



Multicultural News for Q1

EBONY NEWS

Do Your Marketing Personas Recognize that Women are Business Owners?

Personas are a common approach to developing strategy, creative execution and media targeting. As both a woman business owner and marketing research leader, I invite you to take closer look at your personas:

- Do your female personas own a business? [4 in 10](#) all U.S. businesses are owned by women per the “Wells Fargo 2026 The Impact of Women-Owned Business” report
- Do your women-of-color personas own a business? Almost half of all women-owned businesses are owned by women of color with the majority

owned by Black or Latina women. 57% of women currently taking steps to business ownership are women of color.

Why does women business ownership matter?

Owning a business is not only a significant economic demographic component of a woman's identity but also reveals motivations and goals that can be the basis of successful marketing messages. Women business owners shared in the Wells Fargo report that:

- 75% want to be their own boss
- 62% want to work according to their schedules
- 45% are motivated by building generational wealth for their families

In this Women's History Month, absolutely let's acknowledge women's historical progress (in 1972 women owned just 4.6% of U.S. businesses), but also acknowledge today's women.

- **Kai K. Fuentes**, Founder and President, Ebony Marketing Systems



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RECENT BLOG POSTS





Multicultural Panels: Giving Your Business That Competitive Edge

In today's world, where people see things through their internet-colored goggles and multiculturalism redefines identity, businesses need to start with a multicultural perspective to rise above the competition.

[READ MORE >](#)

When Headlines Miss Out — Chinese New Year vs. Lunar New Year

Almost half of Americans report Chinese ethnicity comes to mind for the term Asian American overestimating by 2X the actual U.S. Chinese-American population.

[READ MORE >](#)

[Check out our updated AAPI guide >](#)



Does Your Marketing Account for Regional Cultural Diasporas?

In the 2000s, the U.S. population shifted to the South and the West away from the Northeast and the Midwest— a trend projected only to accelerate in the next two decades. How is your marketing acknowledging this regional diaspora?

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Cultural Fluency: An Essential Component of Successful Market Research

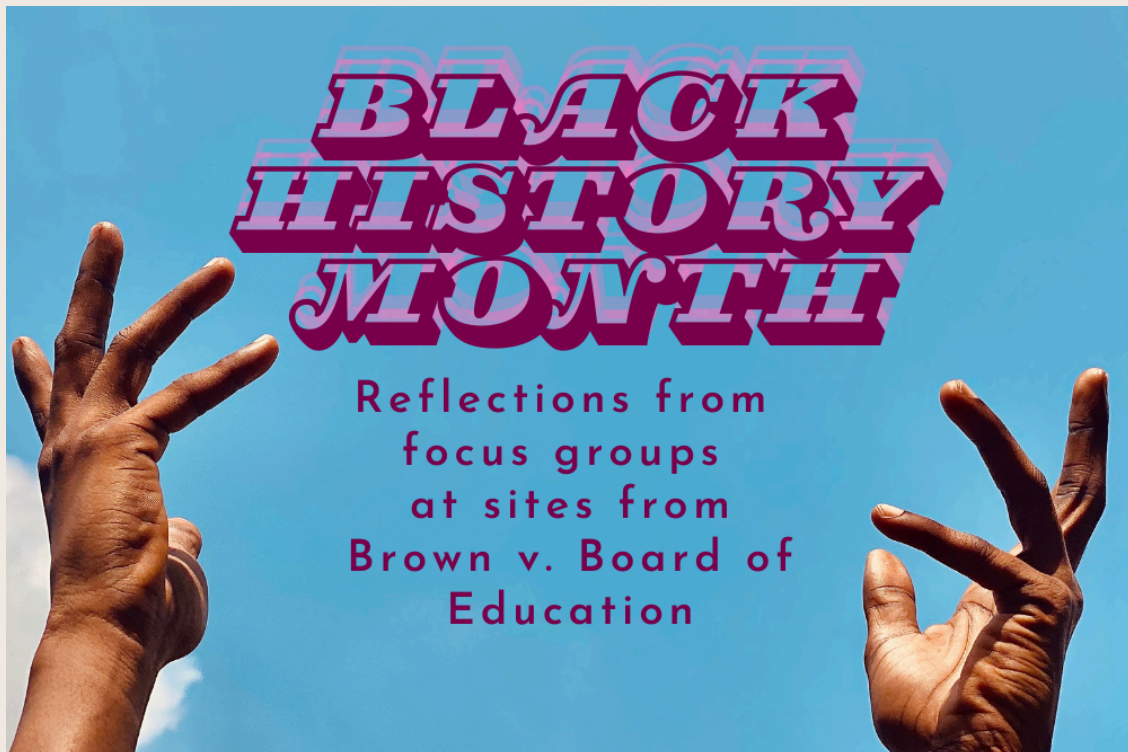
Cultural fluency is a critical component to designing market research that asks the right questions to the right people in the right way. Cultural fluency is essential to conducting meaningful research that helps marketers shape their messaging in the most effective and impactful ways possible.

