

# CULTURAL LENS

A Closer Look at Multi-ethnic Marketing

SPRING 2008



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

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## Spring is in the Air!

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

This issue of *Cultural Lens* highlights key marketing tactics for specific multi-ethnic audiences. In **Fact Finding** you'll hear how Peter Blacker, SVP, Telemundo uses unique promotional strategies to effectively connect with the young Latino audience.

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

**Act Locally** features a NAMIC-Southern California members-only networking and mentoring event.

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 second quarter of 2008.

Best wishes as we spring into the new year.

Warm regards,  
The *Cultural Lens* team

## Table of Contents

DAY BY DAY: Multicultural Calendar – April-June 2008

A friendly reminder to note Mother's Day and Father's Day on your calendars, and some notable multicultural dates in the upcoming months.

FACT-FINDING: Telemundo's Blacker Keynotes Multicultural Forum

Key Takeaway: Young Multicultural Audiences Driving Force Behind Digital Media

SUCCESS STORIES: COX Enhanced Hispanic Marketing Strategy & HBO's "Life Lives Here!" Campaign

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

- Find out why Cox's Hispanic advertising agency created the brand position "¡COX ES OTRA COSA!" – Cox is something else!
- Through diverse programming and connecting with the community, HBO created a slogan that spoke to its audience.

ACT LOCALLY: NAMIC-Southern California Hosts Members-Only Executive Speed Networking and Mentoring Event

Five minutes with five accomplished industry leaders. That was the topic for this exclusive members-only NAMIC-Southern California event.

## DAY BY DAY: MULTICULTURAL CALENDAR

By Ravi Pillai, Director, Marketing, Saavn and

Lynette Pinto, Vice President, Marketing, NBC Universal TV Networks Distribution

### April 2008

5 Qingming Festival

The Qingming Festival, meaning Clear and Bright Festival, is a traditional Chinese festival on the 104<sup>th</sup> day after the winter solstice. Its name denotes a time for people to go outside and enjoy the greenery of springtime, and also to tend to the graves of departed ones. It is an official public holiday in the People's Republic of China as well as in Hong Kong and Macau.

13-15 Cambodian New Year

Cambodian New Year in the literal translation "Enter the New Year" is the name of the Cambodian holiday that celebrates the New Year. The holiday lasts for three days. This time of the year represents the end of the harvesting season. The farmers enjoy the fruits of their harvest and relax before the rainy season begins.

19-25 Passover

Passover commemorates the Exodus, the liberation of the Israelites from Egyptian slavery. The name Passover derives from the night of the Tenth Plague, when the Angel of Death saw the blood of the Passover lamb on the doorposts of the houses of Israel and "skipped over" them and did not kill their first born. The meal of the Passover Seder commemorates this event.

### May 2008 – National Asian/Pacific Heritage Month

1 May Day/Labor Day

May Day, the first day of the month of May, is celebrated all over India as a spring fertility festival to honor goddess spring. The day also commemorates the "International Worker's Day" which has a historic significance. It is also a day of political protests. May Day is otherwise observed as a saint's feast day or a day for organized labor. In India, May Day has also been declared a public holiday.

5 Cinco de Mayo

Cinco de Mayo is primarily a regional and not obligatory federal holiday in Mexico. The date is observed in the United States and other locations around the world as a celebration of Mexican heritage and pride. A common misconception in the United States is that Cinco de Mayo is Mexico's Independence Day; Mexico's

Independence Day is actually September 16, which is the most important national patriotic holiday in Mexico.

11 Mother's Day

Mother's Day is a day honoring mothers, celebrated on various days in many places around the world because the day has a number of different origins.

20 Vesak

Vesak is the most holy time in the Buddhist calendar. The exact date of Vesak, informally "Buddha's Birthday," is in the fourth month of the Chinese lunar calendar coinciding with the first full moon of that month.

25 African Liberation Day

On April 15, 1958, in the city of Accra, Ghana, African leaders and political activists gathered at the first Conference of Independent African States. The Conference called for the founding of African Freedom Day to "mark each year the onward progress of the liberation movement and to symbolize the determination of the People of Africa to free themselves from foreign domination and exploitation."

