

DEODATE

CORPORATE REAL ESTATE | STRATEGY

Carolina Glez Figured
Marketing & Creative Content
cgv@deodatecorp.com
626.219.6486 x1003

PRESS RELEASE

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NATIONAL REAL ESTATE STRATEGY FIRM AND DIVERSITY ADVISORY GROUP TEAM UP TO TACKLE THE RETAIL APOCALYPSE WITH FIRST-OF-ITS-KIND SOLUTION

New partnership launches the Diverse Demographic Retail Insights (DDRI) Platform, impacting hundreds of shopping centers across America looking to increase foot traffic in areas with 25%+ Diverse Population Markets

LOS ANGELES, CA – Today, DEODATE Retail Strategies (DEODATE), in partnership with Black//Brown (B//B), launched a new platform focused on addressing the issues faced by National Retail Tenants and Shopping Mall Owners with assets located in markets with populations consisting of 25% or more Asian, African-American, and/or Latinx demographics. The “Diverse Demographic Retail Insights” (DDRI) platform will marry diverse demographic retail habits by generational age group with retail center programming preferences and tenant mixing.

“There are hundreds of shopping centers in America located in market areas with at least 25% concentration of Asian, African-American, and/or Latinx demographic groups,” stated Rodrigo Gonzalez, CEO of DEODATE, a Los Angeles-based national strategy consulting firm focused on real estate. “The retail apocalypse is partially self-inflicted. Internal shifts in strategy have not accounted for external shifts in market area demographics. It is not surprising that anchor tenant leases signed more than a decade ago are now exiting or closing shop. The consumer that once sustained their sales is no longer there, and coupled with online shopping, it is a recipe for disaster. We feel we can correct that.”

This initiative was first discussed in 2018 by DEODATE CEO Rodrigo Gonzalez and Charlie Echeverry, Managing Director of Black//Brown, a Los Angeles-based strategic advisory firm focused on the intersection of emerging audiences and platforms. Conversations over the challenges faced by brick-and-mortar retailers in the digital age led to the realization that many issues stem from an oversight of shifting consumer demographics and associated shopping habits.

“The country’s demographics have evolved dramatically over the last 20 years, and the new American consumer has evolved along with them. Companies that incorporate a fresh view of this new diverse consumer at the very top of their strategic decision-making funnel will win,” said Echeverry. “Our work with blue-chip brands across a number of industries in the media and content space provides us a unique purview to develop diversity strategies for a new set of retail partners that unlock these new consumers and activate them authentically.”

For the last two decades, leadership within DEODATE and Black//Brown have advised large institutional real estate holders, corporate developers, and national Fortune 500 brands in both real estate and marketing strategy. This initiative is focused on retail property holders and CFOs within national retailer organizations looking to maximize their physical assets within 25%+ diverse market areas across the country.

ABOUT DEODATE:

DEODATE is a management consulting firm specializing in corporate real estate strategy, retail strategy, portfolio management, real estate operations, and transactional strategy. DEODATE provides consulting services to some of the most well-known government agencies, corporate developers, and mid-cap to Fortune 500 firms. DEODATE is based in Los Angeles with active engagements nationwide and internationally.

ABOUT BLACK//BROWN:

Black//Brown is a strategic advisory firm made up of world-class operators, thought leaders, and executives with both Fortune 500 and start-up experience that have spent their careers building and growing businesses at the intersection of the digital revolution and Black//Brown America. Black//Brown specializes in go-to market strategy, change management, and business acceleration for large and small-cap firms. Black//Brown is based in Los Angeles and works with clients nationwide.

For more information, visit www.deodatecorp.com/retail-insights

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