

Industry Expertise

In addition to being experts in reaching the Asian American, African American, Hispanic, Multicultural or other markets, the companies listed in The Source Book of Multicultural Experts have expertise in a wide variety of industries. In this section, companies are listed in categories by their industry area of expertise. This includes both companies that are in the industry or agencies and others that serve that industry. For example, if a corporation is listed under Financial Services, this means that the individual representing that company is a minority or a woman or that the company is in the business of offering financial services with outreach efforts to multicultural markets. Or, the company listed may be an ad agency that works with financial services companies in helping them reach multicultural markets.

Apparel

MRSI (Marketing Research Services, Inc.)

Auto

Acento Group
Alma DDB
Creative Civilization - An Aguilar/Girard Agency
Creative Consumer Research
Cultural Vision Research
DDR Global, LLC
DiversityInc
E. Morris Communications, Inc.
El Eco de Virginia
El Mensajero, an impreMedia Company
ES Advertising, Inc.
Focus Latino
Footsteps, LLC
GfK Custom Research North America
H & Y PLANNING, INC.
ImpreMedia LLC
The Indian Express North American Edition
Isaac Lasky Consulting
Kang & Lee Advertising
L3 Advertising, Inc.
La Opinión, an impreMedia Company
La Prensa, an impreMedia Company
La Raza, an impreMedia Company
Lápiz Hispanic Marketing
Marketing Werks, Inc.
Miami Market Research
MRSI (Marketing Research Services, Inc.)
Muse Communications, Inc.
PM Publicidad
Prime Access, Inc.
Reader's Digest
Rumbo, an impreMedia Company
Taylor PRImero

Ten Communications
Vertice Communication Corp. (VRTCCOM)
Vista, an impreMedia Company

Banking

Advantage Communications, Inc.
ASB Communications
C R Market Surveys, Inc.
Creative Consumer Research
Cultural Vision Research
Dae Advertising
DDR Global, LLC
DiversityInc
El Diario La Prensa, an impreMedia Company
Elephant Advertising
ES Advertising, Inc.
GC Global Research
IMAGES USA
Interviewing Service of America (ISA)
Isaac Lasky Consulting
Kang & Lee Advertising
L3 Advertising, Inc.
Lápiz Hispanic Marketing
MRSI (Marketing Research Services, Inc.)
Muse Communications, Inc.
Prime Access, Inc.
Ten Communications

Beer & Spirits

Campbell-Communications, Inc.
Casanova Pendrill
CR Market Surveys, Inc.
Creative Consumer Research
El Eco de Virginia
Focus Latino
GC Global Research
IMAGES USA
Kang & Lee Advertising
Lápiz Hispanic Marketing
LatinoEyes®, a division of C&R Research
MRSI (Marketing Research Services, Inc.)

Muse Communications, Inc.

Beverages

Advantage Communications, Inc.
Creative Civilization - An Aguilar/Girard Agency
Creative Consumer Research
DDR Global, LLC
EIN SOF Communications, Inc.
Garcia Research Associates, Inc.
GC Global Research
Grupo Gallegos
H & Y PLANNING, INC.
Isaac Lasky Consulting
LatinoEyes®, a division of C&R Research
Miami Market Research

Cause Related Marketing

Creative Civilization - An Aguilar/Girard Agency
EIN SOF Communications, Inc.
Hispanic Communications Network
IMAGES USA
Kelley Chunn & Associates
Muse Communications, Inc.
SMSI-Urban Call Marketing, Inc.
Witeck-Combs Communications

Census

Creative Consumer Research
Ipsos Public Affairs
Kang & Lee Advertising
SMSI-Urban Call Marketing, Inc.

Cosmetics & Beauty

Amber Multicultural Marketing
ASB Communications
Cultural Vision Research

THE SOURCE BOOK OF MULTICULTURAL EXPERTS 2009/10

DDR Global, LLC
GC Global Research
Kang & Lee Advertising
SMSI-Urban Call Marketing,
Inc.
Specialists Marketing Services -
21st Multicultural

Education

Advantage Communications,
Inc.
Creative Consumer Research
DiversityInc
Hispanic Communications
Network
IMAGES USA

Entertainment/Music

Acento Group
Aguilar Productions
The Amaru Group (TAG)
ASB Communications
Asians in America Magazine
Black Entertainment Television
(BET)
DDR Global, LLC
EIN SOF Communications,
Inc.
El Diario La Prensa, an
ImpreMedia Company
El Mensajero, an impreMedia
Company
ES Advertising, Inc.
Experian Simmons
Fresh Concentrate LLC
IMAGES USA
L3 Advertising, Inc.
ImpreMedia LLC
La Opinión, an impreMedia
Company
La Prensa, an impreMedia
Company
La Raza, an impreMedia
Company
LatinoEyes®, a division of
C&R Research
Marketing Werks, Inc.
MHz Networks
Octagon
People en Español
República, LLC
RK Hispánica Direct
Rumbo, an impreMedia
Company
Sing Tao Chinese Radio
SinoVision, Inc.
Taylor PRimero
Vista, an impreMedia
Company
WorldTV

Fast Food

The Amaru Group, Inc. (TAG)
Anita Santiago Advertising, Inc.
C R Market Surveys, Inc.
Creative Consumer Research
DDR Global, LLC
E. Morris Communications,
Inc.

