

WARMING UP TO MULTICULTURAL MARKETING



nxtconcepts

@srufu

#nesummit

Introducing:

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Interactive Marketing & Media

Did you know?

- **Joined** the ski industry in the 1996/97 season
- Digital **Hoarder**
- **Traveled** to over a dozen countries – ½ before I was a teen



Agenda

1. Quiz: How Multicultural are you?
2. Diversity
 - a) Regions in US
 - b) Buying Power
 - c) Travel Study Results
3. The Power of Color & Values
4. Cultural Intelligence
 - a) Mental Programming
 - b) Recognizing Differences
 - c) The Code
 - d) Perception vs. Reality
5. Campaign Successes
6. Take Aways





QUIZ: How multicultural are you?



1. As of 2009, what percent of Americans were minorities?

- 10%
- 25%
- 33%
- 50%

33%

2. In 2042, what percent of Americans are projected to be minorities?

- 10%
- 25%
- 33%
- 50%

50%

3. As of 2002, what percent of U.S. marketing dollars was spent for advertising directly to ethnic Americans:

- 1%
- 5%
- 10%
- 25%

1%



4. Which group is most likely to respond to direct mail marketing?

- Whites
- Hispanics
- African Americans
- Asians

Hispanics

5. Which group has the highest family income?

- Whites
- Hispanics
- African Americans
- Asians

Asians

6. Which group has the highest per capita income?

- Asian Indians
- Hispanics
- African Americans
- Chinese

Asian Indians



7. The group that is most likely to apply for a home loan online is:

- Whites
- Hispanics
- African Americans
- Asians

African American

8. Which group spends the most annually on food?

- Whites
- Hispanics
- African Americans
- Asians

Asians

9. The group that claims to be most proud of their ethnic heritage and wants to see it reflected in ads is:

- Whites
- Hispanics
- African Americans
- Asians

African American



10. The group most likely to respond positively to cause-related programs is:

- Whites
- Hispanics
- African Americans
- Asians

African Americans

11. Which group spends the most annually on alcoholic beverages?

- Whites
- Hispanics
- African Americans
- Asians

Whites

12. Which group spends the least annually on personal insurance and pensions?

- Whites
- Hispanics
- African Americans
- Asians

Hispanics



13. Which group has the largest percentage of connections to the internet?

- Whites
- Hispanics
- African Americans
- Asians

Asian

14. The group that is most highly targeted by marketers in the U.S. today is:

- Asians
- Hispanics
- African Americans
- Middle Easterners

Hispanics

15. What percent of Asians speak English-only?

- 6%
- 12%
- 24%
- 36%

24%



16. What percent of Asians claim to speak English “very well”?

- 60%
- 70%
- 80%
- 90%

80%

17. What percent of Hispanics in the U.S. claim to speak Spanish “all the time”?

- 24%
- 36%
- 59%
- 74%

59%

18. The group that owns the most independent businesses in America is:

- Whites
- Mexicans
- Koreans
- Russians

Koreans



19. Which group would be most effectively reached with radio advertising?

- Asian Indians
- Hispanics
- African Americans
- Asians

African Americans

20. Which group would be most effectively reached with newspaper advertising?

- Asian Indians
- Hispanics
- African Americans
- Asians

Asians

21. Which group would be most effectively reached with personal demonstrations?

- Asian Indians
- Hispanics
- African Americans
- Asians

Hispanics



22. What percent of Hispanics regularly watch Spanish language programs?

- 15%
- 25%
- 35%
- 50%

35%

23. What percent of all American urban households have at least one person in the household who is fluent in a language other than English?

- 29%
- 39%
- 49%
- 59%

39%

24. What percent of Hispanic urban households have at least one person in the household who is fluent in a language other than English?

- 50%
- 70%
- 80%
- 90%

90%



25. What percent of multilingual viewers are interested in watching broadcast or cable TV channels from their home country in their home language?

36%

- 23%
- 36%
- 47%
- 52%

90-100

You are a multicultural marketing expert!

