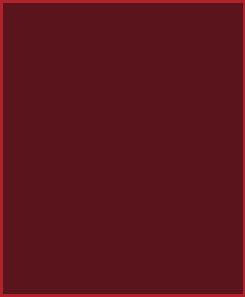
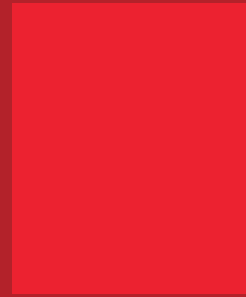


2022



HISPANIC
MARKET GUIDE

CREDITS

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TABLE OF CONTENTS

INSIGHTS	4
ADVERTISERS	13
DEMOGRAPHICS	18
MEDIA CONSUMPTION	20
THE POWER OF SIMPLE IDEAS	42
ABOUT HMC	54
HMC BOARD OF DIRECTORS	55
MARKETING & COMMUNICATIONS	
COMPANY MEMBERS	56
Company Listing by Sector	107
MEDIA, RESEARCH & OTHER COMPANY MEMBERS	108
Digital and Internet Companies	
Radio, Television & Cable Networks	
Research Companies	
Other	

INSIGHTS

The multicultural majority is coming fast and here to stay. This diversity is rich in nuance, with mixed races and identities that are shifting American culture and purchase behaviors. The bottom line is identity does not often fit into a single, neat box. Many Hispanics are Afro-Latinos—and most Blacks and many Hispanics identify as both in their race and ethnicity, consider themselves “people of color,” and share common areas of culture (like family and respect) and of discrimination.

As many brands wrestle with casting choices, DEI initiatives and whether or not to invest in minority-owned media, they cannot forget to invest in multicultural marketing and partner with the right segment marketing experts, found in this guide. If a company does not understand and portray the realistic nuances of people, they risk alienating them, especially if they continue developing campaigns through the lens of white culture.

Here are the top 10 facts and trends marketers must pay attention to in 2022–2023.

1

The multicultural majority shift is happening faster than expected.

Americans under 35 could be a multicultural majority as early as 2023.

2020 was believed to be the “official” year that the first full generation in America was a multicultural majority, BUT based on preliminary 2020 Census information, we estimate this landmark occasion to have happened in 2015!

Percentage of Multicultural Americans under 18



2020 Projections (2010)

50.2%



2020 Actuals

52.7%

Estimates based on non-Hispanic white population decline 8 years ahead of original Census projection.

Why?

Partially due to an aging non-Hispanic white population with a most common age of 58 compared to 27 for the multicultural segment. What else contributed?

Non-Hispanic white population decline was 8 years ahead of 2010 projections.

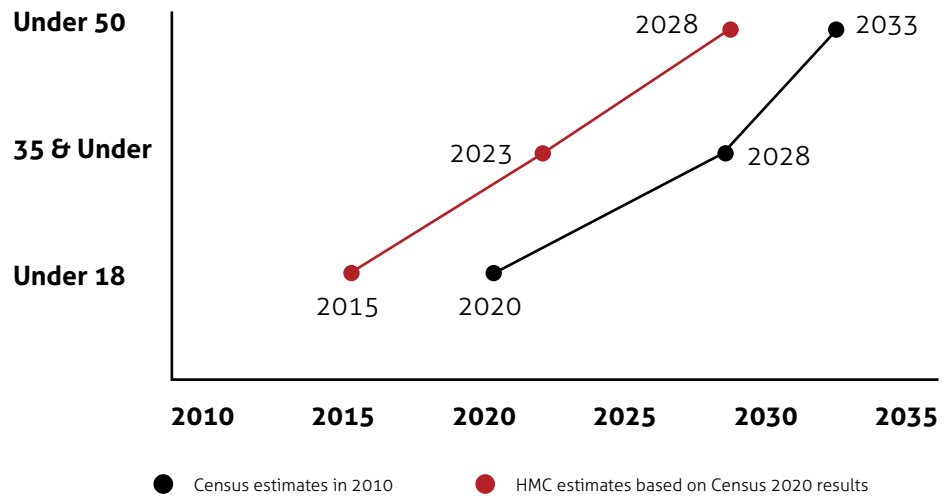
↓ **Fewer white births in 2010–2019**

↑ **An uptick in non-age-related deaths among non-Hispanic whites**

↓ **Slower non-Hispanic white immigration**

The Brookings Institution, 2021

With the Hispanic population growing and non-Hispanic whites declining, **the multicultural majority projections must shift forward.**



2
Hispanics are the driving force behind these populations shifts.

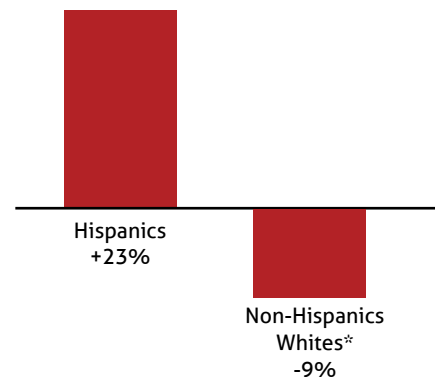
With a population of 62 million, Hispanics make up almost 19% of the U.S. population, contributing to more than half of the total population growth over the past 10 years and skyrocketing in buying power.



Hispanic buying power is projected to be **\$2.6 trillion** in just about three years, representing a nearly **150% increase** in the last decade.

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Population Growth Rate 2010 to 2020



*Non-Hispanic whites that are not mixed race.

Source: U.S. Census "2020 Census Illuminates Racial & Ethnic Composition of the Country" 2021.

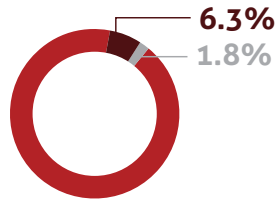
3

Diversity within the Hispanic segment is impacting America's growing multicultural mainstream.

U.S. Latinos represent a diverse and multicultural community. There are more than 3.8 million Afro-Latinos in the U.S., representing 6.3% of all Latinos, and the Asian Latino population has increased by 28% since 2010, rising to 1.1 million and representing 1.8% of Latinos.

The U.S. Hispanic population is

62 million



- Identify as Afro-Latino
- Identify as Asian Latino

Intersectional recognition is important to Latinos.

20.2 million

Latinos identify as belonging to two or more races, a

567% increase

from 2010.



3.8 million

Afro-Latinos in the U.S.



28% increase

in the Asian Latino population since 2010

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A growing number of Latinos identify as mixed race with elements of two cultures, others are writing "Hispanic" in the race category of the Census or "Mestizo," adding a layer of Indigenous American Identity. Both Latino-Indigenous Americans and Afro-Latinos face a unique kind of discrimination from both the white community and the Latino community in the form of colorism.

6 out of 10

Hispanics

ages 13-49

would like to get rid of socio-economic and racial colorism hierarchies.

Source: HMC IT'S TIME: Ready (or not) for the Multicultural Majority, 2020.

4

Cultural blind spots continue to be a reality in entertainment and marketing.



8 out of 10
film and scripted TV directors are white.



9 out of 10
TV scripted show creators are white.

Source: 2021 UCLA Hollywood Diversity Report



9 out of 10
chief executives, sales and public relations managers are white.



8 out of 10
advertising, marketing and promotions managers are white.

Source: 2021 Bureau of Labor Statistics

While there have been small improvements over the years, marketing leadership teams remain predominantly white, making it nearly impossible to address issues of cultural literacy, nuance and intersectionality when content is controlled by primarily one race (white) and often one gender (male), particularly at the C-suite level.

Intersectionality noun

The complex, cumulative way in which the effects of multiple forms of discrimination (such as racism, sexism, and classism) combine, overlap, or intersect especially in experiences of marginalized individuals or groups.

5

More Latinos are needed behind and in front of the camera.

Latino representation on TV is largely driven by Spanish-language content. Without it, Latino representation drops to 6% across all TV, according to Gracenote Inclusion Analytics.



39%

of Latinos feel there is not enough representation of their identity group on TV.



Almost 60%

say they are more likely to watch content featuring their identity group.



55%

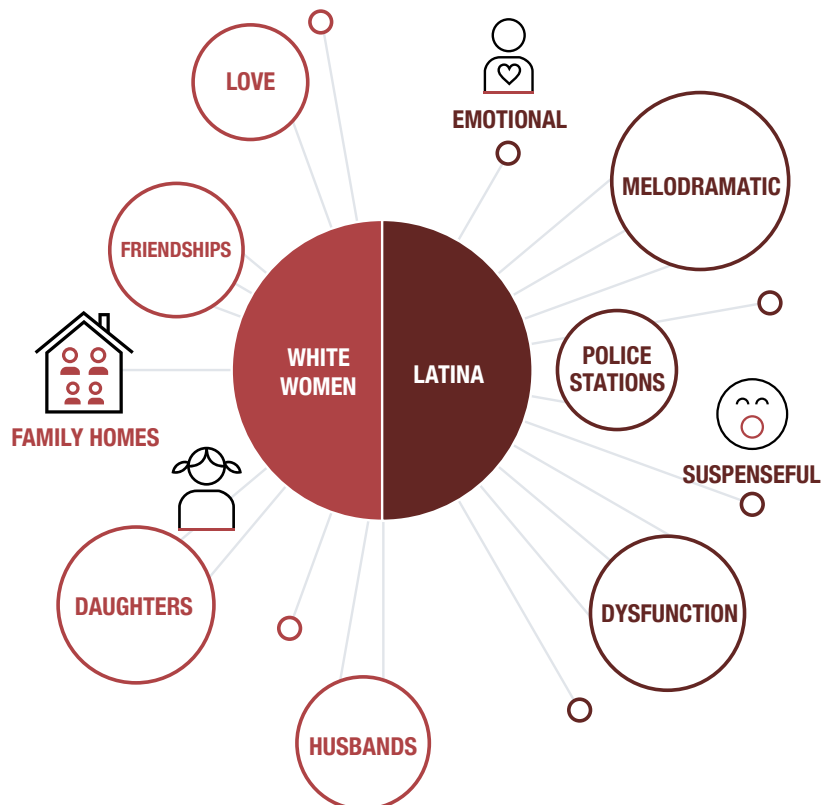
say they are more likely to buy products from brands that advertise on content featuring someone from their identity group.



Less than 10%

of the 87 ads that ran during the 2021 Super Bowl were directed by just three women and "at most" five people of color, according to an analysis from AdAge.

Stereotypical typecasting and storylines remain



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Top 5 Genres for Latino Representation (Ranked by Share of Screen)

- 33% Entertainment
- 32% Law
- 28% News Magazine
- 24% Comedy-Drama
- 19% Drama

Many opportunities exist to improve representation of different Latino identities across genres.

Latina Women had the most representation in **soaps at 22.46%** in Q1 2021.

Hispanic LGBTQ representation is at just **0.5% in sitcoms**, one of the most-watched genres on TV.

Afro-Latino representation is concentrated in **reality at 2.9%** visibility and **drama at 1.7%** visibility.

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Latinos are increasingly seeking out content where their identity group is represented, and that means turning to streaming, enabled smart TVs and internet-connected devices, making these essential platforms for brands who want to connect with Hispanics—in fact, 55% of Latinos say streaming has content most relevant to their identity group.

6

Brands that don't get it or offend will lose market share.

When Gen Zers and parents see brands acting in a way that doesn't align with their values or that is culturally disrespectful, they walk away and often spread the word. The number-one reason Gen Zers and Hispanic and Black parents have quit a brand is disrespect for "their own or someone else's" racial or ethnic group, ranking third among non-Hispanic white parents.

Over 50%

of people ages 13-49 have quit a culturally illiterate brand, saying it "offended them or disrespected their values."

72%

of Black female parents ages 25-49 have quit a brand for this same reason.

Source: HMC TIME'S UP: Ready (or not) for the Multicultural Majority, 2020.

7

Social movements have had a clear impact on diverse casting in advertising.

The events of May 2020 that brought the Black Lives Matter movement to the forefront had a clear impact on diverse casting in advertising. However, the representation that peaked in the months after the protests has started to decline.



64%

of Americans said they would like to see more diversity in online advertising, according to a study done by [Facebook & Geena Davis Institute on Gender in Media](#).



57%

of people in the U.S. say that brands have perpetuated stereotypes in their communications and advertising.

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8

Diverse casting isn't enough—positive portrayal makes a bigger difference.

According to research by Kantar in partnership with the Unstereotype Alliance, ads that include diverse casting have almost identical probability that the ad will drive a short-term sales uplift and power--meaning the ad's potential to contribute to longer term equity--as ads that don't. Ads that feature underrepresented groups in a positive way, on the other hand, see a lift in the potential to build the brand in the longer term and also more potential to influence short-term sales.

Ads with Diverse Casting

-1

on Power

+1

on Short-Term Sales Lift

Ads with Positive Diverse Portrayal

+45

on Power

+23

on Short-Term Sales Lift

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9

Diversity in ads, done well, can improve ROI.

A lack of diversity may come from fear of alienating audiences that aren't like the people represented in ads, but according to Kantar, showing people who are different from the audience doesn't harm the ad—in fact, if done well, it can improve the ad's ROI.



30%

more views attracted to YouTube videos featuring female-led and gender balanced content than male-dominant videos, according to a study done on YouTube content looking at gender portrayal

Inclusivity in advertising

is also good for brand ROI as inclusive ads positively impact short term sales and longer-term brand building.

Gen Z and Millennials

are even more sensitive towards this topic, meaning that inclusive advertising will become more important over time.

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10

Inclusive portrayal in advertising must be authentic to be impactful.

In the U.S., nine out of 10 chief executives and advertising, promotions, sales & marketing managers are non-Hispanic white. Globally, the numbers are also grim. Data from the industry group Creative Equals from the U.K. shows that there are very few people from underrepresented groups among the people making ads.

Only...



1–2% of staff are disabled.



17% of creative directors are women.



3% of CEOs are Black, Asian, Multi-Ethnic.



6% of creatives are over the age of 50.

Backlash can occur when you get portrayal wrong. One of the reasons for it to go wrong is when companies aren't walking the talk: they make big claims about inclusivity and yet the work they produce, and the experiences of the staff, tell a different story. Often, the advertising industry isn't entirely representative of the audience it's creating content for. Done correctly, inclusive and diverse portrayal in advertising leads more impactful ads and eventually will help you grow your brand.

This is why it is critical to partner with the right segment marketing specialists, not just check off DEI or diverse casting boxes.

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Brand Implications

It's important to immerse yourself into the world of the people you're representing and co-create together with them—this often means partnering with culture marketing expert agencies. Investment in multicultural marketing is a must to get the recipe for success right:

- Pick content, messages and themes that are relatable, leveraging cultural insights, empathy and emotional power. Subconscious trigger points across races are different, so take care to understand your target audience before you create the ad for them.
- Ensure you consider intersectionality: multi-racial ads, inclusive and diverse ads that stand to unify are considered progressive and have a positive impact on those under-represented in advertising.
- Have the right mix of inclusive casting, celebrating culture and diversity as a way of life. You have the power to challenge unconscious bias and create a greater sense of community through diverse and inclusive advertising.
- Hire in-culture marketing experts to guide you from the planning stages through campaign execution and results analysis.

ADVERTISERS

Parent	Total 2021 Ad Spend	2021 Spanish-Language Spend	% of Total Ad Spend
PROCTER & GAMBLE CO	\$2,709,252.50	\$271,168.30	10.01%
T-MOBILE USA INC	\$1,192,904.30	\$158,399.90	13.28%
AT&T INC	\$1,775,499.50	\$149,749.10	8.43%
JOHNSON & JOHNSON	\$960,370.90	\$125,657.10	13.08%
CONSTELLATION BRANDS INC	\$482,605.00	\$119,107.60	24.68%
VERIZON COMMUNICATIONS INC	\$1,175,797.50	\$109,253.30	9.29%
TOYOTA MOTOR CORP	\$1,219,581.00	\$107,919.30	8.85%
ALPHABET INC	\$940,281.40	\$103,537.70	11.01%
UNITED STATES GOVERNMENT	\$1,037,740.30	\$101,713.70	9.80%
COMCAST CORP	\$1,505,957.40	\$98,357.00	6.53%
SEARCHLIGHT CAPITAL PARTNERS LP	\$93,095.90	\$92,255.30	99.10%
TARGET CORP	\$480,630.60	\$91,990.80	19.14%
CHARTER COMMUNICATIONS INC	\$541,708.90	\$88,679.00	16.37%
LOREAL SA	\$523,893.50	\$88,186.80	16.83%
GENOMMA LAB INTL SAB DE CV	\$87,520.10	\$87,496.70	99.97%
MCDONALDS CORP	\$547,747.30	\$87,462.70	15.97%
CALIFORNIA STATE	\$376,574.40	\$82,797.10	21.99%
NOVO NORDISK A/S	\$593,109.60	\$81,703.20	13.78%
NEW YORK STATE	\$459,997.60	\$77,221.90	16.79%
AMAZON.COM INC	\$1,986,158.70	\$73,609.40	3.71%
WALT DISNEY CO	\$1,458,770.50	\$73,174.50	5.02%
CLAYTON DUBILIER & RICE LLC	\$171,486.40	\$72,338.40	42.18%
NISSAN MOTOR CO LTD	\$593,214.20	\$72,248.00	12.18%
WALMART INC	\$620,308.00	\$70,604.50	11.38%
ROARK CAPITAL GROUP INC	\$831,762.10	\$65,621.90	7.89%
UNILEVER	\$567,575.10	\$64,312.40	11.33%
LARCHE GREEN NV	\$146,255.60	\$61,560.30	42.09%
YUM! BRANDS INC	\$858,018.20	\$61,499.60	7.17%
KELLOGG CO	\$393,477.50	\$61,326.60	15.59%
SAINT JUDE CHILDRENS RSRCH HSPTL INC	\$171,520.80	\$57,376.70	33.45%

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Total Hispanic DMAs

Rank	Designated Market Area (DMA)	Hispanic Total Homes	% of US
1	Los Angeles	2,129,800	11.992
2	New York	1,661,000	9.352
3	Miami-Ft. Lauderdale	897,300	5.052
4	Houston	805,200	4.534
5	Dallas-Ft. Worth	656,700	3.698
6	Chicago	585,000	3.294
7	San Antonio	538,200	3.030
8	San Francisco-Oakland-San Jose	469,800	2.645
9	Phoenix (Prescott)	459,900	2.590
10	Orlando-Daytona Beach-Melbourne	368,200	2.073
11	Harlingen-Waco-Brownsville-McAllen	361,000	2.033
12	Sacramento-Stockton-Modesto	350,400	1.973
13	Tampa-St. Petersburg (Sarasota)	331,100	1.864
14	Philadelphia	318,800	1.795
15	Fresno-Visalia	310,600	1.749
16	Albuquerque-Santa Fe	305,100	1.718
17	San Diego	304,400	1.714
18	Denver	300,400	1.691
19	Washington, DC (Hagerstown)	299,200	1.685
20	El Paso (Las Cruces)	272,700	1.535
21	Boston (Manchester)	243,700	1.372
22	Austin	238,000	1.340
23	Atlanta	211,000	1.188
24	Las Vegas	208,900	1.176
25	Seattle-Tacoma	173,000	0.974

U.S. Counties with Large Hispanic TV Household Populations (200,000+)

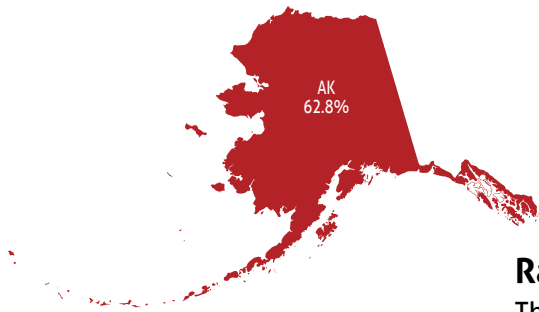
DMA Name	State	County Name	Total TV HHs	Hispanic TV HHs	Hispanic Pct.
Phoenix (Prescott)	AZ	Maricopa	1,625,280	382,350	24%
Los Angeles	CA	Los Angeles	3,172,490	1,213,540	38%
Los Angeles	CA	Orange	1,016,010	249,820	25%
Los Angeles	CA	Riverside	570,910	234,210	41%
Sacramento-Stockton-Modesto	CA	Sacramento	535,650	102,560	19%
Los Angeles	CA	San Bernadino	632,320	295,200	47%
San Diego	CA	San Diego	1,133,290	299,870	26%
Miami-Ft. Lauderdale	FL	Broward	729,230	216,040	30%
Miami-Ft. Lauderdale	FL	Miami-Dade	922,010	658,320	71%
Jacksonville	FL	Duval	384,040	36,920	10%
Tampa-St. Petersburg (Sarasota)	FL	Hillsborough	557,380	148,160	27%
Chicago	IL	Cook	1,954,440	365,730	19%
Las Vegas	NV	Clark	829,820	204,460	25%
New York	NY	Bronx	481,690	268,580	56%
San Antonio	TX	Bexar	723,830	404,320	56%
Dallas-Ft. Worth	TX	Dallas	927,350	290,980	31%
El Paso (Las Cruces)	TX	El Paso	265,210	216,040	81%
Houston	TX	Harris	1,626,640	586,240	36%
Harlingen-Waco-Brownsville-McAllen	TX	Hidalgo	231,390	220,680	95%

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U.S. Counties with Large Hispanic TV Household Percentages (70%+)

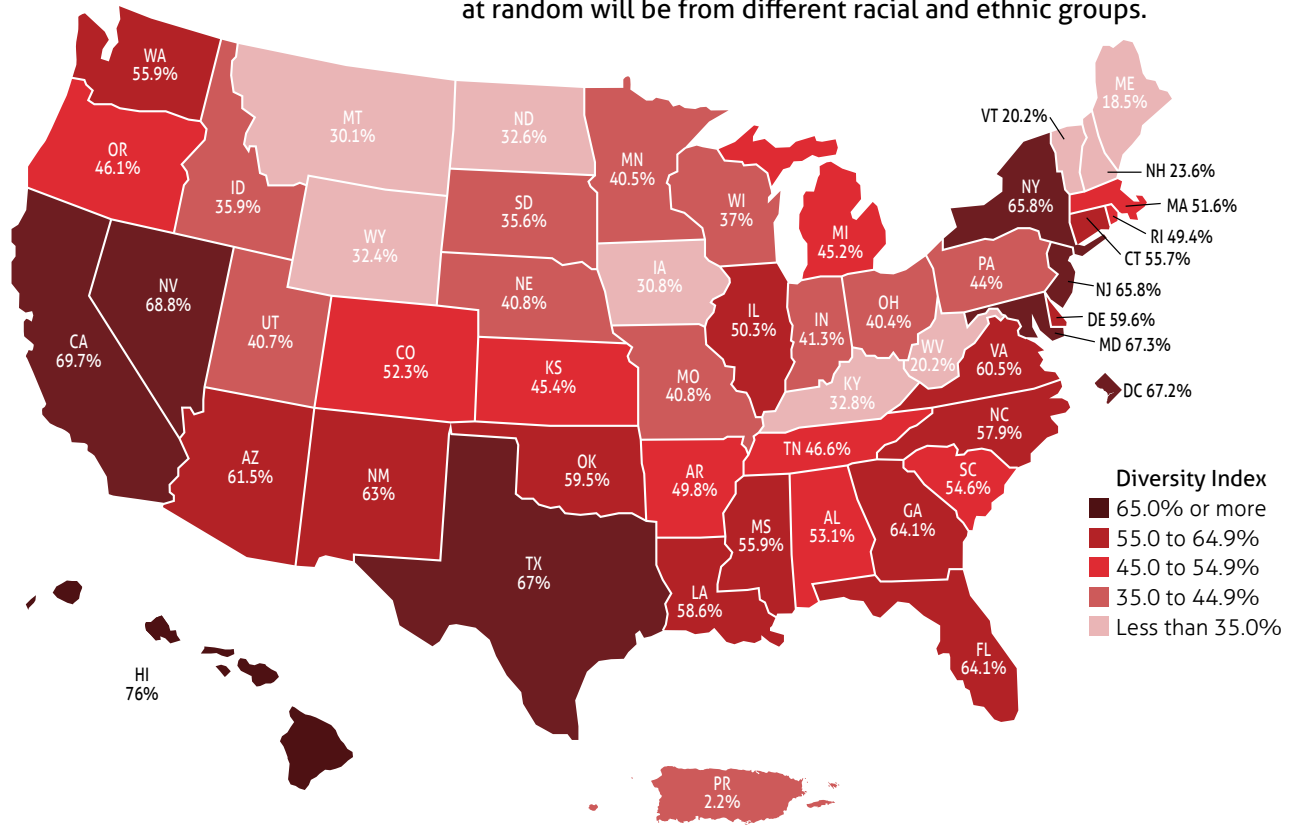
Rank	DMA Name	State	County Name	Total TV HHs	Hispanic TV HHs	Hispanic Pct.
1	Corpus Christi	TX	Kenedy	100	100	100%
2	Harlingen-Waco-Brownsville-McAllen	TX	Starr	16,380	16,380	100%
3	San Antonio	TX	Zavala	3,470	3,400	98%
4	San Antonio	TX	Maverick	16,280	15,890	98%
5	Laredo	TX	Webb	74,340	72,000	97%
6	Corpus Christi	TX	Jim Hogg	1,830	1,770	97%
7	Laredo	TX	Zapata	4,110	3,920	95%
8	Harlingen-Waco-Brownsville-McAllen	TX	Hidalgo	231,390	220,680	95%
9	Corpus Christi	TX	Brooks	2,520	2,370	94%
10	Corpus Christi	TX	Duval	3,650	3,340	92%
11	Harlingen-Waco-Brownsville-McAllen	TX	Willacy	5,050	4,620	91%
12	Harlingen-Waco-Brownsville-McAllen	TX	Cameron	116,120	105,700	91%
13	San Antonio	TX	Dimmit	3,140	2,840	90%
14	Albuquerque-Santa Fe	NM	Mora	1,780	1,520	85%
15	San Antonio	TX	La Salle	2,040	1,740	85%
16	Albuquerque-Santa Fe	NM	Guadalupe	1,480	1,250	84%
17	Yuma-El Centro	CA	Imperial	50,840	42,500	84%
18	Albuquerque-Santa Fe	NM	San Miguel	9,900	8,140	82%
19	El Paso (Las Cruces)	TX	El Paso	265,210	216,040	81%
20	San Antonio	TX	Frio	5,700	4,630	81%
21	Odessa-Midland	TX	Presidio	2,290	1,860	81%
22	San Antonio	TX	Val Verde	15,660	12,420	79%
23	Corpus Christi	TX	Jim Wells	13,420	10,640	79%
24	Odessa-Midland	TX	Reeves	4,750	3,650	77%
25	Tucson (Sierra Vista)	AZ	Santa Cruz	14,330	10,980	77%
26	Albuquerque-Santa Fe	NM	Rio Arriba	14,040	10,370	74%
27	Albuquerque-Santa Fe	NM	Harding	260	190	73%
28	Amarillo	TX	Deaf Smith	5,700	4,110	72%
29	Corpus Christi	TX	Kleberg	10,570	7,570	72%
30	Miami-Ft Lauderdale	FL	Miami-Dade	922,010	658,320	71%
31	Odessa-Midland	TX	Pecos	4,690	3,330	71%
32	El Paso (Las Cruces)	TX	Hudspeth	1,510	1,070	71%

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Racial and Ethnic Diversity Index by State: 2020

The Diversity Index tells us the chance that two people chosen at random will be from different racial and ethnic groups.



