

HISPANIC MARKET GUIDE

CREDITS

The HMC 2026 Hispanic Market Guide was produced by the Hispanic Marketing Council.

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Special thanks to Big Voice Communications

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Leadership From Within: The Brands Winning the Future of the Hispanic Market.

We are beyond a conversation. What remains is a \$4 trillion question about who captures it.

This requires leadership from within—and it is quickly becoming the difference between growth and stagnation. This shift requires more than tactics. It demands a rethinking of how brands understand culture, relevance, and their role in consumers' lives.

Charting a Course in a Complex Moment

Ignore the Noise. Follow the Market.

The headlines are loud. Economic uncertainty. Geopolitical tension. Immigration enforcement. A climate that, at times, makes brands hesitate—unsure of how to show up, or whether to show up at all.

But beneath that noise, something more important—and more enduring—is happening: The fundamentals of the Hispanic market haven't changed. They've only strengthened.

The U.S. Hispanic population continues to drive growth across industries, shape culture across categories, and influence how America consumes, connects, and creates. The long-term trajectory is clear – the only thing that has changed is the environment around it.

The shift has already happened.

Latinos account for over half of U.S. population growth—reshaping the future consumer base and workforce. At **\$4.1 trillion in GDP**, the U.S. Hispanic market has reached a scale that forces a fundamental rethink of how growth is defined.

U.S. HISPANIC GDP

\$4.1T

The Pressure Is Real. So Is the Opportunity.

2026 Research from ThinkNow

60%

of Latinos are actively watching how brands respond to immigration-related events

70%

believe brands should take a role during moments that impact their communities

57%

have changed where they shop or what brands they support based on recent events

This is not passive behavior. This is a consumer base that is engaged, aware, and making decisions in real time.

*“One of the most compelling findings across the different waves of this study is just how closely younger populations are paying attention to how brands respond to social issues. Across race and ethnicity, Gen Z and younger millennials are watching what happens in their communities and expect brands to act in alignment with their values,” said **Northgate González Market Chief Marketing & Branding Officer Marina Filippelli**. “To me, this signals that while there are still those who believe brands should stay neutral or stay out of social issues entirely, that position is going to become increasingly difficult to hold. Social pressure will grow – not shrink – driven by a younger, more diverse, and more socially conscious consumer base.”*

The takeaway for brands is straightforward: if you don't know what your company stands for beyond your products and services, you need to start figuring that out now.

1. Silence Is a Strategy – But Not a Safe One

For some brands, the instinct is to pull back, stay neutral, avoid risk, and wait for clarity. But neutrality doesn't always land as intended.

“From our first wave in June 2025 to our third in early 2026, the share of Latinos reporting decreased trust in national brands due to the immigration raids rose from 28% to 32%. Most brands waited it out, assuming the issue would fade. It didn't,” said Roy Eduardo Kokoyachuk, co-founder & principal, ThinkNow. “The a-ha moment is that silence isn't a neutral strategy. There's alignment across Latino and non-Latino consumers on the expectation that brands do something – even if they disagree on what.”

In today's environment, 53% of Latinos would stop supporting a brand that disrespects immigrant communities.

Many also cite inaction or insensitivity as reasons to disengage.



This is why it matters so much for brands to have people from diverse communities embedded within their marketing and communications teams, both internally and at partner agencies. That diversity serves as a first line of defense. While DEI has faced significant backlash in today's environment, the underlying truth remains: whatever it is called and however organizations achieve it, **if marketing and communications teams are not diverse, brands are unnecessarily exposing themselves to criticism and reputational risk.**

The takeaway isn't that every brand needs to speak loudly. It's that every brand needs to act intentionally.

2. Consumers Are Asking for Authentic Support and Engagement

The data is clear on what resonates:

- Partnering with trusted community organizations
- Showing up with cultural relevance and respect
- Communicating in ways that feel accessible and inclusive

These aren't performative gestures. They are signals of alignment—of whether a brand understands the people it serves.

3. The Brands That Win Don't Waver - They Lean into Consistency

The most successful brands aren't reacting to the moment. They're grounded in something deeper.

