Brand Diversity  A Global Vision

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ABSTRACT

Marketing to diverse groups of consumers is of paramount importance as companies further engage in understanding multicultural trends of an increasingly varied and rapidly growing population. Integrating consumer’s diversity as it relates the concept of value requires all marketing techniques to become incorporated to maximize brand exposure through various channels to create loyalty – while meeting the needs of this dynamic customer base. Demographic research substantiates the need to alter existing strategies to capture and to create excitement, while retaining brand loyalty across international groups.

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