80-89

You have very good knowledge about multicultural marketing

70-79

You know more than average about multicultural marketing

60-69

You have average knowledge about multicultural marketing

0-59

Consult a multicultural marketing expert before advertising

Scoring

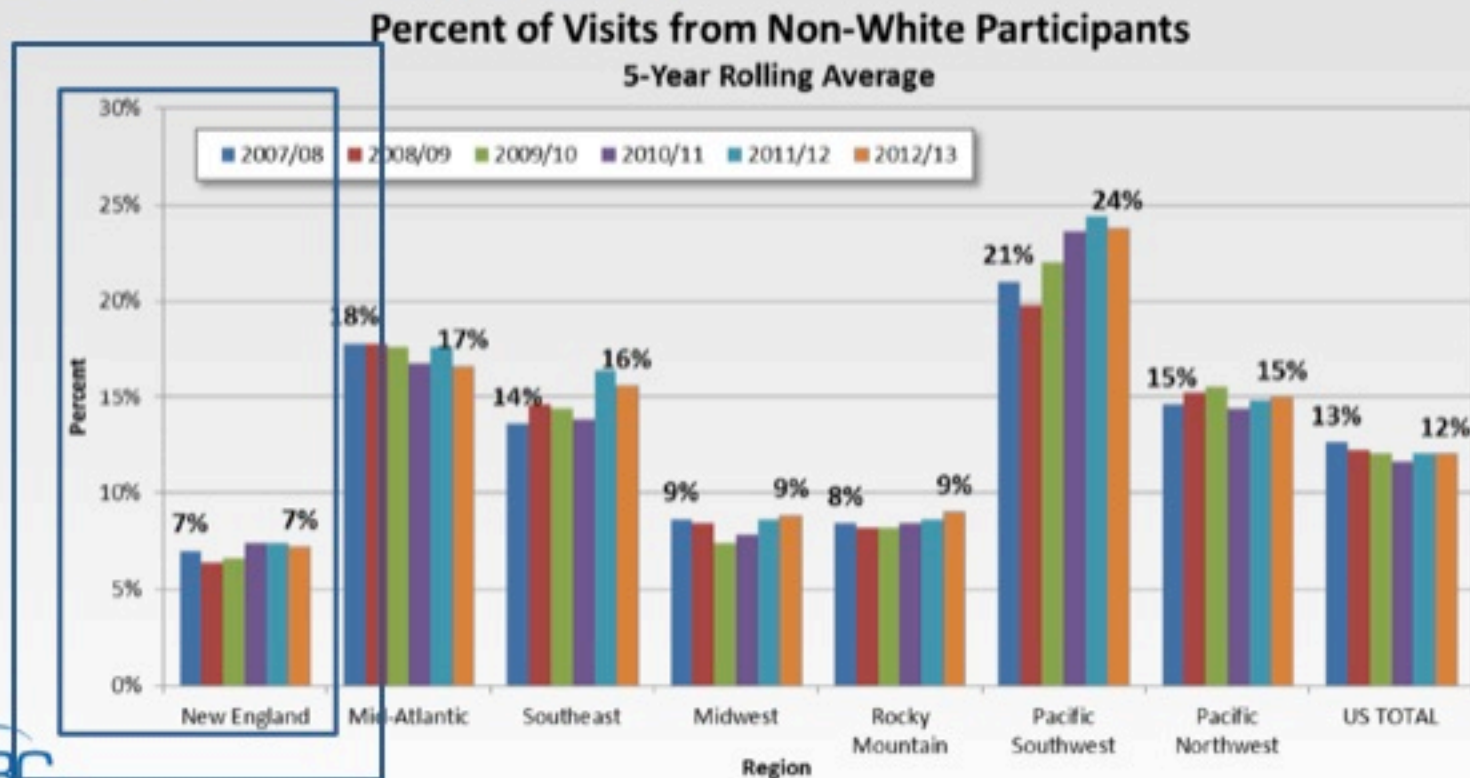




Facts & Stats

Ethnic Diversity

- New England has the smallest share of visits from non-white participants



Buying Power Growth

- In the past decade, the buying power of the multicultural market **has surpassed the majority market buying power**
- The buying power of people of color **is growing at a faster rate than Caucasians (213%)**

Segment	2010 Buying Power	1990-2015 Growth Rate
Hispanics/Latinos	\$1 trillion	605%
African-Americans	\$957 billion	294%
Asian-Americans	\$544 billion	571%
Native Americans	\$68 billion	362%

