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

NYU Offers Online Multicultural Marketing Course

NYU Offers Online Multicultural Marketing Course, April 5th to May 10th

NEW YORK, NY -- March 13, 2014 -- New York University School of Continuing and Professional Studies (NYU-SCPS) will offer the multicultural marketing course, "Marketing to the Multicultural Consumer," on five Saturday mornings, April 5th to May 10th. The class instructor is Lisa Skriloff, Adjunct Faculty member at NYU since 2001 and President of Multicultural Marketing Resources, Inc. (MMR), a public relations and marketing firm located in NYC.

To learn more about this class or enroll now, visit, https://www.scps.nyu.edu/content/scps/academics/course_detail.html?id=MKFD1-CE9267 or call (212) 998-7150 or contact MMR at 212-242-3351 or lisa@multicultural.com.

The course will provide an overview of multicultural market trends and discuss the top niche markets (Hispanic, African American and Asian American, among others) featuring guest presenters with expertise in each market. Executives who enroll will learn about resources to develop marketing strategies and how corporations, organizations and small business owners can tap into this $2 trillion market.

NYU classes are typically small with about 15 "students", professionals who have been in the workforce for 2-10 years. The class is applicable to the Certificate in Marketing and eligible for tuition reimbursement. Upon completion of this class, students can receive a grade (based on attendance and completion of two assignments) from the instructor.

On selected days of the class, guest speakers will share their expertise on different niche markets and discuss the most effective ways to reach these groups using traditional and innovative methods. Guest speakers include executives from Kang & Lee Advertising, UniWorld Group, Inc., Ethnic Technologies, Heventus/PM Publicidad, Red Fuse Communications and Clear Ideas.

For questions about class content, guest speakers or class assignments please call Lisa Skriloff, Multicultural Marketing Resources, Inc. at 212-242-3351 or e-mail Lisa@multicultural.com. (Fill out the form below)

To enroll now, visit https://www.scps.nyu.edu/content/scps/academics/course_detail.html?id=MKFD1-CE9267. For questions about class fees, how to register or tuition reimbursement please call (212) 998-7150. Course fee is $805.

___ Yes! Please send additional information about this NYU class "Marketing to the Multicultural Consumer"
___ Please keep me informed of future classes.

Name:
Title:
Company:
Address:
City, State, Zip:
Phone:
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Monday, March 17, 2014 | Comments (0) | Permalink

March is Womens History Month

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Black History Month 2014

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Multicultural Marketing News-February 2014

What's Inside: Black History Month 2014

- **African American Expertise:** Creative Consumer Research
- **Marketing to African Americans:** Ethnic Technologies

Creative Consumer Research: African American Expertise

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 offers complete field services including 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 multi-city 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 ppratt@ccrsurveys.com. Visit www.ccrsurveys.com.**

Ethnic Technologies: Marketing to African Americans

The Census Bureau projects that by the year 2050, there will be more than 65.7 million African American individuals in the United States, comprising 15 percent of the total U.S. population. While traditional channels like broadcast and radio, remain important, digital mediums are becoming increasingly vital and applicable to marketers seeking to engage multicultural audiences. In fact Nielsen data validates that African Americans are dynamic and engaged consumers in the digital marketplace. African Americans are more likely to over-index in behaviors like tweeting and blogging, consume more internet and mobile video, interact with social media and produce or publish content using their mobile phones. Ethnic Technologies can help you or your clients reach this crucial market through any channel. We use a proprietary sequence of name data sets and name "rules" with additional identifications made through the combination of E-Tech's Enhanced Neighborhood Analytics (ENA) and name intelligence. Unlike Geo-Coding only and Surname-Only Systems, E-Tech is a complete and accurate solution. **Contact Karen Sinisi, Sales and Marketing Director at 866-333-8324 Ext. 117 or karens@ethnictechnologies.com or visit www.ethnictechnologies.com**

About Black History Month

To commemorate and celebrate the contributions to our nation made by people of African descent, American historian Carter G. Woodson established Black History Week. The first celebration occurred on Feb. 12, 1926. For many years, the second week of February was set aside for this celebration to coincide with the birthdays of abolitionist/editor Frederick Douglass and Abraham Lincoln. In 1976, as part of the nation's bicentennial, the week was expanded into Black History Month. Each year, U.S. presidents proclaim February as National African-American History Month.

