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.

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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

Marketing Maven Public Relations: Comunicando Su Mensaje

Marketing Maven Public Relations specializes in earning national editorial media coverage in English and Spanish for Direct-to-Consumer products and services, improving product visibility and online reputation management. Our clients include: Dr. Robert Rey, Listen Up Español, 2010 Latin Grammy Nominee Anand Bhatt and Master Chef Runner-Up Adrien Nieto. Marketing Maven Public Relations has booked segments for clients with Univision, Telemundo, America TeVe, Good Morning America, CBS and secured articles for El Nuevo Herald, La Opinión, Tu Cuidad Magazine, Wall Street Journal and USA Today among others. Additionally, Marketing Maven Public Relations provides its clients with U.S. Hispanic Marketing strategies, Spanish Media Tours, social media campaign management, which encompasses Facebook, Twitter, Foursquare, YouTube to improve organic Search Engine Optimization.Our team has been featured in Latina Magazine, Forbes Women, The Doctors, New York Business Enterprise, Fox Small Business and CBS Money Watch. **Contact Mari Escamilla, Account Executive, Spanish Media; 310- 994-7382 or mari@marketingmavenpr.com. For more information visit, www.MarketingMavenPR.com.** Read more >>

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Profile: Creative Consumer Research

Whether it's developing new products and services, refining existing product offerings, or building new marketing and advertising campaigns, senior decision makers across the United States routinely rely upon CCR for actionable market insights. With over 20 years of research expertise, specifically focused on Hispanic/Latino consumers and businesses, CCR conducts research for clients nationally, statewide, regionally and locally. Currently CCR has the largest Hispanic Research Department in the state of Texas. CCR offices in Houston and Phoenix offer a variety of research methodologies to interview both acculturated and non acculturated Hispanics/Latinos. CCR has large conference-style focus group rooms with one-way mirrors and large client viewing rooms for qualitative research. In addition CCR offers taste tests, telephone interviewing, executive surveys, mall intercepts, door-to-door interviewing, mystery shops, store audits, and computer capabilities. 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, Consumer Products, Retail, Food & Beverage, Entertainment, Communications, and Travel, etc. CCR completes over 1,500 research projects annually. Whether you need telephone surveys, internet surveys, one-on-one interviews, focus groups (large or small), multi-language capabilities etc., our staff of more than 40 full-time market research professionals and 200 interviewers can service your market research needs. **For more information contact Patricia Pratt, President, 281-240-9646 or ppratt@ccrsurveys.com or visit our website at www.ccrsurveys.com.** Read more >>

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PM Publicidad Helps Clients Build Brand Preference Among Hispanic Consumers

From offices in Atlanta and Newport Beach, California, PM Publicidad help clients understand the U.S. Hispanic segment and then build programs that use marketing, advertising and operational "market readiness" recommendations to build long-term relationships between brands and Hispanics. We take an open-minded, tactic-agnostic approach to develop the best marketing solutions based on client objectives and budget. Our proprietary communications development processes, The PM Way® and Chemistry Quest® identify the key emotional touchpoints between brand and consumer, and uses these insights to create bonds between consumer and brand. Since 2003, PM Publicidad has been delivering comprehensive marketing programs and advertising creative for clients like NAPA AUTO PARTS, Cox Communications, Starz Entertainment, Encore en Español, Nursery Water, Wachovia, ING, Georgia Lottery, Beazer Homes USA, Bellsouth Yellow Pages, American Cancer Society, AutoTrader.com, Getloaded and others. **Get to know us better at www.pmpublicidad.com or contact Eduardo Perez, President at eperez@pmpublicidad.com.** Read more >>

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Profile: RL Public Relations

