.

About Alltold
Alltold is an AI company that measures and mitigates bias in ads, tv shows, movies, and Generative AI. Using its own proprietary, responsibly built AI models, Alltold detects the people we see on screen, and delivers analytics uncovering how often we see people with different identity attributes, allowing clients to measurably understand how they are representing and resonating with the markets they serve using their creative.

Kristen Fellows
Culture Hive Media Group
+1 917-715-7446
kristen@culturehivemedia.com
Visit us on social media:
LinkedIn

This press release can be viewed online at: https://www.einpresswire.com/article/942520456

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.