Source: 2020 Census Redistricting Data (Public Law 94-171) Summary File

59.4%
U.S. Diversity Index 2010

61.1%
U.S. Diversity Index 2020

Copyright © Kantar "I&D in Advertising: Diverse Reactions to Inclusive Advertising" 2021

DEMOGRAPHICS

Hispanic Breakdown by Age

Children 2–11: **10,096,000**
 Teens 12–17: **5,665,000**
 Adults 18–34: **17,158,000**
 Adults 35–64: **19,784,000**
 Seniors 65+: **5,099,000**

Hispanic Breakdown by Gender 18+

Women: **20,771,000**
 Men: **21,270,000**



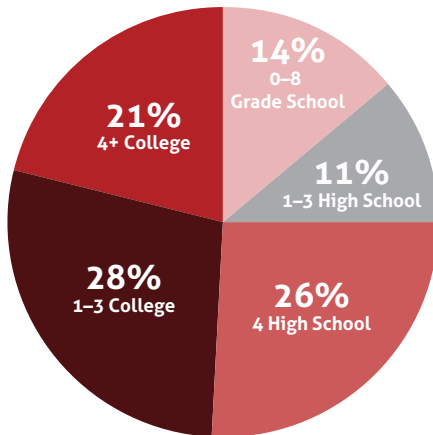
27%
 of Latino households
 are **multigenerational**
14%
 are three-generation
 households.



58%
 of Hispanics are
**under the
 age of 34**
 vs. 39% of non-
 Hispanic whites.

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Education of Householder



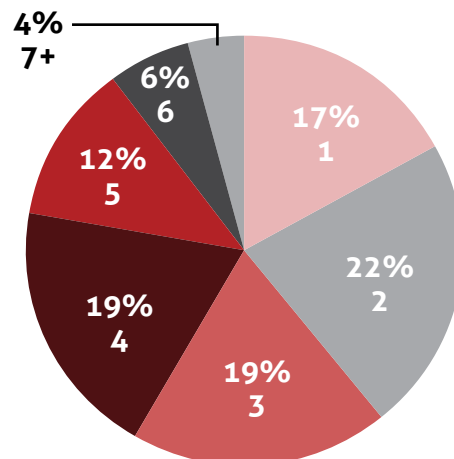
Household Income

Under \$10,000	5%
\$10,000 - \$14,999	4%
\$15,000 - \$19,999	4%
\$20,000 - \$29,999	9%
\$30,000 - \$39,999	9%
\$40,000 - \$49,999	9%
\$50,000 - \$59,999	8%
\$60,000+	51%

Language Strata (Based on Pers 2+)

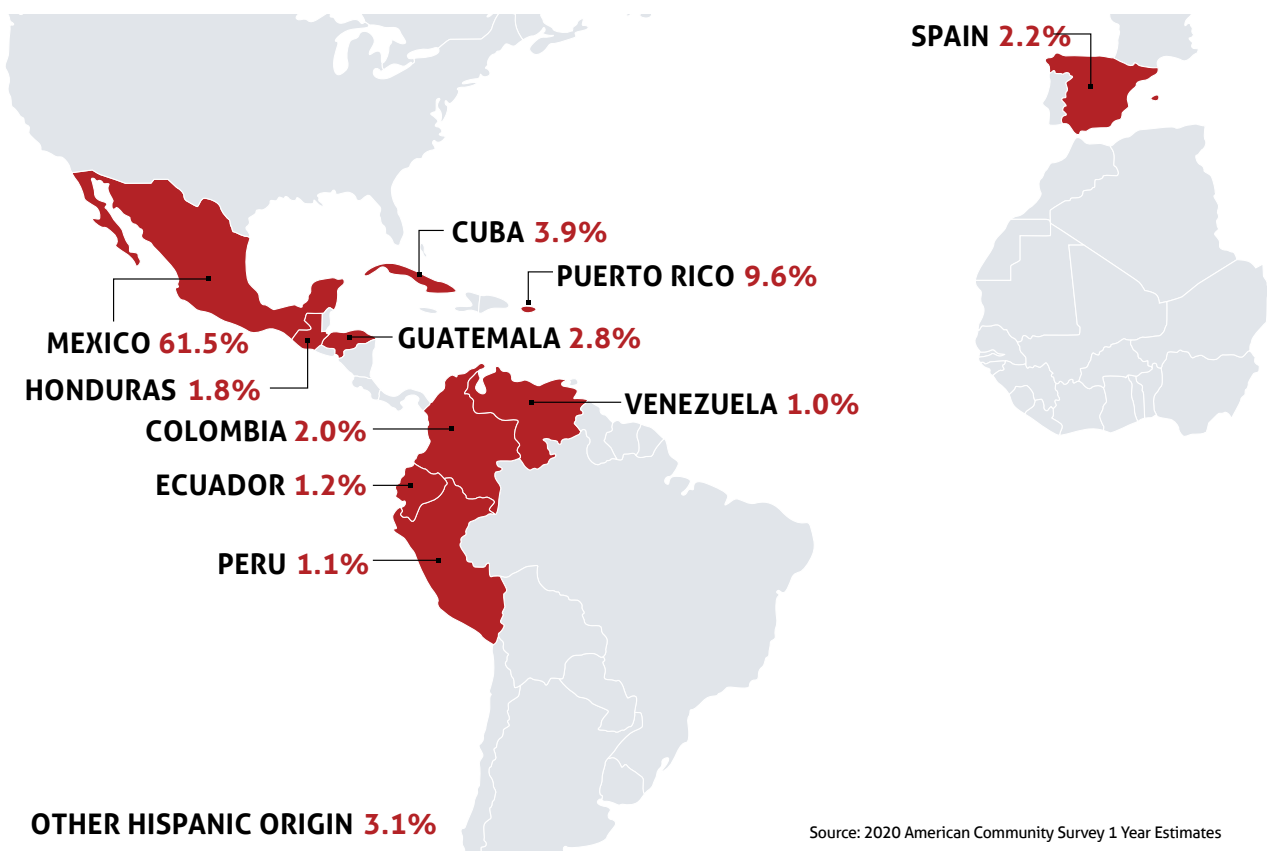
Only Spanish	18.2%
Mostly Spanish	20.6%
Spanish & English	24.2%
Mostly English	22.7%
Only English	14.3%
Spanish Dominant	38.8%
Non-Spanish Dominant	61.2%
English Dominant	37.0%

Household Size



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Top 10 Countries of Origin



Source: 2020 American Community Survey 1 Year Estimates

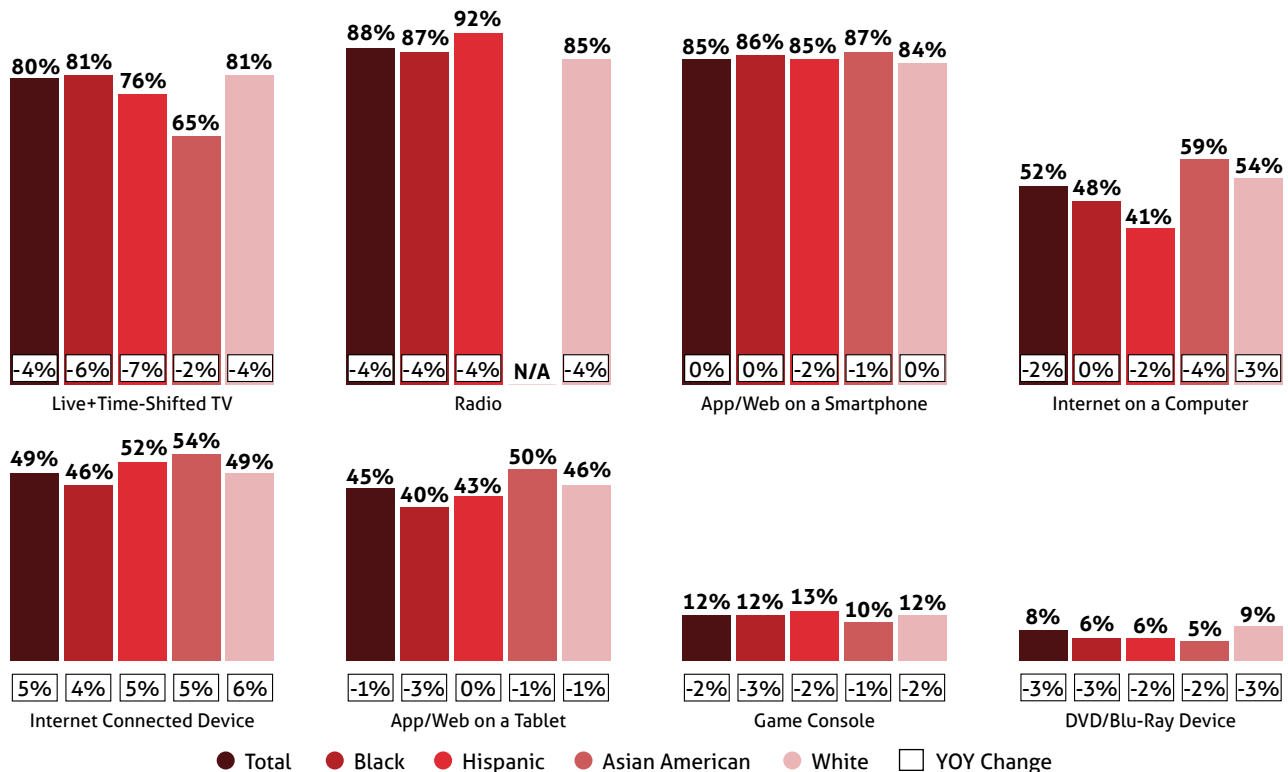
MEDIA CONSUMPTION

Device and Service Ownership % in TV Households

	Total		Black		Hispanic		Asian		White	
	FEB 20	FEB 21	FEB 20	FEB 21	FEB 20	FEB 21	FEB 20	FEB 21	FEB 20	FEB 21
DVD/Blu-ray Player	58%	56%	48%	46%	46%	43%	44%	43%	61%	59%
DVR	52%	50%	49%	47%	46%	43%	43%	40%	54%	52%
Enabled Smart TV	52%	56%	50%	56%	60%	60%	63%	68%	51%	55%
Internet Connected Device	42%	48%	44%	49%	44%	44%	59%	61%	41%	47%
Game Console	41%	36%	41%	35%	52%	45%	46%	44%	39%	35%
Computer	78%	80%	67%	71%	72%	74%	89%	89%	80%	82%
Smartphone	93%	92%	95%	92%	97%	95%	97%	96%	93%	92%
Tablet	63%	63%	55%	54%	61%	61%	83%	73%	64%	64%
Internet Enabled TV-Connected Devices	74%	77%	73%	76%	81%	84%	88%	90%	73%	77%
Subscription Video On Demand	73%	74%	69%	69%	77%	78%	83%	85%	73%	74%

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Weekly Reach Across Platforms Q3 2020 % of Users 18+ Among U.S. Population



Radio measurement includes Asian Americans but cannot be separated from the total audience at this time.

Radio measurement for white is inclusive of non-Black and non-Hispanic.

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Average Time Spent Per Adult 18+ Per Day Based on Total U.S. Population

	Total		Black		Hispanic		Asian		White	
	Q3 19	Q3 20	Q3 19	Q3 20	Q3 19	Q3 20	Q3 19	Q3 20	Q3 19	Q3 20
Live TV	3:27	3:14	5:04	4:39	2:29	2:15	1:42	1:46	3:26	3:15
Time-shifted TV	0:29	0:27	0:29	0:25	0:16	0:14	0:13	0:13	0:31	0:30
Radio	1:41	1:31	1:46	1:34	1:43	1:31	NA	NA	1:39	1:30
DVD/Blu-ray Device	0:04	0:03	0:04	0:03	0:03	0:03	0:03	0:02	0:04	0:03
Game Console	0:13	0:12	0:16	0:13	0:12	0:12	0:07	0:08	0:12	0:11
Internet Connected Device	0:38	0:50	0:47	1:00	0:39	0:54	0:42	0:57	0:36	0:48
Internet on Computer	0:32	0:35	0:23	0:29	0:20	0:23	0:40	0:44	0:34	0:36
App/Web on a Smartphone	3:58	2:26	4:46	2:34	4:08	2:34	3:56	2:32	3:49	2:23
App/Web on a Tablet	0:52	0:42	0:51	0:40	0:44	0:36	0:55	0:45	0:53	0:43
Total	11:54	10:00	14:36	11:37	10:34	8:42	8:18*	7:07*	11:44	9:49

*Radio measurement includes Asian Americans but cannot be separated from the total audience at this time.

Radio measurement for white is inclusive of non-Black and non-Hispanic.

Note: In May 2020 smartphone measurement was updated to more precisely capture users' intended behavior versus app/web activity occurring in the background. Q3 2019 App/Web on a Smartphone data is not able to be trended with Q3 2020.

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Q3 2020 Weekly Reach % of Users Among U.S. Population

	Hispanic 18+	Black 18+	Asian Am. 18+	White 18+
Total Use of Television	85%	86%	76%	87%
Live + Time-shifted TV	76%	81%	65%	81%
Time-shifted TV	35%	47%	33%	49%
TV-Connected Devices	58%	53%	58%	57%
DVD/Blu-ray Device	6%	6%	5%	9%
Game Console	13%	12%	10%	12%
Internet Connected Device	52%	46%	54%	49%
Radio	92%	87%	NA	85%
Internet on a Computer	41%	48%	59%	54%
Social Networking	19%	23%	35%	31%
Video on a Computer	NA	NA	NA	NA
App/Web on a Smartphone	85%	86%	87%	84%
Video Focused App/Web on a Smartphone	77%	78%	74%	70%
Streaming Audio	60%	60%	58%	55%
Social Networking	82%	82%	83%	80%
App/Web on a Tablet	43%	40%	50%	46%
Video Focused App/Web on a Tablet	29%	27%	31%	28%
Streaming Audio	15%	15%	20%	17%
Social Networking	28%	27%	35%	33%

Note: Internet Connected Device is inclusive of Smart TV app usage.

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Television



254.1 billion minutes of viewing power—September 2021

Copyright © The Nielsen Company "Media Impact viewing minutes" September 2021

Television Distribution Status % of TV Households

	Total		Black		Hispanic		Asian		White	
	FEB 20	FEB 21	FEB 20	FEB 21	FEB 20	FEB 21	FEB 20	FEB 21	FEB 20	FEB 21
Traditional Cable	69.2%	66.9%	66.2%	64.1%	61.4%	57.7%	59.3%	55.4%	70.8%	68.6%
vMVPD	6.9%	8.6%	5.9%	7.9%	5.5%	6.8%	7.9%	8.4%	7.1%	8.9%
Over-the-Air	13.6%	13.7%	18.6%	18.0%	21.3%	23%	12.9%	15%	12.1%	12.3%
Broadband-Only	10.4%	10.8%	9.4%	10.0%	11.9%	12.5%	19.9%	21.2%	10%	10.2%
Total Multichannel	71.1%	75.4%	72.0%	72.1%	66.9%	64.5%	67.2%	63.8%	77.9%	77.5%

Note: Traditional Cable, vMVPD, Over the Air, and Broadband Only breaks are mutually exclusive. Total Multichannel is the sum of Traditional Cable and vMVPD. 10% of homes that subscribe to a vMVPD also subscribe to a traditional cable services, 24% are over-the-air, and 66% are broadband only households. Copyright © The Nielsen Company "Total Audience Reach" 2021

Types of TV Programs Watched by Hispanics (Cable, satellite, over the air)

Target %

Index

Local news - evening	40.8%	104
Movies	39.6%	95
Comedies	33.9%	92
Local news - morning	33.7%	101
Sports	30.0%	92
Local news - late	28.2%	138
Documentaries	24.8%	96
Food/cooking shows	21.6%	90
Dramas	20.7%	79
Mystery/suspense/crime	19.8%	77
National/network news	19.1%	87
Game shows	18.5%	81
Novelas	14.6%	460
Kids shows	12.2%	141
Science fiction	12.2%	88
Court shows	11.1%	86
Late night talk	10.3%	101
Daytime talk shows	9.7%	103
Reality - adventure	8.9%	82
Religious	7.3%	96
Reality - talent	7.1%	83
International	6.7%	160
Reality - dating	5.4%	95
Daytime soap operas	4.4%	81

While it may not be surprising that Hispanics over index on novelas (soap operas), they are avid movie viewers and watch more kid shows and late local news as compared to the general population.

Special TV Programs Watched by Hispanics in the Last 12 Months	Target %	Index
Macy's Thanksgiving Day Parade	14.2%	75
Premio Lo Nuestro	12.5%	533
The Oscars (Academy Awards)	12.4%	104
Grammy Awards	11.6%	120
Billboard Latin Music Awards	11.4%	461
CBS Thanksgiving Day Parade	10.9%	82
Dick Clark's New Year's Rockin' Eve with Ryan Seacrest	10.8%	69
Latin Grammy Awards	10.2%	496
Premios Juventud	9.4%	531
American Music Awards	8.2%	114
Golden Globe Awards	8.0%	107
Rose Parade	8.0%	101
Billboard Music Awards	7.7%	170
Rudolph the Red-Nosed Reindeer	6.8%	69
Latin American Music Awards	6.4%	483
National Dog Show	6.0%	58
ACM Awards (Academy of Country Music Awards)	5.9%	68
BET Awards	5.1%	91
Miss Universe Pageant	5.0%	224
Emmy Awards - Primetime	4.9%	88
MTV Video Music Awards	3.9%	149
CMA Awards (Country Music Association Awards)	3.6%	53
People's Choice Awards	3.2%	98
iHeartRadio Music Awards	3.0%	135
MTV Movie & TV Awards	3.0%	141
iHeartRadio Fiesta Latina	2.6%	385
Emmy Awards - Daytime	2.2%	105
Kennedy Center Honors	2.0%	51
Miss America Pageant	1.9%	98
Tony Awards	1.9%	73
ESPYS	1.8%	89
Miss USA Pageant	1.6%	112
Screen Actors Guild Awards	1.6%	86
Kids' Choice Awards	1.4%	128
NAACP Image Awards	0.5%	32

Hispanics over index on music-based entertainment awards but also enjoy pageant shows and children's award shows. Parades are also very popular.

Copyright © Scarborough Market/Release: Hispanic Multi-Market Plus 2021 Release 2 Total (Jun 2020 - Oct 2021)

Special TV Sports Programs Watched by Hispanics in the Last 12 Months	Target %	Index
World Cup soccer/qualifiers	9.4%	213
NBA All-Star Game	8.7%	121
NFL Draft	8.6%	70
MLB All-Star Game	7.7%	103
NFL Pro Bowl	7.5%	92
College Football Playoff/Championship Game	7.4%	47
UEFA Champions League	7.4%	237
Kentucky Derby	5.4%	43
Masters	5.0%	41
UFC Pay-Per-View	4.9%	175
Pro boxing Pay-Per-View	4.3%	223
U.S. Open (tennis)	4.1%	69
U.S. Open (golf)	3.9%	45
Daytona 500	3.8%	46
PGA Championship	3.6%	39
Little League World Series	3.0%	68
Wimbledon	2.9%	57
Belmont Stakes	2.8%	45
WWE Pay-Per-View	2.8%	164
Indianapolis 500	2.7%	46
Tour de France	2.6%	94
Preakness Stakes	2.4%	38
College World Series (baseball)	2.1%	67
French Open	2.1%	64
X Games	2.0%	93
THE PLAYERS Championship	1.9%	35
Australian Open	1.6%	59
British Open	1.6%	33
Breeders' Cup	1.5%	51
NHL All-Star Game	1.5%	56
New York City Marathon	1.4%	151
NHL Winter Classic	1.3%	43
TOUR Championship	1.2%	37
U.S. Women's Open (golf)	1.0%	50
National Finals Rodeo (NFR)	0.9%	70

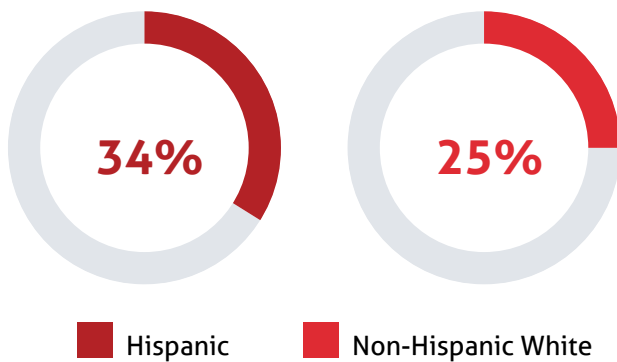
Soccer and Mexican leagues reign king, but the NBA Hispanic fanbase is growing. They also over index on boxing, pro wrestling, UFC and even the New York City Marathon.

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Streaming Video

In September 2021 alone, Hispanics spent **254 billion minutes** watching subscription and non-linear Video on Demand content, according to Nielsen. With more streaming platforms being launched to keep up with the demand, this is a trend to watch, especially with Spanish-language platforms like ViX Latinos spend notably less time with traditional TV than with streaming services, including newcomer AVOD platforms like Pluto TV and Tubi. The real standout, however, is YouTube, which accounted for 21% of viewing minutes among Hispanics in June 2021.

Percent of Viewing Time Spent on Streaming



Source: Nielsen NPOWER, National Panel and SVR Panel for Streaming Data, July 2021

Netflix Still #1 in 2021 HH Subs as Streaming Competition Widens

% of HH Subscribing (2021)

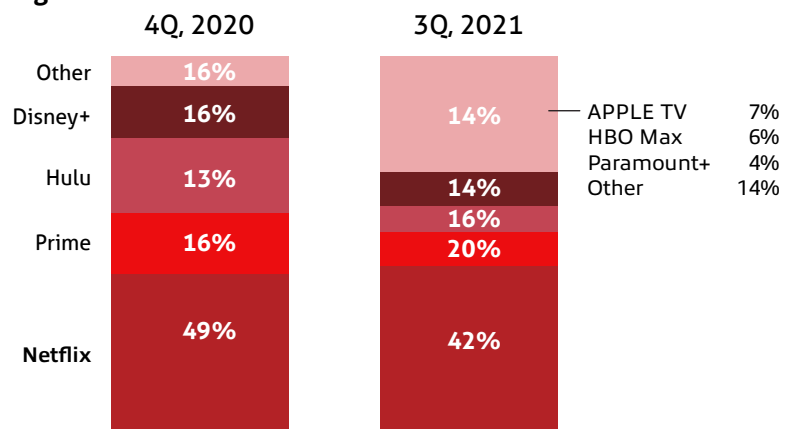
Netflix	62%	HBO Max	27%
Hulu	56%	Discovery+	23%
Prime	54%	Tubi	21%
Disney+	33%	Paramount+	19%
Peacock	28%	Pluto	19%

Source: Statista 2021

Netflix Remains #1 in Streaming Share of Viewing

As competition has grown, Netflix has held steady although well below 2019's 65% share with subscriber growth slightly lower YOY (+8.3M v. +8.5M). Other channels split remaining share.

SVOD = 38% of 13-49 YESTERDAY 4Q 2020 VIEWING
 4Q 2020 HMC study: What % of your full-length TV show/movie time (yesterday) was spent with...? BASE: ALL 13-49s (1,220 25-49 Parents of Kids 8-12 + 1198 13-17s) + QM18 What % of your time with PAID online subscription services yesterday was with...? BASE: WATCH ONLINE PAID TV SVOD SERVICES (1,001 25-49 Parents of Kids 8-12 +99813-17s) 2019 + 3Q 2021 Parrot Analytics USA HH data



Types of TV Programs Watched by Hispanics (TV/Stream Online)	Target %	Index
Movies	74.1%	100
Comedies	60.7%	97
Documentaries	49.4%	103
Local news - evening	45.0%	105
Dramas	39.7%	88
Local news - morning	37.8%	103
Mystery/suspense/crime	36.9%	87
Sports	36.9%	92
Food/cooking shows	35.3%	95
Local news - late	31.5%	139
Science fiction	26.6%	96
Game shows	23.7%	84
National/network news	23.5%	87
Kids shows	23.0%	137
Novelas	17.9%	425
Late night talk	14.2%	101
Court shows	14.0%	90
Reality - adventure	13.9%	86
International	13.4%	144
Religious	11.8%	106
Daytime talk shows	11.4%	107
Reality - talent	10.7%	88
Reality - dating	10.0%	101
Daytime soap operas	5.5%	89

The top three types of programs that Hispanics stream are movies, comedies and documentaries, but they also stream novelas, kids shows, local news and international programming.

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Radio

On average, Hispanics spend over 12 hours per week listening to radio, 33 more minutes than non-Hispanic counterparts.

Top Radio Format Profiles (M-S 6am-Mid cume)	Target %	Index
Pop Contemporary Hit Radio	22.5%	134
Spanish Contemporary	20.8%	488
Adult Contemporary	20.5%	109
Mexican Regional	19.3%	497
Hot AC	13.9%	109
Classic Hits	13.4%	96
Rhythmic Contemporary Hit Radio	13.1%	195
Country	10.5%	65
Spanish Adult Hits	10.3%	511
News/Talk/Information	8.8%	52
Classic Rock	7.7%	61
Contemporary Christian	7.6%	118
Spanish Tropical	7.4%	485
Alternative	7.0%	101
Urban Contemporary	6.2%	97
Adult Hits	5.8%	93
Rhythmic AC	5.0%	192
All Sports	4.0%	58
Active Rock	3.2%	81
Spanish Hot Adult Contemporary	3.1%	483
Urban AC	2.9%	44
All News	2.5%	68
Rhythmic Oldies	2.0%	206
Album Oriented Rock	1.9%	83
Soft Adult Contemporary	1.9%	105
Spanish News/Talk	1.7%	521
Classical	1.6%	62
Religious	1.6%	105
Christian Adult Contemporary	1.4%	138
Variety	1.3%	75
Spanish Variety	1.2%	469
Album Adult Alternative	1.0%	44
Mainstream Rock	1.0%	65
Oldies	1.0%	114
Spanish Religious	1.0%	451

While it's no surprise Hispanics listen to Spanish-language radio, they also overindex on pop, rhythmic adult contemporary and Christian stations.

