

# The Do's and Don'ts of Multicultural Marketing

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[rogers.com/multicultural](http://rogers.com/multicultural)



# Agenda

**1. The Multicultural Environment  
(Think Externally)**

**2. The Business Environment  
(Think Internally)**

**3. The Do's & Don'ts of Multicultural Marketing**

# The Multicultural Environment



# Canada is Changing



# Immigration: Quick Facts

- **Approximately 250,000 new immigrants every year**
- **Approximate 60% of immigrants settle in Ontario**
- **Immigrants arriving today are well educated and highly skilled**
- **USA = assimilation, Canada = diversity**
- **Canada has been built by immigrants**

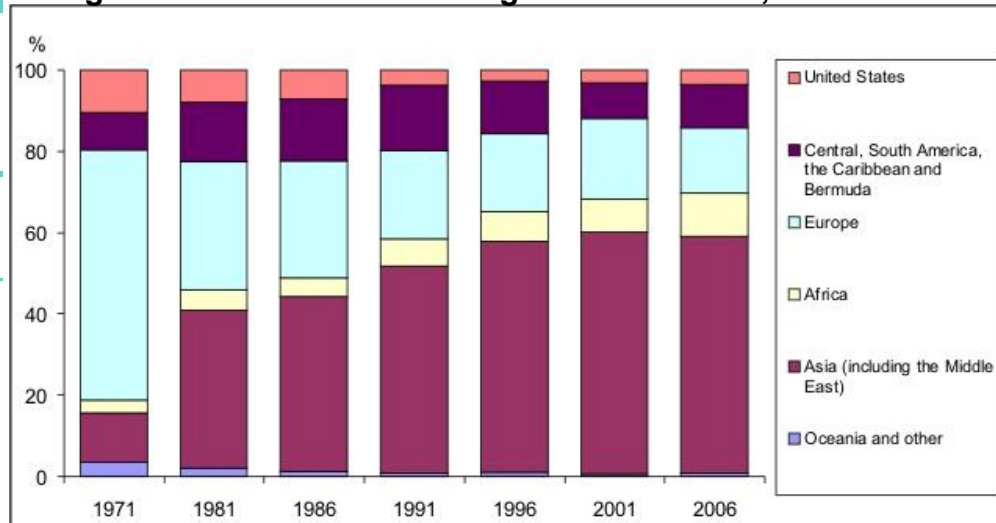


# Source of Immigration to Canada (2007)

**Asia & Pacific 46%**

**Africa & Middle East 22%**

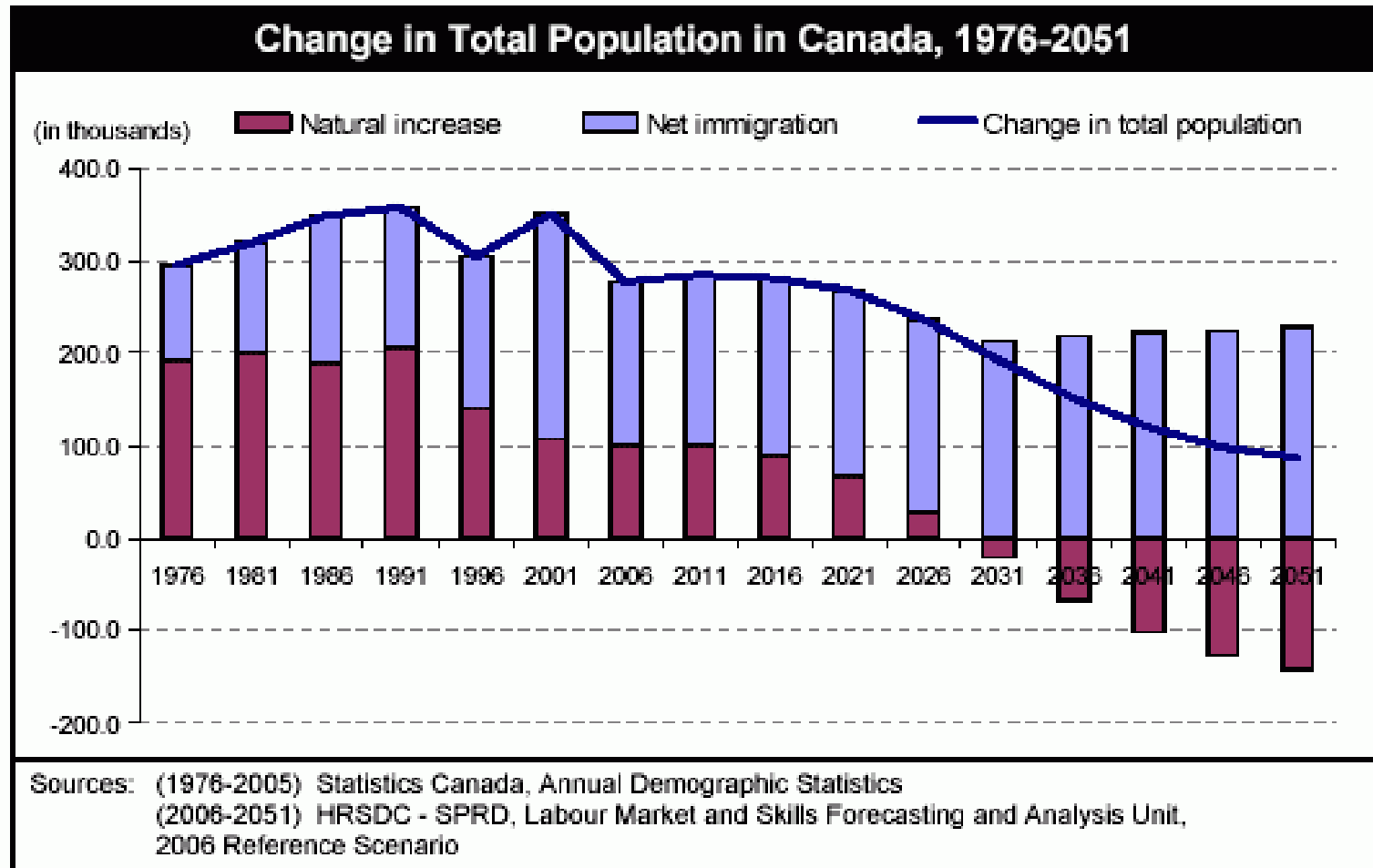
Region of birth of recent immigrants to Canada, 1971 to 2006



