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 212-242-3581.

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

The South Asian Times - The Quintessential Newspaper for the South Asian Communities

The South Asian Times heralds quality, ethics and objectivity in journalism, and is a trendsetter among information outlets. The South Asian Times is the voice of Indian Diaspora. It is the one publication that nudges this accomplished group to reach greater heights and to connect with their roots. Based on its creds of Excellence in Journalism and value-based content, advertising, and display, this weekly paper brings rich heritage, piercing objectivity, humble intellect, and truthful reporting to the vibrant South Asian communities of North America. Headquartered in New York, this acclaimed publication has maintained an immaculate reputation of a family oriented, coffee table newspaper of affluent households of Indian communities. **For more information contact Arjit Mehta, President, at 516-390-7847 or Arjit@TheSouthAsianTimes.info . Visit www.TheSouthAsianTimes.info.** Read more >>

Thursday, May 30, 2013 | Comments (0) | Permalink

One Nation. Multicultural. One Agency.

The American market continues to have a strong economical impact and influence on consumer growth. This affluent, well-educated, tech savvy group commands a buying power of $718 billion that's projected to increase to $1 Trillion by 2017, rivaling those of larger groups 2-3 times its size. See our interesting infographic on Profiling Asian Pacific Americans with more facts, figures and insights, developed in celebration of the Asian Pacific American Heritage Month. Amēredia specializes in connecting brands with cultures based on unique nuances and insights. Conceptualizing strategies and multilingual campaigns for diverse multicultural audiences we ensure consistency in your advertising, marketing and communications across one or more consumer groups. An experienced cross-cultural team with proven capabilities across traditional and digital platforms makes us your best agency partner for an integrated diversity focused growth. Explore our world. **415-788-5100 | Amēredia | Email | Facebook | Twitter | Red | Amēredian.** Read more >>

Thursday, May 30, 2013 | Comments (0) | Permalink

E-Tech: About Asian-Pacific American Heritage Month

May is Asian-Pacific American Heritage Month - a celebration of Asians and Pacific Islanders in the United States. A rather broad term, Asian-Pacific encompasses all of the Asian continent and the Pacific islands of Melanesia (New Guinea, New Caledonia, Vanuatu, Fiji and the Solomon Islands), Micronesia (Marianas, Guam, Wake Island, Palau, Marshall Islands, Kiribati, Nauru and the Federated States of Micronesia) and Polynesia (New Zealand, Hawaiian Islands, Rotuma, Midway Islands, Samoa, American Samoa, Tonga, Tuvalu, Cook Islands, French Polynesia and Easter Island). Like most commemorative months, Asian-Pacific Heritage Month originated in a congressional bill. In June 1977, Reps. Frank Horton of New York and Norman Y. Mineta of California introduced a House resolution that called upon the President to proclaim the first ten days of May as Asian-Pacific Heritage Week. The following month, senators Daniel Inouye and Spark Matsunaga introduced a similar bill in the Senate. Both were passed. On October 5, 1978, President Jimmy Carter signed a Joint Resolution designating the annual celebration. Twelve years later, President George H.W. Bush signed an extension making the week-long celebration into a month-long celebration. In 1992, the official designation of May as Asian-Pacific American Heritage Month was signed into law. The month of May was chosen to commemorate the immigration of the first Japanese to the United States on May 7, 1843, and to mark the anniversary of the completion of the transcontinental railroad on May 10, 1869. The majority of the workers who laid the tracks were Chinese immigrants (*Library of Congress*). **Contact Karen Sinisi, Sales Director at 866-333-8324 ext. 117 or karens@ethnictechnologies.com. Visit www.ethnictechnologies.com.** Read more >>

Thursday, May 30, 2013 | Comments (0) | Permalink

DAE: Inform. Amuse. Divert. Educate. Influence. Sell

From the first generation of Asian immigrants of new consumers to upcoming movers and shakers and overachievers – From Stockton Street, a densely packed hub of San Francisco's Chinatown, to the tony suburbs of San Marino in Southern California – From a China Terra Cotta Warrior to chic styles of Jason Wu – From a cash register ringing silken tofu of a major food retailer or just a new way to fly high via Marco Polo Class. As the Asian populations surge and rise - we know Asian Americans. We at DAE are deeply connected in the Asian communities and possess a deeper understanding of the global Asian market.And if we still have your attention here, we should talk. **For more information, contact Vicky Wong, President, vwong@dae.com. Visit www.dae.com.** Read more >>

