



ORANGE 142TM

A Direct Digital Holdings Company

UNLOCKING THE POWER OF MULTICULTURAL MARKETING



Cliff Ward,
Digital Solutions Manager
cliff@orange142.com



Scott Schult,
Head of Strategy
scott@orange142.com



UNLOCKING THE POWER OF MULTICULTURAL MARKETING



black owned and operated

travel focused

media ad tech platform

O R A N G E 142™

A Direct Digital Holdings Company

Colossus SSP®

A Direct Digital Holdings Company

FOR DMOs

Multicultural Marketing


We help destinations reach multicultural audiences at scale through our diverse ad technology platform



Destination Marketers



Diverse Audiences



we all belong.

Topics

What is multicultural marketing?

Who comprises multicultural audiences?

Why use multicultural marketing?

What are the best practices in multicultural marketing?

How do data & insights play into effective multicultural marketing?

Case study in multicultural marketing.



What Is
Multicultural
Marketing?

Devising and executing a
marketing campaign that
targets people of different
ethnicities & cultures

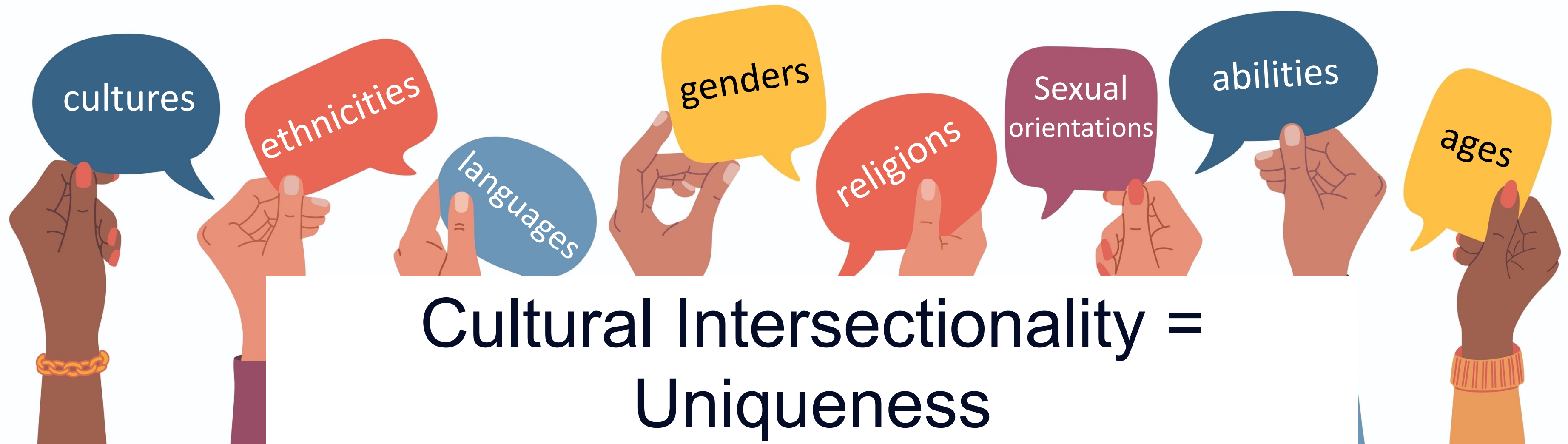




**Multiculturally
Diverse
Audiences**

- **African/Black Americans**
- **Asian Americans (AAPI)**
- **Hispanic/Latinx Americans**
- **Native Americans/Indigenous Peoples**
- Middle Eastern Americans
- LGBTQ+ communities
- People with disabilities
- Women
- Seniors
- Millennials and Gen Z

Multiculturally Diverse Audiences



Common Misconceptions About Multicultural Audiences

- **All members of a particular group share the same beliefs, values, and behaviors.**
- **Multicultural marketing is only for minority groups and not for the mainstream audience.**
- **Multicultural marketing is only about translating ads into different languages or using stereotypical images or symbols.**
- **Multicultural audiences are not loyal to brands and switch frequently.**



A-CFQ Ranking by Race/Ethnicity

Subaru "Girls' Trip"



Common Misconceptions About Multicultural Audiences

- All members of a particular group share the same beliefs, values, and behaviors.
- Multicultural marketing is only for minority groups and not for the mainstream audience.
- **Multicultural marketing is only about translating ads into different languages or using stereotypical images or symbols.**
- **Multicultural audiences are not loyal to brands and switch frequently.**



**MULTICULTURAL
MARKETING
WHY DO
IT?**

- **We live in a diverse America**
- **40% of the U.S. Pop / 140M Americans**
- **Create new visitors and grow market share**
- **Tap into underrepresented purchasing power \$5.3 Trillion**
- **Build brand loyalty and stay relevant**



**MULTICULTURAL
MARKETING
WHY DO
IT?**

Multiculturals Drove All U.S. Population Growth From 2014-2019

Population Growth (2014-2019)