Source: Selig Center for Economic Development





Multicultural Travel Study 2014

What Multiculturals Really Think About Travel



Key Findings

92% take at least one vacation each year and 59% take at least two

94% search for restaurant reviews online before their trip

94% say that price and (93%) dates influence their vacation destination

77% plan their vacation more than three months in advance

74% use Expedia to book their vacations online



74% use Expedia to book their vacations online

Know The Words And Images That Attract Different Cultures

home

food

family



bru

buryu

Blue

bleu

azul

US: trust, peace, strong, masculine

China: immortality, feminine

Japan: everyday life

Belgium: color for baby girls

Mexico: mourning



verde

grien

Green

zelena

midori

US: lucky, spring, envy, environmental

China: disgrace (giving a man a green hat means wife is cheating)

Indonesia: forbidden color

North Africa: corruption, drug culture

South Africa: death



morat

lilla

Purple

violetta

fialova

US: royalty, fame, military honor

Japan: privilege, wealth

Brazil: death, mourning



rood

rojo

Red

rosso

rouge

US: stop, anger, love/passion

China: joy, good fortune

India: married woman

South Africa: color of mourning



noir

nero

Black

svart

negro

US: power, funeral, death

Eastern: wealth, health

China: color for young boys

India: evil, anger

Japan: female energy

Middle East: evil

Africa: age and wisdom



Priorities of Cultural Values

Table 4-1
Priorities of Cultural Values: United States, Japan,
and Arab Countries

United States	Japan	Arab Countries
1. Freedom	1. Belonging	1. Family security
2. Independence	2. Group harmony	2. Family harmony
3. Self-reliance	3. Collectiveness	3. Parental guidance
4. Equality	4. Age/seniority	4. Age
5. Individualism	5. Group consensus	5. Authority
6. Competition	6. Cooperation	6. Compromise
7. Efficiency	7. Quality	7. Devotion
8. Time	8. Patience	8. Patience
9. Directness	9. Indirectness	9. Indirectness
10. Openness	10. Go-between	10. Hospitality

Note: "1" represents the most important cultural value, "10" the least.

Source: Adapted from information found in F. Elashmawi and Philip R. Harris, *Multicultural Management* (Houston: Gulf Publishing, 1993), p. 63.



The Cultural Intelligence Code

- culture bonds people together
- culture is always a collective phenomenon. your environment builds your culture
- culture is learned, not innate
- culture distinguishes the members of one group from others
- culture codes are unconscious and give meaning to your world

experience + emotion = imprint

CODE



Do you see yourself as...



But, which do you drive?



German Car Code

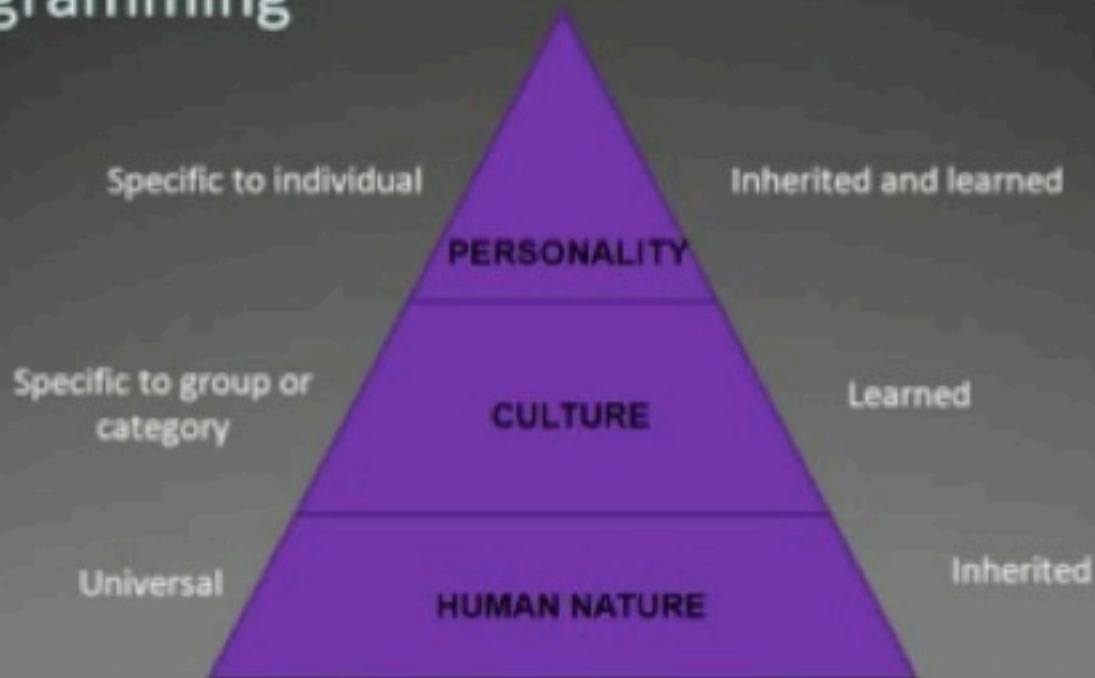


Wir leben Autos.