El Eco de Virginia
GC Global Research
House of Marketing Research
Kang & Lee Advertising
LatinoEyes®, a division of
C&R Research
MRSI (Marketing Research
Services, Inc.)
Vertice Communication Corp.
(VRTCCOM)

Financial Services

adCREASIANs
Aguilar Productions
Améredia, Inc.
Anita Santiago Advertising, Inc.
ASB Communications
C R Market Surveys, Inc.
Creative Civilization - An
Aguilar/Girard Agency
Creative Consumer Research
Cultural Vision Research
DDR Global, LLC
DiversityInc
Ethnic Technologies, LLC
Experian Simmons
Fresh Concentrate LLC
García Research Associates, Inc.
GC Global Research
Global Lead Management
Consulting
ICR/ International
Communications Research
ING
Interviewing Service of
America (ISA)
Isaac Lasky Consulting
Kang & Lee Advertising
La Raza, an impreMedia
Company
LatinoEyes®, a division of
C&R Research
Marketing Werks, Inc.
MRSI (Marketing Research
Services, Inc.)
The National Organization for
Diversity in Sales & Marketing
(NODSM)
New American Dimensions
Object Design and
Communications, Inc.
Phoenix Multicultural
PM Publicidad
Prime Access, Inc.
República, LLC
REVShare
Reynardus & Moya Advertising
RK Hispánica Direct
SMSI-Urban Call Marketing,
Inc.
Specialists Marketing Services -
21st Multicultural
Sulekha.com-Connecting
Indians Worldwide
T.D. Wang Advertising Group,
LLC
Vertice Communication Corp.
(VRTCCOM)
Witeck-Combs
Communications

Government

Kang & Lee Advertising

Insurance

Aguilar Productions
ASB Communications
Creative Consumer Research
DDR Global, LLC
Elephant Advertising
GC Global Research
In-Culture Connection, LLC
ING
Kang & Lee Advertising
Muse Communications, Inc.

Multicultural Talent & Casting

ASB Communications
DDR Global, LLC
EIN SOF Communications,
Inc.
GOLDSEA INC.
Kang & Lee Advertising
Octagon

New Media

Comcast
DDR Global, LLC
DiversityInc
ES Advertising, Inc.
Experian Simmons
GOLDSEA INC.
ImpreMedia LLC
Inquirer.Net
Ipsos Public Affairs
IW Group, Inc.
La Opinión, an impreMedia
Company
The Mundial Group, Inc.
Muse Communications, Inc.
REVShare
Sing Tao Daily
www.sinovision.net
Social2B
World Journal
WorldTV

Packaged Goods

Alma DDB
Casanova Pendrill
Creative Consumer Research
Cultural Vision Research
DDR Global, LLC
E. Morris Communications,
Inc.
EIN SOF Communications,
Inc.
ES Advertising, Inc.
Focus Latino
García Research Associates, Inc.
GC Global Research
GfK Custom Research North
America
Group O, Inc.
Grupo Gallegos
H & Y PLANNING, INC.
House of Marketing Research
ICR/ International
Communications Research

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IMAGES USA
 ImpreMedia Digital
 in French only, inc./in Spanish
 too! Translations
 In-Culture Connection, LLC
 Isaac Lasky Consulting
 Kang & Lee Advertising
 LatinoEyes®, a division of
 C&R Research
 Marketing Werks, Inc.
 MRSI (Marketing Research
 Services, Inc.)
 The National Organization for
 Diversity in Sales & Marketing
 (NODSM)
 New American Dimensions
 Phoenix Multicultural
 Prime Access, Inc.
 República, LLC
 Reynardus & Moya Advertising
 SMSi-Urban Call Marketing,
 Inc.
 VanguardComm
 Vertice Communication Corp.
 (VRTCCOM)
 Young & Rubicam Brands

