



## Electronic Loving Ethnics

We can target ethnic minorities in the UK and internationally

- South Asians
- Chinese
- Black Caribbean
- Black African
- Polish

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0207 125 0007

Specialists in online ethnic marketing

Some of our successful clients



SONY



The autumn/winter season is the most important season for multicultural consumers because **Diwali** and **Christmas** take place. It's a time for celebration, partying and spending time with family and friends, as well as **exchanging gifts**.

Diwali is celebrated on a similar scale to Christmas, it is the most important festival in the South Asian calendar and pays homage to the goddess Lakshmi - deity of wealth, prosperity and generosity. It is a time for **overt spending**, **demonstrating wealth** to friends and families at dinner parties and by exchanging gifts.

Christmas is equally celebrated by South Asians, Eastern Europeans and the Chinese/Tiger communities. The 16 -24 age profile are **technologically savvy**, **early adopters**, **cash rich** and represent a **lucrative** and largely untapped target market for electronics manufacturers.

### Electronics



Ethnic minorities spend money on electronics;

**76%** of the Indian community are connected to the internet compared to 62% of UK

adults. **55%** of Chinese and **52%** of Indians claim to be the first to try new technology and electrical gadgets compared to 29% for White British. (Source - OMG)

Electronic devices are a **way of life** for communities in Asia and this trend has spread to the communities in the UK. Popular electronic brands such as Sony, Samsung, Toshiba and Nintendo originate from Asia, hence demonstrating their **fondness for technology**.

Amongst the Polish community Internet exploration plays a big role in their lives. Onet.pl the Polish web portal has attracted more than **830,000** unique users in the UK.

**So now is the perfect time for you to target these 'hard to reach' communities with the IML portfolio**

**Contact us today for more details on how you can target these ever-growing audiences, please give us a call**

**0207 125 0007**

[Forward email](#)



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