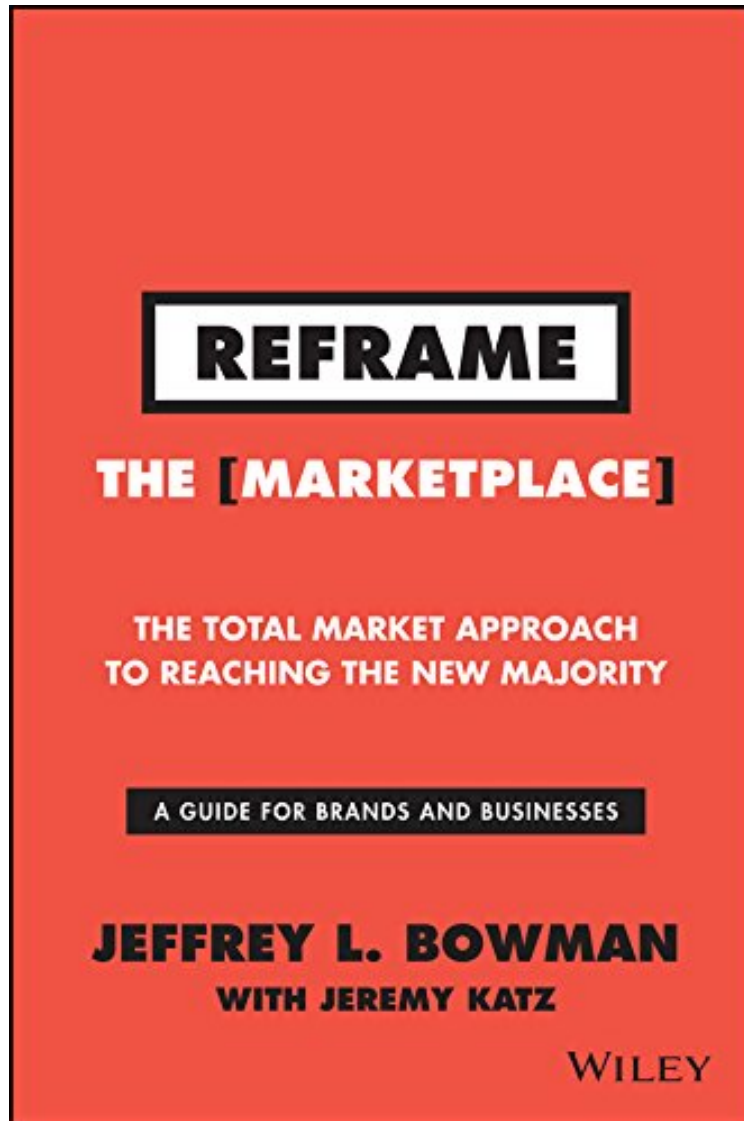


# Reframe The Marketplace: The Total Market Approach to Reaching the New Majority

Jeffrey L. Bowman

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**Jeffrey L. Bowman : Reframe The Marketplace: The Total Market Approach to Reaching the New Majority** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Reframe The Marketplace: The Total Market Approach to Reaching the New Majority:

0 of 0 people found the following review helpful. REFRAMERsquo;s Ideal Process for The Total Market (Still doesnrsquo;t feel like it benefits everyone)By Pepper MillerRecommended Reading: frac12; of 5 StarsThe idea of total market frustrates me. And I am not alone in this. There are many of us whorsquo;ve lived and built our careers in

