

Talk to me!

Diversity & Inclusion News • August 1, Issue 1



SINGLETON & PARTNERS, LTD

Multicultural Marketing Solutions

Procter & Gamble embrace community with "My Black is Beautiful" campaign

Procter & Gamble (P&G) receives this issue's YES Award for its "My Black is Beautiful" campaign.

P&G not only demonstrates its understanding of multicultural marketing by incorporating specific cultural nuances into its overall message, but goes a step further to uplift the Black community by creating an underlying "love thy self" sentiment.

In June P&G co-sponsored The Black Entertainment Television's (BET) 2009 Music Awards. Actress/Singer Queen Latifah, hosted a special segment during the show, featuring top hair and makeup artists from around country giving makeovers to African American women. The segment was filmed on the set of a hair salon.



You ask why a hair salon setting? More than 80% of Black women consider themselves beautiful according to a survey conducted by Procter & Gamble's "My Black is Beautiful" initiative, in conjunction with Essence Communica-

tions. Sixty percent believe that there's a relationship between their appearance (hair & beauty) and the respect they receive from peers

continued on back...



Procter & Gamble co-sponsored the live premiere of the BET Awards 09 on Sunday June 28, drawing 10.65 million total viewers - it was the #1 cable telecast year to date, and BET's biggest audience ever!

A message from Renee - Understanding Multicultural Marketing



Many of you may have heard me talk about the distinct differences between multiracial marketing and multicultural marketing. Understanding the difference between these two concepts

will help marketers develop and implement superior campaigns with the right message to reach emerging ethnic groups. "Multiracial marketing takes little effort and can be as simple as using a photo with individuals of diverse backgrounds in an ad; while multicultural marketing, on the other hand, uses a tailored approach to incorporate specific cultural attributes into traditional marketing strategies." according to Pepper Miller, author of "What's Black about It" she says.

One final tip to remember when putting a multicultural marketing plan together; go beyond the surface and show sensitivity to cultural preference because your target audience is smart and won't trust a passive attempt at an appearance of inclusion.

Renee Singleton
President & CEO

Diversity & Inclusion Corner



"What's Black About It? — Insights to Increase Your Share of a Changing African-American Market" by Pepper Miller and Herb Kemp

www.whatsblackaboutit.com/thebook.html

Blog with us!

singletonpartners.com/singleton-blog

Cleveland - 216.344.9966

Chicago - 312.235.3253

www.singletonpartners.com



SINGLETON & PARTNERS, LTD

Multicultural Marketing Solutions

and supervisors in the workplace. The survey is another example of P&G's commitment to understanding one of its primary target markets. Procter & Gamble (P&G) did its homework by researching the targeted audience and incorporating messages which resulted in high appeal to its targeted group.

Hair salons and barbershops are the cornerstone of African American culture. Both places provide a safe environment to exchange information on a number of topics, including politics, news, relationships, beauty, and health. It's a known fact that owners of black hair salons have the ability to connect with one's psyche—more effective than some therapists!

What's New!

- **Aug 11** "Networking on the Green," NYC, NY & NJ Minority Supplier Development Council Inc., 212-502-5663, www.nynjmsdc.org
- **Aug 13** "LatinVision Media Business Networking Event," NYC, LatinVision Inc., www.latinvision.com/events
- **Aug 13-16** "The 23rd Annual NAAAP National Convention and Diversity Career Fair: "Leadership at New Heights: Cultivating Leaders for Today and Beyond," Denver, National Association of Asian American Professionals (NAAAP), www.naaapconvention.org/2009
- **Aug 19** "Importance of Strategic Partnership With Minority Vendors," Webinar, A Minority Business Enterprise & Genesis Networks, Inc., 888-438-3746, www.genesiswebinars.com/schedule.php
- **Aug 27-29** "4th Annual Hispana Leadership Summit," Austin, TX, Hispanic Magazine, 305-774-3549, www.hispaniconline.com/HispanicMag/hls/index.html



Procter & Gamble (P&G)
receives this issue's YES Award

The **Yes Award** is Singleton & Partners' way of saying "bravo" to a company, organization or individual that demonstrates an in-depth understanding of diversity and inclusion or infuses an authentic sense of multicultural marketing in advertising, public relations or a promotional plan. Our goal with each edition is to educate you by showcasing best practices and case studies of multicultural marketing at its best! To them we say YES!

About Us

Singleton & Partners is a full-service marketing firm committed to creating partnerships between mainstream America and its many diverse communities. We help our clients connect with women, African-Americans, Asian-Americans, Hispanics and other multicultural audiences. Our experienced professionals develop innovative marketing plans tailored to reach each unique audience. We are proud of our consistent track record of yielding maximum return on investment for our clients.

Singleton & Partners is certified as a Small Business Enterprise (SBE), Minority Business Enterprise (MBE) and Encouraging Diversity Growth & Equity (Edge) business.

Blog with us!

singletonpartners.com/singleton-blog

Cleveland - 216.344.9966

Chicago - 312.235.3253

www.singletonpartners.com



SINGLETON & PARTNERS, LTD

Multicultural Marketing Solutions