+9.4 MM

+1.5 MM

+1.9 MM

+1.3 MM

+5.2 MM

-0.6 MM

White

Hispanic

Black

Asian

Other

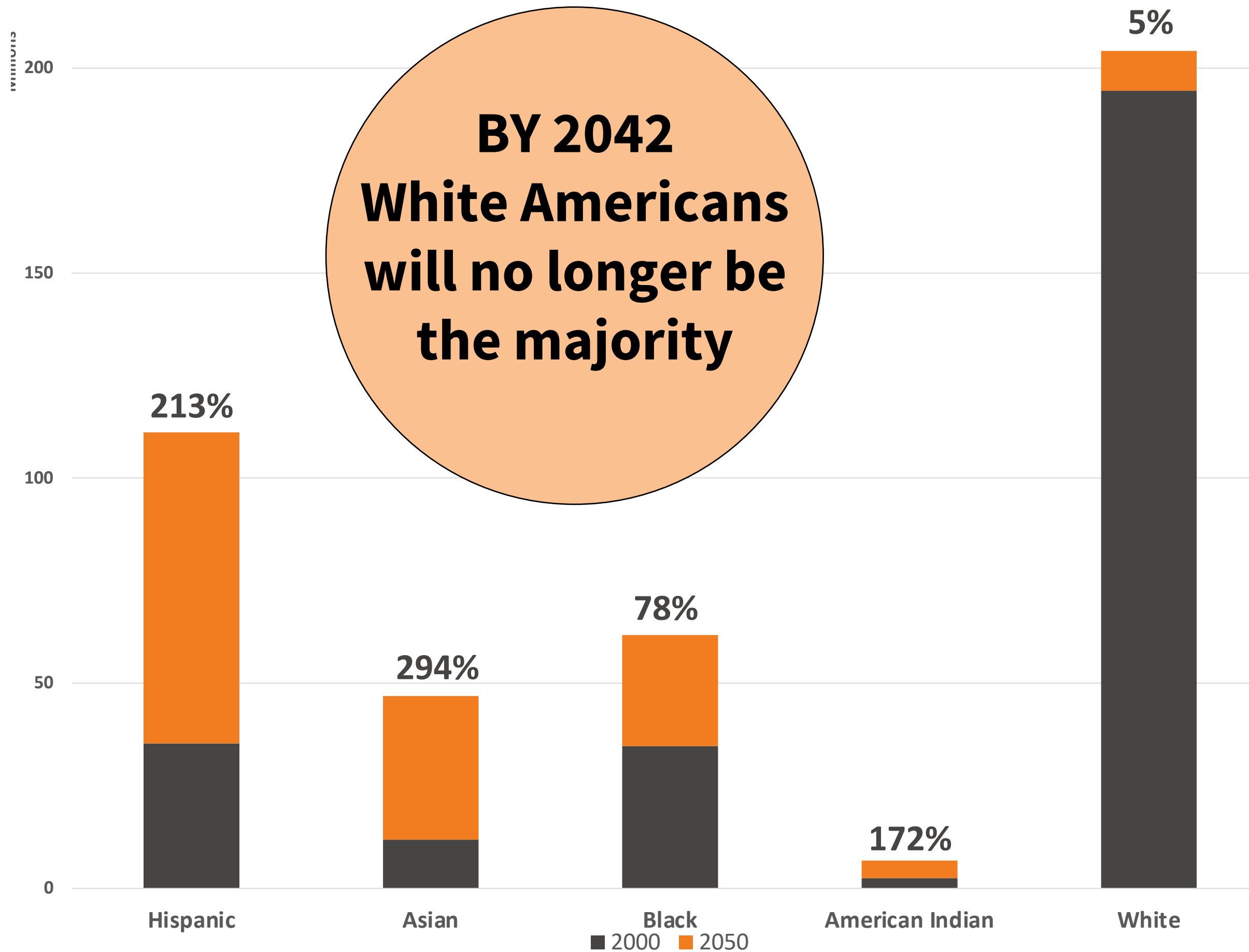
103%
of Population
Growth

Source: Collage Group



MULTICULTURAL MARKETING WHY DO IT?

**BY 2042
White Americans
will no longer be
the majority**

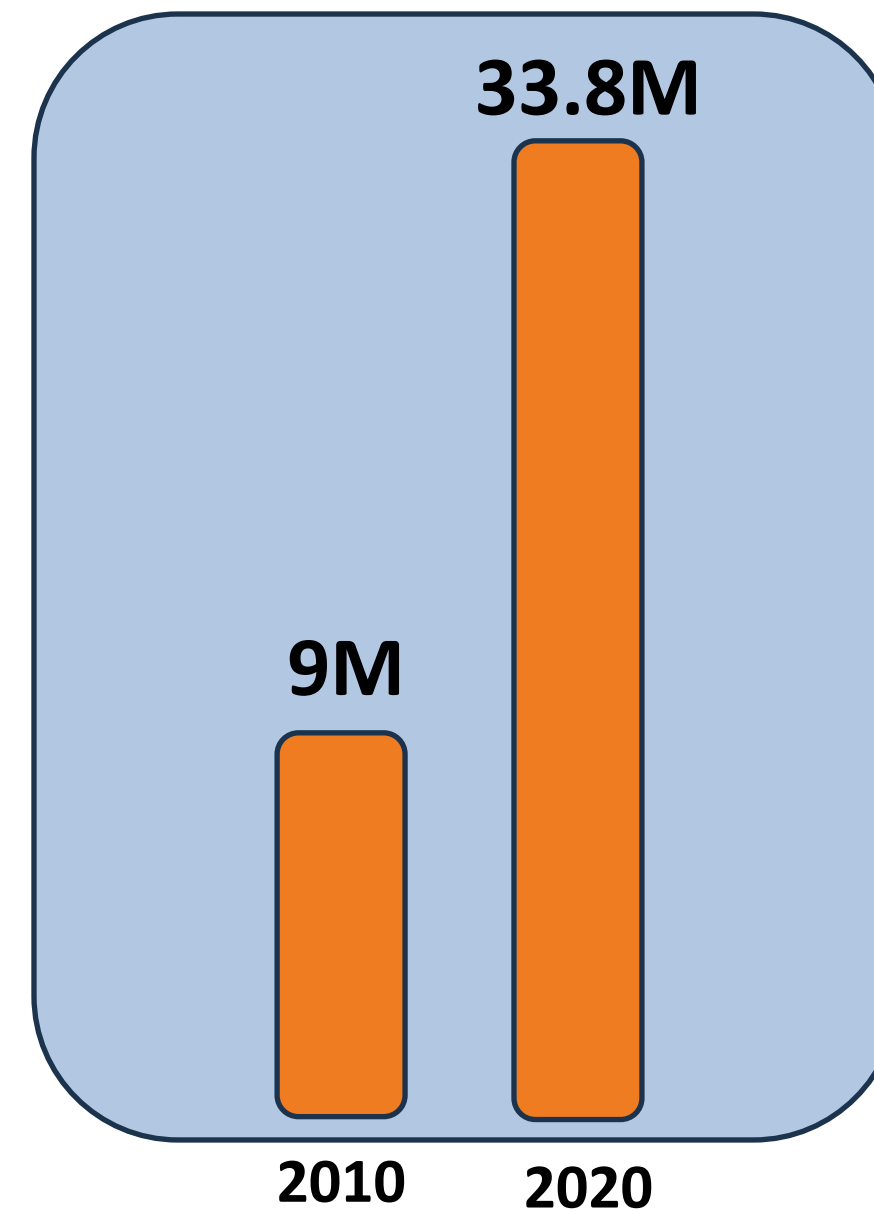


Source: 2020 U.S. Census



MULTICULTURAL MARKETING WHY DO IT?

