



Multicultural News for Q2

EBONY NEWS

Under the AAPI umbrella are 50 ethnic groups that speak over 100 languages. Ebony Marketing Systems (EMS) speaks to those consumers. We have a diverse, multilingual team capable of conducting culturally aligned interviews in languages including:

- Cantonese
- Hmong
- Korean
- Mandarin
- Tagalog
- Vietnamese
- Eurasian languages including Armenian and Russian.

Our cultural fluency enables multi-modal studies including in-language CATI (computer-aided telephone interviewing) critical in reaching underrepresented, diverse populations. In-language CATI services are why the California Health Interview Survey relies on EMS to effectively reach and engage with a wide range of communities, ensuring inclusivity and accurate data collection.

Check out our [Quick Guide: Marketing to Asian Americans and Pacific Islanders](#).

Begin listening to your AAPI markets by contacting Ebony Marketing Systems. For more information, call us at [\(718\) 742-0006](tel:(718)742-0006) or [send us a message](#) today.

Three simple questions to ask during AAPI month:

1. When working a Black and/or Latino marketing plan, do you ask – what about the AAPI communities?
2. Are you asking about Chinese, Korean, Vietnamese, Filipino and more – the breadth of communities?
3. Are you working with an in-culture, in-language research team?



ebony MARKETING SYSTEMS

Multicultural Insights



LEARN MORE ABOUT OUR WORK

JUNE IS PRIDE MONTH

Quick Guide: Marketing to LGBTQ+



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Multicultural Insights



[> Check out our LGBTQ+ Quick Guide](#)

RECENT BLOG POSTS



Developing a Multicultural Market Research Strategy: Budget Isn't Everything

Multiculturalism is forcing companies to modify their market research approaches. But if your company has a limited market research budget, how can you ensure you're maximizing your dollars without letting multicultural perspectives slip through the cracks?

[READ MORE >](#)

Two Ears and One Mouth — What Our Aunties Knew About Multicultural Communication

“You were given two ears and one mouth.” Did you hear that proverb growing up? While the origins of this ancient proverb are lost, the wisdom endures. Multicultural communication is like all successful communication, it's all about listening.

[READ MORE >](#)



The Changing Landscape of Multicultural Segmentation

One of the most fundamental principles of effective marketing is understanding who your target demographic is and what messaging will resonate most with them. But that's not quite as straightforward as it may sound.

[READ MORE >](#)

CHECK OUT OUR BLOG

TEAM EBONY "WE OUTSIDE"



At Greenbook's **IIEX North America** conference, **Kai** was on the panel, 'Female Founders Building the Future of Insights.' It was an honest conversation about the challenges, the trade-offs, and what it takes to actually build and grow something in this space.

"Take up space and stand firm in it!" - **Kai Fuentes**



We had a blast in Atlanta at the **VIBE Black Market Research & Insights Professionals Conference!**

Kai presented the session, 'So, Are You Gonna Jump? Into Your Potential!'

Reggie presented the session, 'Seeing Respondents in the Best Light: Mastering Nuance in Qualitative Research.'



Pictured are Betsy Sanchez-Patten from Ebony and our partner [Iris Yim](#) from Sparkle Insights

Our Project Manager, **Betsy Sanchez-Patten**, recently attended the **3AF AAPI Summit** in Los Angeles. The event featured insightful discussions and meaningful networking opportunities designed to elevate conversations around culture, creativity, and business impact.

AAPOR 81ST ANNUAL CONFERENCE - LOS ANGELES, CA

AN LA LOVE STORY OF DATA, INNOVATION, AND THE QUEST FOR TRUTH.

MAY 13-15, 2026
LOS ANGELES, CA



WE'RE AT
AAPOR!