*"Brands are better served by getting clear on their own values and understanding how meaningful engagement with both Latino and non-Latino consumers can coexist within them," said **Filippelli**. "Once a brand has that clarity, it becomes much easier to act consistently and authentically – without appearing to pander to one group or alienate another. There's no silver bullet here. The real work has to be done to define what those values are and how they show up in everyday marketing decisions."*

Brands don't disappear when the environment gets complex. They show up with clarity, consistency, and respect.

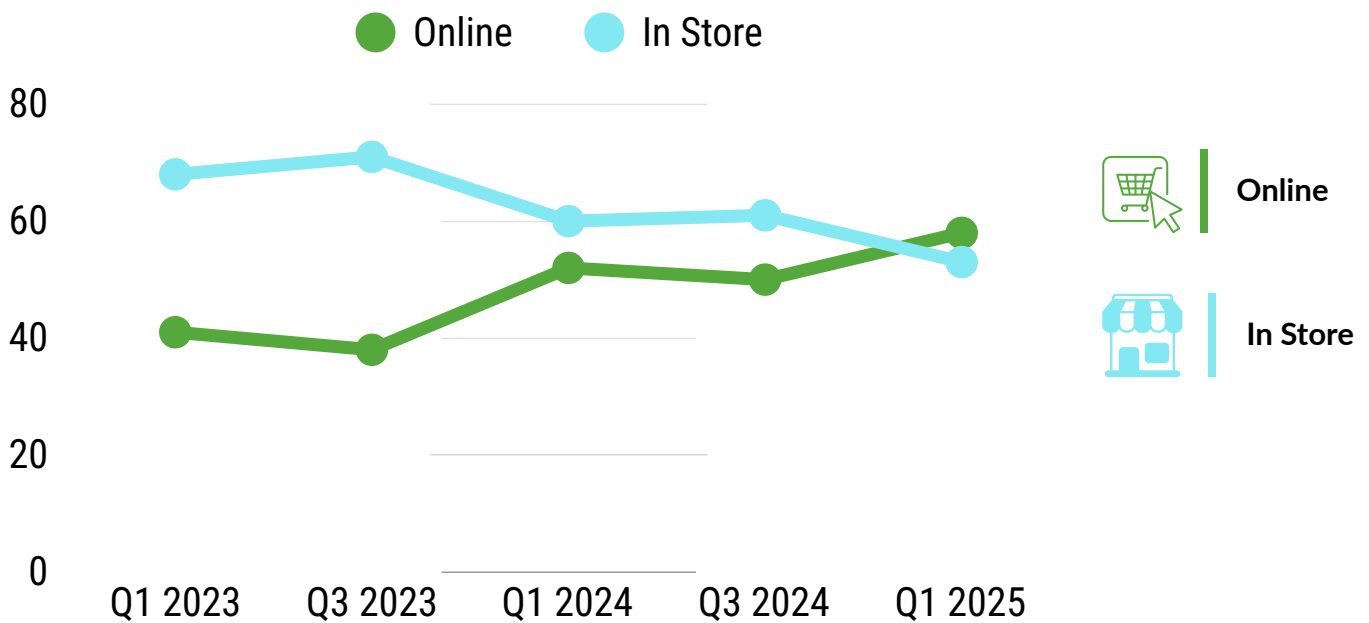
While 30% of non-Latinos prefer brands to stay neutral, brands must approach all segments with respect.

“What unites Latino and non-Latino segments is a baseline expectation of respect. Where they diverge is on public expression. So, our recommendation is for brands to start with what you can do internally: protecting employees, maintaining inclusive environments, making sure your policies aren’t alienating your customers,” added **Kokoyachuk**.
 “Ultimately, there isn’t one right response. Each brand needs to understand what their own customers expect and act accordingly.”

Regardless of noise, the Hispanic buying power has just shifted online – so brands need to take heed and adjust their customer journeys.

