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 - October 2015 Hispanic Heritage Month

MULTICULTURAL MARKETING RESOURCES, INC.

Multicultural Marketing News
October 2015
Hispanic 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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TDW+Co Opens Shop in Midtown Manhattan
TDW+Co goes national by opening shop in New York, a strategic move to better serve its East Coast client partners and community roots. Led by Account Supervisor Aileen Liao, the new location is in Herald Square, in the heart of Manhattan. Liao and her team currently manage TDW+Co's regionally based social, digital, and experiential campaigns, adding to the agency's existing capabilities in Los Angeles and home base of Seattle. The highly experienced Liao joined the company in July and has been rapidly adding headcount. Tim Wang, Founder & Principal of TDW+Co, says, "It's been a dream come true to be able to open a shop within a community that defines urban trends. It speaks to our commitment to understanding our diverse communities and where we can make the greatest impact, while being even more available to our dedicated client partners. We're stoked about what's to come." Read more at http://www.tdwandco.com/our-first-bite-into-the-big-apple/. **Contact: Aileen Liao, 917.565.4507, aileen.liao@tdwandco.com.**

Creative Consumer Research - Market Research Firm
With offices located in Houston, CCR offers complete field service covering Texas, Arizona and the surrounding areas. Large conference-style focus group rooms with one-way mirrors and large client viewing rooms. Taste tests, telephone interviewing, executive surveys, mall intercepts, door-to door interviewing, mystery shops, store audits, and computer capabilities available. Bilingual interviewing, moderators, and translators are available. CCR also offers project management for multiple city projects. **Contact: Patricia Pratt, President, ppratt@ccrsurveys.com, www.ccrsurveys.com**

Interviewing Service of America (ISA) - Market Research Firm
ISA is one of America's largest marketing research data collection and data processing companies. ISA has 325 CATI positions in the US, conducting both consumer and B-B interviewing. We are the industry leader in multicultural data collection having conducted interviews in 67 languages since 1983. On-line interviewing, IVR interviewing and complete data processing, including coding, programming and translations are available. Through our Q-insights division we offer in-person, focus groups and ethnographic research on a national basis. ISA extensive experience in reaching hard to reach ethnic groups such as Hispanic and Asian Americans. Qi has two focus group facilities in Southern California and nationwide recruiting capabilities. ISA's on-line sample solution, SoapBoxSample, includes a diverse offering of online research services. From sample fulfillment, to mobile research, to programming & hosting, our focus is online interactive research. Whether you are looking to fulfill a traditional online study, or seeking a partner for In-Home Usage Tests (IHUTs), community recruiting, technology testing or mobile research, SoapBoxSample offers a variety of solutions to meet your needs. **Contact: Michael Halberstam, Chairman, halberstam@isacorp.com, www.isacorp.com**

La mejor opción for your Spanish-language needs
Spanish Copywriting, Graphic and Editorial Services for direct marketers targeting US Hispanics, specializing in publishing (magazines, books, continuities) and nonprofits. Original direct marketing copy and design (Spanish and bilingual); creative adaptations; collection, renewal and fulfillment material. Formats include traditional direct mail efforts, magalogs, bookalogs, inserts, TV commercials, web sites and emails. 37 years specializing in direct marketing to US Hispanic and Latin American markets. Clients: Boardroom, Guideposts, Highlights, Meredith, Greenpeace. **Contact: Daniel A Gonzalez & Associates, GonzalezDA@aol.com, 212.682.0333**

Daniel Gonzalez & Associates

Top Tips for Engaging Latinos at Retail during Holiday Media Frenzy
Simple, cost-effective, and easily-executable campaigns targeting specific cultural customer segments can work well to cut through the holiday clutter and yield powerful results. The Commons Mall, located in a diverse suburb near Seattle called on Latina Creative Agency (LCA) to devise a campaign to help build engagement, lure new followers and fuel sales during a busy, media-cluttered season. (LCA) devised a campaign specifically targeting Latinos that not only yielded strong results, it also serves up a great line-up of tips retailers can test-drive throughout the holidays. Here are a few... Use tight targeting and repurpose existing creative assets. Keep promotion offer simple, and layer in additional media reach to amplify offer. Adapt, rather than translate and ensure assets are culturally relevant. Optimize hashtags and URL's for native language. Lastly - go mobile! The Power of a Spanish Language Broadcast Campaign for Back-to-School http://latinacreativeagency.com/the-power-of-a-spanish-language-broadcast-campaign-for-back-to-school/ **For more background and to speak directly with the Latina Creative Agency team please contact us: Amalia Martino, Latina Creative Agency, (425) 968-8013, http://latinacreativeagency.com, amalia@latinacreativeagency.com**