276% Increase in Multiracial Americans



Source: 2020 U.S. Census



MULTICULTURAL INSIGHTS

EBONY

KOTAKU

entravision

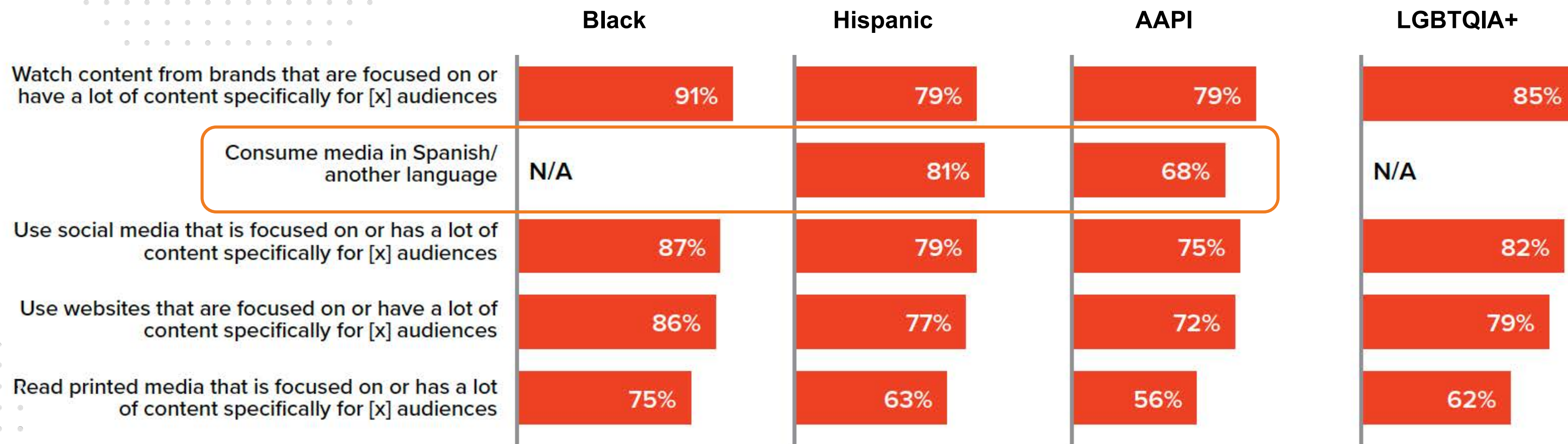


revry
FREE QUEER TV

EL MUNDO TODAY

oneindia

Consumption of Targeted Media – Frequently/Occasionally



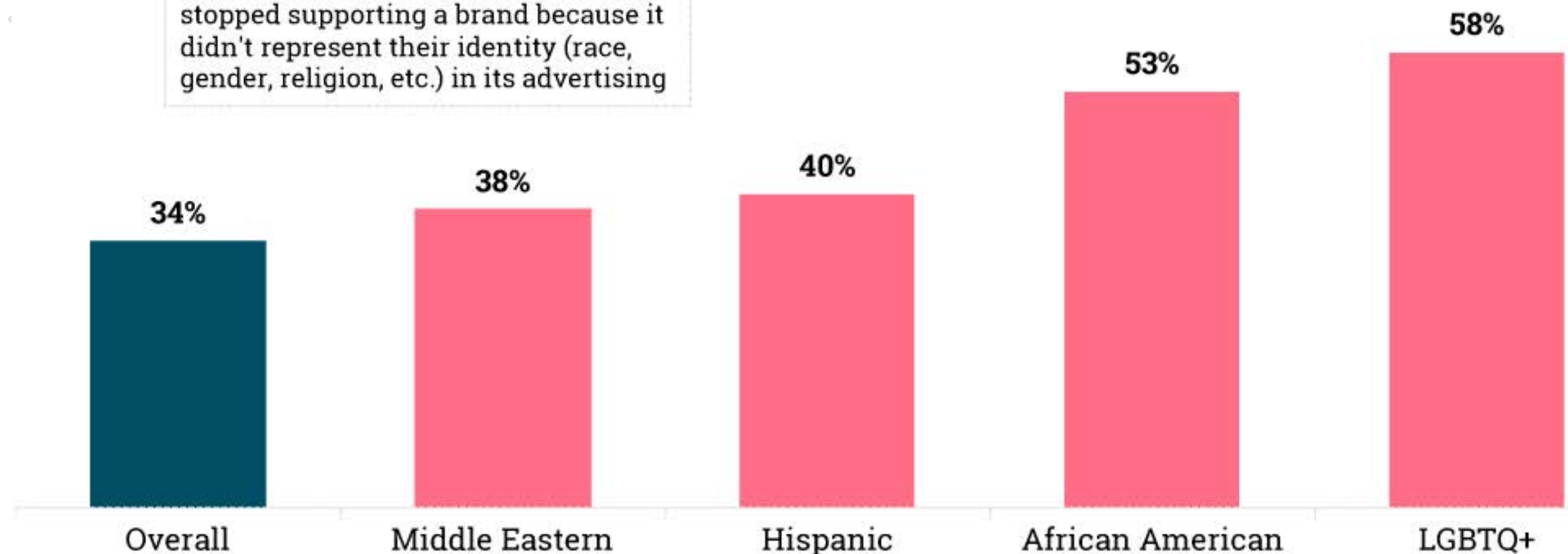
Source: Horowitz Research for DDH Dec. 2022



MULTICULTURAL INSIGHTS

Cancel Culture Runs Deep... Consumer Response to Lack of Diversity in Ads

Percentage of US consumers who have stopped supporting a brand because it didn't represent their identity (race, gender, religion, etc.) in its advertising



Source: MarketingCharts.com 2019 from Adobe Data



MULTICULTURAL INSIGHTS

Multicultural Americans are Increasingly Interested in Supporting Brands that Support Them.

