Response Advertising

There is a common perception that the multicultural market is homogenous…
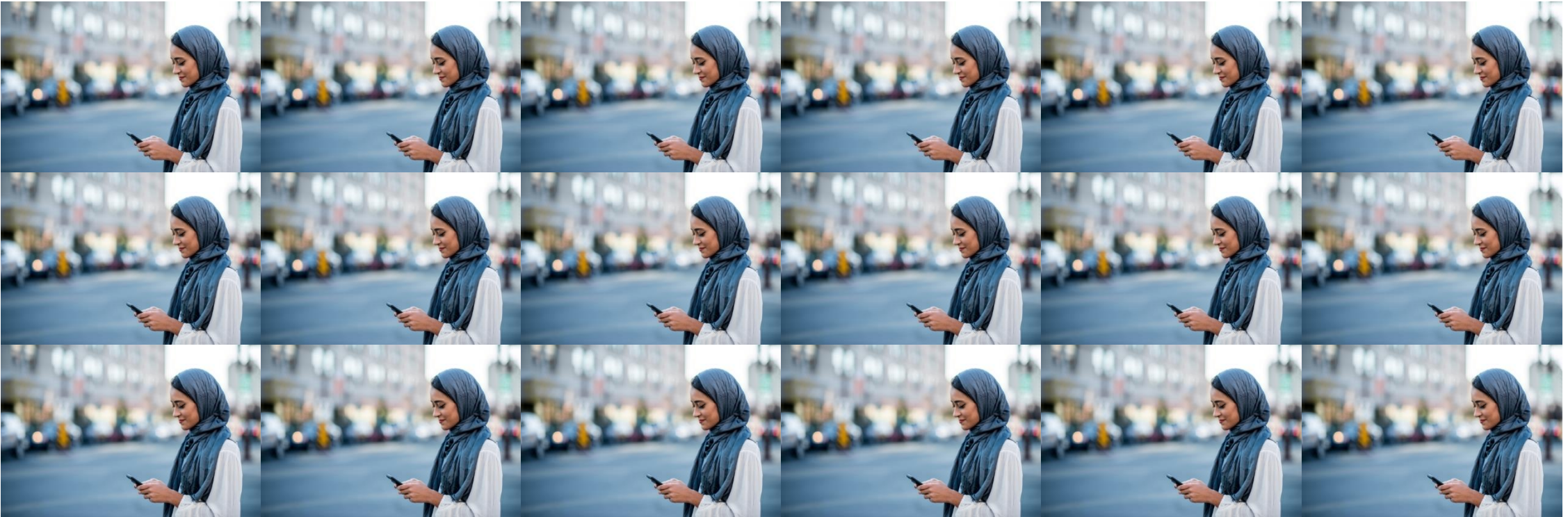
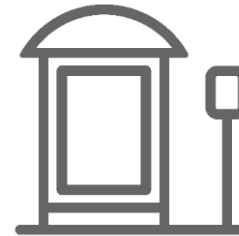# …but there are different segments within various ethnic groups