Top Radio Format Profiles (M-S 6am-Mid cume)	Target %	Index
Jazz	0.8%	83
Spanish Oldies	0.7%	446
Classic Country	0.6%	46
Tejano	0.5%	532
Spanish Contemporary Christian	0.4%	523
Urban Oldies	0.4%	71
80's Hits	0.3%	107
Educational	0.3%	102
New Country	0.3%	20
World Ethnic	0.3%	144
Adult Standards	0.2%	73
Contemporary Inspirational	0.2%	34
Spanish Sports	0.2%	419
Easy Listening	0.1%	79
Gospel	0.1%	22
Holiday Music	0.1%	92
Latino Urban	0.1%	546
Modern AC	0.1%	72
New AC/Smooth Jazz	0.1%	114

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Hispanic-Owned Television

As the U.S. Hispanic population has increased 25% over the last 10 years, Hispanic-owned media is working to keep pace with this growing audience. Hispanic-owned local television caters strongly to their community, with U.S. Latino viewers accounting for 94% of the 25-54 age segment's reach to these stations.

In DMAs 101+, Hispanic-Owned Local TV Reaches

61% of Adults 18+ **39%** of Hispanics
24% of Asian Americans **4%** Other
33% of Blacks



Adding a Hispanic-owned local TV station in DMAs 1-48 adds

2.4%

reach to an existing buy (P18+).

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Hispanic-Owned Local TV Sum of Reach

P18+	Total	Black	Hispanic	Asian
DMAs 1-48 (3 DMAs)	976,286 13%	16,287 5%	860,670 24%	57,631 10%
DMAs 49-100 (2 DMAs)	7,515 1%	1,710 1%	3,081 4%	-
DMAs 101+ (3 DMAs)	265,031 61%	1,571 33%	49,740 39%	1,910 24%

P25-54	Total	Black	Hispanic	Asian
DMAs 1-48 (3 DMAs)	323,592 8%	5,194 1%	303,791 13%	11,454 14%
DMAs 49-100 (2 DMAs)	3,239 1%	1,341 1%	1,649 3%	-
DMAs 101+ (3 DMAs)	99,243 61%	773 31%	27,521 40%	520 30%

How to read: A Hispanic-owned local TV station in markets 101+ delivers an average reach of 61% among adults.
 Source: Nielsen Local TV Hispanic-owned Stations - Sum of Reach by Market Range, Total Day (M-Su, 3a-3a), Sep 2021

All DMAs Where Hispanic-owned Stations are Present



2x more likely
to be Hispanic in all markets combined



3x more likely
to be Hispanic in markets 1-48



55%
of viewers of content from Hispanic-owned TV in all markets are in the **two heaviest TV-viewing quintiles.**

Shop local and more likely to shop for the following categories (ranked by index)

- 296** Bridal
- 296** Fine Jewelry
- 203** Toys/Games
- 195** Pet Supplies

Read as: The Hispanic-owned local TV viewer is almost 3x more likely to shop for bridal and 95% more likely for pet supplies than the general population.

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Hispanic-Owned Radio

Hispanic-Owned Radio Reach

Hispanic persons ages 12+	Weekly cume	Average quarter-hour reach	Weekly average station reach	% total U.S. Hispanic population reached	Weekly time spent (hh:mm)
Total U.S.	8,370,800	287,400	35,500	24%	4:15
Metros 1–25 (21 metros)	7,121,400	220,000	65,900	27%	3:45
Metros 26–50 (12 metros)	1,105,300	57,200	8,800	21%	6:30
Metros 51+ (47 metros)	384,800	20,500	4,000	10%	6:45

Read as: 25 metros within rank 101+ are home to Hispanic-owned radio stations.

Source: Nielsen Audio National Regional Database, Total Weekly Reach, Time Spent Hispanic-owned radio stations, P12+ Mon-Sun 6a-12m, Spring 2021

Hispanic-Owned Radio Reach and Time Spend Listening (TSL)

Hispanic persons ages 12+	Weekly cume	Average quarter-hour reach	% total U.S. Hispanic population reached	Weekly time spent (hh:mm)
Weekday prime (M-F 6a-7p)	6,707,200	360,000	21%	3:30
Morning drive (M-F 6a-10a)	3,200,700	313,800	16%	2:00
Afternoon drive (M-F 3p-7p)	4,375,600	366,000	17%	1:45
Weekday drive times (M-F 6a-10a, 3p-7p)	5,543,800	340,100	19%	2:30
Weekends (SA-SU 6a-7p)	4,356,000	295,200	18%	1:45

Source: Nielsen National Regional Database, Spring 2021; Total Weekly Reach of Hispanic-owned radio stations, Various Dayparts

Who is the Hispanic-owned radio listener?.

All U.S. Markets



5%

of all audiences are reached by **Hispanic-owned radio**



Hispanic-owned radio reaches nearly **12 million** people ages 12+ in the U.S.

Hispanic-owned Radio Stations



27%

of Hispanic radio listening goes to **Hispanic-owned stations** in the top 25 Hispanic radio metros



Hispanics spend, on average, **30 more minutes** listening to Hispanic-owned stations than all audiences

In the Top 10 DMAs

Hispanic-Owned Radio Listeners.

Are **2x more likely** to be Hispanic

44% fall inside the two heaviest radio-listening quintiles

15% are planning to change jobs in the next 12 months

42% have some college education or more

26% say that radio advertising provides them with useful information on new products and services

Nielsen Scarborough USA+ 2020 and 2021, custom combined stations in qualifying markets

More likely to have shopped for the following categories in the past three months (ranked by index)

211 Music and Video

191 Toys/Games

178 Shoes

124 Clothing

Read as: The Hispanic-owned radio listener is more than 2x as likely to have shopped for music and video and 91% more likely for toys/games than the general population.

Podcasts

As content demands are changing, so are access points. Podcasts are a go-to platform for Latinos to find the diverse content that reflect their experiences and podcasters that engage them.

Hispanic Podcast Listening Growth.



Podcast listening among Hispanics 25–39 has **doubled** in the past 3 years.



The number of Hispanic podcast listeners has **grown 6x** between 2010–2019 vs. 4X rate of growth among whites.



64% of Hispanic men listen 1–5 times a month.



70% of Afro-Latinos and **70%** of Hispanic women listen to podcasts between 1 and 5 times a month.

Source: Nielsen Scarborough Podcast Buying Power, May 2021 (Listeners Only), Adults 18+

Top Podcast Genres for Hispanics and Afro-Latinos

Hispanic			Afro-Latino		
1	Comedy	46%	1	Comedy	45%
2	News	34%	2	News	35%
3	Education	31%	3	Society & Culture	33%
4	Music	31%	4	Arts	30%
5	Society & Culture	28%	5	Music	28%
6	True Crime	28%	6	Kids & Family	28%
7	Arts	25%	7	Religion & Spirituality	28%
8	TV & Film	25%	8	Education	26%
9	Health & Fitness	25%	9	TV & Film	25%
10	Business	24%	10	Health & Fitness	25%

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Social Media

In general, Facebook reigns king among Hispanics. However, they overindex on the international connection capability of WhatsApp and youth-fueled Snapchat and TikTok.

Platform	Target %	Index
Facebook	70.2%	98
Instagram	53.5%	119
Pinterest	31.6%	111
WhatsApp	29.5%	203
Snapchat	28.2%	136
TikTok	26.3%	133
Twitter	25.7%	94
LinkedIn	21.6%	81
Reddit	16.4%	87
tumblr	5.3%	116

Use of Social and Messaging Platforms

	Hispanics 18–34	Adults 18+
Instagram	69%	53%
Facebook Messenger	65%	69%
Snapchat	50%	29%
Whatsapp Messenger	47%	20%
Twitter	30%	25%
Discord (for Gamers)	18%	12%
Telegram Messenger	14%	7%



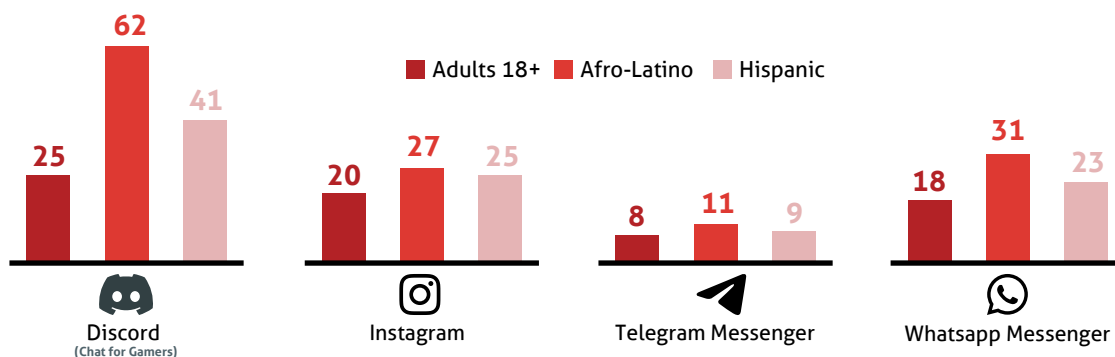
Young Hispanics ages 18–34 are over **2x likely** to use **Whatsapp and Telegram** as the general population and are heavy users of **Instagram and Discord**.

Misinformation poses a threat to Hispanics, who are particularly vulnerable due to a greater reliance on social media and messaging platforms.

Much of the content, both user-generated and shared, is in Spanish, Spanglish, or colloquial Spanish, challenging conventional fact-checking and content moderation procedures to keep up.

Hispanics and Afro-Latinos spend more time with almost all social apps and messaging services.

Daily time spend per media user, minutes, 18+



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Apps & Websites

Apps or Websites Visited in Last 30 Days	Target %	Index
Xfinity	18.3%	104
TheWeatherChannel	17.8%	80
CNN	16.7%	99
ABCNews	13.4%	118
FOXNews	12.6%	89
ESPN	11.5%	87
CBSNews	9.3%	99
Spectrum/Charter	9.2%	110
NBCNews	7.9%	91
MLB or team website	6.9%	114
NFL or team website	6.4%	90
NBA or team website	5.4%	142
Huffington Post	4.9%	80
FOXSports	4.4%	106
Cox	3.7%	139
UFC	2.9%	181
WWE	2.6%	159
MLSsoccer or team website	2.1%	202
ATT.net/MyAT&T	1.8%	84
NHL or team website	1.7%	67
NASCAR	1.2%	64
PGATOUR	0.6%	37
TheOnion.com	0.4%	55
ElSentinel	0.2%	346
NBCSportsBayArea	0.2%	90
JerseysBest.com	0.1%	204
NBCSportsCalifornia	0.1%	141
NBCSportsChicago	0.1%	95
SNY.tv	0.1%	66
SouthJersey.com	0.1%	153
TheGreensheet.com	0.1%	142

Cable providers, sports and news dominate apps and websites that Hispanics regularly access.

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Ways Hispanics Used the Internet/Apps in Past 30 Days on Any Device

Target %

Index

AUDIO CONTENT

Listen to online music service (Last.fm, Pandora, Spotify, etc.)	63.6%	121
Listen to a local radio station online	37.8%	142
Listen to Internet radio (iHeartRadio, Audacy.com, etc.)	36.6%	129
Download free music	25.0%	126
Download paid music	16.9%	126

ENTERTAINMENT

Fantasy sports	11.4%	143
Games - board, non-gambling card games	30.9%	102
Games - puzzle/trivia	25.5%	90
Games - multiplayer console (Xbox Live, PlayStation, etc.)	21.0%	146
Games - fantasy/role-playing	20.0%	119
Games - first person shooter	17.9%	131
Games - poker/casino (blackjack, craps, etc.)	14.9%	132
Games - sports/simulation	10.1%	116
Horoscopes	16.6%	163
Read books	33.5%	109
Read comics	12.7%	118

FINANCE/LEGAL/REAL ESTATE

Pay/view bills	77.7%	101
Online banking	74.9%	101
Credit rating/history	52.1%	113
Online investing/stock trading	27.8%	100
Real estate listings	25.9%	105
Legal advice/information	16.8%	154
Debt consolidation	10.8%	148

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Ways Hispanics Used the Internet/Apps in Past 30 Days on Any Device

Target %

Index

LIFESTYLE

Online phone/video call (Skype, FaceTime, etc.)	55.9%	110
Recipes/meal planning suggestions	50.5%	102
Restaurant information/reviews	43.6%	103
Health information	42.4%	100
Do-it-yourself advice	41.7%	103
Fitness/diet information	35.7%	114
Home/garden ideas	34.6%	108
Homework (you or your child's)	33.6%	164
Medical services/information	33.3%	98
Education (research schools, application, financing)	29.3%	150
Apparel/beauty ideas	27.3%	125
Take online classes	27.3%	128
Religion/spirituality	26.1%	111
Job search/post resume	23.6%	112
Parenting/family advice	17.1%	143
Career development	16.6%	105
Photography (Snapfish, Shutterfly, etc.)	16.4%	127
Genealogy	12.1%	97
Online dating service	9.7%	143
Electronic invite	9.0%	104
Wedding (plan/research)	7.7%	156

NEWS/SPORTS/TRAFFIC

Weather	74.1%	98
Maps/directions/GPS	64.7%	101
Local news	59.8%	100
Current events/global news	54.3%	97
National news	53.9%	96
Political news	45.0%	98
Traffic	42.0%	120
Business/financial news	36.8%	94
Local/community events	35.3%	94
Sports news/scores/updates	33.8%	104
Technology news	33.4%	100

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Ways Hispanics Used the Internet/Apps in Past 30 Days on Any Device

Target %

Index

SHOPPING

Product research (home purchases)	43.5%	95
Rewards programs (sign up, participate, redeem incentives)	41.0%	99
Coupons	40.4%	110
Read consumer reviews	32.8%	97
Automobile information	25.9%	108
Classifieds (browse, place, respond)	21.8%	105
Gift certificates (purchase/download)	21.6%	116
Product research (work purchases)	16.8%	122
Gift registry (sign up/make a purchase)	13.9%	145
Auctions	11.8%	91

TRAVEL

Research/plan a personal or leisure trip	38.0%	100
Vacation destinations	28.6%	107
Research/plan a business trip	18.4%	152
Cruise line reservations	8.7%	139

VIDEO CONTENT

Movies/movie clips	55.6%	121
Local news	47.3%	116
Music videos	42.6%	125
National/international news	42.2%	110
How-to videos	38.1%	105
Video clips	37.1%	106
TV show - pre-recorded	30.8%	102
Politics/public affairs	26.9%	108
Cartoons	26.8%	146
TV show - live broadcast (simultaneously airing on TV)	26.6%	122
Sports	26.0%	104
Business news	20.2%	117
Technology news	17.4%	119
Live concerts	12.5%	140
Other	8.0%	109

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Apps or Websites Visited in Last 30 Days by Category

Target %

Index

LIFESTYLE

	Target %	Index
Zillow	27.2%	105
WebMD	19.2%	109
IMDb	18.1%	91
Allrecipes	14.0%	79
Disney.com (Disney Online)	14.0%	174
Yelp	13.6%	117
TMZ	7.6%	162
AARP	6.3%	72
Ticketmaster	5.9%	108
People.com (People Magazine)	4.2%	103
HomeAdvisor	2.3%	80
Houzz	2.3%	92
OpenTable	2.1%	69
Angi (Angie's List)	1.9%	84
StubHub	1.9%	93
SeatGeek	1.4%	119

RETAIL/SHOPPING

eBay	29.0%	103
Etsy	17.1%	103
Craigslist	10.7%	90
Wayfair	10.0%	94
Chewy.com	8.8%	77
Overstock	4.8%	98
Any subscription-based service (Stitch Fix, IPSY, etc.)	4.7%	218
QVC	3.0%	80

SEARCH

Google	83.9%	102
Wikipedia	33.2%	96
Bing	15.1%	83
Ask	0.7%	73

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Apps or Websites Visited in Last 30 Days by Category**Target %****Index****TRAFFIC/TRANSPORTATION/WEATHER**

	Target %	Index
Google Maps	67.3%	102
Apple Maps	18.3%	134
Waze	13.5%	93
Uber	11.0%	150
Lyft	6.1%	128

TRAVEL

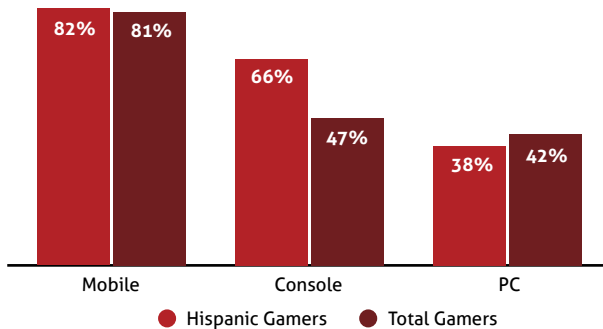
Expedia	16.3%	122
Hotels.com	12.1%	118
Tripadvisor	11.9%	108
Booking.com	11.0%	136
Travelocity	7.4%	119
Priceline	7.1%	115
trivago	5.0%	143
KAYAK	4.7%	101
Trip.com	3.8%	183
Orbitz	3.7%	104

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Gaming

31% of all Hispanics say they have increased their time spent playing video games online or with a gaming device since the coronavirus outbreak. The most-used devices among gamers are smartphones and tablets. Eight in 10 Hispanic gamers say they have used their mobile device to play video games in the past three months.

Console & Mobile are Top Platforms
Device Typically Used to Play Video Games



Devices used for gaming in past 3 months
Source: SuperData General Game Consumer Survey



82%
of Hispanic gamers watch at least one hour per week of video gaming content on Twitch.

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Current Level of Hispanics' Interest in eSports (Pro Video Gaming)	Target %	Index
Very	1.8%	114
Somewhat	2.3%	104
A little bit	3.6%	98
Not at all	55.3%	86

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Activities

Events Attended/Top Places Visited in the Past 12 Months	Target %	Index
Any theme park	45%	141
Any professional sports event	37%	97
Zoo	30%	110
Any paid ticket music concert	17%	91
Rock concert	15%	80
Art museum	14%	87
Live theater	14%	65
High school sports event	13%	82
Times Square (in New York City)	11%	115
R&B/rap/hip-hop concert	9%	122
Comedy club	9%	91
Country music concert	7%	66
Circus	6%	176
Job fair/recruitment fair	6%	120
Dance or ballet performance	5%	82
Symphony concert, opera, etc.	5%	71
Health/wellness/fitness expo	4%	99
Monster Jam (monster trucks)	3%	153
Ice show	3%	123
WWE (pro wrestling)	2%	128
International soccer match	2%	326
Pro Bull Riding (PBR)	1%	159
U.S. Soccer National Team game	1%	195
NHRA Drag Racing	1%	64
Supercross/Motocross	0%	161

While Hispanics are avid soccer fans, they over index on going to the circus, supercross/motocross, bull riding, monster truck rallies and theme parks.

© Scarborough 2020 Market/Release: Hispanic DST Multi-Market 2020 Release 1 Total (Jan 2019–May 2020)

Top Activities in Past 12 Months	Target %	Index
Grilling - outdoor cooking	56%	99
Gardening (flowers or vegetables)	36%	84
Lawn care	35%	82
Swimming	27%	83
Other jogging, running	26%	116
Bicycling	23%	87
Volunteer work	20%	77
Bowling	20%	95
Hiking, backpacking	17%	76
Camping	15%	87
Group fitness class	15%	82
Fishing	14%	86
Basketball	12%	102
Soccer	11%	168
Yoga, Pilates	10%	73
Adult continuing education	10%	91
Boating	9%	61
Sewing, crafts	8%	70
Competitive video gaming	7%	123
Football	6%	98
Golf	6%	57
Softball, baseball	5%	98
Aerobics	4%	125
Organized road race (5k, marathon, etc.)	4%	74
Tennis	3%	62
Snow skiing, snowboarding	2%	46
Dancing	2%	125
Hunting	2%	60
Volleyball	1%	112
Sailboating	1%	74
Bingo	1%	285
Surfing	1%	71
Riding personal watercraft	0%	56
Snorkeling	0%	100
Hockey	0%	49
Horseback riding	0%	73
Scuba diving, snorkeling	0%	41

Surprisingly, Hispanics are three times more likely than the general population to play bingo—they also over indexed on playing soccer, dancing and exercising.

© Scarborough 2020 Market/Release: Hispanic DST Multi-Market 2020 Release 1 Total (Jan 2019–May 2020)



The Power of Simple Ideas



By Liz Unamo
Hispanic & Media Advertising
Editor



The 2022 version of the Annual Hispanic Creativity report is an editorial project shared by Circulo Creativo USA, PRODU and the Hispanic Marketing Council (HMC), which for the second straight year explores the dynamic work of multicultural agencies and their creative output. The following report is based on contributions from alma with its campaign “Better With” for Pepsi; d expósito & Partners with Hispanic Influencer Engagement for NYC Health + Hospitals; BBQ Agency with Hy Cite for Royal Prestige; Casanova//McCann with Jasmin and Christian for Mucinex; Dieste with Deja Tu Huella (Leave Your Mark) for Cheetos; and We Believers with Plastic Fishing Tournament for Corona beer.

There is a two-way work in progress to educate brands about the cultural changes going on and the existence of new audiences. Nothing is static. It’s a fact. A cultural revolution is underway in the United States, whose demographic changes are shifting toward a multicultural majority faster than expected, according to figures from the 2020 Census and ratified by the Hispanic Marketing Council (HMC).

Brands who make continuous efforts to connect with the multicultural market are seeing results that demonstrate the economic power of Hispanics.

In addition, these are brands that promote cultural diversity in the talent they recruit and partner with segment marketing experts that boast cultural expertise, innovative thinking and creativity in their DNA to deliver bottom-line results.

Simple ideas, collaborative effort, effective storytelling and calls to action are all creative elements found in the multicultural campaigns highlighted this report.

“

One thing is for sure, our society is ever-changing, and much of these changes are being led by multicultural consumers who continue to push the boundaries of expectations. It’s critical for clients to understand this, to acknowledge and respect the impact these consumers have on society and on corporate bottom lines.

”

Abe García, CCO, Dieste



“Hispanic Influencer Engagement” for NYC Health + Hospitals

New York Latinos were wary of getting tested for COVID-19. d expósito & Partners developed a motivational campaign for NYC Health + Hospitals to combat misinformation, confusion and concern surrounding the pandemic.

“ We identified two main hurdles for reaching Latinos: widespread misinformation and a strong degree of skepticism related to government initiatives at all levels— federal, state and city. ”

Louis Maldonado
Partner & Managing Director, d expósito & Partners

Given the anti-immigrant and anti-Latino sentiment that had been ramping up for years, many Latinos were hesitant to comply with any messages coming from government entities, including NYC Health + Hospitals. So, the message crafted from the

New York Latino community had to come from the New York Latino community.

d expósito & Partners partnered with local Latino celebrities and social media influencers, leveraging their trusted voices in local Spanish-language media and amplifying branded content across multiple media platforms. This strategy helped share clear information and answer questions related to the test-and-trace process to overcome any skepticism and fear.

The advertising, public relations and influencer campaign for NYC Health + Hospitals led to an increase in COVID-19 testing to the tune of 3.8 million tests in 2020. In fact, at the peak of the campaign in December 2020, the NYC Test & Trace Corps reached a record of 500,000 tests in a single week.

Critical to the success of this campaign was a client relationship that was fluid, collaborative, flexible and synergistic. “They were open to trying new strategies and tactics given the dire need to connect and motivate the community,” added Maldonado.

We  Republic SM



find out more:
www.theRepublic.co



Christian by Casanova//McCann

“Jasmin” and “Christian” for Mucinex

Casanova//McCann leveraged storytelling for its Reckitt’s Mucinex cold and flu medicine campaign, profiling stories of real people who provided acts of kindness for the most vulnerable.



What I liked most were the true stories we could present—wonderful stories like the beautician who does facial treatments for homeless people, or a humble construction worker who uses his spare time to teach children boxing, in order to keep them as far away as possible from street gangs. They are very dramatic real-life stories.

Elias Weinstock
EVP Chief Creative Officer, Casanova//McCann



Elias also mentioned that the client’s buy-in for this organic, content driven campaign was instrumental. In fact, Mucinex even helped search for the best stories.



Jasmin by Casanova//McCann



We are close to the agencies
so agencies are close to brands
so brands remain close to the people
so no one will be alone and we are

ROOMMATE

“Better With” for Pepsi

The concept was simple: burgers go better with Pepsi. After Pepsi commissioned a third-party blind taste test and consumer survey to discover how burgers paired with different beverages, it found 60 percent of participants preferred their Big Mac, Whopper and Dave's Single with Pepsi over Coke. alma created a clever print ad using hamburger wrappers from top fast-food joints and circling where the Pepsi logo was hidden in the packaging. The agency also got the public involved by creating National Hamburger Day, where people could post a photo of themselves having a burger from any restaurant of their choice while drinking Pepsi on Instagram, Facebook or Twitter and use the #BetterWithPepsi hashtag.

“This is about the power of simplicity, which is one of the many joys of print work. Making connections with consumers is increasingly difficult in this high-tech, on-demand world, so to be able to break through with a simple print ad was very special,” observed Luis Miguel Messianu, founder-creative chairman & CEO of alma.

— “ —

A purely creative concept is not something you can nail on the head every time, but when you do, you feel lucky. Since the work contributed to the larger #BetterWithPepsi campaign platform, we knew it was important to work closely with the brand team and partner agencies to achieve the success and impact we wanted. When we look back at the entire process, we simply feel proud and grateful to have a team like ours and a collaborative and supportive partner like Pepsi.

— ” —

Luis Miguel Messianu
Founder-Creative Chairman & CEO, alma

For an unapologetic challenger brand like Pepsi, growth boils down to share. The result was a 1.1 point share swing compared to a year ago, which is huge for a \$29 billion category.



