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

Multicultural Marketing News - July 2015 With Save the Dates for Key Fall Multicultural & Diversity Conferences + Events

MULTICULTURAL MARKETING RESOURCES, INC.

Multicultural Marketing News
July 2015

With Save the Dates for Key Fall Multicultural & Diversity Conferences + Events

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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Latino Consumer Empathy: The Cultural Immersion Way

Consumer Empathy is not new, but is certainly a hot topic in the marketing and insights community. Understanding your consumers' attitudes and needs, desires, fears and limitations, and how they view and feel about your brand is the essential first step towards creating a powerful brand-product-consumer connection. But to make that connection a meaningful and lasting one, "understanding" alone is insufficient: marketers have to walk a mile in the consumers' shoes! For over 20 years, LatinoEyes® has been helping companies connect with Hispanic and Multicultural consumers to build empathy between them and their brands; in fact, just about every research project we work on revolves around consumer empathy. Through our Cultural Immersion programs, we combine well-established traditional and non-traditional research approaches with in-the-trenches activities and cultural education workshops to give marketers real world experiences. Ethnographies, Arts & Culture Tours, Neighborhood Walk-and-Talks, Marketplace Visits, Consumer Roundtables and In-depth interviews with Community Leaders are some of the ingredients that LatinoEyes® leverages to create a customized Cultural Immersion for our clients. Whether you have years of experience or are just getting started on your journey towards developing empathy for the Hispanic consumer segment, we invite you to read through our "Latinos At A Glance" booklet to strengthen your knowledge and intuitive connection with the Latino consumer. And, to learn more about our Cultural Immersion programs or our multicultural research, **contact Jorge Martinez, Research Director at jorgem@crresearch.com or 312-828-9200.**

Working Mother Multicultural Women's National Conference July 16-17, 2015 Marriott Marquis in New York City

The 2015 Working Mother Multicultural Women's National Conference is all about mindset - because Mindset Matters...on an individual, collective and cultural level. A powerful mindset remains unshakable in the face of challenge and struggle. Obstacles and bumps along the road are reframed as learning and growth opportunities, instead of setbacks. At this year's conference, we will expand strength and wisdom during Same Race and Cross Race Conversations, challenge our thinking with engaging keynotes and panel discussions, draw inspiration from leadership journeys shared in StoryTalk sessions and commit to action during powerful skill-building workshops. When we channel the unique perspectives, shared experiences, and the collective power of energized, committed, passionate people - we are bound to uncover the excellence among us. **For more information and to register visit http://bit.ly/1G1SueU**

Mayor of Miami Honors Hispanic Advertising and Daisy Expósito-Ulla

On July 9, 2015 The Mayor of the City of Miami, Tomás Regalado, honored Daisy Expósito-Ulla, Chairman/CEO of d expósito & Partners with a "City Diploma" during a presentation at City Hall, in recognition of her accomplishments and, at the same time, celebrating the presence and growth of Hispanic advertising in the United States.The recognition, read by Mayor Regalado, emphasizes that the recipient is "an American born in Cuba, amply respected as a professional communicator." It also recognizes "her contributions to American advertising." The City of Miami diploma salutes Expósito-Ulla "for her contributions to some of America's greatest brands." This special honor, closely follows another recent distinction, the AEF Agency of the Year award, which was given to d expósito & Partners by the Advertising Educational Foundation. "Miami is my second home," said Expósito-Ulla "and a place where many Hispanic agencies, dear colleagues and industry flagship companies are headquartered, which makes this moment very rewarding."

