

# Basic Information

## Title

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Successful Strategies in Multicultural Public Relations

## Description

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The world of multicultural marketing is still new and growing. Companies are comfortable with the idea of approaching the larger homogenous market segments but it becomes challenging when you start venturing into culturally diverse and heterogeneous segments. Being the first to establish your brand within these communities will go a long way in gaining long-term brand loyalty – targeting diverse customers can boost brand recognition tremendously. Take it from Comcast, now the majority owner and manager of NBCUniversal and one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. As Comcast's multicultural agency of record, Améredia develops public relations campaigns across more than 14 diverse ethnic groups nationwide. Agency principal and pioneer Pawan J. Mehra takes you behind-the-scenes of some of the most successful examples of targeted outreach that have resonated with Hispanics, Asians, Middle Easterners and Pacific Islanders. The case study will include examples of effective media and community outreach in a variety of ethnic communities, along with core multicultural competencies that can be applied to small and large brands alike.

## Date Started Date Submitted

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02/17/2012

## Category Format Audience Level

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Multicultural Communications Case Study Mid-Level

# Learning Objectives

## Objective

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- 1 Gain an understanding of the multicultural communications paradigm in its entirety, beyond just Hispanic and African American.
  - 2 Learn the value of culturally-relevant messaging that resonates with specific ethnic groups.
  - 3 Discover the small steps you can take to establish a multicultural communications strategy.
  - 4 Distinguish between translations and transcreation of public relations campaigns.
  - 5 Understand cultural nuances between seemingly-uniform audiences such as Hispanics and Asians.

## References

1. 10/27/2011: New American Mainstream Business Summit (Geoscape)
2. 09/17/2011: ADCOLOR Industry Conference
3. 09/17/2011: ADCOLOR Industry Conference/Draftfcb

## Additional Information

### Accreditation (APR) Learning Opportunity

A. Would you like this workshop to be identified as an APR Learning Opportunity?

No

B. Covered KSA areas

### Outcomes

Does this presentation demonstrate how to achieve these outcomes?

Building brands

Building trust

Customer satisfaction

Increasing value

Raising awareness

Increasing market share

Increasing profits

### Industries/Specializations Covered

Industries and/or specialization areas covered by this presentation

Consumer Products

Consumer Services

Cultural

Entertainment

Telecommunications

Media

### Presenters

#### Presenter

Pawan J. Mehra

Founder and Principal, Améredia, Inc.

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Asian, Pacific Islander, Asian American

Not of Hispanic, Latino or Spanish origin

As Founder and Principal, Pawan J. Mehra has spearheaded Améredia's emergence as one of the fastest-growing multicultural communications agencies nationwide. His spirited passion and vision for an all-inclusive, truly multicultural firm gave birth to Améredia – one of only a handful

of agencies that focuses on both larger, well-established ethnic groups like Hispanics and African Americans, as well as emerging segments like Asians, Europeans and Middle Easterners.

## **Submitted By**

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