

CULTURAL LENS

A Closer Look at Multi-ethnic Marketing

SUMMER 2009



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

EMBRACE DIVERSITY. EMBRACE SUCCESS.

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 the fastest growing ethnic group and perhaps one of the most complex communities for marketers, the Asian American market.

Success Stories highlights key marketing sessions during the 2009 NAMIC-Southern California Creative Summit.

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 summer of 2009.

Warm regards,

The *Cultural Lens* team

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DAY BY DAY: MULTICULTURAL CALENDAR

By Ravi Pillai

Director, Marketing

Saavn

June is National Gay Lesbian Bisexual and Transgender Heritage Month

June is officially GLBT Pride Month, a time for GLBT Americans to be proud of their sexual orientation and gender identity as acceptance and diversity are celebrated. GLBT Pride Month traces its roots back to the 1969 riot at the Stonewall Inn in the Greenwich Village community of New York City. It was then that gay men fought back against the police for unconstitutional raids on gay bars. As a result of this well-publicized incident, the GLBT community felt its first sense of communal pride and 40 years later pride celebrations not only take place in New York City, but in communities big and small across the country and world. Marketers have begun to taken notice of this lucrative community - expected to exceed \$835 billion by 2011.

June 2009

11 Corpus Christi—Chile, Portugal, Germany, Austria, Poland, Brazil

Corpus Christi honors the sacrament of Communion and the feast is celebrated in the Latin Church on the Thursday after Trinity Sunday to solemnly commemorate the institution of the Holy Eucharist. In the Greek Church the feast of Corpus Christi is known in the calendars of the Syrians, Armenians, Copts, Melchites, and the Ruthenians of Galicia, Calabria, and Sicily

15 Flag Day—Argentina

The Day of the National Flag (in Spanish, Día de la Bandera Nacional) is the holiday dedicated to the Argentine flag and to the commemoration of its creator, Manuel Belgrano. The main seat of the Flag Day commemorations is the National Flag Memorial, in Rosario, Santa Fe Province, where the flag was first hoisted on two artillery batteries in opposite banks of the Paraná River.

19 Dragon Boat Festival—Taiwan

Dragon Boat Festival together with Chinese New Year and Mid-Autumn Festival form one of the three major Chinese holidays. Since the summer is a time when diseases most easily spread, Dragon Boat Festival began as an occasion for driving off evil spirits and pestilence and for finding peace in one's life. The festival was later enriched by the legend of the patriot Chu Yuan. The festival is highlighted by the dragon boat races, in which

competing teams drive their boats forward rowing to the rhythm of pounding drums. This lively and colorful tradition has continued unbroken for centuries to the present day.

July 2009

20 Ocean Day—Japan

Ocean Day, or Umi no Hi in Japanese, is a celebration of the sea and her relationship and importance to Japan. The ocean has played a significant part in the history of Tokyo, and Japan. During the Edo Period, one of the reasons that Japan was so effectively able to cut itself off from the rest of the world, was its existence as an island nation.

30 Feast of the Throne—Morocco

Commemorating the accession of His Majesty King Mohammed VI, the Feast of the Throne is a day when the Royal Palace hosts receptions and when all Morocco's cities, towns and villages are caught up in festivities. It is also customary on this day for the King to address the nation.

August 2009

9 National Women's Day—South Africa

National Women's Day is an annual public holiday in South Africa. This commemorates the national march of women on this day in 1956 to petition against legislation that required African persons to carry the "pass", special identification documents which curtailed an African's freedom of movement during the apartheid era.

9 Raksha Bandhan—India

Raksha Bandhan (the bond of protection) is a Hindu festival, which celebrates the relationship between brothers and sisters. It is celebrated on the full moon of the month of Shraavana. The festival is marked by the tying of a rakhi, or holy thread by the sister on the wrist of her brother. The elder brother in return offers a gift to his sister and vows to protect her. The brother and sister traditionally feed each other sweets.

22 Ramadan

Ramadan (also written Ramazan, Ramzan, Ramadhan, Ramdan, Ramadaan) is an Islamic religious observance that takes place during the ninth month of the Islamic calendar; the month in which the Qur'an, according to tradition, was revealed to the Prophet Muhammad. It is the Islamic month of fasting, in which participating Muslims do not eat or drink anything from true dawn until sunset. Fasting is meant to teach the person patience, sacrifice and humility. Ramadān is a time to fast for the sake of

Allah, and to offer more prayer than usual. Muslims also believed through good actions, they get rewarded twice than they normally can achieve. During Ramadān, Muslims ask forgiveness for past sins, pray for guidance and help in refraining from everyday evils, and try to purify themselves through self-restraint and good deeds.

30 Victory Day—Turkey

Victory Day is a national holiday that is recognized on 30 August and is celebrated throughout the country. Its origins date back to a battle that began on 26 August 1922 when Greek troops invaded Turkey. The invasion was successfully repelled and the battle ended just four days later on 30 August. Although the day has now lost much of its military significance for the younger generations, it is still a day of national pride on which the country's armed forces lay wreaths at the Ataturk Mausoleum in Istanbul, acknowledging the role Mustafa Kemal Ataturk played in founding the country.

