

ETHNIHUB PROFILE

30 . 04. 2021



ETHNIHUB

WHO ARE WE?

The team speaks over a dozen languages, and we're out there, every day, mixing it up with people – our clients, new Canadians and partners! Our diverse team thrives in building campaigns, talking ratios, creating, connecting, laughing, high-fiving and absolutely loving what we do.



OUR CORE BUSINESS IS MULTICULTURAL MARKETING

We strive to advance the interests of all multicultural and BIPOC audiences by making sure their stories are represented and heard.



PARENT COMPANY est.2003



OUR CORE DIVISIONS

Strategic. Insight led. Fueled by creativity. Everything you need to build relationships with your multicultural markets.



COMMUNICATION

Accounts & Client Services

Creative & Design

Content & Linguistics

Production



INSIGHT

Strategy & Planning

Market Research

Price Sampling

Analytics



EXPERIENTIAL

Retail Marketing

Event Marketing

Sponsorship Marketing

Promotions



MEDIA

Media Strategy & Buying

Digital & Social Campaigns

PR & Media Relations

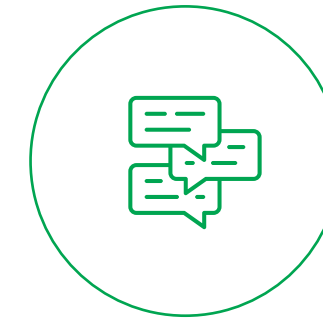
Influencer Marketing

OUR CORE START UP DIVISIONS

est.2015

DIGITAL AVENUE EAST

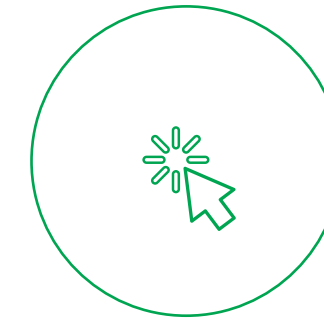
Formed in 2016, as a response to demand we are an official Tencent media sales partner serving Canadian and US entities.



CHINESE SOCIAL MEDIA



CHINESE DIGITAL & DISPLAY



SEM



INFLUENCERS



CONTENT MARKETING

est.2015



ETHNIHUB

Beta tested in 2016-2019 with clients such as Tim Hortons, Western Union we launched ETHNIHUB™ Insights in 2020, and began R&D work into AdTech and MarTech solutions for our media marketplace. Seeking investors.



MULTICULTURAL INSIGHTS PLATFORM



MULTICULTURAL MARKETPLACE

ETHNIHUB™ MULTICULTURAL NETWORK & MARKETPLACE

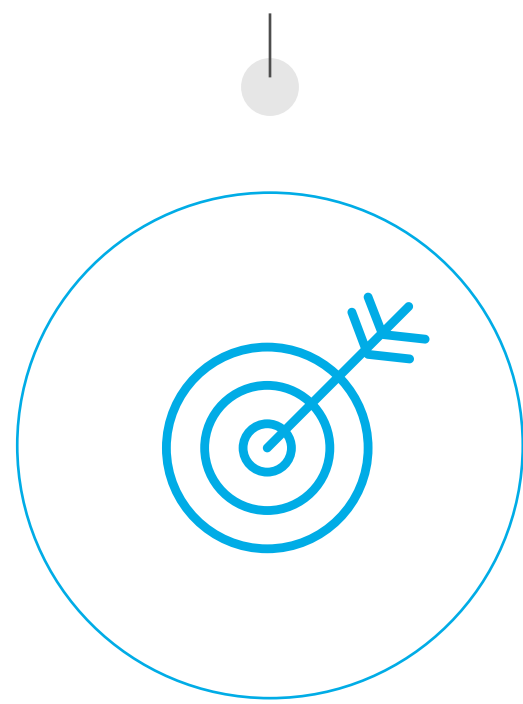
A multicultural network & marketplace in connecting diverse audience intelligence, ethnic media publishers, and content creators to enterprise brands, marketers and agencies across Canada and the US.