(% of respondents who say they're more likely to buy from a brand that supports their race or ethnicity)

Hispanic (+8pp)



Black (+13pp)



Asian (+15pp)



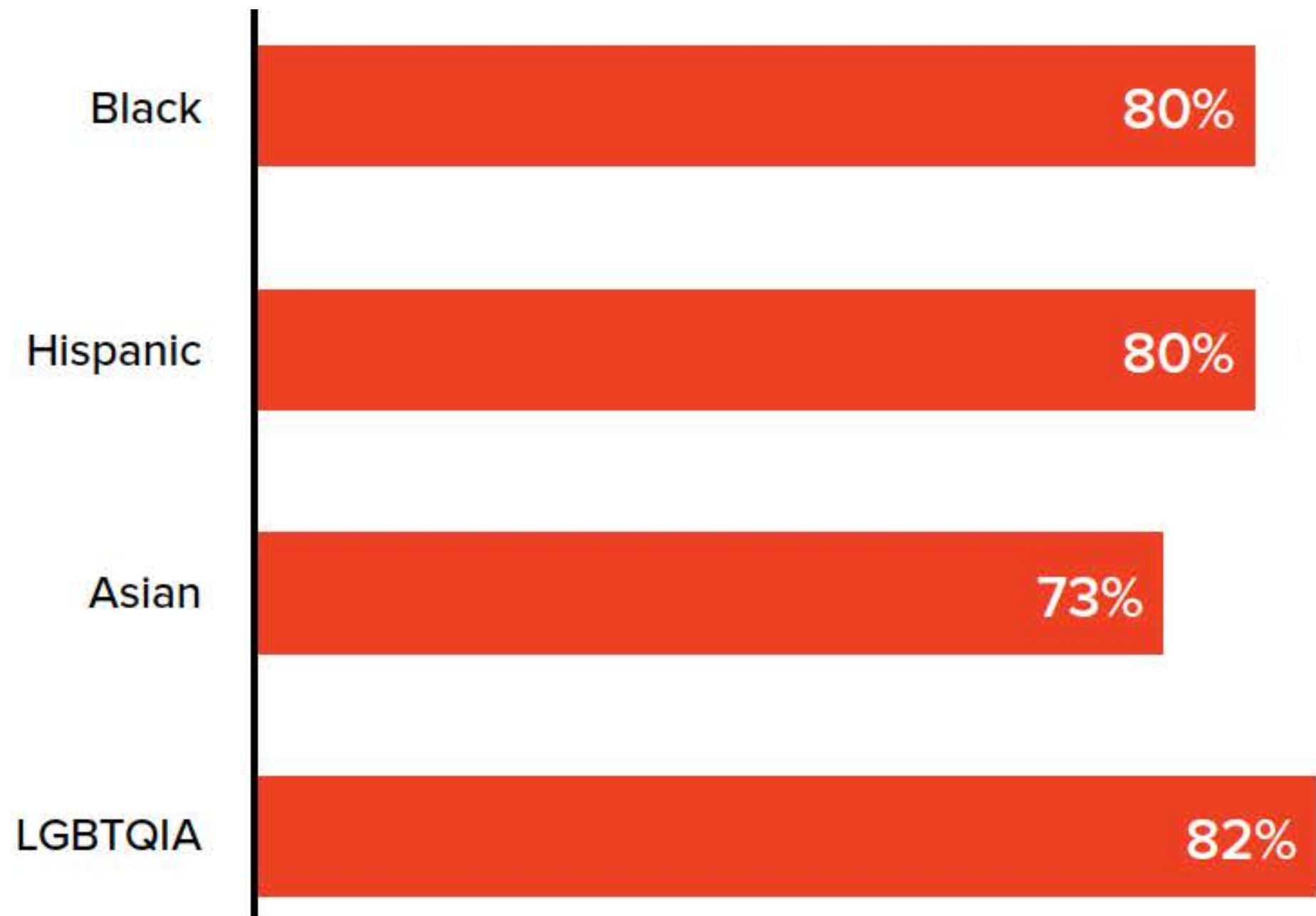
Source: Collage Group Multicultural Study 2021 vs 2020



MULTICULTURAL INSIGHTS

Perception of Brands That Advertise on Targeted Media

"I feel much more/somewhat more positively about brands that advertise on focused media"



