



“MULTICULTURAL AUDIENCES: KEY AUTHORS OF THE NEW MAINSTREAM”

What is Multicultural marketing and how can companies optimize multicultural campaigns and general marketing campaigns?

Between 2012 and 2013, we worked with one of our clients, a major automobile manufacturer, to answer these questions.

Integrating General and Multicultural Marketing

In 2013, Ken Muench, Co-Founder & Chief Strategy Officer at Collider LLC, a Marketing Insights Lab, spoke at the second annual Multicultural Summit created by Haig Barrett in partnership with our client.

He described a new market phenomenon. As he spoke, an illustrative diagram flashed on the screen.



“Most companies are doing this,” he said.



Mr. Muench’s speech validated many of Haig Barrett’s findings over the previous year and a half.

How to Build Efficiencies & Effectiveness on Marketing Spend

In 2012, our client had four advertising agencies, each representing a different market: Caucasian (General Market), African American, Hispanic and Asian. Each of the agencies claimed that their segment of the market was growing and needed more budget allocation.

THE PROBLEM:

Marketing spend wasn’t optimally spent

Our client needed to determine the most effective allocation of budgeted funds while at the same time, continue their relationship with all four agencies to ensure the agencies’ expertise to reach the entire American automobile-buying audience was not lost. Haig Barrett was asked to conduct research to determine which agency should receive more money. What we concluded well exceeded the client’s expectations and challenged the normal convention.



In our research we found that all the agencies were correct—they all needed more money for each of their growing segments. However, we also discovered that if we changed our client’s current advertising model, their marketing dollars would be spent more efficiently and in the end they’d be able to create a more effective advertising campaign.

THE SOLUTION:

Co-Development

Co-Development is the collaborative initiative of taking one campaign designed by Product Marketing and having multiple agencies work together to create a single product campaign strategy. The output included commercials, print, social, and digital that targeted all markets simultaneously and collectively within each component.

In the case of our client, they were able to reduce their advertising from four unique campaigns created by four separate agencies to two integrated campaigns by creating a platform where all the agencies worked together on teams and collaborated on campaigns.

We found that the past model of having siloed agencies focusing on their respective markets with little crossover no longer worked in the current consumer landscape. Through our research, we discovered that crossover between marketing segments actually proved to be more efficient financially and was able to convey a more effective message.



At the time of our research, 66% of the Hispanic population spoke English. However, the Hispanic agency was asked to produce content solely in Spanish and a large chunk of the budget had been allocated to accomplish this. By changing the model and having our client create campaigns that included both Spanish and English, we found they could launch something interesting and resonate with the general population as well as the American Hispanic population even more powerfully.

By reducing the number of advertising campaigns produced, our client was able to re-allocate the money to increase the quality and impact of the ads.

As a result of our initial work, in 2012, we were asked to create the first Multicultural Marketing Summit for our clients to share the results of all our research, our recommended implementation strategies and inspire our client's staff to align with these goals. Based on the success of the first Multicultural Marketing Summit, Haig Barrett was subsequently asked to create two additional Multicultural Marketing Summits in 2013 and 2014.

The Future of Marketing: TOTAL MARKET, THE NEW AMERICA

During the 2013 Multicultural Marketing Summit, the speakers, including Mr. Muench, provided valuable insights into a new concept and trend in marketing, Total Market, which refers to the hybrid structure of multicultural marketing that utilizes insights from all cultural demographics to produce marketing and advertising campaigns targeted at the entire population simultaneously.

Haig Barrett's Co-Development strategy encompasses the key principles of the Total Market approach, and a year and a half later after implementing it, the strategy has proven to be an effective approach for our clients marketing campaigns and has helped them become a leader in Total Market in the United States.

"Look at the African American, Asian American and Hispanic targets." Mr. Muench summarizes. "Look at their lifestyles and their insights and think 'What in there is cool that the General Market is going to want to devour?' And then create your General Market campaign. And then you're targeting the new America." Total Market doesn't mean stop targeting multicultural markets he suggests, just leveraging them to align with what is really happening out there.

Who we are:

Haig Barrett is a marketing consulting firm focused on helping companies—including Fortune 500 companies—develop real relationships with their customers and transform into customer-driven businesses. By leveraging our innovative marketing strategies, our clients learn to create exceptional experiences for their customers. After all, in today's social landscape, happy customers (and unhappy ones) make their voices heard.

What we do:

- Target Marketing
- Product Launch
- Customer Experience
- Business Alignment
- Customer Data-Driven Strategy

To learn how more about how Haig Barrett can help your business, call us at 213.223.2380 or send an email to info@haigbarrett.com.

www.haigbarrett.com

+Haig Barrett
management consultants