Strengthening Indo-US Bilateral Relationship
Indian Prime Minister Narendra Modi's second visit to US, which was aimed at strengthening the Indo-US bonds, is expected to benefit various sectors - from economic, financial, trade and commerce to social, cultural, educational and technological sectors. All major US companies see India as one of their biggest opportunities and the various Indian communities in the US are helping bring the two together. They are voracious consumers of news and events happening in India to help keep them adequately informed. NDTV 24x7 is widely known and trusted by the Indian Diaspora for its extensive and exhaustive coverage. It's India's most trustworthy News brand and is currently available on Time Warner Cable, DISH Network and Sling. Apart from this, NDTV Good Times, India's first travel and lifestyle channel is also available on DISH Network. **Contact Details: Rohit Jaiswal, Vice President - Distribution Sales, Distribution, NDTV, Rohitj@ndtv.com, +91-999-903-6145 Or Tom Marsillo, tom@emergingnets.com, (732) 492-8559**

Asian Indians become the first ethnic segment in America to cross the $100,000 Median Income Threshold
Emerging Networks, the country's largest South Asian Television Rep Firm, announced that updated data from the U.S. Census indicates that Asian Indians in America have become the first ethnic segment in America to cross the $100,000 median income threshold. The latest data from the U.S. Bureau of Census released earlier this year confirmed that in 2013, the median household income for Asian Indian-Americans rocketed to $100,547, almost double the national median income of $51,000 for all Americans. With incomparable population growth and superior affluence, South Asian-Americans have emerged as the fastest-growing new elite consumer group in the U.S. The time has come for U.S. marketers and political advisers to recognize this dynamic ethnic group as a potential difference maker in their campaigns. **Contact Tom Marsillo, President, Emerging Networks LLC, tom@emergingnets.com, (732) 492-8559, www.emergingnetworks.tv**

Emerging Networks LLC

The 3% Conference, Oct 26 & 27, 2015 | NYC
Launched on September 27, 2012 in San Francisco, the 3% Conference has exploded into a 2-day, 800-person event in New York City, multi-city road shows throughout the year, a vibrant online community on multiple social platforms, a student scholarship fund, a creative award, and a business blog to support the crusade. This year's conference has an amazing agenda lined up -- themed Brands on Board -- filled with inspiring keynotes, professional development, speed mentoring, networking, tangible takeaways and hands-on breakout. All Conference activities will take place at the Metropolitan Pavilion and The Altman Building (both on W 18 St) and you can book your hotel stay at one of these neighboring hotels. The 3% mission is to support more female creative leadership in advertising agencies because: Female consumers deserve to be marketed to from a place of understanding, Brands deserve to not have their marketing budgets wasted in a 97% testro-fest, Everyone - especially children -- deserve a healthier media diet in the 3,000 ads they consume daily **For more information or to register, visit: 3percentconf.com/fall-conference**

THE 3% CONFERENCE
CHAMPIONING CREATIVE FEMALE TALENT+LEADERSHIP

Intersection between Disability Marketing & Accessible ICT, November 9, 2015, New York City
The Marketing Anthropology Project (MAP), a program of the National Business & Disability Center (NBDC) at The Viscardi Center, is hosting its one-day summit in New York City on Monday, November 9th. The summit is designed to assemble marketing professionals, technology professionals and accessibility professionals to better understand how all facets of marketing strategies and information & communication technology (ICT) can be accessible to people with disabilities. Attendees will receive: 1) Updates from leading industry experts; 2) Summary on the Technology Taskforce & Charter; 3) Summary on public opinion polling & consumer analytics on disability in the marketplace; 4) Information on best practices; 5) Information on emerging technologies; and 6) Networking opportunities. The summit will include presentations by leading industry experts from IBM, Barclays, Deque, Century 21 Real Estate and many others. NBDC's MAP is the first-of-its-kind in the disability market, offering a platform for businesses to understand better the pockets of the global disability culture that influence consumer attitudes. **For more information contact Brandon M. Macsata, General Consultant, NBDC at bmacsata@viscardicenter.org or 516-465-3748 or visit http://www.viscardicenter.org/news-events/events/nbdc-summit.html to see sponsorship opportunities and conference agenda.**

National Business & Disability Council at The Viscardi Center
Transforming the lives of people with disabilities

ANA Multicultural Marketing & Diversity Conference – Where Brands Unite

Marketers will congregate on Nov 8-10 at the 2015 ANA Multicultural Marketing & Diversity Conference to hear about a myriad of topics regarding how to connect with the multicultural audience. Learn the secrets to targeting the Hispanic market, African Americans, multicultural millennials, and much more at the premier multicultural conference of the year. While there are a lot of multicultural conferences being held every year, the ANA annual conference remains unique as it's heavily attended by client-side marketers and the client-side perspective is always "front & center" on the agenda. The 2015 ANA Multicultural Marketing & Diversity Conference presented by Time Inc. will feature phenomenal speakers from **Allstate, Denny's, Facebook, Google, Kaiser Permanente, Marriott International, Moët Hennessy USA, Stoli Group USA, Tecate, Verizon, Wells Fargo & Co., Western Union,** and more. This conference has become the annual "go to" event to discuss and debate topics such as total market as well as a place to network and celebrate with others in the industry! Please join the leaders in the industry at the Fontainebleau Miami Beach for the 17th annual ANA Multicultural Marketing & Diversity Conference. For more information, please contact Mala White at mwhite@ana.net or 212-455-8084. To register, please click here.

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: November 2015
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To see upcoming newsletters view our 2015 Editorial Calendar

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

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