

Marketing to the Emerging MAJORITIES

December 2002

An EPM Communications, Inc. Publication

Vol. XIV, No. 12

INSIDE

4

Motown Records presents Historically Black College and University band half-time competition.

Kmart introduces instore program for expectant and new Latina mothers.

5

Click2Asia relaunches as Asian American online dating site.

Essence to introduce new teen and fashion products.

6

Spanish-language networks are targeting young Latinos.

8

African American children shop more often than their Hispanic or White peers.

Will Urban Marketing Replace The Ethnic Approach In Reaching Blacks, Latinos?

What do "Sex and the City," *Vibe* magazine, goth culture, the Triple Five Soul clothing line, and X-Games extreme sports competitions have in common? They're all outgrowths of urban culture.

Yet many in-house marketers still believe that "urban" equals Black and Latino. On the other hand, many of those who are able to step outside the narrow race-based definition believe the urban market is a youth segment driven by fashion and music trends.

In March 2001, *MARKETING TO THE EMERGING MAJORITIES* explored the demographic and psychographic makeup of the urban market. The consensus among marketing agency executives? That the urban market is a multiracial (but predominantly white) population segment sharing a common mindset that is influenced by life in a metropolitan area. While this segment includes consumers of all ages, many urban specialists focus on the 12-34-year-old age group. Fashion and music trends are influential in urban culture; however, these consumers are influenced by health, business, and sports issues as well.

According to Marc Stephenson Strachan of the S/R Communication Alliance, a network of multicultural communication companies, it's the intermingling and sharing of cultures within the multiracial urban marketplace that separates urban from ethnic.

Clients Grapple With Urban

The fact that the urban market is mostly white, but driven by Black and Latino cultural influences, prompts

the question of where urban marketing falls in the overall marketing continuum. Is it ethnic or mainstream?

Those at urban agencies say the majority of potential clients come looking for a marketing strategy to reach Black and Latino consumers, although they say they want to reach the urban market. "Many people come to us to reach a segmented (ethnic) audience," says Strachan. "Once you sit them down and beat it out of them, they mean Latino and Black."

Strachan contends that urban marketing agencies haven't done a good enough job in getting existing and potential clients to embrace a broader definition of urban. "The danger is that when you attempt to ex-

Continued on page 2

Listen Up!

Spanish-Language Radio Helps Segment U.S. Latino Population

Just like their general market counterparts, U.S. Hispanic radio stations offer a variety of music genres to serve the diverse tastes and backgrounds of their audience, noted Spanish Broadcasting System at a recent "Power of Hispanic Radio" seminar in New York City.

The following are the major Hispanic radio formats: Tropical, Regional Mexican, Tejano, Spanish AC/

Continued on page 3

From The Editor's Desk

Dear Subscriber,

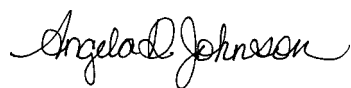
Advertisers may be able to create a single ad to appeal to urban consumers of all races; but this doesn't mean they can skip the issue of diversity when it comes to their placement strategy. While urban advertising can attract Black, Asian, Hispanic, and White consumers, each group relies on different media outlets for information and entertainment.

For example, just two shows—"NFL Monday Night Football" and "CSI"—appear on the top 10 lists of both Black and White television viewers (based on Nielsen ratings for the week of November 4). Black and Latina women are more likely to turn to *Essence* and *Latina* than *Glamour* or *Cosmopolitan*. (That's not surprising given the recent *New York Times* article that reported that *Cosmopolitan* has only had two Black women on its cover in the past 12 years!)

Honda is one company that gets this. As noted in our lead story, in addition to buying time on "NFL Sunday," the company secured spots during "Bernie Mac" and "Friends" to reach predominantly Black and White audiences, respectively.

Urban radio may be the only medium where a single ad buy can reach a variety of races. White, Asian, and Hispanic hip hop enthusiasts are more likely to listen to urban radio stations than African Americans are to tune into any mainstream format.

Yet, urban radio is just one portion of the media planning puzzle. In order for urban advertising to be truly effective, ad buys must be as diverse as the audience the ads are trying to reach.



pand the opportunities you are treading into what has been considered general market waters," says Strachan. Marketers are then forced to make the decision of whether an urban campaign should be handled by their existing general market agency or by a specialized urban marketing outfit.

Vigilante's Larry Woodard scoffs at in-house marketers who don't understand the true meaning of urban and he has no interest in educating them. Like potential clients who approach youth or Hispanic agencies, Woodard believes they should come to his company with an awareness of the market potential. However, he says there are enough clients out there who understand the urban mindset and approach Vigilante speaking its language.