KOTAKU



EL MUNDO TODAY

oneindia



EBONY

Source: Horowitz Research for DDH Dec. 2022

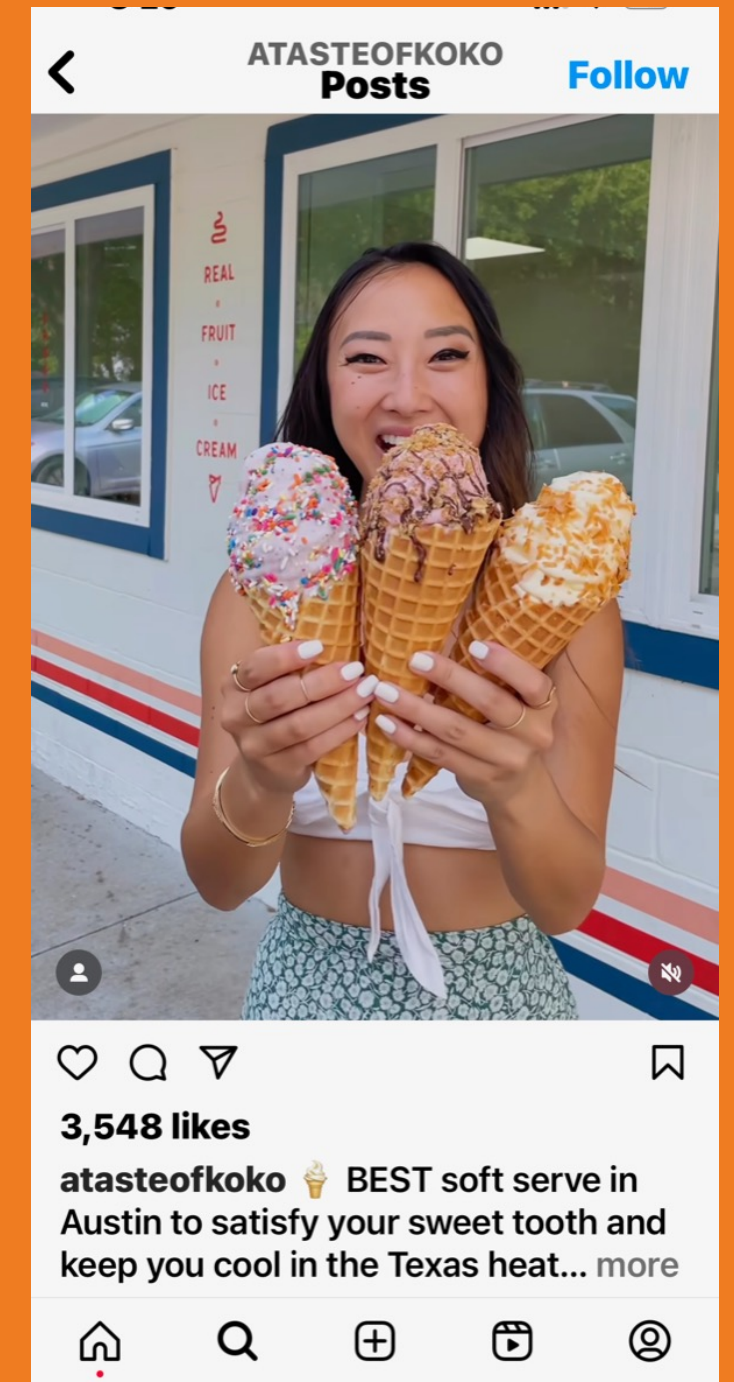
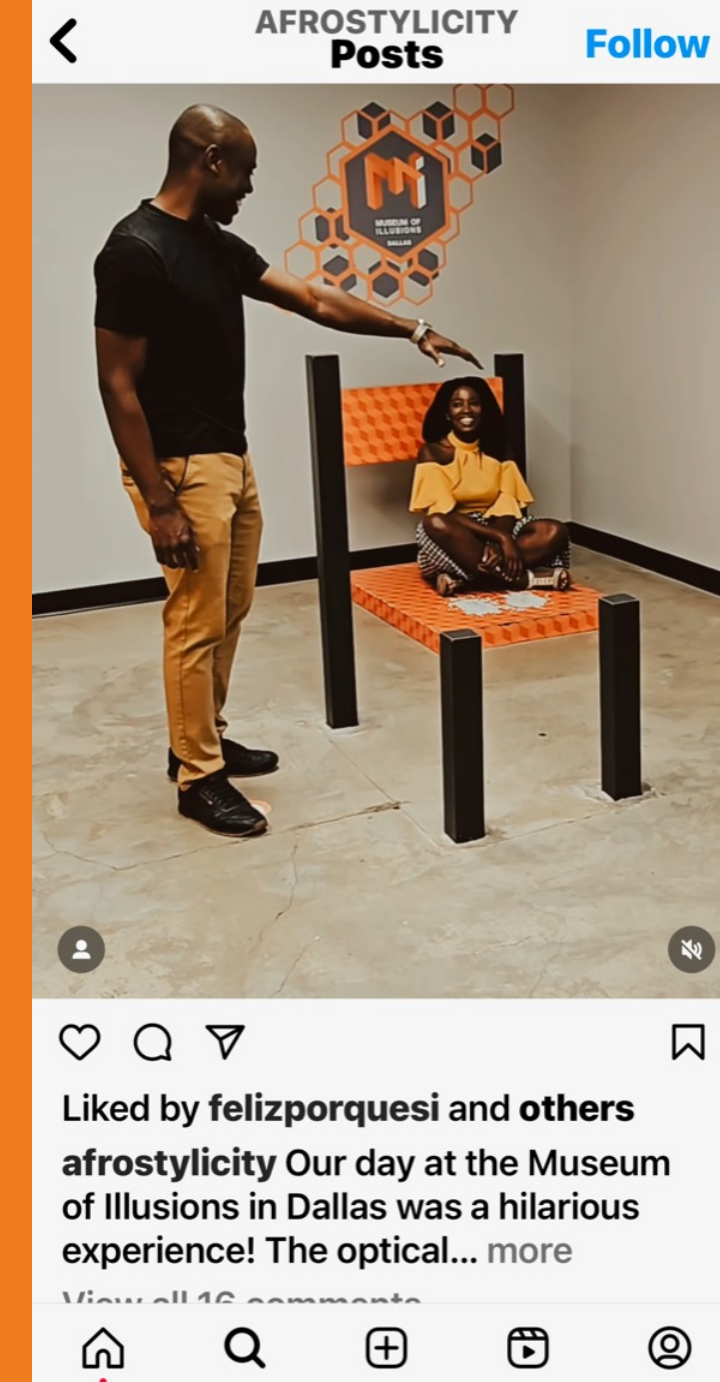
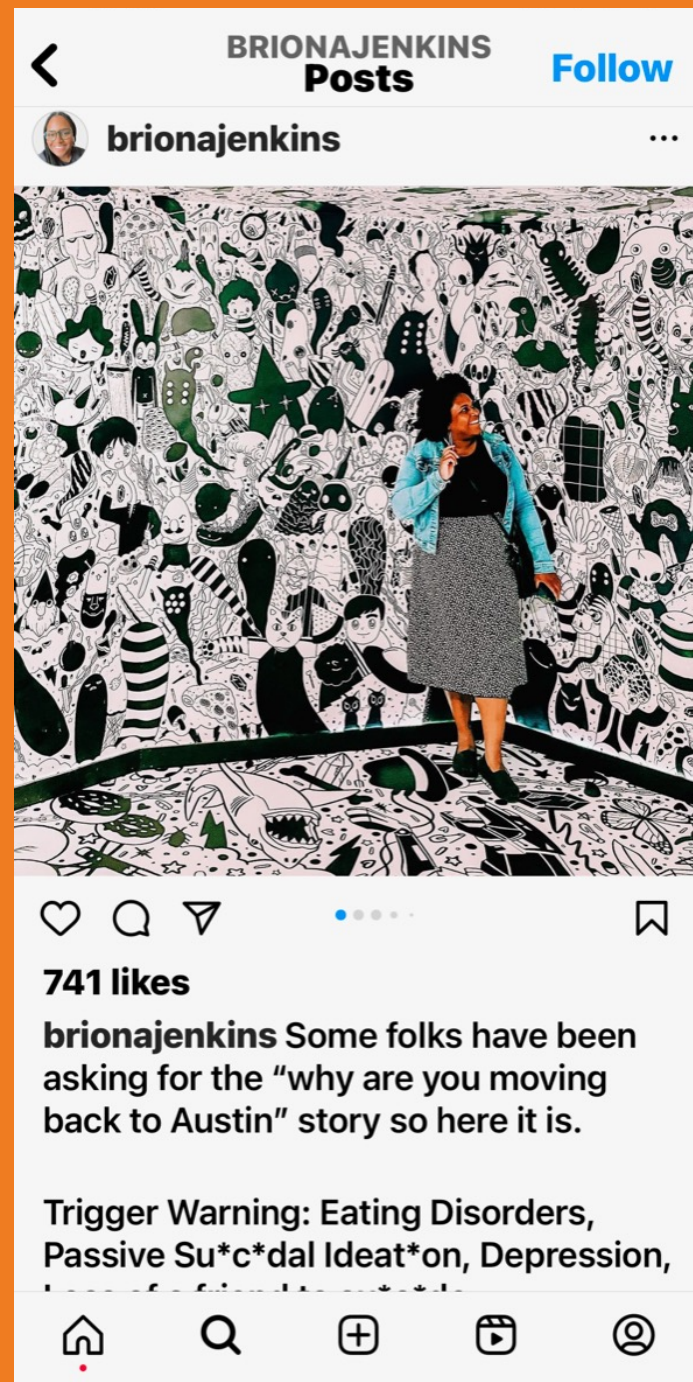