**Europe 17%**

**Americas 16%**

# Implications to Canada



# Implications to Business

## The language quilt

By Catherine Farley and Damian Lister/TORONTO STAR

English is still, by far, the first language across Greater Toronto. But strip away that blanket of dominance and a colourful patchwork emerges, showing where newcomers from around the world chose to settle. The map shows the most prevalent mother tongue after English in more than 1,000 neighbourhoods across the GTA, as revealed by a Star analysis of 2006 census data

### Some discoveries

- English is the second language in **47** of the GTA's **1,076** census tracts
- English is in third place in **7** tracts in Agincourt, on Toronto's northern edge
- In **57** tracts, **70%** or more of the population has a non-English mother tongue
- The preponderance of English as a mother tongue is **90%** or more in **42** census tracts
- In **200** tracts, more than **30** distinct mother tongues are spoken by 15 or more people — the minimum number of speakers required for a language to count in the census
- In **13** tracts, there are more than **40** mother tongues

**56%** of the **5.4 million** GTA residents count English as their mother tongue. Here are the next most prevalent:

### Top 10 mother tongues (after English)

- Italian** 3.5%
- Chinese** (no language specified) 3.2%
- Cantonese** 3.1%
- Punjabi** 2.5%
- Portuguese** 2%
- Spanish** 2%
- Tagalog** 1.9%
- Urdu** 1.8%
- Tamil** 1.7%
- Polish** 1.6%



### Where English is the second language... and even the third

In these highlighted areas, non-official languages outnumber English as the mother tongue