### June 2008 – Caribbean Heritage Month

12 Philippine Declaration of Independence

When the Philippines first celebrated its Independence Day on June 12, its independence was only recognized on July 4, 1946 by the United States. Henceforth, Independence Day was observed on July 4, but in the name of nationalism, and upon the advice of historians, Republic Act No. 4166 was signed into law by President Diosdado Macapagal in 1964, proclaiming June 12 as Independence Day.

8 Dragon Boat Festival Day

The Chinese Dragon Boat Festival is a significant holiday celebrated in China, and the one with the longest history. The Dragon Boat Festival is celebrated by boat races in the shape of dragons. The competing teams row their boats forward to a drumbeat racing to reach the finish end first. The boat races during the Dragon Boat Festival are traditional customs to attempts to rescue the patriotic poet Chu Yuan. Chu Yuan drowned on the fifth day of the fifth lunar month in 277 B.C.

15 Father's Day

Father's Day is a secular celebration inaugurated in the early twentieth century to complement Mother's Day in celebrating

fatherhood and parenting by males, and to honor and commemorate fathers and forefathers.

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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.

Lynette Pinto is Vice President of Marketing for NBC Universal TV Networks Distribution. Her extensive experience in multicultural marketing covers all aspects of the ethnic sector, including advertising, television and brand marketing. Lynette played an integral role in helping create the award-winning Más campaign. Pinto graduated from the University of Redlands in California with a B.S. in Business and also attended the American Graduate School of International Management in Glendale Arizona with a Masters in International Management. Additionally she is fluent in Spanish, Portuguese and French. Lynette is a member of NAMIC's Multicultural Marketing Committee.

## FACT-FINDING: Telemundo's Blacker Keynotes Multicultural Forum

By Horowitz Associates, Inc.

The Horowitz Associates 8th Annual Multicultural Media for Multicultural America Forum was held on March 4th, 2008 at the New York Hilton. The event, which drew close to 300 industry executives, was keynoted by Peter Blacker, Senior Vice President of Digital Media for Telemundo.

Blacker's keynote focused on the need to connect the growing multiculturalism of America with the evolution of digital media. Indeed, he suggested in his speech that the concept of the "general market" is outdated and needs to

be replaced with a more youth-focused, and thus, multicultural perspective when thinking about today's consumers. America's young people, Blacker pointed out, are the "real driving force" behind digital, broadband, and portable media, and, with one out of every four children born in the U.S. being Hispanic, young Latinos must be viewed as an essential component of this important—and growing—youth market. Blacker stated that "these two forces cannot continue to live in distinct worlds, with a focus on digital media and a focus on Hispanics that are not connected."

Blacker shared with the audience a case study on Telemundo's recent partnership with People en Español, Yahoo, and Verizon Wireless. This innovative, multiplatform promotion targeted young Spanish-speaking, online Latinos in a search for "People Magazine en Español's 51st Most Beautiful." Entrants were able to upload their picture and personal information, with participants and users driving the selection process for the winner. Blacker revealed that this interactive promotion was one of Yahoo's most successful—not just for the Latino market, but for the general market as well. He noted that this type of cross-platform media opportunity is exactly what Latino youths are craving, yet very few companies, especially "mainstream" companies are providing. Key to the success of this promotion, Blacker noted, is that "Young Hispanics are searching for networks of other Latinos just like them."

Similarly, on a panel later that morning, Senior Vice President of Digital Media for SíTV Lisa Black also highlighted the business imperative of connecting Hispanics with digital media. Black revealed that in the past year, SíTV, an English-language TV network and digital community for Latinos, has launched a series of interactive, community based platforms. SíTV's objective, Black explained, is to "take all of the platforms that we have and integrate them, and in doing that really trying to own the connection with the consumer— and increase the level of engagement that we have with our audience".

The importance articulated by Blacker of ensuring that multicultural audiences are considered front and center

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SPRING 2008 | 4

when developing digital, broadband and mobile strategies was reinforced by the data presented by Adriana Waterston, Vice President of Marketing and Business Development for Horowitz Associates, the research company that organized the event.