UMCA's Damon Haley and Prime Access's Howard Buford agree that marketers are finally starting to understand the impact that urban culture has on the general market.

Honda is just one example of a company that realized the broader appeal of an urban-influenced ad campaign. Honda says the latest campaign for the Honda Civic, developed by Muse Cordero Chen & Partners, was originally intended for African American consumers. After a casting call for customized Civics for the commercial, Honda saw the overwhelming diversity of its consumers. The spot, which features urban night-driving scenes and calls to "represent" various cities, is now being used to reach 18-24-year-old urban consumers and airs during "NFL Sunday," "Bernie Mac," and "Friends."

Who Controls Urban Marketing?

Urban marketers agree that as urban as a target market becomes more popular, general agencies will begin to offer these marketing services.

Vigilante's Woodard says that targeted agencies may have a hard time competing with general market companies, but their strength lies in their strong knowledge of the

Continued on page 3

Marketing to the Emerging Majorities

Editor
Angela D. Johnson
Phone: 212-941-1633, x16
E-mail: ajohnson@epmcom.com

Editorial Director
Martin Brochstein
Phone: 212-941-1633, x19
E-mail: mbrochstein@epmcom.com

Publisher
Ira Mayer
Phone: 212-941-1633, x27
E-mail: imayer@epmcom.com

Chief Operating Officer
Riva Bennett
Phone: 212-941-1633, x28
E-mail: rbennett@epmcom.com

Marketing VP
Michele Jensen
Phone: 212-941-1633, x21
E-mail: mjensen@epmcom.com

Subscription Manager
Loretta Netzer
Phone: 212-941-1633, x17
E-mail: lnetzer@epmcom.com

Marketing To The Emerging Majorities (ISSN 1041-7524) is published 12 times a year by EPM Communications, Inc.

Subscription (payable in US funds): US & Canada: \$295 per year; others, \$325. Back issues: \$35 each, \$30 for subscribers.

Site licenses, bulk discounts and reprint services are available. Call Riva Bennett at 212-941-1633 x28 for details.

EPM will pay \$5,000 for evidence of illegal photocopying and/or electronic or fax distribution of this newsletter that leads to successful resolution of a claim. Confidentiality is assured. Please contact the publisher.

EPM Communications, Inc. 160 Mercer Street, 3rd Floor, New York, NY 10012 Phone 212-941-0099 Fax 212-941-1622

urban landscape. He says urban agencies' research departments will be key to their survival. Woodard charges that general agencies just pay lip service to urban marketing and he doubts they will be dedicated enough to go into urban communities to do the research necessary to sustain a strong urban practice.

Buford says that while general marketing agencies may be able to develop urban advertising, urban firms will remain the leaders in cultivating and managing relationships with the urban community. "As marketing becomes more hands-on, specialist agencies will be more needed," he says.

UMCA's Haley agrees. "Traditional advertising is a great carpet bombing approach, but it comes down to going where the product lives and growing it, sampling products, and giving consumers a reason to buy."

What About The Ethnic Agencies?

Some marketers fear that as urban marketing becomes more popular, companies will use this strategy to reach ethnic consumers instead of using targeted ethnic efforts.

Stuart Elliot, *New York Times* Advertising Columnist, says ethnic marketing agencies aren't in danger because there will always be a need for specialization in Black, Hispanic, and Asian markets.

And while urban marketing can't and shouldn't replace ethnic marketing, urban strategy can be used to influence ethnic marketing campaigns. Strachan says that urban culture has a tremendous overlay in looking at how ethnic audiences live and how they are affected by their environment.

Some believe there is more probability of urban replacing the general market. Elliot says, "As the city gets more multicultural, it's going to be a growing change."

"We might get to a point where urban breaks down the walls of what we call general market, then general market rolls away, and then there are just segments called urban, ethnic, suburban, etc." says Strachan. [MARKETING]

CONTACTS & CONNECTIONS

Honda, Barbara Ponce, Manager of Emerging Marketing/International Advertising, 1919 Torrance Blvd., Torrance, CA 90501; phone: 310-783-2000, website: <http://www.honda.com>

New York Times, The, Stuart Elliot, Advertising Columnist, 229 W. 43rd St., New York, NY 10036; phone: 212-556-1234; <http://www.nytimes.com>

Prime Access, Howard Buford, Founder & President, 345 Seventh Ave., 10th Fl., New York, NY 10001; phone: 212-594-6300; website: <http://www.primeaccess.net>