BK by alma



MCD by alma



Wendys by alma



Royal Prestige 50 años by bbq agency



Paella by bbq agency



Presion by bbq agency



Flan by bbq agency

“Hy Cite” for Royal Prestige cookware

According to Pablo Buffagni, president and creative director of BBQ Agency, “a lot of folks are scared of the pressure cooker their moms once used, but we wanted to show them how easy it was to prepare their favorite recipes using Royal Prestige.” Creative work went through various stages in 2021 as the team sought to highlight the cookware brand’s benefits in an organic and attractive way. Ultimately, the campaign showed the advantages of cooking beloved family recipes with Royal Prestige in a series of recipes and videos that were both informative and culturally engaging.

“ We’ve worked with Royal Prestige for several years now, and our team is very skilled at highlighting product attributes through evocative storytelling, forging an authentic brand/ consumer connection,” said Buffagni. “What’s more, I’m proud of how we raised the production value in a category where that is not always the case.” ”

Pablo Buffagni
President and Creative Director, BBQ Agency

“Deja Tu Huella” for Cheetos

There’s nothing better than getting consumers together for the love of a brand that sparks a movement, according to Dieste CCO Abe García.

This campaign featured a series of ads showcasing millions of hands covered in the powder of Cheetos Flamin’ Hot to inspire Latinos to leave their mark on the world, both literally and figuratively. “We were able to provide an outlet for individuality and self-expression across social platforms, thrusting the brand into the cultural spotlight and increasing the badge value of the Cheetos brand,” said García. For Cheetos, it was an overdue reconnection with the Hispanic audience.

“Recently, the snack category has been steadily increasing its Hispanic marketing spend with targeted and culturally relevant efforts to win this audience. For the Cheetos brand, more than a decade had passed since the last Hispanic dedicated initiative, and penetration numbers were declining. By embedding the brand into the Hispanic cultural conversation, Cheetos re-ignited its relationship and effectively reversed penetration erosion. In short, the campaign continues to be a success.”

Abe García
CCO, Dieste



Cheetos by Dieste



Corona Pesca by We Believers

“Plastic Fishing Tournament” for Corona

We Believers created a corporate social responsibility event for Corona beer to raise awareness of the pollution caused by plastic products being dumped offshore. “When fishermen find more plastic than fish, and the fish they catch are smaller than those they captured a decade ago, that’s a huge problem,” said Gustavo Lauria, co-founder & CCO of We Believers.

During the Plastic Fishing Tournament, 80 fishermen competed to make the biggest catch, collectively hauling more than three tons of plastic refuse from the ocean in Mazatlán, Mexico. The fishermen were then connected with the country’s largest recycling company, who compensated them for their hauls at rates higher than those they would be paid for fish.

— “

Our main intention, along with that of our client, was to make this a first step toward something much bigger. We would give fishermen the chance to fish for plastic and get paid for it on the day of the event, but also build relationships with recycling companies for an additional stream of source of income and help clean up the ocean. It was truly a win win campaign.

— ”

Gustavo Lauria,
Co-Founder & CCO, We Believers



Corona Pesca by We Believers

Amplifying the voice

Elias Weinstock, EVP chief creative officer at Casanova//McCann, said that the most important differentiator of a multicultural agency is its cultural expertise,

“ The capability to understand the specific values and cultural insights that make a campaign connect emotionally with our consumers. ”

Elias Weinstock, EVP Chief Creative Officer, Casanova//McCann

Using ad spaces to amplify the multicultural voice is key. In addition, many agencies use their thought leadership platforms to lecture, write by-lined articles in marketing trades and share proprietary research to tout the need for segment-specific multicultural marketing and help brands anticipate shifts and trends when it comes to connecting with these audiences.

As the U.S. undergoes a seismic cultural change, modern multicultural marketing must change along with it. As an industry, companies will face new challenges but also great opportunities.

“

Marketers must shift their thinking, deepen their understanding of race and ethnicity and acknowledge their impact on multicultural American subcultures.

The better brands understand these cultural nuances, the more they will improve their brand relevance and longevity.

”

Abe García, CCO, Dieste

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ABOUT THE HISPANIC MARKETING COUNCIL

Our Story

Founded in 1996 as the Association of Hispanic Advertising Agencies, the Hispanic Marketing Council is the only national trade organization of all marketing, communications and media firms with trusted Hispanic expertise. We are the undisputed authority on Hispanic culture and Hispanic marketing. Through our thought leadership initiatives, groundbreaking research, and a continuously growing list of specialized members, we have helped organizations gain market share, increase revenue and grow profits by reaching and connecting with Hispanic consumers, who are fueling demographic changes and cultural transformation in the U.S. As such, we have grown to represent more than 25,000 marketing, research, and media organizations and executives who have trusted and proven Hispanic expertise.

Our Vision

The Hispanic consumer should be at the heart of every marketer's strategy, growth plan, media buy, and creative campaign—failure to do so risks losing market share and becoming obsolete.

Our Mission

To champion the Hispanic consumer segment and the importance it signifies to corporations seeking to grow their revenue and market share and advocate for responsible and intentional investment in Hispanic marketing, commensurate with the enormous opportunity the multicultural majority presents.


Our Continued Partnership

We are your marketing power partners. With the multicultural majority happening faster than anticipated, the time to act is now. Consumers are demanding equality and proper representation coupled with culturally competent, responsible, and sustainable efforts from marketers. Brands must authentically speak to all ethnicities and cultural groups, of which Hispanics represent the largest and fastest-growing segment. We are the leading think tank and the go-to resource helping brands find the right partners to become culturally fluent and fully effective in the Hispanic market—let our member directory be your guide.

Connect with us

 hispanicmarketingcouncil.org

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Executive Director



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Alma Coconut Grove, FL	60	INFUSION Los Angeles, CA	86
(add)ventures Providence, RI	62	LERMA/ Dallas, TX	88
BARÚ marketing + media Culver City, CA	63	Lopez Negrete Communications, Inc. Houston, TX	90
BeautifulBeast Dallas, TX	64	MARCA Coconut Grove, FL	92
Boden Miami, FL	65	Omnicom Media Group New York, NY	93
Brand X Marketing LLC Houston, TX	66	Orcí Los Angeles, CA	94
Captura Group, Inc. San Diego, CA	68	PRISA BRAND SOLUTIONS Miami, FL	95
Casanova//McCann Costa Mesa, CA	70	Publicis Media New York, NY	96
CCOM Group, Inc. Miami, FL	72	Republica Havas Miami, FL	97
Chemistry Cultura Coral Gables, FL	73	Schramm Marketing Group Northport, NY	98
CIEN + Irving, TX	74	the community Miami, FL	99
Culture ONE World Washington, DC	76	Sensis Glendale, CA	100
d2H Partners Los Angeles, CA	77	Urias Communications Phoenix, AZ	102
d expósito & Partners, LLC New York, NY	78	Viva Partnership, Inc. Miami, FL	103
Dieste, Inc. Dallas, TX	80	We Believers New York, NY	104
fluent360 LLC Chicago, IL	82	Zubi Advertising Coral Gables, FL	105
Hispanic Communications Network Washington, DC	83		

COMPANY WEB ADDRESS

<http://www.acento.com>

PRIMARY ADDRESS

11400 West Olympic Blvd. 12th Floor
Los Angeles, CA 90064
310 943-8300 Fax: 310 829-2424

**COMPANY NAME**

Acento

YEAR FOUNDED

1983

OTHER OFFICE LOCATIONS

Chicago

COMPANY GENERAL E-MAIL ADDRESS

newbiz@acento.com

2021 CAPITALIZED BILLINGS

N/A

MINORITY OWNED/COMPANY AFFILIATION

Independent - Certified minority owned

TOTAL NUMBER OF EMPLOYEES

35

KEY PERSONNEL

Donnie Broxson | Chief Executive Officer
dbroxson@acento.com

Lourdes Washington | VP, Client Leadership
lwashington@acento.com

Vicent Llopis | VP, Executive Creative Director
vllopis@acento.com

Sofia Escamilla | VP, Media
sescamilla@acento.com

Robert Berry | Chief Financial Officer
rberry@acento.com

MISSION STATEMENT

Acento is an integrated advertising and culture agency with deep roots in the Hispanic experience. We are a combination of cultures. We bring the indelible experiences and identities of people everywhere to bear in creating work that helps clients speak the language of their target. We combine almost 40 years of advertising excellence with a deep understanding of what's current, helping create breakthrough campaigns that defeat indifference by driving understanding.

CURRENT CLIENTS

CA Tobacco Control Program	2005
Banner Health	2017
City of Hope	2017
American Kidney Fund	2021
American Lung Association	2021
Assembled Financial	2021
City Colleges of Chicago	2021
Hemophilia Foundation	2021
SOUNDBOKS	2021
Yaamava Resort & Casino	2021
New York Power Authority	2022

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Health & Wellness
- Financial Services
- Sports & Entertainment
- Hospitality
- Consumer Electronics



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COMPANY PORTFOLIO

<http://acento.com/our-work>



DISCUSSION ROOMS

- ▶ CREATIVE TALK
- ▶ CULTURE LAB
- ▶ HEALTH & WELLNESS
- ▶ PROACTIVE PROJECTS
- ▶ SEEN OR HEARD
- ▶ SOCIAL TRENDS

CHATS

- Donnie Broxson
- Lourdes Washington
- Vicent Llopis
- Sofia Escamilla
- Jason Koyama
- Francisco Sánchez
- Deborah Pappalau
- Brenda Galo - Sánchez
- Bob Berry
- Natalie Galindo
- Tamara Pesqueira
- Salomon Resler
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- Juan Villalobando

ACENTO& / Donnie Broxson April 13th, 2022, 9:05 AM



Hey V, oppty just came up for agency ad, but need a quick turnaround.

ACENTO& / Vicent Llopis April 13th, 2022, 9:07 AM

How quick?



ACENTO& / Donnie Broxson April 13th, 2022, 9:10 AM



Couple of days

ACENTO& / Vicent Llopis April 13th, 2022, 9:11 AM



Team is busy on client work, but we'll make it happen



ACENTO& / Donnie Broxson April 13th, 2022, 9:15 AM



Show our evolution, but keep it simple

ACENTO& / Vicent Llopis April 13th, 2022, 9:17 AM

Simple?



ACENTO& / Donnie Broxson April 13th, 2022, 9:20 AM



Culture = Relevance = Results

ACENTO& / Vicent Llopis April 13th, 2022, 9:23 AM

Should we mention something about being creative?



ACENTO& / Donnie Broxson April 13th, 2022, 9:26 AM



Definitely

ACENTO& / Vicent Llopis April 13th, 2022, 9:30 AM

Anything else?



ACENTO& / Donnie Broxson April 13th, 2022, 9:33 AM



We're a culture agency.

ACENTO& / Vicent Llopis April 13th, 2022, 9:35 AM

Cool. Which logo lockup?



ACENTO& / Donnie Broxson April 13th, 2022, 9:36 AM



This one!



COMPANY WEB ADDRESS

<http://www.almaad.com>

PRIMARY ADDRESS

2601 South Bayshore, 4th Floor
Coconut Grove, FL 33133
305 662-3175 Fax: 305 662-3176

alma

COMPANY NAME

alma

YEAR FOUNDED

1994

OTHER OFFICE LOCATIONS

Chicago, San Francisco, Tallahassee

COMPANY GENERAL E-MAIL ADDRESS

info@almaad.com

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Omnicom

TOTAL NUMBER OF EMPLOYEES

136

KEY PERSONNEL

Luis Miguel Messianu | Chairman
lm.messianu@almaad.com

Isaac Mizrahi | Co-President, CEO
isaac.mizrahi@almaad.com

Alvar Suñol | Co-President, CCO
alvar.sunol@almaad.com

Michelle Headley | EVP, Operations and Production
michelle.headley@almaad.com

Angela Battistini | EVP, Account Management
angela.battistini@almaad.com

Angela Rodríguez | SVP, Head of Strategy
angela.rodriguez@almaad.com

Leo Peet | SVP, Director of Finance
leo.peet@almaad.com

Michael Sotelo | VP, Digital Content & Experience
michael.sotelo@almaad.com

Michelle Cobas | VP, New Business & Agency Communications
michelle.cobas@almaad.com

Yeyo Márquez | VP, Director of Production
yeyo.marquez@almaad.com

Victoria Lutgring | Communications Manager
victoria.lutgring@almaad.com

MISSION STATEMENT

A modern culture marketing agency with a multicultural DNA, Alma is anchored in the strong belief that brands - like people - have soul. We search for that intangible fiber that touches the lives of consumers creating relevant and unique business-building communication ideas that bond them with brands as soulmates.

CURRENT CLIENTS

McDonald's	1994
State Farm	1998
Florida Department of Health	2009
PNC	2011
Molson Coors	2017
PepsiCo	2018
Eli Lilly	2018
Memorial Sloan Kettering Cancer Center	2019
P&G	2020
Mission Foods	2020
Marriott International	2020
Wells Fargo	2020
Google	2020
Amazon	2020
CVS Health	2020
Riviana Foods	2021
Intuit QuickBooks	2021
SC Johnson	2022

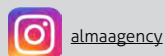
YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Retail/Quick Service Restaurants
- Financial Services
- Packaged Goods
- Government

AWARDS & RECOGNITIONS

- 13 Effies
- 27 Cannes Lions
- 7 Ad Age A-List
- 2 Adweek Project Isaac Awards



Join **GLOBAL CITIZEN** to change lives.



unmute your opportunities



UNLOCKING CULTURE WITH SOUL

ONE COOKIE PER KID



COMPANY WEB ADDRESS<http://addventures.com>**PRIMARY ADDRESS**20 Risho Avenue
East Providence, RI 02914
401 453-4748 Fax: 401 453-0095

(add)ventures

COMPANY NAME

(add)ventures

YEAR FOUNDED

1989

OTHER OFFICE LOCATIONS

Chicago, Miami, New York, Latin America

COMPANY GENERAL E-MAIL ADDRESSinfo@addventures.com**2020 CAPITALIZED BILLINGS**

\$17 million

MINORITY OWNED/COMPANY AFFILIATION

Privately owned

TOTAL NUMBER OF EMPLOYEES

88

KEY PERSONNEL**Stephen Rosa** | Chief Executive Officer
srosa@addventures.com**Mary Sadlier** | EVP/CSO
msadlier@addventures.com**Wayne Vieira** | Chief Creative Officer
wvieira@addventures.com**Tracy Silva** | Chief Relationship Officer
tsilva@addventures.com**Scott Maiocchi** | SVP, Video/Animation
smaiocchi@addventures.com**Andrea Reed** | SVP, Marketing Strategy
areed@addventures.com**Lisa Curtis** | SVP, Experience Design
lcurtis@addventures.com**Joel Vélez** | Vice President, Strategy/Creative
jvelez@addventures.com**MISSION STATEMENT**

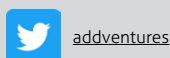
To deliver the best experience our client partners will ever have working with a business consulting or creative services firm.

CURRENT CLIENTS

CVS Health	2000	YEAR ACQUIRED
Honeywell	2011	
Citi	2012	
DentaQuest	2015	
AOC	2016	
Baxter	2016	
Newell Brands	2017	
Brother International Corporation	2018	

TOP FIVE COMPANY SECTORS (by revenue)

- Health Care/Pharma
- Retail/Quick Service Restaurants
- Financial Services
- Electronics
- Public Services



COMPANY WEB ADDRESS<https://www.baru.com>**PRIMARY ADDRESS**8695 Washington Boulevard, Suite #208
Culver City, CA 90232
310 842-4813 Fax: 310 842-4818

BARU

marketing+media

COMPANY NAME

BARU marketing + media

YEAR FOUNDED

2007

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESSinfo@baru-ad.com**2021 CAPITALIZED BILLINGS**

\$34.6 million

OWNERSHIP/COMPANY AFFILIATIONIndependent, Privately Owned
Member WBENC (National Women's Business Enterprise Certification)
Member WOSB / SBA (United States Small Business Administration - Women-Owned Small Business)**TOTAL NUMBER OF EMPLOYEES**

29

KEY PERSONNEL**Elizabeth Barrutia** | Founder & CEO
elizabeth@baru-ad.com**Michael McNellis** | COO/CCO
mike@baru-ad.com**Edgar Hernández** | Creative Director
edgar@baru-ad.com**Jeremy Epstein** | Vice President, Digital + OOH Director
jeremy@baru-ad.com**Raymond Wu** | Integrated Strategy Director
raymond@baru-ad.com**Magali García** | Associate Media Director
magali@baru-ad.com**Jessica Matkovic** | Associate Media Director
jessica@baru-ad.com**Carlos Durand** | Group Account Director
carlos@baru-ad.com**Aida Roque** | Account Director
aida@baru-ad.com**MISSION STATEMENT**

BARU is a full service, integrated marketing and media agency specializing in cross cultural solutions for U.S. multicultural markets. We focus on reaching hard-to-convince communities in-language and in-culture to effectively inspire and motivate audiences. As an audience inclusive agency, BARU's mission is to educate, empower and create positive social change.

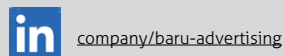
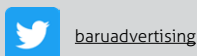
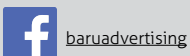
CURRENT CLIENTS

Del Real Foods	2010
Los Angeles County Department of Public Health	2017
Nickelodeon	2018
Netflix	2019
O'Neill Vintners	2019
Pluto TV	2019
Allegro Cellars	2020
Covered California	2020
First 5 Los Angeles	2020
Walt Disney Studios	2020
California Department of Public Health, COVID-19 Vaccine	2021
The Salvation Army	2021
Planned Parenthood	2021
First 5 of California	2021
PBS Kids	2021

YEAR ACQUIRED

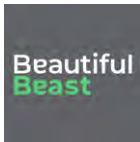
TOP FIVE COMPANY SECTORS (by revenue)

- Government
- Entertainment/Sports/Media
- Beverages (Alcoholic)
- Health Care/Pharma
- Packaged Goods

**COMPANY PORTFOLIO**<https://www.baru.com>

COMPANY WEB ADDRESS<https://beautifulbeastad.com>**PRIMARY ADDRESS**

Dallas, TX

**COMPANY NAME**

BeautifulBeast

YEAR FOUNDED

2022

OTHER OFFICE LOCATIONS

Miami

COMPANY GENERAL E-MAIL ADDRESSHeyBeauty@beautifulbeastad.com**2021 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent

TOTAL NUMBER OF EMPLOYEES

15

KEY PERSONNEL**Aldo Quevedo** | CEO, Creative Chairman
aldo@beautifulbeastad.com**Salma Gottfried** | Chief Brand Officer
salma@beautifulbeastad.com**Flor Leibaschoff** | Chief Creative Officer
flor@beautifulbeastad.com**Mauricio Del Castillo** | Chief Digital Strategist
mauricio@beautifulbeastad.com**Nury Quevedo** | Director of Finance/HR
nury@beautifulbeastad.com**MISSION STATEMENT**

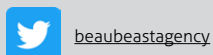
We are a business-growth company dedicated to cross-cultural solutions through creativity and big data.

CURRENT CLIENTS

Colon Cancer Coalition	2022
Prolijo Mezcal	2022
El Río Grande Latin Market	2022

YEAR ACQUIRED**TOP FIVE COMPANY SECTORS (by revenue)**

- Non Profit
- Packaged Goods
- Grocery Products
- Financial Services
- Retail/Quick Service Restaurants

**COMPANY PORTFOLIO**<https://beautifulbeastad.com/work/>

COMPANY WEB ADDRESS

<http://www.bodenagency.com>

PRIMARY ADDRESS

7791 NW 46th Street, Suite 304
Miami, FL 33166
305 639-6770 Fax: 866 334-0145

**COMPANY NAME**

Boden

YEAR FOUNDED

2006

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

N/A

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Privately Owned

TOTAL NUMBER OF EMPLOYEES

29

KEY PERSONNEL

Natalie Boden | President & Founder

Lauren Gongora | VP & Partner

Jennifer Díaz Alzuri | Senior Vice President

Michelle Kawas | Associate Vice President

MISSION STATEMENT

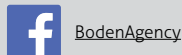
BODEN is an award winning Hispanic communications agency on a mission: to create breakthrough ideas that build trust and make an impact for our clients in the Hispanic market.

CURRENT CLIENTS

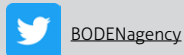
Target	2013
McDonald's USA	2014
UnitedHealthcare	2016
L'Oréal USA/Dermablend	2020
Anheuser-Bush's Veza Sur	2020
PepsiCo	2021
Unilever	2021

YEAR ACQUIRED**TOP FIVE COMPANY SECTORS (by revenue)**

- Retail/Quick Service Restaurants
- Health Care
- Beauty



BodenAgency



BODENagency

COMPANY WEB ADDRESS

<https://brandxmarketing.com>

PRIMARY ADDRESS

Galleria Tower Office Tower 1
2700 Post Oak Blvd., Floor 21
Houston, TX 77056
310 991-9100



COMPANY NAME

Brand X Marketing & Sales Solutions

YEAR FOUNDED

2017

OTHER OFFICE LOCATIONS

Los Angeles, Irvine, Dallas, Miami, Chicago, San Diego, New York

COMPANY GENERAL E-MAIL ADDRESS

information@brandx.marketing

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Hispanic Owned LLC Partnership

TOTAL NUMBER OF EMPLOYEES

N/A

KEY PERSONNEL

Xavier Peña | President

Dan Castro | Creative Director

Adrian Rico | Director of Merchandising & Procurement

Yvette Ortiz | Director of Experiential

Anthony Muñoz | Director of Digital & Social Media

Terrie Martín | Finance Director

Marty Avila | Media Director

Gary Stone | Consultant

Pablo Guzmán | Consultant

MISSION STATEMENT

Align brands and retailers marketing and sales strategies to effectively deliver and win with their core consumer. Create inspirational, unique and lasting shopping experiences that engage, connect and influence consumers throughout their journey to purchase. Strategic selection of the most accurate communication channels that deliver the greatest impact with the target consumer at the right time and at the right place. Carry out in depth research in order to understand current brand position, competition and fuel creativity.

CURRENT CLIENTS

Ventura Foods	2017
Ducal	2018
Jarritos	2018
Nestlé	2018
Abuelita	2018
Maggi	2018
Nescafé Classico	2019
NIDO	2020
Stouffer's	2020
Sigue	2020
ALEn USA	2021
San Marcos	2021
Stater Bros. Markets	2021

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Grocery Retailers
- Package Goods
- Durable Goods
- Beverages (Non-Alcoholic)
- Beverages (Alcoholic)

COMPANY PORTFOLIO

<https://brandxmarketing.com>

Brand X Marketing is a Multicultural
Shopper-Marketing Agency
influencing the consumers buying power.

Los Angeles

Irvine

San Diego

Houston

Dallas

Chicago

New York

Miami



brandxmarketing.com

COMPANY WEB ADDRESS<http://www.capturagroup.com/>**PRIMARY ADDRESS**1286 University Avenue, Suite 1027
San Diego, CA 92103
619 681-1858 Fax: 619 681-1859**COMPANY NAME**

Captura Group, Inc.

YEAR FOUNDED

2001

OTHER OFFICE LOCATIONS

Chicago, Los Angeles, Dallas

COMPANY GENERAL E-MAIL ADDRESSinfo@capturagroup.com**2021 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent

TOTAL NUMBER OF EMPLOYEES

25

KEY PERSONNEL**Lee Vann** | Executive Chairman**Walter Boza** | President, General Manager**Jennifer Woods** | Vice President Strategy**Jessica Cuevas Molina** | Executive Creative Director**Andreina Barroso** | Vice President Amplification**Elba Intriago** | Vice President Client Partnerships**MISSION STATEMENT**

We are a Hispanic and digital-first full service agency obsessed with helping brands connect with and uplift minority communities.

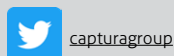
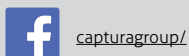
Captura Group is a certified Hispanic and Women owned enterprise.

CURRENT CLIENTS

	YEAR ACQUIRED
Kellogg's	2013
U.S. Government	2013
Pringles	2016
Cheez-It	2017
Fiesta Auto Insurance	2017
Dairy Farmers of America	2018
Pop Tarts	2018
Frosted Flakes	2019
Kellogg's U.S. Hispanic Scale Promotion	2020
AARP Foundation	2021
99¢ Only Stores	2021
Pitaya Entertainment	2022

TOP FIVE COMPANY SECTORS (by revenue)

- Packaged Goods
- Grocery Products
- Toiletries/Beauty Aids
- Financial Services
- Entertainment/Sports/Media

**COMPANY PORTFOLIO**<https://www.capturagroup.com/work/>



WHY TELL YOU HOW WE HAVE LEVERAGED
THE POWER OF DIGITAL MARKETING TO
DRIVE GROWTH WITH HISPANICS FOR OVER
20 YEARS WHEN WE CAN **SHOW** YOU.

COMPANY WEB ADDRESS

<http://www.casanova.com>

PRIMARY ADDRESS

3337 Susan Street, Suite 200
Costa Mesa, CA 92626
949 271-6344

CASANOVA // McCANN

COMPANY NAME

Casanova//McCann

YEAR FOUNDED

1984

OTHER OFFICE LOCATIONS

New York, Detroit

COMPANY GENERAL E-MAIL ADDRESS

info@casanova.com

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Minority, female-owned

TOTAL NUMBER OF EMPLOYEES

80

KEY PERSONNEL

Ingrid Smart | President/CEO
ingrid.smart@casanova.com

Elias Weinstock | EVP/Chief Creative Officer
elias.weinstock@casanova.com

Enrily Levy | Chief Financial Officer
enrily.levy@casanova.com

Will Pierce | EVP, Chief Strategy Officer
will.pierce@casanova.com

Karla Acevedo | EVP, Chief Stewardship Officer
karla.acevedo@casanova.com

Jonathan Lackey | Director Digital Operations
jonathan.lackey@casanova.com

MISSION STATEMENT

We translate culture into business impact.

CURRENT CLIENTS

Nestlé	2001
U.S. Postal Service	2013
Janssen Laboratories	2013
Chevrolet	2014
Cigna	2014
Novartis	2014
New York Lottery	2015
Land O'Lakes	2015
U.S. Bank	2016
ULTA	2017
Coca-Cola	2018
Shoe Carnival	2019
Vallarta Supermarkets	2020
Best Friends Animal Society	2021
Regeneron	2021
GSK	2022
Post@ cereals	2022

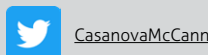
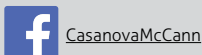
YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Packaged Goods
- Automotive
- Entertainment
- Health Care/Pharma
- Government

AWARDS & RECOGNITIONS

- Most awarded USH Agency in Cannes
- #20 Most Awarded Agency in the U.S., The Drum
- #37 globally, WARC
- Best Hispanic Radio, Radio Mercury
- Best USA Idea, El Ojo

**COMPANY PORTFOLIO**

<https://www.casanova.com/work>



MEET THE MODERN
HISPANIC FAMILIA.