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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: Focus is Key to Reaching the \$670B Asian American Market

By Esther "E.T." Franklin
EVP/Director, Cultural Identities
Starcom MediaVest Group

The Asian American market, the fastest growing ethnic group and perhaps one of the most complex communities, with its rich diversity in language, nationality and culture, represents complicated territory for many marketers. This burgeoning market—with an estimated buying power of \$670 billion—is at once ripe with opportunity and fraught with uncertainties.

But the key to understanding this market is focus. The Chinese American population, for instance, constitutes approximately five percent of the total U.S. population. And while the foreign born Chinese population currently exceeds native born (63% vs. 37%), birth rates of Asian women, regardless of immigration status, have increased 69% in the US from 1990-2006¹. To capture its influences and motivations, my agency recently conducted an identity study examining this segment through the lens of "what's one's own culture knows". This means we delve deep into the community's perspective to understand how that differs from general, more broadly held assumptions.

To help marketers get a better sense of where to start in reaching this robust segment, this article presents a "pulse" on Chinese American identity, based on recent findings which reveal the community's key influences and motivations, and explores connection possibilities.

First Mover Advantage

So why start with Chinese American consumers? First, Chinese Americans represent the largest Asian sub-group in the U.S., making up 23% of the total Asian population, and constituting more than 3.6 million of the total U.S. population. A highly educated group, Chinese Americans aged 25 and over are more likely to hold college degrees (50% vs. 27%), work in managerial or professional fields (52% vs. 33%), be married (65% vs. 54%) and have higher household incomes (\$57,000 vs. \$45,000). With a largely untapped buying power estimated to reach \$670 million by 2012, it also represents an advertiser's dream.

Global Influence

China as a country is more than just large—its global influence continues to surface right in our own backyard...and cupboard. The prevalence of ginger, soy, green tea, green tea, Chinese broccoli, Feng Shui and meditation in the mainstream marketplace continues to energize the sense of Asian pride; pride in the customs, behaviors and beliefs closely held by the community. Looking at this evolution through the lens of "what one's own culture knows" is critical to driving new, consistent and increasingly relevant approaches to start a meaningful dialogue with this audience.

Acculturated Identity

A strong sense of pride—in who we are and where we're from—is a cornerstone of all communities. Today, while it's as feasible for Chinese Americans to own take-out restaurants as art galleries, operate laundry facilities as much as fashion design conglomerates, and be PhDs as well as movie directors—there remains a strong desire for respect and preservation of culture as part of the community's legacy passed from generation to generation.

First-generation Chinese Americans are pioneers in their communities—designated cultural guardians, educators to youth, and protectors of traditions, customs and family values. Often, they are more accustomed to the Western philosophies, practices and privileges that can differ greatly from traditional Eastern cultures.

Younger Chinese Americans express a desire to create a new identity that is both Chinese and American. These community members embrace their cultural heritage and integrate it seamlessly into their evolved identity. This duality lends itself to a preference for English-leaning communication approaches that are tethered to cultural nuance as vital to messaging.

A New Reality

China's stature as a global force has exploded in the 21st century. In addition its broad wealth of resources (economic, people, and technology), China is making important contributions to the world of arts. In 2006, contemporary Chinese artist, Yue Minjun's 1995 painting "Execution" sold for a record \$5.9 million at Sotheby's. Additionally, the concepts of magnitude and possibility—and the importance of "one to the whole"—were brought to life beautifully in the opening ceremony performances of the Beijing Olympics, which tapped into China's vast resource of people.

New realities of expanded resources and financial impact on the U.S. economy have served as key contributors to the repositioning of China on the global stage. A repositioning that continues to fuel a more acculturated and evolving Chinese American community.

Circle of Influence

Asia's cultural impact on the United States relevant to food, design, travel, entertainment, medicine and philosophy is virtually unparalleled. The adoption of these contributions by mainstream America is a tangible demonstration of this circle of influence which Chinese customs continue to have on U.S. culture. Today, it's often difficult to determine where Asian culture ends and American culture begins.

As Asian American influence continues to inspire mainstream America, marketers are presented with a unique opportunity to leverage the relationship between Chinese Americans and the growing impact of China. Marketers seeking to build relationships with the Asian American community can begin by starting a dialogue with Chinese American consumers and tapping into this evolved, acculturated identity.

The Journey

Findings in this article were informed by Chinese American DiscoverRE®, a priority knowledge methodology of Starcom MediaVest Group. For more information on Chinese American DiscoverRE®, visit www.smggroup.com.

More than 75 cultural translators were selected to participate in roundtable discussions. These subjects brought first-hand knowledge of the Chinese American experience—discussing topics such as commerce, real estate, the arts, education, religion, sociology and travel. Additionally, culturally grounded, ethnographic expeditions were conducted to complement the learning process. Market selection consisted of San Francisco, New York, Houston, Los Angeles, Lihue, Hawaii.

