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 - May is Asian Pacific American Heritage Month

Multicultural Marketing News
May 2015
Asian Pacific American Heritage 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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Meet the Social Influencers for Newly Arrived Asians in American

For most young people in America, there is no challenge finding media personalities to follow. For fashion, travel, food, tech, gaming and anything else that we now file under Lifestyle, there is a myriad of choices. *For young immigrants, most particularly young Chinese immigrants, it's not so easy to dive in - culturally speaking.* So many newly immigrated young Chinese immigrants are finding those reference points online, most particularly on popular Chinese social media platforms Weibo and WeChat. From television to music to restaurants, and so on, there are now a number of lifestyle specialists who guide uninitiated Chinese American immigrants through the rapidly changing world of American cool. There is Houson, with 2.3 million followers, commenting on all things popular (music, movies, celebrity gossip, etc). DealMoon has 1.9 million followers, promoting various products and shopping offers - fashion, travel and food primarily - with specific channels for NYC, LA, San Francisco and other major metropolitan areas. For more general information about fitting in in America, there is This is the America with some 5+ million followers. It doesn't stop there. There are influencers for career advice, legal issues, even brunch specialists. Immigrant influencers are very real, and many products, services and local businesses have seen strong growth because of them. WeChat and Weibo both claim over 600 million users worldwide and approximately 30% of their total users living abroad. They should be on every marketers radar. For more information about how to tap into the growing Asian social media space and how it can help your business contact our digital specialists at MediaMorphosis **Contact information: Daniel Ocner, MediaMorphosis,** daniel@mediamorphosisinc.com, **718 472 3700**

Rx Promotion within the Asian American Market - Best ROI Ever!

When exploring investments within the multicultural marketplace, the US Hispanic market may take over the conversation, primarily driven by growth and scale. However, the Asian market drives the highest ROIs. From past campaigns in the pharmaceutical industry, Asian market ROI has been at least double of Hispanic and African American investments. Having the right methodology on how to materialize this great opportunity in the Rx industry is critical. From a cultural insight perspective, the Asian sub-cultures are drastically different in their healthcare behaviors and decision-making compared to other US ethnic groups. From a business impact perspective in the pharmaceutical space the drivers of Rx activation in the Asian marketplace is a whole different ball game. For most brands in the pharma industry, the financial upside can be around $7-$15 million annually with at least double the ROI compared to most tactics in the current pharma marketing mix. Emcay is proud to honor Asian American Heritage month. **For more information please contact: Jeffrey Baynes, VP Business Development** jeffrey.baynes@emcay.net **or visit** www.emcay.net

SinoVision Honors Asian Pacific Heritage Month

Founded in 1990, SinoVision is the most influential Chinese television network based in the metropolitan New York area. The network features two Chinese channels and one English channel with approximately 1 million viewers and unique online visitors per day. Content is shared across all major social media platforms, and simulcasted on SinoVision.net as well as SinoVision mobile apps. SinoVision proudly offers 12 segments of news programs every day, high-profile features, entertainment variety shows, and North American dramas. The company's headquarter is located in Midtown Manhattan with branches spread across the rest of New York, Washington D.C., Chicago, Boston, Los Angeles, San Francisco, and Houston. In an effort to promote the exposure and understanding of Chinese arts and culture across the United States, SinoVision English Channel was launched in July 2012. Together with SinoVisionNet, the United States' leading Chinese news portal, average monthly unique site visits total well over 1.5 million visitors with over 12 million impressions. In addition, SinoVision's mobile apps have accounted for over 250,000 downloads since their launch in 2013. **For more information about SinoVision, please contact Janis Lam at** janis.lam@sinovision.net **or via phone at (212) 213-6688 ext. 33.**

The Face of America is Changing .. Are You Ready?

The fastest growing segment of the US population, Asian Americans are sophisticated super consumers, educated, tech savvy, with high levels of disposable income. This highly coveted consumer group is also fragmented and complicated. Within each of the Asian communities, there are transitionals, traditionals, transnationals, and trendsetters. Vision Strategy and Insights has extensive experience and expertise in helping clients tackle this profitable yet complicated segment. VSI is a full-service research and strategy firm with 20+ years of experience in the development and implementation of actionable research studies among Asian, Hispanic, African American and general market consumers. The diverse background of our management team allows us to help clients interpret research results through a multicultural lens, crafting effective strategies to provide solutions that meet the challenges of an increasingly multicultural business environment. **Contact: Vision Strategy and Insights, Iris Yim: 919.636.7571, Brenda Lee: 215.808.5415, Michele Cordoba: 818.261.8340,** iris@visionstrategyandinsights.com **,** www.visionstrategyandinsights.com

