

Happy Holidays!

Welcome to NAMIC's *Cultural Lens*. *Cultural Lens* is a product of the NAMIC Multicultural Marketing Committee.

This issue of *Cultural Lens* highlights the value of understanding as a prerequisite to action in the marketplace. In **Moving Beyond Demographics**, Esther Franklin of SMG Multicultural unveils a multilayered program built upon 12 African American archetypes identified through qualitative research. Subsequent quantitative research further deepened the findings, resulting in a rich and insightful segmentation that advances understanding of the large and culturally robust African American community.

Success Stories goes behind the scenes with two of our 2007 Excellence in Multicultural Marketing Awards (EMMA) winners, one case study and one campaign, to show how these teams translated knowledge into action and produced results in African American and Chinese markets.

Act Locally examines three major tactics, presented by NAMIC-Tennessee, in targeting the Hispanic market.

The first step to understanding the multicultural market is awareness, so we begin with our traditional **Multicultural Calendar**. Enjoy a sampling of the exciting holidays that will be celebrated by cultures around the world during the first quarter of 2008.

Best wishes for a wonderful holiday season and a happy new year.

Warm regards,

The *Cultural Lens* team

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The first quarter holds a rich tapestry of holidays and history.

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An intriguing new study by SMG Multicultural (a division of Starcom MediaVest Group)

SUCCESS STORIES: Come with us as we dig a little deeper into two 2007 NAMIC EMMA-award winners.

Their in-market successes may spur some 2008 ideas you can try at home!

- The 2006 Black Movie Awards (Turner Broadcasting System). Clever target-smart tactics and a surround approach garner winning results for TNT.
- Chinese New Year Spectacular (Comcast Cable, Metro Atlanta). Good learnings from a well executed and modest investment.

ACT LOCALLY: NAMIC-Tennessee's Multi-Ethnic Marketing: The Latino Connection

Marcela Gomez from Hispanic Marketing Group speaks to NAMIC-Tennessee about the most effective ways to target your marketing plan to the Hispanic population.

DAY BY DAY: MULTICULTURAL CALENDAR

By Natalie Rouse

Director, National Ethnic Marketing

Comcast Cable Communications

January 2008

1 Haiti Independence Day

On January 1, 1804, Haiti became the first independent black-led republic and the only nation ever to form from a successful slave rebellion. Haitians in Haiti and around the world celebrate Independence Day with the traditional pumpkin soup. When the French were in rule, the slaves were not allowed to enjoy pumpkin soup. It was a privilege for the French colonists only. When Haiti proclaimed its independence, all Haitians started to eat pumpkin soup as a statement of freedom. Today it is eaten for tradition and unity, as well as good luck for the New Year.

6 Three Kings Day

Three Kings Day is celebrated on January 6th, twelve days after Christmas. It is often viewed as the last day of the Christmas season (the end of the 12 days of Christmas). Also known as The Epiphany, Three Kings Day (Día de los Reyes) is a Christian celebration that commemorates the Biblical story of the three kings who followed the star of Bethlehem to bring gifts to the Christ child. According to the Biblical story, the Three Kings – named Melchior, Caspar and Balthazar – presented the Baby Jesus with gifts of gold, frankincense and myrrh.

7-19 Epiphany (Orthodox)

This period from January 7-19 is the best period for telling fortunes, as it is the "Saint Christmas Week", when people have fun, wear fancy dresses and walk from one home to another asking for favors.

11 Vasant Panchami (Hindu)

Vasant Panchami is a festival full of religious, seasonal and social significance and is celebrated by Hindus all over the world with verve and a new sense of optimism.

30 Muharram (Islamic New Year)

Islamic New Year is celebrated on the first day of Muharram, the first Islamic month.

February 2008

1-29 Black History Month

Black History Month is a remembrance of important people and events in African American history. It is celebrated annually in the United States and Canada in the month of February, while in the UK it is held in the month of October.

1-7 Tet New Year (Vietnamese)

The most important Vietnamese festivity of the year is celebrated for an entire week during the first to seventh day of the New Year according to the traditional moon calendar. The celebration depends on the phases of the moon, not the sun, and is celebrated on different dates of the Western calendar. In Vietnam, Tet is like Christmas, New Year's and Thanksgiving combined.

2-5 Carnaval (Brazil)

The Brazilian Carnival (Portuguese: *Carnaval*) is an annual festival in Brazil held 40 days before Easter and marks the beginning of Lent. During Lent, Roman Catholics are supposed to abstain from all bodily pleasures, including the consumption of meat. The carnival can thus be considered an act of farewell to the pleasures of the flesh.