[READ MORE >](#)



CHECK OUT OUR BLOG

BLACK HISTORY MONTH



Reggie Alston, Vice President of Qualitative Research at Ebony Marketing Systems, had the honor of conducting [focus groups](#) for the National Park Service and Lexicon&Line at the five communities whose legal challenges were consolidated into Brown v. Board of Education.

What became clear: Brown is not a ruling, it's a collection of ordinary people

across our nation refusing to accept oppressive ideas about who deserves opportunity.

Reggie shares four blog posts from the five sites:

- [Claymont, Delaware](#): Miss Joan Anderson, whose experiences are connected to Gebhart v. Belton (Washington D.C.) didn't describe history in legal terms but in feelings.
- [Summerton, SC & Washington, DC](#): Cecil Williams, a photographer who, at the age of 14, helped capture important Civil Rights Movement events including Briggs v. Elliott. Today, Cecil continues that legacy through Actively Black.
- [Farmville, Virginia](#): Barbara Rose Johns, at just 16 years old, led a student strike that became Davis v. County School Board. Community members spoke about their Moton School museum as a living space connecting past courage to present possibility.
- [Topeka, Kansas](#): home to the Brown v. Board of Education National Historical Park, a powerful space where history feels close. The case name comes from, in part, because it represented the Midwest, not the Deep South, underscoring segregation as a national, not regional, issue.

video about our translation services.'"/>

**BAD BUNNY
GAVE US ALL
FOUR MONTHS TO
LEARN SPANISH....**

Did you study Spanish in anticipation of Bad Bunny's Super Bowl performance?
Check out our Super Bowl [video about our translation services.](#)

**WHAT'S UP WITH TEAM
EBONY?**

Kai Fuentes, EMS President & CEO, and **Reggie Alston**, EMS Vice President of Qualitative Research, spoke at the QRCA Annual Conference in San Antonio, Texas in February.



Reggie Alston presented "Seeing the Respondent in the Best Light: Mastering Nuances in Qualitative Research."



Kai Fuentes presented "The Business Behind the Breakthroughs: Money Management in Qual Research" with [Ben Allen](#), President of Labrador Agency, Inc.



EMS was proud to sponsor the WIFI during the conference.

 Follow Kai on LinkedIn

U P C O M I N G E V E N T S



**BLACK MARKET
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FRIDAY, MARCH 20, 2026
9:45 AM

SESSION:

**SO ARE YOU GONNA
JUMP...INTO YOUR
POTENTIAL**

I'm speaking at VIBE!



KAI FUENTES

PRESIDENT & CEO

**EBONY MARKETING
SYSTEMS**



**BLACK MARKET
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INSIGHTS
PROFESSIONALS
CONFERENCE**

THURSDAY, MARCH 19, 2026
11:15 AM

SESSION:

**SEEING RESPONDENTS
IN THE BEST LIGHT:
MASTERING NUANCE
IN QUALITATIVE
RESEARCH**

I'm speaking at VIBE!



REGINALD ALSTON

**VICE PRESIDENT OF
QUALITATIVE RESEARCH
EBONY MARKETING
SYSTEMS**

**HAPPY HOUR
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Ebony Marketing Systems (EMS) is a full-service, multicultural, and multilingual market research, management consulting firm, that provides an array of quantitative and qualitative research services that include: data collection, statistical data analysis, opinion research, consumer information research, media evaluation research, survey design, coding, tabulation, data processing, project management, and professional accurate translation and interpretation.

WHAT WE'RE READING



Why Multicultural Marketing Is No Longer Optional

Multicultural marketing isn't a separate strategy. It's an accurate reflection of today's market reality. The brands that embrace this shift early won't just win new segments—they will position themselves as the brands of choice for the next generation of consumers.

[READ MORE >](#)

Multicultural grocery demand is rising

America has outgrown the generic “ethnic aisle” in grocery stores. With the country becoming more ethnically diverse and younger generations seeking out global flavors, we can expect an influx of multicultural food stores and aisles that better reflect community needs in 2026.

[READ MORE >](#)



Hispanic Consumption Surges —Where's Your Strategy?

Brands that understand cultural nuances as part of their marketing strategies to multicultural consumers may have a disproportionate competitive advantage to gain a lion's share of the growth the segment is generating and beat their competition.

[READ MORE >](#)

The parent–child loyalty loop: Multicultural marketing as a growth engine

According to recent U.S. Census data, children of color now represent over 50% of the nation's population under 18—the highest proportion ever recorded. This milestone signals a generational inflection point that will shape consumer behavior, cultural influence and policy priorities for decades to come.

[READ MORE >](#)





13 Common Missteps In Multicultural Marketing—And How To Correct Them

Every multicultural audience is diverse unto itself. Age, location, generation, income and other variances can make people within the same “cultural” group see life and experience brands in very different ways. See beyond the demos. Look past the data. Truly get to know the people.

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