

## SBS launches Cultural Connect

A suite of services helping brands connect with Australia's multicultural and multilingual communities

Watch the promo [here](#).

SBS has launched SBS Cultural Connect, a collection of distinctive services designed to help advertisers better understand and reach Australia's increasingly diverse population.

The new offering extends SBS's existing services for brands and advertisers, and bringing together unique capabilities that draw on SBS's extensive experience in reaching and engaging communities.

**Adam Sadler, Director of Media Sales at SBS** said, "How do you speak to a consumer when you don't understand them? Brands can't take a 'one size fits all' approach to our country's increasingly diverse population, and those who do may be missing out on opportunities.

"SBS has been speaking to these communities for over 40 years, so we are well-placed to give brands the platform and expertise they need to create a real connection with culturally and socially diverse audiences around the country".

As the world's most linguistically diverse broadcaster, providing services in 68 languages through SBS Radio, SBS can not only help brands connect with hard-to-reach audiences, but it also provides advertisers with unparalleled in-language production including specialist translation, subtitling, voice over, and other services.

SBS Cultural Connect also provides access to research, data and insights on Australia's diverse communities, as well as strategic support to assist clients in creating meaningful and culturally appropriate content.

Resources already available to businesses include SBS's Cultural Competence Program, an innovative online training program designed to build understanding around cultural diversity and inclusion in the workplace.

For more information about SBS Cultural Connect and the services available, visit [sbsmedia.com.au/cultural-connect](http://sbsmedia.com.au/cultural-connect).

### ENDS

Media contact:

Jackie Holt | [jackie.holt@sbs.com.au](mailto:jackie.holt@sbs.com.au) | 0447 245 330

#### Special Broadcasting Service

14 Herbert Street, Artarmon NSW 2064 Australia

[sbs.com.au](http://sbs.com.au)

Tel: +61 2 9430 2828