



MULTICULTURAL MARKETING IS NOT DEAD

A Sept. 4 post claiming multicultural marketing is dead with the headline, "As Sun Sets on Multicultural Space, Execs Must Adapt," drew a wide range of comments from Ad age readers. The Association of Hispanic Advertising Agencies responds: ON behalf of the Association of Hispanic Advertising Agencies, we respectfully disagree with the author's statements. Multicultural marketing is alive and kicking, and there will always be a place for multicultural marketing in the landscape of America. Multicultural marketing agencies continue to grow, often defying traditional marketing paradigms. Agency membership in AHAA has remained consistent and we have seen a number of new organizations enter the field including boutiques and media house affiliates.

Read the original article here:

[Multicultural Marketing Is Very Much Alive](#)

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