



MD MAPLE DIVERSITY
COMMUNICATIONS

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CADDLE

Multicultural Marketing Strategies

Who We Are



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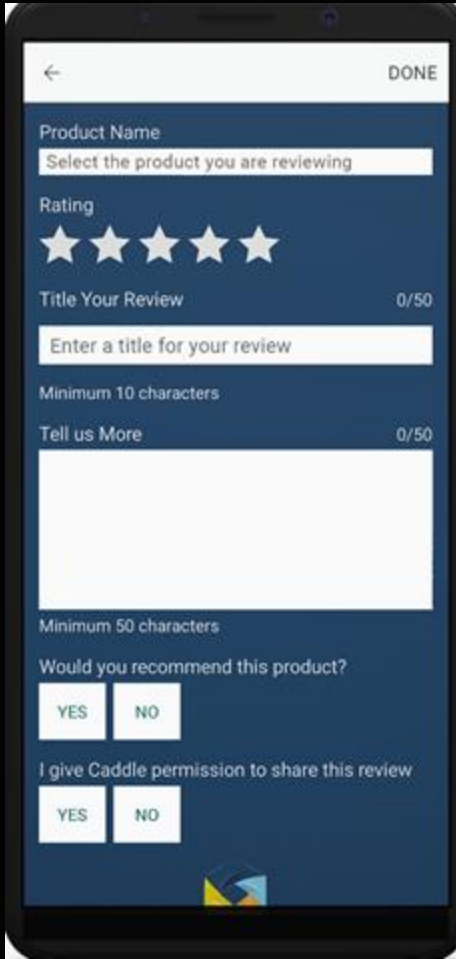
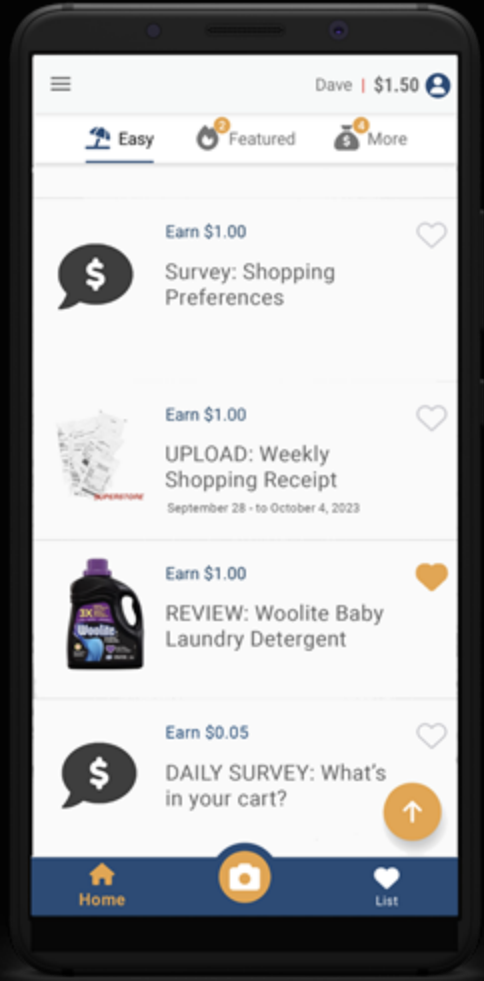
What is Caddle

Caddle is Canada's leading mobile-first data and insights platform that rewards consumers for engaging with brands through receipt capture, surveys, ratings & reviews, and more. With thousands of purchase-verified reviews collected daily, Caddle is the trusted insights and reviews partner for Fortune 500 brands like P&G, Nestlé, Unilever, and Walmart.



Caddle's Member Experience

- Mobile-First
- Cash Back
- 1,000s of Review, Survey, Receipt, and Rebate Offers



About Maple Diversity

Maple Diversity Communications is an award-winning full-service Multicultural Marketing and Advertising Agency that has been serving North American brands for over a decade. We specialize in connecting brands with diverse ethnic consumers, providing top-notch services that meet the unique needs of our clients.

Our team comprises of experts in multicultural marketing and advertising, with vast experience in creating effective campaigns that resonate with diverse audiences. At Maple Diversity Communications, we pride ourselves on our commitment to delivering exceptional results, and we always go the extra mile to ensure that our clients' expectations are exceeded.



