

Slumdogs and Millionaires 'Brands Target Ethnic Markets'

specialists in ethnic marketing
indoormedia

March, 2009

Media Week have just run an article on how brands are increasingly turning to the UK's growing and lucrative ethnic audience during the current economic woes, and we wanted to bring it to your attention. This is particularly timely as the British/Bollywood collaboration Slumdog Millionaire has just swept the board at the Oscars.



Media week 17 February 2009

<http://www.mediaweek.co.uk/news/features/881709/Brands-target-ethnic-markets/>

Whilst Hollywood has woken up to the huge value in reaching out to ethnic audiences with crossover films, there is still a fundamental mind shift required in UK advertising.

The average media planner/buyer does not think about targeting Ethnic Minority groups when planning campaigns unless the brief specifically requests it. This is in spite of evidence that shows that around 5million people in the UK have a different set of cultural values and are finding most advertising irrelevant to them. Further, there is increasing evidence that brands that reach out to these consumers directly reap huge rewards.



The article highlights the need for greater understanding of ethnic audiences, the different ways in which to reach them and perhaps most importantly having accurate data. We launched Indoor Media to help advertisers tap into this market. Our AdMasala™ network already enables advertisers to reach 1.2 million UK South Asians through an open portfolio of 300 international (like Times of India and Economic Times) and local (like Red Hot Curry) websites from one single buying point.

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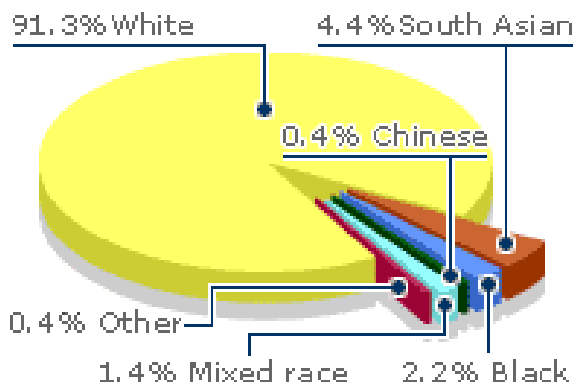
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We have invested in 3rd party ad serving technology and can deliver very accurate and measurable results. We have run campaigns for many clients with considerable success – clients like **Barclays, Mercedes, O2, Vodafone, T-Mobile** and many more, and would like to thank their agencies for being open minded and believing in us.

We are now offering a free Ethnic Media Educational session to any Agency/Advertiser where we will come to your office and meet with your planning teams to explain the nuances of targeting Ethnic Audiences and hopefully give you the confidence to do so. Please note that this won't be a sales pitch, but an opportunity for your planning and buying teams to learn about this audience and ask questions.

Ethnicity in England and Wales (grouped by general background)



Note: Figures do not relate to country of birth; Scotland ethnicity: 98% white; NI ethnicity: 99% white

Source: Census 2001

If you are interested then they please call Karen Needham on 0207 125 0007 or email karen@indoormedia.co.uk to book a session.

Indoor Media can target South Asian, Black African, Black Caribbean, Eastern European, South East Asian and many more ethnic groups.

If they are out there we will find them for you!

You will be surprised to know how much we know about EMG's. To find out more call:

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Please send any questions and comments to natalie@indoormedia.co.uk