MULTICULTURAL MARKETING RESOURCES, INC.

Welcome to Multicultural Marketing Resources, Inc. (MMR). We are a publisher of newsletters, a consulting firm to corporations seeking information and a marketing firm for multicultural ad agencies seeking visibility and connections. MMR publishes Multicultural Marketing News (*MMRNews*), an emailed newsletter; The Source Book of Multicultural Experts online and maintains a Speakers Showcase for conferences, ERG events, and corporate meetings. Other services include recruitment consulting, job postings, business introductions and distribution of RFPs. Lisa Skriloff, a consultant and writer on diversity, marketing and travel is President of Multicultural Marketing Resources, Inc. and founded the company in 1994. She is editor of the above mentioned publications as well as Multicultural Travel News. Contact her at lisa@multicultural.com or 212-242-3351.

MULTICULTURAL MARKETING NEWS

Multicultural Marketing News (MMN) is an emailed newsletter, and archived here, with news briefs and mini essays. It also serves to introduce marketing executives to multicultural experts for potential business alliances and journalists with diverse sources. Submit Your News. Subscribe | Learn More

MMRNews Multicultural Marketing News-November 2014

MULTICULTURAL MARKETING RESOURCES, INC.

Multicultural Marketing News
November 2014

Here is your latest edition of Multicultural Marketing News, the newsletter published by Multicultural Marketing Resources Inc.,
www.multicultural.com.

What's Inside: Featured News Stories...Company Profiles...Expert Resources For Marketing Executives...Diverse Sources and Story Ideas For Journalists

In this issue:

* NDTV -- Powerful Vehicle for Delivering the Affluent South Asian Consumer in the US
* Get to Know Your Customers with Ethnic Technologies' Proprietary Analytics
* Tick Tock - New Mainstream Business Summit 2015 - 50% Registration Savings Ends Soon
* AAF Diversity Achievement and Mosaic Awards Call for Entries
* Lexus Honored as Corporation of the Year at Annual PRemio Awards
* Marketing Communications' First Minority-Owned Holding Company Created to Transform the Industry

NDTV -- Powerful Vehicle for Delivering the Affluent South Asian Consumer in the US

New Delhi Television is, and has been for a quarter century, a pioneer in India's news television. NDTV is today the most watched and the most respected news and lifestyle network in India. NDTV 24x7, NDTV India, NDTV Good Times and India's first ever 2-in-1 channel NDTV Profit-NDTV Prime (Business and Infotainment) continue to raise the standards of journalism with innovative programming and uncompromising integrity. Incisive and creative, NDTV networks target the global Indian with news that is credible, true and fast. NDTV 24x7 is the top rated English News Channel from India distributed in the U.S on Dish Network and Time-Warner cable. NDTV is a power vehicle for delivering the affluent South Asian consumer in the United States. NDTV is available in 73 countries & reaches over 100 million HHs. **Contact Tom Marsillo, Emerging Networks LLC, (732) 492-8559, tom@emergingnets.com, www.emergingnetworks.tv**

Get to Know Your Customers with Ethnic Technologies' Proprietary Analytics

Ethnic Technologies is the leading provider of multicultural marketing information to the Fortune 500 to help them reach Hispanic, African American and Asian customers. **E-Tech**, our flagship product, appends the following elements to our clients' customer data: Ethnicity, Ethnic Group, Language Preference, Religion and Hispanic Country of Origin. It incorporates **Enhanced Neighborhood Analytics (ENA)** technology and can identify more than 180 specific ethnicities within 16 general ethnic groups. International versions of **E-Tech**, e.g. E-Tech Canada and E-Tech Brazil, are designed based on research into name, geographic, and immigration trends in a specific country to ensure accurate segmentation of your international database. **Assimilation** represents the degree to which a Hispanic or Asian individual has adopted the language and culture of the United States. Our **Affluence** product is the only multiculturally driven affluence indicator on the market that predicts a consumer's buying power. **G-Tech** is our gender identification technology that was developed to more accurately sort and reach each gender independently. Our **Hispanic Connected** product identifies those individuals who, while not Hispanic themselves, are closely connected to the Hispanic culture. **For more information contact Karen Sinisi, Director of Sales, karens@ethnictechnologies.com, 866-333-8324 ext 117, www.ethnictechnologies.com.**

Tick Tock - New Mainstream Business Summit 2015 - 50% Registration Savings Ends Soon

