

20
23



HISPANIC MARKET GUIDE

**HISPANIC
MARKETING
COUNCIL**



CREDITS

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EDITORIAL

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INSIGHTS

Latinos are driving a cultural and demographic transformation as the U.S. heads towards a multicultural majority—already a reality for people under 35. According to the U.S. Census, Latinos make up nearly 20% of the population, up 23% over the past decade, outpacing the nation's overall population growth of 7%. More importantly, it wields tremendous economic power, which has deep implications for marketers.

1 Latinos are driving the American economy.



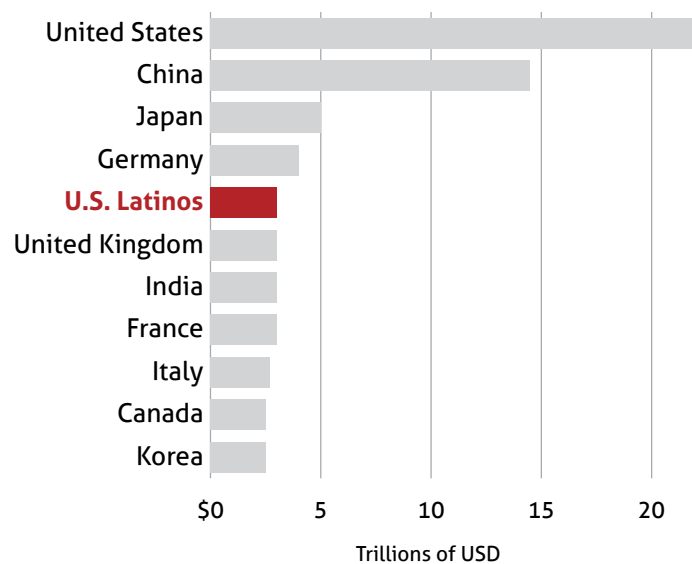
The U.S. Hispanic buying power has reached

\$2.8 trillion.

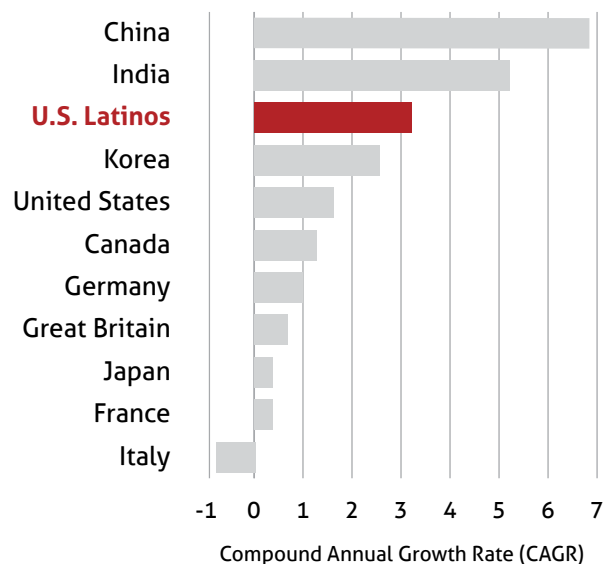
If U.S. Latinos were a standalone economy, they would constitute the fifth-largest and fastest growing GDP in the world—just behind the U.S., China, Japan and Germany.

- From 2010 to 2020, the U.S. Latino GDP was the third-fastest growing among the 10 largest GDPs.
- In that same time period, the growth of U.S. Latino GDP was 2.6 times that of non-Latino GDP.

Gross Domestic Product (2020)



Gross Domestic Product Growth: 2010 to 2020

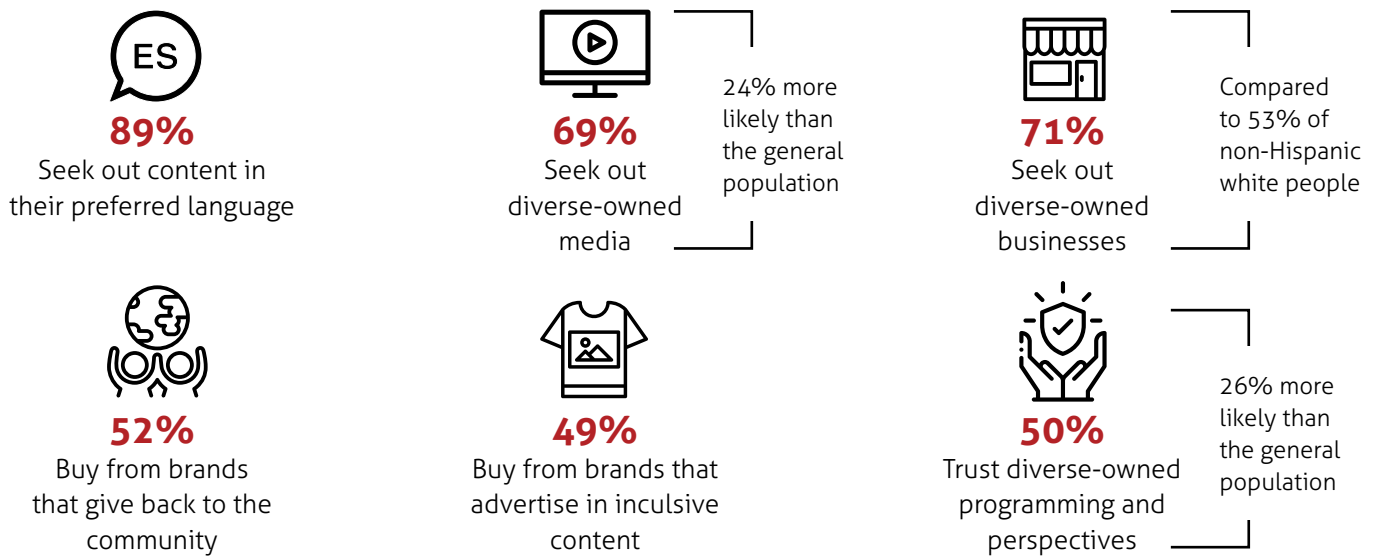


Source: Latino Donor Collaborative, 2022.

This presents a huge opportunity for marketers to revisit their budget allocations and prioritize the Hispanic market as the American mainstream.

2 What brands do and how they communicate matters.

Hispanic audiences are more likely to...

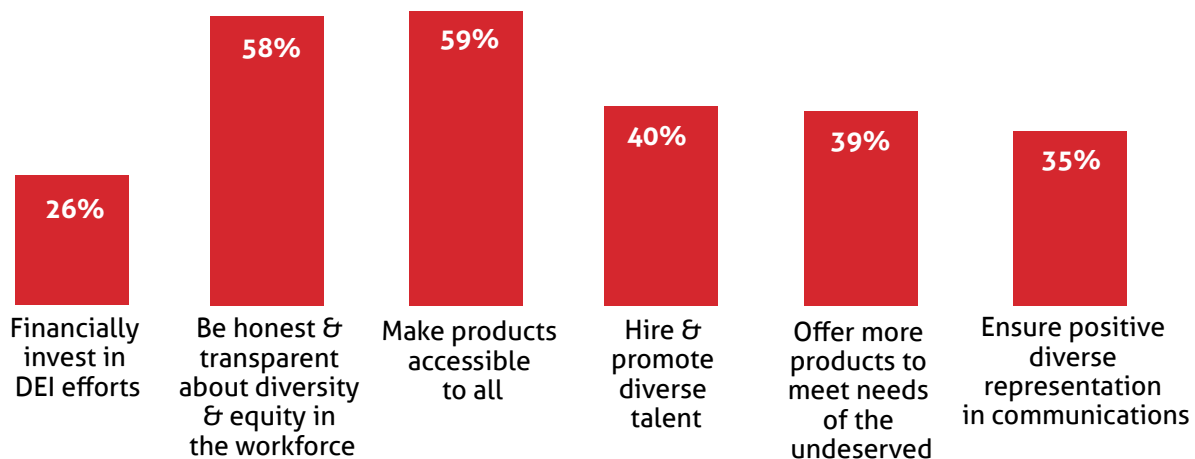


Source: Nielsen Attitudes on Representation Study (% of Hispanic respondents), April 2022; Nielsen Scarborough USA + 2022 Release 1, Consumer POV

3 Latinos are clamoring for authentic Diversity Equity Inclusivity (DEI) practices.

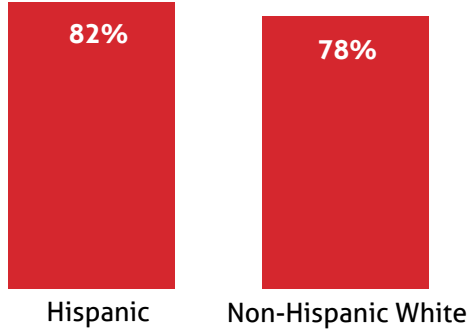
U.S. Latinos are making ambitious leaps in buying power, as well as social, cultural and political clout. To help elevate their communities, Latinos want solutions-based initiatives to address needs and gaps—it's not just about casting or hiring practices.

Most important areas to improve in diversity, equity and inclusion among Latinos:



Source: Kantar DEI MONITOR 2022, Adults

Companies that make a sincere effort to be part of or invest in my community deserve my loyalty.



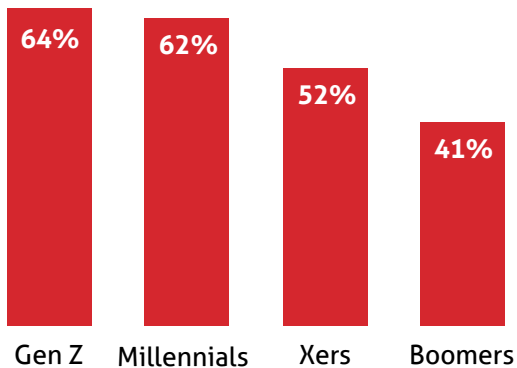
Source: Kantar DEI MONITOR 2022, Adults

Driving real cultural change means embracing DEI practices inside and outside the company—and that means ensuring campaigns are inclusive with the right budgetary weight. Under-investing in Hispanic marketing in the 21st century is a brand death sentence.

4 The inclusivity benchmark is rising.

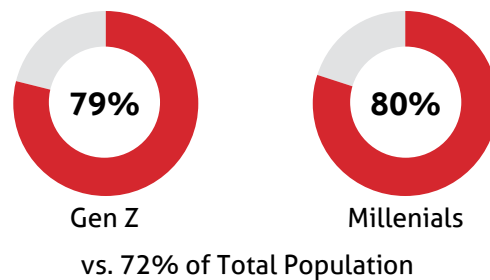
Regardless of race or ethnicity, many people want to see more inclusive brand activities and communications—in fact, Millennials & Gen Z will gravitate to brands that reflect diverse cultural needs and preferences. That’s why initiatives for mainstream audiences can and should be Hispanic- and diversity-centric. Exploring the meaning of inclusivity for a category, brand or consumer experience can lead to unique, stand-out ideas with broad appeal across audiences.

% of American residents who say that diversity is an important personal value



Kantar MONITOR 2022

% who say it is important that the companies they buy from actively promote diversity and inclusion in their business or in society



5 Inclusivity on screen drives bingeability.

This year, 53% of overall viewers are more likely to watch inclusive content, up from 47% in 2021. Among Latinos, the numbers are more significant.

Latinos enjoy inclusive content:



56%

of Latinos say they're more likely to continue watching content when it features someone from their identity group.



41%

of Latinos feel there's not enough content that represents them, up from 39% from 2021.



11%

of Latinos more likely to say that streaming airs content most relevant to their identity group.



41%

of Latinos say that representation, when present on-screen, is accurate.

Source: Nielsen Attitudes on Representation on TV Study, April 2022



Netflix has publicly committed to investing in refreshing its library of Hispanic content.



YouTube is a creator-driven platform, delivering culturally attuned content created by and for Latinos.

Source: Nielsen "Hispanic inclusion is a key differentiator as competition for streaming audiences increase." Sept 2022

6 Bingeability is intersectional.

Top Spanish-language streamed content delivers inclusion.

Among top Spanish-language streamed shows in 2021 (originating in Spanish), there is solid male/female gender distribution and higher LGBTQ share of screen* than in total streaming.

Share of screen	Afro-Latinos	LGBTQ	Female	Male
Top Spanish-language streamed content	1.1%	7.4%	45.8%	52.4%
All streamed content	0.6%	4.9%	44.9%	55.1%

Source: Gracenote Inclusion Analytics custom segment evaluation 2021 Streamed content Spanish language originating

*Share of screen, % of an identity group that appears on-screen as a recurring cast member

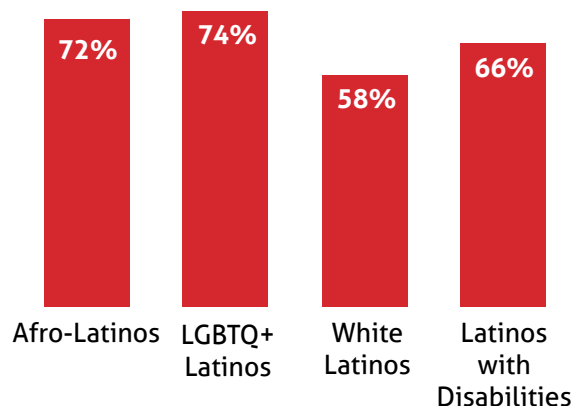
2.5 average bingeability score of top streamed content originating in Spanish, and nearly half of the shows are in the drama genre, followed by thriller/action adventure.

Source: Nielsen Attitudes on Representation on TV Study, April 2022

7 When it comes to intersectionality, brands must deepen their understanding of what it means to be Latino.

No group is a monolith. Latinos want to be seen and heard, and that means brands must understand how to approach “Latinidad”—or unique cultural identity markers—when it comes to intersectionality. To ensure campaigns are authentic, targeting is better when it is specific and leans into the particular qualities of subgroups and subcultures that are true to life. It takes effort to understand which cultural touchpoints are most relevant to your customer base, future audiences and communities.

% say they seek out brands that acknowledge their culture’s unique traditions



Mulifaceted LATINIDADES (18+)

26% Latinos with Disabilities

11% LGBTQ Latinos

4% Afro-Latinos

4% Asian-Latinos

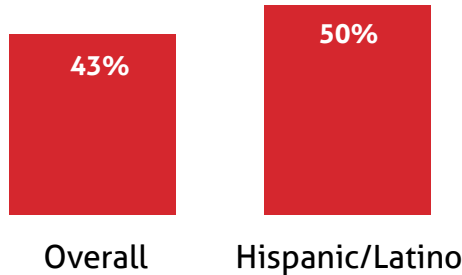
3% Indigenous Latinos

Kanta DEI MONITOR 2022, Adults; LGBTQ+ includes non-binary, T2B; Afro-Latinos 2022 & 2021

8 For marketers who tap into content that Latinos believe is representative, the upside is significant.

The impact of inclusive creative

Latinos are more likely to buy when advertising creative is inclusive.



Source: Nielsen Attitudes on Representation on TV Study, April 2022



49%

of Hispanic viewers say they're more likely to buy from brands that advertise in inclusive content.

9 Authentic storylines matter just as much—if not more—as inclusivity.

When the ads feature someone from a diverse identity group, the benefits are even greater. But remember, it's not just about casting, but also about the authentic and organic storylines and positive portrayals that create the biggest impact.

-1 on Power* **+1 on Short-Term Sales Likelihood**

Just showing under-represented groups has no impact on the ads' ability to build brand equity or increase short-term sales.

+45 on Power* **+23 on Short-Term Sales Likelihood**

Showing underrepresented groups in a positive way—meaning in progressive, non-stereotyped ways—can dramatically accelerate immediate sales lift and long-term brand equity.

*Power refers to the ad's potential to contribute to long-term equity.

Source: Kantar Link Database (Global) January 2019 - March 2021

10 Where you advertise matters: it's about diverse-owned *and* diverse-targeted media.

Brands that advertise in both diverse-owned and diverse-targeted see a huge lift in ROI. Why? Because even though Latinos are 24% more likely to seek out diverse-owned media, marketers also have to go where the audience numbers are significant.



12%

higher return achieved on ad spend by brands who consistently invested at the intersection of diverse-owned and Hispanic-targeted radio, according to a joint report by Nielsen and SBS.

Brand Implications

As the streaming landscape broadens—and engagement rises—the importance of inclusion and accurate representation can't be overstated, especially as competition for audience attention increases. Given Latinos' appetite for streaming, marketers, creators and distributors have a significant opportunity if they give this audience more of what they're looking for.

- Know your audience—take the time to understand what matters to Latinos and the cultural insights that resonate with them. Subconscious trigger points across races are different, so take care to understand your target audience before you create an ad for them.
- Celebrate culture, focus on what connects us, and choose central characters from underrepresented groups without the story centering around their identity.
- Walk the walk—invest in DEI from the top down and be clear about your corporate values. Use them to hone in on those that align with your Hispanic targets.
- Listen to the voices from diverse communities to understand and reflect their realities—pay attention to those content creators. This also means that marketers with trusted Hispanic expertise play a critical role in getting this right. Having the right advisors matters. This Market Guide can help.
- Invest at a level commensurate with the opportunity—with the fifth largest GDP and representing 20% of the population, corporate America should have Hispanic-centric strategies and sizeable marketing & advertising budgets to support these efforts.
- Work with your Hispanic specialists to craft the right messages should be on the right platforms with the right media mix consistently over time to boost ROI. A one-time effort is never enough.

ADVERTISERS

	Parent	Total 2022 Ad Spend	2022 Spanish-Language Spend	Pct. of Total
1	Procter & Gamble Co	\$2,651,312,647	\$270,698,491	10.21%
2	United States Government	\$1,276,291,498	\$166,229,913	13.02%
3	Deutsche Telekom AG	\$1,136,510,691	\$161,744,092	14.23%
4	Toyota Motor Corp	\$1,359,280,752	\$159,242,545	11.72%
5	Comcast Corp	\$2,311,696,978	\$147,945,353	6.40%
6	Dish Network Corp	\$413,982,619	\$129,691,005	31.33%
7	AT&T Inc	\$1,263,009,682	\$123,585,190	9.78%
8	Johnson & Johnson	\$682,874,552	\$118,051,740	17.29%
9	Searchlight Capital Partners LP	\$125,802,684	\$111,127,117	88.33%
10	Amazon.com Inc	\$3,456,918,198	\$110,375,931	3.19%
11	Verizon Communications Inc	\$1,292,813,732	\$109,288,437	8.45%
12	Pfizer Inc	\$1,078,932,489	\$103,583,326	9.60%
13	L'Oreal SA	\$578,246,102	\$103,416,501	17.88%
14	Target Corp	\$634,588,105	\$102,494,186	16.15%
15	Yum! Brands Inc	\$776,669,505	\$94,370,980	12.15%
16	General Motors Co	\$1,754,308,462	\$91,970,553	5.24%
17	Walmart Inc	\$1,018,134,784	\$91,391,414	8.98%
18	Charter Communications Inc	\$501,940,507	\$90,618,013	18.05%
19	Alphabet Inc	\$1,318,382,910	\$88,927,919	6.75%
20	Genomma Lab Intl Sab de CV	\$86,263,137	\$86,191,041	99.92%
21	Unilever	\$548,487,225	\$84,173,311	15.35%
22	Walt Disney Co	\$2,247,529,786	\$81,613,066	3.63%
23	Glaxosmithkline PLC	\$704,554,181	\$80,458,299	11.42%
24	McDonald's Corp	\$502,793,676	\$75,202,374	14.96%
25	Nissan Motor Co Ltd	\$585,903,083	\$73,533,364	12.55%
26	Roark Capital Group Inc	\$1,002,647,237	\$72,303,715	7.21%
27	Constellation Brands Inc	\$275,194,979	\$66,646,231	24.22%
28	Intuit Inc	\$690,679,293	\$65,194,372	9.44%
29	California State of	\$385,574,581	\$62,454,194	16.20%
30	Ford Motor Co	\$574,413,618	\$58,627,660	10.21%

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Total Hispanic DMAs

Rank	Designated Market Area (DMA)	Hispanic Persons 12+	Hispanic Pct.
1	Los Angeles	6,965,900	45%
2	New York	4,573,500	24%
3	Houston	2,331,000	36%
4	Miami-Ft. Lauderdale	2,273,300	55%
5	Dallas-Ft. Worth	1,935,600	27%
6	Chicago	1,793,100	22%
7	San Francisco-Oakland-San Jose	1,472,900	23%
8	San Antonio	1,354,800	54%
9	Phoenix (Prescott)	1,341,400	27%
10	Sacramento-Stockton-Modesto	1,076,400	28%
11	Harlingen-Waco-Brownsville-McAllen	1,047,300	93%
12	Orlando-Daytona Beach-Melbourne	1,011,200	25%
13	Fresno-Visalia	987,800	57%
14	Washington, DC (Hagerstown)	979,200	16%
15	San Diego	920,500	32%
16	Tampa-St. Petersburg (Sarasota)	918,000	20%
17	Philadelphia	912,300	13%
18	Denver	832,200	20%
19	El Paso (Las Cruces)	740,300	81%
20	Atlanta	711,900	11%
21	Albuquerque-Santa Fe	707,500	42%
22	Boston (Manchester)	647,800	11%
23	Austin	641,700	29%
24	Las Vegas	591,900	29%
25	Seattle-Tacoma	506,500	10%

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

County	DMA	State	Total TV HHs	Hispanic TV HHs	Hispanic Pct.
Los Angeles	Los Angeles	CA	3,240,310	1,247,160	38%
Miami-Dade	Miami-Ft. Lauderdale	FL	945,210	674,280	71%
Harris	Houston	TX	1,680,150	616,180	37%
Cook	Chicago	IL	2,005,230	398,700	20%
Bexar	San Antonio	TX	738,640	395,390	54%
Maricopa	Phoenix (Prescott)	AZ	1,662,570	378,840	23%
San Bernardino	Los Angeles	CA	657,090	300,780	46%
Dallas	Dallas-Fort Worth	TX	941,610	300,010	32%
San Diego	San Diego	CA	1,107,010	292,240	26%
Bronx	New York		489,600	263,840	54%
Orange	Los Angeles	CA	1,043,030	259,820	25%
El Paso	El Paso (Las Cruces)	TX	290,520	239,290	82%
Hidalgo	Harlingen-Waco-Brownsville-McAllen	TX	252,310	239,160	95%
Riverside	Los Angeles	CA	584,920	237,640	41%
Broward	Miami-Ft. Lauderdale	FL	741,100	222,690	30%
Clark	Las Vegas	NV	846,480	203,300	24%

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There are 76 counties in the U.S. that are already a Hispanic majority.

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

Rank	County	DMA	State	Total TV HHs	Hispanic TV HHs	Hispanic Pct.
1	Starr	Harlingen-Waco-Brownsville-McAllen	TX	18,810	18,810	100%
2	Kenedy	Corpus Christi	TX	100	100	100%
3	Webb	Laredo	TX	77,790	76,590	98%
4	Zapata	Laredo	TX	4,380	4,290	98%
5	Maverick	San Antonio	TX	17,820	17,450	98%
6	Zavala	San Antonio	TX	3,110	3,000	96%
7	Hidalgo	Harlingen-Waco-Brownsville-McAllen	TX	252,310	239,160	95%
8	Willacy	Harlingen-Waco-Brownsville-McAllen	TX	5,460	5,040	92%
9	Dimmit	San Antonio	TX	2,780	2,540	91%
10	Cameron	Harlingen-Waco-Brownsville-McAllen	TX	126,890	115,640	91%
11	Jim Hogg	Corpus Christi	TX	1,630	1,470	90%
12	Brooks	Corpus Christi	TX	2,420	2,160	89%
13	Imperial	Yuma-El Centro	CA	50,790	43,370	85%
14	Duval	Corpus Christi	TX	3,260	2,740	84%
15	Guadalupe	Albuquerque-Santa Fe	NM	1,520	1,260	83%
16	Mora	Albuquerque-Santa Fe	NM	1,730	1,430	83%
17	El Paso	El Paso (Las Cruces)	TX	290,520	239,290	82%
18	Reeves	Odessa-Midland	TX	3,930	3,220	82%
19	Presidio	Odessa-Midland	TX	2,270	1,850	81%
20	Jim Wells	Corpus Christi	TX	13,200	10,590	80%
21	Santa Cruz	Tucson (Sierra Vista)	AZ	16,480	13,080	79%
22	Val Verde	San Antonio	TX	15,360	12,020	78%
23	Frio	San Antonio	TX	5,050	3,940	78%
24	San Miguel	Albuquerque-Santa Fe	NM	10,140	7,860	78%
25	Hudspeth	El Paso (Las Cruces)	TX	750	580	77%
26	La Salle	San Antonio	TX	1,770	1,350	76%
27	Deaf Smith	Amarillo	TX	5,850	4,300	74%
28	Pecos	Odessa-Midland	TX	4,640	3,400	73%
29	Miami-Dade	Miami-Ft. Lauderdale	FL	945,210	674,280	71%
30	Crane	Odessa-Midland	TX	1,540	1,080	70%
31	Kleberg	Corpus Christi	TX	10,930	7,630	70%

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States with Highest Latino Population

TEN KEY STATES
account for 80% of
Latino Gross Domestic
Product (GDP) or
\$2.1 trillion.