Wednesday, May 29, 2013 | Comments (0) | Permalink

INQUIRER.net The Philippine Daily Inquirer Online

The Philippine Daily Inquirer's online presence in the worldwide web is INQUIRER.net. Established in 1997, it remains the number one news website with the largest Filipino online audience in the U.S. and around the globe. Partnered with leading news agencies, INQUIRER.net provides the latest world news and compelling reportage 24/7. INQUIRER.net continues to evolve as it keeps in step with innovative digital solutions, improving performance in various platforms in pursuit of its commitment to increase value and ROI for its clients. INQUIRER.net can geo-target ads online and on mobile devices. It runs various rich media, video and pre-rolls and third-party ads served thru DoubleClick. With its global presence and loyal readership, INQUIRER.net offers unparalleled international and local opportunities reaching more market segments in the Filipino American community than any other online media. INQUIRER.NET is your strategic Asian American partner in the digital space, averaging 55-million page views a month from 14 million visitors. **For more information, contact Esther Mina Chavez, Vice President for Sales / Regional Director for North America, President, Philippine American Press Club U.S.A.,esther.chavez@inquirerinc.net or 650-991-5699.** Read more >>

Friday, May 10, 2013 | Comments (0) | Permalink

The South Asian Times - The Quintessential Newspaper for the South Asian Communities

The South Asian Times heralds quality, ethics and objectivity in journalism, and is a trendsetter among information outlets. The South Asian Times is the voice of Indian Diaspora. It is the one publication that nudges this accomplished group to reach greater heights and to connect with their roots. Based on its creds of Excellence in Journalism and value-based content, advertising, and display, this weekly paper brings rich heritage, piercing objectivity, humble intellect, and truthful reporting to the vibrant South Asian communities of North America. Headquartered in New York, this acclaimed publication has maintained an immaculate reputation of a family oriented, coffee table newspaper of affluent households of Indian communities. **For more information contact Arjit Mehta, President, at 516-390-7847 or Arjit@TheSouthAsianTimes.info. Visit www.TheSouthAsianTimes.info.** Read more >>

Thursday, March 21, 2013 | Comments (0) | Permalink

Power Media Group - Not Just Another Hispanic Advertising Agency

Hispanic-owned Power Media Group (PMG) is a public relations and advertising agency specializing in creating and implementing all-inclusive Spanish language campaigns that help businesses build lasting relationships with the Latino community. The agency has won multiple awards and recognitions for its work including 2010 and 2011 ADDY Awards for Excellence in the Website Design and Local Radio categories. Also, in 2010, PMG won the United States Small Business Administration Minority Small Business Champion of the Year Award. In 2011, Patricia Garcia, Founder, Power Media Group was recognized by Edwards Air force & NASA during Women's History month for her contribution to mark the progress women have made. To further strengthen its commitment to the multicultural market, in 2011 principals Patricia and Tony Garcia launched the Power Woman Business Center, a non-profit 501 c3 business incubator that reaches out to diverse entrepreneurs who are trying to develop and grow their businesses during these precarious economic times. **For more information contact Patricia Gracia at Patricia@PowerMediaGroup.com, 661-505-1009 or visit www.PowerMediaGroup.com.** Read more >>

Thursday, March 21, 2013 | Comments (0) | Permalink

Greencard Creative: Woman-owned Business, Branding, Strategy and Design Firm

Greencard Creative, a women-owned business, is a branding, strategy and design firm based in New York City founded by Tatiana Pagés. Pagés combines her love of design, research, strategy, social responsibility and sustainability to create targeted campaigns and brand insights for companies in a variety of industries including food and beverage, beauty, science, fashion, social, cultural and personal care. Pagés is often referred to as a "Global Innovator." An entrepreneur, business owner, strategist and activist designer, Pagés is a brand visionary with unique expertise in the Latin America and U.S. markets. She is the foremost authority on the American Latino market, a term she coined in 2007 to redefine Hispanic stereotypes and uncover their rapidly changing behaviors and rituals. Pagés' expertise and insight into the American Latino market is highly regarded by a number of major companies. Pagés is a member of the American Institute of Graphic Arts (AIGA), the American Marketing Association (AMA), the Women's Business Enterprise National Council (WNENC), The Art Director's Club and The Americas Society. She is also a committee member at PINTA NY- The Modern & Contemporary Latin American Art Show and a member of the Art Committee for the non-profit organization AID for AIDS. Pagés was born in Chile and currently resides in Harlem with her husband and daughter. **For more information, contact Tatiana Pagés tatiana@greencardcreative.com, 212 459 5968 or visit www.greencardcreative.com and americanlatinoinitiative.org.** Read more >>