MMR has chosen two important changes noted by the census in "black" American communities:

Education

- **3.7 million** - Number of blacks enrolled in college in 2012 compared with 2.9 million in 2007, a 28 percent increase. Source: 2012 American Community Survey <http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/12_1YR/B14007B/0100000US>

VOTING

- **17.8 million** -The number of blacks who voted in the 2012 presidential election. In comparison to the 2008 election, about 1.7 million additional black voters reported going to the polls in 2012. Source: The Diversifying Electorate - Voting Rates by Race and Hispanic Origin 2012 <http://www.census.gov/prod/2013pubs/p20-568.pdf>

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.

Theme: Women's History Month

Issue Date: March 13th, 2014

Deadline: March 7th, 2014

To see upcoming newsletters view our 2014 Editorial Calendar

Questions? Call 212-242-3351 or email Lisa@multicultural.com.
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A Multicultural Perspective on Super Bowl XLVIII Ads

Super Bowl Ads Analysis: A Multicultural Perspective

The highly anticipated ads of Super Bowl XLVIII have, once again, provoked commentary from marketing experts who target Hispanic, Asian American, African American, LGBT, People with Disabilities and other ethnic/niche consumers. MMR asked top experts,from among those listed in our annual directory, The Source Book of Multicultural Experts, to provide their analysis of the Super Bowl ads from a multicultural perspective.

- **The Big G Cereal maker puts up points and affirms its place at the head of the table with continuation of its multiracial family mini-novella:** diego osuna, global sojourn
- **Continuing the trend with multicultural themes:** Eduardo Perez, PM Publicidad
- **Not your typical Super Bowl commercial? That's great:** Fernando Poblete, Casanova Pendrill
- **Bravo! Encore! Congratulations to Coca-Cola for taking the high road:** Yuriy Boykiv, Gravity Media
- **Advertising is now noticing disability purchasing power:** Tari Hartman Squire, EIN SOF Communications

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Multicultural Marketing News January 2014

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Successful Direct Marketing Efforts En Espanol

Successful Direct Marketing Efforts *En Español*. The Good News: Niche publishers and other marketers find success in Spanish-language direct marketing efforts to US Hispanics, as competitors reduce efforts. The Bad News: The response list universe is shrinking. The short answers: 1) Adaptations, not translations, of English-language promotional efforts. 2) Long-term commitment to build responsive house lists. 3) Quality content that can be shared among family members, such as alternative health information and Spanish-language material for children. 4) The right strategic partner. Daniel Gonzalez has developed the concept and copy for several dozen successful direct mail packages, including the prelaunch package for *Latina* magazine, 15 four-color packages for Rodale Books, four "bookalogs" for Boardroom Inc. health books (and the translation and design of the full-length books) and several packages for International Masters Publishers, as well as the copy and design of 90 packs of 12 recipe cards for *Fáciles y Sabrosas Comida* Read more >>

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Advantage Communications

Advantage Communications, Inc., touted as the fastest growing full-service marketing, advertising, and public relations agency in the South, received a national Award for Publication Excellence (APEX) for work with General Motors' Minority Dealer Development (MDD) program, specifically via the initiative's quarterly publication, Inform. Read more >>

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Engage with Ameredia Today

¡Feliz Mes de la Herencia Hispana! How are you kicking off Hispanic Heritage Month? Got a special community or professional event you want to share or promote? Tweet about it and hashtag **#EngageAmeredia** for increased exposure! Simply tweet using our hashtag and your event will get a highlight in our monthly multicultural newsletter, réd. Trying to engage some of the most valued and diverse consumer markets? Easy. Here at Amérédia we specialize in helping clients successfully make such connections. Amérédia 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 including those who trace their roots to Spain, Mexico, and the Spanish-speaking nations of Central America, South America, and the Caribbean! ¡Gracias! **415-788-5100** | Read more >>

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Ingenium Research Boutique Your Multicultural Research Partner

With more than 15 years of experience in the U.S. and Latin America, Ingenium Research Boutique is a company that specializes in Multicultural qualitative and quantitative marketing research. We perform focus groups, ethnographic interviews, in-depth interviews, shop-alongs, and many other qualitative techniques in the U.S. and Latin America (including Brazil). We also offer different quantitative approaches such as mall intercepts, shelf tests, taste tests, product placements, CATI interviews, online surveys, etc. Since 2012 we started doing online groups and interviews, which is a cost effective alternative for ad testing. Read more >>

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PM Publicidad Presents Eye opening Market Research About Hispanic Millennials

"The integration of tactics and strategies that are focused on the use of third screen devices, such as tablets and smartphones, are crucial when creating marketing campaigns that drive brand preference among Hispanic Millenials," said Eduardo Perez, president of PM Publicidad (PMP) at the 9th Annual Hispanic Retail 360 conference in Las Vegas Nevada. PMP is a multicultural agency based in Atlanta that specializes in the U.S Hispanic Market. Read more >>

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