	Latino GDP in Billions of USD	Share of U.S. Latino GDP Percentage
California	706.6	27.2%
Texas	476.0	18.3%
Florida	258.9	10.0%
New York	202.3	7.8%
Illinois	100.1	3.9%
New Jersey	96.9	3.7%
Arizona	91.9	3.5%
Colorado	55.2	2.1%
Georgia	37.9	1.5%
New Mexico	36.0	1.4%
Total of 10 States	2,062.0	79.4%

Sources: U.S. Bureau of Economic Analysis, Cal Lutheran University-CERF 2021 State Latino GDP Report

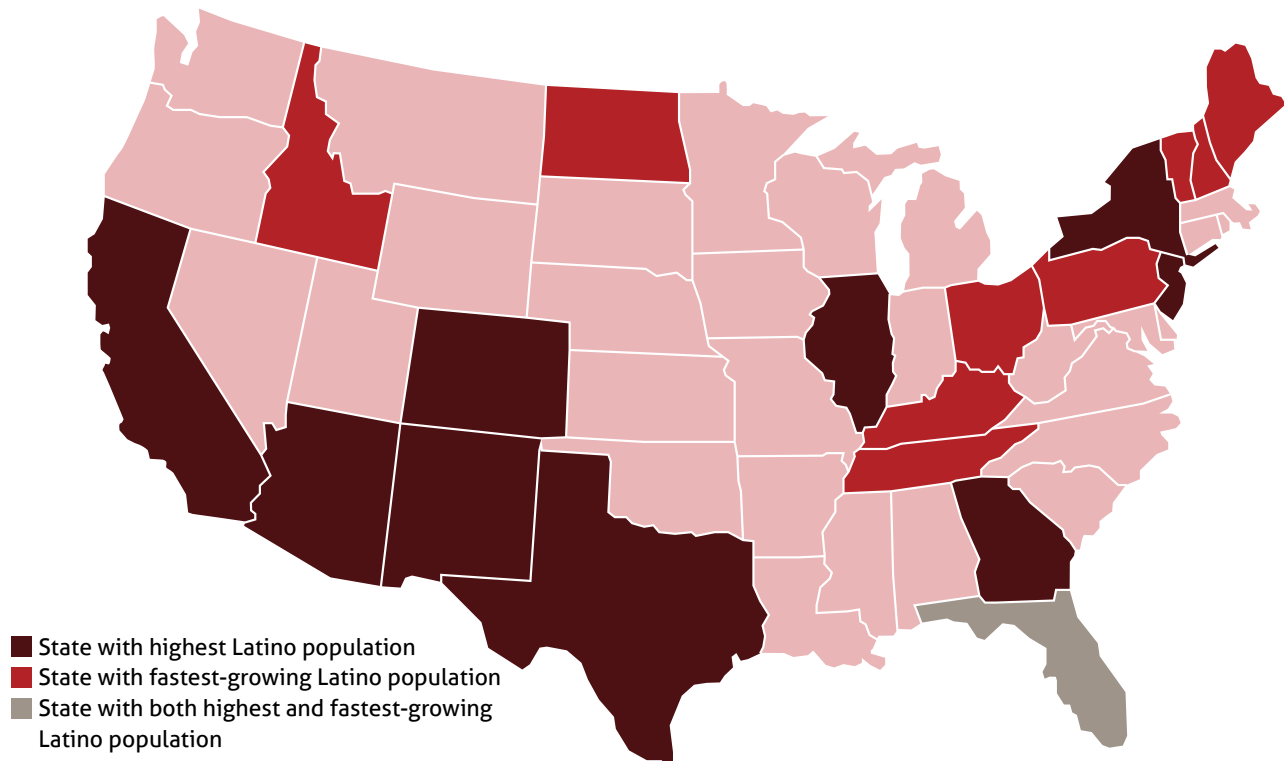
States with the Fastest Latino Population Growth

New Hampshire
Vermont
Pennsylvania
North Dakota

Tennessee
Florida
Kentucky
Idaho

Ohio
Maine

**These states have Latino populations which
grew 15% or more between 2015 and 2019.**



Source: 2022 Latino Donor Collaborative U.S. Latino GDP Report

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

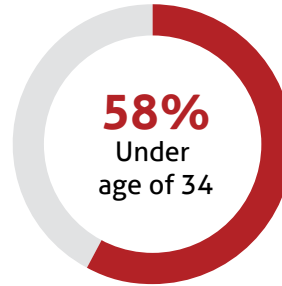
Hispanic Breakdown by Gender 18+

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

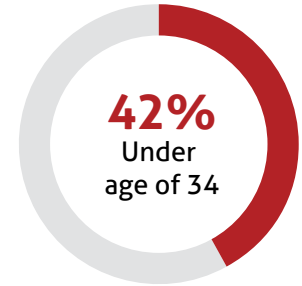
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19
most common
age among
Hispanics

61
most common
age among
non-Hispanic
whites



Hispanic



Non-Hispanic White

U.S. Census American Community Survey, 2019



51% of children **under 9** are multicultural

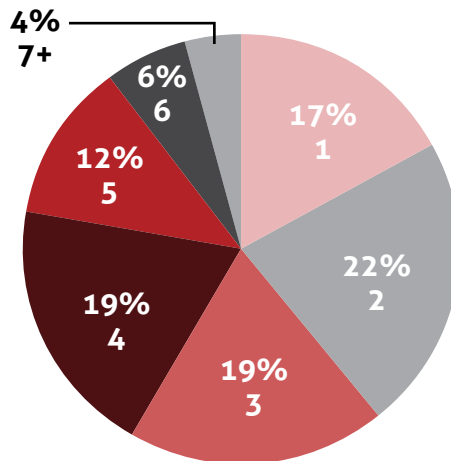
2022 Latino Donor Collaborative U.S. Latino GDP Report



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

Copyright © The Nielsen Company
"Inclusion, Information, and
Intersection: The Truth about
Connecting with U.S. Latinos" 2022

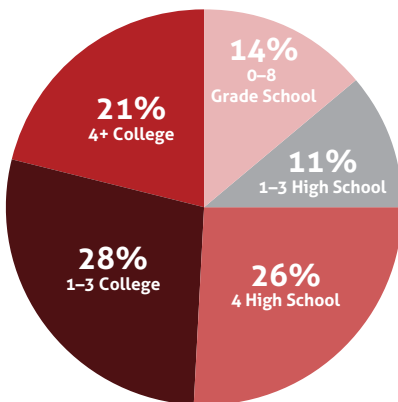
Household Size



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%

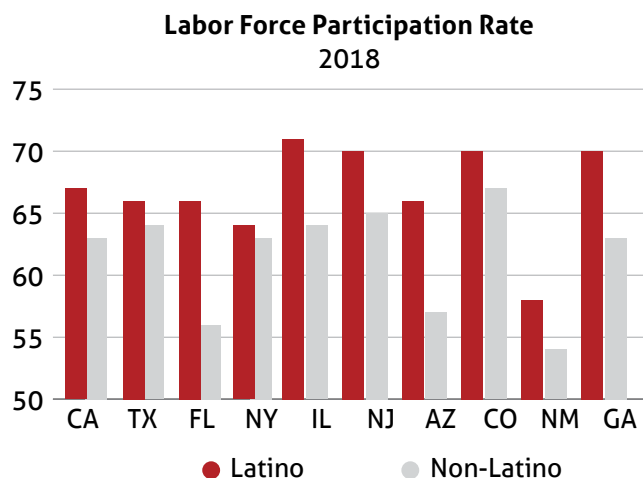
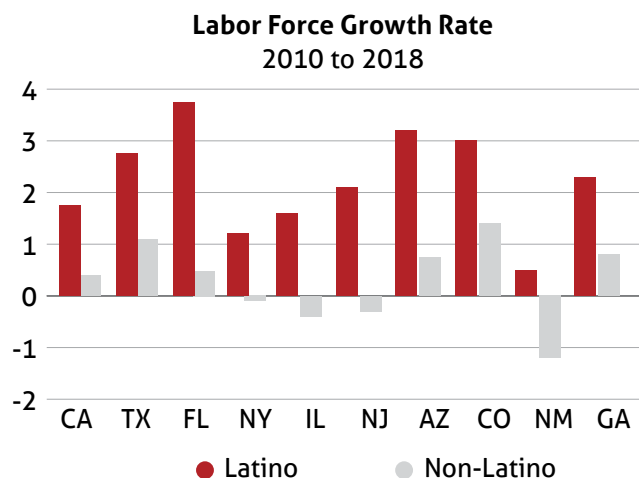
Education of Householder



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Language Strata (Based on Pers 2+)

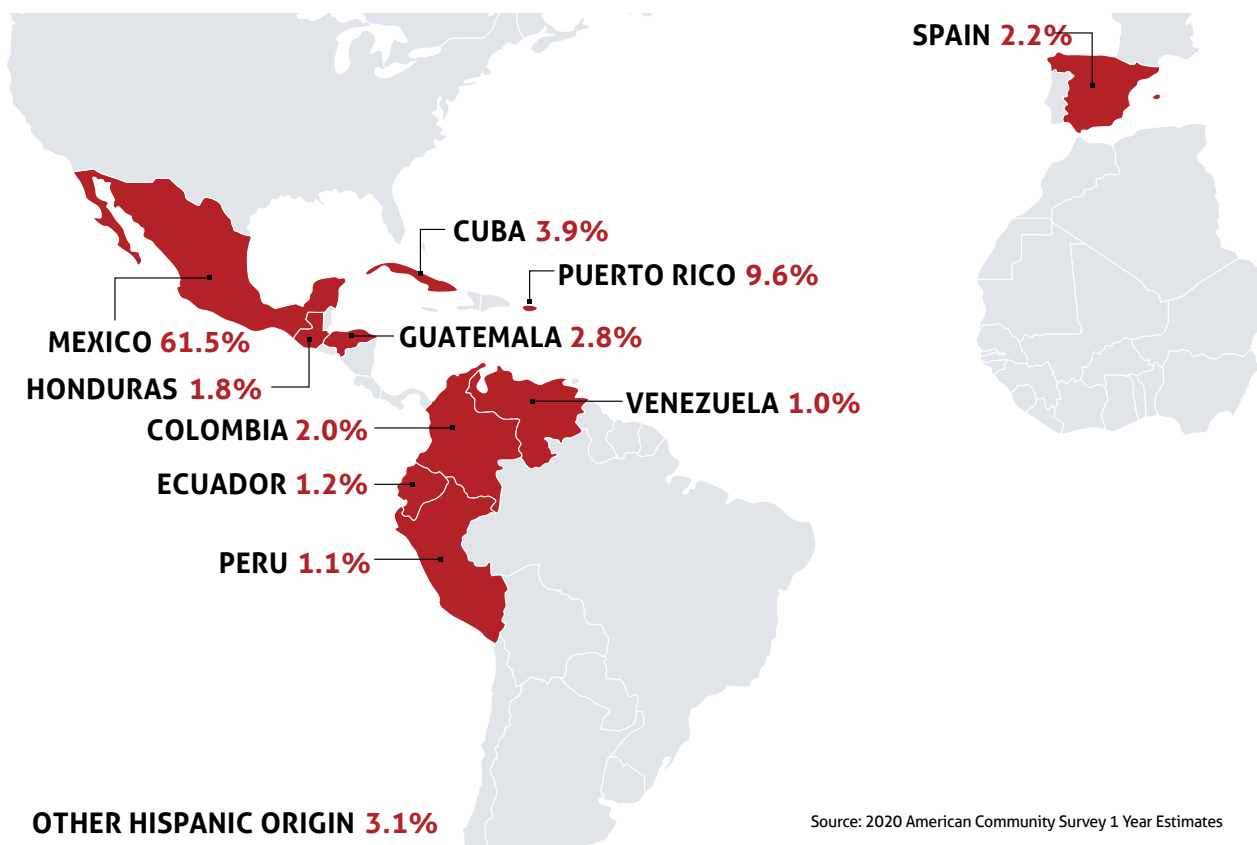
Only Spanish	18.2%
Mostly Spanish	20.6%
Spanish & English	24.2%
Mostly English	22.7%
Only English	14.3%
Spanish Dominant	38.8%
Non-Spanish Dominant	61.2%
English Dominant	37.0%



2022 Latino Donor Collaborative U.S. Latino GDP Report.

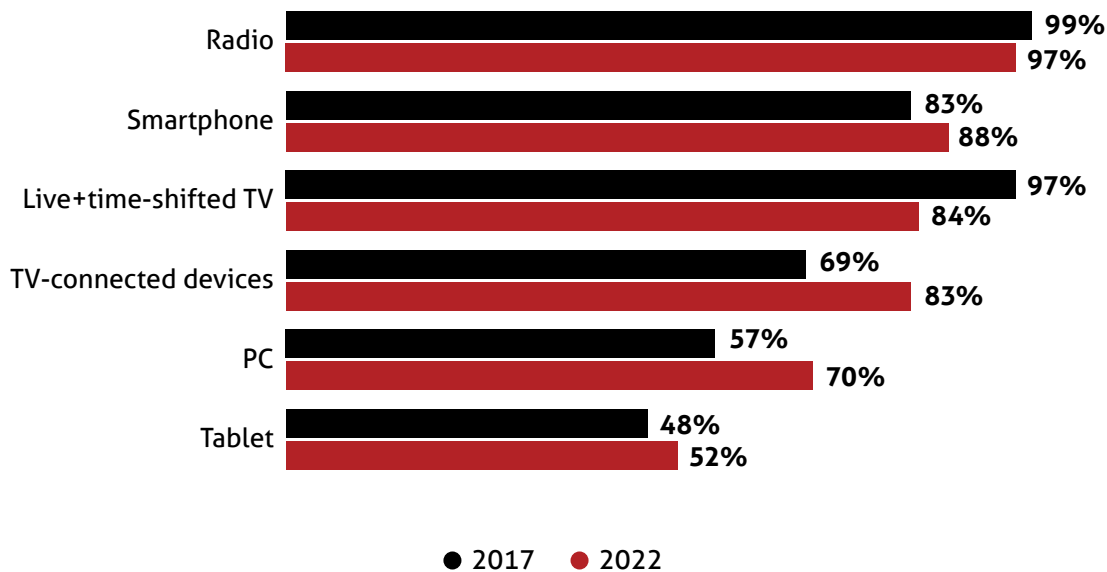
Latino labor force participation rate is substantially higher than that of non-Latinos. In Florida, Latinos are 10.3 percentage points more likely to be actively working than their Non-Latino counterparts. Latinos lead non-Latinos in labor force participation by 8.2 percentage points in Arizona, 7.4% in Georgia and 6.9% in Illinois.

Top 10 Countries of Origin



Source: 2020 American Community Survey 1 Year Estimates

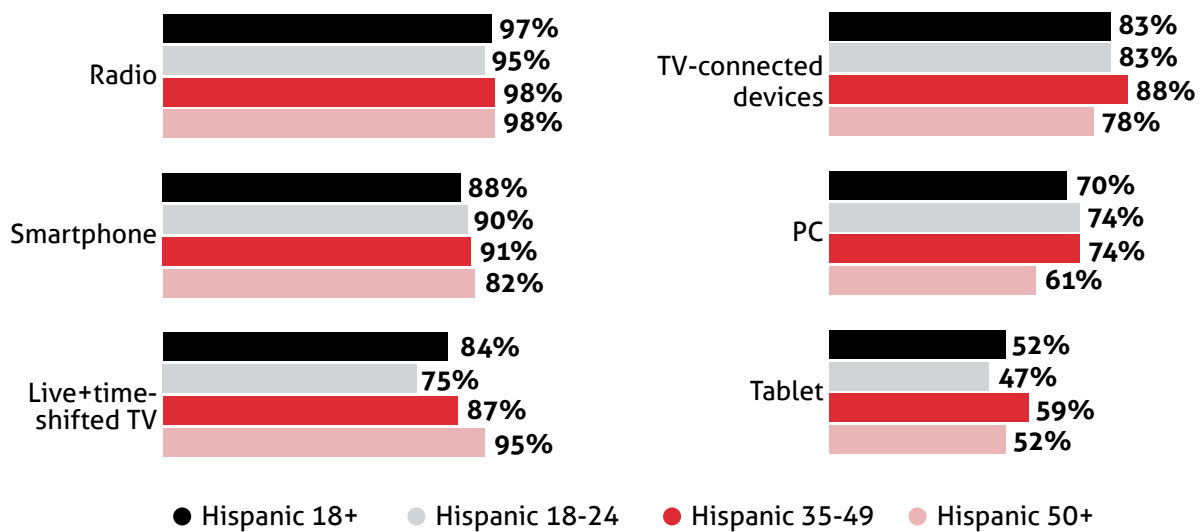
Media Consumption by Type U.S. Monthly Reach, % of Population (Hispanic 18+)



Source: Nielsen NPOWER, Nielsen RADAR, Nielsen Total Media Fusion - Q2 2017 and 2022

Radio consistently reigns as top medium for Latinos across all ages.

Media Consumption by Age U.S. Monthly Reach, % of Population



Source: Nielsen NPOWER, Nielsen RADAR, Nielsen Total Media Fusion - Q2 2022

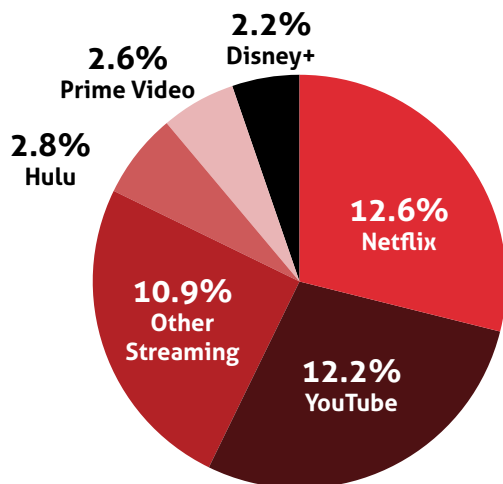
TV Programming Percentage of Time Spent with TV by Ethnic Group

	U.S. Total	Asian	Hispanic	Black	White
Broadcast	21.6%	13.6%	23.1%	24.1%	21.1%
Cable	34.4%	25.9%	20.0%	33.9%	38.4%
Streaming	34.8%	32.9%	43.6%	36.2%	32.5%
Other	9.2%	27.6%	13.3%	5.8%	8%

43.6% of Hispanics spend their TV time with streaming content

Video Consumption Percentage of Time Spent with TV by Language

	Hispanic	English Dominant	Spanish Dominant	Speak Spanish & English Equally
Broadcast	23.1%	14.5%	34.9%	21%
Cable	20%	25.6%	14.7%	18.8%
Streaming	43.6%	44.7%	42.5%	43.7%
Other	13.3%	15.3%	7.9%	16.6%



33.5 Billion Minutes

of video streamed each week by Latinos



22% Year Over Year

increase of impressions among Hispanic audiences



78%

of Latinos say
"I love my experience
with video streaming
services."

Source: Nielsen POWER, National TV Panel and Streaming Platform Ratings; July 2022

Source: Nielsen streaming media consumer survey, Q1 2022

2021 Top 10 Streaming Programs: Originals (in millions of minutes viewed)

Total		Hispanic	Black	Asian
1	Lucifer* Netflix: 18,342	Squid Game Netflix: 4,009	Squid Game Netflix: 2,690	Squid Game Netflix: 1,249
2	Squid Game Netflix: 16,432	Lucifer* Netflix: 2,582	Lucifer* Netflix: 2,372	Lucifer* Netflix: 670
3	Great British Baking Show Netflix: 13,636	Cobra Kai* Netflix: 2,147	Bridgerton Netflix: 1,958	Great British Baking Show Netflix: 666
4	Virgin River Netflix: 12,908	You* Netflix: 1,841	You* Netflix: 1,805	Bridgerton Netflix: 651
5	Bridgerton Netflix: 12,908	Narcos: Mexico Netflix: 1,780	Family Reunion Netflix: 1,577	The Crown Netflix: 620
6	You* Netflix: 11,124	The Queen of Flow Netflix: 1,720	Maid (2021 Series) Netflix: 1,173	You* Netflix: 569
7	Cobra Kai* Netflix: 10,915	Jurassic World: Camp Cretaceous Netflix: 1,593	The Upshaws Netflix: 1,126	Ted Lasso AppleTV+: 566
8	The Crown Netflix: 9,651	Maid (2021 Series) Netflix: 1,446	Clickbait Netflix: 1,077	Cobra Kai* Netflix: 524
9	Longmire* Netflix: 8,892	Gabby's Dollhouse Netflix: 1,424	If You* Give a Mouse a Cookie Amazon: 1,006	Loki (SRS) Disney+: 520
10	The Handmaid's Tale Hulu: 8,564	Snitch Cartel: Originals Netflix: 1,371	Them (2021) Amazon: 1,005	Wandavision Disney+: 497

12/28/2020–12/26/2021 | Rank based on Minutes Viewed in Millions

*Program originally aired on another network/distributor; Squid Game includes viewing to both Korean and English versions

Source: Nielsen Streaming Content Ratings (Netflix, Amazon Prime, Disney+, AppleTV+ and Hulu), Nielsen National TV Panel, US Viewing through Television

2021 Top 10 Streaming Programs: Acquired (in millions of minutes viewed)

Total		Hispanic	Black	Asian
1	Criminal Minds Netflix: 33,865	Cocomelon Netflix: 8,855	Cocomelon Netflix: 6,836	Cocomelon Netflix: 2,141
2	Cocomelon Netflix: 33,278	Mariposa de Barrio Netflix: 6,140	Supernatural Netflix: 5,346	Criminal Minds Netflix: 1,232
3	Grey's Anatomy Netflix: 32,625	Grey's Anatomy Netflix: 5,559	Criminal Minds Netflix: 4,361	Manifest Netflix: 1,023
4	NCIS Netflix: 29,529	Criminal Minds Netflix: 5,361	Manifest Netflix: 3,483	Schitt's Creek Netflix: 952
5	Heartland Netflix: 20,410	Manifesy Netflix: 3,221	Grey Anatomy Netflix: 2,995	Peppa Pig Netflix: 902
6	Manifest Netflix: 19,923	El Señor de los Cielos Netflix: 2,711	All American Netflix: 2,507	Grey's Anatomy Netflix: 777
7	Supernatural Netflix: 18,912	Miraculous: Tales of Ladybug and Cat Noir Netflix: 2,674	Law and Order: SVU Netflix: 2,321	Masha and the Bear Netflix: 732
8	Schitt's Creek Netflix: 18,062	Masha and the Bear Netflix: 2,546	Flash Netflix: 2,055	The Blacklist Netflix: 705
9	Gilmore Girls Netflix: 14,704	NCIS Netflix: 2,542	Spongebob Squarepants Amazon: 2,017	NCIS Netflix: 662
10	New Girl Netflix: 14,680	Henry Danger Netflix: 2,522	NCIS Netflix: 1,799	New Girl Netflix: 556

12/28/2020–12/26/2021 | Rank based on Minutes Viewed in Millions

Source: Nielsen Streaming Content Ratings (Netflix, Amazon Prime, Disney+, AppleTV+ and Hulu), Nielsen National TV Panel, US Viewing through Television

2021 Top 10 Streaming Movies (in millions of minutes viewed)

Total		Hispanic	Black	Asian
1	Luca (2021) Disney+: 10,592	Luca (2021) Disney+: 2,947	Coming 2 America Amazon: 1,263	Luca (2021) Disney+: 527
2	Moana Disney+: 8,896	Moana Disney+: 2,019	The Harder They Fall Netflix: 1,239	Raya and the Last Dragon Disney+: 5,016
3	Raya and the Last Dragon Disney+: 8,343	Raya and the Last Dragon Disney+: 1,842	Luca (2021) Disney+: 903	Moana Disney+: 430
4	Frozen II Disney+: 5,746	Coco Disney+: 1,533	Without Remorse Amazon: 816	Frozen Disney+: 424
5	Red Notice Netflix: 5,528	Vivo Netflix: 1,268	Moana Disney+: 789	Red Notice Netflix: 389
6	Frozen Disney+: 5,416	Cruella Disney+: 1,247	Raya and the Last Dragon Disney+: 777	Shang Chi & The Legend of the 10 Rings Disney+: 370
7	Soul (2020) Disney+: 5,282	Soul (2020) Disney+: 1,212	Fatherhood Netflix: 759	Black Widow Disney+: 355
8	Cruella Disney+: 5,174	Mitchells vs. the Machines Netflix: 1,117	Red Notice Netflix: 701	The Tomorrow War Amazon: 315
9	Mitchells vs. the Machines Netflix: 4,517	We Can Be Heroes Netflix: 1,086	Black Widow Disney+: 628	Jungle Cruise Disney+: 313
10	Jungle Cruise Disney+: 4,425	Red Notice Netflix: 1,608	The Tomorrow War Amazon: 616	New Girl Netflix: 556

12/28/2020–12/26/2021 | Rank based on Minutes Viewed in Millions

Source: Nielsen Streaming Content Ratings (Netflix, Amazon Prime, Disney+, AppleTV+ and Hulu), Nielsen National TV Panel, US Viewing through Television

Top Broadcast TV Networks/Stations Hispanics are Most Likely to Watch
(Watched Past 7 Days)

	Target %	Index
UniMás	11.7%	580
Univision	26.1%	567
Telemundo	24.7%	565
Azteca	5.3%	549
Estrella TV	6.3%	547
PBS Kids	5.4%	159

Top Cable Networks/Stations Hispanics are Most Likely to Watch
(Watched Past 7 Days)

	Target %	Index
Galavisión	6.1%	558
CNN en Español	5.5%	538
Discovery en Español	6.0%	526
TUDN	1.8%	478
ESPN Deportes	4.9%	455
NBC Universo	1.9%	291
i24NEWS	0.2%	177
Nick Jr.	5.7%	151
MTV2	3.0%	149
TeenNick	1.6%	147
E!	5.4%	132
Vice TV	2.5%	130
Disney Channel	12.3%	129
Nick at Nite	3.0%	129
NBA TV	2.8%	124
MTV	8.2%	123
Adult Swim	6.0%	122
HBO	19.8%	121

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While it's no surprise Spanish-language programming remains popular, music and children's programming rank high among Latinos. They are 21% more likely to watch HBO and nearly 30% more likely to watch the Disney Channel than other segments.