*American Community Survey, 2006, *1 Center for Disease Control

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Esther "E.T." Franklin, EVP, Director of Cultural Identities, Starcom MediaVest Group uncovers insights into ethnic and emerging identities. Working with the global management team, E.T. funnels these insights across the agency's network to explore cultural identity and media consumption habits around the world. A Chicago native, E.T. received a Bachelor's of Science degree in Business Administration from the University of Illinois at Champaign-Urbana and her Master's of Management at Northwestern University's Kellogg Business School.

SUCCESS STORIES: Business Not As Usual at the 2009 Creative Summit

By Darrell Smith

VP, Community Development & Marketing

The Africa Channel

The annual NAMIC Creative Summit and Vision Awards lived up to its billing as “Business Not As Usual....It’s Time To Get Creative” and that we did particularly in the Marketing Sessions. As a NAMIC member and panelist I was just as interested as the attendees to hear the marketing strategies my colleagues are implementing in this unique and complex marketing / media environment; especially with a new network like The Africa Channel.

The sessions were moderated by some of the industries best and brightest executive professionals who lead spirited discussions on subjects like:

- “Getting a Buyer to take that leap of Faith,” moderator Eric Brown, EVP, Distribution, Wealth TV
- “Getting the most ‘BANG’ out of your marketing dollars in a tight economy,” moderator Danielle Wade, VP, Marketing & Customer Care, Bright House Networks
- “Find your Audience,” moderator, Todd Brown, Division VP, Comcast Networks

The sessions were creatively designed to induce spirited ‘outside of the box’ thinking. Many participants walked away with new ideas and new ways of approaching some of today’s new and unique marketing and sales problems that are impacting the communications business.

“Getting a Buyer to take that leap of Faith” session kicked off the morning for the sales and marketing sessions and was stimulated with questions like; we have all heard that people need to spend money in order to get the economy going again. So, the million dollar question is, “How do you get buyers to make that leap of faith?” What are the strategies for selling in a depressed market? What are the new challenges when selling new content, as well as

established brands? With large-scale advertisers going out of business, how do you find others to take their place?

“Getting the most ‘Bang’ out of your marketing dollars in a tight economy” offered equally stimulating questions; how do you adjust your strategy when your marketing budget is slashed? How do you make the case for continued investment in the multicultural market? How do you do grassroots marketing when the grass isn’t greener on either side? I can identify with this topic in my efforts of implementing efficient grassroots marketing tactics for The Africa Channel such as creating awareness and promoting a call-to-action strategy with the customers we are constantly challenged to do so within or under budget. There are so many distractions for the consumer’s attention, time and dollars in the communications world that getting your message heard and acted on is a science.

“Find your Audience” was filled with creative answers to some of today’s most perplexing and technically challenging questions. Given all the new media platforms, there is fierce competition for audience mindshare. Where is the audience; on Twitter, Facebook, MySpace, YouTube and Mobile phones? What are the most viable platforms for securing your next consumer or viewer? Is there room in the multi-media universe to sell more of everything?

As you can see from the session questions proposed, the conference was worth the price of admission and NAMIC membership. Also, you may have noticed that this writer did not give you the answers to the questions generated during each session, the reason being; those who attended are now afforded a competitive edge over those who did not and I would be remiss if I cheapened the value of their purchase of the knowledge gained if I gave you the answers.

The solution to all of this is not to miss the next NAMIC event, especially next year’s Creative Summit, after all this year’s theme of the Creative Summit was “Business Not As Usual....It’s Time To Get Creative.”

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Darrell Smith, Vice President of Community Development & Marketing, The Africa Channel is responsible for the channel's community marketing efforts nationally which includes national and local governments, community organizations, churches, and corporate partners. Smith is a member of NAMIC, CCTA, and CTAM where he serves on several committees. Mr. Smith is a graduate of Claremont McKenna College with degrees in Business Management and Psychology.

ON THE RADAR: Noteworthy Hispanic-focused Events

June 10, 2009

American Marketing Association – 2009 Hispanic Marketing
The Gleacher Center
Chicago, IL
<http://www.marketingpower.com/Calendar/Pages/2009HTHispanicMarketingChicago.aspx>

June 17, 2009

Annual Hispanic Marketing Midwest Conference
St. Paul River Center
St. Paul, MN
<http://www.aguilarpromotions.com/hispanicconference/hispanicconference52006.htm>

June 18, 2009

The LatinVision Hispanic Business Networking Event
Prince George Ballroom
New York, NY
<http://www.latinvision.com/lvp/>

July 7 – 11, 2009

Latin Alternative Music Conference, LAMC 2009
The Roosevelt Hotel
New York, NY
<http://www.hispanicmpr.com/2009/05/19/latin-alternative-music-conference-lamc-2009/>

August 9 – 11, 2009

Hispanic Retail 360 Summit
The Venetian Hotel
Las Vegas, NV
<http://www.hispanicretail360.com/hispanic360/index.jsp>

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 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.

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