ETHNIHUB

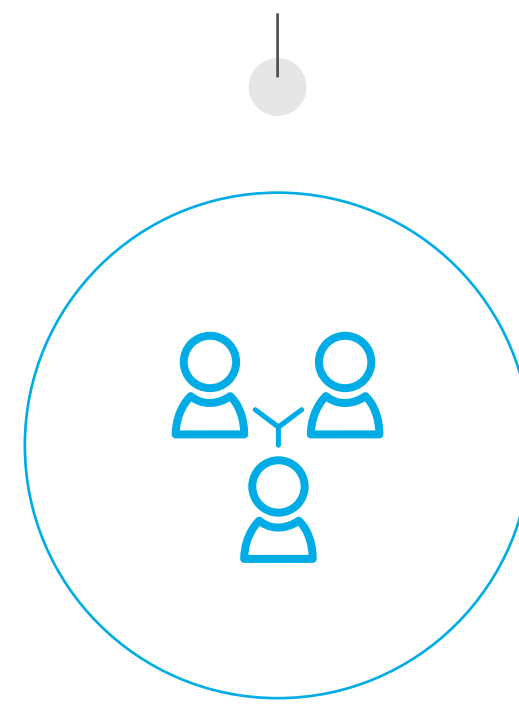


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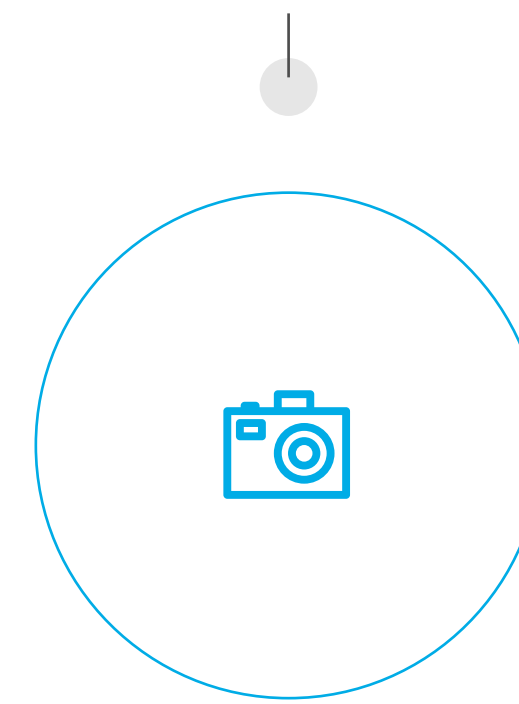
INSIGHTS PLATFORM

Rewards based platform gathering insights and feedback from diverse audiences.



MULTICULTURAL MARKETPLACE

Our marketplace and one stop place to find ethnic and multilingual media including traditional, offline, OOH and digital DSPs. 1000+ publishers 5000+ creators.



ETHNISTOCK

eCommerce platform to view, upload, share and purchase diversity focused stock photos and videos.

100% BIPOC/diverse produced stock photos and videos representing diverse and ethnic groups across North America.

ETHNIHUB™ INSIGHTS

A reward-based research platform that generates consumer insights amongst diverse audiences and segments.



● REAL-TIME SURVEYS & POLLS

Knowledge is power. But not if it takes months to recruit, analyze and then act on. Our real-time platform allows clients to get the answers they need quickly.