VANCOUVER

TORONTO

NEW YORK

Who We Are

1055 West Georgia St.

Suite 2100

Vancouver, BC

4284 Village Centre Court

Suite 100

Mississauga, ON

275 Madison Avenue

14th Fl, Suite 100

New York, NY

Industry Leadership

We are the only multicultural agency ranked as Canada's fastest-growing company by Growth 500 for three out of four years. We have won over 30 creative awards in the past three years across various platforms, including TV, Digital, Print, OOH, Social Channels, Media, and Experiential.





Our Core Services

We offer a full host of services designed for clients who need big agency services but value a hands-on boutique approach. We have brand experience in multicultural markets across Canada.

- Insights & Research
- Creative Development
- Cultural Adaptations
- Media Planning & Buying
- Digital Influencer
- Experiential & Grassroots activations

Multicultural Marketing Strategies: How Cultural Identity Shapes Buying Decisions

This study explores how first and second generation immigrants to Canada maintain cultural ties and engage with products, services, and media from their heritage.



Survey Methodology

Target sample: First generation immigrants to Canada (N=1222) and second-generation immigrants to Canada (n=497) who have some level of connection to the culture of the country or region where they or their parents were born.

1 Target Sample

First and second generation immigrants with cultural connections

2 Field Dates

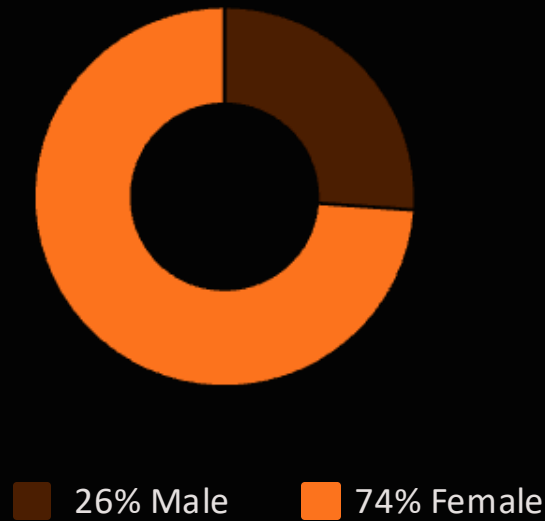
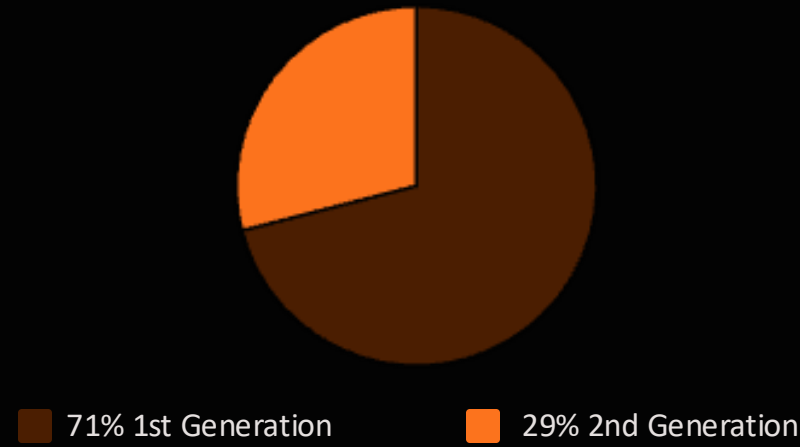
October 21-24, 2024