How Latino Shoppers Make Purchases Q1 2023-Q1 2025

(among all Latino shoppers who have purchased, average across all retailers)



Source: Kantar ShopperScape, Q1 2023 - Q1 2025

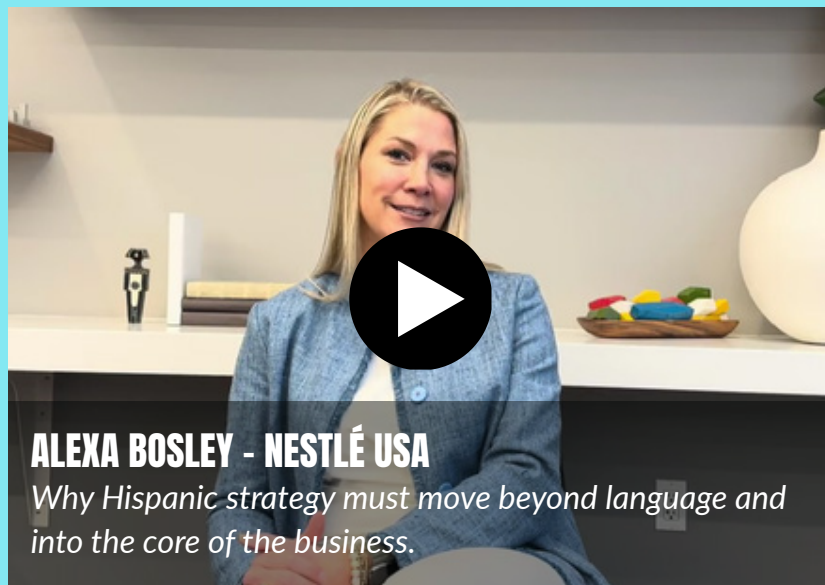
For years, brands approached the Hispanic market through translation—adapting existing campaigns into Spanish and calling it a strategy. Many still treat Latinos as an extension of general market strategy—rather than the driver of it.

Those approaches do not work. Hispanic Heritage Month is not a strategy.

“You need commitment for investment over time. You have to have a plan for a series of tests and refinements that will allow you to build your brand and build your trust—because, as we all know, relevance is compounded over time, and trust is the key ingredient,” said **Alexa Bosley, vice president & head of coffee marketing at Nestlé USA.** *“And you're never going to build trust by having just borrowed audiences in a Hispanic Heritage Month campaign, for example.”*

Today’s leaders understand that relevance comes from deeper insight: **emotional connection, cultural fluency**, and an understanding of how **identity** shapes decision-making.

“Regardless of the size of your organization, you’ve got to make sure that you are bringing your leadership team along with you, so that there is an appreciation for this consumer group as the future of your growth and the future of the relevance of your brand,” said **Bosley.**



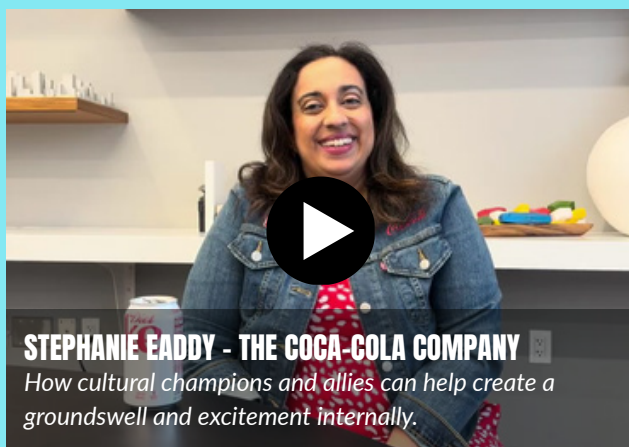
“ We see the Hispanic market and the Latino community as a huge growth opportunity for the Home Depot,” said **Molly Battin**, senior vice president and CMO of The Home Depot. “We know that by 2040, multicultural customers will be over 40% of the home improvement category, with Latinos being the fastest growing segment. That’s a huge opportunity for us. That long-term commitment will only continue as we move into the future.”



MOLLY BATTIN - THE HOME DEPOT

Why the Hispanic market is central to long-term growth—and how that changes investment decisions.