THE FUTURE OF YOUR BRAND DEPENDS ON THE NEW HISPANIC CONSUMER.
OUR LATEST PROPRIETARY STUDY, *THE TRUTH ABOUT MODERN FAMILIAS*,
REVEALS FRESH INSIGHTS INTO HOW THE HISPANIC COMMUNITY IS EVOLVING.

DON'T GET STUCK IN THE PAST.
CONNECT WITH YOUR NEW AUDIENCE. WE CAN SHOW YOU HOW.

WWW.CASANOVA.COM

CASANOVA // McCANN

COMPANY WEB ADDRESS
<http://www.ccomgroupinc.com>

PRIMARY ADDRESS
6380 NE 4th Avenue
Miami, FL 33138
305 447-4015

CCOMGROUP

COMPANY NAME

CCOM Group, Inc.

YEAR FOUNDED

2001

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@ccomgroupinc.com

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent, Minority-Owned

TOTAL NUMBER OF EMPLOYEES

75

KEY PERSONNEL

Luis González-Esteves | Co-Chairman
luis@ccomgroupinc.com

Manuel E. Machado | Co-Chairman
manny@ccomgroupinc.com

Jorge Espinosa | Managing Director
jorge@ccomgroupinc.com

Roberto Lago | VP Media Channel Integration Director
roberto@ccomgroupinc.com

Sergio Rodríguez | VP, Executive Creative Director
sergio@ccomgroupinc.com

Angie Díaz | VP Public Relations
angie@ccomgroupinc.com

MISSION STATEMENT

We are CCOMGroup, a Miami-based full-service marketing communication, public relations and events firm. We're passionate about creating conversations that help brands win by engaging with cultures in a relevant, memorable and powerful way. Our award-winning campaigns and initiatives are an integral part of our clients' success in reaching their target consumers.

CURRENT CLIENTS

Acuvue

Adrienne Arsht Center for the Performing Arts

Aveeno

Black Diamond Housing

Clean and Clear

CONCACAF

Florida City Gas

Florida Power & Light Co./Nextera Energy

IATA

Kellogg Garden

Neutrogena

NuScale Power

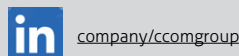
Serrallés USA/Don Q Rum

Southeast Toyota Distributors

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Utilities/Energy
- Automotive
- Skincare/Beauty and Baby Products
- Beverages (Spirits)
- Transportation



COMPANY WEB ADDRESS<https://chemistrycultura.com>**PRIMARY ADDRESS**220 Alhambra Circle, Penthouse
Coral Gables, FL 33134
305 615-1111 Fax: 305 532-2590**COMPANY NAME**

Chemistry Cultura

YEAR FOUNDED

2014

OTHER OFFICE LOCATIONS

New York, Phoenix

COMPANY GENERAL E-MAIL ADDRESSignite@chemistryagency.com**2021 CAPITALIZED BILLINGS**

\$8.3 million (revenue not billings)

OWNERSHIP/COMPANY AFFILIATION

Part of the Chemistry Advertising network

TOTAL NUMBER OF EMPLOYEES

26

KEY PERSONNEL**Mike Valdés-Fauli** | President
mvaldesfauli@chemistryagency.com**Alex Barreras** | Executive Creative Director
abarreras@chemistryagency.com**Krysten Casabielle** | SVP, Cultura Miami
kcasabielle@chemistryagency.com**Lauren Cortiñas** | SVP, Cultura West
lcortinas@chemistryagency.com**Helene Coutinho** | SVP, Media Planning & Buying
hcoutinho@chemistryagency.com**Giancarlo Russo** | VP, Operations
grusso@chemistryagency.com**MISSION STATEMENT**

Chemistry Cultura is a catalyst for change. Our minority-certified agency lives for experimentation, and the reaction caused when great clients collide with great work.

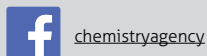
As a partner of Chemistry, Ad Age 2021 "Small Agency of the Year," we combine the expertise of a Latin-owned firm with the scale needed to execute any challenge.

CURRENT CLIENTS

T-Mobile	2007	YEAR ACQUIRED
NFL	2015	
Carnival	2018	
Microsoft	2018	
American Express	2019	
Heineken	2019	
Tecate	2020	
Western Union	2020	

TOP FIVE COMPANY SECTORS (by revenue)

- Telecommunications/Technology
- Entertainment/Sports/Media
- Finance
- Sports Entertainment
- Packaged Goods

**COMPANY PORTFOLIO**<https://chemistrycultura.com/#experimentation>

COMPANY WEB ADDRESS

<https://www.cien.plus>

PRIMARY ADDRESS

5215 N O'Connor Blvd. 11th Floor
Irving, TX 75039
646 461-6216

**COMPANY NAME**

CIEN+

YEAR FOUNDED

2010

OTHER OFFICE LOCATIONS

NYC, Miami, Dallas, Medellin

COMPANY GENERAL E-MAIL ADDRESS

info@cien.plus

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent Women and Minority Owned company

TOTAL NUMBER OF EMPLOYEES

70+

KEY PERSONNEL

Liliana Gil Valletta | CEO

liliana@cien.plus

Enrique Arbelaez | Co-Founder

enrique@cien.plus

MISSION STATEMENT

Turning Cultural Trends into Profits.

As leaders in Cultural Intelligence™, we empower our clients to understand, embrace and apply cultural competence into everyday business.

CURRENT CLIENTS

	YEAR ACQUIRED
Kroger	2010
Google	2016
Merck	2016
PepsiCo	2016
Weight Watchers	2016
Prudential	2017
Kellogg's	2020
Nestlé	2020
United Health Group / Optum	2020
GSK	2021
Pfizer	2021

TOP FIVE COMPANY SECTORS (by revenue)

- Health Care/Pharma
- Packaged Goods
- Financial Services
- Retail/Quick Service Restaurants
- Beverages (Alcoholic)



STACK YOUR TEAM WITH THE RIGHT PLAYERS



**HMC's Job
Center
is the place
to connect!**

Visit the HMC Job Center

Whether you're an agency, media company, research organization or production company looking to hire the right candidate, the HMC Job Center connects employers with the right culture marketing specialists!

Post your specialized job openings today!

<https://www.hispanicmarketingcouncil.org/>

COMPANY WEB ADDRESS<https://www.cultureoneworld.com>**PRIMARY ADDRESS**1333 H St. NW, Suite 900W
Washington, D.C. 20005
202 899-5544**CULTURE
ONE
WORLD****COMPANY NAME**Culture **ONE** World**YEAR FOUNDED**

2011

OTHER OFFICE LOCATIONS

Los Angeles, Miami

COMPANY GENERAL E-MAIL ADDRESSinfo@cultureoneworld.com**2021 CAPITALIZED BILLINGS**

N/A

OWNERSHIP

Independent

TOTAL NUMBER OF EMPLOYEES

32

KEY PERSONNEL**Duly Fernández** | Co-Founder
dfernandez@cultureoneworld.com**Carlos Alcázar** | Co-Founder
calcazar@cultureoneworld.com**Ariana Solis Gómez** | SVP, Group Account Director
asolisgomez@cultureoneworld.com**Kristina Brown Watts** | Group Account Director
kbrownwatts@cultureoneworld.com**Alicia Austion** | Group Account Director
aaustion@cultureoneworld.com**Tom Gilmore** | Executive Creative Director
tgilmore@cultureoneworld.com**Lucy Douriet** | Group Media Director
ldouriet@cultureoneworld.com**Jen Cox** | Research & Strategy Lead
jcox@cultureoneworld.com**Arturo Varela** | PR Director
avarela@cultureoneworld.com**Lucía Fancher** | Director, Finance & Administration
lfancher@cultureoneworld.com**MISSION STATEMENT**Culture **ONE** World is a purpose-driven integrated communications agency focused on engaging the cultural diversity of our country. We combine data-based insight with a deep understanding of consumer culture and award-winning creative to inspire impactful social change and drive results.**CURRENT CLIENTS**

United States Census Bureau	2017	YEAR ACQUIRED
National Highway Traffic Safety Administration (NHTSA)	2011	
Amtrak	2018	
Truist	2018	
BioLife Plasma Services	2020	
Capital One	2020	
Facebook	2020	
U.S. Vote Foundation	2020	
Texas Health Resources	2021	
PBS Kids	2021	
Center for Audit Quality	2021	
CDC Foundation	2021	
Federal Reserve Board	2021	
Smithsonian Institution	2021	

TOP FIVE COMPANY SECTORS (by revenue)

- Public Service
- Travel
- Technology
- Health Care/Pharma
- Financial Services



CultureOneWorld



C1Wagency



cultureoneworld



company/culture-one-world

COMPANY PORTFOLIO<https://www.cultureoneworld.com/work/>

COMPANY WEB ADDRESS

<https://www.d2hispanic.com>

PRIMARY ADDRESS

316 W. 2nd Street, Suite 1202
Los Angeles, CA 90012
213 784-0401

**COMPANY NAME**

d2H Partners

YEAR FOUNDED

2014

OTHER OFFICE LOCATIONS

Chicago IL

COMPANY GENERAL E-MAIL ADDRESS

info@d2hispanic.com

2020 CAPITALIZED BILLINGS

\$20,000,000

MINORITY OWNED/COMPANY AFFILIATION

100%

TOTAL NUMBER OF EMPLOYEES

12

KEY PERSONNEL

Patricia Testa | Managing Partner
patricia@d2hispanic.com

Marcelino Miyares | Managing Partner
marcelino@d2hispanic.com

Silvia Testa | Director-Business Development
silvia@d2hispanic.com

MISSION STATEMENT

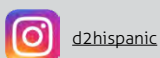
We are a specialized agency focused on D2C and B2B campaigns targeting immigrant, first-generation and “bilenial” Hispanics. You know your product or service is a great fit for the Hispanic market – you just don’t know how to get there. d2H is here to create, adapt, re-purpose and deliver whatever it takes for your business to perform as well or better among Latinos than your core general market customers. d2H will show you the path to profitably enculturate your message, your media and your metrics. FLUENT. HISPANIC. LIFT.

CURRENT CLIENTS

Cascorp	2014	YEAR ACQUIRED
Great Health Works	2016	
Lincoln Heritage	2018	
Hearthware	2019	
Alivia Labs	2020	
Disney Studios	2020	
Paramount Pictures	2020	

TOP FIVE COMPANY SECTORS (by revenue)

- Financial Services
- Health Care/Pharma
- Entertainment/Sports/Media
- Appliances and DRTV Various



[d2hispanic](https://www.instagram.com/d2hispanic)



[company/d2hispanic](https://www.linkedin.com/company/d2hispanic)

COMPANY WEB ADDRESS<http://www.newamericanagency.com>**PRIMARY ADDRESS**875 Avenue of the Americas, 25th Floor
New York, NY 10001
646 747-8800 Fax: 212 273-0778

d expósito & partners

COMPANY NAME

d expósito & Partners, LLC

YEAR FOUNDED

2005

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESSinfo@dex-p.com**2021 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

100% Minority-Woman-Owned; Independent

TOTAL NUMBER OF EMPLOYEES

25

KEY PERSONNEL**Daisy Expósito-Ulla** | CEO & Chairmandexposito@dex-p.com**Jorge Ulla** | Chief Ideation Officerjulla@dex-p.com**Gloria Constanza** | Chief Contact Strategistgconstanza@dex-p.com**John Ross** | Chief Financial Officerjross@dex-p.com**Paco Olavarrieta** | Chief Creative OfficerPaco@dex-p.com**Louis Maldonado** | Managing Directorlmaldonado@dex-p.com**Fernando Fernández** | Chief Client Officerffernandez@dex-p.com**MISSION STATEMENT**

To be *The New American Agency*™ with a fresh, informed, critical way of looking at today's consumer landscape. To help brands create cultural change by harnessing the growth opportunities represented by the segments that are increasingly the drivers of America's mainstream economy. To help our client-partners outline winning strategies based on **excellence in marketing and expertise in culture**. To help them succeed with purpose-driven thinking that will **own the present and the future** for their brands.

CURRENT CLIENTS

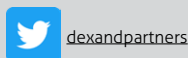
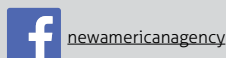
McDonald's NY Metro	2005	YEAR ACQUIRED
Tajin International	2013	
National Puerto Rican Day Parade	2014	
Amica Mutual Insurance Company	2014	
Safe Horizon	2014	
NBA	2015	
FDA	2017	
Planned Parenthood	2018	
Amica Mutual Insurance Company - Life	2019	
MercaSID	2019	
Nielsen	2019	
MetroPlus Health	2020	
NYC Health + Hospitals	2020	
Altice USA	2021	
Induban	2021	

TOP FIVE COMPANY SECTORS (by revenue)

- Insurance
- Government
- Packaged Goods
- Retail/Quick Service Restaurants
- Non Profit/Advocacy

AWARDS & RECOGNITIONS

- 2020 Ojo de Iberoamérica, Best USA Independent Agency
- 2019 North American Effie Award
- 2019 Culture Marketing Council Cape Awards, "Gold" And "Grand Prix",
- 2018 Chairman and CEO's Induction to the AAF Advertising Hall of Fame/David Bell's Industry Service Award
- 2018 NY Festivals "World's Best TV & Film Awards"
- 2015 ANA Educational Foundation Agency of the Year

**COMPANY PORTFOLIO**<http://newamericanagency.com/our-work/>



**YOU DON'T GO TO
A BURGER JOINT
FOR RICE AND BEANS.**

There's no substitute for true expertise when engaging Hispanic consumers.
That's where we come in.

We help brands spark cultural change so that they're not just part of the conversation,
but actually lead it. Join us in our journey to start a *cultural revolution*.

dexósito & partners

DEX. *The Agency for the New America.* Learn more at newamericanagency.com

COMPANY WEB ADDRESS

<http://www.dieste.com>

PRIMARY ADDRESS

1999 Bryan Street, Suite 2500
Dallas, TX 75201
214 259-8000 Fax: 214 259-8040

**COMPANY NAME**

Dieste, Inc.

YEAR FOUNDED

1995

OTHER OFFICE LOCATIONS

New York, Los Angeles

COMPANY GENERAL E-MAIL ADDRESS

lruiz@dieste.com

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Omnicom

TOTAL NUMBER OF EMPLOYEES

140

KEY PERSONNEL

Tony Dieste | Founder & Chairman
tdieste@dieste.com

Greg Knipp | Chief Executive Officer
gknipp@dieste.com

Abe García | Chief Creative Officer
agarcia@dieste.com

Stacie Davis | Chief Financial Officer
sdavis@dieste.com

Lonnie Limón | Managing Director
llimon@dieste.com

Marialejandra Urbina | Executive Planning Director
murbina@dieste.com

Laura Hinguanzo-Andrade | Director of Agency Operations
lhandrade@dieste.com

Scott Gassert | Executive Media Director
sgassert@dieste.com

MISSION STATEMENT

Connecting Brands and Cultures.

CURRENT CLIENTS

AT&T	2002
Mi Escuelita	2011
Goya	2013
Cricket	2014
Pollo Campero	2017
Merck	2019
Dunkin'	2019
Victor Pet Food	2019
Texas Park & Wildlife	2019
PepsiCo	2019
Biogen	2020
Advance Auto Parts	2021
Frito-Lay	2021

YEAR ACQUIRED**TOP FIVE COMPANY SECTORS (by revenue)**

- Telecommunications
- Consumer Packaged Goods
- Entertainment
- Quick Service Restaurants
- Pharma



[diesteinc](https://www.facebook.com/diesteinc)



[Dieste](https://twitter.com/Dieste)



[company/dieste-inc](https://www.linkedin.com/company/dieste-inc)



[dieste_inc](https://www.instagram.com/dieste_inc)



[user/diesteagency/featured](https://www.youtube.com/user/diesteagency/featured)

COMPANY PORTFOLIO

<https://dieste.com/our-work>

C O N N E C T I N G
B R A N D S
& C U L T U R E S

dīeste*

COMPANY WEB ADDRESS

<http://www.fluent360.com>

PRIMARY ADDRESS

205 N. Michigan Avenue, 22nd Floor
Chicago, IL 60601
312 766-2721 Fax: 615 255-7799



culture articulated

COMPANY NAME

fluent360 LLC

YEAR FOUNDED

2008

OTHER OFFICE LOCATIONS

Nashville, New York

COMPANY GENERAL E-MAIL ADDRESS

info@fluent360.com

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent & Omnicom DAS Group Supported

TOTAL NUMBER OF EMPLOYEES

95

KEY PERSONNEL

Danielle Austen | Chief Executive Officer

Alex Fino | EVP, Managing Director

Mark Revermann | Vice President, Business Integration

José Suaste | Executive Creative Director

Corey Richardson | Vice President, Cultural Learning & Insights

Karen Cason | Vice President, Finance & Operations

Kelon Anthony | Senior Human Resources Director

Brenda Storch | Vice President, Social Media

MISSION STATEMENT

To boldly create new pathways in capturing the hearts and minds of multicultural consumers, fundamental to realizing the potential of the complete U.S. market.

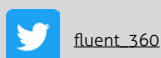
CURRENT CLIENTS

Infiniti	2008
Nissan	2008
Humana	2016
Alma Advisory Group	2016
Big Lots	2016
New York City Commission on Human Rights	2016
Denny's	2017
State Farm Insurance	2017
Spectrum	2018
U.S. Army	2018
Big Brothers Big Sisters of Middle Tennessee	2019
Penguin Random House	2019
Ancestry	2020
Centers for Disease Control – Ad Council	2020
Chicago Public Schools	2020
Ferrara	2020
General Mills	2020
Jim Beam	2020
Kohl's	2020
Maker's Mark	2020
Blue Cross Blue Shield of North Carolina	2021
Capital One	2021
Disney Theatrical Group	2021
World Golf Foundation	2021
TGI Fridays	2021
Kaiser Permanente	2022

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Automotive
- Government
- Alcoholic Beverages (Spirits)
- Property & Casualty Insurance
- Retail



COMPANY PORTFOLIO

<https://fluent360.com/work/>

COMPANY WEB ADDRESS

<https://hcnmedia.com>

PRIMARY ADDRESS

529 14th Street NW, Suite 827
Washington, DC 20045
202 637-8800

**COMPANY NAME**

Hispanic Communications Network

YEAR FOUNDED

1979

OTHER OFFICE LOCATIONS

Santa Fe, Santa Monica, Miami

COMPANY GENERAL E-MAIL ADDRESS

tracy.mccarty@hcnmedia.com

OWNERSHIP/COMPANY AFFILIATION

Kline Trust, Univision Investments, Alison Rodden

TOTAL NUMBER OF EMPLOYEES

20

KEY PERSONNEL

Alison Rodden | Chief Executive Officer
alison.rodden@hcnmedia.com

Jeff Kline | Chairman and Founder
jeff.kline@hcnmedia.com

Ana Sarai Pena | Chief Operating Officer
anasarai.pena@hcnmedia.com

Yelena Grillet | Media and Affiliates Relations Manager
yelena.grillet@hcnmedia.com

Tracy McCarty | Business Development & Partnerships
tracy.mccarty@hcnmedia.com

José López Zamorano | VP, Production
jose.lopez@hcnmedia.com

MISSION STATEMENT

HCN is a culturally-driven, full-service social impact agency with one mission: to improve quality of life for all U.S. Hispanics. Under our branded networks La Red Hispana and LatinEQUIS, HCN provides educational and informational multimedia content to Hispanic-serving media, stakeholders, healthcare providers and promotores de salud. Our media networks include digital and social channels reaching 250,000, as well as daily programming for broadcast on over 80 Spanish-language radio stations covering 85% of all U.S. Hispanics with a measured audience of 7 million listeners/weekly in urban, mid-sized and rural markets throughout the mainland U.S. and Puerto Rico.

CURRENT CLIENTS

EPA - Environmental Protection Agency	2002
UnidosUS (formerly NCLR)	2006
USDA - Forest Service, APHIS	2010
CDC - Centers of Disease Control and Prevention	2014
National Association of Hispanic Nurses	2014
NIH - National Institutes of Health	2014
Crosby Marketing	2015
HRSA - Health Resources Services Administration	2015
Robert Wood Johnson Foundation	2015
Water Sports Foundaiton (U.S. Coast Guard)	2015
Ogilvy	2017
Yale Climate Connections	2018
National Association of Chronic Disease Directors	2019
Fors Marsh Group	2020
HHS - U.S. Dept of Health and Human Services	2020
LULAC	2020
Pfizer	2020
CMS – Centers for Medicare and Medicaid Services	2021
PBS Kids	2021
Weber Shandwick	2021

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Government
- Non Profit
- Philanthropy
- Health Care/Pharma (CSR)

**COMPANY PORTFOLIO**

<https://hcnmedia.com/work/case-studies>

COMPANY WEB ADDRESS<https://www.groupm.com/>**PRIMARY ADDRESS**175 Greenwich Street
New York, NY 10007
212 297-7000**COMPANY NAME**

GroupM Multicultural

YEAR FOUNDED

2013

MISSION STATEMENT

GroupM is the world's leading media investment company responsible for more than \$50B in annual media investment through agencies Mindshare, MediaCom, Wavemaker, Essence, and m/SIX, as well as the outcomes-driven programmatic audience company, Xaxis. GroupM's portfolio includes Data & Technology (Choreograph), Investment, and Services, all united in the vision to shape the next era of media where advertising works better for people. By leveraging all the benefits of scale, the company innovates, differentiates, and generates sustained value for our clients wherever they do business.

GroupM Multicultural is the specialized division that provides clients with relevant, informative and trustworthy points of view on all multicultural audiences in the U.S. to support tailored communications strategies based on in-depth knowledge of consumers. After launching the New Majority initiative in 2019, GroupM doubled down its commitment in the multicultural space by launching the Multicultural Marketplace, one of the largest databases of Black, Hispanic, Asian and LGBTQ+ owned and/or focused publishers that create, curate and distribute content specifically for these audiences. And in 2021, GroupM formed the Media Inclusion Initiative, a long-term commitment to continually create opportunities for the firm and its clients to invest in diverse media and creators.

OTHER OFFICE LOCATIONS

New York, Chicago, San Francisco, Los Angeles, Atlanta

COMPANY GENERAL E-MAIL ADDRESS

N/A

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

WPP

TOTAL NUMBER OF EMPLOYEES

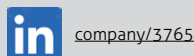
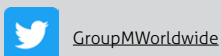
95

CURRENT CLIENTS

AARP	
Bayer	
Doordash	
General Mills	
Google	
Indeed	
IKEA	
JPMorgan Chase	
L'Oréal	
Mars	
Nestlé	
Target	
The Coca Cola Company	
TJX Companies	
Uber	
Unilever	
Universal Pictures	
U.S. Navy	
Walgreens Boots	

YEAR ACQUIRED**KEY PERSONNEL****Gonzalo Del Fa** | President, GroupM Multicultural
Gonzalo.del.fa@groupm.com**Kirk McDonald** | GroupM North America CEO**AWARDS & RECOGNITIONS**

- GroupM – Mediapost Holding Company of the Year 2021
- Wavemaker – AdWeek Media Agency of the Year 2021
- Wavemaker – MediaPost Agency of the Year 2021, 2022
- Mindshare – Campaign Global Network of the Year 2021
- Mediacom – The Warc Media 100 #1 Agency in the World 2022
- Mediacom – Adweek Agency of the Year 2021
- Essence – Most Innovative Media Agency of the Year 2020



WE MAKE ADVERTISING WORK BETTER FOR PEOPLE



MINDSHARE

mediacom

Wavemaker

essence

group^m

www.groupm.com

COMPANY WEB ADDRESS<http://www.adcastells.com/>**PRIMARY ADDRESS**865 S. Figueroa Street, Suite 1100
Los Angeles, CA 90017
213 688-7250 Fax: 213 688-7092**COMPANY NAME**

INFUSION

YEAR FOUNDED

1998

OTHER OFFICE LOCATIONS

New York City

COMPANY GENERAL E-MAIL ADDRESSinfo@adcastells.com**2020 CAPITALIZED BILLINGS**

\$100 million

OWNERSHIP/COMPANY AFFILIATION

Minority-owned & Women Business (MWBE)

TOTAL NUMBER OF EMPLOYEES

77

KEY PERSONNEL**Liz Castells-Heard** | CEO, Chief Strategy Officer
liz@adcastells.com**Leticia Juarez** | Partner/EVP, Strategy & Marketing
leticia@adcastells.com**Olivia Juarez** | Executive Business Manager
olivia@adcastells.com**Malu Santamaría** | Partner, Account Director
malu@adcastells.com**Rod Ribeiro** | Co-Chief Creative Officer
rodrigo@adcastells.com**Carlos Correa** | Co-Chief Creative Officer
carlos@adcastells.com**Humberto Rodríguez** | Executive Producer
humberto@adcastells.com**Aida Dujarric** | VP, Director, Direct Marketing
aidadujarric@adcastells.com**Aida Olaya** | VP, Integrated Project Management
aida@adcastells.com**Melissa Ojeda** | Director of Human Resources
melissa@adcastells.com**Marielise Colavin** | VP, Integrated Media Services
marielise@adcastells.com**Terry Sullivan** | CFO/COO
terry@adcastells.com**MISSION STATEMENT**

To provide clients best-in-class multicultural marketing leadership and consistent results as an invested business partner infusing our strategic acumen, consumer insights, ROI-powered ideas, and 'brains, heart and grit.'

CURRENT CLIENTS

McDonald's Southern California Region – 4 markets Los Angeles, San Diego, Bakersfield, Palm Springs	1998
Toyota Dealer Association Southern California & San Diego	1998
The Safeway Companies – 5 Brands, 38 markets Safeway, Vons/Pavilions, Randalls, Tom Thumb	1999
Spanish Broadcasting System	2002
McDonald's Pacific Northwest – 8 markets Portland, OR; Medford, OR; Southeast Idaho; Yakima/Tri-Cities, WA	2003
The LAGRANT Foundation	2005
First5 California	2008
Dole/Tropicana - Dole Juices	2009
McDonald's Baltimore Washington Region – 2 markets	2013
PUMA North America	2014
Farmer John Foods	2015
Special Olympics World Games (Pro bono)	2015
Charter Communications, Direct - Hispanic Advertising	2016
Charter Communications – African American Advertising	2018
Charter Communications – Hispanic Small Business Marketing	2018
Charter Communications – Asian American Direct Mail & Print	2019
Charter Communications – Emails, All segments	2020
Estrella Media - Hispanic Strategy, Brand & Media	2021
Charter Communications - MCM Brand Advertising	2022

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Automotive
- Retail/Quick Service Restaurants
- Cable/Telecommunications/Mobile
- Media/Entertainment
- Packaged Goods



Cultivating Client Growth

We're a change catalyst infusing
analytics and cultural fluency so
ROI-Powered ideas® flourish.