3 Sample Size

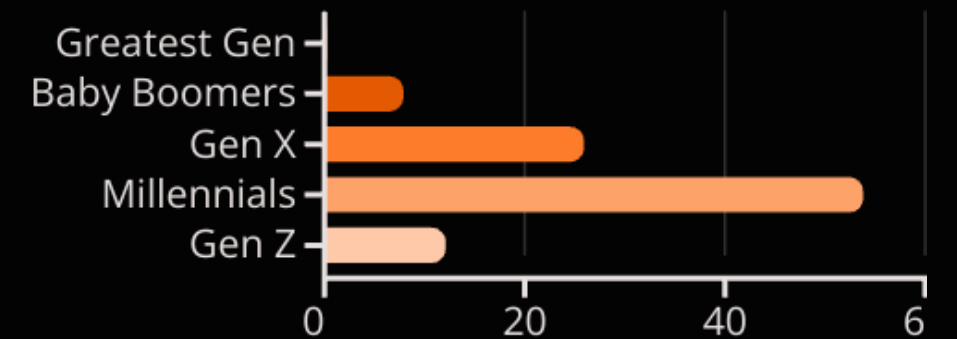
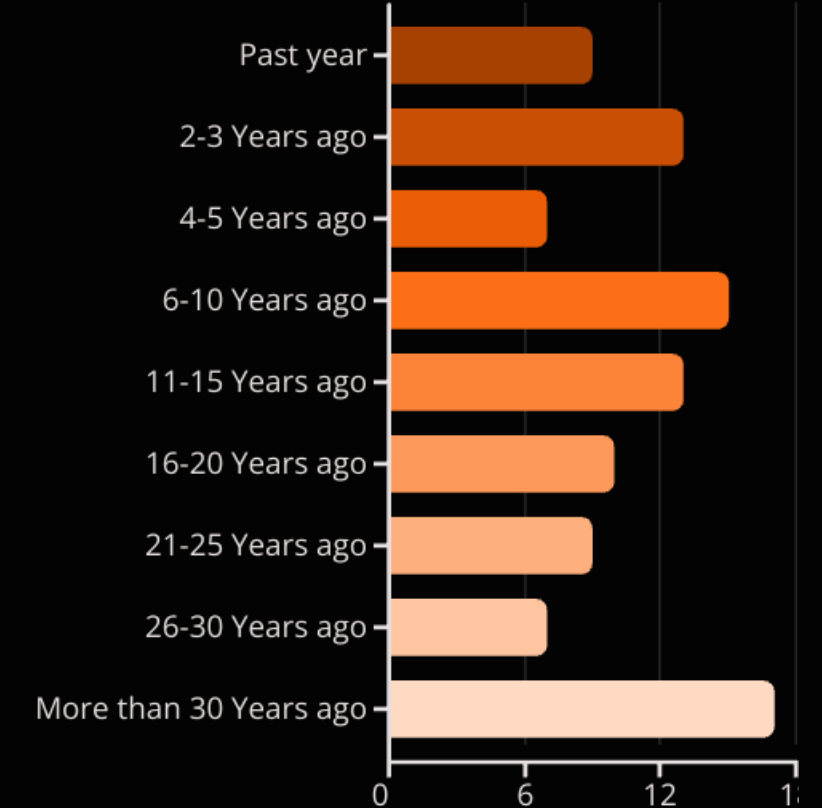
1,719 respondents