Special TV Programs Watched by Hispanics (Past 12 Months)

	Target %	Index
Premio Lo Nuestro	11.2%	587
Premios Juventud	8.4%	584
Latin Grammy Awards	8.6%	546
Latin American Music Awards	5.6%	521
Billboard Latin Music Awards	10.6%	506
iHeartRadio Fiesta Latina	2.3%	435
Miss Universe Pageant	5.8%	241
Billboard Music Awards	6.8%	174
iHeartRadio Music Festival	1.6%	158
MTV Movie & TV Awards	2.9%	155
MTV Video Music Awards	3.4%	153
Kids' Choice Awards	1.2%	144
iHeartRadio Music Awards	2.3%	130
Emmy Awards - Daytime	2.6%	125
Grammy Awards	10.4%	123
American Music Awards	7.9%	119
Miss USA Pageant	1.7%	114
Golden Globe Awards	7.0%	111
The Oscars (Academy Awards)	11.2%	110
ESPys	1.9%	103
Miss America Pageant	2.1%	97
People's Choice Awards	2.9%	97
Emmy Awards - Primetime	4.4%	91
BET Awards	4.8%	90
Rose Parade	8.0%	89
Screen Actors Guild Awards	1.4%	88
CBS Thanksgiving Day Parade	11.3%	79
Macy's Thanksgiving Day Parade	15.6%	79
Rudolph the Red-Nosed Reindeer	7.5%	76
Dick Clark's New Year's Rockin' Eve with Ryan Seacrest	10.8%	75
Tony Awards	1.8%	73
ACM Awards (Academy of Country Music Awards)	5.9%	72
National Dog Show	6.9%	63
CMA Awards (Country Music Association Awards)	3.8%	54
Kennedy Center Honors	2.2%	51
NAACP Image Awards	0.7%	43

Latinos are heavy consumers of music award shows.

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Types of TV Programs Watched by Hispanics (Cable, Broadcast or Satellite)	Target %	Index
Novelas	13.7%	495
International	6.5%	173
Kids shows	12.2%	149
Local news - late	25.9%	137
Daytime talk shows	9.2%	104
Late night talk	9.4%	103
Reality - dating	5.2%	103
Local news - evening	38.2%	102
Documentaries	25.4%	99
Local news - morning	30.9%	99
Movies	41.4%	98
Comedies	57.9%	97
Food/cooking shows	22.2%	95
Science fiction	12.7%	94
Sports	28.9%	91
Court shows	11.1%	90
Religious	6.9%	88
Daytime soap operas	5.0%	87
National/network news	18.4%	86
Reality - adventure	8.5%	84
Dramas	21.0%	83
Reality - talent	6.6%	83
Mystery/suspense/crime	21.1%	81
Game shows	17.9%	80

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Types of TV Programs Streamed Online by Hispanics (Across Any Device)**Target %****Index**

Novelas	5.2%	375
Local news - late	7.3%	161
International	9.0%	155
Daytime talk shows	3.0%	150
Local news - morning	9.3%	133
Local news - evening	9.6%	131
Kids shows	14.9%	127
Religious	6.2%	125
Daytime soap operas	1.7%	123
Court shows	5.1%	115
Reality - dating	5.7%	115
Documentaries	30.6%	112
Food/cooking shows	18.3%	110
Late night talk	5.6%	110
Movies	49.6%	109
Comedies	38.0%	105
Sports	17.4%	104
Game shows	8.3%	103
Science fiction	18.0%	102
Mystery/suspense/crime	22.6%	101
National/network news	8.4%	100
Dramas	25.2%	98
Reality - adventure	6.9%	98
Reality - talent	4.3%	95
Comedies	33.0%	93

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In addition to over-indexing on novelas (soap operas), Latinos are avid movie viewers and watch more kid shows and late local news as compared to the general population.

There is an enormous opportunity for both reality and game shows to engage with Latinos and diversify their viewership.

Sports Watched by Hispanics (Broadcast or Cable) in the Last 12 Months	Target %	Index
Mexican League	12.5%	410
Mexican Soccer National Team	11.2%	407
European soccer	10.6%	207
Professional boxing	11.4%	192
U.S. Soccer National Team	6.9%	166
eSports (professional video gaming)	1.7%	158
Ultimate Fighting Championship (UFC)	7.9%	139
WWE (professional wrestling)	6.9%	136
Extreme/action sports	2.8%	127
Monster Jam (monster trucks)	3.4%	121
Formula One (F1) racing	5.2%	112
NBA Finals	15.0%	112
Professional surfing	2.0%	110
NBA playoffs	16.0%	109
Professional/college lacrosse	1.5%	107
Supercross/Motocross	2.7%	106
MLB playoffs	17.1%	97
Professional rodeo	3.8%	97
Tournament poker	3.3%	95
Men's tennis (ATP)	5.5%	93
Olympics	20.0%	90
Women's tennis (WTA)	5.0%	90
World Series	17.4%	90
Professional Bull Riding (PBR)	4.1%	88
PBA (professional bowling)	2.6%	87
Figure skating	8.5%	86
Fishing	3.8%	85
Super Bowl	30.9%	84
NHRA Drag Racing	3.3%	80
NFL playoffs	22.6%	76
LPGA Tour (women's golf)	3.0%	75
Monday Night Football	21.7%	75
Sunday Night Football	21.3%	75
Thursday Night Football	19.5%	73
Horse racing	6.4%	70
Regular season NFL (excl. home teams & Sun/Mon/Thurs Night Football)	16.4%	70
Stanley Cup playoffs	5.6%	67
NCAA Men's Tournament	7.6%	58
PGA TOUR (men's golf)	6.5%	57
NCAA Women's Tournament	1.8%	54

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Sports Streamed Online by Hispanics in the Last 12 Months

	Target %	Index
Mexican Soccer National Team	2.0%	368
Mexican League	2.0%	367
Pro boxing	4.2%	239
European soccer	3.3%	163
WWE (professional wrestling)	2.5%	159
Ultimate Fighting Championship (UFC)	4.2%	154
Monster Jam (monster trucks)	0.7%	147
Extreme/action sports	0.9%	146
U.S. Soccer National Team	1.4%	140
Professional surfing	0.6%	134
Professional Bull Riding (PBR)	0.6%	132
Figure skating	1.3%	127
Minor League Baseball	0.6%	123
Formula One (F1) racing	1.5%	122
PBA (professional bowling)	0.4%	117
Horse racing	0.8%	116
Men's tennis (ATP)	0.9%	112
eSports (professional video gaming)	2.2%	110
NBA Finals	3.0%	109
Women's tennis (WTA)	0.8%	109
World Series	3.2%	109
Tournament poker	0.6%	106
MLB playoffs	3.1%	105
Major League Soccer (MLS)	0.4%	103
NBA playoffs	2.9%	101
Supercross/Motocross	0.5%	100
Fishing	0.8%	99
None	73.9%	97
NHRA Drag Racing	0.5%	94
Professional rodeo	0.4%	94
Olympics	4.2%	91
Professional/college lacrosse	0.2%	90
Super Bowl	4.7%	88
Minor League Hockey	0.3%	87
Sunday Night Football	3.7%	81

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60% of Latinos are more likely than non-Hispanic segments to tune into the New York Marathon and 20% more likely to watch the NBA All-Star Game; however, NFL, MLB and the NCAA still have work to do to capture more Hispanic viewership.

Sports Streamed Online by Hispanics in the Last 12 Months

	Target %	Index
NFL playoffs	4.0%	80
Monday Night Football	3.5%	77
Thursday Night Football	3.6%	77
NASCAR	0.7%	76
Regular season NFL (excl. home teams & Sun/Mon/Thurs Night Football)	3.4%	73
Regular season NFL (excl. home teams & Sun/Mon/Thurs Night Football)	3.4%	73
IndyCar Series	0.4%	69
WNBA	0.3%	68
LPGA Tour (women's golf)	0.2%	67
NCAA Women's Tournament	0.4%	67
Stanley Cup playoffs	1.0%	64
Bowl games	1.5%	62
NCAA Men's Tournament	1.4%	52
PGA TOUR (men's golf)	0.6%	49
Regular season NHL	0.2%	47
High school sports	0.3%	40
College hockey	0.0%	39
Regular season MLB	0.2%	33
Regular season NBA	0.1%	25
College baseball	0.0%	16

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Latinos over-index in watching soccer, extreme/action sports, Formula One racing, Major League Baseball, tennis, Professional Boxing, NBA, Monster Jam (monster trucks), UFC, WWE and eSports (professional video gaming)—in fact, Latinos are 46% more likely to have attended three to nine eSports events in the past year!

When it comes to women's tennis, Latinos were nearly 50% more likely to have attended an event and 22% more likely to have attended more than 10 women's matches in the past year!

They also over-indexed on the UEFA Champions League, Professional Boxing Pay-Per-View, as well as UFC & WWE Pay-Per-View.

Radio

Radio reaches more Latinos every month than any other linear or digital media platform.

Total Use of Audio Monthly Reach % Among U.S. Population



Source: Nielsen RADAR, Nielsen Scarborough - Q2 2022



97%

monthly reach
of radio



59%

combined monthly
reach of streaming music,
podcasting and satellite radio

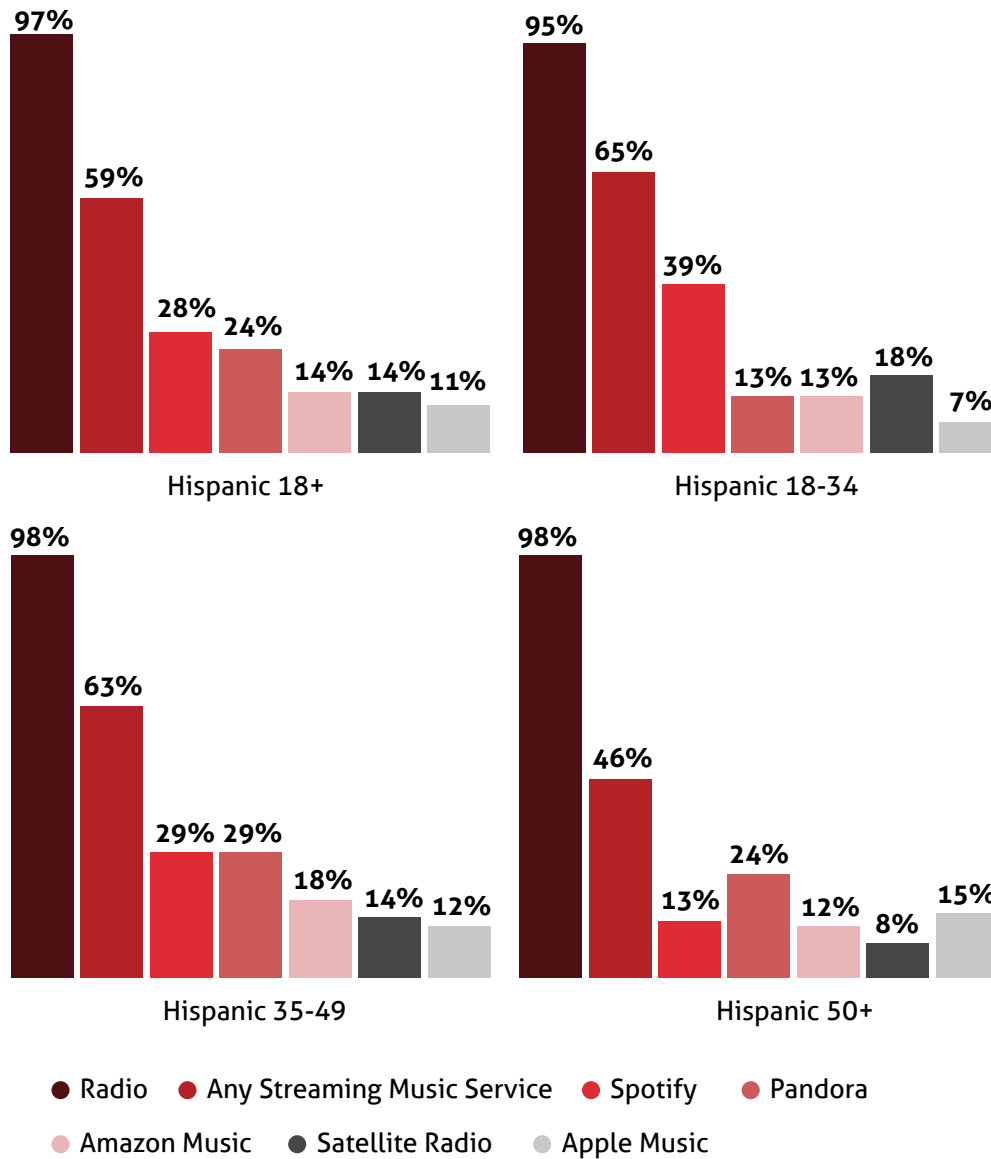


64%

incremental reach radio
generates when added to
an audio marketing plan

AM/FM radio can deliver the scale advertisers need across all age groups.

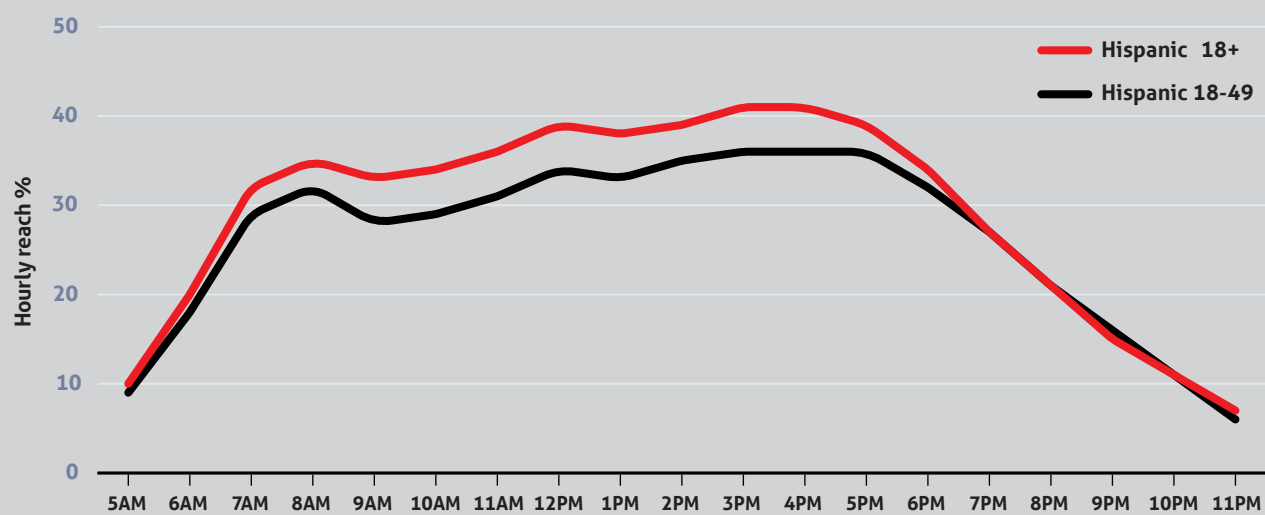
Monthly Reach % Among U.S. Population



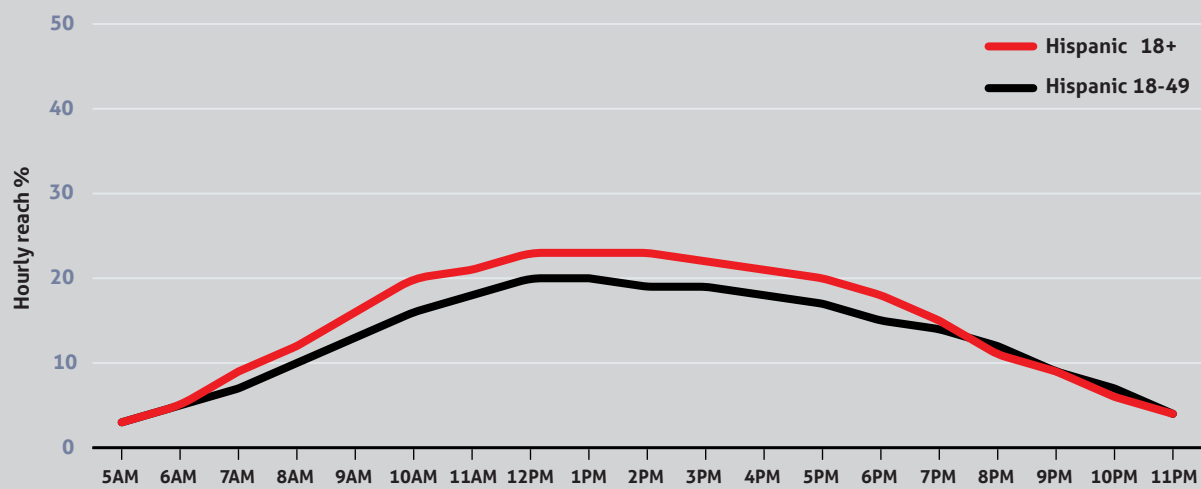
Source: Nielsen RADAR, Nielsen Scarborough - Q2 2022

Hispanic Daypart Breakdown

Monday-Friday



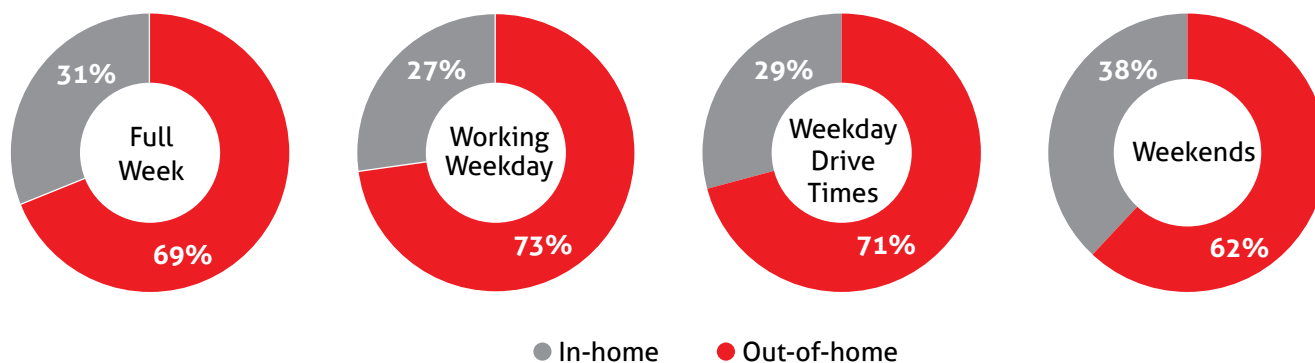
Saturday-Sunday



Source: Nielsen National Regional Database - Q4 2021

How much Hispanic radio listening happens away from the home?

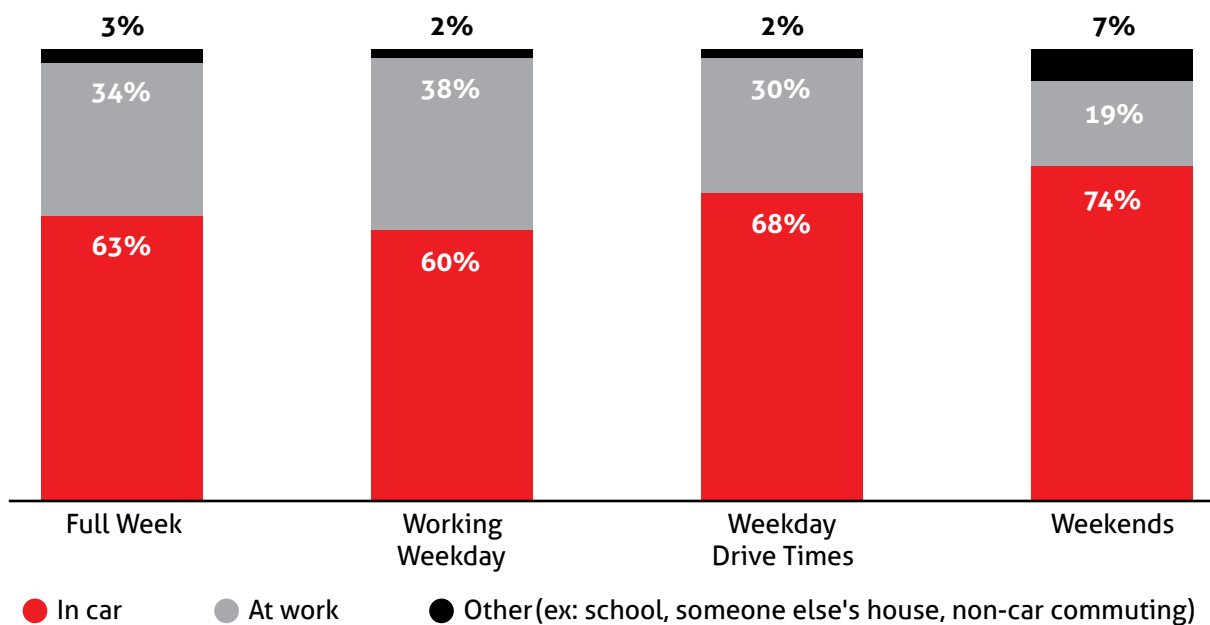
This chart details the percent of ALL radio listening (in every market) that happens outside the home.



Source: Nielsen National Regional Database, Hispanic 18+ - Q2 2022

How much of that away-from-home listening* happens in the car?

This chart breaks out the percent of listening happening outside the home which occurs in the car

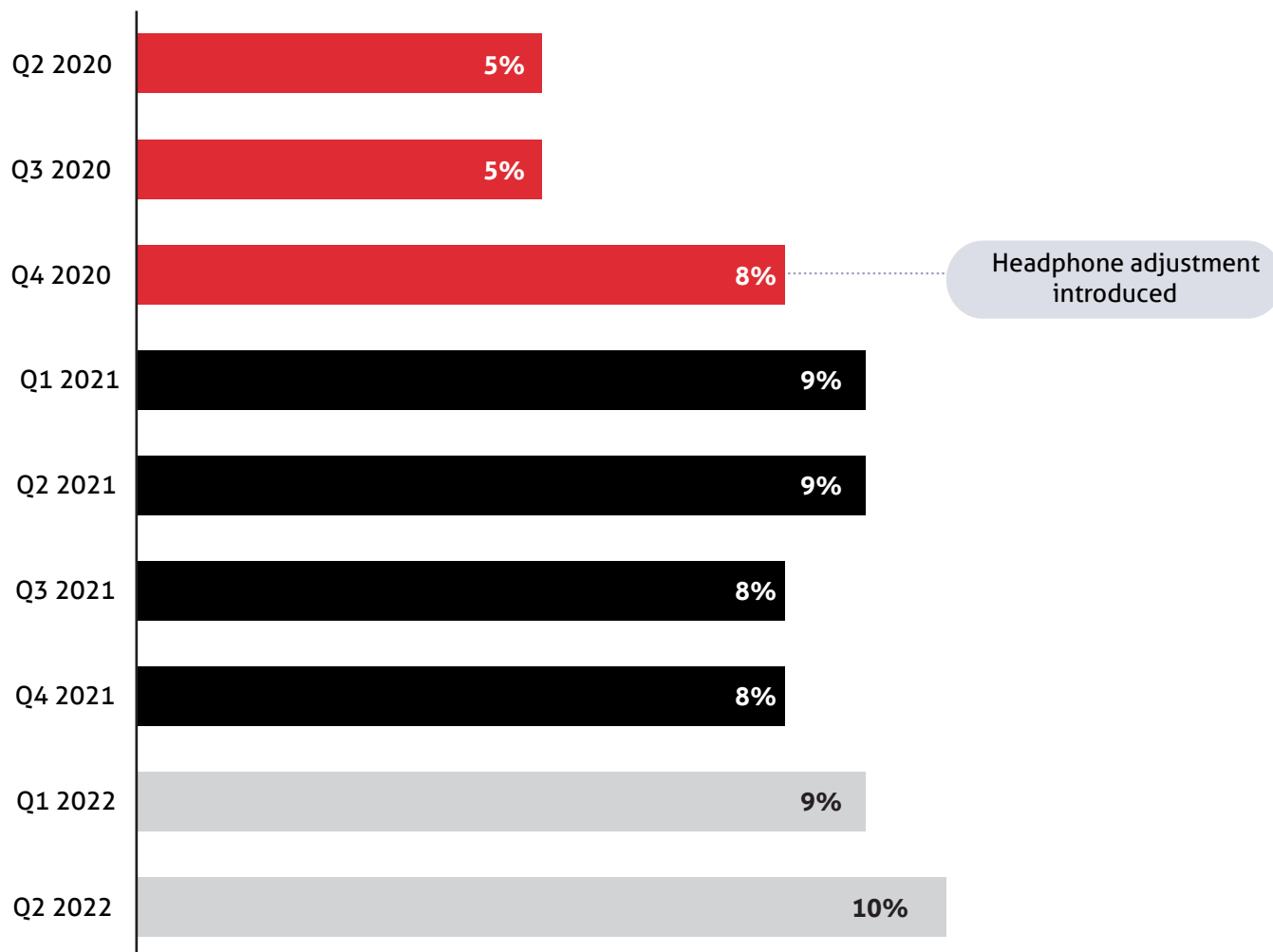


*In car listening is only available as a location in Nielsen's Audio Diary markets. On a national basis out-of-home is available everywhere, and is detailed in the previous chart. THIS chart is based on only the out-of-home audience in Diary markets.

Source: Nielsen National Regional Database, Hispanic 18+, Audio Diary markets only - Q2 2022

A Growing Percentage of the Latino Radio Audience is Streaming

Percent of total AQH* from encoded streams, Hispanic 18-49



*AQH refers to Average Quarter-Hour persons, defined as the average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Source: Nielsen PPM Markets, Total Week, Hispanic 18-49

Monthly Radio Reach and Top Formats

	Top 3 Formats (audience share)		Monthly Reach (000)	% of Population
Hispanic 18+	Mexican Regional 14.7% Spanish Contemporary + Spanish Hot AC 10.4% Adult Contemporary 7.9%		40,803	97%
Hispanic Teens 12-17	Mexican Regional 12.6% Pop Contemporary Hit Radio (CHR) 11.8% Spanish Contemporary + Spanish Hot AC 10.3%		5,559	98%
Hispanic Adults 18-34	Mexican Regional 12.7% Pop CHR 10.0% Spanish Contemporary + Spanish Hot AC 9.5%		16,328	95%
Hispanic 18-49	Mexican Regional 15.6% Spanish Contemporary + Spanish Hot AC 10.6% Pop CHR 8.2%		28,532	97%
Hispanic Women 18-49	Mexican Regional 13.3% Spanish Contemporary + Spanish Hot AC 12.1% Pop CHR 9.4%		13,791	97%
Hispanic Men 18-49	Mexican Regional 17.7% Spanish Contemporary + Spanish Hot AC 9.3% Pop CHR 7.1%		14,471	96%
Hispanic 25-54	Mexican Regional 16.5% Spanish Contemporary + Spanish Hot AC 10.8% AC 7.5%		25,038	98%
Hispanic Women 25-54	Mexican Regional 14.2% Spanish Contemporary + Spanish Hot AC 12.6% AC 9.5%		12,887	98%
Hispanic Men 25-54	Mexican Regional 18.4% Spanish Contemporary + Spanish Hot AC 9.3% Pop CHR 6.2%		12,151	98%

Nielsen RADAR 154 Sep 2022 (Contiguous U.S.) + Nielsen National Regional Database Q2 2022 (AK & HI). M-Su 12M-12M

AC stands for Adult Contemporary | CHR stands for Contemporary Hit Radio; AC = Adult Contemporary + Soft Adult Contemporary

Top 20 AM/FM Radio Formats (ranked by each)

	Monthly Reach (000)	Median Age	% Employed (full or part time)	Avg. Household Size	% of Household with Children under 18
AC	8,910	43	67%	3.7	48%
Spanish Contemporary + Spanish Hot AC	8,684	40	73%	4.0	52%
Pop CHR	7,945	35	76%	3.9	53%
Mexican Regional	7,772	41	72%	4.1	57%
Classic Hits	6,103	50	70%	3.6	39%
Hot AC	6,028	38	73%	3.8	50%
Rhythmic CHR	5,021	33	77%	4.1	59%
Country	4,313	41	70%	3.5	46%
Spanish Adult Hits	4,072	46	73%	4.1	56%
Classic Rock	4,061	46	74%	3.4	39%
News/Talk	3,272	48	71%	3.3	37%
Alternative	3,239	35	83%	3.7	45%
Adult Hits/80s Hits	2,994	43	74%	3.6	46%
Spanish Tropical	2,775	42	69%	3.7	43%
Urban Contemporary/Hip Hop/R&B	2,772	36	78%	4.1	57%
Contemporary Christian	2,413	44	68%	3.8	53%
Rhythmic AC	1,721	42	66%	3.7	45%
All Sports	1,484	47	76%	3.2	36%
Urban AC/R&B	1,484	44	77%	3.7	51%
Active Rock	1,385	36	72%	3.4	44%

Nielsen National Regional Database Q2 2022, Hispanic 18+. M-SU 12M-12M; Age, Employment, HHLD size and % w Children via Nielsen Scarborough USA+ Rel 1 2022, current 6 months, Hispanic 18+

AC stands for Adult Contemporary | CHR stands for Contemporary Hit Radio; AC = Adult Contemporary + Soft Adult Contemporary; Country = Country + New Country; News/Talk = News/Talk/Information + Talk/Personality and includes both commercial and non-commercial stations

The Minority-Owned and Minority-Targeted Effect



9 Million

Latino consumers are reached each month by Hispanic-owned stations.



Nearly 8 Million

of those reside in the 25 markets with the largest Hispanic populations.



37%

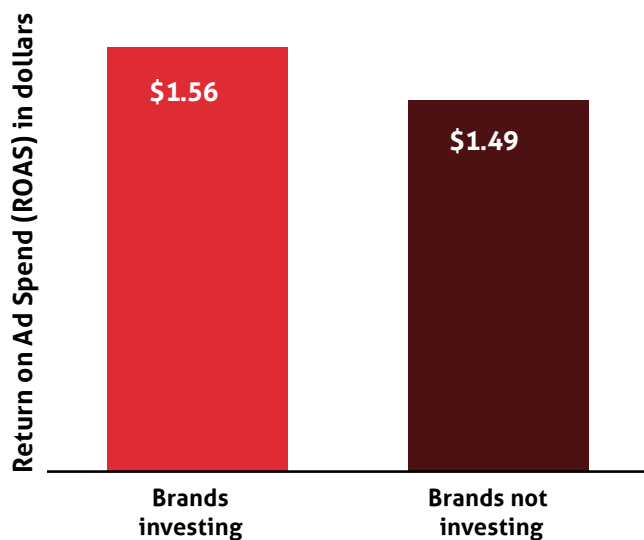
of all Hispanic radio impressions are from Hispanic-targeted stations.

Brands who consistently invested at the intersection of diverse-owned and Hispanic-targeted radio achieved 12% higher return on ad spend.

Latinos are 24% more likely to seek out diverse-owned media.

CPG brands and Spanish-language radio

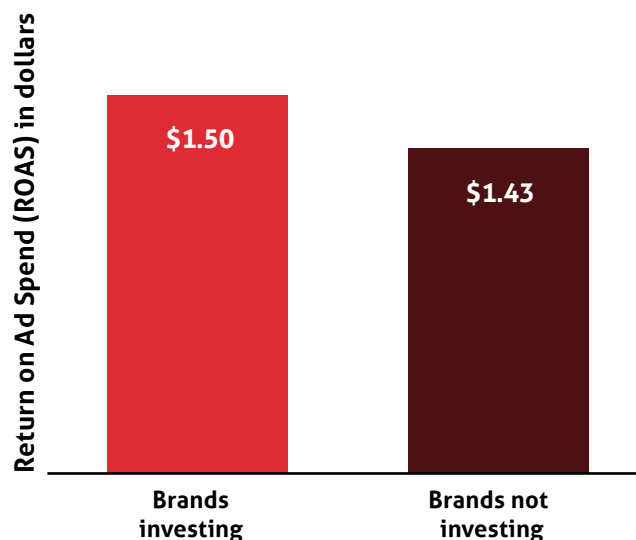
Local radio: Spanish-language formats



CPG brands that invest in Spanish-language radio see larger ROAS.

Investing in Hispanic-owned radio by CPG brands

Hispanic-owned radio: all formats



CPG brands that advertised on Hispanic-owned radio stations in the 2017-2021 period had, on average, a 5% higher ROAS than brands that did not.

How to read: These charts detail the ROAS amounts for every dollar spent on these stations.
Nielsen Compass Planner, Local Radio 2017-2021

Yet radio investment lags:

Total local radio ad spend (44 markets)

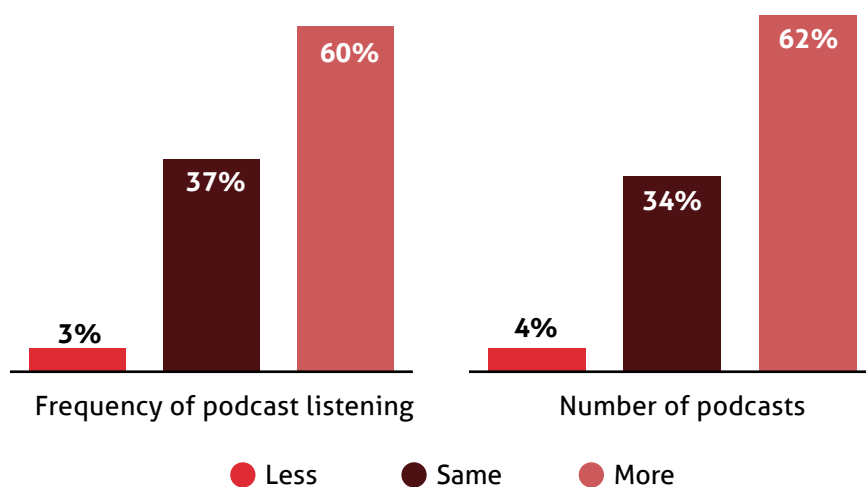
	2017	2018	2019	2020	2021
All Radio	\$4.7B	\$4.5B	\$4.2B	\$3.4B	\$4.3B
Hispanic-targeted	\$416.5M	\$431.2M	\$398.8M	\$325.6M	\$417.8M
Hispanic-owned	\$92.4M	\$103.5M	\$96M	\$75.7M	\$102.5M
Hispanic-owned and Hispanic-targeted	\$53.9M	\$61.8M	\$56.9M	\$46M	\$71.3M

Source: Nielsen Ad Intel, 44 local radio markets

Podcasts

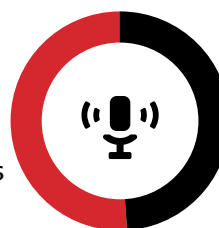
During a pandemic that drove millions indoors and in front of screens, podcast audience engagement increased. Podcasts are a go-to platform for Latinos to find diverse content that reflects their experiences and podcasters that engage them.

Latino daily podcast listeners are listening more often and to more titles.



HALF of daily Latino podcast listeners started listening to podcasts in the past two years alone.

51%
Listened
for more
than 2 years



49%
Started
listening
in the past
2 years

Percentages represent answers to this question: How has the frequency/number of podcasts you listen to changed in the past two years?
Source: Nielsen Custom Consumer Sentiment Study, March 2022

Comedy and news are top genres, but many others have seen tremendous growth among Hispanic audiences.

Podcast Genres	May 2019 Listeners	May 2022 Listeners (ranked)	Change
Comedy	3,434,670	5,213,121	+52%
News	3,530,277	4,147,580	+17%
Education	2,396,770	3,951,457	+65%
Society & Culture	2,213,837	3,538,044	+60%
Music	2,777,743	3,421,004	+23%
True Crime	1,948,651	3,397,514	+74%
Health & Fitness	2,438,288	3,171,665	+30%
Arts	1,949,412	2,886,978	+48%
Business	2,221,900	2,538,602	+14%
TV & Film	1,952,691	2,458,591	+26%
Sports	2,115,718	2,300,330	+9%
History	1,436,505	2,166,151	+51%
Leisure	1,337,913	2,075,806	+55%
Government	1,168,866	1,958,149	+68%
Technology	1,219,079	1,921,083	+58%
Science	1,297,576	1,888,856	+46%
Fiction	1,059,361	1,850,717	+75%
Religion & Spirituality	1,137,552	1,757,179	+54%

Source: Nielsen Scarborough Podcast Buying Power, R1 2019 (May) to R2 2021 (May), Hispanic 18+, podcast genres you currently listen to








Social Media

In general, Meta (Facebook & Instagram) has a high share of Hispanic users, however, they over-index on the international connection capability of WhatsApp, and youth-fueled Snapchat and TikTok.

Platform	Target %	Index
WhatsApp	29.2%	205
TikTok	28.2%	141
Snapchat	24.5%	136
Instagram	50.1%	121
Pinterest	29.6%	111
tumblr	3.8%	102
Facebook	68.1%	97
Twitter	21.9%	89
Reddit	14.8%	87
LinkedIn	18.7%	76

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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%



Latinos 18–34 are over

2x more likely

to use **Whatsapp and Telegram** than the general population and are heavy users of **Instagram and Discord**.

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.

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

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Apps & Websites

While Latinos mirror other segments in practical ways, the highlighted portions in the tables indicate areas where Latinos over-index compare to non-Hispanic segments. Likewise, lower indexes and percentages present opportunities for categories and brands to engage and build relationships with Latinos.

Ways Hispanics Used the Internet/Apps: Shopping (Past 30 days/On Any Device)	Target %	Index
Gift registry (sign up/make a purchase)	11.7%	139
Product research (work purchases)	17.2%	133
Any subscription-based service (Stitch Fix, IPSY, etc.)	3.1%	129
Automobile information	26.0%	116
Coupons	39.9%	109
Gift certificates (purchase/download)	18.6%	108
Classifieds (browse, place, respond)	21.2%	104
Craigslist	11.3%	100
Rewards programs (sign up, participate, redeem incentives)	39.3%	98
Etsy	16.5%	97
Product research (home purchases)	43.2%	97
eBay	27.0%	96
Read consumer reviews	29.6%	96
Overstock	4.3%	93
Auctions	11.1%	90
Wayfair	8.0%	84
QVC	3.4%	81
Chewy.com	8.9%	74

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

Ways Hispanics Used the Internet/Apps: Shopping (Past 30 days/On Any Device)**Target %****Index****AUDIO CONTENT**

Listen to a local radio station online	31.7%	134
Download paid music	14.7%	123
Download free music	21.6%	122
Listen to Internet radio (iHeartRadio, Audacy, etc.)	32.9%	121
Listen to online music service (Last.fm, Pandora, Spotify, etc.)	57.7%	118

ENTERTAINMENT

Horoscopes/astrology	14.6%	154
Fantasy sports	10.4%	140
Games - first person shooter	15.9%	126
Read comics	10.8%	124
Games - sports/simulation	9.9%	116
Games - fantasy/role-playing	17.0%	108
Read books	29.4%	108
Games - poker/casino (blackjack, craps, etc.)	11.5%	100
Games - board, non-gambling card games	26.9%	93
Games - puzzle/trivia	25.1%	87

FINANCE/LEGAL/REAL ESTATE

Debt consolidation	10.3%	153
Legal advice/information	12.7%	134
Credit rating/history	48.9%	108
Online banking	72.2%	99
Pay/view bills	76.4%	99
Real estate listings	23.9%	98
Online investing/stock trading	23.9%	94

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Ways Hispanics Used the Internet/Apps: Shopping (Past 30 days/On Any Device)	Target %	Index
LIFESTYLE		
Homework (you or your child's)	27.4%	166
Wedding (plan/research)	6.6%	155
Education (research schools, application, financing)	23.5%	149
Parenting/family advice	14.3%	148
Take online classes	23.0%	127
Photography (Snapfish, Shutterfly, etc.)	13.3%	124
Apparel/beauty ideas	27.1%	122
Career development	16.4%	120
Job search/post resume	23.4%	120
Online dating service	7.5%	118
Electronic invite	10.6%	114
Home/garden ideas	31.4%	110
Online phone/video call (Skype, FaceTime, etc.)	49.3%	108
Fitness/diet information	29.1%	107
Do-it-yourself advice	43.6%	106
Religion/spirituality	21.4%	104
Recipes/meal planning suggestions	49.5%	102
Medical services/information	31.4%	99
Restaurant information/reviews	41.6%	99
Health information	41.4%	96
Genealogy	9.7%	88
NEWS/SPORTS/TRAFFIC		
Traffic	40.6%	125
Local news	59.8%	102
Maps/directions/GPS	63.3%	100
Sports news/scores/updates	30.6%	100
Weather	74.1%	99
Local/community events	34.1%	97
Technology news	28.4%	95
National news	49.8%	93
Current events/global news	48.3%	92
Business/financial news	32.1%	91
Political news	34.8%	86

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Ways Hispanics Used the Internet/Apps: Shopping (Past 30 days/On Any Device)**Target %****Index****SHOPPING**

Gift registry (sign up/make a purchase)	11.7%	139
Product research (work purchases)	17.2%	133
Automobile information	26.0%	116
Coupons	39.9%	109
Gift certificates (purchase/download)	18.6%	108
Classifieds (browse, place, respond)	21.2%	104
Rewards programs (sign up, participate, redeem incentives)	39.3%	98
Product research (home purchases)	43.2%	97
Read consumer reviews	29.6%	96
Auctions	11.1%	90

VIDEO CONTENT

Cartoons	24.1%	148
Live concerts	11.2%	135
Technology news	16.9%	124
Music videos	40.4%	123
TV show - live broadcast (simultaneously airing on TV)	23.7%	118
Movies/movie clips	49.9%	115
Business news	18.3%	113
Local news	44.5%	113
Other	7.9%	113
Sports	25.2%	109
Politics/public affairs	23.1%	108
National/international news	37.8%	106
How-to videos	35.9%	103
TV show - pre-recorded	28.4%	101
Video clips	32.6%	99

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Apps or Websites Visited in Last 30 Days by Category	Target %	Index
COUPON/DISCOUNT		
Groupon	18.3%	109
RetailMeNot	12.5%	108
EMPLOYMENT/JOB SEARCH		
Nexxt	1.6%	165
Indeed	22.9%	122
Monster	3.3%	117
Glassdoor	7.1%	113
CareerBuilder	4.7%	111
ZipRecruiter	5.0%	95
LIFESTYLE/ENTERTAINMENT		
Disney.com (Disney Online)	11.2%	161
TMZ	6.6%	142
SeatGeek	1.6%	138
Ticketmaster	8.7%	137
StubHub	2.9%	120
Yelp	11.9%	119
WebMD	16.0%	99
Zillow	24.1%	99
People.com (People Magazine)	3.2%	94
Houzz	1.8%	83
IMDb	14.4%	83
Allrecipes	13.8%	80
HomeAdvisor	2.0%	79
OpenTable	2.1%	72
AARP	6.2%	70
Angi (Angie's List)	1.7%	70

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Apps or Websites Visited in Last 30 Days by Category**Target %****Index****RETAIL/SHOPPING**

Any subscription-based service (Stitch Fix, IPSY, etc.)	3.1%	129
Craigslist	11.3%	100
Etsy	16.5%	97
eBay	27.0%	96
Overstock	4.3%	93
Wayfair	8.0%	84
QVC	3.4%	81
Chewy.com	8.9%	74

SEARCH

Ask	1.1%	106
Google	81.3%	102
Wikipedia	28.9%	91
Bing	13.5%	79

TRAFFIC/TRANSPORTATION

Uber	11.0%	148
Apple Maps	17.7%	137
Waze	15.7%	118
Lyft	5.9%	112
Google Maps	63.1%	100

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Airlines Used for Domestic/Foreign Travel (Past 12 months)	Target %	Index
JetBlue	6.3%	179
Spirit	4.3%	168
Frontier	2.2%	136
American	12.9%	117
United	8.9%	109
Alaska Airlines	3.0%	103
Southwest	10.9%	98
Delta	9.4%	92
Allegiant Air	1.2%	70

Car Rental Companies Used by Hispanics (Past 12 months)	Target %	Index
Zipcar	0.5%	172
Dollar	1.7%	126
Thrifty	1.7%	124
Hertz	5.8%	116
Alamo	2.1%	111
Enterprise	11.7%	105
Avis	3.4%	103
Budget	4.8%	102
None	75.0%	98
National	1.3%	78

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Latinos are 54% more likely than non-Hispanic segments to have taken more than four domestic business trips and 34% more likely to have taken 10+ personal/vacation trips in the U.S.

Hotel/Motels Used by Hispanics (Past 12 months)	Target %	Index
Motel 6	4.1%	164
Days Inn	4.7%	139
La Quinta	5.3%	136
DoubleTree	2.9%	111
Super 8	2.6%	110
Westin	1.6%	110
Best Western	8.1%	109
Embassy Suites	3.7%	105
Hyatt	3.5%	103
Marriott	8.5%	103
None	46.2%	103
Any bed & breakfast	2.7%	103
Holiday Inn	8.4%	99
Hilton	8.7%	95
Other hotel or motel	17.9%	92
Comfort Inn	5.9%	89
Courtyard by Marriott	7.7%	87
Fairfield Inn	2.7%	77
Hampton Inn	6.0%	74
None	75.0%	98
National	1.3%	78

Ways Hispanics Used the Internet/Apps for Travel (Past 30 days/On any device)

Cruise line reservations	7.7%	138
Research/plan a business trip	14.3%	137
Vacation destinations	27.6%	111
Research/plan a personal or leisure trip	37.5%	104

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When it comes to international travel, Latinos are 142% more likely than non-Hispanic counterparts to have taken 5-9 business trips and 225% more likely to have taken more than 10 trips outside the U.S. primarily for vacation/personal reasons. Latinos are 75% more likely to take one trip internationally than non-Hispanics, presenting a huge opportunity for airlines, hotels and car rental companies.

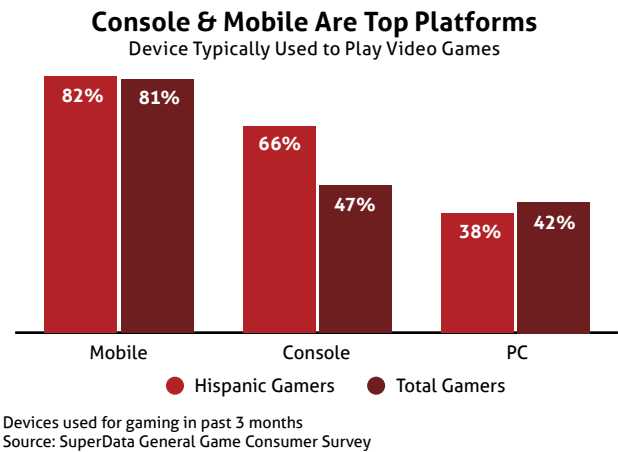
Travel Apps or Websites Visited in Last 30 Days	Target %	Index
trivago	5.7%	174
Trip.com	2.5%	156
Booking.com	11.0%	138
Priceline	7.8%	136
Expedia	15.4%	128
Orbitz	4.0%	128
Travelocity	6.9%	116
Hotels.com	11.4%	114
Tripadvisor	10.6%	111
KAYAK	4.3%	102

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When asked what kinds of vacations to take in the next 12 months, Latinos were 41% more likely than non-Hispanic segments to take a theme park vacation, 34% more likely to go to a spa resort and 23% more likely to choose an all-inclusive resort.

Gaming

With no signs of slowing down, the gaming industry has grown into a market worth more than \$180 billion with mobile game revenues accounting for 52% of the global market. Nearly 75% of U.S. Latinos aged 13 and older self-identify as gamers, and 40% said they use multiple devices for gaming. Despite those figures, diversity is an issue in the developer world. Only 8% of video game developers are Latino, whereas 70% are non-Hispanic white.



Many serious Hispanic gamers prefer console gameplay, where they are **29%** more likely than the average gamer to have used this device.

Game Categories Played Most Often Among Hispanic Gamers	Hispanic Gamers	Hispanic Index to Non-Hispanics
Action Adventure (Assassin’s Creed, GTA)	16%	132
Puzzle (Candy Crush, Saga)	15%	53
Shooter (Fortnite, Counterstrike)	14%	159
Casino (Double Down Casino, Slotomania)	9%	70
Sports (FIFA, Madden NFL)	7%	119
Role-Playing (Elder Scrolls, Skyrim)	7%	114
Fighting (Super Smash Bros, Street Fighter)	6%	186

Source: SuperData General Game Consumer Survey

Hispanic gamers over-index on playing fighting and shooter games like Super Smash Bros and Call of Duty, which are typically played on a console and can often be played with others increasing the ability to socialize.

82% of Hispanic gamers watch at least one hour of video gaming content per week on Twitch, and 64% spend one hour or more on YouTube in a typical week.

Hispanic gamers also watch a variety of content like playthroughs, gamer commentary and news, reviews and live streams on various platforms.

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Events Attended/Places Visited by Hispanics (Past 12 months)	Target %	Index
International soccer match	0.6%	354
U.S. Soccer National Team game	0.3%	326
Times Square (in New York City)	6.8%	182
WWE (professional wrestling)	1.3%	181
Any theme park	28.5%	154
Ice show	1.1%	151
Monster Jam (monster trucks)	1.6%	151
Circus	1.9%	145
Professional Bull Riding (PBR)	0.6%	140
Job fair/recruitment fair	3.2%	135
R&B/rap/hip-hop concert	3.1%	128
Zoo	23.0%	123
Any professional sports event	20.6%	114
Art museum	8.5%	107
Dance or ballet performance	2.4%	100
Health/wellness/fitness expo	1.5%	100
Any paid ticket music concert	6.5%	100
Rock concert	5.8%	96
Supercross/Motocross	0.1%	93
Comedy club	3.4%	91
Opera or classical music concert	1.9%	91
Live theater	5.2%	78
Country music concert	3.7%	76
NHRA Drag Racing	0.3%	73

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Activities (Past 12 months)	Target %	Index
Soccer	8.9%	192
Other jogging - running	26.7%	139
Competitive video gaming	7.8%	121
Basketball	11.5%	115
Bicycling	28.0%	104
Football	5.2%	103
Adult continuing education	10.6%	101
Bowling	12.0%	101
Group fitness class	10.8%	101
Grilling - outdoor cooking	56.9%	98
Tennis	4.2%	93
Softball - baseball	3.4%	92
Yoga - Pilates	10.3%	90
Swimming	25.4%	89
Hiking - backpacking	19.6%	88
Gardening (flowers or vegetables)	43.2%	86
Camping	14.3%	83
Organized road race (5k, marathon, etc.)	1.9%	81
Lawn care	41.5%	79
Fishing	14.3%	77
Volunteer work	15.4%	76
Sewing - crafts	10.5%	70
Snow skiing - snowboarding	2.7%	66
Boating	10.4%	62
Golf	6.7%	61
Hunting	2.6%	44

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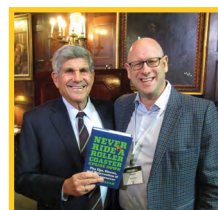
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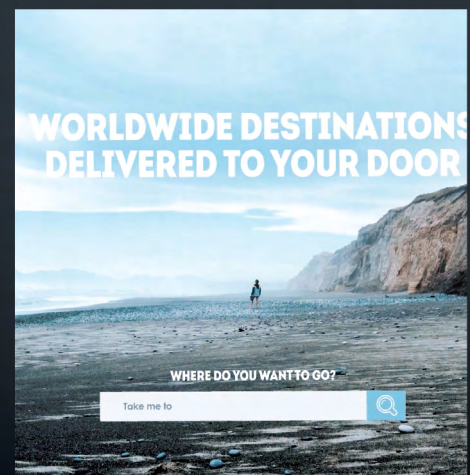
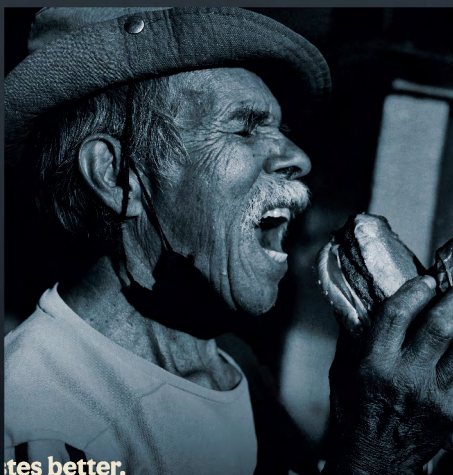
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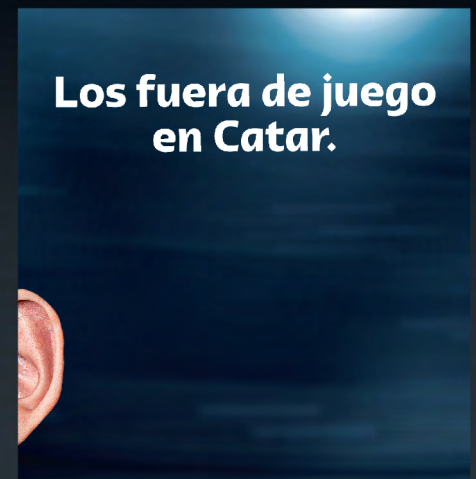
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Creative disruption as multicultural expression

By **Liz Unamo**
PRODU Hispanic & Media Advertising
Editor





Compelling visuals and engaging storylines that lead with culture have disrupted today's advertising, creating some of the most successful and engaging campaigns of the year. Nowhere was this more evident than in the campaigns presented by multicultural agencies during the 2023 Annual Hispanic Creativity event, an editorial project shared by Círculo Creativo USA, PRODU and the Hispanic Marketing Council (HMC).

In this third edition celebrating Hispanic creativity, we explore the creative work of alma, BBQ Agency, BeautifulBeast, Conill, Dieste, El Autobus, Lopez Negrete Communications, GALLEGOS United and We Believers. These award-winning agencies combined big ideas and new perspectives with the appropriate levels of irreverence, authenticity and personalization to create a series of campaigns that hit the bullseye with their targets.



Non Artificial Mexico/Burger King by We Believers

We Believers: Using Real People for Real Ingredients in *Non Artificial Mexico* for Burger King

Burger King tasked We Believers with creating a print campaign in Mexico that focused on promoting its menu made without artificial ingredients. The agency decided to expand upon the idea of realness by pairing its real ingredients with real consumers in its *Non Artificial Mexico*. Instead of using the usual professional models, the campaign featured ordinary folks eating hamburgers and French fries in their daily lives—in their car, with their friends and even at work—giving the

campaign a refreshing hometown vibe.

"This campaign was a challenge because it came upon the heels of *The Moldy Whopper*, which made headlines for communicating that Burger King's menu is free from artificial colors, flavors and preservatives," said Chief Creative Officer Gustavo Lauria. "That's why we wanted to try something completely different to communicate the value of real ingredients with the same powerful impact."

or, for example, in Burger King restaurants," explained Lauria. "That's why it was important to show ordinary people living their lives and doing the things we all do—without anything artificial about them. In that way, we wanted to forge a stronger connection with our consumer and demonstrate that our menu truly belongs in their world."

For two months, photographers Frederick Trovaten, Sebastian Cantillo and Marcelo Paez took more than 100 photos on the streets of Mexico. Today, they are displayed in Mexico's National Museum of Photography—a process that required We Believers to go above and beyond the norms of advertising. "We submitted our photos to city officials as pieces of art. We are thrilled that our photos met the stringent guidelines needed to be featured in this museum. These photos serve as a love letter to the everyday people of Mexico, where they can view and enjoy these photos free of charge," added Lauria.

“That's why it was important to show ordinary people living their lives and doing the things we all do—without anything artificial about them.”

Gustavo Lauria
Chief Creative Officer, We Believers

Advertising in Mexico does a lot of selling but lacks authenticity, which is what We Believers wanted to change in its creative presentation. "The people we see in many of the ads in the Mexican market aren't the same folks you see on the streets

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***Beernaments* by alma:** **Making Miller Lite the Preferred Posada Drink**



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Beernaments/Miller Lite by alma

When it comes to posadas, a series of Christmas parties celebrated across Latin America, champagne, punch and wine are top of mind, with beer often as an afterthought. Miller Lite wanted to change that, and alma—its agency of record—delivered with its *Beernaments* campaign. The entire process took six months from ideation to production. “A Christmas ornament full of Miller Lite was all we needed—it was that simple,” laughed VP & Executive Creative Director of alma Jorge Murillo. “When you have a client that believes in the power of creativity, that’s what makes working in this crazy business worth it!”

Murillo added that trust was also a key factor. “Miller Lite is always open to hearing our ideas. We knew *Beernaments* would be a hit, but we were surprised by how crazy the consumers went for them!” said Murillo.

“When you have a client that believes in the power of creativity, that’s what makes working in this crazy business worth it!”

Jorge Murillo
VP & Executive Creative Director, alma

”
“Due to the high demand, we’re already planning for round two of *Beernaments* this December.”

The Perfect Match of BBQ Agency and Argentine Beef



The Perfect Match/IPCVA by BBQ Agency

The quality of Argentine beef is legendary—so when the U.S. recently started importing Argentine beef, IPCVA (Instituto de Promoción de la Carne Vacuna Argentina, the agency involved in Argentine beef production and export) partnered with BBQ Agency. As it turns out, beef and BBQ are a match made in heaven.

“Meat pairs perfectly with celebrations and special occasions, and people are passionate about cooking on the grill—everyone has their own grilling technique! That’s what led us to create *The Perfect Match*,” said Pablo Buffagni, president and creative director, BBQ Agency.

Together with Roxana Lissa of Blue PR, BBQ Agency created an integrated strategy involving brand partnerships, sponsorships, influencer marketing and events. BBQ enlisted chefs at key restaurants across the U.S., like Novecento in Miami and Chico Malo in Phoenix, to serve as brand ambassadors for Argentine beef. They also partnered with Texan influencer Alejo Frugoni to develop a series of co-branded recipes featuring other well-known

brands, like Maggi, San Marcos Jalapeños and Nestlé’s La Lechera, even creating menu options for important dates like Mother’s Day, World Whisky Day and St. Patrick’s Day. Argentine beef was present at key culinary events, like

Argentine Beef Week, and was a sponsor for the International Polo Club Palm Beach at the U.S. Open Polo Championship®, underscoring the prestige and quality for which Argentine beef is known.

“

Meat pairs perfectly with celebrations and special occasions, and people are passionate about cooking on the grill—everyone has their own grilling technique! That’s what led us to create *The Perfect Match*.

Pablo Buffagni
President and Creative Director, BBQ Agency

”





Born to Lend a Hand/Toyota by Conill

***Born to Lend a Hand* by Conill: Showing Your Toyota Tundra Some Love with a Double Pat**

Who hasn't given someone a double pat on the back to let them know what a great job they've done? With just that gesture, Conill positioned the Tundra as the pickup truck that one can trust to take on any challenge and help those in need.

After nearly a decade without a major product innovation, the launch of the new Tundra in the U.S. was critical for Toyota. During that time, American demographics shifted significantly, so Toyota called upon Conill to develop a culture-first campaign centered on U.S. Hispanics, who often use their pickup trucks to help others—their family, their friends, the community and even strangers. *Born to Lend a Hand* explored the connection between humans and machines, turning the double pat into an iconic gesture that Toyota could take ownership of—in fact, according to Conill Chief Creative Officer Veronica Elizondo, Toyota has said it is one of their favorite ads.

“

This campaign had a very different positioning from the competition—we wanted to recognize humble, everyday heroes and how the Tundra is an extension of their values.

Veronica Elizondo
Chief Creative Officer, Conill

“We centered *Born to Lend a Hand* on a simple gesture, the double pat on the back. This common human gesture has always been used to show appreciation for another person, and now it's a gesture that drivers can also use to show appreciation for their trucks.”



The Miles That Unite Us/Hyundai by Lopez Negrete Communications

Lopez Negrete Communications & Hyundai Showcase *The Miles That Unite Us*

Roadtrips—both big and small—define many a family’s pastime. For Lopez Negrete Communications, finding joy in the fleeting moments on the road was the central theme for their campaign for Hyundai’s campaign, *The Miles That Unite Us*. “We use our cars to reduce the distance between the people and places we love,” explained the agency’s Chief Creative Officer Fernando Osuna. “The time we spend together makes our bonds stronger, and we can trace each of those moments to a specific mile in our lives.”

Lopez Negrete created a series of 60-second ads following a diverse group of friends and families as

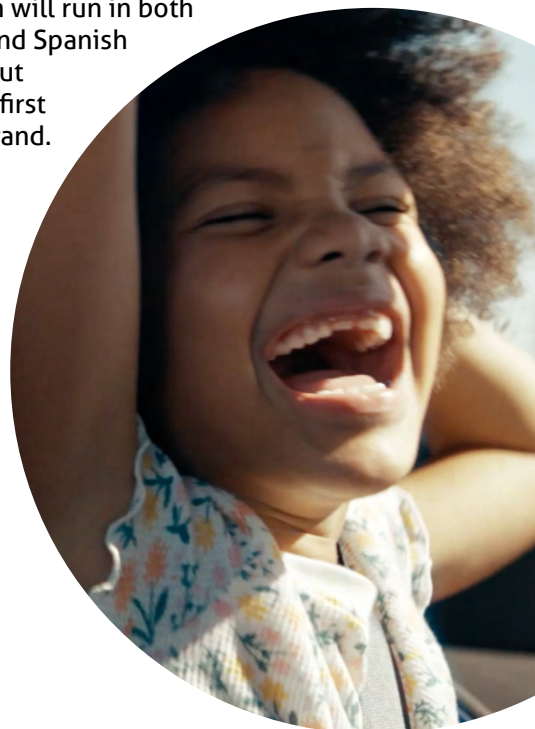
they travel and make memories in their Hyundais. The goal was to have a cross-cultural campaign that emotionally connected with diverse audiences. That’s why the broadcast and digital campaign will run in both English and Spanish throughout 2023—a first for the brand.

“

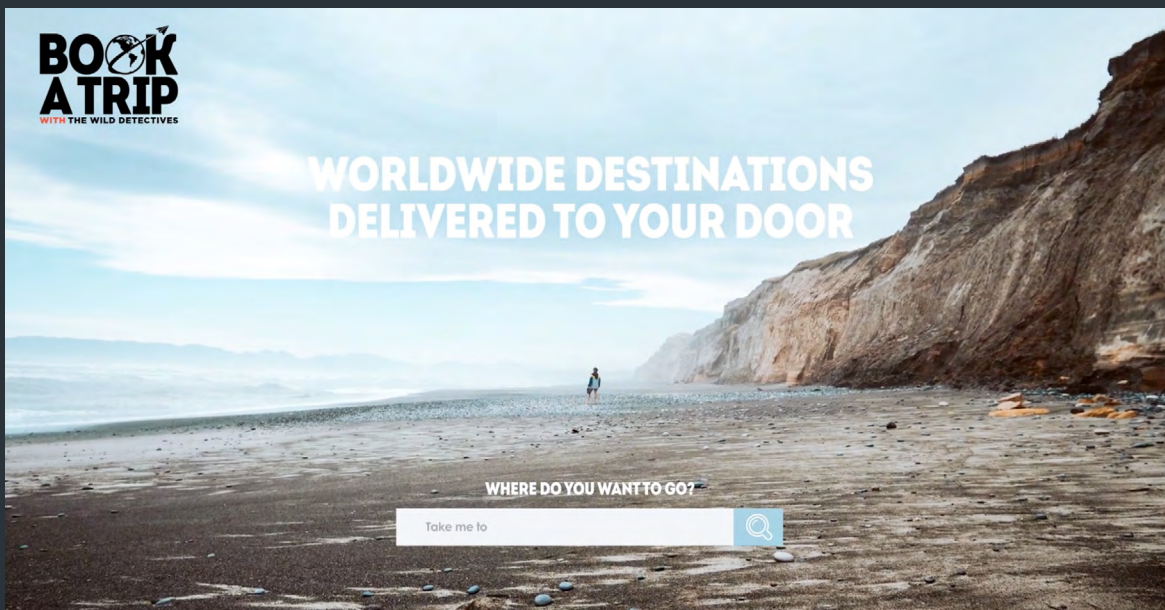
We wanted to share experiences everyone could relate to, moments that bring a smile to their face or spark a memory from one of their journeys. We’ve all experienced some memorable moments inside a car!

Fernando Osuna
Chief Creative Officer, Lopez Negrete Communications

”



Book a Trip: The Wild Detectives Redefine Travel with Help from Dieste



Book a Trip/The Wild Detectives by Dieste

With the outbreak of COVID-19, many companies were forced to reinvent themselves. One of them was Dallas-based bookstore The Wild Detectives whose in-person business model survived with a little help from Dieste. The result was *Book a Trip*, The Wild Detectives' online travel site that allowed people to travel around the world through books, alleviating their cabin fever and sparking their imagination.

"The Wild Detectives understood the quarantine's emotional toll and skillfully provided a solution that resonated with the collective desire for travel and freedom," said Dieste Chief Creative Officer Abe Garcia. "When life cancels our plans, we feel restless and on edge—this was the insight that inspired *Book a Trip*."

Book a Trip encountered various challenges, from the creative execution to all the pivots forced upon the market by the pandemic, including a limited budget. In addition, Garcia noted, they had to navigate the novelties of working virtually while creating a functional website. The agency persevered and launched the new website within eight months. "With *Book a Trip*, we were able to foster a sense of community among patrons, who became enthusiastic advocates of keeping a small local

bookstore thriving during and beyond the pandemic," added Garcia.

“

With *Book a Trip*, we were able to foster a sense of community among patrons, who became passionate advocates of keeping a small local bookstore thriving during and beyond the pandemic.

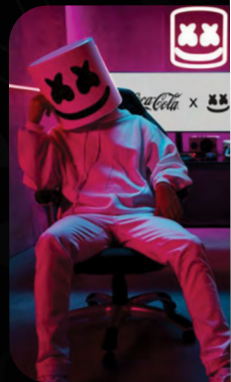
Abe Garcia
Chief Creative Officer, Dieste

While the pandemic brought entire cities and major businesses to a standstill, forcing many to abandon travel plans and seek out alternative means of exploration and mental stimulation, Dieste astutely reminded The Wild Detectives' community that "the best way to discover faraway destinations without ever leaving home is through the pages of a good book!" In fact, this initiative was so successful that it won many awards—including an Effie—and is still up and running today.

ALTERED.LA

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Here's to the Game Changers/Amazon Music by BeautifulBeast

Here's to the Game Changers: Honoring Latino Culture through Music with Amazon Music & BeautifulBeast

Through new sounds and exclusive content, Amazon Music honored the pioneers who have diversified the world music scene with its campaign, *Here's to the Game Changers*, by cross-cultural agency BeautifulBeast. "Our music has an abundance of styles, rhythms and history," said BeautifulBeast Co-Founder & Chief Creative Officer Flor Leibaschoff. "Latin music transcends generations, languages and ethnic groups."

Deeply rooted in modern Hispanic culture, *Here's to the Game Changers* not only connected first- and second-generation Latinos with new artists and music of generations past, but it also targeted Latin music lovers—those wanting to learn more about Latino culture, values and history.

The campaign struck a balance between advertising, content creation and entertainment that felt natural and organic to music lovers. It also served as a promise from Amazon Music to Latin music fans that it will keep their culture in the limelight all year long. "Our goal was to instill a sense of Latino pride in every touchpoint of our campaign," said BeautifulBeast CEO Aldo Quevedo. "Never underestimate the power of being seen, heard and understood. All fans of our music found an outlet to discover, learn and appreciate our culture beyond music."

“

Never underestimate the power of being seen, heard and understood. All fans of our music found an outlet to discover, learn and appreciate our culture beyond music.

Aldo Quevedo
CEO, BeautifulBeast

El Autobus takes *World Cup Offside* for Telemundo

One of the biggest controversies during the 2022 Qatar World Cup was the semi-automated offside technology used to referee the games—specifically the cameras and wearable sensors that detect when a player was offsides. El Autobus partnered with Telemundo to capitalize on the fan outrage and create a tongue-in-cheek ad campaign poking fun at the fouls that were practically impossible to detect with the naked eye. Relevance and timing were critical.

“

The World Cup is a demanding event because of its unprecedented pace and the narrow window available to break news—we literally had minutes to react to the action on the field.

Florencio Ros
Creative Producer, El Autobus

”



Telemundo, World Cup Offside by El Autobus



"We wanted to be slightly controversial while also acknowledging that humor and reporting have no impact whatsoever on decisions being made by the referees," said El Autobus Creative Producer Florencio Ros.

World Cup Offside was a success because of the immense trust Telemundo placed in El Autobus. "When trying to create a winning campaign, a good brief from the client is great, but when you have their full support and trust, that's when the magic happens. After all," laughs Ros, "we needed to have fun because, like our audience, we are die-hard soccer fans too."

Got Milk? and GALLEGOS United: A Real Relationship/A Real Campaign



Get Real/California Milk Processor Board by GALLEGOS United

Authenticity and creativity go hand in hand when it comes to solving business problems, and GALLEGOS United and California Milk Processor Board count on their long-term partnership as the foundation for developing creative campaigns. Being real in every aspect of life—including drinking real milk—and valuing authenticity is what inspired their latest campaign, *Get Real*.

"We built *Get Real* around the insight that people crave honesty and transparency. They are tired of what they perceive to be fake, whether that's a social media feed or some elements of political correctness," said GALLEGOS United Creative Director Cristian Costa. *Get Real* features a series of videos starring actor and singer Diego Boneta ("Father of the Bride" 2022, "Luis Miguel: The Series" 2018) in which honesty is the star of the show, displaying how much better the world would be if we were all a little more real every day.

— “.....

What if we said aloud what nobody dares to say, and we dare to be just as we are? I think this ad shows the funny and interesting things that can occur when things get real—imagine non-airbrushed celebs, 'world's best coffee' that is just okay, politicians that admit mistakes!

” —

Cristian Costa
Creative Director, GALLEGOS United

"We wanted to show what life would look like if it were as real as real milk. After all, there are many more emotional and health benefits to being 'real,'" added Costa.