INFUSION
No BS, Just Results.

adcastells.com

COMPANY WEB ADDRESS

<https://lermaagency.com>

PRIMARY ADDRESS

409 N Houston Street, Suite 500
Dallas, TX 75202
214 891-4100



COMPANY NAME

LERMA/

YEAR FOUNDED

2008

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@lermaagency.com

2020 CAPITALIZED BILLINGS

\$99 million

OWNERSHIP/COMPANY AFFILIATION

Owned by Pedro Lerma Jr,
Certified Minority Owned

TOTAL NUMBER OF EMPLOYEES

75

KEY PERSONNEL

Pedro Lerma | Principal
plerma@lermaagency.com

Quim Gil | Principal/Brand Planning
qgil@lermaagency.com

Melissa Sinkoski | Principal/Agency Operations
msinkoski@lermaagency.com

Francisco Cardenas | Principal, Digital & Social Strategy

Taylor Smiley | Principal, New Business

Jon Lee | Principal, Brand Management

Irma González | Chief Financial Officer

Jen Taylor | Principal, Brand Management

Stephanie VanderLinden | Principal, Brand Management

Alex Campo | Principal, Creative Director

AWARDS & RECOGNITIONS

- Reggie Awards:** Innovative Use of Marketing Technology- 2019 Super Bowl Digital Activation Anything for Avos
- Addy's Cross Platform:** Gold- (Intergrated Media Pro Bono Campaign)-
#StopGunViolence Gold- (Intergrated Media Pro Bono Campaign)- PRxPR Case Study
- Gold-#HomemadeCinco, Avocados From Mexico
- Gold-Safeword: Colonoscopy, Colon Cancer Coalition
- Public Service:** Gold- (Pro Bono Campaign)- #StopGunViolence
- Pedro Lerma was selected as one of the most powerful business leaders in North Texas for 2021 in the Marketing & Advertising category by D CEO Magazine.
- AAF Mosaic Champion Award for Diversity, Equity & Inclusion

MISSION STATEMENT

We exist to channel creativity for good. That's the powerful mantra that drives LERMA/. It's also what drives us to connect brands and people in positive and impactful ways for our clients, their audiences and society overall. We aspire to humanize brands in ways that unite and believe we can make the world better – together. We partner with our clients to uncover opportunities, and then we leverage meaningful insights and strategies to deliver breakthrough creative that generates cultural vibrancy and gives a voice to the unheard. Our enemy is indifference. Nothing happens by chance or without effort. Together, we work hard to affect culture by reflecting culture.

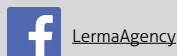
CURRENT CLIENTS

The Home Depot	2010
Avocados from Mexico	2015
Southwest Airlines	2018
Anheuser-Busch InBev	2019
Interstate Batteries	2020
Salvation Army	2020
Nature Nate's	2021
UCHealth	2021
Yuengling	2021

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Non profit
- Retail
- Packaged Goods
- Services
- Food and Beverage



LermaAgency



LERMA_AGENCY



lermaagency



WE
CHANNEL
CREATIVITY
FOR
GOOD

LERMA

COMPANY WEB ADDRESS

<http://www.lopeznegrete.com>

PRIMARY ADDRESS

3336 Richmond Avenue, Suite 200
Houston, TX 77098
713 877-8777 Fax: 713 877-8796

**COMPANY NAME**

Lopez Negrete Communications, Inc.

YEAR FOUNDED

1985

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

contact@lopeznegrete.com

2021 CAPITALIZED BILLINGS

\$114,130,000 million

OWNERSHIP/COMPANY AFFILIATION

Independent/Hispanic-Owned & Operated

TOTAL NUMBER OF EMPLOYEES

100

KEY PERSONNEL

Alex López Negrete | President/CEO

alex@lopeznegrete.com

Cathy López Negrete | Executive VP/CFO/COO

cathy@lopeznegrete.com

Fernando Osuna | CCO

fernandoo@lopeznegrete.com

Serge Esteve | Media Director

serge@lopeznegrete.com

Patrick López Negrete | Director of Brand Strategy

patrick@lopeznegrete.com

Victor Paredes Jr. | Executive Director of Account Planning

victor@lopeznegrete.com

MISSION STATEMENT

To bridge the gap between Corporate America and the Hispanic consumer with fully integrated, in-language and in-culture communications that empower each to achieve their goals.

CURRENT CLIENTS

Bank of America	1993
Walmart	1995
Phillips 66 Company	2013
McDonald's Corporation	2017
Motiva Enterprises, LLC (76 and Shell brand gasolines)	2017
United Airlines	2017
Sam's Club	2019
Mattress Firm	2020
National Grid	2020
City of Houston Health Department	2021
Harris County Toll Road Authority (HCTRA)	2021
Unilever	2021
Hyundai Motors America	2022

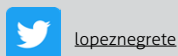
YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Retail/Quick Service Restaurants
- Financial Services
- Automotive
- Packaged Goods
- Energy

AWARDS & RECOGNITIONS

- Mosaic Awards (AAF national and district)
- American Advertising Awards (AAF national, district, local)
- ARF Ogilvy Awards (Advertising Research Foundation)
- ANA Multicultural Excellence Awards
- Festival Iberoamericano de la Publicidad (FIAP)
- New York Festivals Advertising Awards
- American Advertising Federation Mosaic Awards

**COMPANY PORTFOLIO**

<https://www.lopeznegrete.com/our-work/>

Here's a bright idea.
Our business is growing yours.



We've been bringing ideas to life for some of the world's most respected brands for almost four decades. Latino-owned, operated and independent, we're obsessively dedicated to bringing our clients Maximum Return on Cultural Intelligence™. So, let's get together and light up your business. After all, that's what turns us on, too.

COMPANY WEB ADDRESS<https://marcamiami.com/>**PRIMARY ADDRESS**3390 Mary Street, Suite 254
Coconut Grove, FL 33133
305 423-8301**COMPANY NAME**

MARCA

YEAR FOUNDED

2003

OTHER OFFICE LOCATIONS

Chicago, Pittsburgh, Boston

COMPANY GENERAL E-MAIL ADDRESStnieves@marcamiami.com**2021 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

Hispanic Majority Owned

TOTAL NUMBER OF EMPLOYEES

45

KEY PERSONNEL**Tony Nieves** | President
tnieves@marcamiami.com**Alejandro Berbari** | Executive Creative Director
aberbari@marcamiami.com**Luis Mezzana** | Executive Director of Finance
lmezzana@marcamiami.com**Charles Neugebauer** | Executive Director of Strategy
cneugebauer@marcamiami.com**MISSION STATEMENT**

MARCA is a full service integrated advertising and digital marketing communication agency. We have a fundamental understanding of today's U.S. general market with a specific focus on the multicultural consumer.

PHILOSOPHY/VISION: Our unique philosophy encompasses a larger view of multicultural communication than just language. It is a more relevant way to communicate with the emerging multicultural consumer market. The multicultural market is complex and layered, the result of a confluence of cultures that you must understand in order to leave your mark in the consumer's mind. Everyone at MARCA has life and work experience in the Hispanic, general and Latin American markets. This perspective allows us to identify and craft the most impactful and relevant messages for this expanding audience, in English, Spanish or both.

CURRENT CLIENTS

Dish Latino	2011	YEAR ACQUIRED
Payless Shoe Source	2012	
Dish Puerto Rico	2013	
NASCAR	2015	
Caterpillar	2015	
Sobieski Vodka	2015	
Subway	2016	
Holsum	2017	
Panama Jack	2017	
PepsiCo	2017	
Deezer	2018	
Hughesnet	2018	
Atlas Ocean Voyages	2019	
Rocket Mortgage	2020	
Ashley Home Furniture	2021	
Quick Quack	2021	

TOP FIVE COMPANY SECTORS (by revenue)

- Telecommunications
- Quick Service Restaurants
- Financial Services
- Health Care/Pharma
- Durable Goods



marcamiami



marcamiami

COMPANY PORTFOLIO<https://marcamiami.com/#work>

COMPANY WEB ADDRESS<https://omnicommediagroup.com>**PRIMARY ADDRESS**195 Broadway, 8th Floor
New York, NY 10007
212 590-7020**COMPANY NAME**

Omnicom Media Group

YEAR FOUNDED

2000

OTHER OFFICE LOCATIONS

Los Angeles, CA; Miami, FL; Chicago, IL; San Francisco, CA; Atlanta, GA; Burbank, CA; Dallas, TX; Nashville, TN; Charlotte, NC; Jersey City, NJ; Seattle, WA

COMPANY GENERAL E-MAIL ADDRESS

N/A

2021 CAPITALIZED BILLINGS

\$13,641M Reported U.S. Billings (COMvergence)

OWNERSHIP/COMPANY AFFILIATION

Omnicom Group, Inc.

TOTAL NUMBER OF EMPLOYEES

5,200 (North America)

KEY PERSONNEL**Ralph Pardo** | CEO, OMG North America
ralph.pardo@omnicommediagroup.com**Michael Roca** | Managing Director, DE&I Investment
michael.roca@omnicommediagroup.com**John Swift** | Chief Operating Officer
john.swift@omnicommediagroup.com**Geoffrey Calabrese** | Chief Investment Officer
geoffrey.calabrese@omnicommediagroup.com**Richard Small** | Chief Financial Officer
richard.small@omnicommediagroup.com**Sofia Colantropo** | Chief Marketing Officer
sofia.colantropo@omnicommediagroup.com**Regan White** | Chief People Officer
regan.white@omnicommediagroup.com**Sara Porritt** | Chief Diversity Officer
sara.porritt@omnicommediagroup.com**Megan Pagliuca** | Chief Activation Officer
megan.pagliuca@omnicommediagroup.com**Renee Cassard** | Chief Research Officer
renee.cassard@omnicommediagroup.com**Diana Blacone** | Chief Talent Officer
diana.blacone@omnicommediagroup.com**MISSION STATEMENT**

As a leading global media network, Omnicom Media Group (OMG) sets itself apart with an agile, client-first approach that helps businesses thrive today and into the future. With more than 21,000 employees globally, OMG has the talent, expertise and clout to deliver unprecedented levels of innovation for our clients. The group is comprised of global, award-winning agencies Hearts & Science, OMD and PHD. From leadership to entry-level talent, we are a diverse mix of ages, genders, ethnicities, skill sets and backgrounds. Unlocking the potential of our world-class talent is Omni, the industry's first marketing operating system which transforms data into actionable insights for better business outcomes.

CURRENT CLIENTS

Apple	2003
AT&T	2016
Amgen	2018
Daimler	2018
Gap Inc.	2011
PepsiCo	1986
Procter & Gamble	2019
Renault-Nissan-Mitsubishi	1988
State Farm	1930
The Clorox Company	2020
The Home Depot	2021
Volkswagen Group	2016
Walt Disney Co.	2019
Warner Media	2018
Wells Fargo	2015

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Entertainment/Sports/Media
- Technology
- Automotive
- Telecommunications
- Financial Services

AWARDS & RECOGNITIONS

- RECMA Best Performing Global Media Network - 2021 (OMD)
- Cannes Lions Media Network of the Festival - 2021 (PHD)
- Cannes Lions - 70 Medals Won - 2021 (All OMG Agencies)
- WARC Most Awarded Media Agency for Effectiveness - 2020 (Hearts & Science)
- Adweek Global Media Agency of the Year - 2019 & 2020 (OMD)

[OmnicomMediaGroupWW/](https://www.facebook.com/OmnicomMediaGroupWW/)[omnicommediagr](https://twitter.com/omnicommediagr)[company/omnicom-media-group_2](https://www.linkedin.com/company/omnicom-media-group_2)

COMPANY WEB ADDRESS

<http://www.orci.com>

PRIMARY ADDRESS

3415 South Sepulveda Boulevard, Suite 200
Los Angeles, CA 90034
310 622-4600 Fax: 310 399-9180

**COMPANY NAME**

Orci

YEAR FOUNDED

1986

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@orci.com

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

100% Hispanic

TOTAL NUMBER OF EMPLOYEES

35

KEY PERSONNEL

Hector J. Orci | Co-Founder and Chairman
horci@orci.com

Norma Orci | Co-Founder and Chairwoman
norci@orci.com

Andrew Orci | President & Chairman
aorci@orci.com

Marina Filippelli | CEO
mfilippelli@orci.com

Juan J. Quintana | SVP Executive Creative Director
jquintana@orci.com

Allen Pérez | SVP Creative Director of Production
aperez@orci.com

Byron Beach | Head of Digital & Social Strategy
bbeach@orci.com

Lupita Campa | CFO
lcampa@orci.com

Alisha Prince | SVP Director of Project Management
aprince@orci.com

MISSION STATEMENT

Marketing that Matters - A multi-segment Approach.
We create marketing that is designed to engage and matter to the audience segments most important to our clients.

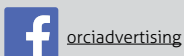
CURRENT CLIENTS

Honda	1990
Acura	1990
Children's Bureau of Southern California	1999
NALEO Education Fund	2016
Honda Export	2018
Anheuser-Busch Brands	2019
Extra Mile	2020
Chevron	2021

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Automotive
- Retail
- Consumer Packaged Goods
- Banking
- Non Profit



[orciadvertising](https://www.facebook.com/orciadvertising)



[orciAdvertising](https://twitter.com/orciAdvertising)



[company/orci](https://www.linkedin.com/company/orci)

COMPANY PORTFOLIO

<http://orci.com/our-work/>

COMPANY WEB ADDRESS

<https://prisabrandssolutions.us>

PRIMARY ADDRESS

7742 N. Kendall Drive, #101
Miami, FL 33146

**COMPANY NAME**

PRISA BRAND SOLUTIONS

YEAR FOUNDED

1972 in Spain
2011 in the United States

OTHER OFFICE LOCATIONS

Chicago, Los Angeles, New York, Miami

COMPANY GENERAL E-MAIL ADDRESS

info@prisabrandssolutions.com
marketing@prisabrandssolutions.com

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

8,951 Worldwide (2019)

KEY PERSONNEL

José Antonio Ortega Carrero | CEO
jaortega@prisabrandssolutions.com

Nestor Perinot | CRO
nperinot@prisabrandssolutions.com

Evelyn Adames | Sales Director East Coast
eadames@prisabrandssolutions.com

Geoffrey Lepselter | Sales Director Midwest
glepselter@prisabrandssolutions.com

MISSION STATEMENT

We are publishers. Prisa is the leading publisher in Spanish speaking language in the USA.
We reach U.S. Hispanic audiences nationwide using our 1st party data built over our 50 O&O sites.
Prisa can deliver a qualified audience through multiple touchpoints that include content, display, video, digital audio and CTV in the United States.

CURRENT CLIENTS

Burger King	
Coca-Cola	
Walmart	
Lexus	
Disney	
Ford	
Chevrolet	
Honda	
McDonald's	
Papa Johns	
Target	
T-Mobile	
Toyota	
Verizon	
Walgreens	

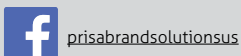
YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Entertainment/Sports/Media
- Retail/Quick Service Restaurants
- Grocery Products
- Financial Services
- Beverages (Non Alcoholic)

AWARDS & RECOGNITIONS

- Digital Media Awards 2020 - Best Digital Content

**COMPANY PORTFOLIO**

<https://prisabrandssolutions.us>

COMPANY WEB ADDRESS

<http://www.publicismedia.com>

PRIMARY ADDRESS

375 Hudson Street
New York, NY 10014
212 859-5100



COMPANY NAME

Publicis Media

YEAR FOUNDED

2015

OTHER OFFICE LOCATIONS

Chicago, Los Angeles, Seattle

COMPANY GENERAL E-MAIL ADDRESS

georgia.lobb@publicismedia.com

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Publicis Groupe

TOTAL NUMBER OF EMPLOYEES

140+

KEY PERSONNEL

Lisa Torres | President, Publicis Media Multicultural Practice

lisa.torres@publicismedia.com

Jennifer Garcia | SVP, Publicis Media Multicultural Practice

Jen.Garcia@publicismedia.com

Stephen Paez | SVP, Multicultural Lead, Mediavest | Spark

stephen.paez@publicismedia.com

Dana Bonkowski | SVP, Multicultural Lead, Zenith

dana.bonkowski@publicismedia.com

MISSION STATEMENT

We believe that multicultural services should not exist as separate brands; they need to be fully integrated. Publicis Media allows us to simplify our multicultural offering, invent modern approaches to reach multicultural consumers, and reduce complexity within our operations and brands to best serve our clients' multicultural needs.

Publicis Media is the largest supporter and buyer of multicultural targeted media, marketing and research. We leverage this scale and representation to benefit our clients and to continue to push our industry.

Together we are:

- Disrupting the existing multicultural paradigm by reimagining it for an evolved America
- Defining & driving a new era of standards for multicultural integration
- Leveraging multicultural as a core competitive advantage and growth engine for our clients

Together we deliver:

- Core embedded multicultural competency in each brand, which allows us to innovate in a way our competition cannot
- Standardized approach that can scale faster and drive connectivity, consistency and quality
- Integrated multicultural insights and applications across the suite of Publicis' proprietary tools, products and platforms

CURRENT CLIENTS

Mondelez	2018
Telemundo	2018
Sephora	2020
Be The Match	2020

YEAR ACQUIRED



COMPANY WEB ADDRESS<https://www.republicahavas.com>**PRIMARY ADDRESS**The Republica Havas Building
2153 Coral Way, Miami, FL 33145
786 347-4700**COMPANY NAME**

Republica Havas

YEAR FOUNDED

2006

OTHER OFFICE LOCATIONS

New York, Los Angeles, Atlanta, Chicago, Boston

COMPANY GENERAL E-MAIL ADDRESSinfo@republicahavas.com**2021 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

Partnership with Havas Group/Vivendi

TOTAL NUMBER OF EMPLOYEES

122

KEY PERSONNEL**Jorge A. Plasencia** | Co-Founder, Chairman & CEO**Luis Casamayor** | Co-Founder, President & CCO**Anthony Bianco** | EVP & GM**Catarina Gonçalves** | Chief Strategy Officer**Lori Sundermier** | VP, Finance & Administration**Gustavo Fernández** | VP, Production, Operations & Culture**María Rosa Collazo** | VP, Communications & Brand Social Responsibility**Christina Krablin** | Senior Director, Talent Recruitment**Lina Ortiz** | Director, People & Engagement**Natalie Pardo** | Director, Marketing & Business Development**Jamie Santucci** | Director, Content & Social Media**MISSION STATEMENT**

Republica Havas builds meaningful relationships between people and brands across cultures, traditions, and languages.

CURRENT CLIENTS

Sedano's Supermarkets	2008
Baptist Health	2010
Goya Foods	2010
Google	2012
Toyota	2013
National Pork Board	2014
NBCUniversal Telemundo Enterprises	2014
Walmart	2017
Azamara	2018
Biogen	2018
Santa Margherita Wines	2019
White Claw Hard Seltzer	2019
Air Wick	2019
The College Board	2019
AARP	2020
Amgen	2020
Logitech	2020
Ad Council	2021
Diageo	2021
Ocean Bank	2021
Sanofi	2021

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Automotive
- Health Care/Pharma
- Alcoholic Beverages (wine & spirits)
- Technology
- Travel, Leisure & Entertainment

AWARDS & RECOGNITIONS

- Effie
- The One Show
- London International Awards (LIA)
- Clio Awards
- PRWeek Multicultural Campaign of the Year
- REGGIE Awards



RepublicaHavas



RepublicaHavas



republica-havas



republicahavas

COMPANY WEB ADDRESS<http://www.schrammnyc.com/>**PRIMARY ADDRESS**222 Ocean Avenue
Northport, NY 11768
212 983-0219**COMPANY NAME**

Schramm Marketing Group

YEAR FOUNDED

1993

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESSjschramm@schrammnyc.com**2021 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

Sole Owner - Joe Schramm

TOTAL NUMBER OF EMPLOYEES

4

KEY PERSONNEL**Joseph Schramm** | Presidentjschramm@schrammnyc.com**Steve Lohlein** | Chief Administrative Officersteve@schrammnyc.com**Francis George** | Account Executivefrancis@schrammnyc.com**MISSION STATEMENT**

For over 25 years, Schramm Marketing Group has been committed to providing a prominent and ongoing voice for Hispanic advertisers, media, talent, producers, and audiences within the television industry.

CURRENT CLIENTS

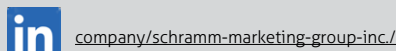
Client	Year Acquired
Major League Soccer / Soccer United Marketing	1995
Future, publisher of Broadcasting & Cable and Multichannel News magazines	2002
Telemundo	2015
NAB, National Association of Broadcasters	2016
NY Mets	2016
Estrella	2019
Lucha Libre USA	2019
Madison Square Garden	2019
NATPE, National Association of TV Programming Executives	2019

YEAR ACQUIRED**TOP FIVE COMPANY SECTORS (by revenue)**

- Entertainment/Sports/Media
- Telecommunications
- Non Profit
- Technology
- Public Service

AWARDS & RECOGNITIONS

- Cable TV Pioneer Award - 2015
- 2021 LGBTQ+ Television Executive of the Year - Presented by CableFax to Joe Schramm
- CTAM Mark Award for Excellence in Cable Television Advertising

**COMPANY PORTFOLIO**<http://www.schrammnyc.com/clients>

COMPANY WEB ADDRESS

<http://www.thecommunityagency.com>

PRIMARY ADDRESS

6400 Biscayne Boulevard
Miami, FL 33138
305 865-9600

the community

COMPANY NAME

the community

YEAR FOUNDED

2001

OTHER OFFICE LOCATIONS

Buenos Aires, Mexico City, New York, San Francisco

COMPANY GENERAL E-MAIL ADDRESS

matt.kline@thecommunityus.com

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Part of Publicis.Sapient.

TOTAL NUMBER OF EMPLOYEES

N/A

KEY PERSONNEL

Luis Montero | CEO

José Mollá | Founder and Co-Chief Idea Officer

Joaquín Mollá | Founder and Co-Chief Idea Officer

Marci Miller | President

Tachea Corbett | VP, Global Strategy

Laurie Malaga | VP, Director of Makers

Tracy McDonough | VP, Director of Operations

Ramiro Raposo | VP, Executive Idea Director

Ricky Vior | VP, Executive Idea Director

Chris Neff | VP, Technology and Innovation

Matt Kline | Executive Director, Global Growth & Partnerships

MISSION STATEMENT

Our name is the idea behind the company. We're not just an agency. We are the community. Creative thinkers united around the right idea. The famous anthropologist Margaret Mead has a quote that we use as a foundation statement about who we are and what we believe: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." Building a community for brands through the right idea is at the heart of it for us. That's our mission.

CURRENT CLIENTS

	YEAR ACQUIRED
Constellation Brands	2009
Verizon Wireless	2015
Mondelez	2018
Samsung	2018
Bank of the West	2018
PETA	2018
DIAGEO	2020
Bank of America	2021
Amazon	2021
TikTok	2021
Porsche	2021
Volkswagen	2021
Planet Fitness	2022
Netflix	2022

TOP FIVE COMPANY SECTORS (by revenue)

- Telecommunications
- Beverages
- Financial Services
- Retail
- Packaged Goods

AWARDS & RECOGNITIONS

- Fast Company - #6 Most Innovative Ad Agency - 2022
- AdAge - A List and Creativity Awards - Agency Standout - 2022
- AdAge - A List and Creativity Awards - Multicultural Agency of the Year - 2020, 2018 & 2016
- Campaign US - Top 25 Agencies of the Last 50 Years - 2018



COMPANY WEB ADDRESS<http://www.sensisagency.com>**PRIMARY ADDRESS**1651 S Central Ave, Suite A
Glendale, CA 91240
213 341-0171 Fax: 888 440-4556

SENSIS

COMPANY NAME

Sensis

YEAR FOUNDED

1998

OTHER OFFICE LOCATIONS

Washington D.C., Atlanta, Austin, Bogota, Tepic

COMPANY GENERAL E-MAIL ADDRESSinfo@sensisagency.com**2021 CAPITALIZED BILLINGS**

\$41 million

OWNERSHIP/COMPANY AFFILIATION

Independent

TOTAL NUMBER OF EMPLOYEES

156

KEY PERSONNEL**José Villa** | President, Chief Strategy Officer
jrvilla@sensisagency.com**Robyn Loubé** | EVP, Managing Director
rloubé@sensisagency.com**Abdi Zadeh** | VP, Managing Director, Los Angeles
azadeh@sensisagency.com**Karla Fernández** | Managing Director, Texas
kfernandez@sensisagency.com**Pearl Owen** | Managing Director Strategic Planning
powen@sensisagency.com**Roxana Lissa** | Managing Director, Amplification
rlissa@sensisagency.com**Diana Sheehan** | Media Director
dmontante@sensisagency.com**Javier San Miguel** | Group Creative Director
jsanmiguel@sensisagency.com**Sharon Carothers** | Managing Director, SensisHealth
scarothers@sensisagency.com**David Galván** | Creative Director
dgalvan@sensisagency.com**MISSION STATEMENT**

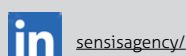
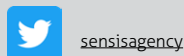
At Sensis, we leave no one behind. As an integrated cross-cultural agency, we connect people with brands through marketing that builds relationships across cultures. No audience is left unseen, and no client misses out on reaching them. We're strategy-led, driven by robust cross-cultural research and insights, with the goal of enabling diverse audiences to participate in and benefit from the products and services we promote together with our clients. Our digital-centric integrated team is 70% diverse—which currently makes us the largest independent minority-owned agency in the U.S.—and a direct representation of a majority multicultural general market.

