

CULTURAL LENS

A Closer Look at Multi-ethnic Marketing



FALL 2008

NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

EMBRACE DIVERSITY. EMBRACE SUCCESS.

Hispanic Heritage Month!

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

This issue of *Cultural Lens* highlights key multi-ethnic marketing tactics across multiple platforms. In **Fact Finding** you'll read about how Latinos are moving at the speed of light regarding their digital connection.

Success Stories highlights the winners from the 2008 NAMIC Excellence in Multicultural Marketing Awards. Congratulations to all!

On October 22nd and 23rd *Multichannel News* and *Broadcasting & Cable* present the **Sixth Annual Hispanic TV Summit**. Read the teaser to find out all the details.

We've added a new section called **On the Radar** to keep you abreast of noteworthy industry events.

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 fourth quarter of 2008.

Warm regards,
The *Cultural Lens* team

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October-December 2008

September 15-October 15 is National Hispanic Heritage Month. See what other holidays are being celebrated around the world this season.

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MIO.TV shows us just how much faster Latinos are connecting online versus the general population.

SUCCESS STORIES: 2008 NAMIC EMMA Winners!

See who the big winners were during the 2008 Annual NAMIC Conference.

HISPANIC TV SUMMIT TEASER

Will you be attending the Sixth Annual Hispanic TV Summit in New York City this year? NAMIC's very own Multicultural Marketing Committee is hosting a panel on TV promotions you won't want to miss.

ON THE RADAR

Make sure your calendar is up-to-date with noteworthy industry events.

DAY BY DAY: MULTICULTURAL CALENDAR

By Ravi Pillai

Director, Marketing

Saavn

September 15-October 15 National Hispanic Heritage Month

October 2008

12 Our Lady Aparecida (Patron saint of Brazil)

Our Lady of Aparecida (also written as Our Lady of the Conception) is the patron saint of Brazil, represented by a statue of the Virgin Mary located in the Basilica of Aparecida, in the city of Aparecida in the state of São Paulo, Brazil. In Portuguese the name is Nossa Senhora da Conceição Aparecida (Our Lady of the Conception who Appeared). This shrine is the most visited in Brazil and one of the most visited in the Catholic world. This day is also celebrated as Children's Day.

12 Columbus Day

Columbus Day is a holiday in the United States celebrating the anniversary of Christopher Columbus's arrival in the Americas, which happened on October 12, 1492 in the Julian calendar, October 21, 1492 in the modern Gregorian calendar. Similar holidays commemorate the same event: Día de la Raza (Day of the Race) in many countries in Latin America, Día de las Culturas (Day of the Cultures) in Costa Rica, Discovery Day in The Bahamas and Columbia, Discoverer's Day in Hawaii, Día de la Hispanidad and National Day in Spain, and the newly renamed alternate (as of 2002) Día de la Resistencia Indígena (Day of Indigenous Resistance) in Venezuela.

24 Suez Victory Day – Egypt

The Yom Kippur War, Ramadan War or October War also known as the 1973 Arab-Israeli War and the Fourth Arab-Israeli War, was fought from October 6 to October 26, 1973 by a coalition of Arab states led by Egypt and Syria against Israel. The war began with a surprise joint attack by Egypt and Syria on Yom Kippur, the Jewish Day of Atonement. The war had far-reaching implications for many nations and it paved the way for the peace process that followed, as well as liberalizations such as Egypt's infitah policy. The Camp David Accords, which came soon after, led to normalized relations between Egypt and Israel—the first time any Arab country had recognized the Israeli state.

28 Diwali – India

Diwali, or Deepavali, (also called Tihar and Swanti in Nepal) (Markiscarali) is a major Indian and Nepalese festival, and a significant festival in Hinduism, Sikhism and Jainism. Many legends are associated with Diwali. Today it is celebrated by Hindus, Jains and Sikhs across the globe as the "Festival of Light," where the lights or lamps signify victory of good over the evil within every human being. The festival is also celebrated by Buddhists of Nepal, particularly the Newar Buddhists.

