

# Redefining Multicultural Marketing & Selling



Agency Leadership Session October 29, 2014

**DIAGEO** Multicultural Marketing & Selling

# A NEW DAY



# *Thought Leadership!*



# ADVERTISING



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# *The Total Market Approach*



DON'T BE AFRAID: TAKE ADVANTAGE

# ***GREAT CLIENTS LEAD TO GREAT WORK***



# SEEK OUT A CLIENT COUNSELOR



*"What do you mean, we don't communicate? I sent you an email on Monday."*

# *A lot of People!!!*



16% OF POPULATION



**THANK YOU**  
**QUESTIONS & ANSWERS**

