



Sparkle Change
Be the Spark for Change and Inclusion.

November 2023 - NEWSLETTER

2023 AsiaFest Triangle Dragon Boat Festival in Cary, NC

Sparkle Insights is a proud sponsor of the event survey for the 2023 AsiaFest/Triangle Dragon Boat Festival in Cary, NC on Sept. 16, 2023. Founder Iris Yim and her daughter Viveka Bergeton set up shop at the festival to give away fun gifts to get event participants to fill out a survey to help improve the event, plus the chance to enter to win five \$50 Amazon gift cards. We got 190 surveys completed in six hours. Mostly kids were interested in the free gifts and parents were filling out surveys. Iris and Viveka and her friends worked very hard to walk about the festival, asking people standing in line to fill out the survey.



by Iris Yim in October 2023

The Dragon Boat Festival is a traditional Chinese holiday which occurs on the fifth day of the fifth month of the Lunar calendar, which corresponds to late May or June in the Gregorian calendar. So, September is usually not the right time for a dragon boat festival per se. But it doesn't really matter as long as we have fun, right? The festival is in its 8th year and brings together the entire Asian community in the area, boasting performances of different Asian ethnic groups, live Zumba dances which the audience took part in, dragon boat racing sponsored by major corporations in the area and a variety of community and cultural organizations



by Iris Yim in October 2023

THE FUTURE OF MULTICULTURAL MARKETING

Multicultural marketing is facing a dual existential crisis. The first challenge comes in the form of the implications stemming from the affirmative action ruling. The second front is being threatened by artificial intelligence (AI), which the multicultural marketing industry seems to be overlooking. At the 2023 ANA multicultural marketing conference in Las Vegas last week, there is a conspicuous absence of AI-related discussions, as marketers grapple with the repercussions of the affirmative action ruling.

There were overwhelming choices of food. The lines were long but festival attendees didn't seem to mind. It was part of the fun! Families enjoyed picnics while watching live performances which ran non-stop from 10:30 a.m. till 4:30 p.m. There was even a butterfly tent for kids to interact with butterflies. The weather also cooperated. It was wonderful fall weather with sunshine and pleasant temperature. In addition to getting the survey mission accomplished, Iris and Viveka also had great fun at the festival.



While the conference understandably places significant focus on diversity, equity, and inclusion (DEI), it fails to address the AI revolution and its intersection with multicultural marketing. Furthermore, the conference overlooks crucial topics reflecting industry trends, such as the intersection of retail media and multicultural marketing, and the interaction of advertising technology (adtech) with multicultural marketing. While there is much talk about the importance of multicultural marketing and DEI, there is a conspicuous silence on how this should be delivered in an era dominated by generative AI.

In stark contrast, AI dominates discussions at the Advertising Week events this week. AI is mentioned in virtually every presentation I have attended so far, with numerous sessions dedicated to the topic. While algorithms, a precursor to AI, have been used in marketing for personalization for years, generative AI holds the promise of hyper-personalization. This opens up the possibility of localizing advertisements with translation, voiceovers, and casting tailored to local audiences, not just for global marketing but also for multicultural marketing in the United States. Nevertheless, it's imperative to question what "authentic" means in the context of AI-generated content. Can AI truly create authentic creative tailored to multicultural audiences? What do AI and hyper-personalization signify for the future of multicultural marketing?

To illustrate the potential of AI and why marketers and advertisers should pay attention, consider a revelatory encounter at the 2023 ANA multicultural marketing conference.

So the biggest aha moment I had at the 2023 ANA multicultural marketing conference is not from any speakers or presentations, it's from a casual conversation with one of the exhibitors Context which provides AI products to create campaigns. They said it's currently only for companies. I said why not individuals because I want to promote my blog <https://www.innersparkkstudio.com/blog-2/>. So the representative I talked to said I can just go to ChatGPT, and get it done for free!



So I put it into practice right away! But first I threw ChatGPT a question about what it can do in regards to creating a digital campaign to drive traffic to a blog and what it generated is eye opening!

Audience Profiling:

- "Who is the target audience for my blog, and what are their demographics and interests?"
- "What problems or questions does my blog content address for the audience?"

Content Ideas:

- "Generate content ideas that can engage and inform my target audience."
- "What are some trending topics or keywords in my blog's niche?"
- "Create a catchy headline for a new blog post about [topic]."
- "Suggest some creative formats for blog content, such as infographics, videos, or podcasts."

Campaign Strategy:

- "Develop a content calendar for the upcoming month that includes blog posts, social media updates, and email newsletters."
- "Provide a step-by-step guide for optimizing existing blog posts for SEO."
- "Create a unique selling proposition (USP) for my blog to distinguish it from competitors."

Social Media Promotion:

- "Draft social media posts to share my latest blog content, making them engaging and shareable."
- "Suggest hashtags and groups on social media platforms for promoting my blog."
- "What are some creative social media advertising ideas to drive traffic to my blog?"

Email Marketing:

- "Outline an email marketing campaign to engage with subscribers and drive them back to my blog."
- "Design an email newsletter template that complements the blog's theme and branding."

Visual Content:

- "Suggest tools or platforms for creating eye-catching visuals (images, infographics) for my blog posts."
- "What are some graphic design tips to make my blog visuals stand out?"

User Experience and Website Optimization:

- "How can I improve the website's loading speed to retain more visitors?"
- "Provide tips for creating a user-friendly and mobile-responsive blog layout."

Engagement and Interaction:

- "Share strategies to encourage readers to leave comments and engage with the blog."
- "What are effective ways to respond to comments and build a sense of community?"

Monitoring and Analytics:

- "Recommend tools for tracking website traffic, user behavior, and social media engagement."
- "How should I interpret the analytics data to make informed adjustments to my digital campaign?"

Long-term Growth:

- "Provide ideas for building a long-term audience and loyal readership for the blog."

Generative AI has the potential to significantly enhance the capabilities of in-house marketing teams and even micro-influencers. With the right skills, AI can empower individuals to create highly personalized and engaging content. This raises questions about the necessity of traditional agencies and public relations firms. Can AI effectively execute multicultural marketing? Perhaps not yet, but it is improving rapidly. The future of multicultural marketing is still evolving, and as AI continues to advance, so will its role in this field.

As we move forward, I hope to see more discussions around the intersection of AI and multicultural marketing in future conferences focused on diversity and inclusion. Turning a blind eye to the transformative potential of AI is not a viable option if the multicultural marketing landscape is to thrive and adapt in the years to come.

SPOTLIGHT EVENTS

- 2023 - Asian American Expo – Year of The Rabbit - Dec 11 - Pomona, CA
For more details: [CLICK HERE](#)
- The Inaugural Event of the Vietnamese Chamber of Commerce - Dec 2 - Houston, TX
For more details: [CLICK HERE](#)
- Intro to Taiko: The Art of Traditional Japanese Drumming - Dec 3 -Oakland, CA
For more details: [CLICK HERE](#)



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