Respondents Immigration overview

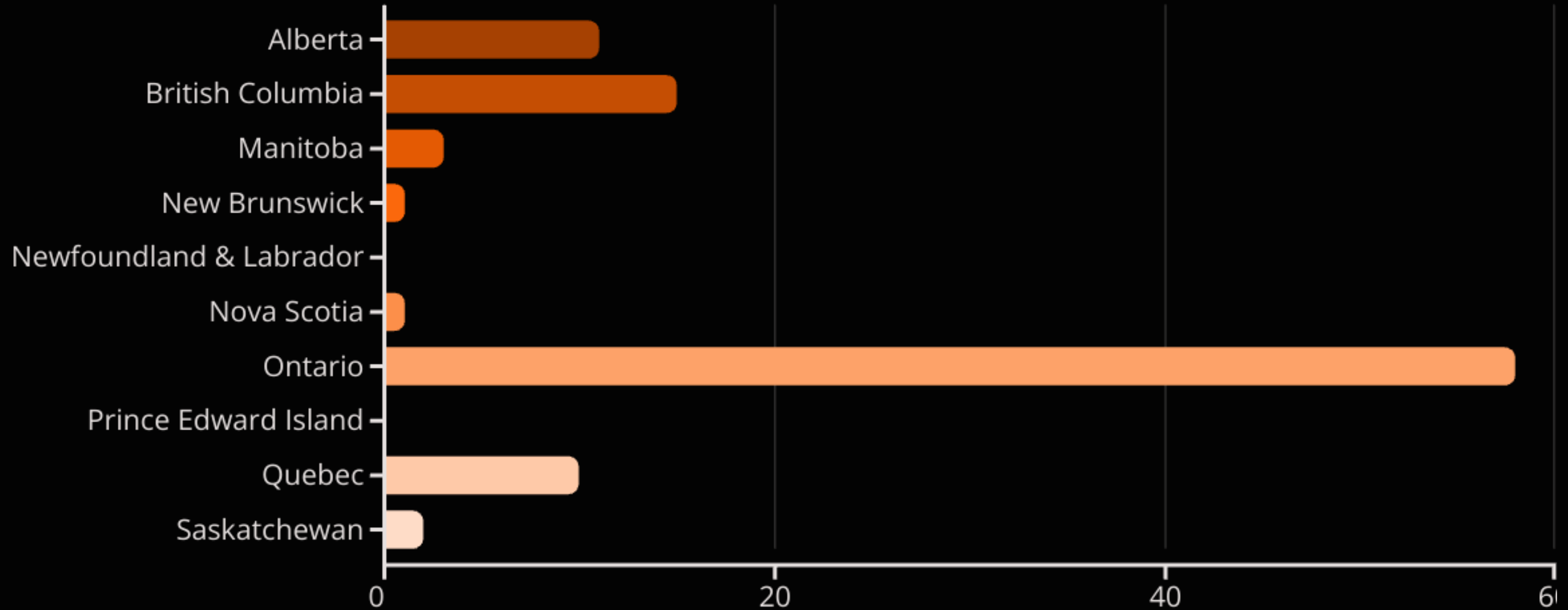
Ethnicity	% of respondents
Chinese	36%
South Asian	19%
South-East Asian	8%
Filipino	7%
Arab	6%
Black	5%
West Asian	4%
Korean	4%
Japanese	3%
Other	8%



Move to Canada-



Respondent Demographics



Cultural Connection Strength

First Generation

42% of respondents feel very connected to their culture, suggesting cultural identity strongly shapes their buying preferences. Marketers should cater to this by reflecting the cultural values and traditions of their diverse target audience to build stronger connections.

Second Generation

33% of respondents feel deeply connected to their parents' cultural heritage. This strong sense of identity shapes their purchasing decisions, from the products they buy to the brands they support.

Overall

78% of respondents feel connected to their cultural heritage. This deep sense of identity shapes their purchasing decisions, from the products they buy to the brands they support.



Top Ways of Expressing Cultural Connection

1 Language

49% connect through speaking their heritage language.

2 Food

34% maintain ties by buying certain foods.

3 Cultural Events

31% celebrate cultural events to stay connected.

Generational Differences in Cultural Expression



First Generation

First generation immigrants have a deep, innate connection to their cultural heritage. 51% connect through regularly speaking their native language, while 22% make frequent visits back to their home country to maintain those roots.

Second Generation

The cultural ties of second-generation immigrants tend to be more diluted, as they navigate balancing their parents' traditions with the mainstream culture they've grown up in. 45% still speak the language, but only 13% visit their parents' home country with the same frequency.

Familiar Products and Brands

Many Products

54% buy many familiar products from their country of origin.

Some Products

41% buy some familiar products from their country of origin.

Many Brands

46% buy many familiar brands from their country of origin.

Some Brands

46% buy some familiar brands from their country of origin.



Generational Differences in Product Preferences

First Generation

1 Familiar Products

58% of respondents reported buying many familiar products from their home countries or cultures. This could include foods, household items, or personal care products that evoke a sense of nostalgia and connection to their roots.

2 Favourite Brands

50% of respondents said they frequently purchase familiar brands that they associate with their cultural heritage. These brands may have a long history in their home countries or align with their values and traditions.

Second Generation

1 Familiar Products

47% of second-generation respondents buy many familiar products from their parents' home countries or cultures. These products may provide a sense of connection to their heritage.

2 Favourite Brands

38% of second-generation respondents frequently purchase familiar brands associated with their cultural background. These brands may remind them of their family's traditions.

Grocery Shopping Preferences

1

Balanced Approach

42% shop equally at ethnic and mainstream stores.

2

Ethnic Stores

32% rely mostly or exclusively on ethnic stores.

3

Mainstream Stores

25% lean toward mainstream grocery stores.

Ethnic Store Product Preferences

Unique Foods

68% buy hard-to-find food items from ethnic stores.