▶ 🔊 0:19 / 0:20



Three Levels of Uniqueness in Mental Programming

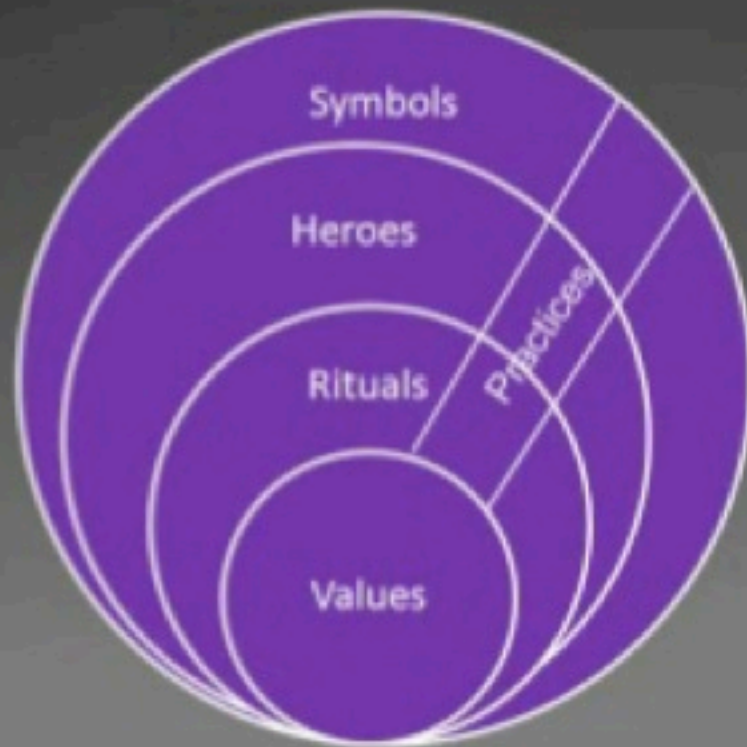


Source: *Cultures and Organizations, Software of the Mind*, 2005

Why are we different?



Recognizing Cultural Differences



The "Onion": Manifestation of Culture at Different Levels of Depth

Source: *Cultures and Organizations, Software of the Mind*, 2005

Your Target Audience's Code

- ✓ What are the cultural motivations that are driving your audience?
- ✓ What ethnic issues do you need to be sensitive to?
- ✓ Where are the unexpected pitfalls?
- ✓ What language are they using?
- ✓ What are their wants and needs?



Asian Perception vs. Reality

Perception

Asian Americans are smarter than everyone else;
all are high achieving;
Asians are the "model minority"

Reality

Many Asians immigrated here because they were able to receive visas due to technical skills.
Immigrant children of other cultures also have high GPA's; while achieving Asians have more college degrees than the average American.
More than 1/3 of Cambodians and Laotians do not have a high school diploma and live in poverty.



Asian-American Key Demographics

- Fastest growing multicultural race
- Population majority: Chinese/Taiwanese; Asian Indians; Filipino; Vietnamese, Korean
- Top States: California, New York, New Jersey, Virginia, Massachusetts

Asian-American Lifestyle & Culture

- Look at products and features before making a purchase (value conscious)
- Households tend to be larger, with several generations living under one roof
- Read newspapers
- Consider the number 4 to be unlucky
- Live in two distinct socio economic lifestyles:
 - high income earners
 - low income earners

The "Asian Pacific American" umbrella includes over 45 distinct ethnicities speaking over 100 language dialects



African American Perception vs. Reality

Perception

Poor. Uneducated.

They speak English so they don't need a multicultural marketing focus

Reality

The Black race is diverse and 1/3 of all Blacks make more than \$50k a year.

54% have some education beyond high school.

Although they speak English, they have significant cultural differences that warrant targeted marketing.

