

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