Non-Food Items

11% purchase non-food grocery items from ethnic stores.

All Foods

33% buy all or most of their food from ethnic stores.

Beauty Products

8% buy beauty products from ethnic stores.



Fashion and Cultural Representation

1 Very Important

29% find cultural representation in fashion very important.

2 Somewhat Important

25% consider it somewhat important.

3 Neutral

27% feel neutral about cultural representation in fashion.



Generational Differences in Fashion Preferences

First Generation

32% of first-generation respondents find cultural representation in fashion very important. They seek out clothing and accessories that reflect their ethnic heritage and cultural identity, which helps them feel connected to their roots.

Second Generation

22% of second-generation respondents find cultural representation in fashion very important. While not as high as their parents, this still indicates a sizable portion who value being able to express their cultural identity through the clothes they wear.



Clothing Purchase Locations

1

Fast Fashion

29% primarily buy from fast fashion or specialty stores.

2

Department Stores

27% prefer department stores for clothing purchases.

3

Online Retailers

11% mainly shop for clothes from online retailers.

Banking Preferences

Big Five Banks

79% bank with one of the Canadian Big Five institutions.

Online Banks

28% use online-primary banks.

International Banks

10% bank with an international or global institution.

Other Canadian Banks

9% use other Canadian banks.



International Money Transfers

43%

Of First-Generation Canadians have sent funds abroad in the past year.

20%

Of Second-Generation Canadians have sent funds abroad in the past year.

Preferred Money Transfer Methods

39%

Prefer mobile apps for international transfers

26%

Use Online Platforms for sending money abroad.

26%

Opt for money transfer services.

Transfer Frequency

Weekly

19% transfer money weekly, more common among second generation (26%).

1

Monthly

24% send money monthly, higher for second generation (33%).

2

Quarterly

22% make quarterly transfers, consistent across generations.

3

Annually

35% transfer annually, more common among first generation (38%).

4





Cell Phone Plans

Canadian Telecom

77% have plans with Canadian telecom companies.

Canadian SIM

9% use Canadian SIM cards.

International Telecom

5% have plans with international telecom providers.

Other Options

7% use other cell phone options.



Social Media for Ethnic Connections

WhatsApp

51% use WhatsApp to connect with their ethnic background.