Scan to watch
our history



**The Círculo
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circulocreativo.org

Hispanic audio and radio

By Adam Jacobson
Editor-in-Chief
Radio + Television Business Report

**RADIO+TELEVISION
BUSINESS REPORT**
THE FINANCIAL • REGULATORY VOICE OF ELECTRONIC MEDIA

From Los Angeles to Louisville and from live and local programming to on-demand podcasts, audio and radio choices targeting the Hispanic consumer are more plentiful than ever. In most cases, the music and hosts are delivering content in Spanish. But by no means does this suggest today's diverse and vibrant U.S. Hispanic community only speaks Spanish. In fact, thanks to the massive global appeal of Spanish-language recording artists such as Bad Bunny, Karol G, Nicky Jam and even longtime superstar Shakira, non-Latinos are gravitating to audio and radio super serving today's Hispanic consumer.

A MUSICAL FORCE

While YouTube, Spotify and to a limited extent Sirius XM, thanks to its reggaetón-fueled Spanish Contemporary Caliente channel and CNN en Español, attract U.S. Hispanics, traditional AM and FM radio continue to provide a cultural and information-fueled lifeline.

In emerging Hispanic markets such as Louisville, Corona Spanish Media presents itself as "your gateway to the Hispanic market" in the Kentucky metropolis and in Southern Indiana. In markets such as Omaha, which are no longer "emerging," local broadcasters including Mary Quass-led NRG Media and Mike Flood's Flood Communications compete head-to-head with regional Mexican stations in a market where Hispanics now comprise nearly 10.5% of the total population.

Then, there are the nation's top Hispanic Designated Market Areas (DMAs) by TV homes as determined by Nielsen, and this is largely used to determine advertising budgets across all U.S. Hispanic media. Los Angeles ranks No. 1, followed by New York, Miami-Fort Lauderdale, Houston, Dallas-Fort Worth, Chicago, San Antonio, San Francisco-Oakland-San Jose, Phoenix and the Rio Grande Valley of Texas.

In Los Angeles, given its rich Mexican heritage and more recently introduced Central American communities, regional Mexican music reigns supreme. In Miami, with a heritage Cuban community now complemented by Dominicans, Colombians, Venezuelans, Argentines, Puerto Ricans and those from across Central America, contemporary sounds full of Tropical beats, reggaetón pulsations and dance anthems are bisected by ballads and softer *bachata* hits.

Understanding the differences, market-by-market, in what Hispanic audiences prefer to listen to when it comes to music is essential today just as it was 10, 20 or even 24 years ago, when Ricky Martin's February 1999 performance of "La Copa de La Vida (The Cup of Life)" triggered a Spanish-language pop music boom that has evolved over time to a world where "Telepatía" by Arlington, Va.-raised Kali Uchis remains a Top 15 hit at KIIIS-FM in Los Angeles, arguably the biggest Top 40 station in the nation.

THE SPOKEN WORD STORY

Of course, there is more than just *música* when it comes to audio consumption by U.S. Hispanics, and that's where AM and FM radio and podcasting comes into focus. Entertainment abounds, with syndicated fare including *Erazno y la Chokolata*, repped by Entravision, among the most popular programs reaching Spanish-speaking audio audiences today. There are also programs from TelevisaUnivision's Uforia radio stations, Spanish Broadcasting System (SBS), and Estrella Media, among the largest Hispanic media companies in the U.S.

But, beyond entertainment, there is news and *deportes* — the all-important Spanish-language sports product. Come World Cup time, the Andrés Cantor-owned Fútbol de Primera Radio distributes exclusive game commentary in Spanish to affiliates across the U.S. In Miami, this audio availability propelled the station that partners with FDP Radio, Actualidad Radio's WURN-AM, to become the No. 1-ranked AM in the market.

Spoken word programming is hotter than ever, too, and in Miami that has seen the newly formed Latino Media Network assume control of WAQI "Radio Mambí" and WQBA-AM. Some Mambí hosts were uncomfortable with that ownership change, and today can be found at competitors that may have not even existed one year ago. They include Salem Media Group-owned Spanish-language spoken word AMs, America CV-owned WSUA-AM, and the home of Americano Media, Audacy-owned WAXY-AM.

While Miami is perhaps the most competitive market in the U.S. for Spanish-language talk programming, on-demand options across the U.S. have emerged in the last 12 months. In Boston, public broadcaster GBH is teaming up with the largest Spanish-language newspaper in Massachusetts and Harvard Medical School for "Salud." While it ran for eight weeks from late October 2022 on WGBH-FM, it was distributed on every major podcast platform and on YouTube to maximize exposure.

Then, there are the Hispanic podcasting businesses that continue to grow. Among them is reVOLVER Podcasts, led by media sales veteran Jack Hobbs; and Agua Media, a "Latinx"-focused podcast entity founded by longtime journalist and commentator Rick Sanchez.

THE MARKETING OPPORTUNITY

From apps such as SBS's LaMúsica to TelevisaUnivision's Uforia and even the iHeartRadio smartphone audio portal, connecting to Hispanic audio is easier than ever. For the advertiser, this represents opportunities to reach a unique audience with limited duplication and strong ROI opportunities.



According to *Audio Today 2022: How America Listens*, an annual Nielsen Audio report, among Hispanic audiences both 18-34 (93%) and 35-49 (98%), AM/FM radio's monthly reach beats all other media and device platforms. For Cumulus Media's Westwood One national radio arm, which examined the results, the conclusion is clear: "AM/FM radio should be the go-to media platform for any marketer seeking to target Hispanics."

Indeed, AM and FM radio beats TV 93% to 79% among Hispanic 18-34s and 98% to 89% among Hispanic 35-49s with respect to reach. And, while exposure is one part of the equation, using AM and FM to build a relationship with the consumer, and to commit to the U.S. Hispanic market, could provide rich dividends.

With significantly higher monthly reach among Hispanics compared to the total market — largely thanks to the diverse, unique and popular audio choices across the U.S. today delivered by AM and FM radio — the continued importance of a medium celebrating 101 years couldn't be bigger for Latino audiences today.

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 75,000 marketing, research, and media organizations and executives who have trusted and proven Hispanic expertise.

Our Vision

Marketers should put the Hispanic consumer at the heart of every 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 & 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 Latinos 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

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

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

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

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President of Advertising
and Sales & Marketing
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Lisa Torres

President, Multicultural
Practice
Publicis Media
New York, NY

Marco Vega

Co-Founder and Chief
Strategy Officer
We Believers
New York, NY

José R. Villa

President/Chief Strategy
Officer
Sensis
Los Angeles, CA

MEMBER EMERITUS

Hector Orcí

Co-Founder and Chairman
Orcí
Santa Monica, CA

(EX-OFFICIO)

Horacio Gavilán

Executive Director

The background is a dark red color. It is decorated with various organic, fluid shapes in shades of red and orange. These shapes include circles, teardrops, and irregular blobs of different sizes, some overlapping each other. The overall effect is a modern, abstract pattern.

MEMBERS

MARKETING & COMMUNICATIONS COMPANIES

MARKETING & COMMUNICATIONS COMPANIES

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COMPANY WEB ADDRESS<http://www.acento.com>**PRIMARY ADDRESS**

11400 West Olympic Boulevard, 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 ADDRESSnewbiz@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 40 years of advertising excellence with a deep understanding of what's current, helping create breakthrough campaigns that defeat indifference and drive results.

CURRENT CLIENTS

	YEAR ACQUIRED
CA Tobacco Control Program	2005
Banner Health	2017
City of Hope	2017
American Kidney Fund	2021
American Lung Association	2021
City Colleges of Chicago	2021
Confidential Client	2021
Yaamava Resort & Casino	2021
New York Power Authority	2022
California Department of Public Health	2023
State Bar of California	2023

TOP FIVE COMPANY SECTORS (by revenue)

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



AcentoAd



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



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MARKETING
COUNCIL**



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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 ADDRESSinfo@almaad.com**2022 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

Omnicom

TOTAL NUMBER OF EMPLOYEES

148

KEY PERSONNEL

Luis Miguel Messianu | Founder & 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

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

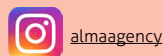
McDonald's	1994	YEAR ACQUIRED
State Farm	1998	
Florida Department of Health	2009	
PNC	2011	
Molson Coors	2017	
PepsiCo	2018	
Eli Lilly	2018	
Memorial Sloan Kettering Cancer Center	2019	
P&G	2020	
Mission Foods	2020	
Marriott International	2020	
Wells Fargo	2020	
Google	2020	
Amazon	2020	
CVS Health	2020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

TOP FIVE COMPANY SECTORS (by revenue)

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

AWARDS & RECOGNITIONS

- 21 Effies
- 32 Cannes Lions
- 7 Ad Age A-List
- 2 Adweek Project Isaac Awards





UNLOCKING CULTURE WITH SOUL

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

BARÚ

marketing+media

COMPANY NAME

BARÚ marketing + media

YEAR FOUNDED

2007

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESSinfo@baru-ad.com**2022 CAPITALIZED BILLINGS**

\$31.2 million

OWNERSHIP/COMPANY AFFILIATION

Independent, 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

28

KEY PERSONNEL**Elizabeth Barrutia** | Founder & CEOelizabeth@baru-ad.com**Michael McNellis** | COO/CCOmike@baru-ad.com**Madeline Beniflah** | VP Integrated Media

& Client Services

madeline@baru-ad.com**Raymond Wu** | Integrated Strategy Directorraymond@baru-ad.com**Carlos Durand** | Group Account Directorcarlos@baru-ad.com**Cheldy Moran** | Sr. Account Directorcheldy@baru-ad.com**MISSION STATEMENT**

BARÚ 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, BARÚ'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
O'Neill Vintners	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
First 5 of California	2021
PBS Kids	2021
Planned Parenthood	2021
The Salvation Army	2021
Amazon Studios	2022
National University	2022
California Department of Public Health, COVID Therapeutics	2022
California Department of Public Health, Cannabis Prevention	2022
CLEAResult	2022
Fannie Mae	2022

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Education
- Government
- Entertainment/Sports/Media
- Beverages (Alcoholic)
- Packaged Goods

[baruadvertising](https://www.facebook.com/baruadvertising)[baruadvertising](https://twitter.com/baruadvertising)[company/baru-advertising](https://www.linkedin.com/company/baru-advertising)**COMPANY PORTFOLIO**<https://www.baru.com>

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

1218 El Prado Avenue, Suite 128
 Torrance, CA 90502
 424 203-3294

**COMPANY NAME**

BBQ Agency

YEAR FOUNDED

2014

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESSinfo@bbqagency.com**2022 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

100% independent

TOTAL NUMBER OF EMPLOYEES

5

KEY PERSONNEL

Pablo Buffagni | President/Creative Director
pbuffagni@bbqagency.com

María Salaverri | Partner
Msalaverri@bbqagency.com

MISSION STATEMENT

BBQ creates culturally relevant advertising and content. Our clients have direct access to the team who cooks the ideas. No extra layers, no wasted time, no overhead. We can cook the main campaign from scratch, provide a side order, or add the required Latin flavor to an existing concept.

CURRENT CLIENTS

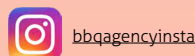
	YEAR ACQUIRED
Continental Gourmet Group	2015
Fundación Forever	2015
PepsiCo (project basis)	2015
Valley Presbyterian Hospital	2015
Koati, The Movie	2018
Mama Ocllo Foods	2018
Argentine Beef Promotion Institute	2021
Nestlé (project basis)	2022

TOP FIVE COMPANY SECTORS (by revenue)

- Grocery Products
- Health Care/Pharma
- Beverages (Non Alcoholic)
- Packaged Goods
- Entertainment/Sports/Media

AWARDS & RECOGNITIONS

Our business model does not allow for participation in award shows, but we love to see the winning work, we won many awards in the past, and some time in the future we might come back to the shows.

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

BeautifulBeast

COMPANY NAME

BeautifulBeast

YEAR FOUNDED

2022

OTHER OFFICE LOCATIONS

Miami

COMPANY GENERAL E-MAIL ADDRESS

HeyBeauty@beautifulbeastad.com

2022 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

Amazon Music	2022
Colon Cancer Coalition	2022
Erenzia Beauty	2022
Essentials 360	2022
Fundación Cardiológica Argentina	2022
Green Acres Nursery	2022
Verde Valle	2022
AMCI	2023
Kuui	2023
Saladmaster	2023

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS *(by revenue)*

- Technology
- Packaged Goods
- Financial Services
- Professional Services
- Non-Profit



[beaubeastagency](#)



[beautifulbeast_ad/](#)

COMPANY PORTFOLIO

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



COMPANY NAME

BODEN

YEAR FOUNDED

2006

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

N/A

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Privately Owned

TOTAL NUMBER OF EMPLOYEES

29

KEY PERSONNEL

Natalie Boden | CEO & Founder

Sara Garibaldi | President

Lauren Gongora | EVP & Partner

Nikki Lopez | SVP

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	YEAR ACQUIRED
McDonald's USA	2014	
UnitedHealthcare	2016	
PepsiCo	2021	
Unilever	2021	

TOP FIVE COMPANY SECTORS (by revenue)

- Retail/Quick Service Restaurants
- Health Care
- Beauty

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

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

**COMPANY NAME**

Brand X Marketing & Sales Solutions

YEAR FOUNDED

2017

OTHER OFFICE LOCATIONS

Los Angeles, Irvine, Houston

COMPANY GENERAL E-MAIL ADDRESSinformation@brandx.marketing**2022 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

Hispanic Owned LLC Partnership

TOTAL NUMBER OF EMPLOYEES

N/A

KEY PERSONNEL**Xavier Peña** | President**Adrian Rico** | Managing Partner**Andrea Alvarez** | Marketing Manager**Terrie Martin** | Finance Director**Dan Castro** | Creative Director**Yvette Ortiz** | Director of Experiential**Ted Allen** | Director of Digital & Social Media**MISSION STATEMENT**

Align brands and retailers marketing and sales strategies to effectively deliver shopper marketing programs. Create connections that go beyond product benefit and solve the shopper's unmet needs. Build inspirational, unique, and lasting shopping experiences that engage, connect and influence consumers throughout their shopping journey. Understand how one's target consumers behave as shoppers, in different channels and formats, and leveraging this intelligence to the benefit of all stakeholders, defined as brands, consumers, retailers and shoppers. Carry out in-depth research in order to understand current brand position, competition, and opportunity.

CURRENT CLIENTS

	YEAR ACQUIRED
Nestlé	2018
Abuelita	2018
Maggi	2018
NESCAFÉ® Clásico™	2019
NIDO	2020
La Lechera	2020
Stouffer's	2020
Sigue	2020
ALEn USA	2021
Tombstone	2022
Toll House Cookies	2022
Novamex	2022
Los Altos Food Products	2022
Magnolia Foods	2022
Robemex	2022
Carmelita's Rompope	2023
Cielo Foods	2023
PSR Brands	2023

TOP FIVE COMPANY SECTORS (by revenue)

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

COMPANY PORTFOLIO<https://brandxmarketing.com/>

ALIGN BRANDS AND RETAILERS

Marketing and Sales strategies
to build and design shopper
marketing programs that deliver
results effectively



BRAND
X
MARKETING & SALES SOLUTIONS

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, Miami, Minneapolis

COMPANY GENERAL E-MAIL ADDRESSinfo@capturagroup.com**2022 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent

TOTAL NUMBER OF EMPLOYEES

25

KEY PERSONNEL**Lee Vann** | Executive Chairman**Walter Boza** | President, General Manager**Andreina Barroso** | Vice President Amplification**Cathi Nucifore** | Director of Client Partnerships**Gabriela Soraiz** | Creative Director**Claudia Camargo** | Creative Director**MISSION STATEMENT**

We are a full service agency that drives growth for our clients at the forefront of culture and innovation.

Certified minority and women owned enterprise.

**CURRENT CLIENTS**

U.S. Government	2013
Dairy Farmers of America	2018
AARP Foundation	2021
Pitaya Entertainment	2022
American Red Cross	2022
Geisinger	2022
General Mills	2023

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

- Packaged Goods
- Healthcare
- Financial Services
- Non-Profit
- Entertainment/Sports/Media

[company/captura-group](https://www.capturagroup.com/)[lifeatcaptura](https://www.capturagroup.com/)[capturagroup](https://www.capturagroup.com/)**COMPANY PORTFOLIO**<https://www.capturagroup.com/work/>

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 ADDRESSinfo@casanova.com**2022 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

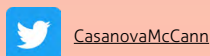
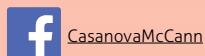
Nestlé	2001
U.S. Postal Service	2013
Janssen Laboratories	2013
Chevrolet	2014
Cigna	2014
Novartis	2014
New York Lottery	2015
Land O'Lakes	2015
U.S. Bank	2016
Coca-Cola	2018
Shoe Carnival	2019
Vallarta Supermarkets	2020
Best Friends Animal Society	2021
Regeneron	2021
GSK	2022
Helados Mexico	2022
Pernod Ricard	2022
Post® cereals	2022
The Wine Group	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>

CCOMGROUP

COMPANY NAME

CCOM Group, Inc.

YEAR FOUNDED

2001

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@ccomgroupinc.com

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent, Minority-Owned

TOTAL NUMBER OF EMPLOYEES

60

KEY PERSONNEL

Luis González-Esteves | Co-Chairman

luis@ccomgroupinc.com

Manuel E. Machado | Co-Chairman

manny@ccomgroupinc.com

Jorge Espinosa | Chief Operating Officer

jorge@ccomgroupinc.com

Sandra Pastrana | Senior VP

sandra@ccomgroupinc.com

Roberto Lago | VP Media Channel Integration Director

roberto@ccomgroupinc.com

Carolina Méndez | VP, Executive Creative Director

carolina@ccomgroupinc.com

Angie Díaz | VP, Public Relations

angie@ccomgroupinc.com

Marcella Murillo | VP, Client Services

marcella@ccomgroupinc.com

Miriam Tomassini | VP, Client Services

miriam@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

Citizens Insurance

Clean and Clear

CONCACAF

Everbright

Florida City Gas

Florida Power & Light Co./Nextera Energy

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



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



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



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



COMPANY NAME

Chemistry Cultura

YEAR FOUNDED

2014

OTHER OFFICE LOCATIONS

New York, Phoenix

COMPANY GENERAL E-MAIL ADDRESS

ignite@chemistryagency.com

2022 CAPITALIZED BILLINGS

\$8.3 million (revenue not billings)

OWNERSHIP/COMPANY AFFILIATION

Part of the Chemistry Advertising network

TOTAL NUMBER OF EMPLOYEES

35

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
NFL	2015
Carnival	2018
Microsoft	2018
Heineken	2019
Tecate	2020
Western Union	2020
Coca-Cola	2022

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

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



COMPANY NAME

CIEN+

YEAR FOUNDED

2010

OTHER OFFICE LOCATIONS

NYC, Miami, Dallas, Medellin

COMPANY GENERAL E-MAIL ADDRESS

info@cien.plus

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent Women and Minority Owned company

TOTAL NUMBER OF EMPLOYEES

90+

KEY PERSONNEL

Lili Gil Valletta | Co-Founder and CEO

liliana@cien.plus

Enrique Arbelaez | Co-Founder and President

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

Kroger	2010	YEAR ACQUIRED
Google	2016	
Merck	2016	
Prudential	2017	
Johnson & Johnson	2020	
United Health Group / Optum	2020	
GSK	2021	
Pfizer	2021	
Boston Scientific	2022	

TOP FIVE COMPANY SECTORS (by revenue)

- Health Care/Pharma
- Packaged Goods
- Financial Services
- Retail/Quick Service Restaurants



**CULTURE
ONE
WORLD**

COMPANY NAME

Culture **ONE** World

YEAR FOUNDED

2011

OTHER OFFICE LOCATIONS

Los Angeles, Miami

COMPANY GENERAL E-MAIL ADDRESS

info@cultureoneworld.com

2022 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

Shalane Barrett | VP, Group Media Director
sbarrett@cultureoneworld.com

Jen Cox | Research & Strategy Lead
jcox@cultureoneworld.com

Arturo Varela | PR Director
avarela@cultureoneworld.com

Lucia 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

National Highway Traffic Safety Administration (NHTSA)	2011
Amtrak	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
National Kidney Foundation	2021
Smithsonian Institution	2021
Waterford Learning	2022

YEAR ACQUIRED

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 NAME

d2H Partners LLC

YEAR FOUNDED

2014

OTHER OFFICE LOCATIONS

Chicago

COMPANY GENERAL E-MAIL ADDRESS

info@d2hispanic.com

2022 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, deliver, and even guarantee, 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

	YEAR ACQUIRED
Cascorp	2014
Great Health Works	2016
Lincoln Heritage	2018
Hearthware	2019
Alivia Labs	2020
Luminess	2022
Dormeo	2023
Meaningful Beauty	2023

TOP FIVE COMPANY SECTORS (by revenue)

- Financial Services
- Nutraceuticals
- Appliances and DRTV Various
- Beauty
- Performance Guaranteed Led Gen

COMPANY WEB ADDRESS

<https://www.dentsucreative.com>

PRIMARY ADDRESS

150 E 42nd Street
New York, NY 10017
212 591-9100



DENTSU CREATIVE

COMPANY NAME

Dentsu Creative

YEAR FOUNDED

2022

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

N/A

2022 CAPITALIZED BILLINGS

N/A

MINORITY OWNED/COMPANY AFFILIATION

Dentsu

TOTAL NUMBER OF EMPLOYEES

1,200

KEY PERSONNEL

Kai Deveraux Lawson | SVP Of Diversity Equity & Inclusion
kai.deverauxlawson@dentsu.com

Isiah Thompson | Director of DEI
Isiah.thompson@dentsu.com

Devyn Smith | Talent Partnerships Director
devyn.smith@dentsu.com

MISSION STATEMENT

Dentsu Creative transforms brands and businesses through the power of modern creativity.

dexpósito & Partners

COMPANY NAME

d expósito & Partners, LLC

YEAR FOUNDED

2005

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@dex-p.com

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

100% minority- and women-owned

TOTAL NUMBER OF EMPLOYEES

31

KEY PERSONNEL

Daisy Expósito-Ulla | CEO & Chairman
dexpósito@dex-p.com

Jorge Ulla | Chief Ideation Officer
julla@dex-p.com

Gloria Constanza | Chief Contact Strategist
gconstanza@dex-p.com

John Ross | Chief Financial Officer
jross@dex-p.com

Paco Olavarrieta | Chief Creative Officer
Paco@dex-p.com

Louis Maldonado | Managing Director
lmaldonado@dex-p.com

Fernando Fernández | Chief Client Officer
ffernandez@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 and ideas based on excellence in marketing and expertise in culture.

CURRENT CLIENTS

	YEAR ACQUIRED
McDonald's NY Metro	2005
Tajín International	2013
National Puerto Rican Day Parade	2014
US Food & Drug Administration	2017
Planned Parenthood	2018
Nielsen	2019
Comunilife	2019
MetroPlus Health	2020
NYC Health + Hospitals	2020
Altice USA	2021
Café Santo Domingo	2021
NYC Department of Sanitation	2022
Point32Health	2022
NYC Department for the Aging	2023
NYC Child Care Plan	2023

TOP FIVE COMPANY SECTORS (by revenue)

- Packaged Goods
- Health & Wellness
- Government
- Retail/Quick Service Restaurants
- Non-Profit/Advocacy

AWARDS & RECOGNITIONS

- 2022 Two NY Emmy Awards
- 2022 Two HPRA ¡Bravo! Awards
- 2021 Two HMC Strategic Excellence Awards
- 2021 Two Silver Telly Awards
- 2020 Ojo de Iberoamérica Best Independent U.S. Hispanic Agency
- 2020 Hispanic TV Summit "Pioneers in Hispanic Creative Advertising" Award
- 2018 Chairman and CEO's Induction to the AAF Advertising Hall of Fame/David Bell's Industry Service Award
- 2018 NY Festivals Award
- 2018 North America Effie



What is a good Hispanic ad agency in NYC?



One highly regarded Hispanic Ad Agency in New York City is d expósito & Partners. They are known for their expertise in reaching and engaging Hispanic consumers through culturally relevant and impactful advertising campaigns.

With over 25 years of experience d expósito & Partners has worked with major brands and organizations to create successful marketing strategies targeting the Hispanic market they specialize in understanding the diverse Hispanic audience and creating campaigns that resonate with their unique cultural backgrounds and values.

real response from ChatGPT

send a message.

EVIDENTLY, THIS STUFF WORKS.