CURRENT CLIENTS

Sempra Energy	2008	YEAR ACQUIRED
Centers for Medicare and Medicaid	2011	
Metrolink	2012	
Port of Los Angeles	2013	
Tadin Herb & Tea Company	2013	
Centers for Disease Control and Prevention (CDC)	2013	
Capital Metro	2016	
AltaMed Health Services	2016	
Anthem	2019	
AT&T	2019	
Acadia Pharmaceuticals	2020	
Chef Merito	2020	
Texas Tech University	2020	
SolveIQ	2020	
U.S. Census Bureau	2020	
Santader USA	2021	
UnidosUS	2021	

TOP FIVE COMPANY SECTORS (by revenue)

- Health Care/Pharma
- Government
- Higher Education
- Financial Services
- Consumer Packaged Goods

**COMPANY PORTFOLIO**<http://www.sensisagency.com/what-weve-done>

**MORE CULTURES MEANS
MORE UNIVERSAL IDEAS.**

**CROSS
CULTURE
ALL.**

S E N S I S

A large crowd of people at a concert, with many hands raised in the air, some holding up phones to take pictures. The scene is dimly lit, with some green and blue lights visible.

[sensisagency.com](https://www.sensisagency.com)

COMPANY WEB ADDRESS<https://uriascommunications.com/>**PRIMARY ADDRESS**5343 N. 16th Street, Suite 240
Phoenix, AZ 85016**COMPANY NAME**

Urias Communications

YEAR FOUNDED

2006

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESSinfo@uriascommunications.com**2020 CAPITALIZED BILLINGS**

\$10.5 million

OWNERSHIP/COMPANY AFFILIATION

LLC

TOTAL NUMBER OF EMPLOYEES

10

KEY PERSONNEL**Lisa Urias** | Founder & President Emerita**Jason Coochwyte** | CEOjason@uriascommunications.com**Ise Castro** | Director of Client Servicesise@uriascommunications.com**Melissa Kaszuba** | Director of Public Relationsmelissa@uriascommunications.com**MISSION STATEMENT**

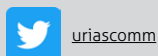
Urias Communications is a fully integrated multicultural advertising, digital, and public relations agency established by communications professionals known for their unrivaled experience and results. We develop and execute campaigns that enhance our clients' brands and grow their market share. We do this by maintaining a strong reputation as an innovative, high caliber agency that understands the current and rapidly changing market demographics.

CURRENT CLIENTS

	YEAR ACQUIRED
Arizona Public Service (APS)	2006
Phoenix Indian Center	2018
United National Indian Tribal Youth, Inc.	2018
Ballet Arizona	2019
Southern Careers Institute	2019
Woz U	2019
Las Palomas Beach & Golf Resort	2020
Native American Connections	2021
Arizona Governor's Office on Tribal Relations	2022
Arizona Indian Gaming Association	2022
Arizona State University	2022

TOP FIVE COMPANY SECTORS (by revenue)

- Energy – Environmental
- Education
- Non Profit
- Health Care
- Municipalities



COMPANY WEB ADDRESS

<http://www.vivamulticultural.com>

PRIMARY ADDRESS

10800 Biscayne Boulevard, Suite 350B
Miami, FL 33161
305 576-6007

**COMPANY NAME**

Viva Partnership, Inc.

YEAR FOUNDED

1997

OTHER OFFICE LOCATIONS

San Antonio

COMPANY GENERAL E-MAIL ADDRESS

lgonzalez@vivamulticultural.com

2021 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

ICOM

TOTAL NUMBER OF EMPLOYEES

21

KEY PERSONNEL

Linda Lane González | President
lgonzalez@vivamulticultural.com

Debbie Richmond | EVP, Media and Research
dreichmond@vivamulticultural.com

Jay Ben-Avner | COO
jba@vivamulticultural.com

Carla Stefanelli | Account Director
cstefanelli@vivamulticultural.com

Daniel Botvinik | Creative Director
dbotvinik@vivamulticultural.com

Vanessa Piñon | Business Lead/Group Account Director
vpinon@vivamulticultural.com

MISSION STATEMENT

Viva Multicultural provides successful companies with solutions that help bridge the relevancy gap between brands and the Hispanic consumer.

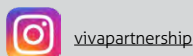
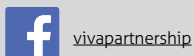
CURRENT CLIENTS

Tire Kingdom	2003
National Tire and Battery	2003
Mike's Hard Lemonade	2012
Colonial Penn Insurance	2015
GO! Insect Repellents	2015
BOP Insecticide Spray	2015
HBO	2017
Amazon	2018
Sparkling Ice	2018
Cedar Fair	2018
SPIKED Hard Seltzer	2020
Salons By JC	2022

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Beverages
- eRetail
- Consumer Packaged Goods
- Retail
- Beverages (Alcoholic)



COMPANY WEB ADDRESS

<http://www.webelievers.com>

PRIMARY ADDRESS

110 East 25th Street
New York, NY 10010
646 844-4949

**COMPANY NAME**

We Believers

YEAR FOUNDED

2014

OTHER OFFICE LOCATIONS

New York, Mexico City, Buenos Aires

COMPANY GENERAL E-MAIL ADDRESS

welcome@webelievers.com

2021 CAPITALIZED BILLINGS

\$10.2 million

OWNERSHIP/COMPANY AFFILIATION

Independent

TOTAL NUMBER OF EMPLOYEES

37

KEY PERSONNEL

Gustavo Lauria | Co-Founder, Chief Creative Officer

Marco Vega | Co-Founder, Chief Strategy Officer

MISSION STATEMENT

Do the best work of our careers. Co-create award-winning work hand in hand with our clients to solve the toughest business challenges.

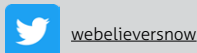
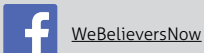
CURRENT CLIENTS

Burger King Mexico	2017
E6PR	2017
PepsiCo Argentina	2017
Corona Mexico	2020
Doordash U.S.	2020
Modelo Mexico	2020
Barefoot	2021
EJGallo U.S.	2021
Frito Lay North America	2022
Gran Centenario Tequila	2022
VIX (TelevisaUnivision)	2022

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Retail
- Telecommunications
- Quick Service Restaurants
- Beverages (Alcoholic/Non Alcoholic)
- Consumer Packaged Goods



COMPANY WEB ADDRESS

<http://www.zubiad.com>

PRIMARY ADDRESS

2990 Ponce De Leon Boulevard, Suite 600
Coral Gables, FL 33134
305 448-9824

**COMPANY NAME**

Zubi

YEAR FOUNDED

1976

OTHER OFFICE LOCATIONS

Detroit, Los Angeles

COMPANY GENERAL E-MAIL ADDRESS

zubiad@zubiad.com

2021 CAPITALIZED BILLINGS

\$105 million

OWNERSHIP/COMPANY AFFILIATION

WPP

TOTAL NUMBER OF EMPLOYEES

75

KEY PERSONNEL

John Arnholt | Senior V.P.
john.arnholt@zubiad.com

Iván Calle | V.P., Executive Creative Director
ivan.calle@zubiad.com

Henry Gómez | V.P., Strategic Planning
henry.gomez@zubiad.com

Pablo Miró | V.P., Growth Marketing
pablo.miro@zubiad.com

Isabella Sánchez | V.P., Media Integration
isabella.sanchez@zubiad.com

Tim Swies | President & CEO
tim.swies@zubiad.com

MISSION STATEMENT

To identify unseen business opportunities, beyond the mainstream, understanding and engaging people through world-class creative ideas that turn them into loyal customers.

CURRENT CLIENTS

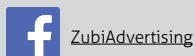
Ford Motor Co.	1996	YEAR ACQUIRED
Ford Dealer Associations	2008	
J.P. Morgan Chase	2009	
Lincoln Motor Co.	2012	
The Cleo Institute	2019	
Mars Petcare	2021	

TOP FIVE COMPANY SECTORS (by revenue)

- Automotive
- Financial Services
- Retail
- Packaged Goods

AWARDS & RECOGNITIONS

- Cannes
- Cleo
- Effie
- El Sol
- FWA



ZubiAdvertising



ZubiAdvertising



zubigram



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ON-DEMAND.**

MARKETING & COMMUNICATIONS COMPANIES BY SECTOR

AUTOMOTIVE

Casanova//McCann
CCOM Group, Inc.
fluent360 LLC
INFUSION
Lopez Negrete Communications, Inc.
Omnicom Media Group
Orci
Republica Havas
Zubi

BEVERAGES (ALCOHOLIC)

BARÚ marketing + media
Brand X Marketing & Sales Solutions
CCOM Group, Inc.
CIEN+
fluent360 LLC
Republica Havas
Viva Partnership, Inc.
We Believers

BEVERAGES (NON ALCOHOLIC)

Brand X Marketing & Sales Solutions
LERMA/
PRISA BRAND SOLUTIONS
the community
Viva Partnership, Inc.
We Believers

CONSUMER PACKAGED GOODS

Dieste, Inc.
Orci
Sensis
Viva Partnership, Inc.
We Believers

ENTERTAINMENT/SPORTS/MEDIA

Acento
BARÚ marketing + media
Captura Group, Inc.
Casanova//McCann
Chemistry Cultura
d2H Partners
Dieste, Inc.
INFUSION
Omnicom Media Group
PRISA BRAND SOLUTIONS
Republica Havas
Schramm Marketing Group

FINANCIAL SERVICES

Acento
(add)ventures
alma
BeautifulBeast
Captura Group, Inc.
Chemistry Cultura
CIEN+
Culture ONE World
d2H Partners
Lopez Negrete Communications, Inc.
MARCA
Omnicom Media Group
Orci
PRISA BRAND SOLUTIONS
the community
Sensis
Zubi

GROCERY

BeautifulBeast
Brand X Marketing & Sales Solutions
Captura Group, Inc.
PRISA BRAND SOLUTIONS

HEALTH CARE/PHARMA

Acento
(add)ventures
BARÚ marketing + media
Boden
Casanova//McCann
CIEN+
Culture ONE World
d2H Partners
Dieste, Inc.
Hispanic Communications Network
MARCA
Republica Havas
Sensis
Urias Communications

INSURANCE

d expósito & Partners, LLC
fluent360 LLC

NON PROFIT

BeautifulBeast
d expósito & Partners, LLC
Hispanic Communications Network
LERMA/
Orci
Schramm Marketing Group
Urias Communications

PACKAGED GOODS

alma
BARÚ marketing + media
BeautifulBeast
Brand X Marketing & Sales Solutions
Captura Group, Inc.
Casanova//McCann
Chemistry Cultura
CIEN+
d expósito & Partners, LLC
INFUSION
LERMA/
Lopez Negrete Communications, Inc.
the community
Zubi

PUBLIC SERVICE/GOVERNMENT

(add)ventures
alma
BARÚ marketing + media
Casanova//McCann
Culture ONE World
d expósito & Partners, LLC
fluent360 LLC
Hispanic Communications Network
Schramm Marketing Group
Sensis

RETAIL/QUICK SERVICE RESTAURANTS

(add)ventures
alma
BeautifulBeast
Boden
CIEN+
d expósito & Partners, LLC
Dieste, Inc.
fluent360 LLC
INFUSION
LERMA/
Lopez Negrete Communications, Inc.
MARCA
Orci
PRISA BRAND SOLUTIONS
the community
Viva Partnership, Inc.
We Believers
Zubi

TECHNOLOGY

Chemistry Cultura
Culture ONE World
Omnicom Media Group
Republica Havas
Schramm Marketing Group

TELECOMMUNICATIONS

Chemistry Cultura
Dieste, Inc.
INFUSION
MARCA
Omnicom Media Group
the community
Schramm Marketing Group
We Believers

TOILETRIES / BEAUTY AIDS

Boden
Captura Group, Inc.
CCOM Group, Inc.

TRAVEL

Culture ONE World
Republica Havas

UTILITIES / ENERGY

CCOM Group, Inc.
Lopez Negrete Communications, Inc.
Urias Communications

OTHER

Durable Goods
Brand X Marketing & Sales Solutions
MARCA

Education

Sensis
Urias Communications

Electronics

Acento
(add)ventures
d2H Partners

Food and Restaurants

LERMA/

Hospitality

Acento

Transportation

CCOM Group, Inc.



MEMBERS

**MEDIA, RESEARCH
& OTHERS**

MEDIA, DIGITAL & RESEARCH MEMBERS

C + R Research Chicago, IL	110
CNN en Español Miami, FL	112
Entravision Santa Monica, CA	114
Google Mountain View, CA	115
Estrella Media Burbank, CA	116
Impremedia Brooklyn, NY	118
MRI-Simmons New York, NY	119

Nielsen New York, NY	120
SABIO Los Angeles, CA	121
SBS Miami, FL	122
Telemundo Miami, FL	124
Telemundo Deportes Miami, FL	126
TikTok Culver City, CA	127
TelevisaUnivision New York, NY	128

OTHER MEMBERS

Recreational Boating & Fishing Foundation Alexandria, VA	130
Talento Unlimited, LLC Miami, FL	131

COMPANY WEB ADDRESS

<http://www.crrresearch.com>

PRIMARY ADDRESS

150 N. Michigan Avenue, 34th Floor
Chicago, IL 60601
312 828-9200

culturebeat® | latinoeyes®

Divisions of C+R Research

COMPANY NAME

C+R Research

YEAR FOUNDED

1959

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@crrresearch.com

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

140

KEY PERSONNEL

Brenda Hurley | EVP/Managing Partner
brendah@crrresearch.com

Jorge Martínez | SVP/Partner, CultureBeat
jorgem@crrresearch.com

MISSION STATEMENT

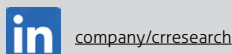
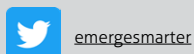
As a top-rated, full-service marketing insights agency, we deliver great research, deep perspective, and superior customer service. We provide best-in-class qualitative, quantitative and hybrid methodologies, along with communities and panels. As a privately held, mid-size insights firm, we work closely with our clients, and provide senior-level attention throughout every phase of your project. Our goal is to give you the knowledge and tools you need to confidently develop successful brand strategies and grow your business.

Our philosophy is simple: we consider ourselves an extension of your research team. As such, we offer carefully designed and innovative research programs, expertise from our industry leaders and category specialists, and practice a whatever-it-takes philosophy.

COMPANY DESCRIPTION

Culture defines and shapes consumers, implicitly and explicitly affecting the way we interact with organizations, products and brands. CultureBeat, C+R Research's multicultural research division, helps brands understand how different cultures, ethnicities and lifestyles – and the dynamics that intertwine them – influence their consumers. Our team focuses on getting to the core of what drives consumers' interactions with your brands to help you form long-lasting connections with them.

Our CultureBeat team is comprised of a group of researchers from diverse cultural and professional backgrounds who bring years of experience and cultural relevance. And our Hispanic research consultancy, LatinoEyes®, brings additional experience and deep understanding of both U.S. and Latino cultures. Our insights are driven by our passion to uncover how culture influences consumers/shoppers and the decisions they make. We leverage our company's agility to develop the best research approaches, utilizing both traditional and emerging methods.





KANTAR

Helping clients grow via inclusion

THIS IS A "DO" MOMENT FOR BRANDS.

A moment to focus on Hispanics, one of the fastest growing segments in population, buying power and cultural influence. With the power of MONITOR data, human and cultural insights, neuroscience and social listening, we can help you grow your brand via engaging this young, positive and driven demographic.

For more information about diversity, equity, and inclusion insights, please contact:

Valeria Piaggio, Global Head of Kantar Inclusion:
valeria.piaggio@kantar.com

Or Deepak Varma, Head of Neuroscience:
Deepak.varma@kantar.com

COMPANY WEB ADDRESS

<http://cnnespanol.cnn.com/>

PRIMARY ADDRESS

601 Brickell Key Drive, Suite 403
Miami, FL 33131
305 400-6827



COMPANY NAME

CNN en Español

YEAR FOUNDED

1997

OTHER OFFICE LOCATIONS

Atlanta, New York, Los Angeles, Washington D.C., Mexico, Argentina

COMPANY GENERAL E-MAIL ADDRESS

<http://cnnespanol.cnn.com/anunciese/>

OWNERSHIP/ COMPANY AFFILIATIONS

Warner Bros. Discovery

TOTAL NUMBER OF EMPLOYEES

200

KEY PERSONNEL

Cynthia Hudson | Senior Vice President and Managing Director of CNN en Español and Hispanic Strategy for CNN/U.S.

Cynthia.hudson@warnermedia.com

Izzy González | Director, Integrated Sales

Izzy.gonzalez@warnermedia.com

Juan Muñoz | Managing Editor CNN en Español Digital

Juan.munoz@warnermedia.com

MISSION STATEMENT

CNN en Español is the global news voice for, and of Spanish Speakers and our mission is to emphasize on Facts First Journalism, award-winning programming and tailored content for the U.S. Hispanic Audience, providing relevant, timely, engaging news, views and news-you-can-use every single day.

Content and context are equally important as we engage in a true dialogue with our audience cross-platform and via social media and iReport about not just the most important headlines but also how they will affect viewers, their business, their health, their world.

COMPANY DESCRIPTION

The CNN en Español business unit is responsible for several multi-media platforms geared toward Spanish-speaking audiences around the world, including CNN en Español 24 hour cable news feeds for the U.S., Mexico, Central and South America which reach nearly 62 million households, as well as CNNEspanol.com, CNN en Español Radio, CNN en Español on Twitter, Facebook and Instagram. The CNN en Español brand brings a premium, multiple platform experience to Spanish-speakers across the Americas.

La cadena de noticias CNN en Español es responsable de varias plataformas multimedia dirigidas a audiencias de habla hispana en todo el mundo, que llega a casi 62 millones de hogares incluyendo CNN en Español 24 horas de noticias por cable para Estados Unidos, México, y Centro y Sudamérica. Esto unido a CNNEspanol.com, CNN en Español Radio, CNN en Español en Twitter, Facebook e Instagram. La marca CNN en Español brinda una experiencia en múltiples plataformas a los hispanoparlantes en las Américas.

AWARDS & RECOGNITIONS

- **GLAAD Spanish Language Media Award for Outstanding TV Journalism-Newsmagazine**
Después de Stonewall, CNN en Español
- **47th Daytime Emmy Wins**
Outstanding Entertainment Program in Spanish:
Destinos, CNN en Español
Outstanding Morning Show in Spanish:
Café CNN, CNN en Español
- **41st Annual News and Documentary Emmy® Wins**
Outstanding Coverage of a Breaking News Story in Spanish:
CNN en Español for Barcelona Riots
- **The FAXIES Awards 2020 Wins**
Proyecto Ser Humano:
Content Marketing Campaign
- **Promax Awards 2020 Wins**
Brand Image Promo:
CNN en Español GO THERE (SILVER)
Brand Image Promo Campaign:
CNN en Español FACTS FIRST CAMPAIGN (SILVER)
Brand Image Promo Campaign:
CNN en Español FACTS FIRST CAMPAIGN (GOLD)
Program Promotion (In-house):
CNN en Español ABUSE AND SCANDAL IN THE CATHOLIC CHURCH (GOLD)



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7 PM
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Oppenheimer

Rafael
Romo

María Celeste
Arrarás

Don
Francisco

Marcelo
Longobardi

Join us in celebrating our 25th
Anniversary as the most trusted
Spanish-language news source



COMPANY WEB ADDRESS

<http://www.entravisio.com>

PRIMARY ADDRESS

2425 Olympic Boulevard, Suite 6000W
Santa Monica, CA 90404
310 447-3870 Fax: 310 447-3899

**COMPANY NAME**

Entravision Communications

YEAR FOUNDED

1996

HEADQUARTERS

2425 Olympic Blvd. Suite 6000W
Santa Monica, CA 90404

OTHER OFFICE LOCATIONS

Albuquerque, Boston, Colorado Springs, Corpus Christi, Dallas, Denver, El Paso, Harford, Houston, Laredo, Las Vegas, Los Angeles, Lubbock, McAllen, Modesto, Monterey, New York, Odessa-Midland, Palm Springs, Phoenix, Reno, Sacramento, San Angelo, San Diego, Santa Barbara, Springfield, Wichita, Yuma-El Centro

COMPANY GENERAL E-MAIL ADDRESS

info@entravision.com

OWNERSHIP/COMPANY AFFILIATION

Publicly Owned (NYSE-EVC)

TOTAL NUMBER OF EMPLOYEES

1,000+

KEY PERSONNEL

Walter F. Ulloa | Chairman & CEO

Jeffery A. Liberman | President & Chief Operating Officer

Karl Meyer | Chief Revenue Officer
kmeyer@entravision.com

Chris Munoz | EVP National Sales
chris.munoz@entravision.com

Eddie Meléndez | President - Local Media Sales
emelendez@entravision.com

Juan Navarro | Regional VP – Local Media Sales
jnavarro@entravision.com

Jessica Martínez | EVP of U.S. Digital
jessicamartinez@entravision.com

Karina Cerda | EVP, Marketing, Insights & Analytics
kcerda@entravision.com

COMPANY DESCRIPTION

Entravision is a leading global advertising, media and ad-tech solutions company connecting brands to consumers by representing top platforms and publishers.

Our services are anchored by a world-class sales operation, premium media products and unique commercial partnerships. These partnerships include, but are not limited to: TelevisaUnivision, NFL, Facebook, Twitter, Spotify, LinkedIn, and TikTok. Our service portfolio enables high-performance campaigns while using highly competitive audience reach, cutting-edge mobile programmatic solutions, machine-learned bidding algorithms, and demand-side platforms on a global scale.

Entravision’s global commercial footprint is anchored by strategic regional operations in the U.S., Latin America, Europe, and Asia. These branches forge strong client relationships, robust sales operations, and a common globalized corporate culture.

In the U.S., Entravision is a leader in Hispanic marketing solutions expertly serving both local and national clients for more than 25 years. We are the #1 Univision affiliate with our TV footprint in 21 markets, including coverage across the U.S. border from San Diego to McAllen. In radio, we syndicate the top shows and feature proven influencers across 15 local markets and streaming platforms that include premium publishers. Our 360 portfolio is complemented with all SMB digital products, and engaging social media.



[company/entravisionusmedia/](https://www.linkedin.com/company/entravisionusmedia/)

[company/entravisionparent/](https://www.linkedin.com/company/entravisionparent/)

COMPANY WEB ADDRESS

<http://www.google.com>

PRIMARY ADDRESS

1600 Amphitheatre Parkway
Mountain View, CA 94043
305 728-7000 Fax: 305 728-7001

**COMPANY NAME**

Google

YEAR FOUNDED

1998

OTHER OFFICE LOCATIONS

80 locations in U.S.

COMPANY GENERAL E-MAIL ADDRESS

<https://services.google.com/fb/forms/ensales/>

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

55,000+

KEY PERSONNEL

Paula Castro | Multicultural Creative Partner
paukcastro@google.com

COMPANY DESCRIPTION

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe, and Asia.

COMPANY WEB ADDRESS

<https://estrellamedia.com>

PRIMARY ADDRESS

1845 Empire Avenue
Burbank, CA 91504



COMPANY NAME

Estrella Media, Inc.

YEAR FOUNDED

1980

OTHER OFFICE LOCATIONS

Los Angeles, New York, Dallas, Houston, Miami, Denver, Chicago, Atlanta, San Francisco

COMPANY GENERAL E-MAIL ADDRESS

info@estrellamedia.com

OWNERSHIP/COMPANY AFFILIATION

Privately Held

TOTAL NUMBER OF EMPLOYEES

800-1000

KEY PERSONNEL

Peter Markham | CEO

pmarkham@estrellamedia.com

Brian Kei | COO/CFO

bkei@estrellamedia.com

Steve Mandala | Chief Revenue and Local Media Officer

smandala@estrellamedia.com

Eddie León | EVP, Radio Programming & Events

eleon@estrellamedia.com

René Santaella | EVP, Digital & Streaming Media

Rsantaella@estrellamedia.com

Ivan Stoilkovich | EVP, Television Content

istoilkovich@estrellamedia.com

Arya Towfighi | EVP, General Counsel

atowfighi@estrellamedia.com

Hanna Bolte | SVP, Marketing, Communications and

Talent Relations

hbolte@estrellamedia.com

Mauro Micolich | SVP, Television Content

mmicolich@EstrellaMedia.com

Corinne Muñoz | SVP, Controller

comunoz@estrellamedia.com

MISSION STATEMENT

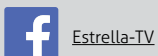
Champion Hispanic communities as important and influential voices in American culture.

COMPANY DESCRIPTION

Estrella Media is a leading Spanish-language media company and one of the largest U.S. producers of Spanish-language video and audio content for multiplatform distribution worldwide, with a library of over 20,000 hours of original video content.

Estrella Media's content studio feeds all its digital and linear media platforms, including: EstrellaTV, its national broadcast television network that is seen in over 40 million U.S. households on 17 owned or operated stations and over 30 affiliated stations, as well as through cable and satellite providers and digital streaming platforms; Estrella News, the first 24/7 Spanish-language multiplatform digital news network in the U.S.; and Estrella Games, the first 24/7 curated Spanish-language game show channel in the U.S. In 2021, Estrella Media's digital content surpassed one billion viewership minutes.

Estrella Media also owns and operates 16 radio stations and the Don Cheto Radio Network, airing on affiliated stations throughout the U.S., featuring one of the nation's most popular radio talents, Don Cheto. Estrella Media also produces large-scale music festivals, concerts, and special events throughout the U.S.



COMPANY PORTFOLIO

<https://estrellamedia.com>



Bold & Bright Stronger together

Transforming Spanish language media with a portfolio of talent, platforms, and purpose.

UNDUPLICATED • UNMATCHED • UNIQUE



Reflecting the Hispanic consumer audience

TV • STREAMING • RADIO • EVENTS • MUSIC

You shine brighter through Estrella Media.

COMPANY WEB ADDRESS

<https://www.impremedia.com>

PRIMARY ADDRESS

41 Flatbush Avenue, 1st Floor
Brooklyn, NY 11217
202 360-4105

Impremedia

COMPANY NAME

Impremedia

YEAR FOUNDED

First Publication founded in 1913

OTHER OFFICE LOCATIONS

Los Angeles, Chicago

COMPANY GENERAL E-MAIL ADDRESS

advertise@impremedia.com

OWNERSHIP/COMPANY AFFILIATION

Independent

TOTAL NUMBER OF EMPLOYEES

N/A

KEY PERSONNEL

Iván Adaime | CEO

ivan.adaime@impremedia.com

Javier Casas | CFO

javier.casas@impremedia.com

Rafael Cores | VP of Digital Content

rafael.cores@impremedia.com

Liliana Madrid | VP of Digital Sales & Strategy

liliana.madrid@impremedia.com

Rick Esquivel | National Sales Director

rick.esquivel@impremedia.com

Verónica Arreola | National Sales Director

veronica.arreola@impremedia.com

Martha De Luna | National Sales Director

martha.deluna@impremedia.com

Ángel Vázquez | El Diario Sales Manager

angel.vazquez@impremedia.com

Elizabeth Moore | Digital Sales Director

elizabeth.moore@impremedia.com

MISSION STATEMENT

We aim to empower Latinos living in the U.S.A. by providing quality content and award-winning journalism from trusted and longstanding News and Lifestyle brands.

