

Talk to me!

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Multicultural Marketing Solutions

Going By The Numbers: Research in Multicultural Marketing



With any type of marketing or communication planning, there is always the temptation to "go with your gut." After working with multicultural audiences for decades, Singleton & Partners has a keen understanding of their demographic build, media consumption preferences and attitudes.

This understanding isn't built off of a gut instinct. Instead, it's built on years of in-depth market research completed for multicultural audiences of all ages and demographic

ranges for various campaigns. And, even with the accumulated knowledge of years and years of market research, we still believe that research is a crucial part of every campaign and project we prepare for our clients.

Why do so many clients and marketers tend to go with their gut when it comes to making key decisions about their marketing and public relations campaigns? Because on the surface, making decisions without the guidance of research can seem easier, more cost-effective and faster. But is it really? Imagine a CEO who wants to reach out to a new demographic. He chooses a minority share of his audience and, instead of spending the time and money to research, he and his marketing team storyboard some advertisement ideas and choose one based on the team's opinions. They quickly pass the advertisement along to their media buyer who places it in several mainstream publications, spending \$30,000 on placement.

Two months later, after the advertisement has run, the CEO checks sales to see if the number of customers from the minority group increased. When he finds a small decrease, he calls in his marketing team to troubleshoot the problem. Researching after the fact, they find that the ad that

continued on back...

Happy Holidays!

A message from Renee -



A wise person once told me that "circumstances don't make a person they reveal who he or she truly is" and 2009 has been very revealing in the true spirit of entrepreneurship!

As this year comes to an end, I want to thank each of you for the support of Singleton & Partners (S&P). I personally want to thank my staff and external consultants for their hard work and dedication to excellence. As we look to embrace 2010, I urge you to learn from the challenges of 2009 and not simmer in the setbacks. Remember, next year offers new opportunities and new alliances as we look for ways to strengthen our families, work and communities.

Have a safe and prosperous Holiday Season with your family and friends and we will see you in 2010!

Renee Singleton, President & CEO

Singleton & Partners has moved!

Our new location is:

1337 W. 10th Street Cleveland, Ohio 44113



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they designed did not appeal to members of the minority audience and the publications the ads were placed in were not widely read by members of that minority group. If the CEO had requested this research up front, it might have taken an extra week to push out the ads and might have cost slightly more, but the ad would have been much more effective and had a positive impact on sales, increasing the company's bottom line. Instead, \$30,000 has been thrown out the window with absolutely no return on investment. Although skipping the research step can seem easier, faster and more cost efficient, it is ultimately a very costly proposition that wastes everyone's time – including the audience's.

Market research is especially important in multicultural marketing. With ever-growing populations, multicultural audiences are constantly changing in size and demographics. Up-to-date research is key to ensure that campaigns are reaching the audience that is there today, not the audience that was there five years ago. It is also crucial because cultural differences across multicultural audiences can be difficult to navigate and understand. It's easy to know whether or not a skateboarding commercial will work in a white suburban area (or is it?). But, will the same commercial appeal to a Hispanic audience or a Black audience? These questions of cultural preference are not intuitive, even for members of the culture, and require research.

The good news is that research is not rocket science. All it takes is access to key sources like Media Audit and the

US Census. Of course having a seasoned research partner with adequate background knowledge to interpret the data and provide actionable insight can make research even more valuable and useful to a company. Singleton and Partners specializes in conducting research on multicultural audiences and helping our clients interpret and implement it through successful campaigns. Whether you are planning a multi-million dollar multicultural television campaign, or a small local advertising campaign in a Hispanic neighborhood, having a partner like Singleton and Partners provide you with actionable insight through research will help you make your campaign a success.

Research Resources

Even with our advanced knowledge of multicultural audiences, Singleton and Partners is always utilizing research resources along with our experience with multicultural audiences to ensure our client's communication campaigns will be a big success. Here are some of our favorite resources for you to check out.

Simmons Research: www.smr.com

Scarborough Research: www.scarborough.com

Media Audit: www.themediiaudit.com

Target Market News: (magazine and online)
www.targetmarketnews.com

Hunter-Miller Group: (newsletter and online service)
www.huntermillergroup.com

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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.

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