But not as hard as we do. For unique intelligence and real ideas for the Hispanic consumer with a human touch, **get in touch.**

dexpósito & 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 ADDRESSlruiz@dieste.com**2022 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 | VP of Agency Operations
lhadrade@dieste.com

Scott Gassert | Executive Media Director
sgassert@dieste.com

MISSION STATEMENT

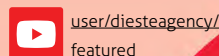
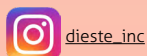
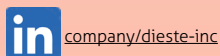
Connecting Brands and Cultures.

CURRENT CLIENTS

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

TOP FIVE COMPANY SECTORS (by revenue)

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



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

2023 MULTICULTURAL AGENCY OF THE YEAR

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

dīeste✧

LOS ANGELES // DALLAS // NEW YORK



EL AUTOBUS

COMPANY NAME

El Autobus

YEAR FOUNDED

2005

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@elautobusinc.com

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Affiliated to Anchor Worldwide www.anchorww.com

TOTAL NUMBER OF EMPLOYEES

20

KEY PERSONNEL

Sandra Weisinger | Chief Creative Director
sweisinger@elautobusinc.com

Nathalia Gómez | Chief Accounts Manager
ngomez@elautobusinc.com

Simon De Franca | Director/Owner
sdefranca@elautobusinc.com

Roberto Fonfria | Director/Owner
rfonfria@elautobusinc.com

MISSION STATEMENT

We create success stories through exceptional, eye-catching creativity & video production for brands that want to connect with U.S. Hispanic community.

CURRENT CLIENTS

Latin Grammys	YEAR ACQUIRED
Natuchips	
PepsiCo	
Saba	
Telemundo	

TOP FIVE COMPANY SECTORS (by revenue)

- Beverages (Non Alcoholic)
- Health Care/Pharma
- Entertainment/Sports/Media
- Toiletries/Beauty Aids
- Grocery Products

AWARDS & RECOGNITIONS

- Communication Arts Advertising Annual
- Communication Arts Advertising Annual
- FIAP
- Promax Latin America Awards
- Ojo De Iberoamerica



culture articulated

COMPANY NAME

fluent360 LLC

YEAR FOUNDED

2008

OTHER OFFICE LOCATIONS

Nashville, New York

COMPANY GENERAL E-MAIL ADDRESS

info@fluent360.com

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent & Omnicom DAS Group Supported

TOTAL NUMBER OF EMPLOYEES

105

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 Intelligence & Engagement

Claudia Morón | Vice President, Finance & Operations

Kelon Anthony | Senior Human Resources Director

Josue Rodríguez | Senior Social Media Director

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
Big Lots	2016
New York City Commission on Human Rights	2016
Denny's	2017
State Farm Insurance	2017
U.S. Army	2018
Big Brothers Big Sisters of Middle Tennessee	2019
Penguin Random House	2019
Ancestry	2020
Centers for Disease Control & Prevention	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
TGI Fridays	2021
Kaiser Permanente	2022
Feeding America	2022
Planned Parenthood	2023
Visit Williamsburg	2023

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

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

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 with a mission to create a new era of media where advertising works better for people. Responsible for more than \$60 billion in annual media investment, according to COMvergence, the company innovates, differentiates, and generates sustained value for clients wherever they do business. GroupM's portfolio includes agencies Mindshare, Wavemaker, EssenceMediacom and mSix&Partners, as well as Choreograph (Data & Technology), GroupM Nexus (Cross-Channel Performance & Activation), and GroupM Investment.

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

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

WPP

TOTAL NUMBER OF EMPLOYEES

95

CURRENT CLIENTS

AARP	YEAR ACQUIRED
Ally Bank	
Bayer	
Circle K	
Danone	
Doordash	
General Mills	
Google	
IKEA	
JPMorgan Chase	
Mars	
Nationwide	
Nestlé	
Target	
The Coca Cola Company	
TJX Companies	
Uber	
Unilever	
Universal Pictures	

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, 2022
- GroupM AdvancingDiversity.org's Hall of Honors 2022
- GroupM – Seramount's 100 Best Companies 2022
- Wavemaker – AdWeek Media Agency of the Year 2021
- Wavemaker – MediaPost Agency of the Year 2021, 2022
- Mindshare – MediaPost Agency of the Year 2022
- Mindshare – Campaign Global Network of the Year 2021

A photograph of two young women with dark hair, smiling and looking at a smartphone held by a hand in the foreground. The woman on the left is wearing a red beanie and a grey sweater. The woman on the right is wearing a green jacket over a grey sweater. They are in a parking lot with several cars in the background under a clear sky.

**CONNECT WITH THE NEW
MAJORITY TODAY & WATCH
YOUR BUSINESS THRIVE.**

We make advertising work better for people.

MINDSHARE

Wavemaker

essencemediacom****

group^m

COMPANY WEB ADDRESS
<https://www.infusionbycastells.com>
PRIMARY ADDRESS

865 S. Figueroa Street, Suite 1200
Los Angeles, CA 90017
213 688-7250 Fax: 213 688-7092

**COMPANY NAME**

INFUSION by Castells

YEAR FOUNDED

1998

OTHER OFFICE LOCATIONS

New York City

COMPANY GENERAL E-MAIL ADDRESS

info@adcastells.com

2022 CAPITALIZED BILLINGS

\$110 million

OWNERSHIP/COMPANY AFFILIATION

Minority-owned & Women Business (MWBE)

TOTAL NUMBER OF EMPLOYEES

88

KEY PERSONNEL

Liz Castells-Heard | CEO, Chief Strategy Officer
liz@adcastells.com

Leticia Juárez | Partner/EVP, Strategy & Marketing
leticia@adcastells.com

Dave J. Hernández | Executive Business Partner
dave@adcastells.com

Liliana Ramírez | Sr. Director, Strategy & Insights
liliana@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

Rodolfo Ruiz Sosa | VP, Direct Marketing
rodolfo@adcastells.com

Aida Olaya | VP, Integrated Project Management
aida@adcastells.com

Melissa Ojeda | Director, 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 analytical acumen, consumer insights, ROI-Powered Ideas®, and powerhouse LA and NY team. We don't quit until our clients win.

CURRENT CLIENTS

McDonald's Southern California Region – 4 markets Los Angeles, San Diego, Bakersfield, Palm Springs	1998	YEAR ACQUIRED
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	
First 5 California	2008	
Dole/Tropicana – Dole Juices	2009	
McDonald's Baltimore/Washington Region – 2 markets	2013	
PUMA North America	2014	
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	
Charter Communications – Multilingual Communications Services	2022	

TOP FIVE COMPANY SECTORS (by revenue)

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

CATCH LIGHTNING
IN A BOTTLE



HARNESS THE POWER
OF DIVERSITY

InfusionbyCastells.com



COMPANY NAME

LERMA/

YEAR FOUNDED

2008

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@lermaagency.com

2022 CAPITALIZED BILLINGS

\$320 million

OWNERSHIP/COMPANY AFFILIATION

Owned by Pedro Lerma Jr,
 Certified Minority Owned

TOTAL NUMBER OF EMPLOYEES

96

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- (Integrated Media Pro Bono Campaign)-
- **#StopGunViolence**
 Gold-#HomemadeCinco, Avocados From Mexico
- **Public Service:**
 Gold- (Pro Bono Campaign)- #StopGunViolence
- Pedro Lerma was selected as one of the most powerful

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, ultimately helping our clients go where others can't.

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
Google	2022
He Gets Us	2022
Western Union	2022
Jim Beam	2023
Makers Mark	2023

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Retail
- Non-Profit
- Tech
- Consumer Packaged Goods
- Alcoholic Beverages

business leaders in North Texas for 2022 in the Marketing & Advertising category by D CEO Magazine.

- AAF Mosaic Champion Award for Diversity, Equity & Inclusion

- LERMA/ was selected as the 2022 AdAge Small Agency of the Year
- Pedro Lerma was awarded with the Latino Leaders Maestro Award

A border of various purple flowers, including peonies and tulips, frames the central text against a black background.

A deliberately DIVERSE,
CULTURALLY *based*
AGENCY *with a* CLEAR VIEW
of TODAY'S *America*.

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 ADDRESScontact@lopeznegrete.com**2022 CAPITALIZED BILLINGS**

\$126,490,000

OWNERSHIP/COMPANY AFFILIATION

Independent/Hispanic-Owned & Operated

TOTAL NUMBER OF EMPLOYEES

102

KEY PERSONNEL**Alex López Negrete** | President/CEOalex@lopeznegrete.com**Cathy López Negrete** | Executive VP/CFO/COOcathy@lopeznegrete.com**Fernando Osuna** | CCOfernandoo@lopeznegrete.com**Dalia Ayala** | Media Directordalia@lopeznegrete.com**Patrick López Negrete** | Director of Brand Strategypatrick@lopeznegrete.com**MISSION STATEMENT**

Lopez Negrete is a full-service, Hispanic-owned, and operated agency which delivers Maximum Return on Cultural Intelligence™ by turning actionable cultural insights into ideas and platforms that drive engagement and impact for our clients and our communities alike.

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
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
- Communication Arts Advertising Annual

[LopezNegreteCommunications](https://www.facebook.com/lopeznegretecommunications)[lopeznegrete](https://twitter.com/lopeznegrete)**COMPANY PORTFOLIO**<https://www.lopeznegrete.com/work>



...But there is an agency.



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**2022 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

Hispanic Majority Owned

TOTAL NUMBER OF EMPLOYEES

45

KEY PERSONNEL**Tony Nieves** | Presidenttnieves@marcamiami.com**Alejandro Berbari** | Executive Creative Directoraberbari@marcamiami.com**Luis Mezzana** | Executive Director of Financelmezzana@marcamiami.com**Charles Neugebauer** | Executive Director of Strategycneugebauer@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

	YEAR ACQUIRED
Dish Latino	2011
Payless Shoe Source	2012
Dish Puerto Rico	2013
NASCAR	2015
Subway	2016
Panama Jack	2017
PepsiCo	2017
Deezer	2018
Hughesnet	2018
Atlas Ocean Voyages	2019
Rocket Mortgage	2020
Ashley Home Furniture	2021
Quick Quack	2021
Boost Latino	2022
Draft Kings	2022
Sling Latino	2022

TOP FIVE COMPANY SECTORS (by revenue)

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

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



COMPANY NAME

Mundial Media Inc

YEAR FOUNDED

2022

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

contact@mundialmedia.com

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Minority-owned and employee owned corporation

TOTAL NUMBER OF EMPLOYEES

10

KEY PERSONNEL

Tony González | CEO
tony@mundialmedia.com

Mariana Magadan | Executive Director
mariana@mundialmedia.com

MISSION STATEMENT

Our mission at Mundial Media is to transform the media landscape into a more equitable space where authentic representation is provided to multicultural advertising. We aim to guarantee brand safety and scaled reach across multicultural audiences through the use of our proprietary contextual technology.

TOP FIVE COMPANY SECTORS *(by revenue)*

- Retail/Quick Service Restaurants
- Travel
- Entertainment/Sports/Media
- Financial Services
- Grocery Products



COMPANY NAME

Omnicom Media Group

YEAR FOUNDED

2000

OTHER OFFICE LOCATIONS

Los Angeles, Miami, Chicago, San Francisco, Atlanta, Burbank, Dallas, Nashville, Charlotte, Jersey City, Seattle

COMPANY GENERAL E-MAIL ADDRESS

N/A

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Omnicom Group, Inc.

TOTAL NUMBER OF EMPLOYEES

5,285 (North America)

KEY PERSONNEL

Ralph Pardo | CEO, OMG North America
ralph.pardo@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

Mia Salibello | Chief People Officer
mia.salibello@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 Blancone | Chief Talent Officer
diana.blancone@omnicommediagroup.com

Michael Roca | Managing Director, DE&I Investment
michael.roca@omnicommediagroup.com

MISSION STATEMENT

At Omnicom Media Group, we transform experiences to deliver better outcomes for our clients, their audiences, and our talent.

CURRENT CLIENTS

Amgen	2018
AT&T	2016
Apple	2003
Burger King	2022
Daimler	2018
L'Oreal	2022
PepsiCo	1986
Procter & Gamble	2019
Renault-Nissan-Mitsubishi	1988
State Farm	1930
The Clorox Company	2020
Volkswagen Group	2016
Walt Disney Co.	2019
Warner Media	2018
Wells Fargo	2015

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Entertainment & Media
- Automotive
- FMCG (Care)
- Technology & IT
- Financial & Insurance

AWARDS & RECOGNITIONS

- RECMA Best Performing Global Media Network - 2022 (OMD)
- Cannes Lions Media Network of the Festival - 2022 (PHD)
- Cannes Lions - 39 Medals Won - 2022 (All OMG Agencies)
- WARC #2 Most Awarded Agency Network - 2023 (PHD)
- Effie Index Most Effective Media Agency Network - 2021 (OMD)

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 ADDRESSinfo@orci.com**2022 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

100% Minority Owned

TOTAL NUMBER OF EMPLOYEES

35

KEY PERSONNEL**Andrew Orci** | Chairmanaorci@orci.com**Marina Filippelli** | CEOmfilippelli@orci.com**Diego Andrade** | SVP Executive Creative Directordandrade@orci.com**Allen Pérez** | SVP Creative Director of Productionaperez@orci.com**Byron Beach** | Head of Digital & Social Strategybbeach@orci.com**Lupita Campa** | CFOlcampa@orci.com**Alisha Prince** | SVP Director of Project Managementaprince@orci.com**Randy Gudiel** | SVP Media Directorrgudiel@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.

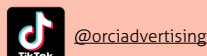
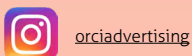
CURRENT CLIENTS

Honda	1990
Acura	1990
Children's Bureau of Southern California	1999
VCA	2016
Extra Mile	2020
Chevron	2021
CaBlack HealthNetwork.org	2022
My Contemplation	2022
Paramount+	2022
P.S. Arts	2022
Texaco	2023

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Automotive
- Energy/Oil & Gas
- Retail
- Consumer Packaged Goods
- Non-Profit

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



COMPANY NAME

PACO Collective Inc.

YEAR FOUNDED

2006

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

marketing@pacocollective.com

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent - 100% minority owned

TOTAL NUMBER OF EMPLOYEES

45

KEY PERSONNEL

Ozzie Godinez | CEO & Co-Founder

Pablo Acosta | CCO & Co-Founde

Kelly Sudnik | VP, Director of Account Services

Martin Serra | VP, Executive Creative Director

MISSION STATEMENT

We are a collective of creators, thinkers and strategists, made up of people from all backgrounds and cultures working together to harness creativity, culture and innovation to drive value for our clients.

CURRENT CLIENTS

Amazon	YEAR ACQUIRED
Blue Cross Blue Shield	
Cargill	
Chicago White Sox	
ComEd / Exelon	
Nipsco	
Shure	
Troy Bilt	

TOP FIVE COMPANY SECTORS *(by revenue)*

- Financial Services
- Grocery Products
- Health Care/Pharma
- Entertainment/Sports/Media
- Utilities/Energy



COMPANY NAME

Prisa Media USA, Inc.

YEAR FOUNDED

1972 in Spain

2011 in the United States

OTHER OFFICE LOCATIONS

New York, Miami, Los Angeles

COMPANY GENERAL E-MAIL ADDRESS

info@prisamedia.com

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

8,951 Worldwide (2019)

KEY PERSONNEL

Juan Varela | CEO

jvarela@prisamedia.com

Nestor Perinot | CRO

nperinot@prisamedia.com

Evelyn Adames | Sales Director East Coast

eadames@prisamedia.com

Geoffrey Lepselter | Sales Director East

Coastglepselter@prisamedia.com

Carlos Duse | Sales Director West Coast

cduse@prisamedia.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

Buick	YEAR ACQUIRED
Chevrolet	
ESPN	
Ford	
GMC	
Hulu	
Infinity	
Lexus	
Makers Mark	
McDonald's	
Meta	
Nissan	
Samsung	
T-Mobile	
Telemundo	
Volvo	

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 NAME

Publicis Media

YEAR FOUNDED

2015

OTHER OFFICE LOCATIONS

Chicago, Los Angeles, Seattle

COMPANY GENERAL E-MAIL ADDRESS

georgia.lobb@publicismedia.com

2022 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

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

republicahavas

COMPANY NAME

Republica Havas

YEAR FOUNDED

2006

OTHER OFFICE LOCATIONS

New York, Los Angeles, Atlanta, Chicago, Boston

COMPANY GENERAL E-MAIL ADDRESS

info@republicahavas.com

2022 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 & Creative Chairman

Anthony Bianco | EVP & GM

Tony Waissmann | Chief Creative Officer

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

Stephanie Betances | Director, People & Engagement

Natalie Pardo | Director, Marketing & Business Development

Jamie Brown | Director, Content & Social Media

MISSION STATEMENT

Republica Havas is a leading creative, media, and communications agency that 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
Ad Council	2021
Diageo	2021
Ocean Bank	2021
Sanofi	2021
Citigroup	2022

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



COMPANY NAME

Schramm Marketing Group

YEAR FOUNDED

1993

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

jschramm@schrammnyc.com

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Sole Owner - Joe Schramm

TOTAL NUMBER OF EMPLOYEES

6

KEY PERSONNEL

Joseph Schramm | President

jschramm@schrammnyc.com

Steve Lohlein | Chief Administrative Officer

steve@schrammnyc.com

Francis George | Account Executive

francis@schrammnyc.com

Prahlad Balasubramanian | Account Executive

prahlad@schrammnyc.com

Jack Ebert | Account Executive

jack@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

Major League Soccer / Soccer United Marketing	1995	YEAR ACQUIRED
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	

TOP FIVE COMPANY SECTORS (by revenue)

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

AWARDS & RECOGNITIONS

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

SENSIS

COMPANY NAME

Sensis

YEAR FOUNDED

1998

OTHER OFFICE LOCATIONS

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

COMPANY GENERAL E-MAIL ADDRESS

info@sensisagency.com

2022 CAPITALIZED BILLINGS

\$58 million

OWNERSHIP/COMPANY AFFILIATION

Independent

TOTAL NUMBER OF EMPLOYEES

181

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

Sandra Obregon | Director, Amplification
sobregon@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

Felipe Restrepo | Creative Director
frestrepo@sensisagency.com

MISSION STATEMENT

Sensis is an integrated cross-cultural marketing agency. Founded in 1998, Sensis is the largest and most diverse minority-owned advertising agency in the U.S. As a fully integrated agency, we offer research, strategy, creative, social media, media planning & buying, public relations, digital experience, and data science. We believe cultures are more than races, ethnicities, and language, so your marketing must see beyond those. We use data to find drivers of behavior, and creative fusion to build moments for brands across cultures and media. Because the more cultures we tap, the better our ideas – and the more effective the experiences we deliver.

CURRENT CLIENTS

Sempra Energy	2008	YEAR ACQUIRED
Port of Los Angeles	2013	
Centers for Disease Control and Prevention (CDC)	2013	
Capital Metro	2016	
AltaMed Health Services	2016	
Anthem	2019	
Acadia Pharmaceuticals	2020	
Chef Merito	2020	
Texas Tech University	2020	
U.S. Census Bureau	2020	
Aaron's	2021	
Covered California	2021	
Georgia Lottery	2021	
Northern Arizona University	2021	
Santader USA	2021	
UnidosUS	2021	
ChenMed	2022	
Chispa	2022	

TOP FIVE COMPANY SECTORS (by revenue)

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

TECHINT LABS

COMPANY NAME

Techint Labs

YEAR FOUNDED

2012

COMPANY GENERAL E-MAIL ADDRESS

info@techintlabs.com

2022 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

AdCellerant LLC

TOTAL NUMBER OF EMPLOYEES

35

KEY PERSONNEL

Adam Lee | President
adam@techintlabs.com

Lauren Morrell | SVP
lauren@techintlabs.com

Sara Lennon | VP of Media and Analytics
sara@techintlabs.com

Libby Stephens | VP of Client Services
libby@techintlabs.com

Wes Miller | VP of Ad Ops
wes@techintlabs.com

Berry Jasin | EVP of Partnerships
berry.jasin@techintlabs.com

Terry McAskill | Partnerships
Terry.mcaskill@techintlabs.com

Brock Berry | CEO
brock@adcellerant.com

Meghan Brito | SVP of Marketing
mbrito@adcellerant.com

MISSION STATEMENT

We are a full-service advertising agency that creates custom strategies to accelerate brands to new heights.

COMPANY DESCRIPTION

We're the agency for other agencies. We act as a true extension of your team and are equipped to take your brand or clients to the next level. Together, we assess and discover your competitive advantage and goals to develop and execute your custom campaign strategy. Whether your brand or client needs a partner for digital, media, planning and buying, or creative services, we're here to help.

AWARDS & RECOGNITIONS

- NYX Awards, Category: Social Media Video - Education, Manchester University, SILVER
- MUSE Awards, Category: Corporate Identity, Brand Redesign, Integrated Marketing -Non-profit, GOLD & SILVER
- AVA Awards, Category: Short-form web video, GOLD
- Built In's Best Startups to Work for, 2023
- dotCOMM Award, Category: Paid Media, Display Ad, GOLD & Honorable Mention



COMPANY NAME

Urias Communications

YEAR FOUNDED

2006

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@uriascommunications.com

2021 CAPITALIZED BILLINGS

\$6.7 million

OWNERSHIP/COMPANY AFFILIATION

LLC

TOTAL NUMBER OF EMPLOYEES

10

KEY PERSONNEL

Jason Coochwyte | CEO

jason@uriascommunications.com

Ise Castro | Director of Client Services

ise@uriascommunications.com

Melissa Kaszuba | Director of Public Relations

melissa@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 client's 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

Arizona Public Service (APS)	2006
Phoenix Indian Center	2008
United National Indian Tribal Youth, Inc.	2018
Ballet Arizona	2019
Southern Careers Institute	2019
Las Palomas Beach & Golf Resort	2020
Arizona Governor's Office on Tribal Relations	2022
Arizona Indian Gaming Association	2022
Arizona State University	2022
Valle del Sol	2022
Maricopa Community Colleges	2023

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

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

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 ADDRESSwelcome@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

[WeBelieversNow](#)[webelieversnow](#)

COMPANY WEB ADDRESS<http://www.zubiad.com>**PRIMARY ADDRESS**

601 Brickell Key Drive, Suite 900
 Miami, Florida 33131
 305 448-9824

**COMPANY NAME**

Zubi

YEAR FOUNDED

1976

OTHER OFFICE LOCATIONS

Detroit, Los Angeles

COMPANY GENERAL E-MAIL ADDRESSzubiad@zubiad.com**2022 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

WPP

TOTAL NUMBER OF EMPLOYEES

75

KEY PERSONNEL

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

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

Maggie Martin | V.P., Chief Financial Officer
maggie.martin@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

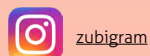
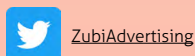
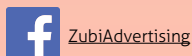
Ford Motor Co.	1996
Ford Dealer Associations	2008
J.P. Morgan Chase	2009
Lincoln Motor Co.	2012
The Cleo Institute	2019
Boehringer Ingelheim	2021
Mars Petcare	2021
Shell	2022

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

- Automotive
- Financial Services
- Retail
- Packaged Goods

AWARDS & RECOGNITIONS

- Cannes Lion
- CLIO
- Effies
- El Sol
- FWA
- The One Show



The background is a dark red color. It features several large, organic, teardrop-like shapes in various shades of red and orange, some overlapping. These shapes are scattered across the top half of the image. In the bottom right corner, there is a large, solid red shape that curves upwards and to the left, partially overlapping the text.

MEMBERS

**MEDIA
RESEARCH
& OTHERS**

MEDIA, DIGITAL & RESEARCH MEMBERS

Adsmovil USA Inc. Miami, FL	122
C + R Research Chicago, IL	123
Culture IQ Sherman Oaks, CA	124
Collage Group Bethesda, MD	126
Entravision Santa Monica, CA	127
Estrella Media Burbank, CA	128
Google Mountain View, CA	130
Impremedia Brooklyn, NY	131
MRI-Simmons New York, NY	132
MundoNow Suwanee, GA	133

Nielsen New York, NY	134
Sabio Inc Encino, CA	135
SBS Miami, FL	136
Telemundo Miami, FL	138
Talento Unlimited, LLC Miami, FL	140
TelevisaUnivision Miami, FL	142
TikTok Culver City, CA	143
Warner Bros. Discovery U.S. Hispanic New York, NY	144
YouNite Media Dallas, TX	145



COMPANY NAME

Adsmovil USA Inc.