TDW+Co: Multicultural Agency Celebrates APAHM

Founded in 2004 as T.D. Wang Advertising Group, TDW+Co's full-service offerings include brand strategy, creative, digital and interactive, social and experiential, and market research services, focused on the cross-cultural and millennial consumer. We produce outstanding work for our diverse group of clients, from start-up businesses to Fortune 100 companies, of varying industries, sizes and cultures. We play an integral role in our clients' overall marketing objectives while supporting the multicultural advertising industry as a whole. Our campaigns have been featured in Advertising Age, American Design Academy and Multicultural Marketing News. TDW+Co is headquartered in Seattle, with offices in Los Angeles and New York. **Contact info: Victoria Wong,** victoria.wong@tdwandco.com **206.623.6888**

Names Take Center Stage

We eagerly awaited the announcement of Her Royal Highness Princess Charlotte Elizabeth Diana of Cambridge. We placed bets and voted in polls. As a society, we find meaning in names. While not every parent undergoes the global scrutiny that befell the Duke and Duchess of Cambridge, every parent consciously chooses a name. Some prefer a name from a long-standing family tradition; others prefer the name of a favorite singer. Effective marketers know their customers, and one window in, is through our names. Take advantage of all the name intelligence available to you about each of your customers: 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. **Contact Karen Sinisi, Director of Sales and Marketing,**

karens@ethnictechnologies.com, **866-333-8324 ext. 117,** www.ethnictechnologies.com.

Morris Museum to Host Smithsonian Traveling Exhibition Exploring the History of Indian Americans on View through July 12, 2015

From the builders of some of America's earliest railroads and farms to Civil Rights pioneers and digital technology entrepreneurs, Indian Americans have long been an inextricable part of American life. The Smithsonian traveling exhibition "Beyond Bollywood: Indian Americans Shape the Nation" details the history of Indian Americans and their contributions to the United States from the 1700s to the present. The first-of-its-kind exhibition from the Smithsonian is now on view at the Morris Museum through July 12, 2015. The Morristown presentation of "Beyond Bollywood" will be complimented by an installation featuring twentieth century paintings by Indian American artists, a display showcasing Indian textiles and costumes, and a variety of programs and events. In conjunction with "Beyond Bollywood," the Morris Museum programs include: **Beyond Bollywood Family Festival, Indian Magic Art Show and Mandala Making, May 14, 2:00-3:30pm.** Creating mandalas, a meditative process that has been practiced by Buddhist monks for centuries using colored glass sand, has become a mainstay in the Western world thanks to psychiatrist/psychologist Carl J. Jung. The mandala can be used today as a method of reducing stress, decreasing anxiety, and an opportunity for self-reflection, as the inner circle represents each individual's personal universe. **For more information, call (973) 971-3700, or visit** www.morrismuseum.org.

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

Ailey Opens Two-Week Lincoln Center Season With One-Night-Only Ailey Spirit Gala On June 10th; Benefit Proceeds Support Scholarships And Arts In Education Programs For Area Students

On June 10th, The Ailey Spirit Gala honoring the Ford Foundation, and sponsored by FedEx, launches Alvin Ailey American Dance Theater's two-week engagement at Lincoln Center's David H. Koch Theater. The gala benefits Ailey School scholarships and Arts In Education Programs. The 7pm performance involving Honorary Chair Tyson Beckford, features the present and future stars of Ailey (talented AileyCampers, gifted students from The Ailey School, Ailey II's rising stars, and Alvin Ailey American Dance Theater). After an inspiring finale of *Revelations*, the music of DJ M.O.S will rock the promenade soirée. Gala Co-Chairs: Gina F. Adams, Ricki Lander, Almaz & Marc S. Strachan, and Daria L. & Eric J. Wallach. Gala Vice Chairs: Michele & Timothy Barakett, Dr. N. Anthony & Robyn Coles, Leslie & Tom Maheras, and Pamela D. Zilly & John H. Schaefer. For benefit tickets starting at $500call 212-405-9031. Visit alvinailey.org for season performance tickets starting at $25. Wine and spirits for The Ailey Spirit Gala are generously provided by **Diageo.**

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: June 2015
Deadline: June 4th, 2015
Theme: LGBT Pride Month

To see upcoming newsletters view our 2015 Editorial Calendar

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

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