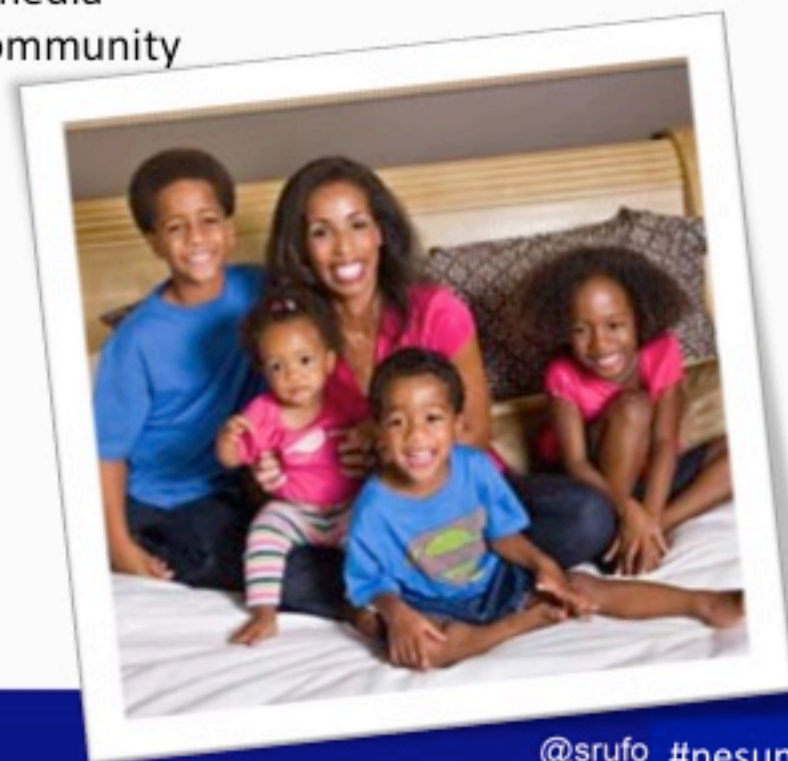


African-American Key Demographics

- Between 2010 and 2015, African-Americans will grow 38 people/hour
- East Coast States with the largest markets: New York, Maryland, Virginia, New Jersey, North Carolina, Florida

African-American Lifestyle

- Brand conscious and the most brand loyal
- Consumer trendsetters
- Preserve traditions associated with music, culture and food
- Trust Black media. Mistrustful of main stream media
- Prefer businesses that give back to the Black community



Hispanic Perception vs. Reality

Perception

They can't speak English.
Hispanics/Latinos are illegal and undocumented.
Don't want to associate with American society.

Reality

76% speak English.
The majority are in the US legally and 60% were born here.
Although they want to preserve their cultural traditions like other ethnic and racial groups, they also want to be part of American society.



Hispanic Demographics

- In the last decade, accounted for every 1 out of every 2 individuals added to the US
- Largest East Coast markets: Florida, New York, New Jersey

Hispanic/Latino Lifestyle & Culture

Ethnically and racially diverse population with the majority being Mexican Americans (65%)

- Large majority (76%) speak English but 71% speak Spanish at home
- Brand loyal but tend to be price conscious
- Prefer Spanish-speaking radio and television programs
- Almost 1/3 work in service industries
- Are family-centered. The extended family plays a major role.
- Religion plays a central role in their lives
- Respond to direct mail





Examples of Success

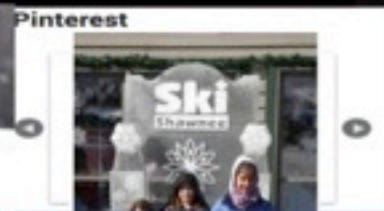


Top LBGT Ski Places



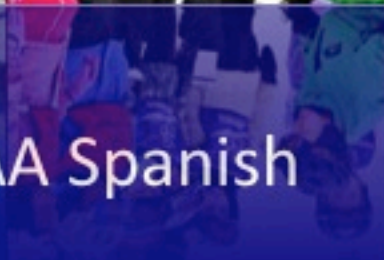
Salt Lake City, UT
Aspen/Snowmass, CO
Whistler BC
Jackson Hole, WY
Stowe, VT
Lake Tahoe, CA NV
Steamboat, CO
Big Sky Montana





El permanecer caliente

Instagram



PSAA Spanish

Este es el momento
perfecto para aprender
un deporte invernal!

