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

Hispanic Heritage Month

In 1988, President Ronald Reagan enacted a law to authorize the designation of the National Hispanic Heritage Month, officially expanding the previously designated Hispanic Heritage Week. Each year afterwards, Americans observe National Hispanic Heritage Month from September 15 to October 15, by honoring the contributions of Hispanics throughout American history. The day of September 15 is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively. Also, Columbus Day or Día de la Raza, which is October 12, falls within this 30 day period. Read more >>

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Multi-Cultural Research From The Client Side To The Supplier Side

Garrett McGuire, who has recently joined Quester as our Vice President of Product Marketing, shares his thoughts on understanding culture. Garrett has transitioned from the research client-side to the research supplier-side, and has used multicultural research in the retail sector."As a corporate researcher for a multi-billion dollar retailer, I understood the importance of our localization initiatives. If executed properly, it would be a win for us and a win for our consumers: we would win their love, and they would have a comfortable place to go for their specific needs. The key to a successful execution of a localization strategy is the comprehensive understanding of a culture. Not just demographics, but also their needs, their wants, their motivations and their aspirations. It's not only understanding who they are, but also who they *want* to be; not only what they currently have, but also what they *want.* Quester has a unique advantage over other research organizations in that hundreds of interviews can be conducted online or mobile, in a variety of languages, with the expertise of linguists who can expose the true meaning of what people are saying. Most importantly, Quester seeks a well-rounded comprehension of people as *people* before people as consumers; this simple fact is precisely why I joined this team."Learn about Quester's new mobile capabilities and the impact on multi-cultural market research. Read more >>

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MMRNews August 2013 - News from the South Asian Times, AWNY, and DTC Perspectives

Multicultural Marketing News - August 2013

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

- The South Asian Times - The Quintessential Newspaper for the South Asian Communities
- Advertising Women of New York (AWNY) - Multicultural Mix and Mingle 3.0, Sept 26
- DTC Perspectives - The Multicultural Health National Conference, Oct 17-18

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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 credo 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 >>

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d expósito & Partners: Help Clients Win Multicultural Consumers & Optimize ROI

For more information, contact Orlando Milian, Partner at 646-747-8800 or omilian@dex-p.com. Visit newamericanagency.com. Read more >>

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Campbell Communications: A Research & Consulting Expert in Communications Evaluation and Consumer Insights

Our primary goal is to deliver professionally conducted research with insightful outcomes. Based on our decades of practical experience we also provide sound strategy development. Our services represent a wide range of methodologies including: moderating, ethnography, storytelling, on-premise/environmental interviews, plus IDIs and executive interviews. We've used these approaches as tools for the development of effective marketing and advertising strategies, to identify prime audiences with crystal clarity, concept evaluation for new products, and the assessment of advertising communications through its various stages of development. Our mission is to help our clients identify new business opportunities, provide recommendations and offer guidance for B2C and B2B communications that resonate and achieve the established communications objectives. Our professionally performed services are what distinguish Campbell Communications from our competition. Our experience and unique ability to customize traditional approaches to meet a specific challenge is a key foundation component of our core principles. **For more information, contact Ron Campbell, President, 718-671-6989 or ron@campbell-communications.com. Visit www.campbell-communications.com.** Read more >>

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Walton Isaacson: The Planet's Most Interesting Agency

Founded in 2005 by marketing innovators Aaron Walton, Cory Isaacson and esteemed partner Earvin "Magic" Johnson, Walton Isaacson (WI) provides strategic and creative solutions for many of the world's largest and most aggressive brand marketers. This innovative agency model marries award-winning, full-service advertising, digital and social capabilities with below-the-line expertise across multiple disciplines, providing unprecedented value and efficiency for its partners. WI's marketing specializations include Sports, Lifestyle, Entertainment, Experiential and Branded Content, as well as cultural expertise across General Market, African American, Hispanic and LGBT consumer segments. This highly integrated approach to client business substantiates the agency's focus on being "The Planet's Most Interesting Agency." Walton Isaacson offices are headquartered in both Chicago and Los Angeles, with additional offices based in New York, Miami and Tokyo. Clients include Avión Tequila, Beam Inc. (Basil Hayden's, Courvoisier, Jim Beam, Kilbeggan's Irish Whiskey, Knob Creek, Skinnygirl Cocktails, 2 Gingers), Charitybuzz.com, General Mills, Hillshire Brands, Lexus, Marriott, McDonald's, One.org, Samsung, The Los Angeles Dodgers, Toyota, Unilever (AXE, Clear Hair Care, Degree, Dove, Suave, Nexxus, TRESemmé) and Verizon Wireless**. Contact Kopper Overton, 323-677-5340, kopper.overton@waltonisaacson.com, www.waltonisaacson.com, @waltonisaacson (twitter)** Read more >>

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AMÉREDIA: One Nation. Multicultural. One Agency.

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With a steadily increasing population and a buying power pegged at nearly $800 billion, there is no denying that the U.S. LGBT community has grown to become an incredibly valuable consumer segment. Accordingly, companies and brands alike are beginning to reach out to this unique growth target. Here at Améredia we specialize in helping clients successfully make such connections. Améredia is a top multicultural advertising, marketing and communications firm focused in reaching diverse groups nationwide through the use of varying nuances and insights. Our experienced cross-cultural team with proven capabilities across traditional and digital platforms will conceptualize your branding and tailor your marketing strategies to desired audiences. As pioneers in diversity and multicultural advertising we can ensure meaningful connections with diverse ethnic groups as well as with the Lesbian, Gay, Bisexual and Transgender communities. Take the next step. **415-788-5100 | Améredia | Email | Facebook | Twitter | Red | Améredian** Read more >>

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House of Marketing Research - Premiere Focus Group Facilities

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Many companies hope they're reaching their target audiences, but don't really know for sure. House of Marketing Research ("HMR") is the one they turn to, to find out. HMR is one of LA's Premiere Focus Group facilities. Specializing in both quantitative and qualitative research, HMR's capabilities include in-house recruiting, massive national database, intercept interviewing, national project management, online discussion board groups, online and offline surveys, online focus groups and usability labs with Morae software. We have extensive capabilities reaching the LGBT community helping clients obtain quality insights and make better business decisions. HMR's proactive researchers offer expertise in a wide variety of segments, including healthcare, consumer goods, business-to-business, and ethnic markets including African American, Asian and Hispanic. Our top rated focus group facility is equipped with live video streaming for remote observation and participation, translation equipment, digital audio and video. **Contact Amy Siadak, President / CEO at 626-486-1400 or amy@hmr-research.com. Visit hmr-research.com.** Read more >>

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- Post your query here for experts to respond to
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- Get listed in the Source Book of Multicultural Experts
- Send a press release about your company
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