Join some of the leading experts in the multicultural marketing and advertising community at the **New Mainstream Business Summit** from **March 17-19, 2015** taking place at the **Mandarin Oriental, one of Miami's finest five diamond resorts**. Gain in-depth insights into the most recent developments in marketing, business economics and strategy as it relates to finding growth in our multicultural economy - **case studies from national leading brands like Domino's Pizza and American Family Insurance**, just to name a few. The line-up of presenters is stellar and you'll have opportunities to interact in an elegant and comfortable venue during Miami's peak season. Register Today and get the early-bird rate on registration - just $999 until November 30, 2014. **That's a 50% savings!** Our best discounted rate on rooms at The Mandarin Oriental- a five diamond resort is just **$299 per night!** Be sure to register before midnight on November 30, 2014 to get these great rates! **Contact** Henry Brulay, hbrulay@geoscape.com, 888-211-9353.

AAF Diversity Achievement and Mosaic Awards Call for Entries

Has your company or agency designed a multicultural campaign or implemented a diversity and inclusion corporate program that deserves national recognition? Or do you know a professional who has set unprecedented diversity and inclusion standards in advertising? Each year the American Advertising Federation (AAF) and AAF's District Two recognizes a prestigious group of honorees who have made significant contributions to promoting multiculturalism in advertising through the exclusive Diversity Achievement and Mosaic Awards (DAMA). This year DAMA will take place on June 11, 2015 at Caesars Palace in Las Vegas in conjunction with AAF's national conference, ADMERICA. Don't miss this year's submission for the 2015 Diversity Achievement and Mosaic Awards. Qualified entries must have run from January 1, 2014-December 31, 2014. **Contact Melissa Wong, AVP, Mosaic Center and Education Services American Advertising Federation, mwong@aaf.org, 202.898.0089 or Kai Jones, Manager, Mosaic Center and Education Services, American Advertising Federation, kjones@aaf.org, 202.898.0089.**

Lexus Honored as Corporation of the Year at Annual PRemio Awards

Lexus was named Corporation of the Year at the Annual PRemio Awards & Scholarship Gala hosted in Los Angeles earlier this month by the HPRA-LA Chapter (http://www.hpra-usa.org/laR/). HPRA-LA selected Lexus based on its ongoing contributions and engagement with the Latino community. In making its decision, the committee took into account: civic/educational programs that support the U.S. Hispanic community; product innovation/consideration for the U.S. Hispanic community; and excellent execution in its PR and Marketing campaigns geared toward Latinos. Noted HPRA-LA Chapter President Maricela Cueva, "Lexus and their agency Walton Isaacson have consistently demonstrated excellence in developing culturally-relevant strategies. This led the local HPRA board to award Lexus with the Corporation of the Year PRemio Award." **ContactPat Sloan, patsloan@sloanhuntcommunications.com,1-646-673-4787.**

Marketing Communications' First Minority-Owned Holding Company Created to Transform the Industry

Industry trailblazers, Al Garcia-Serra, Chairman/Co-Founder, MGCCOMM; Ahmad Islam, Co-Founder/Managing Partner, commonground; Manuel E. Machado, CEO/Co-Founder, MGSCOMM; Manny Vidal, President/CEO, The Vidal Partnership and Sherman Wright, Co-Founder/Managing Partner, commonground - recently announced the formation of the industry's first wholly minority-owned holding company. Commonground/MGS- with full service offices in New York, Miami, Chicago, Houston and Los Angeles -brings together a diverse array of nearly 300 passionate marketers who truly understand the new marketplace, which leads to the development of strategies and ideas that drive client business growth. The new entity maintains 100% minority ownership and management, with projected net revenues of $50 million. Their current clients include: American Family Insurance, Bacardi, beIN Sports, BMO Harris, Coca-Cola, Florida Power & Light Co., HBO Latino, Hyundai Motor America, Illinois Lottery, ITT Technical Institute, Lincoln Financial Group, Miami Marlins, MilkPEP, MillerCoors, NBCUniversal, Outback Steakhouse, Primaloft, Southeast Toyota Distributors, TD Bank, The Florida Lottery, Tiffany & Co., and Verizon Wireless. www.commongroundmgs.com **Contact Yvonne Lorie, yvonne@mgscomm.com, 305-546-3688.**

See more news at http://multicultural.com/.

If you are interested in including your company profile/news in our next issue of Multicultural Marketing News/MMRNews ($425), please visit: http://multicultural.com/services/mmr_news or contact Lisa Skriloff at 212-242-3351 or Lisa@multicultural.com.

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To see upcoming newsletters view our 2014 Editorial Calendar

Questions? Call 212-242-3351 or email Lisa@multicultural.com.

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- August 2020 (2)
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- February 2020 (4)
- January 2020 (2)