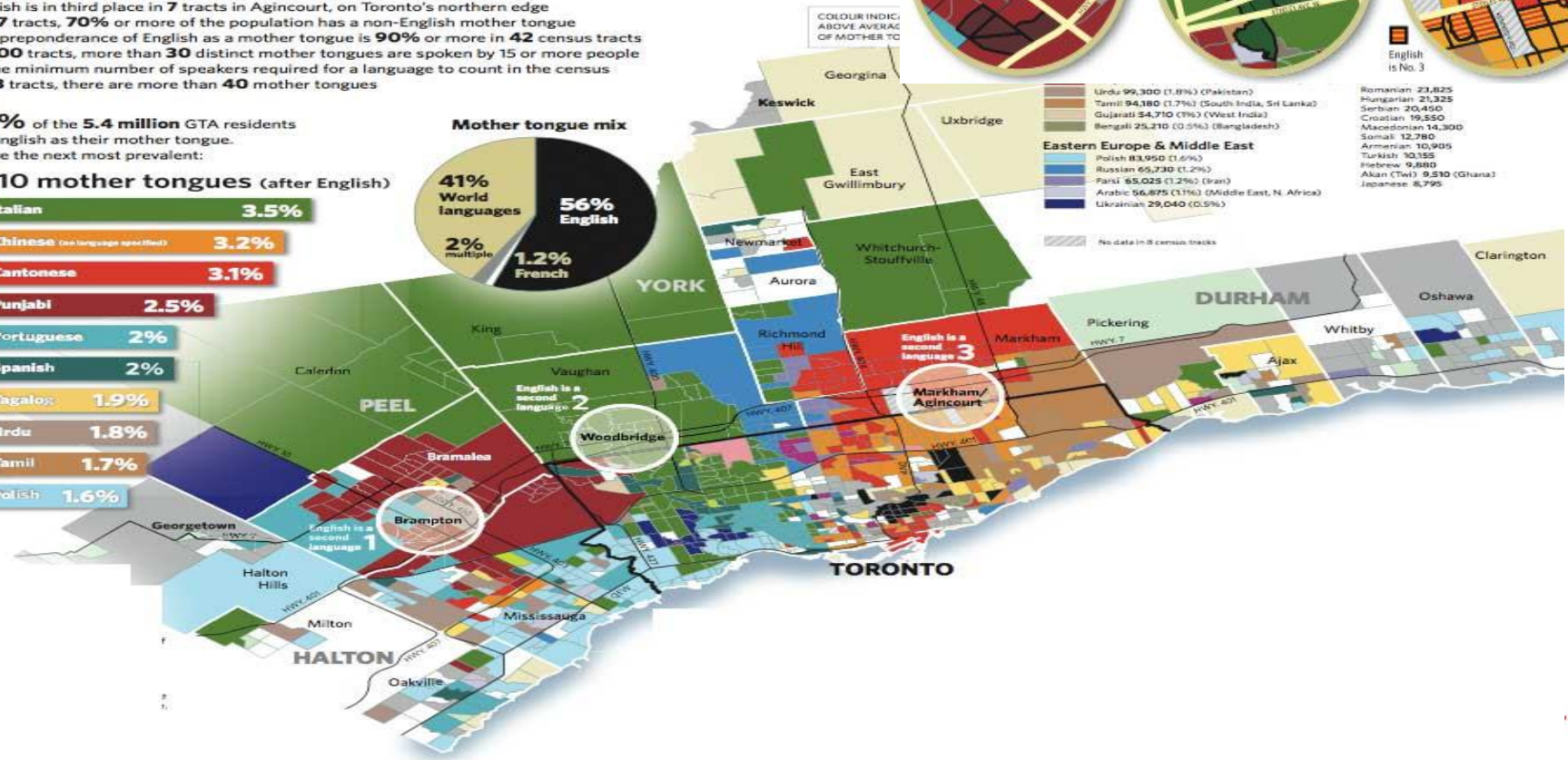
Eastern Europe & Middle East	
Polish	83,950 (1.6%)
Russian	65,230 (1.2%)
Parsi	55,025 (1.2%) (Iran)
Arabic	56,675 (1.1%) (Middle East, N. Africa)
Ukrainian	29,040 (0.5%)

Urdu	99,300 (1.8%) (Pakistan)
Tamil	94,180 (1.7%) (South India, Sri Lanka)
Gujarati	54,710 (1%) (West India)
Bengali	25,210 (0.5%) (Bangladesh)