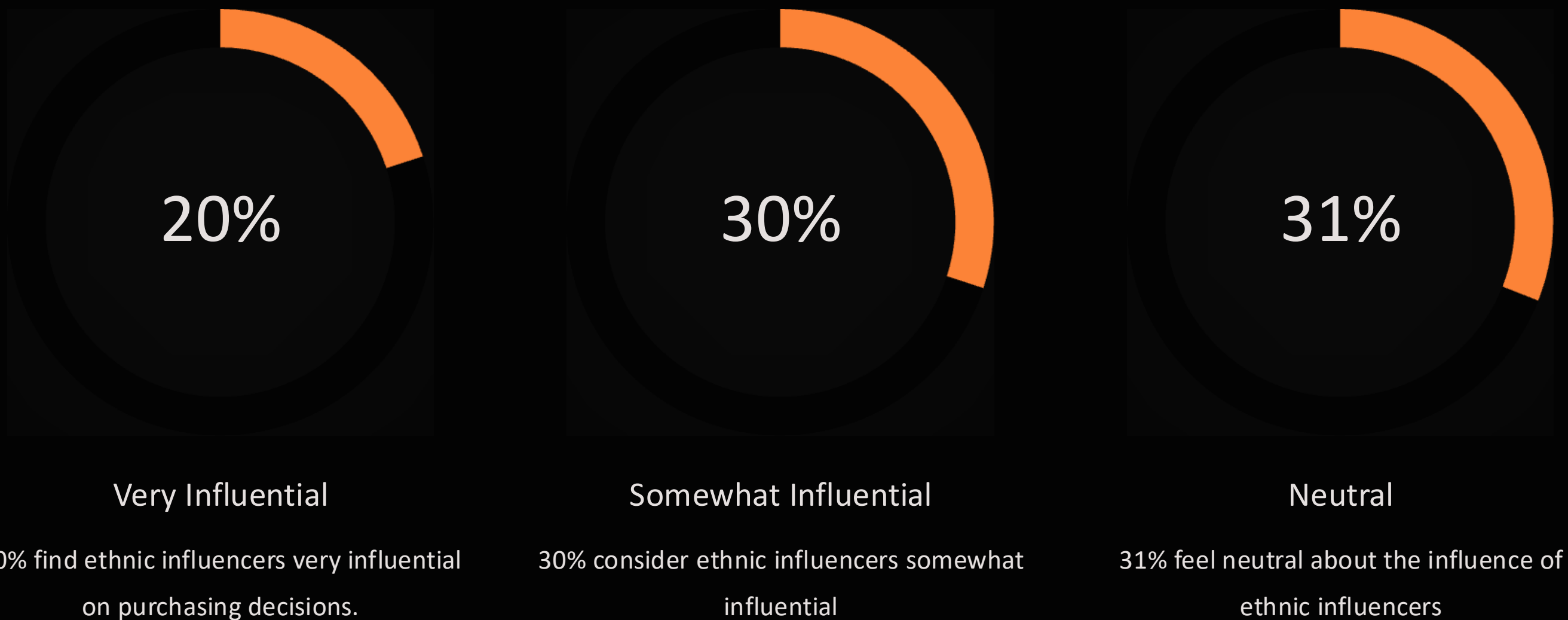
Meta

45% use Facebook for ethnic content and connections & 42% engage with their ethnic background on Instagram.

WeChat

14% engage with their ethnic background on WeChat

Influence of Ethnic Social Media Influencers



Cultural and Religious Celebrations



Overall Celebration

85% celebrate religious or culturally significant occasions.

Christian Holidays

43% celebrate Christian holidays like Christmas and Easter.

Chinese New Year

41% celebrate Chinese New Year.

South Asian Holidays

12% celebrate Hindu holidays like Diwali.

11% Celebrate Ramadan & Eid.

6% Celebrate Vaisakhi.

Celebration Activities

63%

gather with family or friends at home.

51%

purchase specific foods for celebrations.

29%

buy decorations for cultural events.



Native Language Advertising Exposure

48%

have seen Canadian advertising in their native language.

32%

have not seen native language ads.

19%

do not recall seeing native language advertising.



Effectiveness of Native Language Ads

Very Effective

38% find native language ads very effective for brand awareness.

Somewhat Effective

42% consider native language ads somewhat effective.

Neutral

19% feel neutral about the effectiveness of native language ads.

Ineffective

1% find native language ads ineffective.



Impact on Information Seeking

26%

Much More Likely

Seek information after seeing native language ads.

60%

Somewhat More Likely

Investigate further after seeing native language ads.

14%

No Change

Report no additional likelihood to seek information after seeing native language ads.



Impact on Purchasing Behavior

1 Much More Likely

28% are much more likely to buy after seeing native language ads.

2 Somewhat More Likely

60% are somewhat more likely to make a purchase.

3 No Impact

12% report no additional influence on purchasing decisions.

Importance of Cultural Imagery in Marketing

Very Important

35% consider culturally relevant imagery very important in marketing.

Somewhat Important

35% find it somewhat important.

Neutral

23% are neutral about cultural imagery in marketing.

Not Important

7% do not find cultural imagery important in marketing.



Frequency of Cultural Representation in Ads



1

Very Often

22% see their cultural background reflected very often in Canadian advertising.

2

Often

26% often see their ethnicity represented in ads.

3

Sometimes

36% sometimes see cultural representation in advertising.

4

Rarely/Never

16% rarely or never see their ethnicity in Canadian ads.

Impact of Cultural Representation on Engagement

1 Brand Exploration

27% are much more likely to explore brands with cultural representation.

2 Purchase Intent

27% are much more likely to buy products from culturally relevant ads.

3 Moderate Influence

57% are somewhat more likely to engage with culturally representative brands.



Seek

heroes this holiday season

Johnson & Johnson's Ethnic Outreach

A collection of Johnson & Johnson consumer healthcare products is displayed against a dark background. The products include a large bottle of Neutrogena, a bottle of Listerine mouthwash, a box of Tylenol, a jar of Aveeno cream, and a box of Inex. The Johnson & Johnson logo is visible at the top center. The text 'BACKGROUND' is overlaid on the left side of the image.