The data presented was from Horowitz's ninth State of Cable and Broadband Urban Markets study which focuses on the urban market where the majority of America's multicultural audiences reside. Waterston pointed out that the urban market of today is a template for what all of America will be like in the future when it comes to ethnic and racial diversity. But, Waterston noted, the urban market includes all cities in the United States with a population of 50,000 or more, and includes all the biggest and most important media markets. America's multicultural consumers are already core audiences for television and broadband content and services, Waterston asserted.

Among other data presented at the event, Waterston noted that broadband access is in six out of ten (57%) urban, multicultural homes—on par with the national average. Penetration of portable devices among multicultural consumers is also on par with national figures. Waterston predicted that the relatively small but growing broadband and mobile video category would be propelled by the proliferation of television content, now more widely available on those platforms. For example, one out of every four (24%) Internet users surveyed view video content off the web at least once a month; this figure increases to four in ten (44%) among 18-34 year old online users. When asked the kind of content they watch the most on broadband, almost three in ten broadband viewers mention "episodes of TV shows."

Echoing Blacker's speech, Waterston pointed out that across multiple studies the company has conducted, data continually assert that America's Black, Hispanic and Asian young consumers are on the forefront when it comes to adopting and using broadband and mobile technologies. Content, Waterston noted, is the main driver of adoption of these technologies, and she stated "the story about content in the context of the multicultural, diverse urban market is all about RELEVANCE."

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Horowitz Associates, Inc. is a market research and consulting firm providing services to the broadcast, cable, Internet and telecommunications industries. In 1992, Horowitz Associates, Inc. established Surveys Unlimited, a division devoted to social, cultural and ethnic marketing research. Founded by cultural anthropologist Alisse Waterston, Ph.D., Surveys Unlimited specializes in studying multicultural and international consumers and provides full language capabilities to develop culturally sensitive research

### SUCCESS STORIES: COX ENHANCED HISPANIC MARKETING STRATEGY & HBO'S "LIFE LIVES HERE!" CAMPAIGN

By Cindy Morrisroe

Vice President, Market Management

Cablevision Systems Corporation

***Cox Communications was awarded a 2007 NAMIC Excellence in Multicultural Marketing Award (EMMA) in the Case Study category for their Enhanced Hispanic Marketing Strategy.***

Cox identified significant growth potential within the Hispanic Markets in 2007. Penetration of Cox video within these segments grew significantly after the launch of Cox' Hispanic video package, Paquete Latino, yet Cox' phone and high-speed Internet penetration within these segments remained low. Cox determined that existing market positioning did not adequately cater to the needs of the target, as evidenced by relatively low awareness of Cox' phone and high-speed Internet products among Hispanics. Cox further speculated that this was perhaps in part because previous Hispanic campaigns were produced in Spanish but followed the general market approach.

Objectives were four-fold. First, develop a strategic and targeted approach to capturing Hispanic customers by understanding the needs and aspirations of this community to facilitate enticing and appealing communication. Second, increase Hispanic consumer subscription to all three products (phone, video and high-speed Internet). Third, build awareness of the Cox brand as the premier and preferred provider of these three services to the community.

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

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The fourth objective was to become known as the company with the best products in the industry at the best value, specifically the best combination of products, customer service, reliability and price.

Accomplishing these objectives required that several departments at Cox team to make sure relevant product benefits existed and were positioned appropriately to the Hispanic community. Cox first focused by redefining the target market to Spanish-speaking and bi-cultural multi-generational households. They redefined the creative approach by shifting from a generic direct response approach to insight-driven treatment of the individual products using a direct response format – a subtle shift, but one that emphasized the value and utility of the products first and foremost. They also created new products and service to strengthen appeal to Hispanic consumers, specifically, a new International rate Plan featuring aggressive calling rates to Latin America (as low as five cents per minute to Mexico). Further, Cox hired a new Hispanic advertising agency and developed an effective marketing and advertising plan, and then worked with the local systems to ensure understanding and commitment to the plan for all three products.