BEST PRACTICES

- **Start with a multicultural team that can relate to and resonate with the target audience**
- **Analyze 1st & 3rd party data plus research to shape and build strategy**
- **Plan you activation calendar and channel selection carefully for optimum effectiveness (align with cultural events/holidays)**
- **Collaborate with the right ethnic/diverse local influencers to create & distribute genuine destination content.**



Leverage Multicultural Micro Influencers





BEST PRACTICES

- **Showcase human diversity in your campaigns and owned distribution channels**
- **Perform a content audit across all channels**
- **Conduct an accessibility audit on ads/content/landing pages and ensure your stakeholders do as well**
- **Develop an inclusive/diverse keyword library that reflects the diversity of your visitors' backgrounds & preferences**

CATCH DES MOINES




Home / Plan / LGBTQ+

Share

LGBTQ+ Des Moines




[MEETINGS QC](#) [GROUP TOURS QC](#) [SPORTS QC](#) [MEDIA QC](#) [ABOUT](#) [CONTACT](#) [SHOP](#) [1-800-747-7800](#)




VISITQUADCITIES.COM

[START EXPLORING](#) [CREATIVE ENERGY](#) [GET OUTDOORS](#) [TASTE](#) [EVENTS](#) [STAY](#) [BLOG](#) [PLAN YOUR TRIP](#)

[IOWA](#) | [ILLINOIS](#)










[HOME](#) > [PLAN YOUR TRIP](#) > [LGBTQ+](#)

[a-](#) [a+](#)  

LGBTQ+ — WE'RE ALL IN

At Visit Quad Cities, we believe in inclusiveness. There's a large, active LGBTQ+ community whose community engagement is expressed through organizations like [Clock, Inc.](#), [The Project](#), and [QC Pride](#). The Quad Cities is also listed in [Pride Journeys LGBTQ Travel Directory](#).

On both sides of the river, in Iowa and Illinois in the Quad Cities, we pride ourselves on supporting equality on-the-basis of sexual orientation and gender identity.

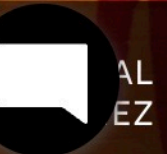
Minneapolis
**Cultural
Districts**

[Overview](#) | [Districts](#) | [Annual Events](#) | [Contributors](#)



Minneapolis Cultural Districts

ARIANA JACKS
CREDIT: PAOLA CARLSON





Ali Elabbady

Food and Music Writer

[Share](#)

Accessible Attractions

Omaha is a welcoming city with experiences to fit every interest and need. From its top attractions, events, and lodging, you'll find a variety of accessibility options.

Top Omaha attractions such as the Omaha Henry Doorly Zoo & Aquarium, The Durham Museum, Lauritzen Gardens, and the Joslyn Art Museum feature accessible exhibits, allow service animals, and offer wheelchair or motorized scooter rentals. Autism Night at the Zoo is specifically designed to allow children and their families to explore the zoo with sensory-friendly activities and surroundings.

Omaha Children's Museum's entire building is accessible and wheelchair friendly. The museum features sensory-friendly experiences





DATA & INSIGHTS



To plan, execute, and evaluate multicultural advertising campaigns

- **Demographics:** Data on the population size, age, gender, race, ethnicity, income, education, and religion of your target audience.
- **Cultural values:** Data on the values that are important to your target audience, such as family, community, religion, and work.
- **Media habits:** Data on the media that your target audience consumes, such as TV, radio, print, online, and social media.
- **Language:** Data on the language that your target audience speaks.
- **Consumer behavior:** Data on the buying habits of your target audience.

You can collect this data from a variety of sources, such as census data, surveys, CRM, Web analytics and focus groups. Once you have collected the data, you need to analyze it to identify the insights that are most relevant to your advertising campaign.



DATA & INSIGHTS

Examples of insights that you can use to plan, execute, and evaluate multicultural advertising campaigns:

- **Hispanics** are more likely to be bilingual than other ethnic groups. This means that you should consider to create advertising in both Spanish and English if you want to reach Hispanic audiences at the community level.
- **Asian Americans** are more likely to be college-educated than other ethnic groups. Targeting them with advertising that emphasizes the educational benefits of your product or service can be beneficial.
- **African Americans** are more likely to be religious than other ethnic groups. Delivering advertising that appeals to their religious values is one avenue to consider.