November 2008

27 Thanksgiving Day

Thanksgiving, or Thanksgiving Day, is a traditional North American holiday, which is a form of harvest festival. In the United States, Thanksgiving or Thanksgiving Day is an annual one-day legal holiday to express gratitude for the things one has at the end of the harvest season. It is celebrated on the fourth Thursday in November. The period from Thanksgiving Day to New Year's Day is often collectively referred to as the "holiday season," and the holiday may be colloquially nicknamed "Turkey Day". A tradition also exists to share the fruits of the harvest with those who are less fortunate.

30 Bonifacio Day– Philippines

Andrés Bonifacio y de Castro (November 30, 1863 – May 10, 1897), son of Santiago Bonifacio and Catalina de Castro, was a Filipino revolutionary leader and one of the main rebel leaders of the Philippine Revolution against Spanish colonial rule in the late 19th century. He is regarded as the "Father of the Philippine Revolution" and one of the most influential national heroes of his country. A freemason, Bonifacio was the founder of the Katipunan organization which aimed to start an independence movement against Spain.

December 2008

5 St. Nicholas' Eve– Netherlands

Sinterklaas (also called Sint-Nicolaas in Dutch and Saint Nicolas in French) is a traditional holiday figure in the Netherlands, Netherlands Antilles and Belgium, celebrated every year on Saint Nicholas' eve (December 5) or, in Belgium, on the morning of December 6. The feast celebrates the name day of Saint Nicholas, patron saint of, among other things, children. In the Netherlands, Saint Nicholas' Eve, (December 5th) is the chief occasion for gift-giving. The evening is called sinterklaasavond or "pakjesavond"

("presents' evening"). Traditionally, presents are ingeniously wrapped, and are therefore called surprises. Also, presents are traditionally accompanied by a poem from Saint Nicholas. Sinterklaas is the basis for the North American figure of Santa Claus.

16 Victory Day— Bangladesh

After Sheikh Mujib's declaration of independence, President Yahya Khan outlawed the Awami League and arrested its leaders, including Mujib. Resistance fighters continued to battle the Pakistan army, resulting in nearly ten million refugees fleeing to India. India declared war on Pakistan on December 4, and Pakistan surrendered soon afterwards, on December 16, 1971. Mujib returned to become the first Prime Minister of Bangladesh.

25 Christmas Day

Christmas is an annual holiday that celebrates the birth of Jesus. It refers to both the day commemorating the birth, and also the Christmastide season which that day inaugurates, concluding with the Feast of the Epiphany. The date of the celebration is traditional, and is not considered to be Jesus's actual date of birth. Christmas festivities often combine the observation of the Nativity with various cultural customs, many of which have been influenced by earlier winter festivals. Although nominally a Christian holiday, it is also observed as a cultural holiday by many non-Christians around the world. On the other hand, there are some Christian denominations, like Jehovah's Witnesses, certain Seventh Day Adventist churches, and the Living Church of God, whose members do not, as a rule, celebrate Christmas. It was not until the reign of Queen Victoria that many of the Christian customs occur.

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Ravi Pillai serves as the Director of Marketing at Saavn and brings valuable experience and understanding of the South Asian market. During his tenure as Head of Operations with Adlabs Films Limited, India's largest overseas film distribution company, Ravi marketed and distributed big budget Bollywood films like Krrish, Jaan-e-mann, Guru, Baabul, Vivah and Umrao Jaan. He has established critical relationships with eminent media personalities, theater owners and corporate clients in the US. He completed his Bachelors in Commerce from the University of Bombay and graduated from Grand Valley State University, MI with an MBA in International Marketing. Ravi is a member of NAMIC's Multicultural Marketing Committee.

FACT FINDING: MIO.TV Shows The Speed of the Latino Digital Connection

By Moses Frenck

Co-Founder, Executive Vice President

MIO.TV

Everybody knows that the U.S. Latino market is growing fast, and that more dollars are flowing to reach this group. But the rate of this growth is exceeding what was previously expected, with the digital and mobile sectors becoming the dominant centers for information, entertainment and communications.

In growing numbers, Latinos are embracing a 360-degree, interconnected media lifestyle that includes everything from the Internet and social networking to mobile phone use, digital music, interactive TV and events.

