



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 Skrifoff](#), 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](mailto:lisa@multicultural.com) or 212-242-3351.



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## 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](#)

### PM Publicidad Presents Eye opening Market Research About Hispanic Millennials

"The integration of tactics and strategies that are focused on the use of third screen devices, such as tablets and smartphones, are crucial when creating marketing campaigns that drive brand preference among Hispanic Millennials," said Eduardo Perez, president of PM Publicidad (PMP) at the 9th Annual Hispanic Retail 360 conference in Las Vegas Nevada. PMP is a multicultural agency based in Atlanta that specializes in the U.S Hispanic Market.

Perez provided the audience with detailed market research that highlighted the importance and increased usage of smartphones and tablets by Hispanic Millennials. He added that Hispanic Millennials are a driving force for innovation and technology adoption, important factors to consider when targeting that market segment. To receive a digital copy of PMP's Hispanic Millennial presentation, please

visit <http://www.slideshare.net/PMPublicidad/building-your-brand-preference-with-hispanic-millennials-in-the-post-pc-era>

For more information contact Eduardo Perez at [eperez@pmpublicidad.com](mailto:eperez@pmpublicidad.com) or visit [www.pmpublicidad.com](http://www.pmpublicidad.com).

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