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 - June 2015

Multicultural Marketing News
June 2015

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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Ethnic Technologies: Celebrating LGBT Pride Month
The month of June is dedicated to acknowledging and celebrating the contributions of the LGBT community. With an overall buying power of $830 billion, marketers are eager to take advantage of the various opportunities to connect. However, some marketers have failed to realize that just like with all multicultural communities, one size does not fit all. The LGBT community is just as diverse and those who belong to various ethnic communities, seniors and baby boomers, as well as LGBTs with disabilities, want to be represented in advertising. Countless studies have confirmed that the LGBT community is very brand loyal and look favorably upon companies who have strong inclusion and pro-LGBT policies and practices. These values are also in line with ethnic communities who are also brand loyal and will happily spend money with companies who they think 'get them'. Therefore, brands must move beyond the cookie cutter approach and acknowledge all who represent diversity. E-Tech predicts ethnicity, religion, language preference, and gender based on extensive name and geographic research. Contact Ethnic Technologies to better know your customers and better provide for their needs. **For more information, contact Yartish Bullock, Sr. Account Executive, Ethnic Technologies, 866-333-8324 ext. 116 or Ybullock@ethnictechnologies.com. Visit www.ethnictechnologies.com.**

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**

Recognize Cultural Differences So You Can Speak Their Language
LatinoEyes® is the research consultancy division of C+R Research that specializes in the U.S. Hispanic, Latin American markets and multicultural consumers. The LatinoEyes® team is made up of experienced researchers who have a deep understanding of both U.S. and Latino cultures and advanced quantitative and qualitative skills. They offer cutting-edge technologies, as well as the best methods for researching and gaining insights into the U.S. Hispanic market and multicultural groups. This intellectual expertise, coupled with C+R's logistical capabilities, has made LatinoEyes® a leader in Hispanic marketing and research. C+R is an established, innovative marketing insights firm that leverages the best of emerging and traditional quantitative and qualitative research methods to provide custom solutions tailored to the unique business needs of our clients. 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 multicultural research, contact Jorge Martinez, Research Director at jorgem@crresearch.com or 312.828.9200.**

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. Join us for a free webinar leading up to the event on June 23, 2015 for more information on America's Multicultural Explosion. To sign-up for this webcast, click here. The summit is fast approaching - register today at http://www.multiculturalretail360.com/summit/register/. Save up to $600 when you register by July 3. **Contact info: Michael Hatherill, Group Brand Director, Multicultural Retail 360, mhatherill@stagnitomail.com, 201-855-7610.**

Connecting With America's Most Affluent Group
According to the latest U.S. Census data, Asian Indians are the first ethnic group in America to cross the $100,000 threshold for National Median Household Income. This figure is nearly DOUBLE the National average and more than two and half times higher than Hispanic Household Income. Combined with their explosive population growth, Asian Indians are a phenomenal consumer segment that can no longer be denied. And there is no better vehicle for reaching these elite consumers than on NDTV, India's most trusted News brand. NDTV 24x7, the flagship network and top rated English News Channel from India; is currently available on Time Warner Cable, DISH Network as well as Sling, their new OTT platform. NDTV also offers NDTV Good Times, India's first travel and lifestyle channel available on DISH Network. **Contact: Rohit Jaiswal, Associate Vice President - Distribution Sales, Distribution, NDTV, Rohitj@ndtv.com, +91-999-903-6145 Or Tom Marsillo, - Advertising Sales tom@emergingnets.com, (732) 492-8559**

4th annual Multicultural Health Marketing Conference, October 12-14, 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 next October 12-14, 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 **For more information contact Scott Ehrlich, VP, DTC Perspectives at scott@dtcperspectives.com or 770-559-0702 or visit www.mchnational.com.**

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.**

Award Winning Experiential Marketing Agency With Expertise in the Multicultural Market
Headquartered in Chicago, Illinois, Cárdenas Marketing Network, Inc. (CMN) is one of the leading Multicultural experiential marketing agencies and the largest producer of Latin music shows in the U.S. With over 2,800 activations each year since 2002, CMN has been connecting brands with consumers through shared passion points of music, sports, and cultural pride, offering full integration with digital marketing and advertising for all projects and activations. CMN works with a variety of industries, global organizations and emerging businesses, helping them grow and guiding them to become culturally relevant with the Hispanic consumer. In 2015, CMN was named one of Advertising Age's, "Largest U.S. Hispanic Agencies," Crain's "Chicago's Largest Minority - Owned Firms," and has been awarded "Best Event/Consumer Engagement Campaign of the year" by Billboard Latin Music Marketing Awards. CMN is real ROI. We pride ourselves on our expert knowledge of the multicultural markets, because we are part of them too. **Contact Elena Sotomayor, Elena@cmnevents.com.**

Walton Isaacson Wins with The Water Project
Always on the look out for innovative ideas that make a difference, Walton Isaacson is proud of our award-winning work for The Water Project Foundation. This engaging interactive experience has been recognized at several international Award Festivals, including the New York Festival, El Sol in Spain, Wave in Brazil and others. Here is the link to the video that has over one million views and counting. https://www.youtube.com/watch?v=Nv4FniVqrBI Please watch as movie-goers are treated to free bottles of water. When they realize the bottles won't open, frustrations rise and awareness is raised. If a little effort is annoying, imagine what it's like for those whose access to clean water is so limited that only a Herculean effort will do. **Contact: Juan Bonilla, SVP, Business Development, Walton Isaacson, 646-213-2146, WaltonIsaacson.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: July 2015
Deadline: July 3rd, 2015
Theme: Save the Dates for Key Fall Multicultural & Diversity Conferences + events

To see upcoming newsletters view our 2015 Editorial Calendar

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

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