6 Ash Wednesday

In the Western Christian calendar, Ash Wednesday is the first day of Lent and occurs forty-six days before Easter. It falls on different dates from year to year, according to the date of Easter; it can occur as early as February 4 or as late as March 10.

17-19 Chinese (Lunar) New Year

The biggest and most celebrated festival among the Chinese. Traditionally, families will begin cleaning their homes days before the new year to sweep away ill fortune. A special dinner is served on New Year's Eve at which children and elders receive gifts in the form of cash wrapped in red paper. One Chinese New Year tradition is the dragon and lion dance. The heads of these beasts are thought to ward off evil. The festival lasts several days, although the first few days are the most celebrated.

March 2008

1 Independence Movement Day (Korean)

March 1, 1919, marked the beginning of the Korean Independence Movement. On this date, independence fighters announced Korea's declaration of independence from Japanese colonialism.

3 Doll Festival (Japanese)

This holiday is also known as Hina Matsuri or Girl's Festival. On this day, families with girls wish their daughters a successful and happy life. Dolls are displayed in the house together with peach blossoms. The doll festival has its origin in a Chinese custom in which bad fortune is transferred to dolls and then removed by abandoning the doll on a river.

21 Purim (Jewish)

American Jews sometimes refer to Purim as the Jewish Mardi Gras. The day celebrates the time when Esther, a beautiful young Jewish woman, saved the Jews from annihilation in Persia. Jews are told to eat, drink and be merry on this day as well as send out gifts of food or drink, and to make gifts to charity. Children and sometimes adults may come to synagogue in costumes and it is customary to make noise whenever the name "Haman" (the King's evil advisor who plotted to annihilate the Jews of Persia) is mentioned. Working is allowed on this day.

21 Magha Puja Day (Buddhist)

Magha Puja Day takes place on the full moon day of the third lunar month (March). This holy day is observed to commemorate an important event in the life of the Buddha. This event occurred early in the Buddha's teaching life.

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Natalie Rouse is the Director of National Ethnic Marketing for Comcast Cable Communications and has over 18 years of ethnic marketing and media experience. In her role with Comcast, Natalie is responsible for multi-ethnic marketing efforts and programming initiatives. Natalie markets all Comcast products such as Cable video, High-Speed Internet, and Digital phone services to 19 unique cultures including Chinese, Filipino, Vietnamese, Japanese, South Asian, Russian, French, Italian, Polish, Portuguese and Hmong consumer groups to name a few. Natalie has won 2006 and 2007 NAMIC Excellence in Multicultural Marketing Awards (EMMA), listed on CableWorld's "top women to watch" 2006, and was also listed in the CableFax Top 100 list for 2004 as one of the most influential in the cable industry.

FACT-FINDING: Moving Beyond Demographics: Engaging African American Consumers

By Esther Franklin

Executive Vice President/Director of Cultural Identities

SMG Multicultural

The African American market today represents more than \$850 billion in annual spending. This buying power is projected to increase to \$1.1 trillion by the year 2011, equivalent to the GDP of India.

Despite its growing population and increasing market influence, African American consumers are one of the most underleveraged segments in traditional media planning and investment. Less than two percent of US advertising dollars are allocated to multicultural consumers. To address this, SMG Multicultural recently designed a capability to revolutionize the way our industry views and values cultural identities, beginning with the African American community. During the 2007 ANA Multicultural Marketing Conference, we presented findings from *Beyond Demographics*, an unprecedented new study exploring African American identity from the inside out.

Cultural Identity

Why this concept of identity? It's the most powerful influencer of every decision we make. Identity shapes our world view and impacts our engagement with marketing messages, products and services. Historically, African American identity in the US has been shaped by the lens of others. Our instincts told us that without closely examining African American identity from an insider's perspective, we—and ultimately our clients—could not fully understand the motivations and behaviors of this audience.

Black is the new Black

During this exploration, we uncovered a powerful ideology: "Black is the new Black." What does this mean?

African Americans are experiencing a pivotal point in history.

CULTURAL LENS

A Closer Look at Multi-ethnic Marketing



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

EMBRACE DIVERSITY. EMBRACE SUCCESS.

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It's a time of awakening, a heightened state of consciousness driving a cultural metamorphosis in the community.

It's a future-focused movement; a catalytic ember that is sparking a fundamental, behavioral shift... a shift that puts emphasis on redirecting the energy, spirit and vibrancy of the culture to impacting the strength and vitality of the African American community moving forward.