Attend the Retail Industry's Premier Multicultural Marketing Event

The Hispanic Retail 360 Summit is now the **Multicultural Retail 360 Summit!** The premier multicultural marketing event for the retail industry takes place August 12-14 in Anaheim. Our agenda is packed with cutting-edge sessions from companies like the NFL, Walgreens, Walmart and many more that will provide insights and examples of best practices for merchandising and marketing for Hispanic retailing and growing multicultural consumer segments. Focused sessions on Hispanic, African-American and Asian-American consumer segments will help you build your strategy and increase sales in 2016. The summit is fast approaching - register today at http://www.multiculturalretail360.com/summit/register/. **Contact info: Michael Hatherill, Group Brand Director, Multicultural Retail 360, mhatherill@stagnitomail.com, 201-855-7610.**

Largest India Day Parade of USA in Manhattan, Aug.16th 2015, Madison Ave, New York City

The Federation of Indian Associations of the tri-state of NY, NJ & CT, a 45 year old organization has been organizing the India day parade on Madison Ave between 40th st and 28th and the funfair following the parade that has food and merchandize and corporate booths with a stage that holds cultural performances for the past 34 years. The parade that started with less than 500 spectators and 2 floats has turned into an iconic event of over a 150,000 spectators with over 40 floats and 40 booths/kiosks. The event has been televised LIVE by multiple South Asian (Indian) Televisions with a viewership worldwide of approx. 2.3 million viewers. The parade has been attended by the Mayor of NYC as well as the Governor in the past and organizers bring in celebrities and dignitaries from India to entertain the crowds. **Contact info: Ankur Vaidya, Cell: (848)-248-0707 ankurvaidya@fianynjct.org / www.fianynjct.org**

ADCOLOR Industry Conference and Awards, September 16-19, 2015 New York City

For the first time in its history, the 9thAnnual ADCOLOR Industry Conference and Awards will take place in New York City at Pier Sixty (61 Chelsea Piers) from September 16-19, 2015. The ADCOLOR Industry Conference is the premier diversity gathering for professionals at all levels. The ADCOLOR Awards highlight and honor the achievements of African-American, American Indian/Native American, Asian Pacific-American, Hispanic/Latino, LGBT professionals and diversity and inclusion champions in creative industries. *New York Times* best-selling author Janet Mock will host the Awards. **For more information and a full list of honorees, nominees and futures visit www.adcolor.org**

29th Annual NAMIC Conference, September 29-30, 2015 at the New York Marriott Marquis

Join us for this day and a half symposium, a cornerstone of Diversity Week in the fall that has evolved into the industry's premier conference focusing on diversity and inclusion as a pillar of good business.

The Annual NAMIC Conference features an agenda that explores programming, marketing, operations, technology, leadership development, and creating sustainable diversity change strategies. **For more info about registration and sponsorship opportunities, contact Sandra Girado, Senior Director of Meetings and Events, at sandra.girado@namic.com or 212-594-5985.**

4th annual Multicultural Health Marketing Conference, October 12-13, 2015, Fort Lauderdale

The 4th annual edition of The Multicultural Health National: Marketing to a Diverse America (MCHNational) will be held in Florida at The Westin Fort Lauderdale Beach, October 12-13, 2015. This unique event is the premier and only multicultural conference for professionals focusing on the healthcare industry and a must attend event for pharma executives, ad agencies, insurers, hospitals and media companies. The format includes both case studies of successful examples of healthcare marketing and separate modules for each key multicultural population segment in America including African Americans, Hispanics, Asian Americans and LGBT consumers. New this year: the Native American community will be included as a segment. Great networking opportunities are always a highlight including two evenings of awards receptions celebrating recipients of the Best in Multicultural Health Marketing Awards and the client-side executives selected for the Outstanding Multicultural Marketers Awards. The Multicultural Health Marketing Awards recognize the best creative advertising of a health product or service marketing health information to a multicultural market segment. The Outstanding Multicultural Marketers Awards are to extraordinary health marketers who drive innovation and work towards better patient health outcomes among the key multicultural populations in America. Register early to save $200 off the regular registration price. **For more information contact Scott Ehrlich, VP, DTC Perspectives at scott@dtcperspectives.com or 770-559-0702 or visit www.mchnational.com.**

ANA Captures The Essence of Multicultural Marketing and Diversity With Awards and Conference

The Association of National Advertisers provides the ultimate channels for showcasing outstanding Multicultural Marketing and Diversity content, through the ANA Multicultural Excellence Awards program and conference. To learn more or submit an entry to the awards program, please visit our awards website.

