

**POPAI'S MARKETPLACE '95**

**ON  
OCTOBER  
24 AND 25,  
YOU CAN  
WONDER  
ABOUT HOW  
TO REACH  
CONSUMERS IN-STORE,  
OR YOU CAN SEE HOW.  
YOUR CHOICE...**

**NEW TWO-DAY  
FORMAT...  
MORE SHOW  
HOURS  
OVER TWO  
FULL DAYS!**

## THE WORLD'S LARGEST P-O-P EVENT!



**OCTOBER 24-25, 1995**  
**JACOB K. JAVITS CONVENTION CENTER**  
**NEW YORK, NY**

**SPONSORED BY:**  
**THE POINT-OF-PURCHASE**  
**ADVERTISING INSTITUTE**  
**66 NORTH VAN BRUNT STREET**  
**ENGLEWOOD, NJ 07631**  
**PH.# 201-894-8899 • FAX# 201-894-0622**

## THE POPAI MARKETPLACE '95 SEMINAR PROGRAM

**WEDNESDAY, OCTOBER 25**

**Course 201**  
**9:15 - 10:30 A.M.**  
**Room 1E10**

### **Targeting Ethnic Markets at Retail**

Jesse Wilson  
Executive Vice President  
San Jose & Associates



Jesse Wilson

What's the right approach to targeting ethnic markets in-store? Which ethnic group of consumers has the greatest degree of brand loyalty and why?

What product attributes should be conveyed based on which ethnic group you are targeting?

Before targeting ethnic groups at retail, you need to understand their diverse cultural characteristics and traditions that influence where these consumers shop, what they buy and messages that they respond to.

This session will reveal key points all product marketers, retailers or agencies need to know before they begin targeting ethnic groups one-to-one with in-store messages.

Category 1

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency