

RAB Multicultural Advertising Checklist

There has been a growing interest from advertisers to reach multicultural consumers. However, many are uncertain of how to begin the process. Education and knowledge regarding the nuances of race, ethnicity, etc., will help guide them.

Based on input from media-buying professionals, listed below are some points that marketing professionals should share to validate the value of the multicultural consumer.

Note: The list below serves as a guideline for some of the data points that should be covered. The information that you share will vary based on the needs/requests of the prospective advertiser.

Market Information

- Ethnic composition – percentage of Hispanics, Blacks, Asians, etc.
 - Age groups, household income, education, etc.
 - If a particular group / age segment is growing/shifting, share trends
 - Note: the next generation is going to be the most culturally diverse versus prior generations; an opportunity to discuss next generation of consumers

Psychographics

- Behavioral insights that are specific and unique to the consumer, i.e., cultural influences.
- Impact of family especially in multigenerational households
 - Adult children take on the decision-making role for the senior family members who have the money
 - Influential in establishing primary and secondary demos for products and services
- Generational information that may be relevant for messaging.
- Values and expectations of brands.

Audience & Scale

- Demographic overview of the audience which the station reaches.
- Audience duplication in comparison to the English-language competing stations.
- Growth story (if there is one) of the station.
- Station ranking and reach among consumer groups, but also against the overall demographic the brand is trying to reach.
- Based on the tools/research available to you, include details on how your data allows you to identify this audience and what different targeting capabilities are available on your platform to reach this audience.

Content, Talent & Brand Opportunities

- Highlight content areas and key talent that uniquely align with the audience and can be leveraged by a brand.
- Include top brand alignment opportunities – any first-time content partnership, top-rated content sponsorships, tent-pole events, etc.
- Present opportunities that are unique and tailored to the brand being discussed.

Success Stories

- High level results for past campaigns or events that showcase the strength of the offering or data that points to untapped potential for first time opportunities.
- Stress the importance of the station to the community they are serving if they have examples – attendance to events, call ins or comments on social media pages.
- If applicable, share studies on the effectiveness of speaking to the listener in language and the loyalty that it drives.

Additional Items

- Competitive information on similar brands that are using radio to reach their intended audience.
- Include specific data points that are relevant to the brand and the multicultural consumer.
 - Example: If a brand is advertising a particular drug for diabetes, include current information on the percentage of Hispanics, Blacks, etc., diagnosed with diabetes – even from a national level.