COMPANY DESCRIPTION

Impremedia is a leader in Hispanic content with a portfolio of trusted, influential multimedia News and Lifestyle brands that reach a highly engaged, multi-generational Hispanic audience.

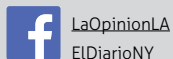
Impremedia has a rich history of serving the Latino community. La Opinión in Los Angeles is the nation's #1 Spanish-language daily newspaper. El Diario newspaper in New York has over 100 years of community influence. La Raza in Chicago, and La Opinión de La Bahía (El Mensajero) in San Francisco demonstrate Impremedia's strong local presence in the top DMA's that represent 59% of the 15 U.S. Hispanic market.

In addition, Impremedia owns and operates digital brands in key industries:

- Solo Dinero (Personal Finances)
- Siempre Auto (Auto)
- Comedera (Recipes)
- La Vibra (Entertainment)
- Estar Mejor (Wellness)
- Bien Bonita (Beauty)
- No Muy Caro (Product Recommendations)

AWARDS & RECOGNITIONS

- La Opinión: Gold Award as Outstanding Hispanic Daily in the United States the José Martí Awards.
- "José Ortega y Gasset Award" by Spain's own prestigious newspaper, El País
- El Diario: Bronze Award as Outstanding Publication Website by the José Martí Awards.
- La Raza: Best Spanish Language Weekly in the country by the National Association of Hispanic Publishers (NAHP)



COMPANY PORTFOLIO

<https://www.impremedia.com/#brands>

COMPANY WEB ADDRESS

<https://www.mrisimmons.com/>

PRIMARY ADDRESS

200 Liberty Street, 4th Floor
New York, NY 10281

**COMPANY NAME**

MRI-Simmons

YEAR FOUNDED

2019

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info.ms@mrissimmons.com

OWNERSHIP/COMPANY AFFILIATION

GfK, Symphony AI Group

TOTAL NUMBER OF EMPLOYEES

130

KEY PERSONNEL

Gregg Lindner | Chairman

Anna Welch | President

Mike Drankwalter | Commercial Lead

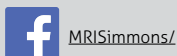
MISSION STATEMENT

MRI-Simmons strives to understand and empower marketers with the WHY behind consumer behavior, including the lifestyles, attitudes, opinions and behaviors of Hispanic-Americans.

COMPANY DESCRIPTION

MRI-Simmons is the leading provider of insights on the American consumer. With thousands of attitudinal and behavioral data points, gathered through ongoing surveys and passive measurement, MRI-Simmons empowers advertisers, agencies and media companies with deeper insights into the “why” behind consumer behavior.

The company’s flagship product (MRI-Simmons USA) is the leading multi-media study of Americans and is widely recognized as the industry standard for magazine audience ratings. Powered by address-based probabilistic sampling, MRI-Simmons U.S.A. measures real people, chosen at random to represent the U.S. population in all its variations. This methodological approach ensures stability of insights and provides the most accurate view of the American consumer.



[MRISimmons/](#)



[MRI_Simmons](#)



[company/mri-simmons](#)

COMPANY WEB ADDRESS

<http://www.nielsen.com>

PRIMARY ADDRESS

85 Broad Street
New York, NY 10004

**COMPANY NAME**

Nielsen

YEAR FOUNDED

1923

OTHER OFFICE LOCATIONS

Presence in approximately 100 countries, with headquarters in New York, U.S. and Diemen, the Netherlands.

COMPANY GENERAL E-MAIL ADDRESS

<http://www.nielsen.com/us/en/contact-us.html>

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

40,000+ worldwide

KEY PERSONNEL

Stacie M. de Armas | SVP Diverse Insights & Initiatives

MISSION STATEMENT

Nielsen's mission is to provide clients with the most complete understanding of consumers and markets worldwide.

By connecting clients to audiences, we fuel the media industry with the most accurate understanding of what people listen to and watch. To discover what audiences love, we measure across all channels and platforms— from podcasts to streaming TV to social media. And when companies and advertisers are truly connected to their audiences, they can see the most important opportunities and accelerate growth.

COMPANY DESCRIPTION

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen Global Media provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function.

Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. An S&P 500 company, Nielsen has operations in over 90 countries, covering more than 90% of the world's population.



[nielsencompany](https://www.facebook.com/nielsencompany)



[nielsen](https://twitter.com/nielsen)

COMPANY WEB ADDRESS

<https://sabio.inc>

PRIMARY ADDRESS

16350 Ventura Blvd, D827
Encino, CA 91436



CTV Powered by AppScience®

COMPANY NAME

Sabio Inc

YEAR FOUNDED

2014

OTHER OFFICE LOCATIONS

New York, Chicago, Detroit, Washington, D.C., Los Angeles, Hyderabad, India

COMPANY GENERAL E-MAIL ADDRESS

Info@sabio.inc

OWNERSHIP/COMPANY AFFILIATION

Privately held Corp

TOTAL NUMBER OF EMPLOYEES

76

KEY PERSONNEL

Joe Camacho | Chief Global Expansion Officer
joe@sabio.inc

Aziz Rahim | Chief Executive Officer
aziz@sabio.inc

Jon Stimmel | Chief Growth Officer
jon@sabio.inc

Joao Machado | SVP of Marketing
joao@sabio.inc

Jessica Ackerson | SVP of Sales
jackerson@sabio.inc

Tim Russell | SVP of Sales
tim@sabio.inc

Jean Yap McNamara | Head of Creative
jean@sabio.inc

Meghna Kothari | VP Culture & Comms
meghna@sabio.inc

MISSION STATEMENT

At Sabio, we build trust and transparency through quality digital media, impactful creative, extensive analytics and consumer insights that enables optimal brand growth for our clients.

COMPANY DESCRIPTION

Sabio is a Connected TV (CTV) software solution and analytics provider with an industry leading mobile-first CTV platform informed by behavior from over 300MM devices. The app data is matched to 55MM validated CTV homes providing relevancy at scale. In addition to building and delivering effective consumer segments for CTV/Streaming TV advertising for brands, we partner with our real-time measurement and attribution platform AppScience. This allows us to offer our client partners one of the first end to end advertising suites. Better data. Better analytics. Better performance.



COMPANY PORTFOLIO

<https://www.sabio.inc/>

COMPANY WEB ADDRESS

<https://www.spanishbroadcasting.com>

PRIMARY ADDRESS

7007 NW 77th Avenue
Miami, FL 33166



COMPANY NAME

Spanish Broadcasting System, Inc.

YEAR FOUNDED

1983

OTHER OFFICE LOCATIONS

New York, Los Angeles, San Jose,
Chicago, Guaynabo, PR

COMPANY GENERAL E-MAIL ADDRESS

sbscontact@sbscorporate.com

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

430

KEY PERSONNEL

Raúl Alarcón, Jr. | CEO, Chairman
ralarcon@sbscorporate.com

Albert Rodríguez | President, COO
arodriguez@sbsmiami.com

José I. Molina | CFO
Jmolina@sbscorporate.com

Donny Hudson | EVP of Local Media / General Manager,
Miami
dhudson@sbsmiami.com

Elisa Torres | EVP National & Network
etorres@aireradiionetworks.com

Maire Mason | VP, General Manager, NY
mmason@sbsnewyork.com

Rachel Elster | VP, General Manager, LA
relster@sbslosangeles.com

Christian De La Cruz | General Manager, SF
cdelacruz@sbsanfrancisco.com

Carlos A. San José | SVP, General Manager, Chicago
csanjose@sbschicago.com

Sixto Pabon | VP of Operations
spabon@sbspuertorico.com

Alessandra Alarcón | President of SBSE
aalarcon@sbslosangeles.com

Bianca Alarcón | VP of Content Development, LaMusica
bianca@lamusica.com

COMPANY DESCRIPTION

Spanish Broadcasting System, Inc. (SBS) owns and operates radio stations located in the top U.S. Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico, airing the Tropical, Regional Mexican, Spanish Adult Contemporary, Top 40 and Urbano format genres. SBS also operates AIRE Radio Networks, a national radio platform of over 290 affiliated stations reaching 95% of the U.S. Hispanic audience. SBS also owns MegaTV, a network television operation with over-the-air, cable and satellite distribution and affiliates throughout the U.S. and Puerto Rico, produces a nationwide roster of live concerts and events, and owns a stable of digital properties, including LaMusica, a mobile app providing Latino-focused audio and video streaming content and HitzMaker, a new-talent destination for aspiring artists.

SBS was founded in 1983 and incorporated in the State of Delaware in 1994. Since our formation, through top-ten market acquisitions, an intense focus on programming, promotions and successful cost management, we have grown into the nation's largest Hispanic radio controlled broadcaster.

We are committed to creating value for our shareholders by growing our ratings and revenue share across all of our markets.

AWARDS & RECOGNITIONS

- 2021 - Mega 97.9 WSKQ named the #1 streaming station in America by Nielsen.
- 2021 - WSKQ-FM NY & WCMQ-FM Miami names Station of the Year by Radio Ink at the Medallas de Cortez Awards
- 2019 - Aire Radio Networks is the Largest Minority Certified Radio Network
- 2021 - Raul Alarcon, CEO & Chairman, and Albert Rodriguez, President & COO, named as one of the Top 40 Most Powerful People in Radio by Radio Ink
- 2021 - Raul Alarcon, CEO & Chairman; Albert Rodriguez, President & COO; and Jesus Salas, EVP Programming named on Billboard's 2021 Latin Power Players List



[@lamusicadotcom](https://www.facebook.com/lamusica)
[@sbs.events](https://www.facebook.com/sbs.events)
[@megatvofficial](https://www.facebook.com/megatvofficial)



[@la_musica](https://twitter.com/la_musica)
[@megatvlive](https://twitter.com/megatvlive)



[company/spanish-broadcasting-system/](https://www.linkedin.com/company/spanish-broadcasting-system/)



[@lamusica/](https://www.instagram.com/lamusica/)
[@sbsentertainment/](https://www.instagram.com/sbsentertainment/)
[@megatvlive](https://www.instagram.com/megatvlive)

WSKQ-FM
NEW YORK
"#1 STATION
IN AMERICA!"

Nielsen National Regional Database; Spring 2021;
US Total; M-Su 6a-12m; P 18-34; Top 100 All Stations



KLAX-FM
LOS ANGELES
"#1 MEXICAN
STATION
IN AMERICA!"

Nielsen National Regional Database;
Spring 2021; Weekly Cume; Persons 12+



WSKQ-FM
"NEW YORK'S
TOP BILLER!"

Miller Kaplan - New York; Local Spot Rank,
Total Market, February 2022 - WSKQ, Ranked #1




WODA-FM
"#1 STATION IN
PUERTO RICO!"

Nielsen; 2022 SO February Book; Adults 18-34 AQH,
Puerto Rico Metro; Mon-Sun 6a-12mid



WCMQ-FM
"TOP BILLER
IN MIAMI!"

Miller Kaplan - Miami, FT. Lauderdale - Local
Total Market, YTD 2021 - WCMQ, Ranked #1



The Godfather of Hispanic Audio!



NOW PLAYING
ON A RADIO
OR SMARTPHONE
NEAR YOU!



CERTIFIED HISPANIC-OWNED

LA MUSICA
"#1 HISPANIC
STREAMING
APP!"

The State of Digital Audio in the U.S.
Hispanic Market 2019, audio.ad & qriously



CALIBASH
"TOP LATINO
CONCERT
SERIES!"

Los Angeles/Las Vegas



KXOL-FM
"#1 IN LA
REVENUE!"

Miller Kaplan - Los Angeles; Total Revenues
Total Market; YTD, Feb 2022 - KXOL, Ranked #1



AIRE
"FASTEST
GROWING
NETWORK!"

Nielsen Audio DMA, Spring 2021 vs. Fall 2021;
M-F 6a-7p; Aire AQH % Avg Increase
(5x Wkday Networks); HA18-49; April 2022 affiliates



KRZZ-FM
"BAY AREA
RATINGS LEADER!"

Nielsen Audio PPM - San Francisco Metro; Jan 2022, AQH Estimates,
Mon-Sun 6a-12m, (Spanish-Language Stations) HA 18-34, HA 18-49



COMPANY WEB ADDRESS

<https://together.nbcuni.com/n/telemundo>

PRIMARY ADDRESS

Telemundo Center, 1 Telemundo Way, Miami, FL 33182

National Advertising Sales

30 Rockefeller Plaza, 1221 Avenue of the Americas
New York, NY 10112



TELEMUNDO

COMPANY NAME

Telemundo

YEAR FOUNDED

1987

OTHER OFFICE LOCATIONS

N/A

KEY PERSONNEL

SENIOR MANAGEMENT

Beau Ferrari | Chairman
Beau.Ferrari@nbcuni.com

Mónica Gil | EVP, Chief Administrative & Marketing Officer
Monica.Gil@nbcuni.com

Peter Blacker | EVP, Global Ad Sales & Partnerships
Peter.Blacker@nbcuni.com

Amanda Calpin | Chief Financial Officer
Amanda.Calpin@nbcuni.com

Ronald Day | President, Entertainment & Content Strategy
Ronald.Day@nbcuni.com

Marcos Santana | President, Telemundo Global Studios
Marcos.Santana@nbcuni.com

Luis Fernández | President, Telemundo Network News
Luis.Fernandez@nbcuni.com

Ray Warren | President, Telemundo Deportes
Ray.Warren@nbcuni.com

Alfredo Richard | EVP, Corporate Communications
ARichard@telemundo.com

Ana Siegel | EVP, General Counsel
Ana.Siegel@nbcuni.com

Ashaki Rucker | SVP, HR
Ashaki.Rucker@nbcuni.com

COMPANY DESCRIPTION

NBCUniversal Telemundo Enterprises is a global media company and the #1 U.S. based producer and distributor of Spanish-language content for U.S. Hispanics and audiences around the world. Its growing multi-platform portfolio includes the Telemundo Network and Station Group, Telemundo Deportes, Noticias Telemundo, Telemundo Global Studios and its cable network, Universo.

Telemundo is fueled by original content made by U.S. Hispanics for U.S. Hispanics. In addition to its original scripted storytelling, Telemundo delivers the most trusted Spanish-language news, world class global sporting events – including the FIFA World Cup™ through 2026 and the summer Olympic Games through 2032 – and highly-rated specials and unscripted reality competitions.

At the core of the network's efforts is the state-of-the-art Telemundo Center, an unparalleled global headquarters in Miami. Telemundo Center is equipped with multiple production facilities ready to provide any solution to an advertiser's marketing needs. Through NBCUniversal's One Platform offering it delivers Hispanic audiences at scale across all platform to drive the greatest impact for advertisers' brands.

Telemundo is part of NBCUniversal Telemundo Enterprises, a division of NBCUniversal, one of the world's leading media and entertainment companies. NBCUniversal is a subsidiary of Comcast Corporation.



NBCUTelemundo



nbcutelemundo



nbcu-telemundo-enterprises



nbcutelemundo



NBCUniversal



NBCUNIVERSAL'S ONE PLATFORM REACHES ALL HISPANIC AUDIENCES

NBCU brings together the best stories that connect with U.S. Hispanics across all platforms. Our diverse and premium content reaches 9 out of 10 Latinos nationwide, more than any other media company. We bring together our unmatched reach and insights to develop deep relationships with your Hispanic consumers.

Source: 2021 FY (JAN-DEC), (UEs based on Total HHs, not TV HHs) TV- Nielsen. C3, Total Day, Reach %, 1 minute qualifier (Incl Syndication); Digital- comScore Video Metrix: Media Metrix. Multi-Platform Data US Only; STB VOD-Canoe Reach and HHs, SNL Kagan using Nielsen VPVH. NBCU Connect based on FW Markets in comScore OTT Intelligence (May-Dec 2021), P18+ is 1:1, Additional Demos based on Nielsen VPVH. Peacock based on comScore VMX Jul'21-Dec'21. All YouTube data (competitor-specific YT assets and YT Parent-level) is Mobile/Desktop Only (excl CTV). Ethnic Demos based on MMX % Comps.



COMPANY WEB ADDRESS

<https://together.nbcuni.com/n/telemundo-deportes>

PRIMARY ADDRESS

Telemundo Center, 1 Telemundo Way, Miami, FL 33182

National Advertising Sales

30 Rockefeller Plaza, 1221 Avenue of the Americas
New York, NY 10112



COMPANY NAME

Telemundo Deportes

YEAR FOUNDED

1987

OTHER OFFICE LOCATIONS

N/A

KEY PERSONNEL

SENIOR MANAGEMENT

Beau Ferrari | Chairman
Beau.Ferrari@nbcuni.com

Mónica Gil | EVP, Chief Administrative
& Marketing Officer
Monica.Gil@nbcuni.com

Peter Blacker | EVP, Global Ad Sales & Partnerships
Peter.Blacker@nbcuni.com

Amanda Calpin | Chief Financial Officer
Amanda.Calpin@nbcuni.com

Ray Warren | President, Telemundo Deportes
Ray.Warren@nbcuni.com

Eli Velázquez | EVP, Sports
exvelazq@telemundo.com

Mark Marshall | President, Ad Sales & Partnerships
Mark.Marshall@nbcuni.com

Alfredo Richard | EVP, Corporate Communications
ARichard@telemundo.com

Ana Siegel | EVP, General Counsel
Ana.Siegel@nbcuni.com

Ashaki Rucker | SVP, HR
Ashaki.Rucker@nbcuni.com

COMPANY DESCRIPTION

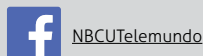
Telemundo Deportes is the U.S. leading sports brand and destination for the biggest, best global sports programming in Spanish-language. Home to two of the world's most popular sporting events: the FIFA World Cup™ through 2026 and the Olympic Games through 2032, Telemundo Deportes delivers a comprehensive roster of live and studio programming. It presents Spanish-language coverage of Premier League, is the exclusive U.S. home of Liga MX's Chivas de Guadalajara home matches, and presents FIFA World Cup™ CONCACAF qualifying matches for most of the region, including the Mexico and U.S.A. national teams' away matches. Telemundo Deportes also delivers Spanish-language coverage of NFL's Sunday Night Football, Boxeo Telemundo, the #1 boxing program in Spanish, and the digital sports news and entertainment commentary show Titulares y Más (TYM), among other recognized sports properties.

Telemundo Deportes offers audiences across the United States prime coverage of the best sporting events and franchises in their preferred language via Telemundo Network, Universo, as well as across all digital platforms, and its expansive footprint on social channels.

Telemundo Deportes' digital platforms offer livestreams of Telemundo's lineup of programming, live events, eSports, and extensive, and up to the minute news and information, highlights and video content 24/7. Since the 2018 FIFA World Cup™, Telemundo Deportes has grown its digital audience more than six times, currently reaching over 11 million fans via the Telemundo Deportes app, TelemundoDeportes.com, YouTube, Facebook, Instagram, Twitter.

Telemundo Deportes is part of NBCUniversal Telemundo Enterprises, a division of NBCUniversal, one of the world's leading media and entertainment companies with NBCUniversal a subsidiary of Comcast Corporation.

Source Nielsen NPX (Hispanic) A18-49/P2+ Live+SD (000). All broadcast and cable, 2020 broadcast year (12/30/19-12/27/20) based on Nielsen type code "BOXING"; regularly scheduled programs = 4 or more telecasts.



NBCUTelemundo



nbcutelemundo



nbcu-telemundo-enterprises



nbcutelemundo

COMPANY WEB ADDRESS

<https://www.tiktok.com>

PRIMARY ADDRESS

5800 Bristol Pkwy
Culver City, CA 90230

**COMPANY NAME**

TikTok

YEAR FOUNDED

2018

OTHER OFFICE LOCATIONS

TikTok has global offices including Los Angeles, Mountain View, New York, London, Paris, Berlin, Dubai, Singapore, Jakarta, Seoul, and Tokyo.

KEY PERSONNEL

Blake Chandlee | President of Global Business Solutions

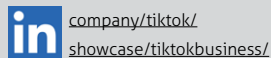
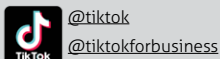
Sofia Hernández | Global Head of Business Marketing

Carly Zipp | Global Head of B2B Marketing

Sandie Hawkins | GM of North America, Global Business Solutions

COMPANY DESCRIPTION

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy.

**COMPANY PORTFOLIO**

<https://www.tiktok.com/business/en-US>

COMPANY WEB ADDRESS

<https://corporate.televisaunivision.com>

PRIMARY ADDRESS

605 Third Avenue
New York, NY 10158
212 455-5200 Fax: 212 499-0830

Televisa Univision

COMPANY NAME

TelevisaUnivision, Inc.

YEAR FOUNDED

1961

OTHER OFFICE LOCATIONS

TelevisaUnivision, Inc. has television network operations in Miami, and television, radio stations and sales offices in major cities throughout the United States, and Mexico City.

COMPANY GENERAL E-MAIL ADDRESS

mediasales@univision.net

KEY PERSONNEL

Wade Davis | Chief Executive Officer of TelevisaUnivision, Inc.
wade@univision.net

Alfonso De Angoitia Noriega | Executive Chairman of TelevisaUnivision, Inc. & Co-CEO of TelevisaUnivision Mexico
aangoitia@televisa.com.mx

Bernardo Gómez Martínez | Co-CEO of Televisa Univision Mexico
bg@televisa.com.mx

Juan Carlos Rodríguez | President of Sports Global Enterprises
jcrodriguez@univision.net

Carlos Ferreira | EVP, Chief Financial Officer
cferreiro@univision.net

Diane Kniewski | President of U.S. Local Media
dkniewski@univision.net

Pierluigi Gazzolo | President & Chief Transformation Officer
pgazzolo@univision.net

Luis Silberwasser | President of U.S. Networks Groups
lsilberwasser@univision.net

Donna Speciale | President of U.S. Ad Sales and Marketing
dspeciale@univision.net

MISSION STATEMENT

As the leading Spanish-language media and content company in the world, TelevisaUnivision is focused on not only entertaining, but informing, and empowering, both U.S. Hispanics and Latinos worldwide.

COMPANY DESCRIPTION

As the leading Spanish-language media and content company in the world, TelevisaUnivision features the largest library of owned content and industry-leading production capabilities that power its streaming, digital and linear television offerings, as well as its radio platforms. The Company's media portfolio includes the top-rated broadcast networks Univision and UniMás in the U.S. and Las Estrellas and Canal 5 in Mexico. TelevisaUnivision is home to 36 Spanish-language cable networks, including Galavisión and TUDN, the No. 1 Spanish-language sports network in the U.S. and Mexico. With the most compelling portfolio of Spanish-language sports rights in the world, TelevisaUnivision has solidified its position as the Home of Soccer. TelevisaUnivision also owns and manages 59 television stations across the U.S. and four broadcast channels in Mexico affiliated with 222 television stations, Videocine studio, and Uforia, the Home of Latin Music, which encompasses 57 owned or operated U.S. radio stations, a live event series and a robust digital audio footprint. TelevisaUnivision is home to premium streaming service ViX, which hosts over 40,000 hours of high-quality, original Spanish-language programming from distinguished producers and top talent. The Company's prominent digital assets include Univision.com, Univision NOW, and several top-rated digital apps.

AWARDS & RECOGNITIONS

- 2021 News & Documentary Emmy Award for Outstanding Investigative Journalism in Spanish: Univision News
- 2021 Gold Telly Winner Online Series-Series: Documentary: Cuenta Conmigo
- 2021 Gold Telly Winner Local TV Campaign-Campaign-Promotional: Dulce Ambición
- 2021 Gold Telly Winner Television General – Social Responsibility: Segunda Oportunidad



GROW

WITH US

TelevisaUnivision is home to America's fastest growing demographic. If you're looking to grow your business, now is the time. Come grow with us.

TelevisaUnivision



vix

TUDN

UNIMÁS



COMPANY WEB ADDRESS

www.TakeMeFishing.org
www.VamosAPescar.org

PRIMARY ADDRESS

500 Montgomery Street, Suite 300
Alexandria, VA 22314



RECREATIONAL BOATING & FISHING FOUNDATION

COMPANY NAME

Recreational Boating & Fishing Foundation (RBFF)

YEAR FOUNDED

1998

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

marketing@takemefishing.org

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

15

KEY PERSONNEL

Dave Chanda | President & CEO

Jim Hemenway | Senior VP, Finance & Administration

Rachel Piacenza | Director, Marketing

Stephanie Vatalaro | Senior VP, Marketing & Communications

MISSION STATEMENT

To implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic natural resources.

COMPANY DESCRIPTION

RBFF is committed to spreading the joy of fishing and boating to all ages, genders and cultures; we envision one nation united in our passion for fishing and boating.

A nation committed to the pursuit of leisure activity on the water.

A nation that embraces our fishing and boating heritage, and conserves, restores and protects the resources that sustain it.

We believe the water is open to everyone.

AWARDS & RECOGNITIONS

- 2020 PRWeek US Awards Finalist, Best in Arts, Entertainment, Sports & Media (Get On Board)
- 2020 Minnesota Public Relations Society of America (PRSA) Classics Awards Winner, Special Events/ Observances, More Than Seven Days (Off the Hook) Winner, Integrated Programs (Off the Hook)
- 2019 PRWeek US Awards Finalist, Best in Broadcast/Film/ Video (Women Making Waves)

COMPANY WEB ADDRESS

<https://www.talentounlimited.com>

PRIMARY ADDRESS

P.O. Box 650918
Miami, FL 33265

**COMPANY NAME**

Talento Unlimited, LLC

YEAR FOUNDED

2019

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

team@talentounlimited.com

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

3

KEY PERSONNEL

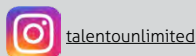
Cristy Clavijo-Kish | Co-Founder
cristy@talentounlimited.com

Michelle Rodríguez-Tapanes | Co-Founder
michelle@talentounlimited.com

COMPANY DESCRIPTION

Talento Unlimited is a boutique talent agency and digital services consultancy representing Latino and multicultural content creators and presenters with a specialization in food, entertainment, culture, parenting, wellness, beauty & fashion trends, inspirational music, motivation and empowerment speaking.

The team consults with marketers to develop content strategies and executes custom campaigns, business partnerships, speaking opportunities and more for its roster. Talento Unlimited also works with event teams to develop LIVE & digital sponsorships as well as creative activations for brands.





 hispanicmarketingcouncil.org

 [HispanicMarketingCouncil](https://www.facebook.com/HispanicMarketingCouncil)

 [hispanicmarketingcouncil](https://www.linkedin.com/company/hispanicmarketingcouncil)

 [hmchispanic](https://twitter.com/hmchispanic)