Thursday, March 21, 2013 | Comments (0) | Permalink

AMĒREDIA: One Nation. Multicultural. One Agency.

Women account for 85% of all consumer purchases and are earning, spending, and influencing spending at a greater rate than ever before, accounting for $7 trillion in consumer and business spending in the U.S. Develop your brand affinity across this diverse market segment with one agency partner. Amēredia specializes in targeting diverse US demographics based on unique nuances of each group. Conceptualizing your branding for mainstream and multicultural communities, in English and 20+ leading languages, we ensure consistency in your advertising, marketing and communications. Though women have become a tremendous influence in the marketplace, when it comes to advertising, 91% of women say advertisers don't understand them. An experienced cross-cultural team, award-winning creative, established national network, and an extreme passion for culture, make us your best agency partner for diversity focused marketing. Let us help you invest in the Woman consumer! **415-788-5100 or email, Facebook | Twitter | Réd | Amēredian | Amēredia** Read more >>

Thursday, March 21, 2013 | Comments (0) | Permalink

Ethnic Technologies Celebrates Women's History Month 2013

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 2012 the estimated female population in the U.S. reached over 158.5 million. In comparison, the number of males was 152.1 million. An estimated 82.6 million of these women are mothers. There are roughly 9.4 million women-owned businesses in the U.S. Women-owned businesses contributed nearly $3.9 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 2012 over 40% of working married women earned more 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 Consumer database and 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 171,380 first names including those from all the ethnicities covered by E-Tech 8.1. **To learn more please visit our website at www.ethnictechnologies.com. Contact Karen Sinisi, Sales and Marketing Director at 866-333-8324 ext. 117 or karens@ethnictechnologies.com.** Read more >>

Thursday, March 21, 2013 | Comments (0) | Permalink

Previous 1 .. 10 11 12 13 14 .. 30 Next

RECENT POSTS

2020/2021 Multicultural & Diversity Webinars, Career Fairs, Confs & Summits @HorowitzInsight @NYUrbanLeague @ANAmarketers @LGBTQinsights Register Now

November Multicultural & Diversity Webinars, Career Fairs, Confs and Summits @HorowitzInsight @NYUrbanLeague @ANAmarketers @LGBTQinsights Register Now

Meet the Experts in Hispanic Marketing in the Hispanic Heritage Month issue of Multicultural Marketing News

Upcoming Key Multicultural & Diversity Confs, Fairs and Virtual Upfronts, Oct-Nov 2020, Register Now for @DiversityReach @blackinIT @ANAmarketers @LGBTQinsights @NYUrbanLeague

Upcoming Key Multicultural & Diversity Confs Oct-Nov 2020, Register Now for @mcdmconms @ANAmarketers @LGBTQinsights @NYUrbanLeague

Meet the Experts in Hispanic Marketing on multicultural.com *Hispanic Heritage Month issue of Multicultural Marketing News

Upcoming Key Multicultural & Diversity Confs Sep-Nov 2020, Register Now for @EmergeSmarter @HispanicTV_NYC @MediaVillageCom @NYUrbanLeague @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs Sep-Nov 2020, Register Now for @ADCOLOR @EmergeSmarter @HispanicTV_NYC @MediaVillageCom @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs Aug-Nov 2020, Register Now for @EmergeSmarter @ADCOLOR @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs July-Nov 2020, Register Now @PercentConf @ANAmarketers @LGBTQinsights

ARCHIVE

November 2020 (1)
October 2020 (3)
September 2020 (3)
August 2020 (2)
July 2020 (1)
June 2020 (1)
March 2020 (1)
February 2020 (4)
January 2020 (2)

Multicultural Marketing Resources, Inc.

Lisa Skriloff, President
email: lisa@multicultural.com

General Inquiries: info@multicultural.com