

## **David Morse to receive HispanSource Award for Excellence in Hispanic Marketing Research**

June 10, 2009 (Los Angeles, California) – David Morse, author of the just-released book *Multicultural Intelligence: Eight Make-or-Break Rules for Marketing to Race, Ethnicity, and Sexual Orientation* (2009, Paramount Market Publishing) is the recipient of the 5th annual HispanSource Award for Excellence in Hispanic Marketing Research. Morse will receive this award at the 5th Annual Hispanic Marketing Midwest Awards taking place in Minneapolis, MN on June 17. The award will be presented by the James J. Hill Reference Library and Aguilar Productions. Past award recipients include Dr. Felipe Korzenny, Carlos Santiago, Carlos Garcia and Sonya Suarez Hammond.

Under Morse's leadership, New American Dimensions has conducted numerous market research studies that are available to the public.

Hispanic studies include:

1. *Acculturation and Beyond: A Hispanic Segmentation Study* (2008)
2. *Outside the Box: A Qualitative Study of Gay and Lesbian Hispanics and African Americans* (2008)
3. *Made in America: A Quantitative Study of U.S. born Hispanics* (2005)
4. *El Mercado: A Segmentation Study of Hispanic Shoppers* (with ADVO and FMI) (2004)

Other multicultural studies include:

1. *Africans in America: A Quantitative and Qualitative Study of African Immigrants* (with the African Chamber of Commerce) (2009)
2. *Asian Indians in the U.S.: A Quantitative and Qualitative Study of Indian Immigrants* (with InterTrend Communications) (2009)
3. *Real World Lesbians and Gays: A Qualitative and Quantitative Segmentation Study* (with Asterix Group) (2007)

4. Fade 2 BIAAck: An Ethnographic Study of African American Men (2007)
5. Made in America 2: A Quantitative Study of U.S. born and Generation 1.5 Asian Americans (2006)

New American Dimensions received a 2009 ARF David Ogilvy Award for Excellence in Advertising Research for its work with Grupo Gallegos in developing the Bruja campaign for Toma Leche/California Milk Processor Board.

### **About New American Dimensions**

New American Dimensions (NAD) is a multicultural marketing consulting and research company based in Los Angeles, California. Its aim is to be nothing less than a rich resource of actionable marketing intelligence for its clients--helping them shape effective strategies leading to greater success by capturing the rapidly expanding markets of U.S. ethnic consumers and emerging youth markets.

For more information, or to obtain a copy of one of New American Dimensions' studies, please contact Sharmila Fowler at 630.839.9425 or via email at [sfowler@newamericandimensions.com](mailto:sfowler@newamericandimensions.com).