

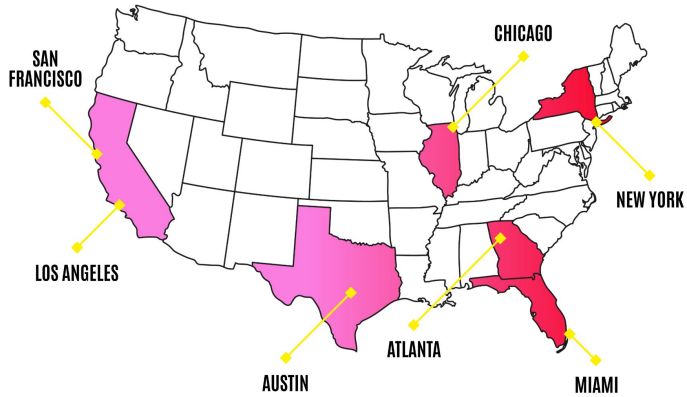
AUTHENTICALLY ENGAGING MULTICULTURAL CONSUMERS

ERIC WINKFIELD '16, VICE PRESIDENT, M BOOTH & M BOOTH HEALTH
ALEXIS DAVIS SMITH, PRESIDENT AND CEO FOR PRECISE COMMUNICATIONS

M BOOTH



EVERYWHERE YOU NEED US TO BE



75+ MAJOR AGENCY AND CREATIVE AWARDS IN PAST FEW YEARS



While our headquarters are in **New York**, we have focused our growth in the last 3 years on building hub teams in major U.S. markets **Los Angeles, Miami, San Francisco, Chicago, Atlanta, and Austin**. Building our hub teams continues to be a key priority for the agency's growth plan in the next year.

As a wholly-owned subsidiary of the Next Fifteen Communications Group, we also have connections within 45 offices around the globe, from South America to APAC to Europe and Africa.

MBOOTH ONLY THE BOLD

ABOUT PRECISE COMMUNICATIONS

AWARD-WINNING, ATLANTA-BASED MARKETING COMMUNICATIONS FIRM



Specialize in **connecting leading consumer brands and organizations with multicultural audiences**

- African American and U.S. Hispanics
- The first PR agency to specialize in both from inception

Staff presence across the U.S., from D.C. to Houston

- Miami team focuses on U.S. Hispanics (Latinx)
- Six affiliates across nation, including Dallas and LA

Four core **service areas**:

Media Relations

Digital Marketing

Experiential Engagements

DEI Counsel

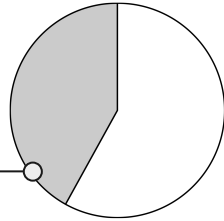
Agency of record for global consumer brands, Coca-Cola*, Toyota and Lexus

Certified by the **Georgia Minority Supplier Development Council**

MULTICULTURAL MARKETING: THE BUSINESS CASE

THE NEW AMERICAN LANDSCAPE:

140 million multicultural consumers
42% of the population

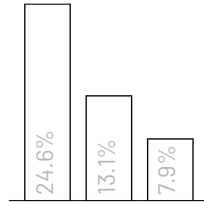


THEY HAVE MONEY:

US Hispanics: **\$2 trillion**
African Americans: **\$1.6 trillion**
Asian American Pacific Islander: **\$1.3 trillion**

BETWEEN 2044-2045, TODAY'S MINORITY WILL BE THE (COMBINED) MAJORITY

Growth lead by Hispanics (24.6%), African Americans (13.1%) and then Asians (7.9%) and others



Currently, millennials are the most diverse (44%) generation in American history

THE SUPER CONSUMERS DRIVING BUSINESS:



DON'T FORGET ABOUT THE LGBTQ+ COMMUNITY:

10 million adults
\$1.4 trillion disposable income

OUR APPROACH: PRECISE'S MULTICULTURAL RULES OF ENGAGEMENT



**SPEAK TO THE
CULTURE, NOT
THE COLOR.**



**CREATE
MEANINGFUL,
CULTURALLY
RELEVANT AND
SENSITIVE
PROGRAMS.**



**BUILD STRATEGIC
ALLIANCES WITH
THE RIGHT
“INFLUENCERS”.**



**MAXIMIZE A
360-DEGREE
APPROACH.**



**DEMONSTRATE
SERIOUS
COMMITMENT VIA
TIME, BUDGET AND
AN AUTHENTIC
PRESENCE.**

WHY SHOULD THIS MATTER TO US?

“**Marketers are expected to have a deep understanding and insight about their markets, about decision makers and about customers. We are more likely to create solutions that amaze our customers if our work force and suppliers represent the communities we serve.**”

“**In order for us to create work that’s more connected with the consumer, it needs to come from a deeper connection to what’s going in society and what’s going on in culture.**”

Diego Scotti, chief marketing officer, Verizon (2016)

DEFINING OUR TERMS

MULTICULTURAL COMMUNICATIONS

Communications across cultures and social groups, with consideration of cultural relevance and behavioral norms with the goal of meaningful engagement.

DEI ENGAGEMENT

Companies and their leaders are being examined by the impact of their DEI practices, leadership involvement and POV on their journey to achieving progress. We help organizations communicate the promise, progress and impact of DEI programs for specific stakeholder audiences.

LET'S TALK ABOUT IT

MBOOTH



THANK YOU

MBOOTH