The number of Latinos actively online is growing so fast, in fact, that even leading market research firm eMarketer underestimated its growth. Two years ago its analysts predicted that the number of Latinos online would not exceed 20 million until 2010. This past summer, the research firm released a report stating that already by mid-2008 more than 23 million Latinos were online, representing 52% of the population. The new forecast is that 26 million Hispanics will be online by 2010, and 29 million by 2012 — representing nearly 60% of Latinos. These numbers are remarkable, since as recently as 2005 there were just 15.7 million Hispanics online.

Meanwhile, advertisers are following suit. According to TNS Media Intelligence, the amount of advertising spending devoted to reaching Latinos online has surged more than 36% over the prior year. (As a comparison, ad spending on Hispanic TV increased only 3.2%; radio 3.3%; newspapers 2.5%; magazines 10.4%; and out-of-home 2.8%, according to TNS.) Ad spending on Hispanic media as a whole last year grew by 4.2%, while spending in the general (non-Hispanic) market was essentially flat at 0.2%.

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This rapid online traffic growth is being driven primarily by young, U.S.-born, bilingual, acculturated Latinos who are flocking to digital properties that focus on entertainment and social networking. And Latinos are flocking at a greater rate than the general market, according to eMarketer and comScore. eMarketer predicts that online rich media and video ad spending on these sites in the U.S. will total more than \$9.4 billion in 2012, which is more than four times as much as the 2007 spending level.

Overall, Hispanics are more digitally engaged than non-Hispanics, per comScore. Latinos spend 87 minutes per day online, compared with 79 minutes among non-Hispanics. They watch online video more than non-Hispanics, 37% vs. 32%; socially network more than non-Hispanics, 31% vs. 22%; and listen to online music more than non-Hispanics, 38% vs. 31%.

But it is not just Websites that are gaining the attention of these next-generation Latinos at a greater rate than their non-Hispanic counterparts. With technology in general, Latinos spend on average 14 hours per day, while non-Hispanics spend about eight hours, and they spend 13.5 hours per day with media, compared with just nine hours among non-Hispanics.

On top of that, Latinos in the U.S. have taken over mobile usage as well. More than half of Hispanic mobile phone owners use mobile data services, with the consumer base consisting of younger, educated, bilingual, English-dominant, more affluent Latinos, according to Forrester Research's Hispanic Technographics study. When compared with the general market, Hispanics over-index in every category of mobile data usage, especially when it comes to watching video, downloading music and sharing everything.

The future of information, communications and entertainment is clearly one of digitally connected, interactive experiences, and it is a future that culturally resonates with Latinos. Latinos tend to connect with friends and family in greater numbers than non-Latinos and maintain extensive personal and professional networks. As

the Latino segment continues to grow, it has the power to become a significantly large interconnected community bound by a common cultural digital lifestyle that has no signs of slowing.

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Moses Frenck is co-founder and EVP of MIO.TV, the first, truly multiplatform media brand for acculturated, bilingual Latinos in the U.S. Frenck was formerly the founding managing editor of *Adweek's Marketing y Medios magazine*. A native of Peru, Frenck was raised in Miami Beach and is fully bilingual and bicultural. He has a bachelor's degree from the University of Massachusetts Amherst, with dual majors in journalism and communications. He has been quoted by leading publications ranging from *The Miami Herald* to *The Washington Post*.

SUCCESS STORIES: 2008 EMMA Winners!

By Cindy Morrisroe

Vice President, Market Management
Cablevision Systems Corporation

The 2008 NAMIC Excellence in Multi-Cultural Marketing Awards (EMMA) awards were presented last month at a special session of the 22nd Annual NAMIC Conference. Fuse television host Jared Cotter presided over the festivities, adding to the excitement - and the photo ops!

Recognizing the cable industry's campaigns that demonstrate best practices in multi-cultural marketing, the NAMIC Excellence in Multi-Cultural Marketing Awards are sponsored by ESPN Deportes and presented in conjunction with *CableFAX Daily*, the competition's exclusive media partner. The program is comprised of two award categories: case studies/campaigns and marketing tactics. Entries in each category are judged within two divisions: companies/distributors and networks/industry suppliers.

Cox Communications and **Rogers Cable Communications** each received three first-place wins, leading the first-place honorees in the cable companies/distributors division. **Comcast** earned two first-

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

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place honors. **Time Warner Cable** finished first-place in a single category.