Brands may not seem relevant if the nuances of their creative are lost

Challenge: engage segments who do not connect with English media
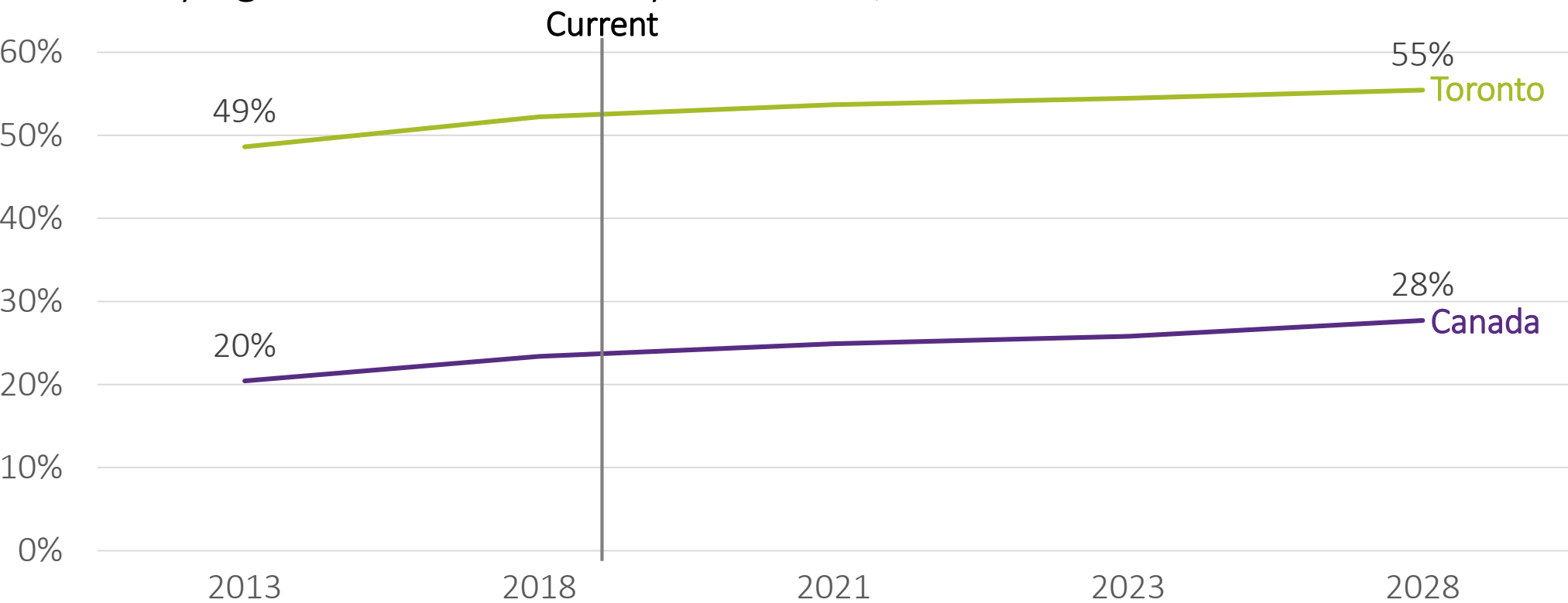
By 2028 visible minorities will represent more than a quarter of Canada's population

% Identifying as a Visible Minority in Canada, 2013-2028

Current

60%

55%

49%

Toronto

50%

40%

30%

28%

Canada

20%

20%

10%

0%

2013   2018   2021   2023   2028

In some CMAs, the majority identify as a visible minority

Source: DemoTrends 2018

ENVIRONICS
ANALYTICS

Within each ethnic group, it's important to identify the media source that resonates with your target market

Language

Media Preference

Cultural Experiences

Lifestyle

Generation of Immigration

What is the best way to reach these diverse segments?

Speak their <u>language</u> and appreciate their <u>unique cultural experience</u> and <u>lifestyle</u>

Effective media campaigns align the segment with the right creative, media and language