ESQUIADOR/MONTADOR
POR PRIMERA VEZ

BOLETO DE
ALQUILER **\$39**
DE LA
LECCIÓN





5일간의 기상 예보



프라임 달씨

HAPPY CHINESE NEW YEAR!

2013

Ski for just \$49 thru 2/15.

[CLICK HERE TO LEARN HOW.](#)

SOUTHERN CALIFORNIA'S CLOSEST WINTER ESCAPE

mountain HIGH




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INVITATIONAL
SHOWCASE
HIGHLIGHTS ARE HERE



Honda's Battle of the Bands for the African American Community





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Ferry taking indefinite leave of absence | Ferry's statement | Hawks CEO's statement



Going For Gold

Team USA puts a 53-game international winning streak on the line against Serbia for a shot at its second consecutive World Cup gold medal. Hang Time: Marinal wanted Spain | FIBA coverage



Hang Time: Fast Learner



Top Stories

Ferry to take indefinite leave of absence

Hang Time: Audio surfaces on Ferry's comments

U.S. beats Lithuania to reach gold game

G Highlights | World Cup semifinals scores

Serbia holds off France, to play for gold

Taurasi leads Mercury to sweep, WNBA title

Pelicans finally healthy as training camp nears

Clippers re-sign veteran shooter Turkoglu

Player Movement

George apologizes for Twitter comments

Bird: "Thoughtless ... will not be tolerated"

Hawks cancel meeting with civil rights leaders

Ferry won't be disciplined further

Former All-Star Bledsoe says he is retiring

Hang Time: Mr. Big Shot was cool customer

Cavs officially sign veteran forward Marion

Free Agent Tracker

Connect with Facebook



Through The Lens



Play it back

Relive Team USA's big win over Lithuania in slow-motion.

Facebook Like

Team USA



Worthy of winning

It's been a long journey for the band of brothers on the U.S.

Twitter Tweet Facebook Like

Hang Time Blog



The plot thickens

Danny Ferry's comments get full audio treatment.

Twitter Tweet Facebook Like

#TopTenAllStar



Big time

Who stands out in the Top 10 countdowns? Send your picks!

Twitter Tweet Facebook Like

NBA English

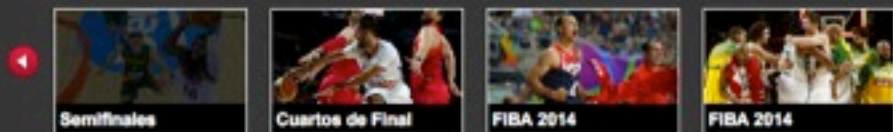




USA va por el oro

Estados Unidos no falló en Barcelona y ganó 96-66 a Lituania para pasar a la final de la Copa del Mundo de Baloncesto, donde el domingo enfrentará al rival que salga del otro cruce de semifinales que disputan el viernes Serbia y Francia.

FIBA



VIDEO

Postgame: Miro Teodosic

Postgame: Boris Dier

The Starters: Spain Upset

Serbia Tops France in Semifinals

The Starters: World Cup Predictions

The Starters: Top in Spain

[Más Videos >](#)

FOTOS

1 of 12 [Spurs Campeones](#)

Noticias **Blogs** **Equipos**

Serbia y Francia avanzan a las semifinales del Mundial

Estados Unidos avanza fácilmente a las Semifinales

Brazil vence a Argentina 85-65 y pasa a los cuartos de final del Mundial de Basket

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Estadísticas diarias

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ESPN COMPARTE

3 cosas buenas y 3 cosas malas: semifinales

Sasha Djordjevic, de víctima a gran marcial

Team USA enfrenta el reto de Lituania

NBA
Spanish



"If I have two products that I'm not familiar with before, I will be tempted to try first the one that has a bilingual label, just because I think they're making a special effort to cater to people like me."

Catalina Landivar of Oakley



TIPS

Overall Insights

- There are significant cultural differences that can be leveraged to grow the ski industry for the long term.
- Make sure your Area is a place where multicultural customers are going to feel welcome and appreciated.
- Increase your Cultural Intelligence to increase your comfort and knowledge.
- Strive to replicate top performing campaigns.
- Don't just focus on one group.
- Invest in multicultural efforts for the long term.



Connect with Me!



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A stylized, handwritten signature of Samantha Rufo in black ink on a white background.

Download the presentation online
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