



# DEMOCRAPARTS

An FTC Workshop on December 6, 2016

# MARKETING TO DIFFERENT CONSUMER POPULATIONS

## Research Presentation

**Yannis Spiliopoulos**, Columbia University

**Vincent Toubiana**, Commission Nationale de  
l'Informatique et des Libertés

# MARKETING TO DIFFERENT CONSUMER POPULATIONS

**Orlena Blanchard**, Joy Collective

**Xenia Boone**, Direct Marketing Association

**Edward Chang**, Asian American Advertising  
Federation

**Horacio Gavilán**, The Voice of Hispanic  
Marketing

# THE DEMOGRAPHICS OF CONSUMER COMPLAINTS & FRAUD

Devesh Ravel,  
Bureau of Economics, FTC

# Lunch

1 pm to 2 pm