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Multicultural Marketing News - July 2010

Here is your latest edition of Multicultural Marketing News, the newsletter published by Multicultural Marketing Resources Inc., www.multicultural.com.

What's Inside:

Featured News Stories...Company Profiles...Expert Resources for Marketing Executives...Diverse Sources and Story Ideas For Journalists

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Featured News Stories and Company Profiles:



Latin2Latin Marketing + Communications (L2L)

Latin2Latin Marketing + Communications (L2L), with offices in New York City and Fort Lauderdale, FL, offers clients quick to market solutions with an eye toward ROI. L2L bridges the gap for general market companies targeting Latino consumers as well as Latino organizations seeking to widen their audience. Because of its depth of experience and portfolio of capabilities, L2L provides clients with a powerful, 360 degree marketing communications strategy that includes everything from business development and public relations to social media outreach and talent management among others. At the core of its business, L2L firmly believes that happy customers equal loyal customers. **Learn more at www.latin2latin.com.**



WorldTV

WorldTV is the world's leading aggregator and distributor of international content, serving multi-cultural audiences throughout the Americas, Asia, Europe, and the Middle East. WorldTV has extensive relationships with more than 500 international broadcasters and leading distributors of Pay TV content. In the United States, WorldTV works closely with companies like AT&T, Cox Hospitality, Frontier Communications, Verizon & more to deliver targeted international content that is relevant to a

multi-cultural audience of more than 30 million people. WorldTV also serves the US retail market via its direct-to-home satellite platform, delivering more than 200 international radio and television channels in 35 languages representing over 40 countries throughout the world. WorldTV is the partner of choice for firms operating in the broadcasting, content management and content distribution markets. With technical services that include aggregation, backhaul, ingestion, transmission, distribution and repurposing of content, and business solutions that run the gamut from marketing and market research, business development and sales support, subscriber management and customer care, WorldTV represents a truly turnkey solution. WorldTV is a division of GlobeCast, a global provider of technical content management and worldwide transmission services for professional broadcast delivery. GlobeCast is a subsidiary of France Telecom. **Visit www.globecastwttv.com.**

Campbell Communications

Campbell Communications is dedicated to providing our clients with insights concerning multicultural audiences through traditional research and customized methodologies that are delivered professionally and timely. Our services include focus group moderating, ethnography depth sessions, on-site/on-premise/environmental interviews, individual and executive interviews. We believe we are capable of identifying new opportunities and provide recommendations that distinguish Campbell Communications from others. **Visit <http://campbell-communications.com>.**



Creative Consumer Research

With offices located in Houston and Arizona, CCR offers complete field service covering Texas, Arizona and the surrounding areas. Large conference-style focus group rooms with one-way mirrors and large client viewing rooms. Taste tests, telephone interviewing, executive surveys, mall intercepts, door-to-door interviewing, mystery shops, store audits, and computer capabilities available.

Bilingual interviewing, moderators, and translators are available. CCR also offers project management for multiple city projects. **Visit www.ccrsurveys.com.**



Améredia, Inc.

Truly Multicultural is what defines us best. We connect and grow US brands within Asian, European, Hispanic, African and other ethnic segments by establishing true partnerships with our clients and diverse

ethnic communities. We do this through careful strategy, planning, execution and results driven processes. Our integrated marketing approach and full-service capabilities in advertising, marketing and public relations consistently bring favorable results for our client partners and industry recognition for the agency including Excellence in Multicultural Marketing Awards, and the recent Asian American Fast 50, Hermes Awards and Telly Awards recognitions. **Visit www.TrulyMulticultural.com.**



Ethnic Technologies, LLC

Ethnic Technologies, LLC is the Global Leader in Multicultural Marketing, Research, Data Enhancement, Segmentation and Modeling Analytics. The EthniCenter® from Ethnic Technologies is the result of over 30 years of continuous multicultural, religious and language preference research. E-TECH's Multicultural Ethnic, Language Preference and Degree of Assimilation selects outperform the competition in accuracy and response rates time after time. The analytics department at E-TECH provides CRM support in the form of ethnic data appending services and mapping which affords businesses an overview of emerging and existing markets. Whether using the data for mailing, telemarketing, e-mail campaigns or modeling, the same excellent results have been achieved. E-Tech® and The EthniCenter® are registered trademarks of EthnicTechnologies, LLC. **Visit www.ethnictechnologies.com.**

About This Newsletter

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