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

Amérdia: "Top Business in America"

amérdia — multicultural advertising | marketing | public relations

Amérdia was selected in January as a "Top Business in America" by DiversityBusiness.com, winning a total of five awards for its multicultural business practices. Awards include "Top 500 Asian Owned Businesses in the U.S.," "Top 100 Subcontinent Asian American Businesses in the U.S." and "Top 100 Diversity Owned Businesses in California." The website's 11th annual business survey was based on companies' gross annual revenue and successive growth. Viewed by more than 15 million people, the list has become the most recognized compilation of companies that truly differentiate themselves in the marketplace. Amérdia will be honored at the 11th Annual Business Awards Ceremony and Conference in Washington, D.C. April 19-21, 2011, which will bring together America's top business owners and top Fortune 500 companies for exploring business opportunities. This kind of recognition exemplifies the agency's multicultural roots and commitment to effectively reach diverse audiences through marketing, advertising and public relations. Amérdia has positioned itself as one of the fastest-growing diverse market agencies nationwide and continues to create successful business partnerships with the private and public sectors. **Read more about our "Top Business in America" awards, subscribe to réd, our monthly multicultural newsletter, or visit ameredia.com to learn more about our services.** Read more >>

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SMSi-Urban Call Marketing: The Emergence and Evolution of Black History Month

SMSi URBAN CALL

The month of February has come to be a time of learning and celebration about the achievements and culture of Black Americans. Black History Month has evolved from history professor Dr. Carter G. Woodson's 1926 initiative at Howard University as Negro History Week, to a four week marketing and promotion platform for culturally aware marketers and retailers.General Motor's Chevrolet rolled out a social media campaign featuring Martin Luther King Jr. (www.chevymlk.com). An exclusive Wal-Mart CD (www.walmart.com) has 12 songs tied to major events in African American history- from Rosa Park's arrest in 1955 to the inauguration of Barack Obama, America's44th and first black president. The AT&T 28 Speaker Series (www.att.com) hosted by 2-time Grammy award winning rapper and actor, Common, features Cookie Johnson, entrepreneur, and wife of NBA star Magic Johnson.AT&T partnered with Maya Angelou, to present a public radio Black History Month series.The Coca Cola Company blog (www.coca-colaconversations.com) shows off the work of black artist Kadir Nelson at Coke's Atlanta headquarters. McDonald's has recognized that black history happens all year long with its 365 promotion (www.365Black.com). The Black history celebration has truly expanded from a college initiative to a one month February event to the two-month "Freedom Window," (President Lincoln's Jan. 1 Emancipation Proclamation to the end of Black History Month). Now it appears to be growing into a year long celebration as seen on the Internet, social media, on TV and in print. A cultural evolution at its best. **To learn more about SMSi and how we can help your company contact Lafayette Jones at ljones@smsi-net.com or visit www.segmentedmarketing.com** Read more >>

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Creative Consumer Research

CCR 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 ppratt@ccrsurveys.com. Visit www.ccrsurveys.com.** Read more >>

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The 135th Street Agency: We've Got You Covered

135TH STREET AGENCY LLC

Founded by Shante Bacon and Saptosa Foster in 2005, the 135th Street Agency is a strategic communications and experiential marketing firm that specializes in campaigns targeting multicultural youth consumers and business professionals. We translate brand messages in a culturally-savvy yet socially responsible manner, while our experiential arm designs customer experiences that enhance the consumer's relationship with the brand. Clients include Walt Disney Studios, Sony Screen Gems, U.S. Postal Service, American Advertising Federation, NY Times, City of Miami, National Education Association, COMMON, Warner Music Group, Radio One, Interscope Records, Urbanworld Film Festival and the Grady Health Foundation. The 2010 recipient of AAF's Mosaic Award for the City of Miami's "LOVE N' HAITI" campaign, the 135th Street Agency has been featured in ESSENCE, Black Enterprise, EBONY, Redbook, Crain's, VIBE Vixen and more. **Visit us at www.135stagency.com for more information. Contact us at info@135stagency.com or 212-707-2123.** Read more >>

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"Under the Influence: Tracing the Hip-Hop Generation's Impact on Brands, Sports and Pop Culture" A definitive Cultural Marketing Book

This Black History Month, renowned marketer, brand management consultant and pop culture expert Erin Patton's, critically-acclaimed book "Under the Influence - Tracing the Hip-Hop Generation's Impact on Brands, Sports & Pop Culture" traces the historical evolution of Hip-Hop music and culture into a lifestyle, transcendent mindset and distinct set of brand preferences emulated and adopted by the masses, and delivered through the mediums of music, television and film. It serves as a practical guide for marketers, advertisers, media practitioners seeking to engage this influential audience and translate its $300 billion market opportunity in a new consumer paradigm and digital age. In addition to Patton's front-row perspective as a marketer during the culture's dynamic growth, "Under The Influence" offers market-tested solutions to guide companies looking to target this elusive audience through his groundbreaking 7 Ciphersä framework which segments the urban market into seven distinct clusters as a result of the proliferation of Hip-Hop culture and lifestyle into the mainstream. **For more information contact info@themastermindgroup.com. To book Erin Patton as a speaker for your organization, university or school: www.greatblackspeakers.com/speakerprofiles/erinpatton.htm. For more information and to order your group discount or custom printing of "Under The Influence" as a client gift, contact: www.paramountbooks.com/hip-hop-pop-culture. "Under The Influence" Is Now Available for Amazon Kindle Users!!! www.amazon.com/gp/product/B004CRTFVC.** Read more >>

