

Asian/Pacific American Heritage Month!

This issue poses an exciting look at upcoming multi-cultural events in 2010 and 2011 – most notably, the 2011 Cricket World Cup, hosted by Bangladesh, India and Sri Lanka. Preparations are in the works for what promises to be the biggest occasion that cricket fans in Asia and around the world will have ever seen. This historic event allows *Cultural Lens* in this issue to make note of the growing U.S. Asian segment, and how to market to this important and impactful community.

According to the 2000 Census, 10,242,998 Americans self-identified as being of Asian descent, which represents 3.6% of the total population. The Asian-American population is expected to more than triple to 34 million in the next 50 years – which offers huge opportunities for multi-cultural marketing in the U.S. With nearly \$254 billion in annual buying power, Asian Americans are a powerful force in the U.S. You will see this segment's influences greatly impact mainstream U.S. culture today. Trends such as yoga, feng shui and Asian fusion cuisine are just a few examples as are things like fashion, literature, music, and Asian-style home décor. Overall, Asian-Americans are one of the most diverse ethnic groups in the United States today with influences of more than fifteen different cultures – most definitely a group worthy of learning more about.

Check out our Multi-cultural Calendar this issue for exciting noteworthy holidays and events, and also make sure to see our On the Radar spread of future multi-ethnic industry events!

The NAMIC Multi-cultural Marketing Committee

Table of Contents

DAY BY DAY: Multi-cultural Calendar:
May - August 2010

May is Asian/Pacific American Heritage Month. Find out what other holidays are coming up in the summer months ahead.

FACT FINDING: Marketing to the Asian-American Consumer

Learn about this rapidly growing, affluent and highly educated group of consumers and five effective ways to market to them.

MARKETING AROUND THE GLOBE:
Attracting South Asian Sports Fans by
Leveraging the Sport They Love to Play & Watch

The game of cricket has a strong appeal within South Asians in America. Find out how you can target your message within this other American pastime.

ON THE RADAR

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

CALL FOR ENTRIES: NAMIC Excellence in Multi-cultural Marketing Awards (EMMA)

The NAMIC Excellence in Multi-cultural Marketing Awards (EMMA) recognizes the top marketing tactics and case studies targeted to multi-cultural audiences. It is comprised of two elements: Case Studies and Marketing Tactics. Winners will be acknowledged during a special awards ceremony at the 24th Annual NAMIC Conference.

Visit www.namic.com for more information and to submit your entry.

DAY BY DAY: MULTI-CULTURAL CALENDAR

By Ravi Pillai, Director, Marketing, Saavn and

Will Arredondo, Director, Consumer Marketing, FUSE TV

May 2010 Asian-Pacific-American Heritage Month

Designated in 1992 as a month-long celebration of the contributions Asians and Pacific Islanders have made to the United States. "Asian Pacific" categorizes people of more than 24 ethnic groups from countries such as China, Cambodia, Philippines, Korea, Japan, Singapore and Vietnam. There are more than 12 different languages spoken among Asian/Pacific Islanders.

June 2010

11 King Kamehameha Day (Hawaii) - A national state holiday to honor the first ruler of the United Hawaiian Islands.

16 Dragon Boat Festival (China) - Honors the patriot poet Chu Yuan who drowned himself in the Milo River south of China in protest of the political injustice in 277 B.C.

19 Juneteenth (African American) - June 19, 1865, also known as National Freedom Day, is considered the official end of slavery in the United States. Slaves in Oklahoma, Texas, Louisiana and Arkansas were not told about their freedom until this day, even though other Southern states had known since April 1863.

24 Dia de San Juan (Puerto Rico) - Commemorates the island's patron saint, St. John the Baptist. At midnight, people jump into the ocean backward three times to symbolize baptism, immersion and a new life.

24 Inti Raymi (Peru) - Celebrated in Cusco, the second biggest festival in Latin America celebrates the winter solstice Incan Festival where the God of the Sun, Wiracocha, is honored.

