

Want to engage with diverse audiences in a meaningful way?

Start with a diverse multicultural marketing and communications team.



When it comes to reaching diverse audiences, Hager Sharp has a longstanding history of developing impactful, culturally relevant campaigns tailored to the audience's needs. Our approach sets us apart. At Hager Sharp, multicultural marketing relies on cultural fluency – using culture to connect audiences to our clients' organizations, messages, and brands efficiently and effectively.

Our multicultural marketing and communications team is made up of more than 20 strategists, each of whom provides research-driven counsel and guidance to our clients. These experts also host broader meetings and conversations across Hager Sharp project teams to ensure the needs of multicultural audiences are considered at the outset of – and throughout – every project and to ensure adequate resources for planning and implementation.



CORE CAPABILITIES

FORMATIVE RESEARCH

Multicultural marketing requires skillfully tailoring programs, messages, and materials. To do this, we often begin with formative research, which allows us to better understand an audience's attitudes, beliefs, and cultural perceptions. From this we build audience-centric strategies, messages, and materials that truly speak to audiences' informational needs.

CULTURE-BASED ADAPTATIONS

Creating campaigns that resonate requires more than language translation and great design. While these are essential pieces – and we do them well – we also work directly with people who represent the group of interest to ensure we craft approaches that are culturally relevant. Our team excels at taking general audience content and adapting it into culturally competent and engaging products that resonate with the intended audience.

MESSAGE & MATERIALS DEVELOPMENT

Developing culturally and linguistically competent, relevant, and inclusive messages and materials is vital to the success of multicultural marketing efforts. Our team of audience experts, copywriters, designers, producers, and creative directors is skilled at developing research-driven communications that inform, motivate, and inspire positive change.

COMMUNITY & STAKEHOLDER ENGAGEMENT

Driving behavior change, inspiring action, and educating communities of color often requires forming audience-centric partnerships and engaging with trusted intermediaries and stakeholders. We help make meaningful connections that open doors to deeper audience engagement.

DIGITAL & TRADITIONAL MEDIA ENGAGEMENT

We develop impactful earned, paid, and digital media strategies that help to amplify conversations and increase interest in critical issues within health and education.

OUR EXPERTISE IN MULTICULTURAL MARKETING AND OUTREACH HAS HELPED THESE CLIENTS MAKE A DIFFERENCE:

U.S. DEPARTMENT OF AGRICULTURE

For USDA's Food and Nutrition Service Center for Nutrition Policy and Promotion, Hager Sharp conducted an audit of the MyPlate.gov website to assess how well its content followed principles of inclusive communication for reaching and engaging multicultural audiences. The audit reviewed the website for accessibility; readability and plain language; and audience representation based on images and language. This effort supported USDA's aim to promote healthy food choices and active lifestyles in a manner that advances diversity and health equity.

NATIONAL DIABETES EDUCATION PROGRAM (NDEP)

On behalf of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), Hager Sharp developed and led a social marketing and integrated communications campaign designed to raise awareness and improve treatment and prevention of diabetes. Our work entailed developing a multifaceted strategic plan and creating a wide range of resources – website, consumer-facing materials, and health education toolkits – to help NDEP support health care professionals, caregivers, and families. With these resources, which featured tailored messages and materials in 16 languages, as well as adaptations for seven vulnerable population groups, NDEP reached an extremely diverse set of audiences to facilitate healthy behavior change.

ADDITIONAL CLIENTS HAVE INCLUDED:



ABOUT HAGER SHARP

At Hager Sharp, we've dedicated more than 50 years to creating communications strategies, campaigns, and materials that make meaningful change in the world. We work solely with organizations that are committed to transforming communities by taking on important issues like improving public health, safety, and education, and addressing gaps in equity, well-being, and socioeconomic status. Our focus is and always will be working with mission-driven institutions, businesses, and nonprofits to create and implement ideas that make a difference.



More about our multicultural marketing expertise



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