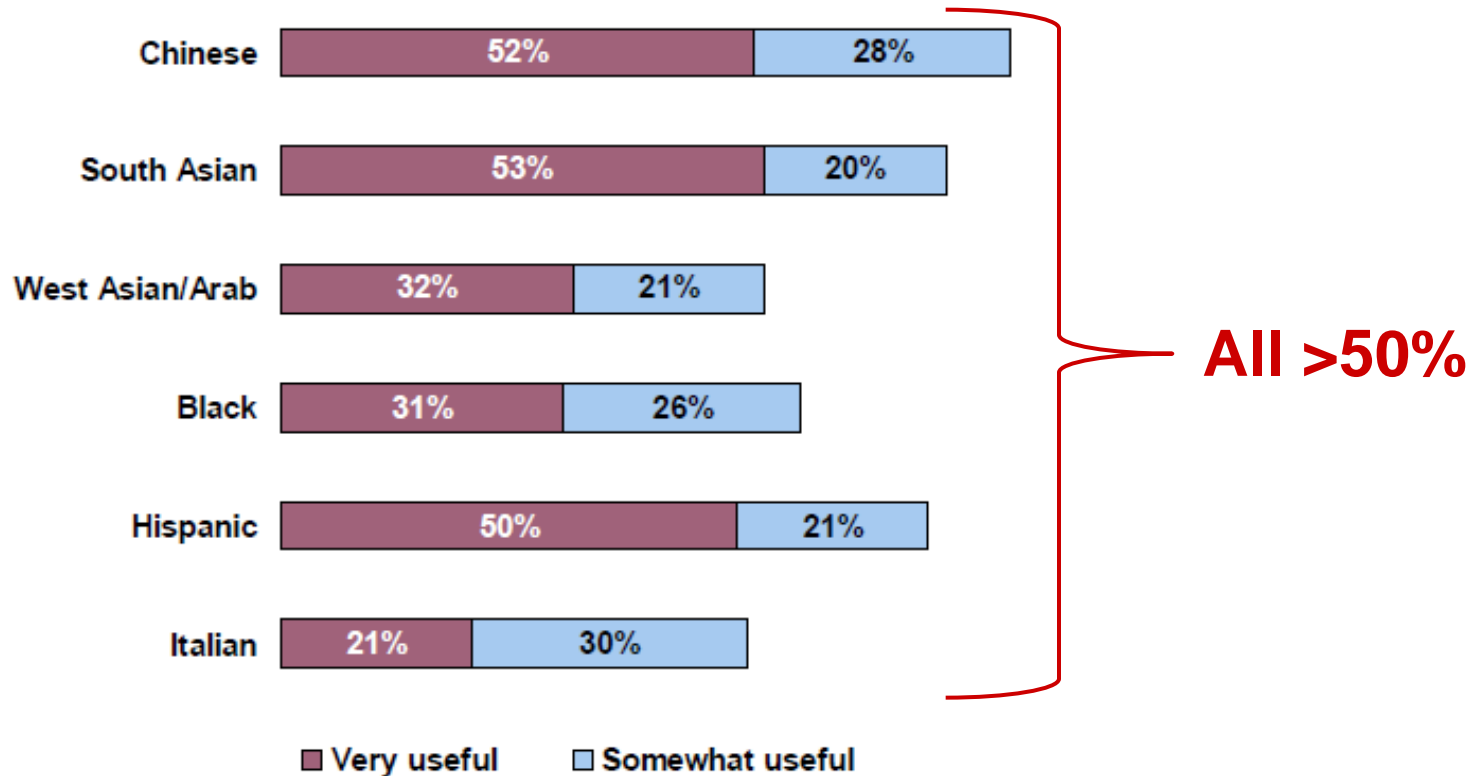
  

Romanian	23,825
Hungarian	21,325
Serbian	20,450
Croatian	19,550
Macedonian	14,300
Somali	12,780
Armenian	10,905
Turkish	10,155
Inhewe	9,880
Akan (Twi)	9,530 (Ghana)
Japanese	8,795