July-August 2010

2 Sun Dance - For many tribes of Plains Indians, the Sun Dance was a major ritual (Aboriginal) communal religious ceremony. Generally held in early summer, the four-day ceremony involves sacrifice and supplication to ensure harmony between all living beings.

July 2010

7 Tanabata or the Vega Star (Japan) - Celebrated on the 7th day of the 7th moon. According to festival legend, the weaver princess star, Vega, fell in love with the herd boy star, Altair. They

were allowed to meet once a year when the Vega and Altair constellations drew near and the lovers met over a bridge made by a flock of birds.

8 Shab-e-Miraj (Islamic) - Commemorates the ascension of Muhammad...continues until the next day's sunset.

9 Independence Day (Argentina) - On July 9, 1816, an Argentine congress met at Tucuman, declaring Argentine independence and adopting a constitution.

10 Independence Day (Bahamas) - On July 10, 1974, the Bahamas was recognized as an independent nation, and throughout the island there is grand celebration commemorating it.

17 Munoz-Rivera Day (Puerto Rico) - Celebrates the anniversary of the birth of Luis Munoz-Rivera, a patriot, journalist and nationalist.

17 Umi no hi (Japan) - Japanese honor the importance of the sea and its role in Japanese history on this day.

20 Independence Day (Columbia) - On this day in 1819, Columbia gained independence from Spain.

26 Independence Day (Liberia) - A country settled by freed American slaves was declared a nation in 1847.

26 Dharma Day (Buddhist) - Commemorates Buddha's first discourse following his enlightenment in Sarnath in northern India.

26 Hurricane Supplication Day (Virgin Islands) - Islanders gather at churches and pray for a hurricane season that isn't too devastating.

August 2010

1-30 Hopi Snake Dance - This dance requires two weeks of ritual preparation, and snakes are gathered and monitored by children. The dancers then take an emetic and dance with the snakes in their mouths, with an antelope priest in attendance. After the dance, the snakes are released to carry their prayers.

1-30 Native Wild Rice Harvest - Northern Cree, Ojibwa, Algonkians. It is celebrated during the last full moon in August.

1 Emancipation Day (Jamaica, West Indies) - Commemorates the day in 1838 when enslaved West Indians were emancipated from slavery and apprenticeship.

6 Independence Day (Jamaica) - Commemorates the raising of the Jamaican flag signifying the birth of the nation.

11 Ramadan (Islamic) - The ninth month of the Islamic year and the holiest month in Islam. The most prominent event of this month is the fasting that Muslims observe. In accordance with the fourth of the Sunni Five Pillars of Islam and one of the *Shi'a*

Branches of Religion, observant Muslims fast every day during the month between dawn and sunset.

14 Independence Day (Pakistan) - On this day in 1947, Pakistan became an independent state.

15 Independence Day (India) - On this day in 1947, India gained independence from British rule after years of struggle.

15 Korea Liberation Day (Korea) - North Korea claimed independence from Japan in 1945, and South Korea in 1948 created an independent government.

16 Chinese Valentine's Day - Also known as *Qi Xi*. People go to the temple of *MatchMaker* and pray for love.

17 Independence Day (Indonesia) - On this day in 1945, Indonesia declared its independence after 300 years of Dutch occupation followed by Japanese occupation.

25 La Tomatina Festival (Spain) - Every year around 30,000 people descend on the Spanish town of Buñol (in the Valencia region of Spain) to throw more than 240,000 pounds of tomatoes at each other.

31 Independence Day (Malaysia) - On this day in 1957, Malaysia gained independence from the United Kingdom.

31 Laylat al-Qadr (Islamic) - The anniversary of the night in which the Qur'an was first communicated in its entirety to Muhammad. Popularly, it has been referred to as Night of Power. Muslims believe the incident occurred during the month of Ramadan but they differ as to the exact date. Sunnis often consider it to be either the 21st, 23rd, 25th, 27th or 29th of the month, while Shias consider it to be either the 19th, 21st or 23rd of the month.

* * * * *

Ravi Pillai serves as the Director of Marketing at Saavn and brings valuable experience and understanding of the South Asian market. 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 an active member of NAMIC's Multi-cultural Marketing Committee.

