

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Multicultural Youth, A Hip Hop Culture



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E-Marketing Facts for April

Twice as many teens live in the South than in the North (9 mil versus 4 mil). Today, the Hispanic/Latino Teen market is 4.6 million strong. By 2020 it will balloon to a size 62% larger- growing 6 times that of the rest of the teen market. Asian-American teens ages 10-14 are expected to experience the highest percentage of growth in this decade- 31% from 903,000 in 2001 to 1,188,000 in 2010. The U.S. Census estimates by the year 2020, the non-White child population will increase to more than 17 million, or 45% of kids 6-14. Nearly 6 out of 10 kids 6-14 get an allowance, averaging \$14 a week. 31% of kids 6-11 spending goes to candy purchases and 23% of kids 6-11 spending goes to snack food purchases. 75% of teens look for the lowest prices and 73% go for frequent sales, reflecting that teens are very cost conscious. Of teens, 94% say finding the right size for apparel is the most important factor when it comes to choosing a retailer; music is the universal language of youth.

Hip Hop/2008 Presidential Election

Is Hip Hop a Movement? Some say the movement is centered around the music and dance aspects and that Hip Hop has managed to bring people of all races and all creeds around one proverbial campfire. With President Barack Obama in the White House and more than 2/3 of the voters between the ages of 18-40 (the Hip Hop generation) voting for him, many are celebrating and talking about the political power and social movement potential of Hip Hop. Many have argued that had it not been for Hip Hop, President Obama would not have been elected because Hip Hop significantly lessened the type of apprehension and prejudices held by people in older generations who simply could not and would not vote for a Black candidate. Others are saying that because President Obama had Hip Hop super stars like Jay-Z and Will -i- am playing key roles in exciting voters and getting them to the polls, is proof that Hip Hop is a Movement. Our favorite and most famous President Obama supporters gathered in North Philadelphia for the massive 'Promote the Vote' block party. Diddy, Jay-Z, along with wife, R&B diva Beyonce, Mary J. Blige and Russell Simmons attended the rally to encourage all those in attendance to get out and vote in the 2008 election. "We have a responsibility to ourselves, our children and our country and our new leader, but we have to go out and vote to make the difference," Mary J. Blige said during the rally.¹

The History of Hip Hop

Busy Bee Starski, DJ Hollywood, and DJ Afrika Bambaataa (founder of Zulu Nation in New York) are the three New York artists who have been credited for coining the term "hip hop". This Genre began in the 70's with funky beats resonating at house parties, at basement parties, and the streets of New York. One can trace the commercial history of rap back to 1979 when the Sugar Hill Gang produced the enormously successful song entitled "Rapper's Delight". The raw beginnings of contemporary rap music can be traced to the Bronx in the mid 1970's. Rap Music was a way that urban black youth expressed themselves in a rhythmic form. Rap music along with graffiti and break dancing was the poetry of the street.

The Language

Street language is transmitted to the hip hop culture through rap music. One can hear a Chinese, Filipino, and Hispanic hip hopper using the same slang as the African American hip hopper. Street language has become a pidgin language of sorts. Even if hip hoppers have different first languages, they still can understand the slang of hip hop. Hence this culture is bound linguistically.²

Cross-Over Appeal

The hip hop culture has permeated popular culture in an unprecedented fashion. Because of its enormous cross-over appeal, the hip hop culture is a potentially great unifier of diverse populations. Although created by black youth on the street, hip hop's influence has become worldwide. Approximately 75% of the rap and hip hop audience is nonblack. It has gone from the fringes, to the suburbs, and into the corporate boardrooms. Indeed, McDonald's, Coca Cola, Sprite, Nike, and other corporate giants have capitalized on this phenomenon.

Hip Hop Notables

- Russell Simmons, Hip Hop's first millionaire entrepreneur who is chairman and CEO of Rush Communications and Phat Farm clothing line.
- Jay-Z, President CEO of Def Jam and Roc-A-Fella Records and part owner of New Jersey Nets NBA. Recently teamed up with GM to create a sports utility vehicle named after him, the color Jay-Z- Blue. Has increased the urban profile for a variety of products Nike, Motorola, Belvedere, Versace, Chole, Range Rover, Rolex, and Mercedes- Benz.
- P. Diddy, presides over media empire that includes the record label Bad Boy Records and the clothing line Sean Jean.
- Snoop Dog, Nelly, 50 Cent, Kanye West, Eminem, and Pharrell Williams all have clothing lines.³

Youth Marketing Definitions:

Generation X: born between 1962-1980

Generation Y: born between 1978- 1984

New Silent Generation (Sometimes referred to as Gen Z): born between 1995- present

About Ethnic Technologies:

Ethnic Technologies, LLC is the Global Leader in Multicultural Marketing, Research, Data Enhancement, Segmentation and Modeling Analytics. The EthniCenter® from Ethnic Technologies is the result of over 30 years of continuous multicultural, religious and language preference research. E-TECH's Multicultural Ethnic, Language Preference and Degree of Assimilation selects outperform the competition in accuracy and response rates time after time. Whether using the data for mailing, telemarketing, email campaigns or modeling, the same excellent results have been achieved. For more information, visit www.ethnictechnologies.com.

Please contact Ethnic Technologies, LLC. About their Generation X, Generation Y and Generation Z multicultural lists.

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1 RR Rease-Far West and Popular Culture Conference

2 Articles: Managing Millennials by Claire Raines 2002

3 Nas Insights A Demand Chain Proprietary Tool "Generation Y: The Millennials Ready or Not, Here They Come."