By using the right data and insights, you can create multicultural advertising campaigns that are effective and that reach your target audience.

O142

MULTICULTURAL CASE STUDY



PRIMARY GOAL:

- Increase Hispanic visitation beyond core traditional market of Mexico.

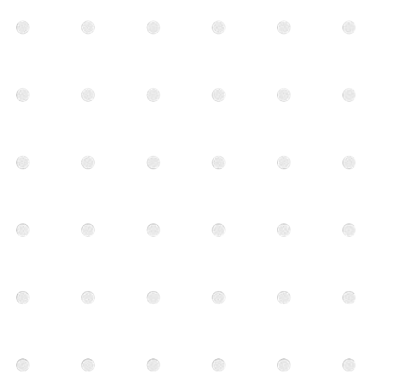


OBJECTIVES:

- Engage and connect with U.S. Spanish speaking audiences.
- Increase traffic and use of **Vamos-a-Tucson**, Visit Tucson's Spanish focused website.



Hispanics Take
2 More Trips Per Year Than
Non-Hispanics.





Hispanics Typically Travel in Larger Groups

(Increasing Visitors & Revenue)



60% of Hispanic Travel
Decisions are Influenced by
their Children.




Hispanic Advertising Tactics

- Take time to understand cultural nuances and travel practices
- Ensure creative (visuals and message) plus landing pages are consistent and genuinely representative
- Leverage Hispanic owned media publishers to increase targeted reach and improve engagement
- And DON'T rely on Google Translate

Keywords in Spanish

[ideas para viajar en octubre]
[sitios para viajar en septiembre]
[donde viajar septiembre]
[ideas para viajar en septiembre]
[a donde ir de vacaciones en octubre]
[a donde ir de vacaciones en septiembre]
[donde ir de vacaciones a finales de septiembre]
[destino vacaciones septiembre]
[septiembre donde viajar]
[mejores sitios para viajar en septiembre]
[a donde viajar en otoño]
[donde viajar a finales de octubre]
[los mejores sitios para viajar en septiembre]
[donde viajar sola en octubre]
[sitios para ir de vacaciones en septiembre]
[mejor destino para viajar en septiembre]
[donde se puede viajar en septiembre]
[a dónde viajar en octubre]
[sitios para ir de vacaciones en octubre]
[mejor sitio para ir de vacaciones en septiembre]
[donde ir de vacaciones octubre]
[donde ir vacaciones en octubre]
[donde puedo ir de vacaciones en octubre]
[donde puedo ir de vacaciones en septiembre]
[donde viajar a finales de septiembre]
[mejor sitio para viajar en octubre]
[mejores sitios para ir de vacaciones en septiembre]
[donde ir de vacaciones en verano]
[donde viajar en agosto]
[sitios para ir en verano]
[vacaciones en agosto donde ir]
[a donde ir de vacaciones en agosto]



Visit Tucson
Sponsored ·

...
X

Somos un destino bicultural con gran sentido de comunidad que hará que conectes con tus raíces a través de sus eventos.



<https://www.vamosatucson.c...>
¡Tucson Es tu Casa!

Learn more



Visit Tucson
Sponsored ·

...
X

Conecta tus raíces y deleita tus sentidos con la auténtica cocina mexicana de reconocidos chefs hispanos de Tucson.



<https://www.vamosatucson.c...>
Ven y Saborea Nuestra Rica Gastronomía

Learn more

Like
Comment
Share



Visit Tucson
Sponsored ·

...
X

Exprésate, sé tú mismo, siéntete bienvenido a una ciudad vibrante, completamente bicultural y conecta con tus raíces.



<https://www.vamosatucson.c...>
Ven y Explora Tu Herencia Hispana

Learn more



visittucson
Sponsored

...



Learn more

Like
Comment
Share

visittucson Ven y Reconecta con tu Familia Ven y vive tu herencia hispana en Tucson, una ... more



Visit Tucson
Sponsored ·

...
X

Ven y vive tu herencia hispana en Tucson, una ciudad vibrante, artística y energética donde puedes expresarte y ser tú mismo.



<https://www.vamosatucson.c...>
¡Tucson Es tu Casa!

Learn more

Like
Comment
Share



visittucson
Sponsored

...



Learn more

Like
Comment
Share

visittucson Ven y Disfruta de Eventos Culturales Ven y vive tu herencia hispana en Tucson, una ... more



Spring-Summer 2023
Media Campaign

Vamos a
tucson

Music is Vital in Connecting with Hispanic Audiences

Home

Search

Your Library

Create Playlist

Liked Songs

Workout Jams

TUCSON ES TU CASA

Vamos a tucson

Visit Tucson

Aprende Más

Viva Latino

Upgrade

Brian Free

#	TITLE	ALBUM	DATE ADDED	
5	Arcángel, Bad Bunny	La Jumpa	6 days ago	4:16
6	CAIRO	CAIRO	6 days ago	3:21
7	Hey Mor	Hey Mor	6 days ago	3:17
8	Bebe Dame	Bebe Dame	6 days ago	4:32
9	CHORRITO PA LAS ANIMAS	SIXDO	6 days ago	2:48
10	RON COLA	SATURNO	6 days ago	3:07
11	Monotonía	Monotonía	6 days ago	2:39
	CHAO BEBE	CHAO BEBE	6 days ago	3:26 ...
13	Los Cachos	Los Cachos	6 days ago	3:32
14	Gato de Noche	Gato de Noche	6 days ago	3:47
15	AHORA QUÉ	DONDE QUIERO ESTAR	6 days ago	2:51
16	GATÚBELA	GATÚBELA	6 days ago	3:29