Will Arredondo is responsible for all consumer marketing initiatives at FUSE TV, including digital and social media marketing, and traditional marketing & promotions. He has a degree in Marketing Management from Fordham Business School and a BA in Sociology from Vassar College. He is a NAMIC ELDP graduate and is a part of NAMIC's Multi-cultural Marketing committee.

FACT FINDING: Marketing to the U.S. Asian Consumer

By Lucia Rodriguez

Regional Manager, Marcomm and Multi-cultural Marketing

Comcast Cable

The opportunity that the U.S. Asian Market represents has somehow been overshadowed by the accelerated growth of the U.S. Hispanic market in the last two decades. Increased attention has been devoted to the development of strategies and initiatives targeting the U.S. Hispanic consumer, but any company focused on growing its business should also pay attention to the U.S. Asian market.

The third largest minority

Asian-Americans represent the third largest minority group in the United States, after African-Americans and Hispanics. Based on U.S. Census Bureau data, close to 15 million people reported themselves as having either full or partial Asian heritage. Currently accounting for close to 5% of the U.S. population, this group is growing significantly and is projected to represent 9% of the U.S. population by the year 2050.

From a demographic perspective, U.S. Asian-Americans can prove to be a very profitable group. They hold the highest median household income, the highest purchasing power per capita, the highest educational attainment levels of any ethnic group, and the second lowest poverty rate after White Americans.

Although their population is rapidly increasing, few businesses have shown great interest in the Asian-American market. Perhaps a possible factor as to why a small number of companies currently target these consumers is the lack of understanding of this market.

The U.S. Asian consumers are more fractionalized and diverse than the U.S. Hispanic market. The largest ethnic

subgroups¹ are Chinese (23%), Indians (18%), Filipinos (17%), Vietnamese (10%), Korean (9%), and Japanese (6%). Other smaller subgroups include Cambodians/Khmers, Pakistanis, Laotians, Hmong and Thais.

Diversity of cultures and languages – a marketing challenge

This rapidly growing segment encompasses a myriad of diverse cultural backgrounds, as well as languages and religions. Although there are common denominators amongst the cultures, targeting the U.S. Asian market presents a high level of complexity.

Developing individual marketing strategies and messages for each sub-group or culture would not be cost-efficient; however, it is important to acknowledge the distinct mindsets and buying behaviors of individual groups while still targeting the Asian consumer as a whole.

As identified in a study by the Cultural Access Group and the Interviewing Service of America in 2005², the shared values among Asian-Americans help differentiate them from other ethnic groups, and find a common ground to develop culturally attuned messages that resonate with the various subgroups.

1. Saving for the future is embedded in the overall Asian culture, and for marketers, this is an opportunity to emphasize cost saving and value.
2. Lifestyle is centered on the family, and messages should appeal to the multigenerational profile of Asian households.
3. Education is of utmost importance for families of Asian origin, as a way to ensure progress and a strong foundation for the family.

1 Source: U.S. Census Bureau

2 2005 CAG/ISA Asian American Market Report in Fowler, Sharmila. The ABCs of Marketing to Asian Americans. Retrieved from <http://www.thecab.tv>. (May 2010)

4. As opposed to the American mainstream culture, Asians are group-oriented and less centered around the individual. Consumer decisions are made by thinking of the group as well as the communities, as a whole.
5. Respect for elders is also key to this group and again, a multigenerational approach to marketing messages may prove successful.

Language and level of acculturation

Asian Americans have a higher level of acculturation than Hispanics, mostly because they arrive in the United States with a working knowledge of the English language. On average, this group has better English skills than the U.S. Hispanic market. Based on data from the U.S. Census Bureau³, less than 19% of Asian adults reported that they speak English “not well or not at all”, compared to over 30% of Hispanic adults.

Despite this higher level of English-language proficiency, it cannot be assumed that reaching Asian-Americans in English only will be sufficient to ensure success of marketing strategies. The ideal approach is to develop an integrated marketing plan, including advertising and grass roots efforts, and execute in both English and other Asian languages.

