



The Advertising  
Research Foundation

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## WHAT WE KNOW ABOUT MULTICULTURAL MARKETING

### **"Enculturated" Pleasure: A Study in Multicultural Engagement How Do Mexican and U.S. Consumers Respond to Humorous Advertising Differently?**

Comparing consumers' responses to four different humor styles, this research offers practical implications for crafting a cross-cultural humor advertising strategy. V. L. Wang (College of Business, Ohio University), K. W. Cruthirds (University of Texas at Brownsville), Y. J. Wang (Ohio University), J. Wei (National University of Singapore). P320

### **Do Korean-Americans View Drug Advertisements Differently than Non-Hispanic White Americans?**

Direct-to-consumer advertising has the potential to be a stronger prescription-drug marketing tool and information source among Korean-Americans, a distinct, economically powerful, and under-examined segment. J. Huh (University of Minnesota), D. E. DeLorme (University of Central Florida), L. N. Reid (University of Georgia) and J. Kim (University of North Florida). P332

### **The Power of Cultural Factors in Spanish-Language Advertising**

A.J. Coffey (University of Florida) replicates and expands on her 2008 study of television advertisers, investigating cultural factors that may spur investment across a broad mix of media platforms. P346

### **Why Advertising Needs to Adjust to Appeal to Young-Adult Latino-Americans**

With Hispanic-Americans the fastest growing ethnic group in the U.S., and young Latinos representing 25 percent of the nation's millennials, language-tailored political advertisements are essential for reaching this demographic, taking into account the varied preferences of multiple generations. S. Chapa (Florida State University), E. Becerra (Texas State University). P356



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