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

Profile: SMSi-Urban Call Marketing Inc.

SMSi-Urban Call Marketing, Inc. and Segmented Marketing Services, Inc. (SMSi) are multicultural marketing, sampling, promotion and publishing companies specializing in Grass-roots product sampling; Urban Call custom publishing and distribution; Promotion planning and execution; Urban retail merchandising; Field marketing executives, Multilingual community ambassadors, Media relations and placements. The SMSi Community of Networks, founded in 1978, reaches more than 50% of black and Latino consumers in the top 20 national urban markets including churches, beauty salons, barbershops, youth, senior and daycare centers, health centers, entertainment venues and urban retailers. Urban Call custom publications are distributed in the proprietary SMSi networks with brand samples, or independently, and at community venues. Promotion overlays include health expos, festivals, brand sponsored micro sites and seminars. Relationships with urban gatekeepers and opinion leaders provide access to millions of network constituents. Community access and relationships are leveraged for clients including Procter & Gamble, General Mills, Johnson & Johnson, Aetna, AARP, Sally Beauty, Walgreens, Merck, Johnson Publishing, Magic Johnson Enterprises and McNeil. **For more information contact president@smsi-net.com or visit www.smsiurbancallmarketing.com.** Read more >>

Thursday, September 15, 2011 | Comments (0) | Permalink

PRNewswire: Top-of-the-line Tools to Engage Hispanic Consumers

From product launches to awareness campaigns to CSR initiatives, multimedia tools provide marketers an entirely new, more effective and efficient way to drive transactions and achieve higher visibility. It is clear that innovative and best-of-class online marketing strategies are the catalyst of fostering interactions between brands and Hispanic consumers. PR Newswire makes it easy for you to target, reach and engage Latinos with the industry's top marketing tools. With Hispanic PR Wire, receive 100+ guaranteed online placements with every distribution, including Yahoo! en Español, Terra and Hispanic Business. Through MultiVu Latino, enjoy a full-service of broadcast and multimedia services that can extend your message to top video sites with social media sharing capabilities. Target your media relations efforts with Hispanic MEDIAtabs, the industry-only web-based media platform. PRN is the leader in innovative multicultural communications, enabling organizations engage with US Hispanic, African American, Native American and US Asian audiences. **Contact us today: Aniellc Lozada, Marketing and Product Manager, PR Newswire at Multicultural@prnewswire.com, 305 215 0442.** Read more >>

Thursday, August 18, 2011 | Comments (0) | Permalink

Upscale Magazine, a Pillar in the Black Community, now Available for Digital Download

As always, **upscale** is taking you to the next level. **upscale** magazine is now available for download on your computer, Smartphone, or iPad. **upscale** is the ultimate lifestyle magazine addressing the needs of stylish, informed and progressive African-Americans. On our pages, you will find the latest news in entertainment, beauty, fashion, health, fitness and travel. It is more than a magazine, it is a lifestyle. It is a place to be empowered and inspired to live loudly, learn smartly and embrace life with passion. For $19.95/year, readers can get a print and digital subscription, plus receive a t-shirt or a Tropical Roots hair product. Use the promo code UPSO1 for an additional 10 percent off an annual subscription. For just $14.95/year, readers can download the **upscale** app and receive all that **upscale** has to offer in digital form. **Subscribe today and download the app at www.upscalemagazine.com.** Read more >>

Thursday, August 18, 2011 | Comments (0) | Permalink

Ethnic Technologies, LLC - Hispanic Insight

Ethnic Technologies, LLC is the platinum standard in multicultural marketing. The result of over 40 years of continuous ethnic, religious and language preference research, E-Tech allows clients to segment their database by ethnicity, religion, language preference and Hispanic country of origin more accurately and comprehensively than any other approach. The EthnicCenter® offers an Assimilation Index, which distinguishes Hispanic individuals based on their ability to speak their Native Language or understand the language of their prevailing culture. E-Tech incorporates a unique approach for the different Hispanic Countries of Origin. After identifying their specific names, E-Tech does a neighborhood analysis using multi-sourced information compiled from our research team. From that data, E-Tech is able to accurately identify the Hispanic Individuals' Country of Origin. The incorporation of Enhanced Neighborhood Analytics (ENA) technology in E-Tech Version 8.0 establishes a new and unprecedented level of granularity and completeness in the ethnic marketing industry. Clients also benefit from and acquire ethnic mailing, telemarketing and email lists for both the United States and Canada. The analytics department at E-TECH offers ethnic data appending services and mapping to provide businesses with an overview of new and existing markets. **Visit www.ethnictechnologies.com.** Read more >>

Thursday, August 18, 2011 | Comments (0) | Permalink

Interviewing Service of America (ISA)

ISA is one of America's largest marketing research data collection and data processing companies. ISA has 400 CATI positions in the US and Canada. ISA is also the industry leader in multicultural data collection having conducted conduct face to face intercept interviews, qualitative studies and executive interviewing. We have extensive experience in reaching hard to reach ethnic groups such as Hispanics and Asians. Q-Insights has two focus group facilities in Southern California and nationwide recruiting capabilities. ISA also specializes in Customer Satisfaction programs, utilizing multi mode data collection including CATI, IVR and on-line and an on-line reporting tool (ORT) that allows for interactive reporting capabilities throughout your organization. **Contact Paul Sherman, SVP - Sales & Marketing, ISA at 623-518-6802 or psherman@isacorp.com. Visit www.isacorp.com.** Read more >>

Friday, May 13, 2011 | Comments (0) | Permalink

Améredia: Engaging the New Multicultural America

Améredia thrives on the reality of what the latest Census figures prove: America is more diverse than ever. In the coming years, it will only become more multicultural. And this, too, is what drives Améredia. The agency defines what truly multicultural marketing is through culturally appealing campaigns in over 20 leading languages. With specialized focus on each segment, Améredia enables private and public sector clients to engage strategically with Hispanics, Asians, Europeans, Middle Easterners, Pacific Islanders, Africans and other diverse ethnic groups nationwide. This year alone the agency has been named a **Top Business in America** by DiversityBusiness.com, and a **Top 10 Asian American Business in California** and a **Fast-50 Asian American Business** by the US Pan Asian American Chamber of Commerce. Visit the new ameredia.com to learn how we can connect you to the growing multicultural markets. For the latest multicultural news, insights and events, subscribe to r4d, our monthly multicultural newsletter. Follow us on Twitter and Facebook to stay connected. Read more >>

Friday, May 13, 2011 | Comments (0) | Permalink

GlobalWorks Group- Serving the Asian Communities for Over Three Decades

GlobalWorks Group stands at the forefront of brand marketing to the new multicultural *mainstream*. Its talent base from nearly 30 countries encompasses not one but all of America's multicultural markets. We have produced campaigns for as many as 15 different cultures in the U.S. simultaneously and connected brands to over 100 countries. Asian communities in the U.S. have long been a focus of the agency. More than half the Fortune 500 have used our strategic consulting and creative services across all media, from broadcast to interactive to DM, to reach Chinese, Japanese, Korean, Vietnamese, Cambodian, Indian, Pakistani and other US Asian markets. Our mission is to nurture brands without borders, the kind needed to win in the multicultural marketplace of the connected world. **For more information contact Yuri Radzievsky, Chairman and CEO at 212-252-0800 or yradzievsky@globalworks.com. Visit www.globalworks.com.** Read more >>

Friday, May 13, 2011 | Comments (0) | Permalink

Zee TV Americas

Zee TV has become synonymous with unparalleled quality in entertainment. An undisputed leader that reaches more than 167 countries, 500 million viewers globally, Zee reaches more than 2 million viewers in the US. Zee constantly dominates the South Asian ratings landscape in the U.S. and helps advertisers reach this audience through a culturally relevant programming environment. Moreover, Zee TV dominates the biggest general market networks in monthly average hours per household watched and is the only South Asian television network in the USA to subscribe to Nielsen and Rentrak measurement. Zee TV caters to the fastest growing and superior ethnic segment in the country that over-indexes the General Market for Income, Education, Employment, Household Size and key consumer indices. Today Zee serves as the ultimate source for all South Asian entertainment; gripping dramas, engaging reality shows Bollywood blockbusters and special events! Zee is not only the undisputed leader but also the key to reaching this growing, affluent South Asian segment. **For more information please contact Tom Marsillo, Senior Vice President - General Market, Zee TV Networks at tom.marsillo@asiatvusa.com or 646-745-8020. Visit www.zeetvusa.com.** Read more >>