An increase in media options targeting the Asian-American consumer has also allowed for the creation of a hybrid approach when marketing to this segment. Cable TV channel, local TV stations, radio, as well as a variety of print and online publications, are now available to target this segment in other languages.

Most importantly, beyond language, marketers must ensure that marketing initiatives are culturally attuned and relevant to the audience: “we have to speak their cultural

3 U.S. Census Bureau in Anderson, Doug. “Asian Persuasion”. Retrieved from www.nielsen.com (May, 2010)

languages". Simply translating advertisements into another language or showing faces from the ethnic population is not enough. Understanding the cultural nuances and customer preferences, and integrating them into the communication is required for successful Multi-cultural marketing campaigns.

Overall, the United States is experiencing a significant social and demographic transformation and its population is becoming increasingly diverse. In the future, the marketing challenge will be less "how to do ethnic marketing more effectively" and more "how to do mass marketing in a Multi-cultural country".

* * * * *

Lucia Rodriguez has been responsible for Multi-cultural Marketing and Communications at Comcast South Florida for the past four years. Educated in Venezuela and the United States, she holds a degree in Advertising and Public Relations from Universidad Catolica Andres Bello, and a Masters degree in Broadcast Administration from Boston University. She is an active member on NAMIC's Multi-cultural Marketing Committee and president of NAMIC-South Florida.

MARKETING AROUND THE GLOBE: Attracting South Asian Sports Fans by Leveraging the Sport They Love to Play & Watch

By Joe Schramm

Managing Partner

Schramm Marketing Group

Sports are a critical part of defining any culture, and affiliating with a sport's appeal is often a great tactic for reaching a targeted audience segment.

Team fanaticisms define local loyalties and entire nationalities are often identified by one or two of their favorite sports. For example, in Glasgow Scotland, entire neighborhoods are identified as whether they are fans of one of the two local soccer teams - the Celtics or the

Rangers. This division carries over when either of these two teams plays in this country. Despite being aware of this ancient rivalry, I learned the extent of how deep this rivalry actually is from personal experience when I attempted to place collateral and a poster promoting an upcoming Rangers soccer match inside a typical local soccer bar with a strong Irish customer base. (I was not welcomed back to that location until we were promoting the Celtics soccer match the following year!)

Another example may be the preference for ice hockey teams in the metro New York area, where one lives defines which NHL team they are most likely a fan of....New Jersey loves their Devils, Long Island supports their Islanders, and basically, New York City residents are Rangers fans.

Within the USA, we define whole nationalities or continents by one or more sports. After all, we refer to baseball as our own "American pastime". And, in general, marketers assume that Mexicans, South Americans and Central Americans are soccer fans. (This is a fair assumption based on proven track records for TV viewership and ticket purchases.) But, for many Asian Americans, especially South Asians, cricket is the sport that defines them.

Cricket is a sport that originated in England. Like rugby and soccer, the English brought cricket to countries where they had colonized, in the last days of the nineteenth century and the early years of the twentieth century.

It was in South Asia, now comprised of India, Pakistan, Bangladesh and Sri Lanka, that cricket had its strongest appeal to the local residents. In fact, it could be argued that cricket is THE most popular sport among South Asians. So, it is only natural to expect that cricket would continue to have a strong appeal with South Asians in America.

South Asians collectively comprise roughly five million Americans. Most South Asians live in a several key markets, notably the NY metro area (especially New Jersey, Queens, and Long Island), Texas (Dallas and Houston, especially), the Bay Area around San Francisco

and Los Angeles. There are also other key markets, but these are the ones with the greatest South Asian populations.

A tie-in promotion with cricket is an easy and culturally-relevant way to reach South Asians with your targeted consumer message.

First tactic is to reach them one-on-one with “street teams” at a cricket match. South Asians have established local cricket leagues that are organized similarly to local soccer leagues and rugby unions. In other words, these leagues attract both teenage as well as adult participation (18-44 years). Matches are played at local parks or sports facilities and usually on weekend days. These matches draw both participants and spectators usually comprised of families and friends. It is worth noting that cricket is played over an extended period of time, much longer than what most American sports fans are used to, so it is most likely that spectators are on site for a longer than usual amount of time. This makes it easier to engage them in a sales promotional conversation.

Second tactic is to use the league’s established means of communication. Members of the leagues communicate with each other via email, social media and league websites. Cricket leagues are very well structured so this method of communication is well established, fast and effective. A tie-in promotion with cricket leagues would easily be communicated to the target through these online tactics.

Third, and perhaps most significant, is that cricket has some major events coming up that will be televised. The first of these is the 2010 Asian Games in Guangzhou, China which will feature cricket for the first time. Forty-two sports will be played, 14 more than take place in the Olympics. The games will take place between November 12th and 27th. Cricket has also been featured in other Asian multi-sports events. For example, the South Pacific games has had cricket as a discipline for years, and will do so again this year, but the upcoming Asian Games in China is expected to be the highest profile Asian sports event since the 1998 Commonwealth Games. And, the big mega-event is the Cricket World Cup (February 20-April 2,

2011), being hosted by three countries, Bangladesh, India and Sri Lanka. This mega-event will surely be telecast again, as it has in the past, in the U.S.

So, now is a great time to start planning your promotions designed to leverage the impact of the popularity of cricket.

* * * * *

Joe Schramm is managing partner of Schramm Marketing Group, Inc. an internationally recognized marketing company based in New York City. With over 25 years of experience in cable television, sports and advertising, Joe is a well-rounded marketing professional with expertise in promotions, event management, strategic planning, creative positioning, programming development, sponsorships, and a specialty for targeted or segmented marketing that drives revenues. Joe is an active member of NAMIC’s Multi-cultural Marketing Committee.

ON THE RADAR: Noteworthy Events

July 28-31, 2010

National Urban League Centennial Conference
Washington, D.C.

www.nul.org/2010conference

August 26-28, 2010

2nd Annual Asian MBA Leadership Conference & Career Expo
Jacob Javits Convention Center, New York City

www.asianmba.org

September 14-15, 2010

24th Annual NAMIC Conference: “3D: Diversity, Digital, Demographics”

Hilton New York

www.namic.com

CULTURAL LENS

A Closer Look at Multi-ethnic Marketing



SPRING 2010 | 7

NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS
EMBRACE DIVERSITY. EMBRACE SUCCESS.

September 27-October 1, 2010

Advertising Week

New York, NY

<http://www.advertisingweek.com/>

September 29, 2010

8th Annual Hispanic Television Summit

Hilton New York

www.advertisingweek.com

September 30, 2010

Portada's 4th Annual Hispanic Digital and Print Media Conference

New York, NY

<http://www.portada-online.com/events.aspx>

CALL FOR ENTRIES: Excellence in Multi-Cultural Marketing Awards (EMMA)

The NAMIC EMMA recognizes the top marketing tactics and case studies targeted to multi-cultural audiences.

Be recognized for your innovative multi-cultural marketing efforts! How well did your last multi-cultural marketing campaign impact your bottom line? Don't miss your opportunity to share your successes and be recognized for your results. A judging panel of industry experts will review all entries and select winners.

Entry deadline: Wednesday, June 30, 2010 by 11:59 pm EDT.

Winners will be acknowledged at the 24th Annual NAMIC Conference, scheduled for September 14-15 at the Hilton New York in New York, NY.

Select winning entries will be profiled in *CableFAX Magazine*. Getting started is easy; simply visit www.namic.com to begin. Good luck!

ABOUT NAMIC's Multi-cultural Marketing Committee

NAMIC's Multi-cultural 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 Multi-cultural marketing strategy and to implement and support Multi-cultural 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 comprises 2,000 professionals belonging to a network of 18 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. For more information, visit www.namic.com.

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

NAMIC, Inc. | 320 West 37th St, 8th Floor | New York, NY 10018 | PHONE 212-594-5985 | FAX 212-594-8391 | WWW.NAMIC.COM