Today, African Americans are reclaiming the expression of their identity. They're seeking an open dialogue with America that accepts and accounts for their multitude of perspectives. *Black is the new black.*

Framework

Our journey includes three phases. Earlier this year, we established a partnership with Dr. Nat Irvin II, founder of nonprofit think tank Future Focus 2020 and University of Louisville Strickler Executive in Residence and professor of management at the College of Business. Dr. Irvin developed a unique framework for looking at the African American community, illuminating 12 real-world archetypes of the Black population. In phase I, we worked to validate that framework by gathering qualitative data designed to determine defining characteristics of each group. In phase II, we collected nationally representative data with a sample size just over 1,000. This phase provided size and scope of each archetype and added rich insight into media attitudes, behaviors and motivations. The third and final phase activates Beyond Demographics in the marketplace via strategic partnerships with clients and media brands. The output of this phase is the creation of customized content platforms and the activation of game-changing connection strategies in-market.

12 unique segments

Each of the 12 archetypes brings value to the community, and to our clients. As marketers, understanding what drives consumers is rooted in our DNA. In order to engage all consumers, it's important that our marketing efforts be rooted in a real understanding of the diversity that exists within *all* cultural identities.

Here's a sample of some of the archetypes identified:

Trustees – “*Keepers of the legacy.*” In every neighborhood, there are Trustees—highly regarded community leaders who are driven by their sincere passion for helping others. Trustees comprise 3% of today's black community.

Thrivals – “*I am the part of America you don't recognize...but get used to me.*” Intrepid explorers, boundless dreamers who are relentlessly determined to succeed, they celebrate diversity through their culturally grounded but diverse peer groups. Thrivals don't believe in simply surviving, they are *thriving*. Thrivals account for 8% of the black population, and their numbers are growing.

Devouts – “*I'm blessed and highly favored.*” The largest group comprising 29% of the black population, Devouts are grateful for simple pleasures and tend to be very satisfied with life. Church and community are a priority for Devouts.

What's ahead

Beyond Demographics has given us robust insights that we hope will transform both the way we reach African Americans with our messages, and how we direct spending toward them. We've begun with the African American community, but have a solid framework on which to apply to other cultural identities in the future. There are so many doors we can open with this, and we're just getting started.

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Elevated to Executive Vice President/Director of Cultural Identities in July 2007, Esther "E.T." Franklin leads insights into ethnic and existing/emerging identities for the multicultural unit of one of the largest brand communications groups in the world, Starcom MediaVest Group. In her new role, Esther works with global CEO Renetta McCann to roll out these insights across the agency's global network—working to further explore cultural identity and media consumption habits around the world. Among her initial projects is a proprietary research study on African American consumer behavior, *Beyond Demographics*, and several initiatives to help strengthen the agency's multicultural capabilities.

NAMIC's mission is to educate, advocate, and empower for multi-ethnic diversity in the communications industry.

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SUCCESS STORIES: THE 2006 BLACK MOVIE AWARDS ON TNT & CHINESE NEW YEAR SPECTACULAR BY COMCAST METRO ATLANTA

By Cindy Morrisroe

Vice President, Market Management

Cablevision Systems Corporation

Turner Broadcasting System was awarded a 2007 NAMIC Excellence in Multicultural Marketing Award (EMMA) in the Case Study Network category for the 2006 Black Movie Awards marketing campaign.

2006 was the second year for the TNT Black Movie Awards show on TNT, a partnership with the American Black Film Festival (ABFF). The first year had been successful. And consumer research revealed a healthy appetite for programming that celebrates excellence in black filmmaking, so Turner Broadcasting Systems had an organically attractive product in the show. While TNT has a well-established foothold in dramatic content with Black audiences, and while Black audiences were seeking the entertainment that the show offered, they were not necessarily looking for it from TNT. The challenge for Vicky Free, Vice President of Entertainment Marketing and her team, was to reach African American viewers, and especially Women aged 25-49, to make sure they tuned in. Successfully addressing this challenge would not only increase viewership for the program year over year, but would also highlight TNT's commitment to developing programming for multi-cultural audiences.

The campaign designed to address this challenge was a well-orchestrated execution of what Vicky calls the full court press.

As an editorial aside, "targeted" is one of the most over-used and incorrectly-used terms in the cable advertising dictionary. But this campaign was truly targeted, and does the term proud. Television support included a spot cable buy in ten target markets on AA Female skewing networks: BET, TV One, Lifetime, USA Networks, Oxygen and Food Network. Radio focused on Adult Contemporary, Gospel,

Urban and Smooth Jazz format stations. Print included national placements in JET Magazine, American Legacy, Rolling Out, Daily Variety and the Hollywood Reporter. Online promotion was done in partnership with AOL Black Voices, and through media placement on essence.com and other key AA sites.

