



Capabilities

August 2017



About Us



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NSightsWorldwide, LLC. is a full-service Marketing Research firm offering traditional and digital research with a focus on cultural insights. This includes marketing consulting, quantitative and qualitative research.

What are we about

In 2005 NSightsWorldwide, LLC. was developed to be a resource for brands and companies with multicultural research needs.

The size of the multicultural universe is large and growing, predicted some day to be the majority of consumers in the United States. Immigration rates may digress under the current administration but, the birth rates remain strong.

	Northeast Region	Midwest Region	South Region	West Region
Black/African American	11.1%	10.2%	19%	4.5%
AIAN	0.2%	0.5%	0.5%	1.3%
Asian	6.4%	3.0%	3.2%	9.9%
NHOPI	0.0	0.0	0.1%	0.5%
SOR	0.4%	0.1%	0.2%	0.2%
2 or more races	1.9%	2.1%	2.0%	3.3%
Hispanic	14%	7.6%	17.2%	29.7%
<u>Total Minorities</u>	34%	23.5%	42.2%	49.4%

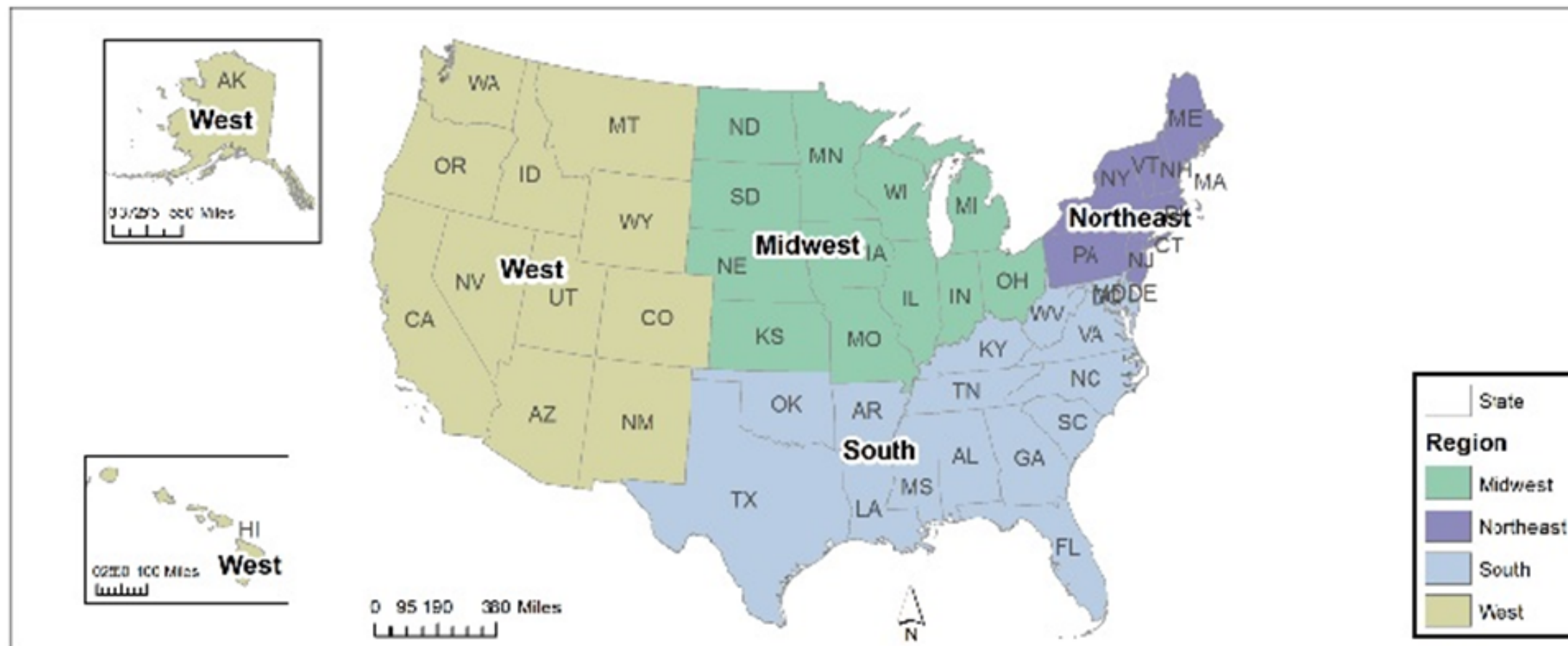
NOTE:

- AIAN – American Indian/Alaska Native
- SOR – Some Other Race
- 2 or more races – Multiracial/biracial

Source: Census ACS data

The U.S. Multicultural Universe is important.