The 17th Annual Multicultural Marketing and Diversity Conference will feature a phenomenal lineup of speakers including Allstate, Denny's, Kaiser Permanente, Moet Hennessy USA, Marriott International and Western Union. Register now and join us in Miami Beach on November 8 - 10, to discuss a strong mix of topics with other client side marketers. Explore issues in multicultural marketing, learn practical ideas to improve marketing campaigns and spend quality time networking with your peers, all under one roof. **For more information, please contact Mala White, Senior Manager, Committees and Conferences, 212-455-8084.**

U.S. Multicultural Marketers Needed for Academic Study

Researchers at Rutgers Business School, Newark and New Brunswick, New Jersey are in search of U.S.-based, Client-Side Multicultural Marketers to participate in an academic online survey about ethnic and diverse marketing.

You are eligible to participate if you are presently employed full-time as a corporate or nonprofit marketer with direct, day-to-day responsibility marketing to any one or combination of the following diverse segments; African-Americans, Asian Americans, Hispanics, LGBTQ, Native Americans and other racial, ethnic and diverse groups in the United States. TO PARTICIPATE: If you wish to participate or desire further information, please contact, Jean-Paul James (email: j.p.james@rutgers.edu or cell: 201-683-1472). When contacting Jean-Paul, please provide him with a preferred email address where to send the survey link to participate. Participants completing the survey before 11:59PM, Friday, August 21, 2015 will be entered to win a $300 e-card redeemable at the Apple Store.

Low Cost Airline Volaris Inaugurates Service from JFK - Continues Focus on the Hispanic Market

Low cost carrier Volaris, serving more destinations in Mexico than any other airline, inaugurates service from JFK on July 15th as it continues to serve its core audience, the Hispanic Market. Miguel Aguiñiga Rodríguez, Senior Manager Mex-US/Sales & Marketing for Volaris, in an interview with Multicultural Travel News, said that the "visiting family and relatives" market (VFR) is their key market. For that reason, since the airline was launched 9 years ago, he noted, they have been doing research to identify the largest Mexican-American population areas to establish routes to serve the VFR market. Guadalajara is a principal destination because of the opportunity it presents to this market as drive time from Guadalajara is only 2 to 6 hours to most key cities such as Zacatecas, Aguascalientes and Morelia, among others, destinations that are key for the Mexican ex-patriots living in the US. The airline also targets second and third generation Mexican-Americans to encourage them to visit and learn about their culture and food.The Volaris outreach to the Hispanic population is aligned with the Mexican Tourism board's campaign with the theme "Mis Raices" targeting the Hispanic Market which will launch this August. The current "Live it to Believe it" campaign highlights the culture and food of Mexico and promotes a "Wine & Tequila Route" and "Mole Route." The "Thousand Flavors of Mole" route encourages travelers to visit the regions of Mexico City, Tlaxcala, Oaxaca and Puebla where the famous "mole poblano" originates. The tequila route includes the city of Guadalajara, the capital of Mariachi music, itself declared as UNESCO Intangible Cultural Heritage of Humanity. Volaris marketing outreach includes alliances with the various regional Mexican Federations around the US, as a key way to reach their main target -- Mexicans in the US with ties to family in Mexico. Knowing that Hispanics overindex in social media usage, Volaris is also focused on utilizing Facebook where they currently have over 1,300,00 likes and Twitter with over a million followers. And in other milestone news, earlier this month Volaris announced it transported its 50 Millionth customer.

By Lisa Skriloff, Editor, Multicultural Travel News

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: August 2015
Deadline: August 3rd, 2015
Theme: Advance of Hispanic 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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