Kai Fuentes
President & CEO



Reggie Alston
VP Qualitative Research



Betsy Sanchez-Patten
Project Manager

Qualitative Research:
Fostering Engagement
with Hard-to-reach &
Underrepresented
Participants

Wednesday, May 13, 9 AM

Leveraging Public Opinion
Research to Understand
the Attitudes and
Experiences of Black
Americans

Thursday, May 14, 11:15 AM



NYC Celebrates Women honored **Kai Fuentes** with the Visionary Leadership & Innovation award for driving economic transformation.

Kai's words to show appreciation: **Grow with intention, serve others, lead with humility, not ego.**



Kai was at the **Seton Hall Stillman School of Business** as keynote speaker for the Marketing & Market Research Honors Society. One of her messages: "Don't quit. Quitting is not an option. Never quit on your goals, and most importantly, never quit on yourself."

 Follow Kai on LinkedIn

TEAM EBONY IN THE NEWS AND ON AIR

QUALPOR SPRING NEWSLETTER

"Breaking Bread" and "Circling Back" When Researching Difficult-to-Reach Communities



Kai K. Fuentes
President + CEO

On-the-Site Research Shines a Light on Lived History: Beyond Brown v. Board of Education



Reggie Alston
VP Qualitative Research

In the Spring 2026 QUALPOR newsletter, **QUALPOR News**, Kai and Reggie both have original articles in the new issue.

- "Breaking Bread" and "Circling Back" When Researching Difficult-to-Reach Communities by **Kai Fuentes**
- On-the-Site Research Shines a Light on Lived History: Beyond Brown v. Board of Education by **Reggie Alston**



MR II
MARKET RESEARCH
INSTITUTE INTERNATIONAL

**Insights
& INNOVATORS**
podcast

Episode:

*How to Practice Authentic,
Multicultural Research*



FEATURING
**KAI
FUENTES**
President & CEO
**Ebony Marketing
Systems**

The Greenbook Podcast Network

“The first mistake people make is not hiring the people who look like who you’re trying to talk to.”

President + CEO **Kai K. Fuentes** on the 'Insights & Innovators' Podcast from **Market Research Institute International**.

[Listen here.](#)

**Money Lessons:
From Childhood
to Adulthood**

An interview with EMS
President & CEO **Kai Fuentes**





**The
Empowered
Money Girl**

With Josette
Mandela

President + CEO **Kai K. Fuentes** recently appeared on 'The Empowered Money Girl' Podcast with Josette Mandela. They explore Kai's journey from a

shy child conducting interviews to a successful business owner, emphasizing the significance of budgeting, credit management, and the empowerment of women in financial independence.

[> Listen here](#)



I am a market research brat, so I grew up in the industry. My parents had a research company in the late '70s, early '80s, and I later came on and started out stapling at five and working within the business for many years. What I've only done professionally is research, and in particular for the multicultural markets.



with Guest
Kai Fuentes
President & CEO at Ebony Marketing Systems

Darshan Mehta's '**Getting to Aha**' podcast just shared its greatest hits -- and the episode with **Kai** was at the top!

[> Listen here](#)

WHAT WE'RE READING



Marketers, It's Time To Choose Growth!

Multicultural households represented approximately 43% of all spending growth in 2024. Recognize that the outdated "one size fits all" approach no longer connects with these consumers.

[READ MORE >](#)

Consumers demand authentic multicultural storytelling

Multicultural consumers—a segment whose buying power has grown 345% over the last 20 years—now expect brands to prioritize representation in ads. 70% of multicultural consumers feel it's important for brands to positively represent people like them.

[READ MORE >](#)



Multicultural shoppers shape mainstream flavor expectations

Multicultural shoppers are shaping mainstream flavor expectations, not sitting on the sidelines. While multicultural consumers tend to skew more food adventurous and be open to trying new food experiences, stances on food are more attitudinal than demographic.

[READ MORE >](#)

EMS MULTICULTURAL LIBRARY

Archive of Multicultural Research Articles



ebony MARKETING SYSTEMS

Multicultural Insights



Have you checked out our Multicultural Library? It's an Archive on our website of multicultural research articles.

[> The EMS Multicultural Library](#)

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