multicultural marketing, and yet, we are struggling to understand the "business" of total market — what it total market (really) is and isn't, and more importantly, how ethnic marketers and segments can win in this new era of total market. Jeffrey L. Bowman (@jeffreylbowman) and contributor Jeremy Katz, in their recent book, *Reframe The Marketplace — The Total Market Approach to Reaching the New Majority* attempts to present a winning process that will help marketers seize opportunities with dynamically growing ethnic groups and LGBTs together with the current majority white population — in other words, The New America. Yeah, we've heard this before but right away, Bowman goes all-in on marketers for not (ever) adequately supporting and investing in multicultural marketing. Instead of simply glossing over things, Bowman provides a blow-by-blow account of the numerous hits that multicultural marketing withstood since its inception. It is a frank picture of how marketers have failed to leverage multicultural marketing for their advantage. This is a pleasant surprise. I also like how he includes in this process the steps towards correcting this. He lists out the elements/needs/requirements for connecting with The New America: an enterprise maturation model that tell marketers how New America they really are; senior management buy-in; the importance of staffing with diverse talent; having realistic budgets; investing in relevant research, etc. None of these, though, are new news to the industry. For years, multicultural marketers have been pushing and pushing out these requests to no avail. So, it's important to see them reiterated in Bowman's Total Market discussion. It provides insights and context around the current dismantling of multicultural marketing. Bowman's big Total Market idea for better connecting with and engaging The New America is more about organizational change and education and less about marketing. So he recommends that all marketers convert their businesses to a Total Market Enterprise where each would adapt the above requirements over time. This is where he loses me a bit. I respect Bowman for putting in the hours and thought toward this idealistic approach, but rose-colored glasses have also blurred Bowman's vision from a few potential hiccups. I get the ideal side to converting to TMEs but I struggle with understanding the upside of this process, especially for those of us in the multicultural space. Jeff, my friend, I don't believe there will be an equal distribution of opportunities and power. First, the big boys with the money and resources are the likely candidates for this transformation. They have the dollars to staff, train, plan and ready themselves for the next big New America opportunity. Second, how will smaller, newly converted, TME businesses that are the experts and keepers of deep insights and long-term relationships with specific multicultural groups, compete with these new large TME businesses? What becomes of BET, Essence, Ebony, Burrell, Lattimer Communications, Univision, Red Brown Kler, The IW Group, Walton-Isaacson and The Hunter-Miller Group? Bowman accepts the challenge and this question and said this during an interview with him for this review: "I do not believe there will be equal placement. What I do advocate is prioritization of assets, which in turn grow the pie for ethnic dollars for the workplace and the marketplace." I appreciate the optimistic tone of the book, yet, as an advocate of marketers recognizing and speaking to various segments with deep insights, REFRAME has not done enough to allay my concerns. I do, however, recommend this book for all marketers, especially multicultural marketers. We can't be in the dark about Total Market. REFRAME, at the very least, helps us understand where Total Market is today, its future and how each of us can have a voice in the process. Let's continue the conversation.

2 of 2 people found the following review helpful. Excellent book for brand managers  
By Louis B. Excellent book for brand managers, ad agencies, and business owners. Easy read and rich with statistics. Jeffrey provides an excellent point of view regarding the importance of understanding diverse audiences and how creating a relevant offering will impact the business. I had to deduct a star because there were too many typos and spelling errors, but the content was rich enough to make the grammatical errors less distracting.

0 of 0 people found the following review helpful. A disruptive shift towards audience studies  
By Rafael Guper This book brings a shift regarding a deep view and understanding of audiences. Never again am I going to study target audiences in the same way as before. With a profound study of the topic, the authors are able to prove that it is myopia to keep looking at how to approach people and sell to them in the way we were always used to. Even though my understanding of the north american market isn't as great as if I were born in the USA, Jeffrey's vision has made me think how this vision works for the country I live in and work. Brazil had a diverse background like the USA but has evolved in a different basis. I am absolutely sure this happens with several other countries around the world. It is up to us to understand how to approach our audiences in the more effective way after reading this new marketplace vision.

Most businesses are ignoring the more than \$4 Trillion new majority market. Is your business one of them? Learn how to REFRAME your business for the Total Market. Sometime around 2040, ethnic minorities will become the majority of the US population. Brands and businesses are not prepared. REFRAME: The Marketplace is the first guide for businesses eager to take advantage of the New Majority opportunity. Author Jeffrey L. Bowman is considered the pioneering thought leader and practitioner of the Total Market approach. He is a senior partner and managing director at Ogilvy Mather, one of the world's largest advertising and communications agencies. Within four years, Bowman's practice was able to deliver more than \$5 million in incremental fees and win industry awards for strategy, creativity, and brand effectiveness. In this forward-looking and invaluable resource, Bowman shows you how to recognize this huge, underserved market. He then teaches you how to reorganize your enterprise to reap the rewards of this

burgeoning segment. New majorities have already emerged in the top ten US cities. You'll learn how this market came about, why they've been ignored for the last fifty years, and, most importantly, how you can engage them so that they become your customers for life. The new majority consumer segments are the primary drivers of contemporary social and cultural change, and they influence the behaviors of those to whom brands cater; not the other way around. Bowman teaches you to flip the script and start targeting those who start trends, speak up, and push for progress in all aspects of life. That's the way to see your brand take off and develop the following you have been chasing from the wrong perspective. Women, non-Christians, blacks, Hispanics, Asians, the LGBT customer segments, among others, are the faces; and deep pockets; of the New Majority. The minority will soon become the majority, and all of them want to be represented in advertising, catered to in the marketplace, and seen, not as individual outliers, but as prominent members of our diverse society. The New Majority wants your company to talk to them. They want to buy from you, but you're not reaching them yet. This book shows you how. You'll learn how to: Right size your organization and business planning practices Tap into a historically underserved market Effectively reach the other half of the population Engage the market segment now worth more than \$4 Trillion globally The New Majority: They make money. They make decisions. They make an impact. They are smart, aware, and willing to evangelize when a brand targets their wants and needs. They are the future of your business. REFRAME: The Marketplace shows you how to capture them.