

Publicis Media Announces ‘Beyond Demographics™ Indian ID’ Study

Untapped Asian Indian Community Twice as Likely to Be Millennials Than General Market Counterparts

New York, Aug. 11, 2016 — Publicis Media announced today the release of its “Beyond Demographics™ Indian ID” study designed to equip advertisers with a deeper understanding of Indian American consumers in the United States—an audience that is dynamic, growing and with untapped potential.

This new edition is the fifth installment to Publicis Media’s umbrella “Beyond Demographics™” initiative, a series of studies created by the agency’s multicultural capability to drive transformation and advance the advertising industry’s understanding of multi-cultured consumers.

Previous studies focused on African American, LGBT and Latino communities. The “Indian ID” study provides a framework that introduces the U.S. Asian Indian opportunity to advertisers, enabling them to identify ways to connect with this audience and drive growth for their brands.

Key findings include:

- A highly-millennial audience. The U.S. Asian Indian population is twice as likely (48%) to be between the ages of 18-34 (millennial) vs. 23% of the total American population
- More likely to be married with children. They are 41% more likely to be married and 12% more likely to be parents (48% of Indian Americans have kids in HH vs. 43% for the GM).
- A higher household income. Average household income for the U.S. Asian Indian population is \$86K vs. \$51K average for the total American population
- More likely to own multiple media devices. In Indian homes of affluence, 56% own video game consoles (compared to 40% of total American HHs), 54% own streaming devices (vs. 40%) and over 60% own tablets or HD/3D/4K TV systems.

The U.S. Asian Indian community is one of the fastest growing communities in the country. It represents the second-largest ethnic Asian community, after Chinese-Americans, and has the fastest Asian community growth rate. Marketing conversations about rapidly-growing audiences traditionally focused on Hispanics, but the pace of growth for Asian Indians (81%) surpassed Hispanics in the past decade — their growing sphere of influence, combined with a strong sense of identity and high household income levels, is causing advertisers to take note.

“The value of Asian Indians grows more evident. However, previous information used to inform marketing decisions was sporadic, dated and unlikely representative of the full scope of this audience,” said Esther Franklin, EVP, Head of Americas Experience Strategy at Publicis Media. “The Asian Indian ID provides a nuanced look at the culture’s richness and texture — its behaviors and beliefs. Additionally, information on this community’s relationship with American/Western media, as well as with content produced especially for Indians, unlocks keys that brands can use to connect with this audience and drive growth.”



The “Beyond Demographics™ Indian ID” is a proprietary Publicis Media initiative conducted in partnership with several of the largest global South Asian companies; an alliance initiated by the South Asians in Media, Marketing and Entertainment Association (SAMMA).

Beyond Demographics™ Indian ID partners include:

- AAPKA Colors Viacom 18
- Saavn
- Sony Entertainment Television
- Star TV
- Zee TV

About Publicis Media

Publicis Media is one of the four solutions hubs of Publicis Groupe [Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media powers four global brands Starcom, Zenith, Mediavest | Spark and Optimedia | Blue 44 supported by digital-first, data-driven Global Practices, which together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 17,000 employees worldwide.

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