The resulting campaign was designed to target moderately acculturated Hispanics, and to emphasize the culturally relevant benefits of Cox products to the Hispanic household. Cox elected to use the children of Hispanic families as spokespeople for the campaign, capitalizing on research findings in Synovate's 2006 U.S. Diversity Markets Report indicating that presence of children in the Hispanic household is a main factor influencing ownership of latest tech gadgets.

The agency created a new brand positioning concept, "¡COX ES OTRA COSA!" – Cox is something else! This means that Cox is "out of this world", superior, and implicitly offers Latinos a better quality of life through Cox' high quality products and services.

The resulting campaign was fully integrated and comprehensive, involving TV, radio, direct mail, newspaper

and supporting collateral. It was very well received by local systems, and over 85% of them opted to participate in the campaign. Testing in two markets resulted in a six-fold increase in calls in the Oklahoma market and a three-fold increase in calls in the Las Vegas market, both in the first month of the new campaign. Subscriber acquisition for the quarter showed year over year increases of 43% and 20% for these markets, respectively. High-speed Internet penetration to homes passed increased significantly, as did penetration of Digital Telephone. And cost per lead of Broadcast TV dropped sharply from this very effective campaign.

Judging this case study by the comprehensive approach and excellent results, the NAMIC EMMA panel agreed that "¡COX ES OTRA COSA!".

***HBO was awarded a 2007 NAMIC Excellence in Multicultural Marketing Award (EMMA) in the Campaign category for the "Life Lives Here!" campaign celebrating Black History Month.***

In 2007, HBO marked an important step in marketing to their African-American audience by bringing together multiple elements of HBO's programming in a single campaign to reflect the variety of interests of their subscribers.

The campaign incorporated the full breadth of HBO's interaction with the community through diverse programming including: Life Support, Def Poetry, Something New, THE WIRE, Bastards of the Party, and ABFF (American Black Film Festival) Short Films.

This focus on positioning of the HBO brand contributes to an ongoing effort to highlight the intersection of HBO programming with the community's current interests and issues, along with HBO's signature entertainment focus. HBO's market research indicates that the African-American community, not unlike other multi-cultural audiences, highly values and remains loyal to consumer brands that cater to their interests with targeted advertising efforts.

Print executions bearing the slogan, "Life Lives Here" illustrated a slice of city life, including an urban playground, with an overlay of frames promoting the roster of programming listed above. 1.055M households were reached through the print insertions. An HBO on Demand stunt achieved more than 1.3 million orders, and the ABFF shorts garnered over 257,000. The HBO Original Film Life Support debuted with ratings well above average for an HBO Film, driven by a dedicated audience of women and African Americans. 68% of the total audience was African-American, while the usual HBO primetime audience is 22% African-American.

Successful HBO on Demand results across the entire portfolio of urban appeal programming available indicate that the campaign was successful in positioning the HBO brand over any single program. This contributes to the perception of HBO as a brand with a long-term interest in maintaining ties with the African-American community, and ultimately increases subscriber growth.

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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

### ACT LOCALLY: NAMIC-Southern California Hosts Members-Only Executive Speed Networking and Mentoring Event

On Thursday, February 28th, 2008 NAMIC-Southern California hosted an Executive Speed Networking & Mentoring event. This event featured over 20 top executives in the entertainment and cable industry to mentor almost 50 members of the NAMIC-Southern California chapter. This event took place at the Fox Studios in Los Angeles, CA.

Attendees spent five minutes with five accomplished industry leaders who passed on words of wisdom and tidbits on how they have achieved success in their chosen field.

Mentors and mentees were overwhelmingly pleased with the event. "I received much more than I gave. Thanks for the community building experience," said Todd Brown, Western Division Vice President, Comcast Networks. "I can't believe the people that I met and the advice I was given," stated Tiffany Lee, Regional Analyst, Time Warner Cable. "This is why I joined NAMIC."

For a list of upcoming NAMIC local chapter events, visit [www.namic.com](http://www.namic.com).

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### 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.