

## Importance of Multiculturalism



### Reflecting Canada's Diversity

Canada's population is growing in diversity makes multicultural advertising essential for audience engagement.



### Economic Impact

Immigration drives Canada's population and economic growth, making multicultural marketing vital for business success.

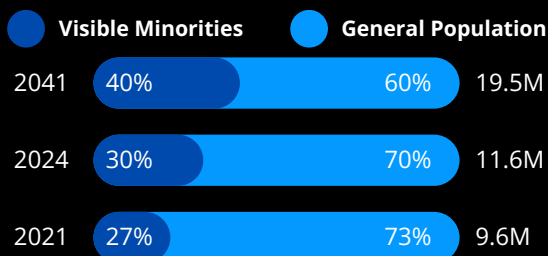


### Cultural Relevance

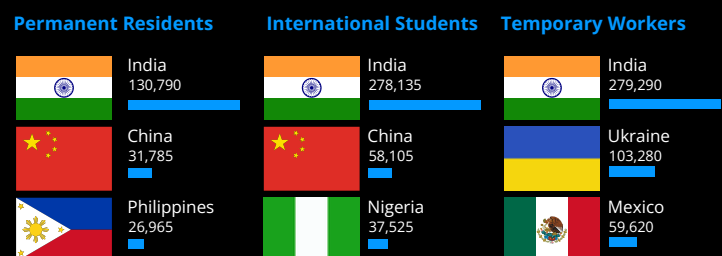
Understanding and respecting cultural nuances helps brands build trust and loyalty among diverse communities.

## Visible Minorities in Canada

with visible minorities expected to grow from 27% in 2021 to 40% by 2041  
with India, China and the Philippines leading as top countries for newcomers to Canada

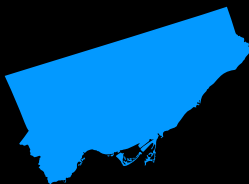


Source: Statistics Canada, Population Projections on Immigration and Diversity for Canada and its Regions, 2022



Source: Immigration, Refugees and Citizenship Canada (IRCC), 2023  
Temporary Foreign Workers includes International Mobility Program

## Diversity within diversity in each city



### Toronto CMA

- 1 South Asian (19.2%)
- 2 Chinese (11.1%)
- 3 Black (7.9%)



### Vancouver CMA

- 1 Chinese (19.6%)
- 2 South Asian (14.2%)
- 3 Filipino (5.5%)



### Montreal CMA

- 1 Black (8.1%)
- 2 Arab (5.9%)
- 3 Latin American (3.3%)

Source: Statistics Canada, 2021 Census of Population



# Integrating Multiculturalism in Advertising

V0.1

## Planning for Multiculturalism



### Define and Size Your Target Market

Identify the specific cultural segments you want to reach.

*Use demographic data, acculturation levels, lifestyle indicators, and primary research to define and size your target market accurately.*



### Assess Current Market Development

Evaluate your current engagement with multicultural audiences.

*Use visit tracking data, customer postal codes, and other relevant metrics to estimate your market development compared to competitors.*



### Personify Your Target Market

Develop detailed personas using comprehensive data, including demographics, acculturation, lifestyle, location, and your own customer data.

*Understanding day-to-day connections to heritage and affluence levels will help tailor your marketing messages.*

## Executing Multicultural Advertising



### Data-Driven Activation

Integrate all relevant data to create enriched target consumer profiles.

*Use pseudonymous identifiers like **RampID** to activate marketing campaigns across various outreach channels, ensuring precise targeting.*



### Collaborate with Partners

Work with media publishers, agencies, and retail partners to execute your multicultural marketing plan.

*Leverage their expertise and platforms to reach your target audience effectively.*



### Measure and Optimize

Continuously measure the impact of your multicultural advertising efforts.

*Use tools like **DemoStats** to estimate market development and track visits to locations or websites. Adjust your strategies based on performance data to optimize results.*

## IAB Canada members with a focus on Multicultural Advertising

### Data Providers

CulturalIQ

ENVIRONICS  
ANALYTICS

### Ad Agencies

AV COMMUNICATIONS

eastward  
media

This guide was developed in collaboration with the following IAB Canada members:

- [Joycelyn David](#), Owner & CEO, AV Communications
- [Rahul Sethi](#), VP Research and Development, Cultural IQ
- [Naomi Zhao](#), Vice President, Eastward Media
- [Rupen Seoni](#), Chief Client Officer, Environics Analytics