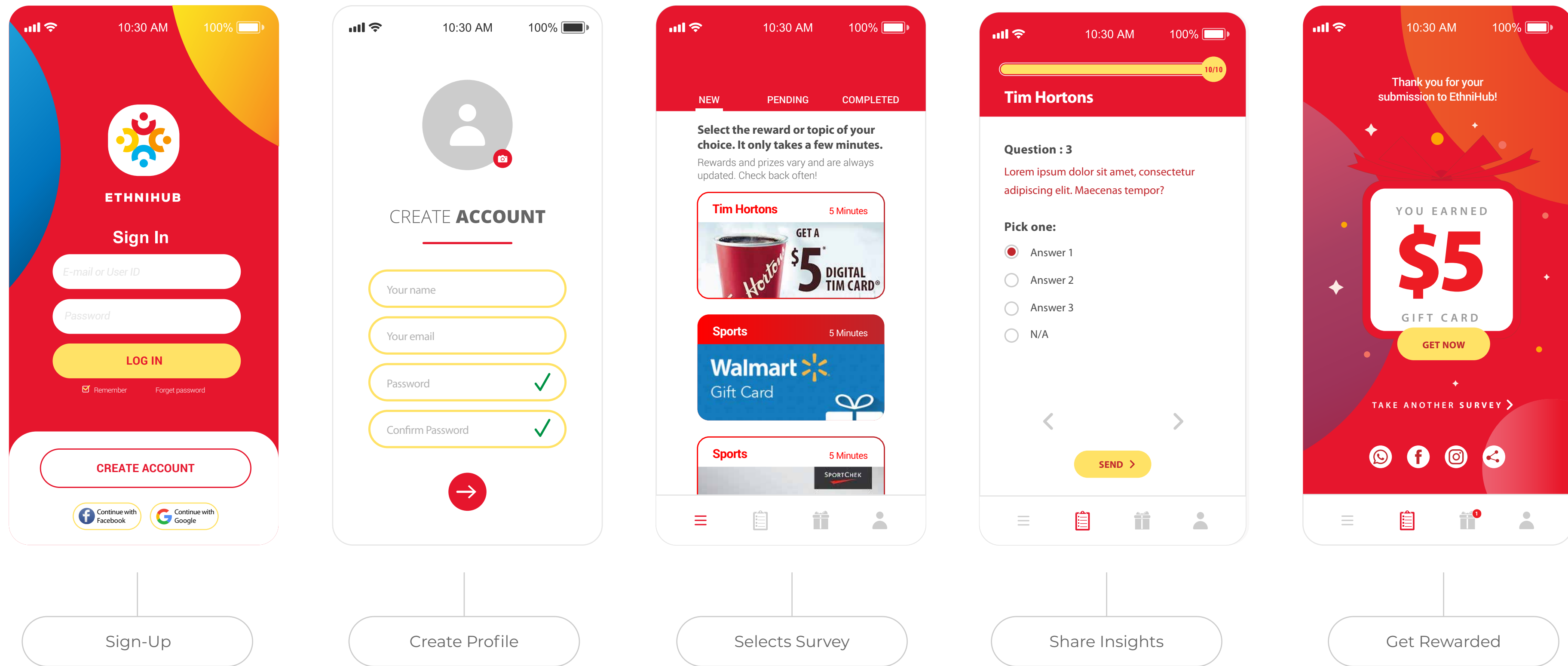
● INSIGHT GENERATOR

Understanding your audience is the first step in building a strong campaign. Why do they buy it? When do they use it? How can you improve it? All good questions. Just think what you can do with the right insight.

● INCENTIVE BASED

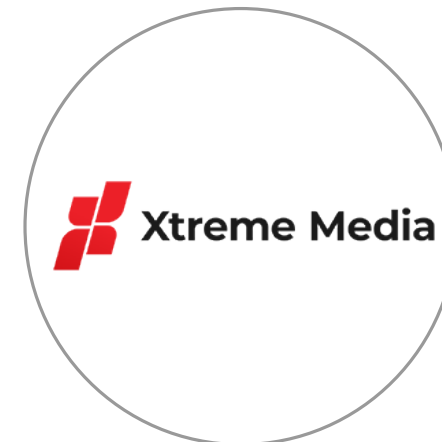
In return for their valued opinions, our multicultural respondent base continues to grow through incentives (egift cards, discounts and special offers from our partnership network). Prefer to incentivize with a raffle prize draw – doable! Just ask us how to get started.

HOW DOES ETHNIHUB™ INSIGHTS WORK?