Regions



20 Most Populous States Minority Concentration & Percent Foreign-Born ()

• CA:	62.2% (27.3%)	• NJ:	44% (22.1)
• TX:	57% (17%)	• VA:	37.5% (12.2%)
★ • FL:	44.9% (20.2%)	• WA:	30.3% (13.7%)
• NY:	44.2% (22.9%)	• MA:	27% (16.1%)
• IL:	38.2% (14.2%)	• IN:	20.1% (4.9%)
• PA:	22.7% (6.5%)	• AZ:	44.3% (13.4%)
• OH:	20.3% (4.3%)	• TN:	25.8% (5%)
★ • GA:	46% (10%)	• MO:	20.1% (4%)
★ • NC:	36.4% (7.9%)	• MD:	48.1% (15.2%)
• MI:	24.6% (6.6%)	• WI:	18.2% (3.8%)

United States
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

FUTURE ON
Activating Change

Two states are currently minority-majority states and Florida and New York are close.

Additionally, we utilize the following methodologies to achieve the desired scope:

- Mail
- Online
- Telephone
 - Landline
 - Mobil
- Mall intercepts
- Door-to-Door (personal interviews)

REPRESENTATIVENESS is critical to our marketing research. We have sample designs which deliver nationally representative and regionally representative samples for the total market as well as for any culture being targeted (i.e. African-American, Hispanic, Southeast Asian, and Asian Indian, mainly).

The goal of NSightsWorldwide (NSW) is to provide consumer insights that “jump-start” the market planning process.

To accomplish this goal we often employ qualitative research:

- Group discussions (both traditional and virtually online)
- Mini-groups
- “In-depth” interviews
- ‘Execute’ think tanks
- Combination quantitative/qualitative efforts

NSW advocates the use of Emotional and Attitude Research to yield relevant cultural consumer insights.

NSW's Perspective on Strategy & Research for the Future

Trends affecting brand building

Brands are becoming less credible and losing relevancy.

As consumers have more choices, little or no differentiation is perceived between brands.

Consumers no longer think in terms of LOW prices but FAIR prices.

Consumers seek relevant and needed information in “their own terms.” Meaning, they no longer rely on media and advertising when seeking information.

Consumers learn about new brands, products and services through social media, user reviews, and recommendations from family & friends.

The growth in the U.S. Hispanic market has flattened.

New thinking behind brand building

01

Humanize brands to build meaningful relationships with consumers

02

Demonstrate the brand's commitment and contributions to improving the wellbeing and lives of all

03

Leverage emotional brand attributes to differentiate from the competition

04

Emphasize end benefit to consumers over product features, innovations or price/promotions

05

Create and nurture real conversations between consumers and brands

06

Re-invent the media landscape; explore new communication channels as newer digital trends emerge and old ones evolve (i.e. Podcasts, silent videos, email)

07

The role of account planning is evolving a great deal to understand consumer behavior and attitudes online and offline, on-premise and off-premise

Account Planning has become the “guiding light” in the strategy and implementation process. Creative, Media, Digital, Direct Marketing, Events & Promotions, and PR departments demand more face time with Account Planning to help them do their work better.

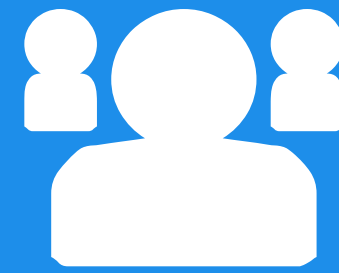
A knowledgeable, talented and resourceful Account Planning & Research department is critical to succeed now and in the future.

ADVANTAGES OF NSW

- Provides experts in cultural marketing and research
- Vast experiences in conducting and integrating cultural research
- Highly experienced in Automotive, Beverage (beer, liquor, soft drinks), Consumer Package Goods, Military Services and Financial categories

WHO ARE WE

NSW 'gets the job done' with experienced project directors, moderators and interviewers, analysts, statisticians, and strategists with skills that have been fine-tuned for over 100 years.



About the Founder and President



Ronald E. Franklin

President



Ronald E. Franklin is President and Executive Producer of **NSightsWorldwide, LLC**, a multicultural research and planning company. A graduate of the University of California at Los Angeles (UCLA) with a major in Mathematics and a minor in Economics, and of the UCLA Graduate School of Management where he received his M.S. in Management. Ronald has been a pioneer in multicultural marketing and research for the last 35 years, heading Research Services and Planning at Burrell Advertising and GlobalHue, two of the largest multicultural marketing and advertising agencies dedicated to strategically addressing the needs of African-American, Hispanic and Asian consumers. During this time, in 2005, NSightsWorldwide was conceived and it is now the focus of Ronald's "global exploratory spirit".

In 2006 Target Market News selected Ronald as the recipient of "Research Executive of the Year" marketing to African-Americans with Excellence (MAAX) Awards[®]. The MAAX Awards are presented annually to recognize the contributions, innovations and exceptional performance of African-American professionals in the fields of marketing, advertising, media and consumer research.

Ronald served on the Board of Directors of the Advertising Research Foundation (ARF; 2009-2013) and currently is a member of the Nielsen African-American Advisory Council, the UCLA Alumni Association, and the Minority Development Council (MMBDC).

For further information contact Ron at 248-302-5968