S/R Communications Alliance, Marc Stephenson Strachan, 1285 Avenue of the Americas, 5th Fl., New York, NY 10019; phone: 212-245-4666; website: <http://www.sralliance.com>

Urban Marketing Corporation of America, Damon Haley, SVP, 1450 S. Fairfax Ave., Los Angeles, CA 90019; phone: 323-934-8622; website: <http://www.urbanmca.com>

Vigilante, Larry Woodard, President, 580 Broadway, 8th Fl., New York, NY 10012; phone: 212-388-1313; website: <http://www.vigilantency.com>

Romantica, Spanish News/Talk, Spanish Oldies, Spanish CHR, and Spanish Rock. Marketers who are aware of the demographics of the listeners of these formats will have greater success in reaching their target consumers.

The Tropical music format offers music that is a mix of Spanish and African influences and is imported from the Caribbean region including countries such as Cuba, Puerto Rico, and the Dominican Republic. It consists of two main styles of dance music: Salsa and Merengue by artists such as Celia Cruz, Marc Anthony, and Carlos Vives. Tropical music appeals mostly to 18-49-year-old Caribbean and South Americans living on the East Coast.

The Regional Mexican format includes upbeat dance music and romantic songs with influences of Polka, American country, and pop. Variations include Rancheras, Banda, and Norteña by musicians including Juan Sebastian and Grupo Limite. This format mostly reaches 18-49-year-old Hispanics of Mexican descent in Texas, California, and Chicago.

Tejano music gained popularity in the mainstream with the rise and fall of Selena. It's a blend of Mexican music with elements of American Country, Rock, and Pop, and features accordions and synthesized horns. Young (18-49 years old), bilingual Hispanics living in the Texas areas of San Antonio, Houston, McAllen-Brownsville, and El Paso are the core audience for this music.

Spanish AC/Romantica features easy-listening ballads and some upbeat pop songs. Chayanne, Luis Miguel, and Alexandre Pires are among the artists who record in this format. Spanish AC/Romantica has nationwide appeal with all Hispanics 18 and older.

As the name implies, the Spanish News/Talk format provides news, talk, and sports programming in Spanish. The AM format appeals to Hispanics across the U.S. age 25 and up.

Like general market oldies stations, radio stations offering the Spanish Oldies format showcase favorites by Latin and non-Latin artists from the '50s, '60s, '70s, and '80s. The genre includes songs by Carlos Santana, Julio Iglesias, and Jose Feliciano and mostly appeals to East Coast Hispanics age 35 and older.

Spanish CHR and Rock en Español, which feature artists from a variety of Latin American countries, appeal to 18-34-year-old Hispanics nationwide. These formats reflect the same trends in contemporary English-language Pop, Dance, Hip-Hop, and Rock stations. Shakira, Café Tacuba, and Los Fabulosos Cadillac are just a few of the artists who fall into this category. [RADIO, DEMOGRAPHICS]

SOURCE

Spanish Broadcasting System, Bill Tanner, EVP, Programming, and Pio Ferro, National Program Coordinator, 2601 S. Bayshore Dr., PH II Coconut Grove, FL 33133; phone: 305-441-6901; website: <http://www.spanishbroadcasting.com>

MEM Targeted Promotions Monitor, December 2002

Automotive

Ford Motors
Lisa Owens
Marketing Communications Coordinator
16800 Executive Plaza Dr.
Dearborn, MI 48126
Phone: 313-845-1174

Presented the second annual "Ford No Boundaries Black College Football Road Trip," a 13-week tour to promote the 2003 Ford Expedition at Historically Black Colleges and Universities. From September 1 to November 30, Ford "roadies" visited schools such as Howard University and football games such as the Bayou Classic and the Southern Heritage Classic to promote the car through public and media appearances.

Entertainment

Flavor Unit Records
Shakim Compere
Co-CEO
155 Morgan St.
Jersey City, NJ 07302
Phone: 201-333-4883

Partners with BET.com for an online contest promoting the movie *Chicago* and Flavor Unit records. Entrants must answer five trivia questions about Queen Latifah and Flavor Unit on the BET.com website. The grand-prize winner and a guest receive a trip to Los Angeles for the *Chicago* movie premiere December 10. Five runners up get an autographed CD, photograph, and poster. (*BET.com, Stacie Turner, VP Marketing, 2000 M St., N.W., #602, Washington, DC 20036; phone: 202-533-1913*)

Motown Records
Kedar Massenburg
CEO/President
1755 Broadway, 6th Fl.
New York, NY 10019
Phone: 212-841-8000

Sponsors a contest for Historically Black Colleges and Universities' marching bands to promote the release of R&B trio 702's new album. To qualify for the contest, HBCU marching bands must perform an original arrangement of "Star," the first single and title track for the 702 album, during their schools' homecoming half-time shows. A panel of Motown executives will judge tapes of the performances and announce the winner on December 13. The winning band will receive \$10,000 cash and an on-campus appearance by 702.

Food/Beverages

Merisant Company
Felischa Marye
Manager, Ethnic Marketing
10 S. Riverside Plaza, #850
Chicago, IL 60606
Phone: 312-840-5152

Its Equal brand targets African Americans with the "Make It With Equal Recipe" contest. To enter, contestants must submit a recipe that uses Equal in place of table sugar. The grand-prize winner receives \$10,000. A first-place prize of \$3,000 will also be awarded, along with a \$1,500 second-place prize and a \$500 third-place prize.

Heath/Beauty Aids

Avon
Pamela Jackson
Marketing Manager
1251 Avenue of the Americas
New York, NY 10020
Phone: 212-282-7300

Teams up with Essence Communications Partners for the "Living Your Dream" contest to promote its Dreamlife fragrance. To enter, women must write a 250-word essay describing how they were able to make a dream come true. Essays are judged on uniqueness, creativity, and tone. One grand-prize winner and a guest receives a three-day, two-night trip to New York City, dinner for two, a day of pampering at the Avon Spa, a one-year subscription to *Essence*, and an Avon gift basket that includes the Dreamlife fragrance. One hundred second-prize winners get a full-size bottle of Dreamlife, while 1,000 third-place winners receive a sample-size bottle of the fragrance. (*Essence Communications Partners, Kym Blanchard, Associate Publisher, Marketing, 1500 Broadway, New York, NY 10036; phone: 212-642-0600*)

Retail/Service Sector

Kmart
Barbara Firmont
SVP Advertising Sales & In-Store Presentation
3100 W. Big Beaver Rd.
Troy, MI 48084
Phone: 248-463-5008

Launches the Cosas para Bebé program designed to provide health information to expectant and new Latina moms. Instore signage reading "Wee Stuff That's Free Stuff!" will direct customers to the service desk or pharmacy counter to register for a free baby kit. The kit includes coupons from brands such as Gerber, Kimberly Clark, and Mead Johnson, and a book, which is available in English and Spanish, sponsored by Huggies titled "Caring for Your Baby & Young Child, Birth to Age 5."

Source: MARKETING TO THE EMERGING MAJORITIES

Advertising And New/Redirected Products Alert

Blockbuster Creates 1,000 "Hispanic" Stores

Blockbuster has designated 1,000 of its stores to become Hispanic-themed venues with bilingual and Spanish-language signage. Expanded Hispanic product offerings include a combination of subtitled and dubbed new releases, Spanish-language movies, magazines such as *Latina* and *People en Español*, and snacks including Chile Garbanzos and Pica Fresa. The revamped stores can be found in markets where Hispanics account for 15% or more of the retailer's consumer base such as Los Angeles, San Francisco, Houston, and Miami. (*Louis Laguardia, SVP, Global Diversity Officer, 1201 Elm St., Dallas, TX 75270; phone: 214-854-3000*) [RETAIL/SERVICE SECTOR]

Essence Expands Product Offerings For Black Women

Essence Communications Partners is introducing two new publications. *E-Teen*, a 20-page supplement for African Americans age 11-17, debuts in the December issue of *Essence* magazine. The product will appear twice in 2003, with the possibility of becoming a spin-off magazine if demand from readers and advertisers is strong.

A yet-to-be-named fashion title described as a cross between *InStyle* and *Vogue* is also in the works. Targeted to readers age 18-29, the publication could begin testing by next September. (*Michelle Ebanks, Group Publisher, 1500 Broadway, New York, NY 10036; phone: 212-642-0600*) [PRINT MEDIA]

Jeweler Markets Terms Of Endearment To Latinas

Jewelry designer Dian Malouf unveils Spanish EndearRings, a line of sterling silver rings targeting Latinas. Each piece features a Spanish word across the top—*amiga* (friend), *chula* (darling), *madre* (mom), *bonita* (pretty), and *latina*. The line was launched to coincide with the release of *Frida*. The rings retail for \$45 and can be purchased online at www.dian-malouf.com. (*Dian Malouf, 3110 Webb Ave., #202, Dallas, TX 75205; phone: 214-520-3123*) [CLOTHING/ACCESSORIES]

Website Offers Emerging Majority Job Candidates

Community Connect partners with *The New York Times* to create Diversity Job Market, an online employer recruiting tool that provides employers access to a database of employee candidates from Asian, Hispanic, and African American communities. Employers can review candidate profiles and job seekers can locate employers that are looking to hire emerging majority candidates. The site is accessible at NYTimes.com and at www.diversityjobmarket.com. (*The New York Times, Alexis Buryk, Group VP, Advertising Sales, 229 W. 43 St., New York, NY 10036; phone: 212-556-1234. Community Connect, Peter Bassett, General Manager, 149 5th Ave., 10th Fl., New York, NY 10010; phone: 212-431-4477*) [ONLINE, WORKFORCE/EMPLOYMENT]

Marsh Tests Hispanic Grocery Store In Indiana

Marsh Supermarkets is testing Savin*\$ Mercado, a Hispanic grocery store, in the Indianapolis area. The store, which is modeled after the retailer's low-cost Savin*\$ format, offers authentic Mexican products and features bilingual signage. (*Marsh Supermarkets, 9800 Crosspoint Blvd., Indianapolis, IN 46256; phone: 317-594-2100*) [RETAIL/SERVICE SECTOR]

La Opinion Develops Website For Young Latinos

La Opinion Digital partners with Los Kitos creator Martha Montoya to create Notikitos (News 4 Kids), a web channel designed for 6-12-year-old Latinos. The bilingual site (www.laopinion.com/notikitos) offers tools to help kids learn about history, literature, ecology, sports and world news. Notikitos will be promoted in the Los Angeles area through a volunteer program of the Los Angeles Unified School District and the *Los Angeles Times*' Reading By 9 program. (*La Opinion Digital, Mary Zerafa, Director of New Media, 411 W. 5th St. Los Angeles, CA 90013; phone: 231-622-8332. Los Kitos, Martha Montoya, Creator, 1833 17th St., #210, Santa Ana, CA 92705; phone: 714-542-7787*) [ONLINE]

New Click2Asia Helps Asian Americans Connect

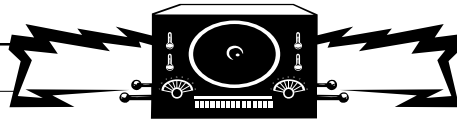
Click2Asia relaunches as an online dating service for Asian Americans (www.click2asia.com). Previously a community website, Click2Asia now provides profiles of single Asians in the U.S. and abroad. People can search for their ideal mate and then meet at one of Click2Asia's offline parties in the Los Angeles or San Francisco areas. (*Click2Asia, Pierre Wu, CEO, 1334 Parkview Ave., #260, Manhattan Beach, CA 90266; phone: 310-802-8029*) [ONLINE]

Chicharito Publishes Spanish Baseball Magazine

Chicharito, LLC debuts *Hispanic Beisbol*, a Spanish-language monthly magazine dedicated to baseball. The first issue, which has an initial circulation of 100,000, features a cover story of New York Yankees' second baseman Alfonso Soriano. News about baseball from Latin America is also included in the publication. (*Victor Garrido, Publisher, 521 5th Ave., #1700, New York, NY 10175; phone: 212-292-4276*) [PRINT MEDIA]

Bacardi Seeks Affluent Blacks With Ad Campaign

Bacardi reaches beyond its traditional White target audience to appeal to affluent African Americans with ads for its B&B cognac liqueur. Test radio and outdoor ads appeared in Atlanta, Chicago, and Washington, DC in November. The company plans to take the campaign nationwide in 2003. (*Shane Graber, Senior Marketing Manager, 2100 Biscayne Blvd., Miami, FL 33137; phone: 305-573-8600*) [FOOD/BEVERAGES]



MEDIA BITES

Ethnic Media Represent Advertising Opportunity

In a time when mainstream media are losing viewers and readers, the ethnic media sector is growing rapidly, reports the “NewsHour with Jim Lehrer.” Ethnic media inform their audiences about events at home and abroad and assist them in the assimilation and acculturation process.

Despite their importance in ethnic communities, ethnic media are often seen as second-class, biased, or as a vehicle for advocacy. Many national advertisers have yet to acknowledge the importance of the ethnic markets and media. Emerging majority consumers offer significant opportunity in certain product categories in which general market spending has been flat. [PRINT MEDIA, TELEVISION]

Source: “Ethnic Media Sector Is Growing,” reported by Terence Smith for the “NewsHour with Jim Lehrer,” October 14, 2002; website: http://www.pbs.org/newshour/bb/media/july-dec02/ethnic_10-14.html

Politicians Target Latinos With In-Language TV Ads

This year, political candidates running for governor, the House, and the U.S. Senate spent roughly \$8 million on more than 12,000 Spanish-language ads, the most for a nonpresidential election year, reports *The New York Times*. These ads weren’t just translations of the mainstream campaigns; ads airing on Spanish-language networks such as Telemundo and Univision featured cultural touchstones, music, celebrities, and messages that resonate with Hispanics.