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Ethnic Technologies, LLC

Ethnic TECHNOLOGIES, LLC

Promoted as "The Portrait of America," the 2010 Census is almost finished and the preliminary numbers are in. At the end of the data collection process every household had information about its occupants recorded, either from the forms sent and filled out, direct contact from the enumerators or estimated answers done by the enumerators. The enumerators estimated the households ethnicity, race and number of people for those who did not send in the form or they were unable to contact directly. For the 2010 Census about 72 percent of the population returned their information and language preference was not even one of the 10 questions on the short form. "Estimated" is the key word here, just how accurate is the estimated information? It should be interesting to compare their estimated numbers to those of companies who use real time data in their analysis. Companies will need to implement new strategies for increasing revenue and brand loyalty utilizing the growing multicultural segments of the population. This will give them the edge over their competition. Accurate market identification and appropriate messaging will be the key factors for success. **Contact Candace Kennedy, candace@ethnictechnologies.com. Visit www.ethnictechnologies.com.** Read more >>

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Amérdia Inc.: What a Year!

amérdia — multicultural | advertising | marketing | communications

Thanks to our team and client partners 2010 became our best year ever: 40% growth, 3 new account wins, 5 Excellence in Multicultural Marketing Awards, The Mark Awards, Telly Awards, Hermes Awards, US Pan Asian Chamber of Commerce Fast 50 Award, nation's largest multicultural branding campaign launch, China's highest grossing movie North American launch, billion dollar entertainment Resort launch, consistent media exposure, widespread industry recognition, expansion to new industries, extension to general market, foray into social media, connecting with Hispanic, Asian, European and other diverse cultures, gaining deeper cultural insights, cherishing traditions, giving back to communities, rewarding, getting rewarded, thanking, putting together an amazing agency team and creating one of the fastest evolving multicultural agencies. Whew! Here's to our and your success in 2011!!! **www.ameredia.com.** Read more >>

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Ethnic Technologies, LLC

Ethnic TECHNOLOGIES, LLC

Ethnic Technologies, LLC is the Global Leader in Multicultural Marketing, Research, Data Enhancement, Segmentation and Modeling Analytics. The EthniCenter ® from Ethnic Technologies is the result of over 30 years of continuous multicultural, religious and language preference research. E-TECH's Multicultural Ethnic, Language Preference and Degree of Assimilation selects outperform the competition in accuracy and response rates time after time. The analytics department at E-TECH provides CRM support in the form of ethnic data appending services and mapping which affords businesses an overview of emerging and existing markets. Whether using the data for mailing, telemarketing, e-mail campaigns or modeling, the same excellent results have been achieved. E-Tech ® and The EthniCenter ® are registered trademarks of Ethnic Technologies, LLC. **Contact Candace Kennedy, candace@ethnictechnologies.com. Visit www.ethnictechnologies.com.** Read more >>

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Translation Plus

Translation Plus — Absolutely right. In any language.

Translation Plus is a multicultural communications company providing integrated language solutions that excels at delivering accurate and culturally relevant multi-lingual services for the private and government sectors. With a portfolio of over 150 languages and an experienced staff, we manage projects ranging from translation, cultural adaptation, transcreation and desktop publishing to narration, multimedia production, live and phone interpretation and cultural consulting. Since its inception, we have helped organizations in the U.S. and around the world communicate in a culturally competent manner that goes far beyond the translation process - ensuring that the translated message precisely encapsulates its original meaning to effectively communicate with each target audience either in the US or globally. Languages evolve naturally over time, so translators must be keenly aware of the linguistic evolutions in their field. "Intercultural Advantage" is our proprietary process that reflects our commitment to capturing even the most subtle linguistic changes. Incorporating these nuances is what transforms a satisfactory translation into an exceptional communication piece. With Translation Plus, you can be sure your message is absolutely right and sounds like it was originally written in-language - every time - in any language. **Visit www.translationplus.com.** Read more >>

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MocoSpace: The Leader in Mobile Social Engagement

MOCOspace

For a young, multicultural, on-the-go generation, MocoSpace (Mobile Community Space) is the site of choice for making friends, having fun and staying connected. MocoSpace is the largest entertainment destination on the mobile Internet, with over 15 million registered users generating more than 3 billion pages per month. MocoSpace is free and available on any web-enabled mobile phone in the world. Find out how leading brands like Nokia, Colgate, Wells Fargo, Ikea and Mazda are creating successful, integrated campaigns targeting a highly engaged, trendsetting Hispanic and African-American audience. **To request a copy of our current media kit, please email bizdev@corp.mocospace.com or visit www.jnjmobile.com/advertise.jsp for more information.** Read more >>

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