Friday, May 13, 2011 | Comments (0) | Permalink

E-Tech Asian Insight

Americans of Asian ancestry represent the countries third largest minority group. They will see their purchasing power grow almost as fast as Hispanics over the next five years. Asian buying power is forecast to grow 45.9 percent, versus 43.6 percent for Hispanics. With over $550 Billion in spending power Asian-Americas are a powerful force in the USA consumer market today. Over 40% of Asian Internet users have made more than 5 purchases using the net over a period of 12 months, compared to 13.9% of Hispanics and 12.8% of African Americans the two largest of the ethnic populations in the USA. Over 74% of Asian-American Internet users access the net each day. Therefore, they are more likely to have a college degree and a higher average income that any other ethnic group. Media preferences for Asian Males between the ages of 25-54 are the Internet and online ethnic newspapers. Asian Males spend 58% more time on the Internet than any other ethnic group of males in the same age range. About 38% of Asian Americans read their daily news online, over 26% seek financial information on a typical day and 30% of them seek political news and information on a daily basis. These percentages are much higher than any other ethnic group including Caucasian in both the USA and Canada. **Contact Candace M. Kennedy, Sales and Marketing Director at 866-333-8324 ext. 106 or candace@ethnictechnologies.com.** Read more >>

Friday, May 13, 2011 | Comments (0) | Permalink

Kang & Lee Advertising

Founded in 1985, Kang & Lee Advertising is the leading multicultural marketing consulting and communications agency in North America specializing in reaching the Asian multicultural markets - ranked #1 Asian American multicultural agency by Ad Age Magazine in April of 2011. K&L also has full service capabilities to target East European and Middle Eastern multicultural consumers. Headquartered in New York City, and with an office in Toronto, the agency's current client roster includes a long list of blue-chip brands in diverse industries. As an early pioneer of Asian multicultural marketing, K&L offers clients a distinguished track record of ushering new categories and brands into this discipline. **For more information contact Saul Gitlin, EVP, Strategic Services & New Business at saul.gitlin@kanglee.com or visit www.kanglee.com.** Read more >>

Friday, May 13, 2011 | Comments (0) | Permalink

Previous 1 .. 22 23 24 25 26 .. 30 Next

RECENT POSTS

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

November Multicultural & Diversity Webinars, Career Fairs, Confs and Summits @HonoreInsight @NYUshareLeague @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 @SpectrumReach @blackvoiX1 @ANAmarketers @LGBTQinsights @NYUshareLeague

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

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 @NYUshareLeague @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 @PreventConf @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)

JOURNALISTS

Find diverse sources and experts on niche markets and diversity

- Search for an expert online in Multicultural Experts Directory
- Post your query here for experts to respond to
- Have your query sent to selected experts we can recommend and set up interviews for you.
- Request statistics and background information
- Request a copy of the Source Book of Multicultural Experts
- **Learn more about how MMR works with journalists**

CORPORATE EXECUTIVES

Get started: Find a vendor; Promote successful initiatives

- Get information on ethnicniche markets
- Find an expert firm: search here or post your RFP
- Promote your diversity initiatives and multicultural marketing campaigns: Post your news or Send a press release
- Request speakers for meetings
- Consulting services
- **Learn more about how MMR works with corporations**

MULTICULTURAL EXPERTS

Promote your services; Find new clients; Get in the news

- Get listed in the online Multicultural Expert Directory
- Get listed in the Source Book of Multicultural Experts
- Send a press release about your company
- Feature your company in MMRNews

SPEAKERS

- Get listed in the Speakers Showcase
- Search queries from journalists
- List in the online Multicultural Expert Directory
- **Learn more about how MMR works with Experts and Speakers**

ASSOCIATIONS & ORGANIZATIONS

- Promote your events in our Calendar of Recommended Multicultural and Diversity Events
- Disseminate your press releases via MMRNews
- Request speakers for events and conferences
- Connect with sponsors
- **Learn more about how MMR works with associations**