

DAY INTERPRETING

GO GLOBAL WITH YOUR **FOCUS** **GROUUPS** - OR DON'T DO THEM AT ALL

A Market Research Study



“Today, the multi-faceted Hispanic consumer is widely recognized as a cornerstone of any growth initiative for virtually all U.S. industries, **and for good reason.**”

- Nielsen, *“Hispanic consumers continue to drive U.S. FMCG dollars”*

Fastest Growing Demographic

According to Nielsen, in 2016, the fastest growing demographic in the United States, the Hispanic population reached a buying power of \$1.4 trillion. It's estimated that, by 2021, that number will be around \$1.8 trillion.

\$1.4 trillion – 2016

\$1.8 trillion - 2021

FAILING TO APPEAL TO THIS DEMOGRAPHIC IS DECIDING TO MISS AN OPPORTUNITY.

This case isn't an isolated one.

Migration trends and a consequent increase in multiculturalism make it key to target marketing campaigns to more than just one demographic - if not create a parallel campaign, fully localized for certain groups.

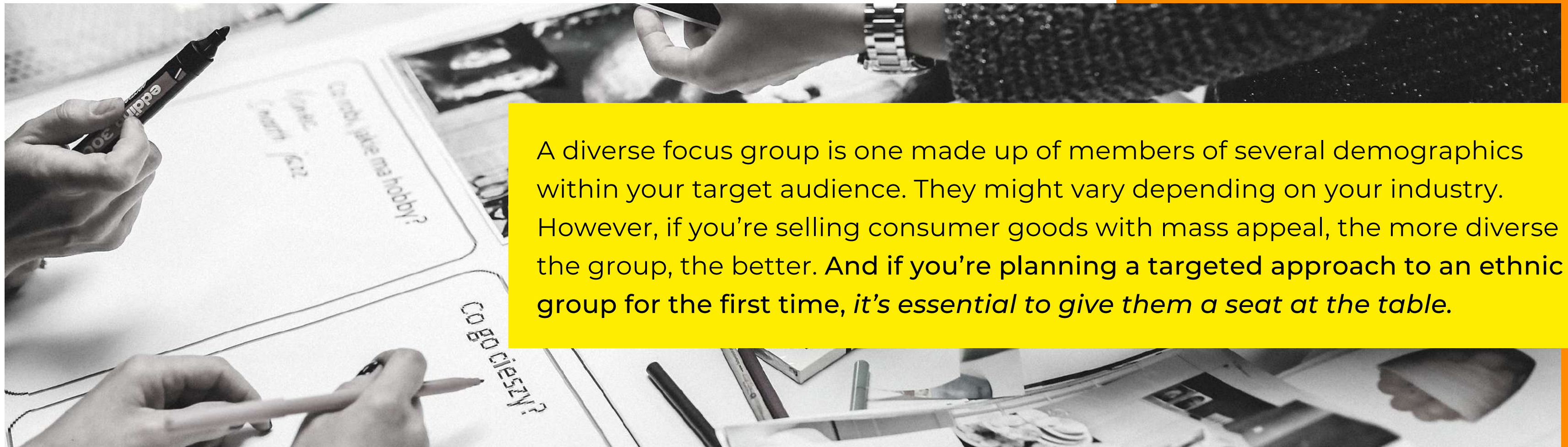
It has been the key to great business for McDonald's, Walmart, and Toyota, among other industry leaders.

The need for localization, cross-cultural linguistic solutions and diversity awareness is quite obvious when one's aiming for international growth. But even if you're going local, it's a mistake to not acknowledge the cultural (and even linguistic) diversity at home.




WHERE TO START?

If you want to intelligently create a marketing campaign targeting certain demographics, or making sure that you are reaching out to them, you should start with a **focus group**.



A diverse focus group is one made up of members of several demographics within your target audience. They might vary depending on your industry. However, if you're selling consumer goods with mass appeal, the more diverse the group, the better. And if you're planning a targeted approach to an ethnic group for the first time, *it's essential to give them a seat at the table.*



Actually,
diverse
focus groups
are *ideal*.


The Black Sweater Debate.

In February of this year, Gucci released a black sweater with a turtleneck that could be pulled up to the wearer's mouth, tracing a thick red border around their lips.

Some American customers and fashion journalists observed that the sweater, worn that way, remitted to a racist trope.

How had no one at Gucci noticed?

This piece of clothing sparked a discussion about a lack of diversity in the fashion industry, and inspired both the brand and its partners to start a program to improve their inclusiveness.



A diverse focus group can ensure that your product or marketing campaign is culturally sensitive. People with different life experiences and interests can help catch mistakes and weak spots that uniform groups might fail to notice.

Cross-cultural Assistance, Instantly

A diverse group might include speakers of more than one language. In those cases, it's key to have the correct help from a native interpreter, who's able to transmit the member's opinions as accurately and dynamically as possible.

You can go for in-person interpreters, but they're not cost-effective, their availability is tied to an immense variety of factors, and they might alienate your group.

We'd recommend an over-the-phone interpreter...

...IF WE COULDN'T OFFER YOU SOMETHING EVEN BETTER.

Our Value Proposition

Our deep commitment to cross-cultural understanding drove the development of a new tool.

One that guaranteed that we'd be there whenever needed, just one click away, from the comfort of any device, and for incredibly competitive rates.

That's how Day Interpreting™ was born.

Day Interpreting™ is the result of the combined effort of linguists, programmers, and industry specialists, to make sure our expert interpreting services are always available.

What you Get

**MOTHER-TONGUE
INTERPRETERS,
ON DEMAND, ON
YOUR PHONE,
DESKTOP OR
IPAD.**

**+ 24/7 CUSTOMER
SUPPORT.**



*NO SETUP FEE, NO MONTHLY PAYMENT,
NO CONTRACTS.*

Simply join us at www.dayinterpreting.com,
create an account, pre-charge it (using either
PayPal or a credit card), and request our services.
It's easy, it's cost-effective, it's fast, it's accurate -
It's what you want.