The increase in Hispanic-targeted television ads was driven by the fact that while most side with Democrats, Hispanics are not as partisan as other voters and share some Republican values and philosophies. In addition, Spanish-language networks are flourishing and many Hispanics turn to them for news and entertainment. [TELEVISION, ADVERTISING]

Source: “Latinos Are Focus Of New Brand Of Ads,” by Lizette Alvarez for *The New York Times*, October 28, 2002; website: <http://www.nytimes.com>

Upper-Class Blacks Are Migrating To Suburbs

Affluent Blacks in metropolitan areas are moving to the suburbs in growing numbers, reports The Associated Press. Many families migrate to provide their children with access to better public schools; however, even Blacks without children are moving out of cities.

Potential Black homeowners are drawn to the suburbs because of their higher property value. Some realtors in cities such as Birmingham, AL say business from Blacks seeking suburban homes has quadrupled over the past decade. [HOME/HOUSING, DEMOGRAPHICS]

Source: “Affluent Blacks Increasingly Seek Benefits of Suburban Life,” by Roy Williams for The Associated Press, published at [IMDiversity.com](http://www.imdiversity.com), October 30, 2002; website: <http://www.imdiversity.com>

Univision Evening News Beats Out WCBS

For the first time in history, Spanish-language local and national evening news broadcasts beat out those of a major network in the country’s largest television market, reports [Hispanicad.com](http://www.hispanicad.com). Nielsen’s October ratings survey found that Univision’s local newscast, “Noticias 41,” scored a 4.0 Nielsen Station Index (NSI) average rating and 7 audience share compared to WCBS-TV’s 3.2 NSI and 6 share. Univision’s “Noticiero Univision,” a nightly network newscast, earned a 3.8 NSI rating and a 7 share; “CBS Evening News with Dan Rather” scored a 3.6 NSI rating and 6 share. (Each New York Nielsen Station Index rating point represents 72,823.2 television households.) [TELEVISION]

Source: “WCBS & Rather Fall To Univision in NYC,” for [Hispanicad.com](http://www.hispanicad.com), October 29, 2002; website: <http://www.hispanicad.com>

Spanish Networks Target Young Latinos

Univision and Telemundo—and their offspring networks—are aggressively programming to reach young Hispanic viewers, reports *Broadcasting & Cable*. Unlike the older Hispanic demographic, which is loyal in its TV choices, young Hispanics click back and forth between Hispanic and general market networks. Fox, NBC, MTV, and BET are popular with young Latinos; however, more Hispanic teens and young adults watch Univision than the seven English-language broadcast networks combined.

Spanish-language networks are developing shows in new formats, such as reality shows, to appeal to teens and young adults. In order to help marketers leverage the \$140 billion in buying power in this market, some shows are offering product tie-in opportunities. [TELEVISION]

Source: “A Language That Media Understand,” by Allison Romano for *Broadcasting & Cable*, September 23, 2002; website: <http://www.broadcastingandcable.com>

Some Companies Slow To Adopt Target Marketing

There are still companies that are not adjusting to the country’s multicultural growth, reports *The Atlanta Journal-Constitution*. In Atlanta, mainstream advertising and marketing agencies are lacking practices geared toward multiple cultures and many staffs have few emerging majority employees.

Companies say they lack employees of color because there aren’t enough people of color studying these fields at the college level, because major corporations are aggressively recruiting potential employees at higher salaries than they can afford, and because other potential hires are turning to minority-owned agencies. Others contend that the lack of emerging majorities at senior levels deters job applicants. [WORKFORCE/EMPLOYMENT]

Source: “Missing Out On Trend,” by Leon Stafford for *The Atlanta Journal-Constitution*, October 27, 2002; website: <http://www.ajc.com>

MARKETERS ON THE MOVE

The following job changes have taken place in the multicultural marketing arena:

- Major Broadcasting Cable Network names John Wattick as National Director of Marketing (phone: 404-350-2509). He was most recently Southeast Regional Director of Sales and Marketing for Adelphia.
- AT&T Wireless names Rosa Alonso Director of Multicultural Marketing (phone: 201-576-7080). She was the Director of Eastern Advertising Sales and Business Development for *People en Español*.
- E. Morris Communications appoints Bridgette Ridgeway as Senior VP Public Relations (phone: 312-870-1317). She is responsible for leading the company's public relations team in providing strategic counsel for agency clients and prospects and leveraging agency services for new business opportunities.