# Implications to Marketers

## Usefulness of Information In Language

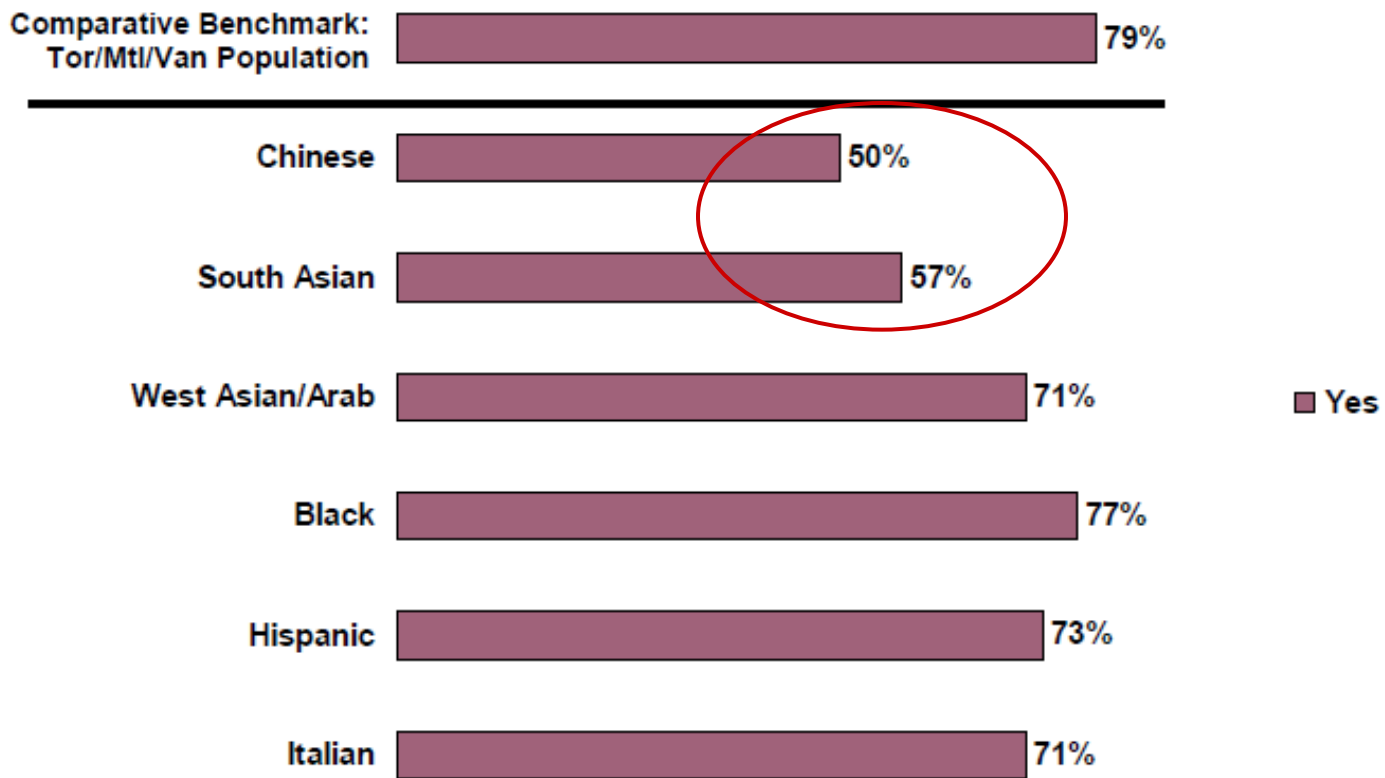


*Q: When it comes to government information and forms, how useful would it be to you personally if the government provided information in your first language other than English or French?*

