

Crafting Compelling Campaigns for Canada's Multicultural Market



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Conference

Jonelle's Final Thoughts

- Ensure you have the right people at the table – representation matters
- Remember that we all have blind spots
- Bring in experts to help provide guidance
- You won't always get it right, but it doesn't mean you shouldn't try
- Data and insights are helpful, but they don't always tell the full story
- Don't make assumptions about how to reach an entire community – other demographic information cannot be overlooked
- Explore the use of other languages, not only for marketing, but in your overall customer experience
- It is important to learn about your audience's media consumption habits and preferred platforms – you need to be where they are, with relevant messages

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Bobby's Final Thoughts

- It's all about GROWTH! Don't see it as a challenge, it's an OPPORTUNITY!
- Be data-driven. You don't have to guess.
- Focus on "friendraising" before fundraising
- Understand "diversity within diversity" - no one size fits all
- Aim for cultural relevance. What matters to you might not matter to me
- Understand that multicultural communities wave two flags
- Look and listen for opportunities to fill gaps, If you don't, someone else will
- "Build it in, don't bolt it on."

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