Pharmaceutical/Healthcare

Acento Group
 adCREASIANs
 Advantage Communications,
 Inc.
 Amber Multicultural Marketing
 ASB Communications
 Campbell-Communications,
 Inc.
 Creative Civilization - An
 Aguilar/Girard Agency
 Creative Consumer Research
 Cultural Vision Research
 CultureVue
 DDR Global, LLC
 Ethnic Technologies, LLC
 Focus Latino
 Footsteps, LLC
 Fresh Concentrate LLC
 G3 Translate (Gazelle
 Globalization Group)
 GC Global Research
 House of Marketing Research
 ICR/ International
 Communications Research
 IMAGES USA
 ImpreMedia Digital
 In-Culture Connection, LLC
 The Indian Express North
 American Edition
 IW Group, Inc.
 Kang & Lee Advertising
 Kelley Chunn & Associates
 L3 Advertising, Inc.
 Marketing Werks, Inc.
 The National Organization for
 Diversity in Sales & Marketing
 (NODSM)
 New American Dimensions
 Phoenix Multicultural
 Prime Access, Inc.
 Reader's Digest
 Reynardus & Moya Advertising

SMSi-Urban Call Marketing,
 Inc.
 Specialists Marketing Services -
 21st Multicultural
 Sutton Enterprises
 T.D. Wang Advertising Group,
 LLC
 Ten Communications
 Translation Plus, Inc.
 VanguardComm
 Young & Rubicam Brands

Publishing

The China Press
 Daniel Gonzalez & Associates
 DiversityInc
 El Diario La Prensa, an
 impreMedia Company
 GOLDSEA INC.
 The Mundial Group, Inc.
 Open Doors Organization
 People en Español
 Reader's Digest
 RK Hispánica Direct
 Sing Tao Daily
 The SinoAmerican Times
 SMSi-Urban Call Marketing,
 Inc.
 Specialists Marketing Services -
 21st Multicultural
 World Journal

Real Estate

ASB Communications
 Creative Consumer Research
 El Mensajero, an impreMedia
 Company
 La Prensa, an impreMedia
 Company
 Sulekha.com-Connecting
 Indians Worldwide
 Vista, an impreMedia Company

Retail

Alma DDB
 Anita Santiago Advertising, Inc.
 Casanova Pendrill
 Creative Consumer Research
 Dae Advertising
 EIN SOF Communications,
 Inc.
 ES Advertising, Inc.
 Ethnic Technologies, LLC
 Focus Latino
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 GC Global Research
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 Social2B
 Vertice Communication Corp.
 (VRTCCOM)
 World Journal
 Young & Rubicam Brands

Social Services

Asians in America Magazine
 Creative Consumer Research
 EIN SOF Communications,
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 ES Advertising, Inc.
 GC Global Research
 Hispanic Communications
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 ICR/ International
 Communications Research
 Interviewing Service of America
 (ISA)
 Kang & Lee Advertising
 Kelley Chunn & Associates
 Muse Communications, Inc.
 Sutton Enterprises
 Witeck-Combs
 Communications

Sports

Creative Civilization - An
 Aguilar/Girard Agency
 Creative Consumer Research
 Fox Sports En Espanol
 Marketing Werks, Inc.
 The Mundial Group, Inc.
 Octagon
 Taylor Primero

Supplier Diversity

AmériDia, Inc.
 DiversityInc
 IMAGES USA
 The Indian Express North
 American Edition
 Miami Market Research
 Translation Plus, Inc.

Technology

The Amaru Group (TAG)
 ASB Communications
 EIN SOF Communications,
 Inc.
 Global Lead Management
 Consulting
 Horowitz Associates, Inc.
 Marketing Werks, Inc.
 Social2B

Telecommunications

adCREASIANs
 Advantage Communications,
 Inc.
 Amber Multicultural Marketing
 AmériDia, Inc.
 ASB Communications
 C R Market Surveys, Inc.

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Ethnic Technologies, LLC
GC Global Research
Group O, Inc.
Grupo Gallegos
Horowitz Associates, Inc.
IW Group, Inc.
Kang & Lee Advertising
Marketing Werks, Inc.
MHz Networks
National Association for Multi-
ethnicity in Communications
(NAMIC)
Object Design and
Communications, Inc.
Open Doors Organization
PM Publicidad
Prime Access, Inc.
Sulekha.com-Connecting
Indians Worldwide
T.D. Wang Advertising Group,
LLC
Ten Communications
VanguardComm
WorldTV

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DDR Global, LLC
G3 Translate (Gazelle
Globalization Group)
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Object Design and
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Translation Plus, Inc.

Travel

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IMAGES USA
Kang & Lee Advertising
LatinoEyes®, a division of
C&R Research
Multicultural Marketing
Resources, Inc.
Muse Communications, Inc.
Open Doors Organization
Prime Access, Inc.

Other

Indian Publishers -
Sulekha.com-Connecting
Indians Worldwide