



Advertising Still Slow to Engage with Multicultural Audiences



Multicultural Audiences' Perspective on Businesses' Support of Their Communities, December 2022

Audience	Many Are	Some Are	Only a Few	None Are
African Americans	15%	45%	35%	5%
Latinx Americans	25%	41%	30%	4%
Asian Americans/ Pacific Islanders	13%	38%	39%	11%
LGBTQIA+	17%	52%	27%	4%

Direct Digital Holdings, February 2023

Multicultural consumers are now almost 40% of the US population and will become the majority very soon. Brands, retailers and other advertisers have made some progress communicating with African Americans, Latinx Americans, Asian Americans/Pacific Islanders (AAPI) and the LGBTQIA+ community and demonstrating their authentic support of the issues most important to those diverse audiences.

Nonetheless, many businesses in consumer products, advertising and the media aren't maximizing the many opportunities to engage with a multicultural consumer audience representing more than \$5 trillion in spending power.

A December 2022 survey by Direct Digital Holdings reveals the formula to attract more of these consumers' dollars is relatively straightforward. The results show 80% of the respondents have a positive attitude about brands, retailers and other advertisers when they deliver on their promises of support, but 80% have a negative attitude when their promises ring hollow.

The survey also indicates three of these four multicultural audiences are "more likely to buy the brand's products or services" when they perceive support for their communities: African Americans at 59%, Latinx Americans at 52% and AAPI at 60%. Among the LGBTQIA+ community, however, 69% are less likely to make those purchases.

Direct Digital Holdings' report from the survey notes why brands and advertisers are failing to engage fully with these multicultural audiences:

- Many plans to allocate funds to attract these audiences are delayed because businesses say they can't find the research to prove their investments in these audiences will generate a sufficient return.
- Fewer multicultural executives at brands and agencies are involved in making decisions about where to allocate ad spending to reach these audiences.
- Too many brands and agencies still operate separate departments to develop ad programs for multicultural audiences instead of treating them as part of the mainstream consumer market.

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Legacy Media Still Has a Day Job



Although the death knell of legacy media (TV, radio and newspaper) is often sounded, recent research and reports indicate legacy media is still in the media game.

The Television Bureau of Advertising (TVB) released some interesting viewing comparisons from November 2022. In the New York market, 1.6 million adults 18 and older viewed the local broadcast TV stations' 5:00 pm to 6:30 pm news programs, according to Nielsen. Based on TVB's research, the most-watched programs on Netflix that evening didn't have more than 5,040 adult 18-plus viewers. TVB explained that Netflix's "600,000 monthly active users" are subscribers, not viewers.

Legacy radio also faces many challenges in the digital age, but a Q4 2022 report from MRI-Simmons reveals a 53.8% increase among African Americans in their online audio streaming during 2020–2022 compared to 2014–2015. More importantly, 38% of those 18.3 million are listening to the online streams of AM/FM radio stations.

The MRI-Simmons report also shared Black Americans' positive attitude towards radio.

- 22% are more likely to state they enjoy radio ads.
- 19% consider radio a source of relaxation and inspiration.
- 24% value the information they hear on radio about bargains.
- 26% think radio does a better job informing them about the latest styles and trends.
- 20% say radio "is a source I trust for financial or science news."

The state of the newspaper industry is often described as a slow slide into oblivion, but more scrutiny reveals many newspapers and news outlets are re-inventing themselves. From more interaction with their communities, especially communities of color, to mobile newsrooms to major investments in video production and content, newspapers are discovering they can still attract readership and advertisers.

Although engaging with young adults isn't easy, data presented at the Borrell Miami 2023 conference indicates Gen Zers' top-two, preferred news formats were "written/read" at 55% and video at 54%. Counter to the popular misconception young adults don't access local news, the Borrell report found 57% of them said they seek local news at least once a week and 40% of them more than once a week.



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Mobile Shopping Lags – More Americans still find it easier to shop online via a computer than a mobile device. Read the details in the February 2023 New Media Insights Report.



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