For Roxana Lissa, CEO and founder of RL Public Relations, celebrating her Quinceañera in Argentina in the 80s was a memorable milestone. Yet, celebrating the 15th anniversary of her namesake independent Hispanic PR agency this month feels like much more of an accomplishment and dream for the entrepreneur. The premiere, independent bicoastal Hispanic PR agency in the U.S., RLPR was founded in 1996, and has been providing stellar client service and delivering breakthrough PR campaigns for leading companies in the U.S for 15 years. With offices in Los Angeles and New York, and a sports division, Sportivo, RLPR has carved out a niche in the Hispanic marketing industry for creativity, service, strategy and results. "When I launched the company in 1996, I had a vision," explains Ms. Lissa. "To witness that vision everyday and see the effect it has had on brands, employees and even our target audiences have been truly rewarding and humbling."Roxana attributes much of the agency's success to her loyal clients, many who have been with the agency for more than five years, such as GOT MILK?/CMPB, Heineken USA, and the National Honey Board, as well as to the newer clients that have recently come on board including L'Oreal Paris, Domino's Pizza and Ford Motor Company. "None of this would have happened without my amazing team in NY and LA," she adds. "They are la corte in my professional Quinceañera and the agency would not be who we are without them." **To learn more visit www.rlpublicrelations.com.** Read more >>

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Zee Americas Honored with Two NAMIC EMMAs!

ZEE Americas has been recognized as a multiple-award recipient at the 2011 NAMIC Excellence in Multicultural Marketing Awards (EMMA):

1. ZEE TV RCN Campaign 2nd place for Marketing Tactics - Direct Mail
2. ZEE TV Comcast Acquisition & Retention Campaign, 2nd place for Marketing Tactics - Direct Mail

ZEE's RCN campaign was conducted in September 2010 in New York, New Jersey, Chicago, Boston and DC. ZEE brings the best in entertainment and offers a way for viewers to "Experience home away from home!" The ZEE-Comcast Campaign was conducted in May 2011 in the Chicago and California markets. ZEE used the opportunity to thank current subscribers for being a part of the family.ZEE programs served as the value proposition for the acquisition part of the campaign. Top rated shows such as Pavitra Rishta, Dance India Dance Doubles etc., were promoted to both former ZEE subscribers on Comcast and South Asian subscribers in these markets. **For more information on visit www.zeetvusa.com.**
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Listen Up Español: Delivering Awesomeness

Listen Up Español is the leading Spanish language call center for the U.S. Hispanic market. Headquartered in Portland, Maine their call center is located in Hermosillo, Mexico. They employ over 800 native Spanish-speaking call agents who live and breathe the core value of "Delivering Awesomeness" while providing teleservices to service U.S. Hispanic consumers with optimum results. Hermosillo has a population of highly educated, motivated and trainable young people. With approximately 63% of U.S. Hispanics being of Mexican origin, the diction appeals to the broadest base of U.S. Hispanics. Listen Up Español offers call center sales and customer service capabilities to a range of clients including corporate clients, Direct Response marketers and non-profit organizations. Inbound sales, customer service, lead generation and Spanish advertising production services are available at Listen Up Español. With an emphasis on training and sales psychology, Listen Up Español has the experience to convert customer interaction into revenue. **Call 800-630-9221 or visit www.ListenUpEspanol.com.** Read more >>

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Terra's Herencia Hispana New Interactive Platform Honors U.S. Hispanic Culture All Year Long

Terra (www.terra.com) is a global digital media company and content producer with a presence in 18 countries, including the United States where it serves the growing Hispanic community. Terra launches its newest interactive platform Herencia Hispana (Hispanic Heritage). Kicking off with the celebration of Hispanic Heritage Month from September 15th to October 15th, the site will stay active all year long honoring the U.S. Hispanic culture. Terra offers its users a unique and interactive experience including a variety of original multimedia content, polls, video interviews, and topics related to lifestyle, entertainment, music, politics, food, travel and much more. Every month, Terra will choose an up-and-coming or established Latino figure as their Hispanic of the Month. From the monthly winners, the Hispanic of the Year will be chosen by user's votes. The site (http://www.terra.com/vidayestilo/herencia-hispana/) will also dedicate each month to a different Hispanic country based on factors such as Independence Day or other important festivities and will highlight places to visit, food, history, etc. Every day the site will feature two countries challenging each other to determine which country has the best music, beaches, soap operas and more. Users will be able to vote for the winner. The new site is also accessible via mobile devices and tablets. Focusing on lifestyle, entertainment, sports and news, Terra creates an interactive user experience for millions of U.S. Hispanics and provides comprehensive solutions for advertisers seeking exposure among this key demographic. In Latin America, Terra is the region's leading Internet company, with 93 million unique visitors per month. Fast Company recently named Terra in their ranking of The Most Innovative Companies in the World in music. **For more information contact Liz Sarachek Blacker, Chief Revenue Officer, Terra USA at liz.sarachek@us.corp.terra.com, 212-354-2700.** Read more >>