ETHNIHUB™ MULTICULTURAL MEDIA MARKETPLACE

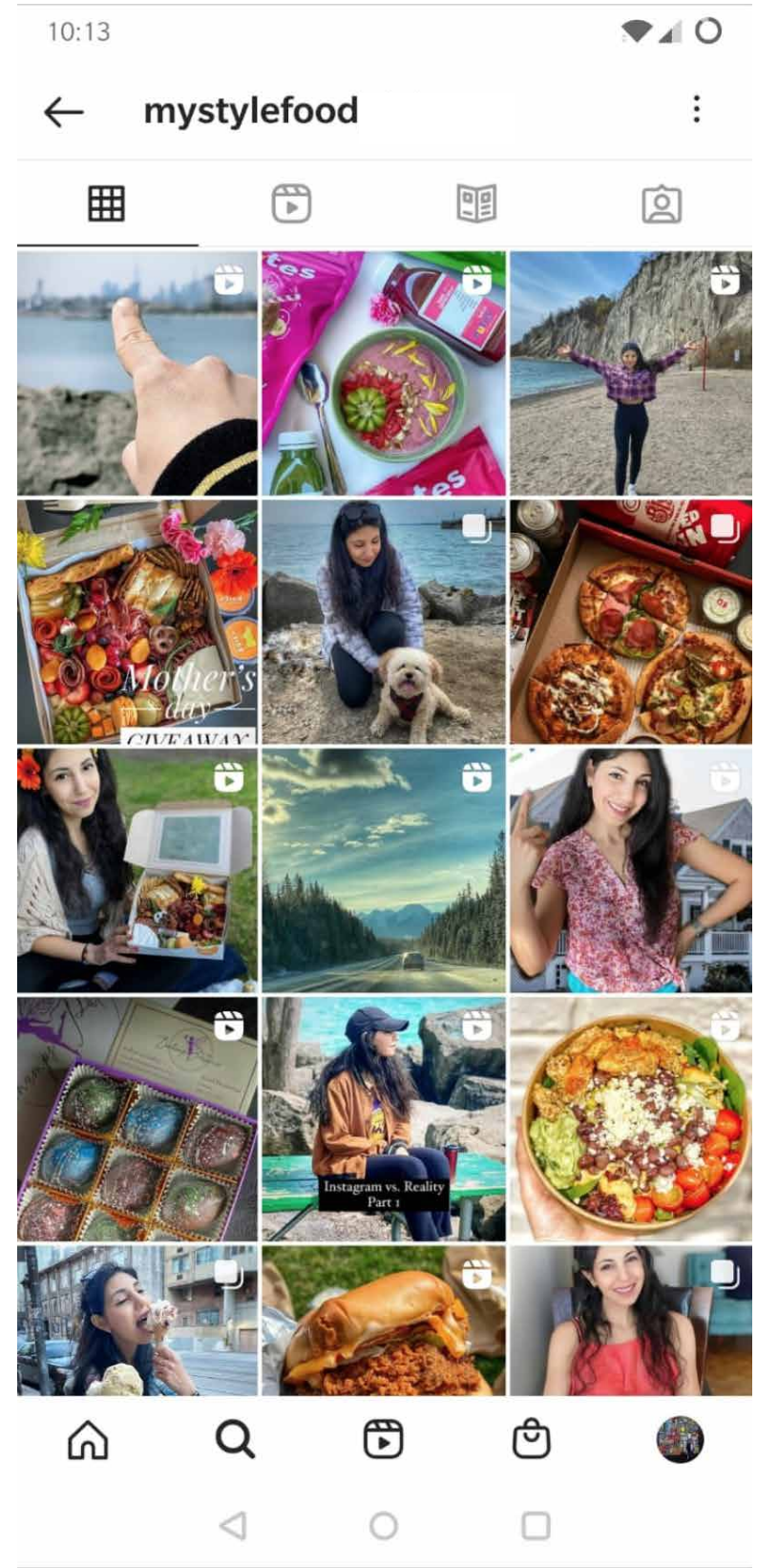
- 1000+ publishers
- Covering top communities across Canada and the US
- Media targeting with ethnic and demo splits
- 20+ of languages



ETHNIHUB™ ETHNIC INFLUENCER NETWORK

- 1000s+ ethnic content creators
- Covering top communities across Canada
- Media targeting with ethnic and demo splits
- 10 languages

500K FOLLOWERS



ETHNIHUB™ VALUE PROPOSITION

Brands, marketers and agencies
who are looking to:

- **GROW CUSTOMER BASE**
Grow your business by better understanding diverse segment needs, preferences
- **AMPLIFY INSIGHTS**
Already have in-house research? No problem, we can supplement and align studies to amplify your current brand tracker.
- **BE MORE DIVERSE AND INCLUSIVE**
Tapping into diverse media, creators and content is easier and accessible.
- **STAY COMPETITIVE**
Stay ahead of the game and like to build relationship with their diverse audiences.



Share diverse opinions.
Get rewarded.



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