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Luxury Marketers Leave Billions on Table Affluent Ethnic Consumers Widely Overlooked

Diversity Affluence™ Announces Study Results

Hamburg, NJ, September 6, 2007. . . Diversity Affluence™, the consulting company founded by marketing strategist and consultant Andrea Hoffman, announces that American affluent ethnic consumers are one of the most underserved sectors in our population when it comes to marketing and advertising campaigns and tactics. One of the reasons for this is that in the past, little to no information existed. At least not until now.

Hoffman has recently created a new term, “Royaltions™” to refer to this largely untapped demographic of American affluent ethnic consumers. With an annual individual income of at least \$100,000 and a household income of at least \$200,000, Royaltions™ is derived from the word “royalty,” a small but affluent group of influential people.

In January 2007, Diversity Affluence™ commissioned study from a NJ economist and found that Royaltions™ making \$100,000+ in individual income have amassed \$110 billion dollars in purchasing power. “Smart marketers will benefit immeasurably from effectively engaging these influential consumers, who have been patiently waiting to be acknowledged for years, and have been largely ignored by most marketers,” says Hoffman. “Our research among Royaltions™ concludes that they have money to spend, and are waiting for the smartest marketers to help them to decide where and how to spend their \$110 billion. It’s an untapped market and uncluttered space for any brand or business to stand out.”

According to the data compiled for the study of Royaltions™ with \$100,000+ individual income, the breakdown in the United States looks like this: 46% Asian, 30% Hispanic, and 24% African-American/Black.

Upcoming Special research Report from Diversity Affluence™: Strategic Insights Paper: Strategies for generating sales at retail and a similar Report for the Luxury Automotive industry.

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Diversity Affluence™ is the authoritative voice of, and advocate for, the affluent ethnic consumer. As the first company of its kind, Diversity Affluence™ provides the depth and breadth of marketing and business development consulting necessary for brands and businesses to effectively understand, target and market to a wide range of Royaltions™ (affluent ethnic consumers).

For more information about consulting services, speaking engagements and media content, please call 973-846-0155 or email andrea@diversityaffluence.com. You can also visit www.diversityaffluence.com.