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In Celebration of Hispanic Heritage Month, Enjoy PR Newswire's First *FREE* eBook: "Unlocking Social Media for PR"

PR Newswire, the global leader of innovative multicultural marketing and communications solutions, wants you to be armed with the right insights and tools to successfully engage Latinos online. In honor of Hispanic Heritage Month, we are offering the e-book "Unlocking Social Media for PR," where PR Newswire social media expert, Sarah Skerik, shares practical tips and tactics to help marketers incorporate social media into PR programs. The complementary download is available here: http://promotions.prnewswire.com/LP_eBook-UnlockingSocialMedia_Facebook_20110913_CG.html. Tell us what you think via Twitter @prnhispanic! In order to take your Hispanic Heritage Month initiatives a step further, we have also created the "2011 PRN Hispanic Bundled Packages," where you can save up to 25% on Hispanic distributions and broadcast services. To enjoy these discounts, please fill out the following form: http://promotions.prnewswire.com/LP_PRNHHM_20110915_DK.html. **Questions? Contact us today: Yosmay Valdivia, Senior Account Manager, PR Newswire at Multicultural@prnewswire.com, 201-360-6285.** Read more >>

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ADCOLOR® Industry Coalition Recognizes Amérедia

Amérеdia Cofounder and Principal Pawan J. Mehra was recently selected as a Change Agent by the ADCOLOR Industry Coalition and will be honored at the 2011 ADCOLOR Awards on September 17 in Los Angeles. Mehra was chosen from a list of 220 African-American, Hispanic, Asian-American, Native-American and multiracial industry professionals who were nominated for their off-the-beaten-path approach to multicultural marketing. Other honorees include actor and comedian George Lopez, movie director Spike Lee, Draftfcb Chairman and CEO Laurence Boschetto, and Telemundo Chief Operating Officer Jacqueline Hernandez. Since 2003, Mehra has spearheaded Amérеdia's emergence as one of the fastest-growing multicultural advertising firms in the nation, leading the agency to various industry-wide recognitions including Excellence in Multicultural Marketing Awards organized by the National Association for Multi-Ethnicity in Communications. Amérеdia has for two consecutive years been recognized as a Fast 50 Company by the US Pan Asian American Chamber of Commerce, and this year alone the agency was named a Top Business in America by Diversity Business, a Top 10 Business in California by USPAACC and was in the San Francisco Business Times' list of Top 25 Ad Agencies in the Bay Area. Visit ameredia.com and follow us on Twitter and Facebook to stay connected. **For the latest multicultural news, insights and events, subscribe to our monthly multicultural marketing newsletter, réd.** Read more >>

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Profile: GlobalWorks Group

GlobalWorks Group stands at the forefront of brand marketing that embraces Hispanics, not as a minority, but as the new face of the multicultural mainstream. With a talent base representing nearly 30 countries, GlobalWorks reaches all of America's multicultural markets-from Hispanic to African American to Asian and beyond. The agency has produced campaigns for as many as 15 different cultures in the U.S. simultaneously and for over 100 countries. Clients and brands whose success depends on a clear, cohesive and consistent voice across multiple markets rely on GlobalWorks to deliver that edge. The agency practices borderless branding, where minds of many countries-unimpeded by language or culture-concentrate their ideas on building a single brand. The mission: to nurture brands without borders, the kind needed to win in today's connected world. **For more information, contact info@globalworks.com, call 212-252-8800 or visit globalworks.com.** Read more >>

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