

# Assignment #4:

[Business](#), [Marketing](#)



Assignment #4 Summary of Idea Marketing Agency Idea Marketing is a multicultural marketing agency based in Denver. Patricia Lepianifounded the Agency in 2008 with the aim of serving minority groups such as the African-American, Hispanic and Japanese (Ford, 2013). Idea Marketing Agency has an extensive range of clients coming from various types of organizations such as corporations, and NGOs. The Marketing Agency has done several major campaigns including the Denver Census 2010, Denver PreSchool Program, Improving Academic Achievement, and the Mexican Cultural Center. In Addition, Idea Marketing Agency has received several accolades for its multicultural campaigns (Idea Marketing Agency, 2008). It has also won Telly Awards, Davey Awards, Marcom Awards, DV Awards and Communicator Awards among others.

#### Summary of Xcelente Marketing Agency

Xcelente Marketing and Advertising is a multicultural marketing agency founded in 2002 in Denver, Colorado. Xcelente marketing started as a Latino Agency but has gained distinction in US with a client base drawn from all over the country. The Marketing Agency has specialized knowledge in the Latino Market (Xcelente Marketing and Advertising, 2012). Xcelente multicultural Agency has done many major campaigns such as Neil McKenzie, Denver Preschool Programme, Starz, Hallmark, FastTracks, and at&t. Equally, Xcelente marketing agency has received several awards for its superb multicultural marketing activities. The marketing firm has won CDOT'S Campaign Gold Pick Award organized by the Public Relations Society of America.

#### How Idea Marketing Firm has Targeted Multicultural Consumers

Idea Marketing Company targets multicultural consumer in the Hispanic market. The marketing firm has targeted multicultural consumers by developing a passion for understand the Hispanic market. The Company knows Hispanics coming from all over Latin America and their varied levels of acculturation. These have helped it to understand the needs of the Hispanic consumers and to position their brand in a way that it embraces the Hispanic culture. Hence, they have earned trust and long term relationships through their commitment (Korgaonkar et al., 2009). Idea marketing undertakes various community support activities such as in The Center for African American Health, Project Wise and Colorado Coalition against Sexual Assault. This offer continued learning and understanding of multicultural customers.

#### Xcelente Marketing Agency has Targeted Multicultural Consumers

Xcelente Marketing Agency targets the multicultural consumers by claiming a unique understanding of the Latino Market. The Marketing Agency is part of the Hispanic mosaic and has developed an understanding of the peculiarity of the Latino culture. Xcelente has come up with cross-cultural workshops and translations in their marketing activities to help them understand and effectively target the multicultural consumers. Xcelente Marketing Agency has developed a relationship with the Latino consumers. It engages customers that were initially not considered in marketing activities. The marketing initiatives improves the agency's understanding of the multicultural consumers (Burton, 2010).

#### Advertising Agency that I Would Hire

As a brand manager for a brand targeting the Asian American population,

the best choice to hire would be Idea Marketing Agency. Idea Marketing Agency better understands that differences in usage of language and country of origin have resulted in the formation of sub-segments. Therefore, Idea Marketing Agency presents the best choice that can help a brand manager understand the needs of a minority population and convince them to try new brands.

#### Works Cited

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