



Reframe The Marketplace: The Total Market Approach to Reaching the New Majority

Jeffrey L. Bowman

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Most businesses are ignoring the more than \$4 Trillion new majority market. Is your business one of them? Learn how to REFRAME your business for the Total Market

Sometime around 2040, ethnic minorities will become the majority of the US population. Brands and businesses are not prepared. *REFRAME: The Marketplace* is the first guide for businesses eager to take advantage of the New Majority opportunity. Author Jeffrey L. Bowman is considered the pioneering thought leader and practitioner of the Total Market approach. He is a senior partner and managing director at Ogilvy & Mather, one of the world's largest advertising and communications agencies. Within four years, Bowman's practice was able to deliver more than \$5 million in incremental fees and win industry awards for strategy, creativity, and brand effectiveness.

In this forward-looking and invaluable resource, Bowman shows you how to recognize this huge, underserved market. He then teaches you how to reorganize your enterprise to reap the rewards of this burgeoning segment. New majorities have already emerged in the top ten US cities. You'll learn how this market came about, why they've been ignored for the last fifty years, and, most importantly, how you can engage them so that they become your customers for life. The new majority consumer segments are the primary drivers of contemporary social and cultural change, and they influence the behaviors of those to whom brands cater—not the other way around. Bowman teaches you to flip the script and start targeting those who start trends, speak up, and push for progress in all aspects of life. That's the way to see your brand take off and develop the following you have been chasing from the wrong perspective.

Women, non-Christians, blacks, Hispanics, Asians, the LGBT customer segments, among others, are the faces—and deep pockets—of the New Majority. The minority will soon become the majority, and all of them want to be represented in advertising, catered to in the marketplace, and seen, not as individual outliers, but as prominent members of our diverse society. The New Majority wants your company to talk to them. They want to buy from you, but you're not reaching them yet. This book shows you how.

You'll learn how to:

- Right size your organization and business planning practices
- Tap into a historically underserved market
- Effectively reach the *other* half of the population
- Engage the market segment now worth more than \$4 Trillion globally

The New Majority: They make money. They make decisions. They make an impact. They are smart, aware, and willing to evangelize when a brand targets their wants and needs. They are the future of your business. *REFRAME: The Marketplace* shows you how to capture them.

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