Insight

Language

Media Preference

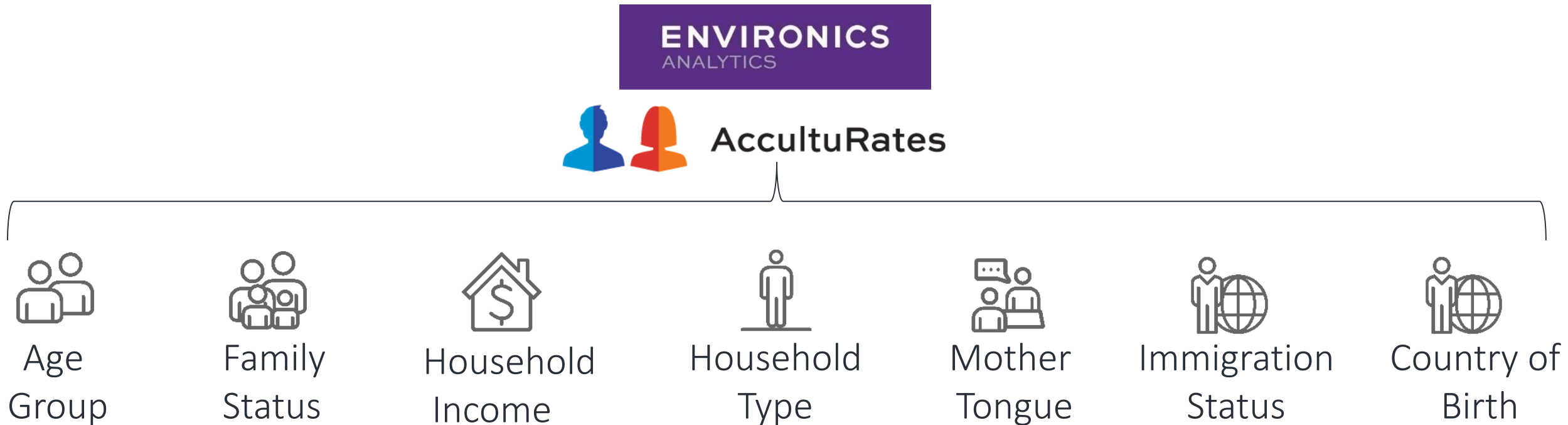# Social media platform preferences differ by place of origin

1. YouTube
2. Facebook
3. Facebook Messenger
4. Instagram
5. Twitter

1. Wechat (Facebook + Whatsapp)
2. Qzone (Facebook)
3. Youku (YouTube)
4. Sina Weibo (Twitter)
5. Tencent Weibo (Twitter)

How can we more effectively reach the diversity of Canada's ethnic population?

ENVIRONICS
ANALYTICS

Understanding the nuances of diverse segments means they can reach them more effectively

ENVIRONICS
ANALYTICS

AccultuRates

Age Group

Family Status

Household Income

Household Type

Mother Tongue

Immigration Status

Country of Birth

EA UC

ENVIRONICS
ANALYTICS

Developing sub-groups by degree of acculturation enabled us to spot differences in ethnic groups

Four sub-groups were developed based on:

Two sub-groups

Acculturated | Traditionalists

Immigration Status
Period of Immigration

Born in Canada | Immigrated <10 years ago

Mother Tongue
Language Most Often
Spoken at Home

English/French | Not English or French

Engage Acculturated Chinese through English media and mother tongue to reach Traditionalists

Acculturated Chinese in Toronto

Traditionalist Chinese in Toronto

Key Indicators

Lifestage

Average Hhld Income

Country of Birth

Mother Tongue

Family Status

Young

Upscale

57% English/French
31% Cantonese
Child in Family

Middle-aged

Upper-middle

57% Cantonese
34% Mandarin
Parents in Family

EA UC
12th ANNUAL

ENVIRONICS
ANALYTICS

We can then leverage this data into actionable insights and strategy

Acculturated Chinese in Toronto

Approximately
80K people

We can now quantify the market and target which leads to measurable actions and strategy

Approximately
60% speak English

We can confidently run English ads to reach them

Prefer
digital content

We can identify the best channels to reach them

Seeing diversity within diversity

Environics Analytics' data helped us understand ethnic groups by nationality, mother tongue and generation of immigration

So, what does this mean?

Now, we can:

1. Develop more customized solutions

2. Quantify the opportunity and measure results

3. Enhance the credibility of our work

Key Takeaways

- Develop more customized solutions

- Quantify the opportunity and measure results

- Leverage data to enhance the credibility of our work

- Work with a multicultural marketing agency to get the expertise

Questions?

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