Visit Tucson

Aprende Más

0:09

0:30

Advertisement

Visit Tucson

TUCSON ES TU CASA

Vamos a tucson

Aprende Más

0:05

0:30

Like

Previous

Pause

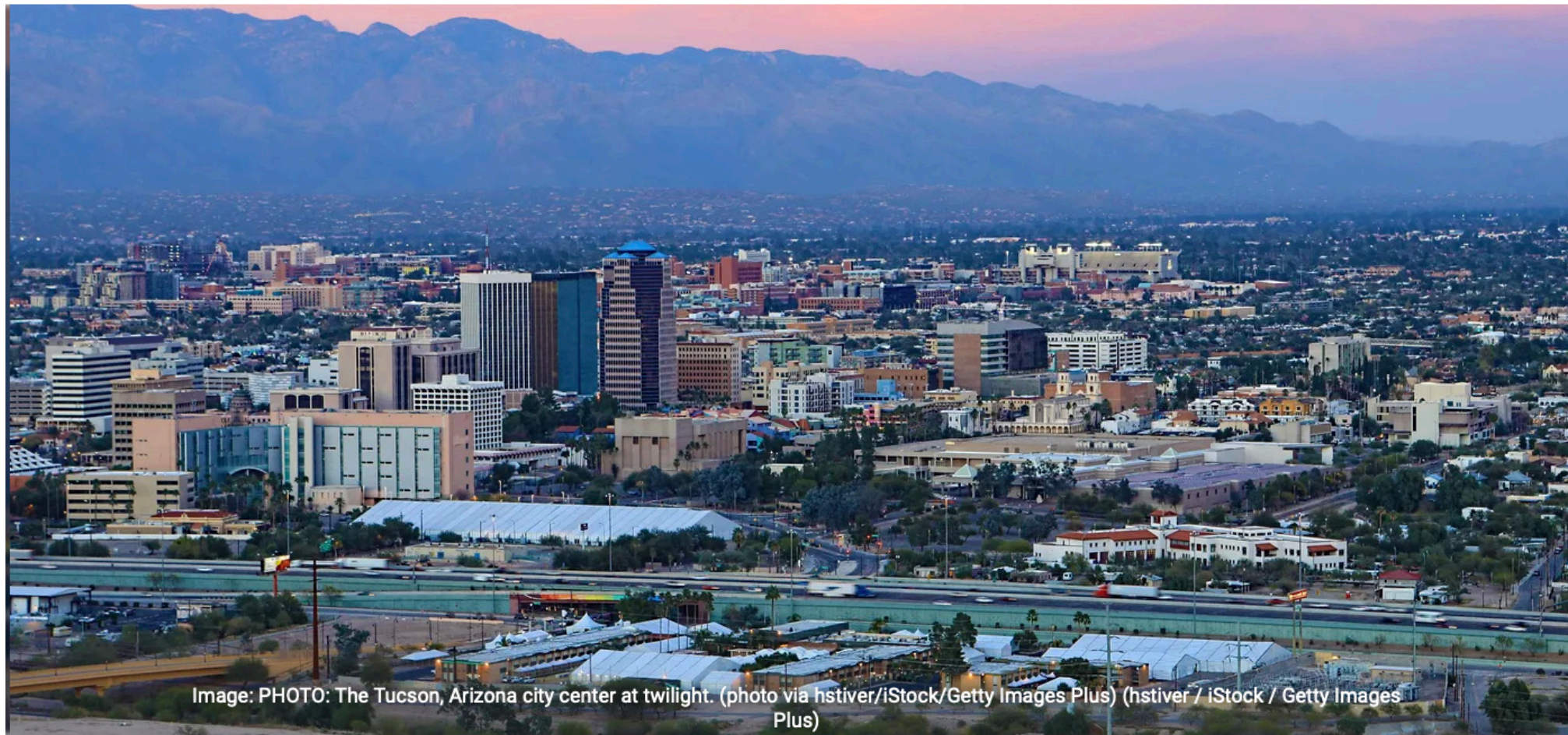
Next

Dislike

Spring-Summer 2023
Media Campaign



Tucson Launches Marketing Campaign to Attract Hispanic and Spanish-Speaking Travelers



by **Mia Taylor**

Last updated: 5:20 PM ET, Mon April 10, 2023

Visit Tucson has launched a new online marketing campaign designed to attract Hispanic and Spanish-speaking travelers in the United States, making them feel welcome in Tucson, Arizona and encouraging them to explore the city's culture, heritage, and multiculturalism.

Kicked off in March, the campaign includes a dedicated website, as well as messaging via social media, advertising, and search engine marketing. There are also visuals and stories in Spanish designed to highlight [Tucson's vibrant culture](#), heritage, and traditions.

ADVERTISEMENT



RELATED OFFERS



[New Orleans & Company](#)
Complimentary



Advertisement
Visit Tucson



Aprende Más

0:05

0:30



Spring-Summer 2023 Media Campaign

Vamos a
tucson

CLIENT

Visit Tucson

Digital Advertising Success with
Multicultural Hispanic Audiences

THE RESULTS:

500%

Increased Web Traffic

OVER

13,700

Ad Clicks Delivered



For more
details on this
case study:



CASE STUDY

Digital Advertising Success with Multicultural Hispanic Audiences

We successfully targeted a Spanish speaking audience using data selected digital advertising channels. The objective was to increase visitation to the "**Vamos a Tucson**" website and genuinely connect with key Hispanic audiences. Through authentic messaging, resonating creative, and insights-supported ad channels, we drove measurable results that exceeded Visit Tucson's expectations.

Key Takeaways

- **Involve members of your target audience in the planning process.** This will help you to ensure that your advertising is relevant and culturally appropriate.
- **Be sensitive to cultural differences.** Avoid stereotypes and avoid making assumptions about your target audience.
- **Test your advertising before you launch it.** This will help you to ensure that it is effective and that it does not offend your target audience.
- **Evaluate your results.** This will help you to learn what worked and what didn't so that you can improve your advertising campaigns in the future.
- **Find multicultural locals, business owners and targeted micro-influencers to collaborate on content creation and distribution.** Make it a community effort.



A group of four diverse professionals (three men and one woman) are gathered around a laptop in a modern office setting, looking at the screen with interest. The office has large windows in the background, letting in natural light. The overall tone is professional and collaborative.

Thank You

ORANGE 142™

A Travel Media Ad Tech Platform