Base: Respondents Whose Mother Tongue is Other Than English/French

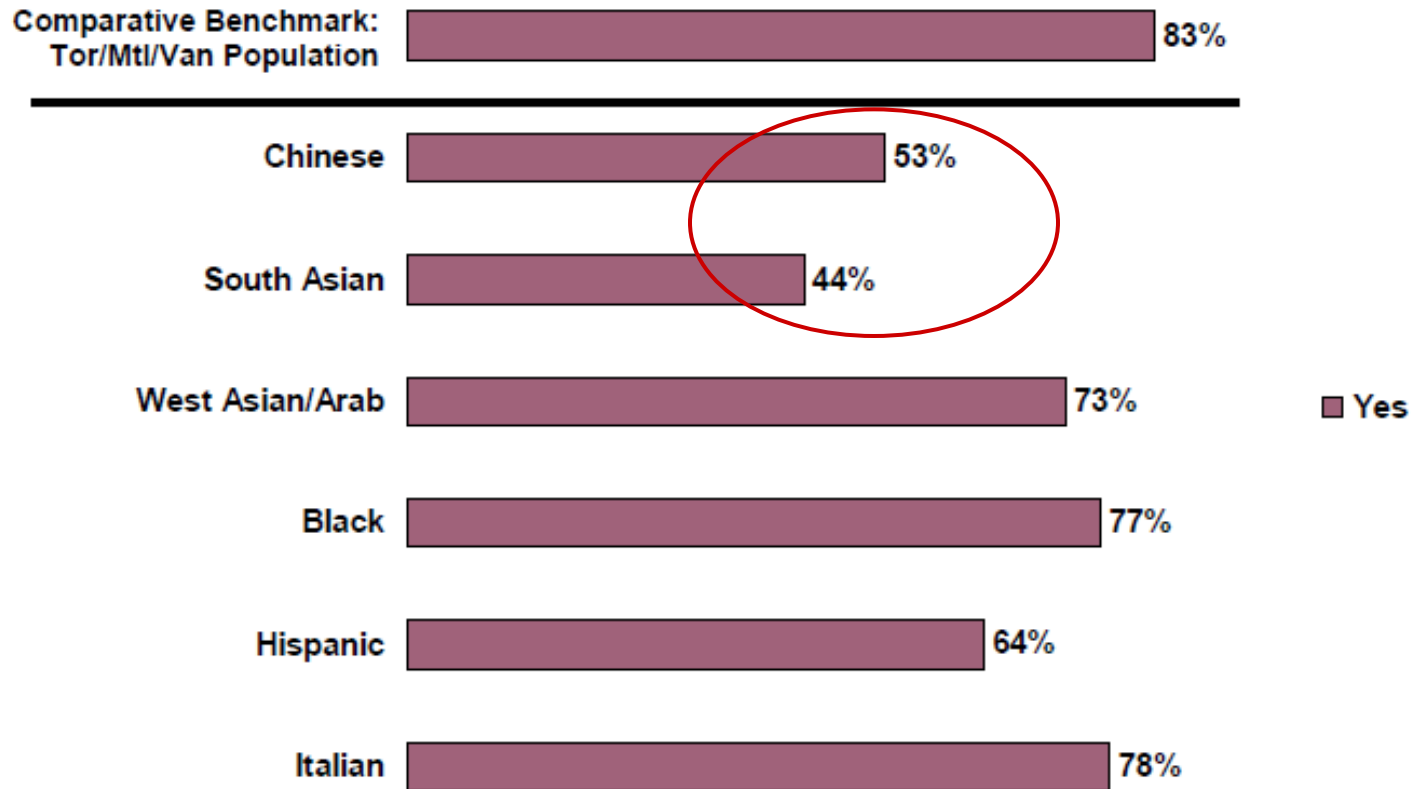
# Implications to Marketers – ex. media

## Read any General English/French Newspaper in Past 7 Days



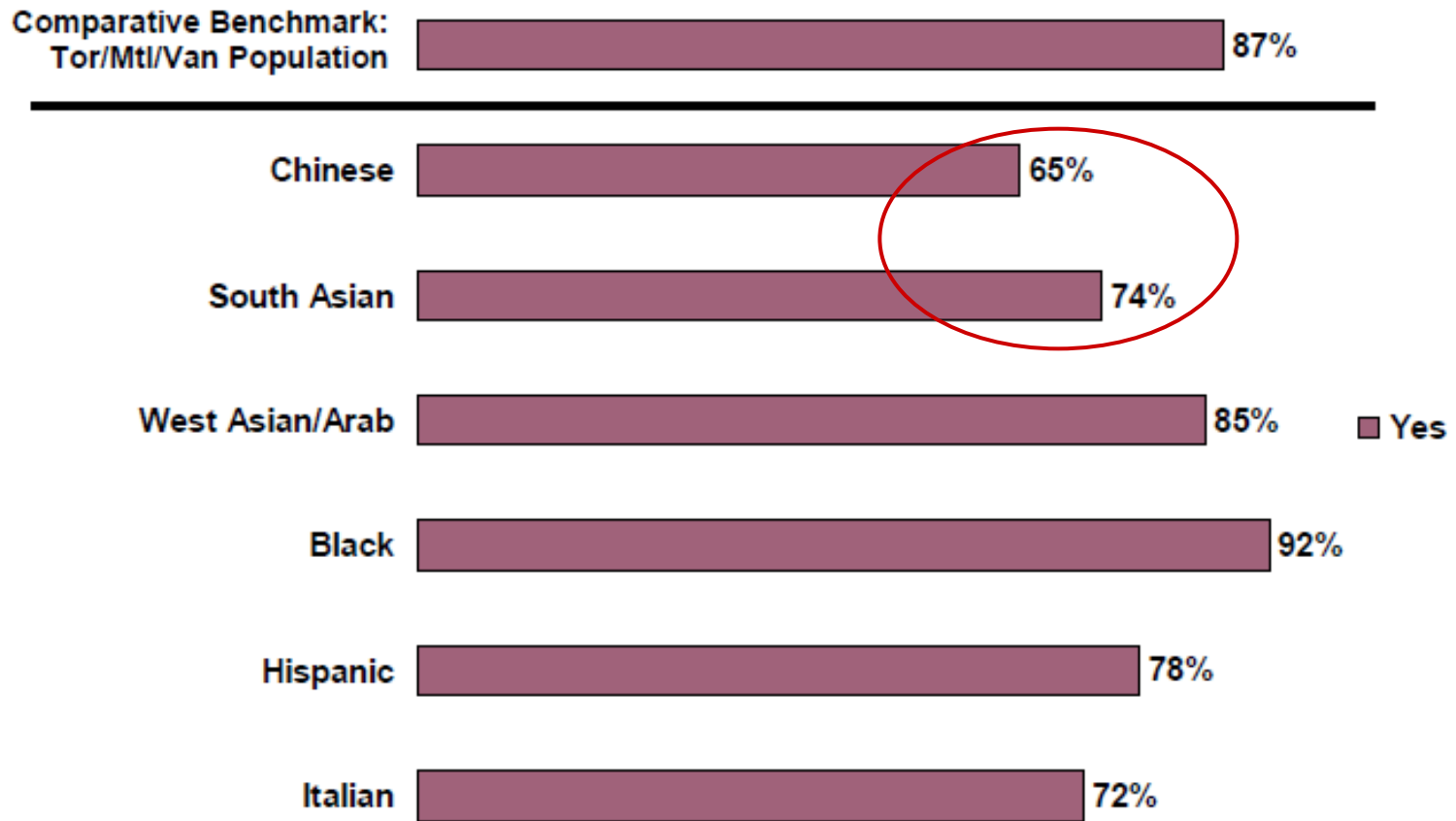
# Implications to Marketers – ex. media

## Listened to any General English/French Radio in Past 7 Days



# Implications to Marketers – ex. media

## Watched any General English/French TV in Past 7 Days



# Ethnic Media in Canada



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# The Business Environment

- Are you staying relevant to your multicultural customers?



# Some Current Players



L'ORÉAL



MAPLE LEAF SPORTS + ENTERTAINMENT

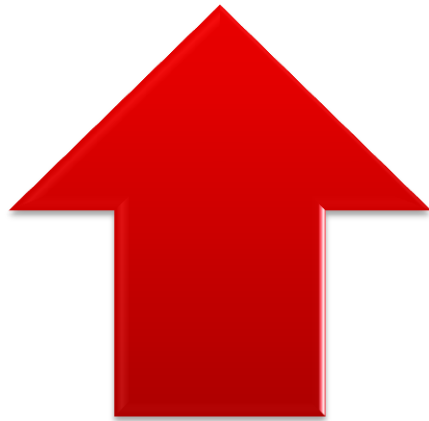


HYUNDAI



# Why Multicultural Marketing?

**GROWTH!**



Top Line



Bottom Line

# Top Line Growth

- **Grow sales from new markets and new businesses**
- **Strengthen relationships with existing multicultural customers**
- **Establish new competitive advantage**
- **Cut through the clutter**
- **Plant the seed for the future**



# Bottom Line Growth

- **Extremely targeted**
- **Relatively cheap**
- **Measurable**
- **Supplier diversity**
- **Improve overall efficiencies**



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# Great Ideas: Home Depot



# Great Ideas: Rogers

PICTURE BIG SAVINGS WHEN YOU PICK A BACK-HOME CHANNEL FROM ROGERS.