BACKGROUND

Johnson & Johnson is a global leader in consumer healthcare with a commitment to improving the health and well-being of consumers worldwide. In Canada, Johnson & Johnson's portfolio includes trusted brands like Neutrogena and Listerine, Aveeno & Tylenol which are widely recognized in the beauty, oral & personal care categories. Given Canada's diverse population, Johnson & Johnson has worked with Maple Diversity since 2014 to develop culturally tailored marketing strategies that effectively engage multicultural consumers.

BUSINESS OBJECTIVES



1

Increase Brand Awareness and Affinity

Increase brand awareness and affinity within Canada's multicultural communities, particularly among Chinese, South Asian, and newcomer segments.

2

Drive Product Trial and Adoption

Drive product trial and adoption by creating culturally relevant marketing campaigns that resonate with the values and traditions of these ethnic groups.

3

Strengthen Positioning

Strengthen Johnson & Johnson's positioning as a culturally inclusive and trusted healthcare brand in Canada



COMPETITIVE ENVIRONMENT

1 Increasing Competition in Culturally Inclusive Personal Care

Competitors are developing personal care products that cater to the specific needs of diverse ethnic groups, such as South Asian and Chinese communities.

2 Demand for Affordable, Diverse Consumer Product Good Solutions

Generic and niche brands are gaining traction in multicultural markets by offering affordable, culturally relevant products. Johnson & Johnson needs to differentiate through quality and cultural relevance to maintain its market share.

3 Rising Interest in Holistic and Sustainable Products

Younger generations and ethnic consumers are prioritizing eco-friendly, holistic, and inclusive products. Johnson & Johnson must focus on sustainability and transparency to appeal to these value-driven consumers.

How J&J Reached them

What was our Strategy?

BRAND CHALLENGES



Cultural Relevance

Ensuring campaigns resonated deeply with cultural traditions and values across different ethnic groups.



Market Penetration

Johnson & Johnson needed to penetrate relatively untapped cultural segments with diverse needs and expectations.



Brand Differentiation

Competing against established healthcare brands with broader multicultural marketing strategies.



Seasonal & Community Engagement

Designing campaigns that aligned with key cultural and community moments like Diwali, Chinese New Year, and newcomer celebrations.

Primary Objective

- To establish Johnson & Johnson's brands as trusted and preferred products in key multicultural segments by creating tailored campaigns that align with the unique values, traditions, and lifestyles of these communities.



Secondary Objective

- To drive product trial, adoption, and brand loyalty among multicultural consumers through culturally specific campaigns that highlight product benefits in a relatable and meaningful way.



THE PILLARS OF OUR STRATEGIC PLATFORM

Brand Truth

Johnson & Johnson is committed providing solutions that protect, care and enhances the lives of consumers.

Product Truth

Each of J&J products is uniquely positioned to cater to the health and wellness needs of ethnic Audiences.

Category Truth

The health and wellness category is deeply intertwined with family and community care in multicultural households.

Consumer Truth

Multicultural consumers in Canada often face a duality of maintaining their cultural roots while adapting to their new environment.



Our Approach

Cultural Understanding






We conducted extensive research into the values, traditions, and behaviors of Chinese, South Asian, and newcomer Canadians to inform campaign development.

Customization

Each campaign was customized to resonate with the cultural touchpoints of the target community. Whether it was messaging for Chinese New Year or influencer-driven campaigns for newcomers, we ensured cultural alignment in every execution.

Community Integration

Our campaigns often leveraged key cultural events and moments of pride within communities (e.g., Diwali and Asian Heritage Month), positioning Johnson & Johnson as a brand that supports and celebrates these traditions.

Brands	Target Audiences	Focus Products	List of Campaigns	MDC's Offerings
	<ul style="list-style-type: none"> Chinese Canadians South Asians Filipino Canadians 	<ul style="list-style-type: none"> Hydro Boost Gel Retinol Serum Hydro Boost Face cleansing wipes. 	<ul style="list-style-type: none"> Chinese New Year Diwali Campaign Asian Heritage month 	<ul style="list-style-type: none"> Creative Development Media Planning & Buying
	<ul style="list-style-type: none"> Chinese Canadians South Asians Newcomers 	<ul style="list-style-type: none"> Green Tea Zero Total Care Zero 	<ul style="list-style-type: none"> Newcomers Outreach Chinese New Year Diwali Campaign 	<ul style="list-style-type: none"> Creative Development Media Planning & Buying Ethnic Influencers
	<ul style="list-style-type: none"> Chinese Canadians South Asians Parent Newcomers 	<ul style="list-style-type: none"> Tylenol Complete Tylenol Kids 	<ul style="list-style-type: none"> Chinese Tylenol Complete Baby's First 	<ul style="list-style-type: none"> Cultural Insights Creative Development In-language Media Buy
	<ul style="list-style-type: none"> Newcomers Campaign 	<ul style="list-style-type: none"> Reactine 	<ul style="list-style-type: none"> Newcomers phase 1 Newcomers phase 2 	<ul style="list-style-type: none"> Chinese New Year Cultural Insights Creative Development In-language Media Buy
	<ul style="list-style-type: none"> Diversity Diaries 	<ul style="list-style-type: none"> Johnson & Johnson Internal Campaign 	<ul style="list-style-type: none"> Diversity Diaries 1 Diversity Diaries 2 Diversity Diaries 3 	<ul style="list-style-type: none"> In-Language Content Marketing.

Media Results



Media Tactics

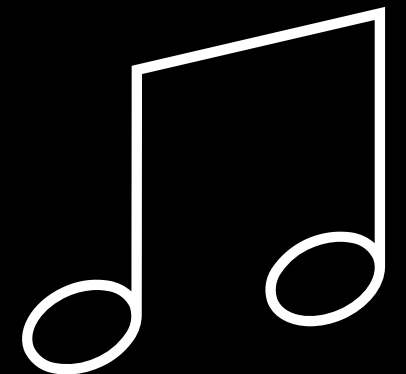
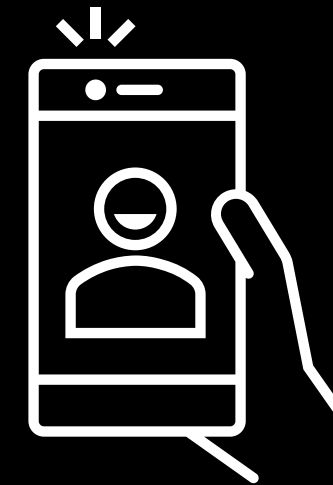
Media
Results



Media Tactics

MDC has deployed various tactics deepening on the objective of the campaign, Brand type. These tactics ranged through- Programmatic Media buy, User generated contents, In-language Social Media.

Media Results





Media Results

Programmatic Display Media

Our programmatic display solutions leverage advanced data science and AI to deliver unparalleled audience targeting, real-time optimization, and brand safety across the digital ecosystem. This powerful combination ensures your ads achieve maximum visibility and engagement with your most valuable customers.



Strategic Placements

AI-powered ad placements across premium digital properties.



Real-Time Optimization

Continuous performance adjustments for maximum impact.



Brand Safety

Ensure ads appear in suitable, high-quality environments.

In-Language Social Media

Our multicultural engagement strategies ensure your messaging connects authentically, while advanced performance tracking provides real-time insights to optimize campaigns across Facebook, Instagram, Twitter, and TikTok. With seamless cross-platform integration, we deliver a cohesive brand experience that drives measurable results for your business.

Media Results



Performance Tracking
Real-time analytics for campaign optimization across platforms.



Cross-Platform Integration
Seamless messaging across Facebook, Instagram, Twitter, and TikTok.



Media
Results

Results

85 Mn +

Impressions



Media
Results

Results

0.43%

CTR

Higher than Industry avg
for Ethnic Audiences



Media
Results

Results

72%

Increase in Traffic
Through Ethnic Media



Media
Results

Results

31%

Bounce Rate
Through Ethnic
Audiences



Media
Results

Results

12%

Engagement Rate
Through Ethnic
Influencers

SHOWREEL 0:00

MDC X KENYUE

2024

MDC MIDDLE ORBITALITY
COMMUNICATIONS

WHERE THE BRANDS MEET THE CULTURES. WHERE THE REELS MEET THE ARTS. WHERE THE BRANDS IS. WHERE THE CULTURES MEET THE BRANDS. WHERE THE CULTURES MEET THE BRANDS.

Thank You