TBS led all networks/industry suppliers with five first-place awards. **TV One** also earned multiple honors, including two first-place wins. Networks earning a single first-place win include: **International Networks** and **Si TV**. **Discovery Networks U.S. Hispanic Group** took first place honors in the newly added "Diversity Awareness" category. Additional winners within the networks/industry suppliers group include: **Ameredia, Inc., BET, Home Box Office, Inc., MTV, mun2, Showtime Networks Inc, iSorpresa!, TuTv, Univision Communications Inc.,** and **VH1**.

The full list of winning campaigns is available at <http://www.namic.com/img/EMMA.pdf> Future issues of *Cultural Lens* will highlight individual winning campaigns. NAMIC and the Multicultural Marketing Committee congratulate the winners and express our sincere thanks all those who entered the competition.

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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. Cindy is a member of NAMIC's Multicultural Marketing Committee

HISPANIC TV SUMMIT TEASER: Four Reasons You Should Attend the Hispanic Television Summit

Are you a television industry professional involved with or interested in the Hispanic market? The 6th Annual Hispanic Television Summit, presented by *Broadcasting & Cable* and *Multichannel News* on October 22-23 at the New York Hilton is a networking event you should not miss for four reasons:

1. Coverage. The Hispanic Television Summit is a full agenda of one and a half days about the

Hispanic Television Market. The Hispanic Television Summit includes panels not only on marketing, advertising, programming and promotions, but also on distribution, consumer technology and finance. You will hear from and talk with the top industry leaders who are making money and can show you how they are doing it.

2. Attendee Focus. More than 70% of attendees at the Hispanic Television Summit are repeat attendees, and the Summit planners are very responsive to attendee feedback. In fact, a consumer technology panel was added this year due to popular demand. There are multiple networking opportunities – two cocktail receptions, a dessert reception and a continental breakfast.
3. Value. The presenters and planners of the Hispanic Television Summit strive to provide an attractively priced, high-quality conference. The lineup is impressive, including Telemundo Communications Group COO Jacqueline Hernandez as the keynote speaker. Journalist Jorge Ramos, Anchor of "Noticiero Univision" will be honored for Outstanding Lifetime of Achievement in Hispanic Television. And, there are many more special guests, in addition to the panels mentioned earlier which cover all aspects of the Hispanic TV market.
4. NAMIC Panel. PROMOTIONS: HOW TO ATTRACT HISPANIC VIEWERS IN A MULTI-SCREEN ENVIRONMENT. This panel is produced with the cooperation of NAMIC's own Multicultural Marketing Committee. How do you generate awareness for new programming? How do you get Hispanic viewers to watch when they can see it on various screens and at various times? Leading programming promotion executives address the unique, creative (and sometimes "outlandish") tactics they employ to get attention for programming and attract loyal repeat viewers in this market of time-shifting and multiple screens!

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For tickets and more information about the 6th Annual Hispanic Television Summit, visit

www.multichannel.com/hispanicsummit or contact Sandy Friedman, sfriedman@reedbusiness.com. Save \$100. As a NAMIC member you can save \$100 off the registration fee, and pay only \$495!

ON THE RADAR

October 22-23, 2008

Sixth Annual Hispanic Television Summit
Hilton New York
New York, NY

<http://www.multichannel.com/info/ca6581627.html>

October 31-November 1, 2008

2nd Annual South Asians in Media, Marketing and Entertainment Summit 2008 (SAMMA)
Time Warner Global Headquarters
New York, NY

<http://www.sammasummit.com>

November 16-18, 2008

ANA Multicultural Marketing Conference
Boca Raton Resort & Club
Boca Raton, Florida

www.ana.net/events/conferencemt/MCC-NOV08

November 16, 2008

2008 ADCOLOR Awards (during ANA Conference)
Boca Raton Resort & Club
Boca Raton, Florida

<http://www.adcolor.org/awards/trip.html>

February 11-14, 2009

4th Annual Black Enterprise Women of Power Summit
The Ritz Carlton Grande Lakes
Orlando, FL
www.blackenterprise.com/wps

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 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.

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