**\$455**  
IN SAVINGS!

Dear Mr. Sample,

There's a better line than yours around with your favourite channels from back home, considering the big savings and advantages that come with this exclusive offer.

Now, you can get Digital Basic TV for \$28.99 per month with a 3-year term when you sign up for a multichannel demand-on-demand service from the USA below.

**Latin America**   **Caribbean**   **French**

**Russia**

**Spanish**   **Networks from TV channels available**

With this exclusive TV offer, you will receive \$455 customer credit. Your monthly \$28.99 for Digital Basic TV also includes the Digital Service Fee and Content Distribution Digital Fee credit.

With Rogers Digital Basic TV, you'll enjoy:

- Over 170 Digital channels
- Access to Rogers On Demand (Channel 100) and Rogers On Demand (Rogers On Demand) (Channel 800)
- Free multichannel demand-on-demand throughout the year

Take advantage of this limited time offer. Switch to Rogers Digital TV today and save. Call 1 866 551-5379.

Sincerely,

Patricia M. ...  
Senior Vice President, Consumer Marketing  
Rogers Communications

PS: Subscribe to your favourite back home channels today and get Rogers Digital Basic TV for \$28.99/mo\* (excludes Digital Service Fee and Content Distribution Digital Fee credit). Call 1 866 551-5379 today!

**ROGERS**



**SUBSCRIBE TO THE MOST-WANTED FILIPINO CHANNELS AND GET DIGITAL BASIC TV FOR**

**\$20.98**  
month for 2 years

Simply sign up for any one of the channels below to enjoy Digital Basic TV at a great price, and your choice of favourite programming from back home.

Channel 850   Channel 870   Channel 871

- Up to 170 digital channels
- Access to exclusive content on Multicultural On Demand (Channel 800)

Limited time offer for new Digital TV customers!  
Sign up today and save when you call our dedicated team of advisors at 1 XXX XXX XXXX.

**ROGERS**

**THE MULTICULTURAL PROGRAMMING YOU WANT, AT YOUR FINGERTIPS.**



# Great Ideas: L'Oreal

L' O R É A L PARIS

LIPS AND NAILS GO INTENSE THIS SEASON.  
DEEP, RICH AND PERFECTLY MATCHED!

NEW  
**Colour Riche**  
MADE FOR ME INTENSE

The new range of 6 intense and luminous lipsticks with nail colours to complement!

Aishwarya is wearing 535 Merlot Red.	502	220	603	370	209
Matched with lipstick 289 Deep Violet.	295	286	290	291	296