The true catalyst was in the grassroots promotion, however. Celebrating the best of Black humanity is a core tenet of the Black faith-based community. American Legacy magazine is a high-quality publication distributed only in Black churches across the country. Through partnership with American Legacy and additional direct marketing to the mid-size and mega-churches, Vicky and her team were able to hone in on the audience that research had revealed. According to Vicky, "Taking the brand to the consumer becomes a much more meaningful experience. It is more than reaching out – it's *embracing*." Faith-based local efforts extended the reach of the campaign and increased the effectiveness of traditional media.

This campaign effectively combined targeted messaging, targeted media and a multi-layered faith-based community outreach to earn an amazing 10.3 rating in Black households, a 70% increase in ratings for the 2006 Black Movie Awards over the prior year. Audience composition was very female, with women outpacing men by more than 2:1. Full court press, indeed – well done, Vicky and team!

Comcast Metro Atlanta was awarded a 2007 NAMIC Excellence in Multicultural Marketing (EMMA) in the Grassroots category for the Chinese New Year Spectacular campaign.

Comcast's data recognized more than 150,000 individuals in non-subscribing Asian American households in Metro Atlanta. While Asian Americans are just 2% of Atlanta's population, as a group they are growing at five times the rate of Georgia's population.

Comcast Atlanta marketing director Lillian Harding saw an opportunity to increase subscribers in a growing market by promoting programs that mirror the community's interests. To validate the opportunity, Lillian's organization sponsored the Chinese New Year Spectacular at the Atlanta Civic

Center. The 5,000 spectators who participated were met by street marketers who reflected the Asian community. Cute rubber pigs urging people to “get the bundle” during Chinese Year of the Pig were distributed. Direct Sales informed interested attendees of Comcast’s offers.

“We wanted an event that would reach all the generations,” Lillian told us. The strategy and the attention to detail in staffing and promotional items worked. Comcast made 42 bundle sales on-site. More importantly, the success of the campaign led to a 2008 budget investment in the Asian markets.

Grassroots programs and events, executed with cultural sensitivity, can be a great way to make a path into ethnic markets, and especially into smaller markets that are hard to reach effectively through traditional media, or unresponsive to direct tactics. As in this case, they can put a ‘face’ on our companies.

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Cindy Morrisroe is Vice President of Market Management at Cablevision Systems Corporation. She has been a passionate advocate and practitioner of multicultural marketing for over ten years.

ACT LOCALLY: NAMIC-Tennessee’s Multi-Ethnic Marketing: The Latino Connection

On Thursday, November 1st, 2007 NAMIC-Tennessee hosted *Multi-ethnic Marketing: The Latino Connection*. This educational event featured a presentation by Marcela Gomez, President and Owner, Hispanic Marketing Group (a division of Diversity Brands, LLC).

Ms. Gomez’s presentation centered around the issues that evolve when marketing to the Hispanic/Latino market. She pointed out that the same marketing plan devised specifically for the Latino market may not work on a national basis. She advised that a national marketing plan should be targeted to specific regions of the country. For example, Miami is made up of a predominately Cuban population versus South Texas which is mainly Mexican.

The terms “Latino” and “Hispanic” are words that work for the U.S. Census Bureau, however marketers should think

more in terms of what country the members of that demographic come from and where they live.

Additionally, direct mail tends to have a much higher response rate with the Hispanic community because receiving something personalized is extremely exciting.

Overall, Ms. Gomez advised not to over-generalize anything when marketing to the Hispanic population. Dig deep to find the root of your target’s segment of the population.

ABOUT NAMIC’s Multicultural Marketing Committee

The NAMIC Multicultural Marketing Committee serves to support the objectives of NAMIC and NAMIC’s core principles of Education, Advocacy and Empowerment. Specifically, the committee exists to:

- Share information (education) about effective marketing strategies and tactics that target the diverse marketplace of multi-ethnic communities;
- Encourage companies in our industry to develop a multicultural marketing strategy and to implement and support multicultural consumer marketing tactics as a sustained practice (advocacy), and;
- Attract, mentor and encourage dynamic, marketing professionals within the industry (empowerment) so that the industry truly represents the diverse world in which we live.

ABOUT NAMIC

NAMIC is the premier organization focusing on multi-ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC is comprised of nearly 2,000 professionals belonging to a network of 17 chapters nationwide. Through initiatives that focus on education, advocacy, and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation’s communications industry giants reflect the multi-ethnic richness of the populations they serve.