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Cross-Cultural Marketing



From QR codes to blogs to TV infomercials, the way cosmetics are marketed to the generations and the diverse cultures of the world are changing. Consider the way my 19-year old niece, who's black like me, gets her information: if it doesn't come through her iPhone she doesn't know it exists. And if you're not talking her language ("that's cray" for "that's crazy") you're not reaching her.

For the next 30 days we're going to focus on marketing cosmetics to the multi-ethnic/multi-cultural market. It's not as simple as placing an ad in [Essence](#) magazine or running a commercial during a telenova. It's also not enough, the experts reveal, to simply add a photo of a woman to who looks like your demographic.

There's a science and a strategy to connecting with the various ethnic groups and it includes the recognizable photo, but also a deep understanding of the community you're targeting. But at what cost? How are companies keeping costs in line, while trying to reach the broadest most diverse audience possible?

Our contributors will highlight some of the new technologies making it easier to get the product you want on demand. But is that a strategy just for hip, indie brands? What can the big brands learn from the start-ups?

And are all of the social media sites like Facebook , Twitter and Pinterest, which are great at keeping users up to date, up to the minute, leaving word-of-mouth on the cutting room floor?. Are more dollars being spent on online marketing or is there still a line item in the marketing budget for the traditional media?

This is your chance to interact with us on talking to that individual customer who's breaking all the rules about what we thought we knew about the ethnic consumer.

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