xcitezone.com

# Great Ideas: Wal-Mart

**Walmart**  
Save money. Live better.



## Happy Diwali



**Kohinoor  
Gold Rice**  
10 lb./4.5 kg Bag  
**Plus Bonus**  
5 lb./2.3 kg Bag  
#30225375.



**11.97**  
each

**PTI  
Besan Flour**  
1.81 kg  
#9230613.



**2.67**  
each



**Nanak Paneer\***  
400 g.  
#9063390.

**3.47**  
each



**Cadbury  
DAIRY MILK**  
1 kg Bar  
#149650.

**14.47**  
each

**Patak's  
Assorted Sauces**  
400 mL.  
#9216695/702/9.



**2.97**  
each

**Red Onions\***  
10 lb./4.5 kg Bag  
Product of Canada  
Ontario, Canada No. 1  
#9401842.



**2.97**  
each

**Okra\***  
Product of USA  
or Mexico  
#9470907.



**1.77**  
lb./3.90 kg

**Great Value  
Vegetable Oil**  
3 L.  
#9220449.



**4.97**  
each

**Rubicon  
Mango, Guava, Lychee**  
1 L.  
#9205265/321/9557.



**1.47**  
each



**5.47**  
each  
**Tea India**  
216's  
#30193204.

**25 cm  
Starfrit  
Multipan**  
#1491503.



**Rollback**  
**\$10**  
each  
Was 14.97



**Rollback**  
**\$35**  
each  
Was 41.98  
**Hawkins**  
5 L Pressure Cooker  
#1445537.

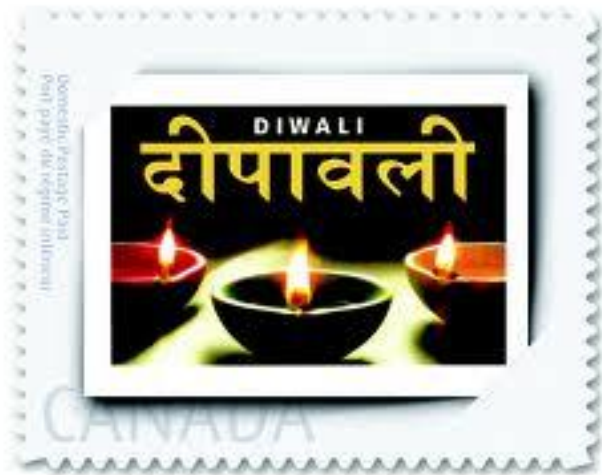
1080 5905 STEELES AVENUE EAST, SCARBOROUGH\*\* ON 416-298-1310  
3000 3850 SHEPPARD AVE. E. SUITE 360, AGINCOURT ON 416-291-4100  
3053 5000 HIGHWAY #7 UNIT Y006A, MARKHAM ON 905-477-0060  
3159 1190 EGLINTON AVENUE EAST, SCARBOROUGH\*\* ON 416-615-2037  
3195 1070 MAJOR MACKENZIE DRIVE EAST, UNIT A, RICHMOND HILL\*\* ON 905-737-3457  
3635 300 BOROUGH DRIVE, SCARBOROUGH\*\* ON 416-290-1916  
5831 700 CENTRE ST., THORNHILL\*\* ON 905-709-4494  
1079 9655 MIDCRESSAUGA ROAD, BRAMPTON\*\* ON 905-451-6307  
1081 8300 HIGHWAY 27, WOODBRIDGE\*\* ON 905-851-4048

1115 1900 MAJOR MACKENZIE DRIVE, VAUGHAN-MAPLE\*\* ON 905-417-3766  
3130 50 QUARRY EDGE DRIVE, BRAMPTON (N) ON 905-874-0112  
3135 30 COVENTRY RD., BRAMPTON (E)\*\* ON 905-793-1983  
1114 RICHMOND HILL SOUTH\*\* ON 905-747-0628  
3145 101 EDGELEY BLVD, VAUGHAN\*\* ON 905-761-7945  
3740 2245 ISLINGTON AVENUE, TORONTO, REXDALE\*\* ON 416-747-6499  
5742 150 McLEWAN DRIVE EAST, BOLTON\*\* ON 905-857-7804  
1109 500 COPPER CREEK DRIVE, MARKHAM\*\* ON 905-472-0582  
3111 799 MILLNER AVENUE, SCARBOROUGH (E)\*\* ON 416-281-2929

1000 1280 STEELES AVE. EAST, MILTON\*\* ON 905-864-6027  
3031 165 NORTH QUEEN STREET, ETOBICOKE ON 416-239-7090  
3054 3155 ARGENTIA ROAD, MISSISSAUGA\*\* ON 905-821-8150  
3055 100 CITY CENTRE DRIVE, MISSISSAUGA\*\* ON 905-270-9300  
3106 900 DUFFERIN STREET, TORONTO\*\* ON 416-537-2561  
3170 4515 EXINDAS ST, BURLINGTON\*\* ON 905-331-0027  
3654 2160 BURNHAMTHORPE RD. WEST, MISSISSAUGA\*\* ON 905-688-9922  
1061 800 AXIATHESON BLVD. WEST, MISSISSAUGA\*\* ON 905-817-9688  
3064 234 HAYS BOULEVARD, OAKVILLE\*\* ON 905-257-5740

\* Items only available at Walmart Supercentre locations. \*\* Indicates Walmart Supercentre.

# Great Ideas: Canada Post



# Great Ideas: Heart & Stroke Foundation



# The Do's and Don'ts of Multicultural Marketing

- **Start small**
- **Avoid "Wikipedia marketing"**
- **Use real insights and data**  **Relate. Create. Replicate.**
- **Use stereotypes but don't *use* stereotypes**
- **Know your customers. Know your competitors.**
- **Think globally, act locally**
- **Use credible resources**
- **Reflect the new mainstream**  **Images. Style. Language.**
- **Measure your results**
- **Think holistically. Think long term.**
- **Be sincere**

# Summary

1. **Canada is changing – preferences are changing**
2. **Businesses need to stay relevant to changing demographics**
3. **Multicultural Marketing is all about GROWTH – top and bottom line**



**Relate.**  
**Create.**  
**Replicate.**

감사합니다 Natick  
Danke Ευχαριστίες Dalu  
Thank You Köszönöm  
Grazie Спасибо Dank Gracias  
Tack  
谢谢 Merci Seé  
Obrigado  
ありがとう

## Keep in touch

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Questions?

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