AGENCY ACTIVITY

The following lists new ethnic-focused agencies or accounts:

- General Motors selects A Partnership to handle its Asian American-targeted advertising (phone: 212-685-8388). Innovasia previously handled this account.
- Hyundai Motor America names Uri, Los Angeles, as the agency of record for its Asian American account (phone: 310-360-1212). The agency also handles accounts for LG Electronics and divisions of Daewoo and Toyota.
- Pfizer selects Dieste Harmel & Partners, Dallas, to handle corporate advertising for the Hispanic market (phone: 214-800-3500).

MEM welcomes news of ethnic and multicultural marketing personnel changes and new accounts. Please send information to Angela Johnson, Editor, Marketing to the Emerging Majorities, 160 Mercer St., 3rd Fl., New York, NY 10012; e-mail: ajohnson@epmcom.com; fax: 212-941-1622.

CONFERENCE CALENDAR

Minorities In Special Events Conference, December 6, Le Meridien Hotel at Beverly Hills, Los Angeles, CA. Includes an event marketing presentation by Bill Imada of the IW Group. Contact: Community Chest Productions; phone: 310-330-0540; website at <http://www.geocities.com/minoritiesinspecialevents>.

9th Annual Marketing To U.S. Hispanics & Latin America, January 30-31, Radisson Deauville Resort Hotel, Miami Beach, FL. Sessions include "How Hispanic Consumers Shop: Building Loyalty For Packaged Goods," Promoting Premium Brands To Latino Consumers," and "Optimizing ROI From Your Hispanic Marketing Dollar." Contact: Rupa Ranganathan; phone: 212-967-0095x252; website: <http://www.srinstitute.com>

Marketing To Asian Americans, February 17-18, W San Francisco, San Francisco, CA. Sessions include "Turning Multicultural Into A Corporate Strategy" and "Key Cultural Insights Of The Asian Market." Contact: IQPC; phone: 212-885-2718; website: <http://www.iqpc.com>

ORDER FORM FOR EPM COMMUNICATIONS PUBLICATIONS

FAX 212-941-1622, or mail your order to the address below TODAY!
Or, for fastest service, PHONE 212-941-0099 for credit card orders.

NEWSLETTERS

- Marketing To The Emerging Majorities one year subscription: U.S. & Canada, \$295; others, \$325.
- Research Alert one year subscription: U.S. & Canada, \$369; others, \$429.
- Youth Markets Alert one year subscription: U.S. & Canada, \$349; others, \$379.
- Marketing To Women one year subscription: U.S. & Canada, \$337; others, \$367.

TOTAL AMOUNT ENCLOSED (In U.S. Funds) \$ _____

- Check enclosed (make payable to EPM Communications, Inc.), in the amount of \$ _____
- Please charge my credit card in the amount of \$ _____ Visa MasterCard American Express
Card number _____ Exp. date _____
Signature _____
- Bill me/my company: PO # _____

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

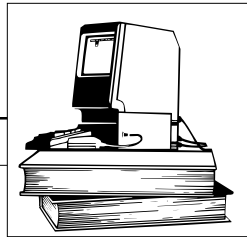
CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ EMAIL _____

MAIL, PHONE, OR FAX YOUR ORDER TO:

002A

EPM Communications, Inc. 160 Mercer Street 3rd Floor New York, NY 10012-3212 Phone 212-941-0099 Fax 212-941-1622

