



*Helping clients reach the affluent ethnic consumer*

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---- For Immediate Release ----

**Diversity Affluence; the sole authority on marketing to the affluent ethnic consumer.**

“Today, 13 percent of American households have an annual income of \$100,000 or more, compared with just four percent a decade ago, according to the U.S. Census 2000. Increasingly, a greater proportion of that total belongs to members of the diverse ethnic population,” says Hoffman.

Diversity Affluence is the authoritative voice of, and advocate for, the affluent ethnic consumer. Diversity Affluence provides expert marketing and business development insight and advice to brands that are interested in engaging this consumer as a way to expand their reach and ultimately increase sales.

As the first company of its kind, Diversity Affluence provides the depth and breadth of marketing and business development consulting necessary for brands to effectively target and engage new and affluent ethnic “classes.” The staff is made up of seasoned trendsetters, futurists, luxury marketers and diversity consultants focused on developing effective strategies and tactics to increase business productivity.

Through its wealth of knowledge, insight, consulting services and custom research Diversity Affluence helps brands and the media develop a deeper understanding of a broader spectrum of affluent ethnic consumers including: Asian Americans, Hispanic Americans, African Americans, Russian Americans and more.

“Of the 38.3 million **African-American** households, more than 5 million report income of \$100,000 or more. That, perhaps surprisingly, is about the same percentage as for the overall U.S. population. Forty-three percent own their homes, and more than one million blacks hold advanced degrees. The African-American enrollment at elite universities is at a high of nine percent,” says Andrea Hoffman. She goes on to say “As Diversity populations grow and cultures merge, a shift in how strategies are written, how marketing budgets are allocated, and how plans are executed is a business imperative.”

Hoffman has worked with the likes of **BMW of North America, Mercedes-Benz USA, Alliance Capital Management, 20th Century Television, the Hispanic Civil Right**

Organization - National Council of La Raza, ABC's American Latino Media Arts Awards, Hachette Filipacchi Magazine, actor Jon Seda, Gibson Musical Instruments, and NASCAR Café, just to name a few.

You can learn more information about Diversity Affluence by visiting [www.diversityaffluence.com](http://www.diversityaffluence.com).

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