YEAR FOUNDED

2012

OTHER OFFICE LOCATIONS

New York, Los Angeles, Chicago

COMPANY GENERAL E-MAIL ADDRESS

info@adsmovil.com

OWNERSHIP/COMPANY AFFILIATION

91% Minority Owned

TOTAL NUMBER OF EMPLOYEES

13

KEY PERSONNEL

Alberto Pardo | CEO
banano@adsmovil.com

Jessica Ricaurte | CRO
jessica@adsmovil.com

Maria Twena | CMO
maria@adsmovil.com

Adriana Daatnje | VP, Product & Operations
adriana@adsmovil.com

Mauricio Venckeller | CFO
mauriciov@adsmovil.com

MISSION STATEMENT

Adsmovil is committed to driving brand resonance across the holistic, multigenerational Hispanic market via an expansive digital ecosystem that both reaches and engages this diverse consumer cohort in language and in culture. The company is committed to improving the lives of all members of our multifaceted Hispanic community as well as that of our ecological community.

COMPANY DESCRIPTION

Minority-owned and certified Adsmovil is a leading pioneer in Hispanic mobile advertising and digital media driving brand resonance across today's multigenerational market. The company reaches 69% of the total Hispanic digital population, across cultural diversity and acculturation levels, and has direct relationships with over 2750 digital premium publishers in the U.S., LATAM, and Spain. Its multichannel offering includes full production capabilities via Adsmovil Studios. The company consistently ranks #1 within ComScore's Hispanic Ad Focus Mobile Reporting, and is an environmentally aware business committed to a greener, more sustainable future.

AWARDS & RECOGNITIONS

- Reed Awards 2020 Best Use of Mobile Technology
- MMA Smarties Awards 2016 Leadership Award of the Year

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

150

KEY PERSONNEL

Jorge Martínez-Bonilla | SVP/Partner,
CultureBeat + LatinoEyes®
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.

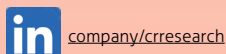
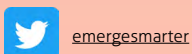
Our philosophy is simple: we consider ourselves an extension of your research team. As such, we offer carefully designed and innovative research programs, expertise from our industry leaders and category specialists, and practice a whatever-it-takes philosophy.

COMPANY DESCRIPTION

C+R Research is a full-service marketing insights agency that has been helping brands grow for over 60 years. We're known for innovative custom qualitative and quantitative methodologies, high-quality insights, and senior-level attention throughout your project.

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 to the table. 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.





COMPANY NAME

Culture IQ

YEAR FOUNDED

2023

OTHER OFFICE LOCATIONS

New York

COMPANY GENERAL E-MAIL ADDRESS

ana@cultureiq.group

OWNERSHIP/COMPANY AFFILIATION

CLC Publicidad

TOTAL NUMBER OF EMPLOYEES

4

KEY PERSONNEL

Ana Rockwell | Founding Director
ana@cultureiq.group

Michele Córdoba | Founding Director
michele@cultureiq.group

Sandra Méndez | Project Manager
sandra@cultureiq.group

MISSION STATEMENT

At Culture IQ, we use our strong background in marketing, strategic consulting, and consumer research – as well as our extensive experience in messaging to multicultural audiences – to make sure our clients deeply understand their business challenges and provide an integrated, innovative approach to address them. Our mission is to uncover and maximize opportunities for our clients, but also give voice to the needs, wants, desires and aspirations of the historically underrepresented multicultural populations that are a vital part of the U.S. population.

COMPANY DESCRIPTION

Culture IQ is a newly formed minority- and women-owned full-service market research and strategy firm. We specialize in multicultural strategic consulting and research, elevating the voices of consumers and voters of color. We have deep experience across a wide range of categories, including CPG, food and beverage, retail, financial services, media and entertainment, as well as political, social cause and issue advocacy work.

Although the name Culture IQ is new, our principals are highly knowledgeable professionals, with over 20 years of experience reaching multicultural audiences. We take pride in personally being involved with each client, actively participating in all stages of a project. The diverse background of our management team and our expertise in multicultural insights enable us to help clients interpret research results through a multicultural lens and provide solutions that meet the challenges of a multicultural constituency.

Insights • Innovation • Impact



We are a unique insights-based strategic marketing firm specializing in strategy, research and communications to **multicultural consumers** and voters.

We are women- and minority-owned, with a **diverse group** of seasoned professionals reflecting the populations we serve.

Our **Multicultural Compass** approach is designed to take into account cultural and category-consumption factors, to ensure that we can provide clear opportunities and action plans for your brand or message.

Let our **Multicultural Compass** guide you to success!



For your multicultural research needs, contact
Ana Fernández-Rockwell
Ana@CultureIQ.group
305-934-9501

For political strategy and issue advocacy, contact Michele Cordoba
Michele@CultureIQ.group
818-261-8340

COMPANY WEB ADDRESS

<https://www.collagegroup.com>

PRIMARY ADDRESS

4550 Montgomery Avenue , #205
Bethesda, MD 20814

**COMPANY NAME**

Collage Group

YEAR FOUNDED

2009

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@CollageGroup.com

OWNERSHIP/COMPANY AFFILIATION

David Wellisch, Collage Group
Wavecrest Growth Partners

TOTAL NUMBER OF EMPLOYEES

62

KEY PERSONNEL

Victor Parades | Executive Director of Cultural Strategy
vparedes@collagegroup.com

David Wellisch | CEO and Co-Founder
david_wellisch@collagegroup.com

David Evans | Chief Insights Officer
david.evans@collagegroup.com

Zekeera Belton | Vice President of Client Services
zekeera.belton@collagegroup.com

MISSION STATEMENT

Unleash the Power of Culture to Drive Brand Growth.

COMPANY DESCRIPTION

Collage Group is the leading source of cultural intelligence about diverse consumers to more than 300 of American's iconic brands across 12 industries. Through our consumer insights, data, tools and best practices we work with marketing and insights professionals to help them more effectively and efficiently understand, reach and engage diverse consumers in the midst of America's seismic cultural transformation. For more than 10 years, we have provided brands with the tools needed to build the Cultural Fluency necessary to activate consumers across race, ethnicity, generation, sexuality, gender and parent-child relationships.

AWARDS & RECOGNITIONS

- 2022 Washington Business Journal's Diversity in Business Award
- 2023 Inc. Regionals: Mid-Atlantic Fastest-Growing Private Companies in America by Region



[collage_group](#)



[collagegroup](#)

COMPANY PORTFOLIO

<https://www.collagegroup.com/audiences/multicultural/hispanic-market-research>
member



COMPANY NAME

Entravision Communications

YEAR FOUNDED

1996

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

1,200+

KEY PERSONNEL

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, Global Marketing
kerda@entravision.com

COMPANY DESCRIPTION

Entravision is a leading global advertising, media and ad-tech solutions company.

Our services are anchored by a world-class sales operation, premium media products and unique commercial partnerships across 40 countries. These partnerships include, but are not limited to: TelevisaUnivision, Meta, Facebook, Twitter, Spotify 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 TelevisaUnivision 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 on our own radio network 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. Through our own branded content and production studios, we bring campaigns to life seamlessly offering our clients more opportunities to authentically connect with consumers.





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

Enrique Guillen | Chief Content Officer

EGuillen@estrellamedia.com

Steve Mandala | Chief Revenue and Local Media Officer

smandala@estrellamedia.com

René Santaella | Chief Digital & Streaming Officer

Rsantaella@estrellamedia.com

Eddie León | EVP, Radio Programming & Events

eleon@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

Carlos Díaz Warns | SVP, News

cdiaz@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 its digital and linear media platforms, including EstrellaTV, its national broadcast television network that is seen on 15 owned or operated stations and 35 affiliated stations and 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.; Cine EstrellaTV, its Spanish-language movie channel; and Estrella Games, the first 24/7 curated Spanish-language game show channel in the U.S.

Estrella Media's digital content reach is more than 4 billion minutes per month, viewed across its multiplatform media portfolio, including its FAST, AVOD, and streaming audio platforms.

Estrella Media owns and operates 14 radio stations and the Don Cheto Radio Network with 35 affiliated stations throughout the U.S. and 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. In addition, Estrella Media produces podcasts for audio streaming and its music division, Estrella Media Music Entertainment, helps develop the next generation of Latin music stars.



**BOLD &
BRIGHT**
Stronger together

UNIQUE. UNDUPLICATED. UNIFIED.

Estrella Media grows audience,
scale and opportunity for brands
and marketers.



View our 2023 Upfront
presentation at www.estrellamedia.com



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 the 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 Business 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://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 NAME

MRI-Simmons

YEAR FOUNDED

2019

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info.ms@mrismmons.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

At MRI-Simmons, we believe that great solutions and insights start with the best measurement possible. With transparency and methodological rigor as our foundation, MRI-Simmons' mission is to make consumer data smarter and empower action from insights.

COMPANY DESCRIPTION

MRI-Simmons is the leading provider of insights on the American consumer. A trusted provider of consumer insights for over 60 years, MRI-Simmons possesses one of the few single-source, privacy-forward data sets that is widely used for consumer profiling, media planning, data enrichment, and activation. Powered by address-based probabilistic sampling, MRI-Simmons measures real people, chosen at random to represent the US population in all its variations. The result is a nationally representative and culturally diverse data set that provides the most accurate view of the American consumer.



COMPANY NAME

MundoNow

YEAR FOUNDED

1979

COMPANY GENERAL E-MAIL ADDRESS

editorial@mundonow.com

OWNERSHIP/COMPANY AFFILIATION

Minority Owned and Certified

TOTAL NUMBER OF EMPLOYEES

12

KEY PERSONNEL

Rene Alegría | CEO

ralegría@mundonow.com

Andrew Polsky | CRO + Partner

apolsky@mundonow.com

Allen Dunstan | VP of Sales - East

adunstan@mundonow.com

B.J. Mitchel | VP of Sales - Midwest + West

bmitchel@mundonow.com

Dafne Wejebe | Director of Audio Content

dwejebe@mundonow.com

MISSION STATEMENT

MundoNow's mission is to empower, inform and bring purpose to the multigenerational bilingual-bicultural Latino community.

COMPANY DESCRIPTION

MundoNow reaches the multigenerational and bilingual-bicultural Hispanic population across multiple platforms, including digital, print, social, audio and experiential. MundoNow is of the few certified-minority-owned digital platforms with a national reach of 10 million monthly uniques and over 12 million social followers. MundoNow produces custom content for nationally recognized brands who want to reach the Latino audience in an authentic and culturally nuanced way. Óyenos Audio, our podcast network launched in January 2023 with 14 shows across multiple verticals.

AWARDS & RECOGNITIONS

- 2022 Emmy Award for Documentary - Topical - Sin Fronteras
- 2022 Emmy Award for Commercial Campaign - Lala Foods - Sabores lo Nuestro
- 2022 Emmy Award for Director - Short Form Content - Diego Silva Acevedo



COMPANY NAME

Nielsen

YEAR FOUNDED

1923

OTHER OFFICE LOCATIONS

Presence in approximately 55 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

A private equity consortium (the "Consortium") composed of Evergreen Coast Capital Corp. ("Evergreen"), an affiliate of Elliot Investment Management L.P. ("Elliott"), and Brookfield Business Partners L.P. together with institutional partners (collectively "Brookfield".)

TOTAL NUMBER OF EMPLOYEES

14,000

KEY PERSONNEL

Stacie M. de Armas | SVP Diverse Insights & Initiatives

MISSION STATEMENT

Powering a better media future for all people.

Empowering the world's marketers, creators and innovators with transparent and enlightening audience insights.

A business built on "audience is everything" delivers impactful media and consumer data and insights to inform today and shape tomorrow.

A global company that ensures voices are heard and helps people create and shape a more open, connected and trustworthy society.

COMPANY DESCRIPTION

Nielsen is a global leader in audience measurement, data and analytics, shaping the future of media. Measuring behavior across all channels and platforms to discover what audiences love, we empower our clients with trusted intelligence that fuels action.



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

Public Company, parent company Sabio Holdings, Inc.

TOTAL NUMBER OF EMPLOYEES

136

KEY PERSONNEL

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

Aziz Rahim | Chief Executive Officer
aziz@sabioholding.com

Jon Stimmel | Chief Growth Officer
jon@sabio.inc

Tim Russell | Chief Revenue Officer
tim@sabio.inc

Elisa Dao | SVP of Marketing
elisa@sabioholding.com

Jessica Ackerson | SVP of Sales
jackerson@sabio.inc

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

Meghna Kothari | VP Culture & Comms
meghna@sabioholding.com

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 CTV platform, providing customizable, effective, and easy-to-use ad solutions. Our end-to-end solution enables brands to reach custom audiences and extend reach across multiple devices. Through our unique mobile-first approach, we create a personalized and comprehensive ad experience across 55MM validated households. With cross-screen advertising campaigns, Sabio helps brands reach the right audience, on the right device, at the right time. Sabio is a Certified Minority-Owned business supporting DE&I efforts since our inception in 2014.

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 LOCATIONSNew York, Los Angeles, San Francisco,
Chicago, Orlando, Tampa, Guaynabo, PR**COMPANY GENERAL E-MAIL ADDRESS**sbscontact@sbscorporate.com**OWNERSHIP/COMPANY AFFILIATION**

N/A

TOTAL NUMBER OF EMPLOYEES

520

KEY PERSONNEL**Raúl Alarcón, Jr.** | CEO, Chairman
ralarcon@sbscorporate.com**Albert Rodríguez** | President, COO
arodriguez@sbsmiami.com**José I. Molina** | CFO
jmolina@sbscorporate.com**Richard D. Lara** | General Counsel
rlara@sbscorporate.com**Jesus Salas** | Chief Content Officer
jsalas@sbsmiami.com**Donny Hudson** | EVP of Local Media / General Manager,
Miami
dhudson@sbsmiami.com**Elisa Torres** | EVP National & Network
etorres@aireradionetWORKS.com**Maire Mason** | VP, General Manager, NY and Chicago
mmason@sbsnewyork.com**Rachel Elster** | VP, General Manager, LA
relster@sbslosangeles.com**Christian De La Cruz** | General Manager, SF
cdelacruz@sbs-sanfrancisco.com**Fernando Bauermeister** | General Manager, Orlando/
Tampa
fbauermeister@sbscorporate.com**Alessandra Alarcón** | President of SBSE
aaalarcon@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 Los Angeles, New York, Puerto Rico, Chicago, Miami, San Francisco, Orlando, and Tampa, 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 Mega TV, 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 performance showcase for trendsetting new artists and music aficionados. For more information, visit us online at www.spanishbroadcasting.com.

AWARDS & RECOGNITIONS

- 2022-2023 – NMSDC Leading Certified Minority Owned Hispanic Media & Entertainment Company in the US
- 2022 - 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



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Source: Nielsen National Regional Database; Fall 2022; US Total; M-Su 6a-12m; P 18-49 Station Rankings Based on:
Top 100 All Stations; Nielsen Digital Streaming

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 Enterprises

YEAR FOUNDED

1987

OTHER OFFICE LOCATIONS

N/A

KEY PERSONNEL

SENIOR MANAGEMENT

Beau Ferrari | Chairman

Beau.Ferrari@nbcuni.com

Mónica Gil | Chief Administrative & Marketing Officer

Monica.Gil@nbcuni.com

Amanda Calpin | Chief Financial Officer

Amanda.Calpin@nbcuni.com

Ronald Day | President, Entertainment & Content Strategy

Ronald.Day@nbcuni.com

Ana Siegel | EVP, General Counsel

Ana.Siegel@nbcuni.com

Romina Rosado | EVP & General Manager, Hispanic Streaming Group

Romina.Rosado@nbcuni.com

Karen Barroeta | EVP, Production & Development, Telemundo Global Studios

Karen.Barroeta@nbcuni.com

Eli Velazquez | EVP, Telemundo Deportes

Eli.Velazquez@nbcuni.com

Ashaki Rucker | SVP, HR

Ashaki.Rucker@nbcuni.com

Juan Ponce | SVP & General Manager, Telemundo Streaming Studios

Juan.Ponce@nbcuni.com

COMPANY DESCRIPTION

NBCUniversal Telemundo Enterprises leads the media industry in the production and distribution of Spanish-language content for U.S. Hispanics and audiences around the world. The company serves U.S. Hispanics through its national broadcast network, the cable network Universo, and digital platforms including the Telemundo app and streaming services, such as Peacock, among others. The Telemundo Network offers Spanish-language entertainment, news, and sports content reaching 95% of U.S. Hispanic TV households in 210 markets through 30 owned stations and 61 affiliate stations. Telemundo also owns an independent station serving Puerto Rico. Telemundo is the exclusive U.S. Spanish-language home of the world's two most popular sporting events, the FIFA World Cup and the Olympic Games, as well as the Premier League and Mexican soccer team Chivas. The #1 producer of scripted Spanish-language content in the U.S., Telemundo Global Studios includes Telemundo Television Studios, Telemundo Streaming Studios, and Underground Producciones. Telemundo's new Tplus content brand on Peacock features programming developed for the full spectrum of Hispanics. NBCUniversal Telemundo Enterprises is a division of NBCUniversal, a subsidiary of Comcast Corporation.



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NBCUniversal



NBCUNIVERSAL ONE PLATFORM REACHES 8 IN 10 U.S. HISPANICS

NBCU brings together the best stories that connect with U.S. Hispanics across all platforms. We bring together our unmatched reach and insights to develop deep relationships with your Hispanic consumers.

Source: H2'21-H1'22, Hispanic P18+, (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 H2'21-H1'22, P18+ is 1:1. Peacock based on comScore VMXJul'21-Jun'22. All YouTube data (competitor-specific YT assets and YT Parent-level) is Mobile/Desktop Only (exclCTV). Non-Linear Hispanic % Comps based on comScore MMX Multiplatform. Excl Apple News





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

What happens when you combine passion for culture with a dedicated ROI-driven purpose for businesses and brands?

TALENTO UNLIMITED

Launched in 2019, Talento Unlimited is a boutique content strategy agency that prides itself in representing multicultural content creators, TV hosts and business influencers, curating events, and managing organizational partnerships through branded content and storytelling programs that deliver results with cultural and sales impact.

The team works with carefully curated talent partners and resources to develop custom influencer content, while also offering services such as strategic planning, event sponsorship, talent management, and brand partnerships.



KANTAR

Helping clients grow via inclusion

Some reasons why the world's top brands partner with Kantar for DEI insights, trends and thought leadership:

1. US MONITOR DEI:

A syndicated solution delving into topics of cultural importance to Hispanics and other high-growth populations

2. Global MONITOR DEI Factbook:

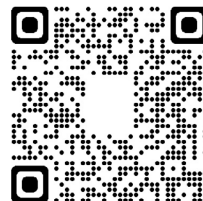
A solution to understand the state of diversity, equity and inclusion in 28 markets around the world

3. Cultural Streetscapes:

Local market missions to observe, interpret and report on what's shaping the leading edge of culture

4. Brand Inclusivity Assessment and Benchmarking:

Identifies missed opportunities for positioning and growth



**Reach out to Kantar
to learn more**

Adrienne Pulido, US Lead,
DEI MONITOR
adrienne.pulido@kantar.com

Valeria Piaggio, Global Lead, DEI
valeria.piaggio@kantar.com



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

Alfonso De Angoitia Noriega | Executive Chairman of TelevisaUnivision, Inc. & Co-Chief Executive Officer of TelevisaUnivision Mexico

Bernardo Gómez Martínez | Co-Chief Executive Officer of TelevisaUnivision Mexico

Carlos Ferreira | Executive Vice President, Chief Financial Officer of TelevisaUnivision

Pierluigi Gazzolo | Chief Executive Officer of ViX

Donna Speciale | President of TelevisaUnivision U.S. Ad Sales & Marketing

Ignacio Meyer | President of U.S. Networks

Olek Loewenstein | President, Sports Content

Leopoldo Gómez | President, News

Diane Kniewski | President of TelevisaUnivision U.S. Local Media

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 the global streaming services ViX and Blim TV, which altogether host over 50,000 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

- 2022 News and Documentary Emmy® Award for Outstanding News Program in Spanish: NOTICIERO UNIVISION with JORGE RAMOS and ILIA CALDERON
- 2022 News and Documentary Emmy® Award for Outstanding Science, Technology, or Environmental Coverage: UNIVISION NOTICIAS DIGITAL's story, "Unlivable Oasis"
- 2022 News and Documentary Emmy® Award for Outstanding Investigative Journalism in Spanish: AQUÍ Y AHORA's investigative story, "La Oscura Luz del Mundo (The Dark Light of the World)"
- 2022 Silver Telly Winner: Campaign - Branded Content for TelevisaUnivision's Hispanic Heritage Campaign 2021
- ViX named Apple TV's "2022 App of The Year"
- 2022 Silver Telly Winner: Campaign - Branded Content for TelevisaUnivision's Univision Holiday 2021



COMPANY NAME

TikTok for Business

YEAR FOUNDED

2018

OTHER OFFICE LOCATIONS

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

Sam Singh | GM of Global Business Solutions, North America

Jennifer Rivéra-Vega | US Head of Multicultural Advertising, Global Business Solutions

COMPANY DESCRIPTION

TikTok for Business is a global platform designed to give brands and marketers the solutions to be creative storytellers and meaningfully engage with the TikTok community.

With solutions that can deliver seamlessly across every marketing touchpoint, TikTok for Business offers brands an opportunity for rich storytelling through a portfolio of full-screen video formats that appear natively within the user experience.



COMPANY NAME

Warner Bros. Discovery US Hispanic

YEAR FOUNDED

1997

OTHER OFFICE LOCATIONS

6505 Blue Lagoon Drive Miami, FL 33126

COMPANY GENERAL E-MAIL ADDRESS

USHAdsales@wbd.com

OWNERSHIP/COMPANY AFFILIATION

Warner Bros. Discovery

TOTAL NUMBER OF EMPLOYEES

N/A

KEY PERSONNEL

David Tardio | Head of Ad Sales & Marketing
david.tardio@wbd.com

Hortensia Quadreny | Director of Programming
Hortensia.Quadreny@wbd.com

Cynthia Hudson | SVP CNN en Español Cynthia.
Hudson@wbd.com

Andrés Mendoza | Head of Acquisitions & Negotiations
Andres.Mendoza@wbd.com

MISSION STATEMENT

Warner Bros. Discovery's U.S. Hispanic division is the destination of choice for Hispanics seeking the most differentiated and complete portfolio of content and brands across television and streaming. The company combines entertainment, news and non-fiction content across four dynamic brands: Discovery en Español, Discovery Familia, Hogar de HGTV and CNN en Español.

COMPANY DESCRIPTION

Warner Bros. Discovery's U.S. Hispanic division is the destination of choice for Spanish-speaking audiences in the United States. The portfolio includes Discovery en Español, Discovery Familia and Hogar de HGTV. Discovery en Español connects Spanish-speaking viewers in the U.S. to the world and all its wonder and possibilities. Discovery Familia draws audiences into the unique lives of extraordinary, authentic, captivating characters. With diverse and fascinating characters, Hogar de HGTV inspires audiences to create and bring their personal vision of home and food to life. Fans of the networks can also enjoy their offerings with livestreaming and on-demand content via the "GO" TV Everywhere apps: Discovery en Español on Android and iOS; Discovery Familia on Android and iOS; and Roku and Fire TV.



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



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



[@discoveryenesp](https://www.youtube.com/@discoveryenesp)

[cnnespanol.cnn.com](https://www.cnn.com/cnnespanol)

COMPANY WEB ADDRESS

<https://younitemedia.com>

PRIMARY ADDRESS

409 N Hoston St., Suite 700
Dallas, TX 75202
214 206-4100

**COMPANY NAME**

YouNite Media

YEAR FOUNDED

2022

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@younitemedia.com

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

5

KEY PERSONNEL

Pedro Lerma Jr | CEO
plerma@younitemedia.com

Rodrigo Vallejo | CEO
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Richard Lyons | President
rlyons@younitemedia.com

Irma González | CFO
igonzalez@younitemedia.com

Melissa Sinkoski | COO
msinkoski@younitemedia.com

MISSION STATEMENT

YouNite Media exists, not only to fill a void in Hispanic-owned media platforms, but to empower Brands and Agencies with through a best-in-class demand-side platform (DSP). YouNite delivers all audience segments, superior media performance, and the ability to achieve corporate supplier diversity goals.