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

Komli Multicultural - Digital Partner Targeting Ethnic Audiences Across North America

Founded in 2006, Komli Media is Asia Pacific's leading media technology company with a global reach of 276+ million, and a footprint across 14 countries and 18 locations worldwide. Over the last five years Komli has grown from 5 to 400+ employees and we have successfully evolved to grow both our offerings and global presence. Today, most advertisers have realized the lucrative value of marketing to millions of ethnic consumers. They have realized that in an increasingly diverse market, brands must recognize the cultural and socio-economic drivers of the purchasing decisions of these communities. Komli Multicultural was born keeping in mind this dynamic requirement, where we provide integrated solution across all digital channels. Komli exclusively represents Facebook, Viacom, and MSN in several countries in the Asia Pacific region. Komli's advertisers include leading brands such as Unilever, McDonalds, Toyota, Diageo, Lufthansa, and Verizon. Komli was voted by Business Week - The World's Top Fifty Global Technology Start-Ups. **Contact Kaajal Mathur, Director - North America at 646-736-0650 or Kaajal.mathur@komli.com. Visit Komli.com and connect with us at facebook.com/KomliMedia.** Read more >>

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MediaMorphosis is the 360-degree One-stop Agency for Reaching all Multicultural Markets

MediaMorphosis is a leading multicultural advertising and marketing agency with offices in the US, Canada, UK and India. They are specialists in creating customized response-oriented marketing campaigns which allow clients to target ethnic markets more effectively. By integrating research, cultural insights and technological innovation, MediaMorphosis provides clients with a thorough understanding of desired segments and their overall projected response capture rate. Services include: Ethnic creative services; Ethnic media planning and buying; Online targeting, which includes social media and search initiatives with the use of their proprietary advertising network, "Ethnic Online Network"; BTL solutions such as ethnic events, ground marketing and promotions. Clients continue to turn to MediaMorphosis for their multicultural needs, whether they are looking to reach the South Asian, Middle Eastern, or Eastern European markets, as well as any emerging ethnic group no matter the how large or small the budget. **For more information contact Daniel Ocner, Director, Strategic Marketing & Development at daniel@mediamorphosisinc.com or 718-472-3700 and visit www.mediamorphosisinc.com.**

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Millward Brown's Cultural Strategy: Driving Growth by Understanding the Role of Culture in Consumer Behavior

Millward Brown's Cultural Strategy Group is the company brain trust for all issues dealing with the cultural identities of consumers. The group is comprised of qualitative and quantitative marketing researches with deep expertise in the demographic and social cultures that shape our evolving consumer landscape. The philosophy and core content of the group's perspective is encapsulated in the acclaimed book, Marketing to the New Majority by David Burgos and Ola Mobolade. This work represents many of the tools and resources that Millward Brown brings to bear within its consulting engagements. The Group's mission is to understand the role of culture in consumer attitudes and behaviors, and to look at each group not in isolation, but as an integral part of the new majority. **For more information on conducting culturally-based research or the consulting services of the Cultural Strategy Group, please email culturalstrategy@millwardbrown.com.**

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Company Profile: Creative Consumer Research

Whether it's developing new products and services, refining existing ones, or building new marketing and advertising campaigns, senior decision makers across the United States routinely rely upon CCR for insights into their unique markets. Houston's multicultural demographic offers researchers the opportunity to contact an array of cultures and ethnic groups including African Americans, native and foreign-born. CCR can complete surveys in several African dialects reflecting Africa's rich diversity. In addition, CCR's focus on the African American population has provided sensitive and insightful information on a variety of health issues, economic opportunities, shopping behavior, and verbal and non-verbal communication. CCR offices in Houston and Phoenix offer complete field services throughout Texas and Arizona. CCR has large conference-style focus group rooms with one-way mirrors and large client viewing rooms. Taste tests, telephone interviewing, executive surveys, mall intercepts, door-to-door interviewing, mystery shops, store audits, and computer capabilities are available. Bilingual interviewing, moderators, and translators are also available. CCR also offers project management for multicity projects. Our extensive experience includes a wide range of industries: Health Care, Financial Services, Retail, Food & Beverage, Entertainment, Communications, and Travel, etc. CCR completes over 1,500 research projects annually, mainly for other market research companies. Whether you need door-to-door, executive interviewers, focus groups (large or small), multi-language capabilities, etc., your market research needs are served by our staff of more than 60 full-time market research professionals and over 400 interviewers. **For more information contact Patricia Pratt, President, 281-240-9646 or pppratt@ccrsurveys.com. Visit www.ccrsurveys.com.** Read more >>

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Cardenas Marketing Network - Leading Multicultural Event Marketing & Sponsorship Agency

Founded in 2003 by Henry Cardenas, Cardenas Marketing Network (CMN) is the leading multicultural event marketing and sponsorship agency in the U.S. CMN creates brand impact through award-winning campaigns featuring music, sports and other interactive experiences that capture the hearts and minds of millions of consumers across the nation. In 2011 CMN produced more than 1,000 live events, including concert tours, experiential campaigns and mobile marketing tours for clients such as Wrigley Jr. Company, Anheuser-Busch, H&R Block, Mc Cormick, Avocados of Mexico, General Motors and Goya, among others. CMN Sports is the company's unprecedented partnership with the Argentinean Football Association (AFA) includes the exclusive U.S rights to manage two-time FIFA World Cup Champion Argentina, featuring three-time FIFA Player of the Year Lionel Messi, through June 2014. With offices in Chicago, Los Angeles, Miami and New York and a dynamic, results-driven multicultural team, CMN applies strategic thinking and flawless execution to deliver value for all clients. **For more information, visit www.cmnevents.com or contact Elena Sotomayor, 312-504-0519, elena@cmnevents.com.** Read more >>

