

# INTEGRATING MULTICULTURALISM IN ADVERTISING

## Importance of Multiculturalism



### Reflecting Canada's Diversity

Canada's population is growing in diversity makes multicultural advertising essential for audience engagement.



### Economic Impact

Immigration drives Canada's population and economic growth, making multicultural marketing vital for business success.

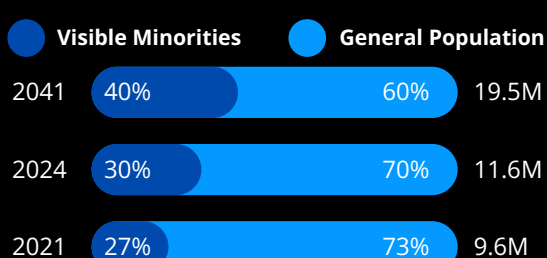


### Cultural Relevance

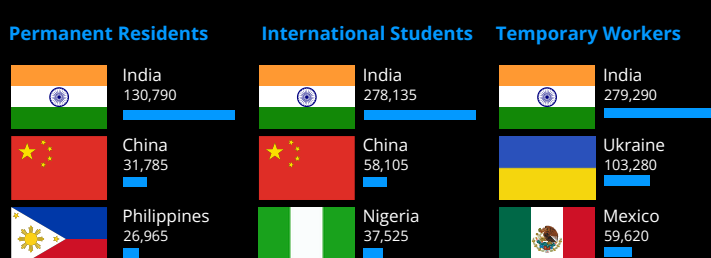
Understanding and respecting cultural nuances helps brands build trust and loyalty among diverse communities.

## Visible Minorities in Canada

with visible minorities expected to grow from 27% in 2021 to 40% by 2041 with India, China and the Philippines leading as top countries for newcomers to Canada



Source: Statistics Canada, Population Projections on Immigration and Diversity for Canada and its Regions, 2022



Source: Immigration, Refugees and Citizenship Canada (IRCC), 2023 Temporary Foreign Workers includes International Mobility Program

## Diversity within diversity in each city



### Toronto CMA

- 1 South Asian (19.2%)
- 2 Chinese (11.1%)
- 3 Black (7.9%)



### Vancouver CMA

- 1 Chinese (19.6%)
- 2 South Asian (14.2%)
- 3 Filipino (5.5%)



### Montreal CMA

- 1 Black (8.1%)
- 2 Arab (5.9%)
- 3 Latin American (3.3%)

Source: Statistics Canada, 2021 Census of Population

## Planning for Multiculturalism



### Define and Size Your Target Market

Identify the specific cultural segments you want to reach.

Use demographic data, acculturation levels, lifestyle indicators, and primary research to define and size your target market accurately.



### Assess Current Market Development

Evaluate your current engagement with multicultural audiences.

Use visit tracking data, customer postal codes, and other relevant metrics to estimate your market development compared to competitors.



### Personify Your Target Market

Develop detailed personas using comprehensive data, including demographics, acculturation, lifestyle, location, and your own customer data.

Understanding day-to-day connections to heritage and affluence levels will help tailor your marketing messages.

## Executing Multicultural Advertising



### Data-Driven Activation

Integrate all relevant data to create enriched target consumer profiles.

Use pseudonymous identifiers like **RampID** to activate marketing campaigns across various outreach channels, ensuring precise targeting.



### Collaborate with Partners

Work with media publishers, agencies, and retail partners to execute your multicultural marketing plan.

Leverage their expertise and platforms to reach your target audience effectively.



### Measure and Optimize

Continuously measure the impact of your multicultural advertising efforts.

Use tools like **DemoStats** to estimate market development and track visits to locations or websites. Adjust your strategies based on performance data to optimize results.

## IAB Canada members with a focus on Multicultural Advertising

### Data Providers

CulturalIQ

ENVIRONICS ANALYTICS

### Ad Agencies

AVC COMMUNICATIONS

eastward media

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