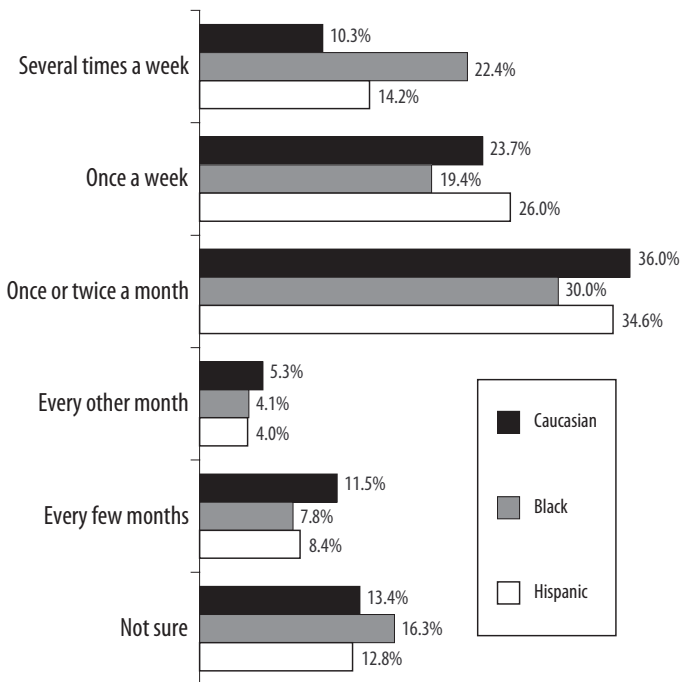


RESEARCH NOTES

Black Kids Shop More Often Than Latinos, Whites

African American kids age 6-14 years old (22.4%) are more likely than their Hispanic (14.2%) or Caucasian (10.3%) counterparts to buy something for themselves several times a week, according to **KidzEyes.com**. Kids in all three groups are most likely to shop once or twice a month (30% of Blacks, 34.6% of Hispanics, and 23.7% of Whites).

How Often Kids Buy Something For Themselves, By Race



Source: KidzEyes.com

Blacks (33.3%), Hispanics (45.2%), and Caucasians (46.1%) all say toys are at the top of their list of favorite things to buy. For White (36.7%) and Hispanic (34.6%) kids, candy and gum rank second; however, African Americans (32%) rate pants and jeans as their number two purchase.

African American 6-14-year-olds also differ from Hispanic and White kids in the brands of clothes they purchase most often. While Wal-Mart and Old Navy are cited most often as the brands of clothes White and Hispanic kids buy, Old Navy and Nike are most popular with African American kids.

Black children are most likely to say they only shop in bricks-and-mortar stores; 72.8% say so compared to 62.8% of Whites and 61% of Hispanics. Caucasian (32.2%) and Latino (32.3%) kids are equally as likely to say they shop

mostly in off-line stores and occasionally online; just 18.8% of African American kids say so. [CONSUMER SPENDING & ATTITUDES]

KIDS' FAVORITE THINGS TO BUY, BY RACE

	White	Black	Hispanic
Toys	46.1%	33.3%	45.2%
Candy/gum	36.7%	30.7%	34.6%
T-shirts	18.7%	23.2%	25.7%
Computer software or games ..	17.7%	15.7%	20.3%
Music	17.5%	12.6%	16.3%
Pants/jeans	16.1%	32.0%	17.0%
Shoes	14.4%	25.5%	17.0%
Food	14.5%	27.1%	15.9%
Electronic equipment	14.8%	14.2%	16.7%
Videos/DVDs	12.5%	8.2%	13.0%
Books/magazines	11.4%	5.5%	12.0%
Baseball/trading cards	11.0%	3.7%	10.9%
Drinks	10.0%	10.6%	8.9%
Jewelry	9.7%	8.9%	10.7%
Sports equipment	8.7%	10.1%	5.9%
Dolls/stuffed animals	8.8%	6.4%	6.8%
Board games	2.4%	2.6%	2.1%
Sweaters	1.0%	1.3%	0.9%

Source: KidzEyes.com

Source: "KidzEyes Shopping Poll," KidzEyes.com, Amy Fliegelman, Marketing Manager, C&R Research Services, 500N. Michigan Ave., Chicago, IL 60611; phone: 312-828-9200; website: <http://www.crrresearch.com>

Blacks Are Most Likely To Be Entrepreneurs

African Americans age 18-64 years old (9.5%) are nearly 50% more likely than Whites (5.7%) to start a business, according to the **Ewing Marion Kauffman Foundation**. Hispanics (7.1%) are also more likely than Whites to be nascent entrepreneurs.

African American men age 35-44 (16.2%) are more likely than men of any other race or age group to start a business, followed by African American men age 15-34 (15.6%). White and Hispanic men of almost all ages have similar propensities for launching a new venture.

Among women, 15-34-year-old African Americans (10.1%) are most likely to be starting a new business venture. While there is a dramatic drop among Hispanic women after the age of 34 starting new businesses, this decrease does not occur in the data for White or Black women until they reach their middle 50s. This suggests that after their mid-30s, the social role of Hispanic women differs somewhat from that of White and Black women in that age category. [BUSINESS/INDUSTRY]

Source: "The Entrepreneur Next Door," Ewing Marion Kauffman Foundation, 4801 Rockhill Rd., Kansas City, MO 64110; phone: 816-932-1000; website: <http://www.emkf.org>