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Hart Multicultural - Full-service, Owner-operated, Boutique Marketing Agency

Hart Multicultural prides itself on an exceptionally high level of service and professionalism to best serve our clients. We are a full-service, owner-operated, boutique marketing agency with a sincere passion for the business. Custom marketing solutions can be tailored to meet each client's specific multicultural needs. All initiatives are executed with Cultural Intelligence and Relevance. Hart Agency was founded in 1991 by Keith Robert Hart. Mr. Hart's wide network of night-life contacts across the entirety of New York State, the New York City metro, upstate and Long Island has paved the way for the Hart Agency to be the juggernaut it is today. The Hart Team is a hand-picked group of creative, passionate, and knowledgeable individuals. We will raise the bar and stretch the goals by utilizing proven marketing strategies. Our keen understanding of the market and its demands, combined with our personal account relationships, allow us to provide positive and powerful results. Our core areas of expertise include sampling, brand and product launches, experiential programming, on and off-premise marketing and special events. **For more information, visit www.hartagencyny.com or contact Luis Rosado, 212-696-4278, luis@hartagencyny.com.** Read more >>

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Santiago Solutions Group, Multicultural Business Growth Consultancy

When companies want to achieve growth from the Multicultural, Hispanic and Generational markets, they turn to Santiago Solutions Group (SSG). Since its inception in 1999, Carlos Santiago and his team of experts have been helping companies realize their full potential in evolving growth segments by sizing the prize, prioritizing efforts for maximum return and driving implementation roadmaps to capture incremental sales. Areas of expertise include market opportunity sizing, critical market growth insights, strategy development, resource allocation, customer experience optimization, multicultural research efficiencies and change management for execution. SSG's core practice areas include: Health & Wellness, Technology & Media, Products & Retail, Financial Services and Social, Public & Education sectors. **For more information on assessing and pursuing growth opportunities in evolving growth segments, please call 818-736-5661 or email support@santiagosolutionsgroup.com. You may also visit www.SantiagoSolutionsGroup.com.**

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Ethnic Technologies Celebrates Women's History Month 2012

Women's History Month's roots go back to March 8, 1857, when women from New York City factories staged a protest over poor working conditions. In 1981 Congress established National Women's History Week to be commemorated the second week of March. In 1987, Congress expanded the week to a full month. In 2011, the estimated female population in the U.S. reached over 156.5 million in comparison, the number of males was 152.1 million. An estimated 82.8 million of these women are mothers. There are roughly 9.2 million women-owned businesses in the U.S. Women-owned businesses contributed nearly $3.6 trillion to the U.S. economy over the past year. Approximately 8 percent of our nation's labor force works for a business owned by a woman. In 2011 over 40% of working married women out earned than their male partners. It is estimated that one third of new jobs by the year 2018 with be created by women-owned businesses. Ethnic Technologies can help your marketing efforts to this fast growing segment. The Ethnicenter Business Owner file has been enhanced with G-Tech 3.2, comprehensive gender identification software. The tables used in G-Tech 3.2 contain the correct female gender identification for over 164,330 first names including those from all the ethnicities covered by E-Tech 8.0. **To learn more please visit our website at www.ethnictechnologies.com. Contact Candace M. Kennedy, Sales and Marketing Director at 866-333-8324 ext. 106.**

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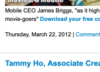
Announcing The Mobile Consumer: African Americans, Movies & Mobile, A New Report by Briabe Mobile & MocoSpace



African Americans are avid moviegoers, and now, research from a new study is showing that African Americans are more active than other demographics in using their mobile devices to find theaters, movie times and reviews. Based on the results from a June 2011 survey, African Americans use their phones for almost every part of the film-discovery process. Sixty-eight percent use their mobile devices for overall movie planning. The study also revealed that mobile ads are extremely effective with this demographic. African American consumers are more likely to take action as a result of mobile advertising than any other ethnic group. "This report provides invaluable insights for the entertainment industry and marketers," states Briabe Mobile CEO James Briggs, "as it highlights the immense opportunity of leveraging mobile strategies to attract African American movie-goers" **Download your free copy of the report here.** Read more >>

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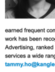
Tammy Ho, Associate Creative Director, K&L Advertising



Tammy Ho, Associate Creative Director, K&L Advertising As Associate Creative Director for K&L Advertising, the leading multicultural marketing consulting and communications agency specializing in reaching Asian consumers in North America, Tammy Ho brings 10 years of multicultural advertising experience to the agency. She has served in numerous roles for iconic clients such as Allstate, American Express, Pernod-Ricard USA, and Kraft Foods. In her current role, Tammy oversees the creative proccess across multiple ethnic target segments for K&L's clients. Over the course of her career, Tammy has devoted herself to multicultural marketing and that passion is reflected in the work she has developed in Asian multicultural advertising. Originally from Hong Kong, Tammy brings vivid cultural insight and inspiration to K&L's creative development, and her team's unique ideas have earned frequent compliments from both consumers and clients. With her diverse aesthetic sense and creative passion, Tammy's work has been recognized with numerous awards, including the ANA Multicultural Award, for two consecutive years. K&L Advertising, ranked #1 Asian multicultural agency by Advertising Age Magazine, has offices in New York City and Toronto and services a wide range of blue-chip clients in diverse product categories. **Contact Tammy Ho, 212-375-8167 or tammy.ho@kanglee.com. Visit www.kanglee.com.** Read more >>

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