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

Multicultural Marketing News - April is Multicultural Communications Month

Multicultural Marketing News
April 2015
Multicultural Communications Month

Here is your latest edition of Multicultural Marketing News, the newsletter published by Multicultural Marketing Resources Inc., www.multicultural.com.

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

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No Language Barrier For Connecting With Exclusive And Affluent South Asian Consumers

South Asians are arguably America's most affluent consumer group. Household Income is 83% higher than the national average and South Asians dramatically over-index in many key consumer categories including Automotive, Insurance, Home & Business Ownership, Banking & Investments, Telecom, Travel and Electronics. Unlike other ethnic segments, there is no language barrier for connecting with them. 94% of South Asians speak English and actually prefer commercial messaging in English by more than 3 to 1! This explains why almost all of the creative messaging on the top-rated South Asian networks is in English. Even more impactful, the vast majority of South Asian television viewers are not watching the top rated mainstream networks; so you are truly extending your reach with qualified consumers. America's most affluent consumer group is accessible TODAY with mainstream messaging. Tapping into these elite consumers is easy, affordable and efficient! Emerging Networks provides a convenient and effective one-stop shop. **Contact: Tom Marsillo, tom@emergingnets.com, (732) 492-8559**

The Hispanic Retail 360 Summit is now the Multicultural Retail 360 Summit

The best event just got better - the 2015 summit will include valuable information on Hispanic retailing as well as a focus on other growing multicultural consumer segments in the U.S. market. Given the movement to the total market approach the Multicultural Retail 360 Summit will continue to help retailers maximize their business within the growing Hispanic market and other cultural consumer segments including African-Americans, Asian-Americans and biculturals. The summit will provide insights and examples of best practices for merchandising and marketing to these emerging consumer groups. This year's agenda has an exciting range of sessions including a keynote from the National Football League and a cultural immersion store tour that includes four different retailers: Curacao, Super King, Superior and Tawa 99 Ranch. Register today at http://www.multiculturalretail360.com/registration.html to join us August 12-14 in Anaheim, CA for our 2015 summit. **Contact info: Michael Hatherill, Group Brand Director, Multicultural Retail 360, mhatherill@stagnitomail.com, 201-855-7610.**

Innovation vs. Competitive Advantage - Pharma Industry Angle

Pharma industry dynamics on the value of multicultural communications have taken a new shift. About 5 to 8 years or so ago, companies started to take a closer look at these market segments, and for the most part multicultural has been considered as an innovation project to explore. We had 2 to 3 companies starting to build their multicultural corporate strategies and additional 1 or 2 companies having isolated brand investments. Fast forward five years later, 2015, we have about 20 pharma companies that are consciously investing into multicultural markets on a brand level with at least 40% of these companies either exploring or already having a corporate strategy. Labeling multicultural as an innovation initiative is no longer the case for the industry, but is instead a competitive advantage. Being first to market is one of the key drivers in securing a leading market share for a given segment, at times even if your product is not superior in quality to the competition. Don't let multicultural US market segments become a competitive disadvantage for you. **For more information please contact: Steven Millerman steven.millerman@emcay.net201-868-8867 or visit www.emcay.net**

The Pioneers of Hispanic Bilingual Data Collection

Opinion Access Corp. is the Bilingual English/Spanish data collection expert. We are not only the expert, we were on the ground floor of recognizing the trend and developing a dedicated division for the Hispanic market over 16 years ago, before the 2000 Census determined the explosion of the Spanish consumer market. That makes us the pioneers in the industry with 400+ stations and the knowledge and capability that you can trust. And, we save you money by lowering our operating costs with our Dominican Republic facility. We offer the same high quality and expertise, with your day-to-day project coordinators, programmers and sales staff still based in our New York Office. Importantly, our OAC-DR interviewers speak fluent accent neutral English, and their training is as intense as their U.S. counterparts. We faced the challenge and settled the unknown frontier, resulting in owning the Hispanic Data Collection territory! Now, it is time to give OAC the opportunity to conquer your Hispanic Bilingual projects. **Contact: Lance Hoffman, Vice President Business Development, lhoffman@opinionaccess.com, 718 729 2728**

NDTV, The Premier News Channel from India

One of the most prime opportunities in the multicultural media market in the United States is one of the fastest growing ethnic groups comprising of South Asians, with over 2 million people comprising the Indian, Pakistani, Bangladeshi, Sri Lankan and Nepali communities. As a media target, this segment represents a premium market and an audience who likes to keep in touch with their native land. NDTV, a pioneer in Indian news broadcasting industry, is available in over 80 countries across the world, acting as a bridge between India and the various countries - be it politically or culturally - and helping in exchange of ideas an information. The company has also attained a respectable reach among the ethnic as well as the native communities in the United States. NDTV24x7 which is the flagship channel and the top rated English News Channel from India is currently available on DISH Network in the Hindi Mega Pack, English News Pack and DISH International Basic Package on their DTH platform and as well on Sling, their new OTT platform which has taken the US market by storm. In addition to that, NDTV 24x7 is also present on Times Warner Cable in the Hindi Pass Plus and Passport Pack and NDTV Good Times, India's first travel and lifestyle channel, is also available in DISH's Hindi Mega and Masti packs. **Contact Rohit Jaiswal, Associate Vice President - Distribution Sales, Distribution, NDTV, Rohitj@ndtv.com, +91-999-903-6145 or Tom Marsillo, tom@emergingnets.com, (732) 492-8559**

Ethnic Technologies - Your Partner In Culturally Competent Communications

Our flagship product, E-Tech appends the following elements to our clients' customer data: Ethnicity, Ethnic Group, Language Preference, Religion and Hispanic Country of Origin. E-Tech also incorporates Enhanced Neighborhood Analytics (ENA) technology, our granular geographic data system. Once E-Tech has analyzed all the available name intelligence, and all of the geographic information, it uses our proprietary, culturally sensitive, expert system logic to predict the ethnicity and other demographics for each individual record. E-Tech can identify more than 180 specific ethnicities within 16 general ethnic groups. Assimilation represents the degree to which a Hispanic or Asian individual has adopted the language and culture of the United States. With each level of Assimilation, the individual's spending habits, socioeconomic status, communication preference and other lifestyle characteristics differ. Ethnicity, language preference, education, income, socioeconomic status, dwelling size ENA are just some of the variables used, along with our expert system rules, to determine which Assimilation Index best describes a specific Hispanic, Brazilian or Asian individual. Our four Assimilation Indices are: 1. Assimilated - Speaks and Understands primarily the Prevailing Culture's Language. (Primarily English Speaking) 2. Bilingual, Prefers English - Speaks Primarily the Prevailing Culture's Language, but still Understands Native Language. (e.g. Spanish) 3. Bilingual, Prefers Native Language - Speaks Primarily Native Language (e.g. Spanish), but Understands Prevailing Culture's Language. (e.g. English) 4. Unassimilated - Speaks and Understands primarily the Native Language (e.g. Spanish) (Primarily Native Language Speaking) Our Assimilation determinations are predictive and based on the many years of detailed research embedded in our product. No personally identifiable information is ever used. **Contact Karen Sinisi, Director of Sales and Marketing, karens@ethnictechnologies.com, 866-333-8324 ext. 117, www.ethnictechnologies.com.**

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.

Next Issue: May 2015
Deadline: May 4th, 2015
Theme: Asian Pacific American Heritage Month

To see upcoming newsletters view our 2015 Editorial Calendar

Questions? Call 212-242-3351 or email Lisa@multicultural.com.

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