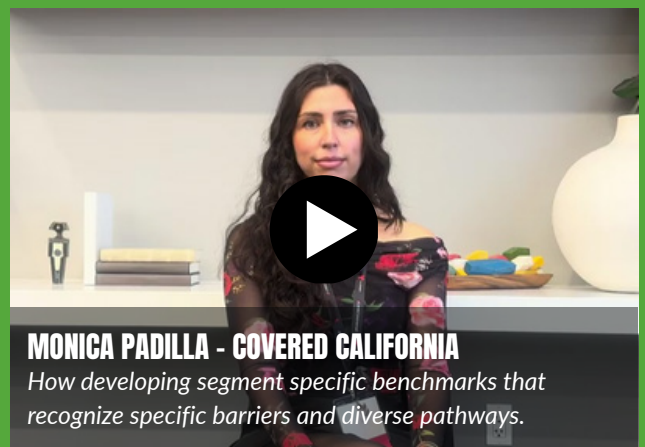
“One of the tactics that I've taken has been to identify cultural champions,” said **Stephanie Eaddy**, cultural marketing lead for The Coca-Cola Company. “I can then use that person as an additional extension of myself and my team to be a champion and carry that work forward. That's really key in creating a groundswell and in leveraging the network of our company to build capabilities inside the organization at scale.”



STEPHANIE EADDY - THE COCA-COLA COMPANY

How cultural champions and allies can help create a groundswell and excitement internally.

“From a media perspective, you need to adjust your benchmarks for the segment. What are those segment-specific nuances?” said **Monica Padilla**, brand strategy & paid media at Covered California. “For instance, the cost to enroll for a general market consumer is half the price than it is for Hispanic, but in my leadership team, that hasn't deterred us from spending money. It's actually caused us to increase the spending so we can better understand the barriers.”



MONICA PADILLA - COVERED CALIFORNIA

How developing segment specific benchmarks that recognize specific barriers and diverse pathways.

4. The Multiplier Effect: Why the Right Partners Matter

They build with partners who don't just execute—but shape strategy, challenge assumptions, and bring cultural intelligence into the core of the business.

“Having a specialist is a real advantage—because they help us to ensure that the compass stays pointed in the direction of really continuing to deeply understand and serve our Latino consumer groups,” said Nestlé’s Bosley. “Unfortunately, a lot of brands that have gotten distracted with the idea that a multicultural marketing approach is all encompassing, and I think that that’s one of the biggest mistakes. So, specialist agencies are helping to ensure that we go even deeper on relevance and understanding.”

Battin of The Home Depot agreed, “Alongside (our agency partner), we are able to really lean in, listen to the community, and understand cultural insights, so that our storytelling can really be authentic and true to what matters most to this community.”

Because in a market this dynamic, success isn't just about what you say. It's about who you build with—and how deeply they're embedded in the work.

5. The Consumer Is Not One Story—It's Many

Behind the growth numbers are real people navigating real barriers—access, trust, language, generational differences, and lived experience.

Despite outside noise, marketers must acknowledge the present moment honestly. Between 2023 and 2024, median income for Hispanic households increased by 5.5% and the poverty rate fell from 16.6% to 15.0% — but despite those gains, nearly two-thirds of Latinos today say their own financial situation is in only fair or poor shape.

As of about September 2025, economic and emotional uncertainty are deeply shaping Hispanic consumer sentiment:

78%

of Hispanic adults say economic conditions are only fair or poor.

~50%

expect economic conditions to worsen in the coming year.

42%

of Hispanic adults say they worry that they or someone close to them could be deported.

Sources: Pew Research, National Survey of Latinos (October 2025) | Pew Research, Latinos' Ratings of the U.S. Economy (November 2025)

Companies that ignore this tension — celebrating the market's scale while overlooking real economic anxiety — will misjudge both their messaging and their timing. The long-term opportunity is undeniable.

Effective strategies don't simplify that complexity. They embrace it. They seek to understand it. They approach it with humility and precision. Meaningful engagement starts with listening—deeply—and building strategies that reflect how people actually live.

6.Culture: The Strategy Behind the Strategy

For years, culture was treated as a creative layer—something applied after the strategy was set. Today, culture is the strategy itself. Why? Because language evolved, but **culture endures**. And that is the key to personalization.

“AI is giving us the ability, more than ever before to really deliver a highly personalized message to a consumer who's in need of a product, a service, or a creator,” said **Yvette Baez, head of industry for healthcare at Google**. “Yes, we can use AI to create beautiful things, but we also ultimately want to make sure that what we're doing is resonating—and that is the importance of leaning into culture. People often mistake Hispanic and multicultural marketing with language. The reality is, over the years, we've learned that when language fades, culture persists.”



Latino consumers are not just evaluating products. They are evaluating whether brands understand them... and whether they show up authentically, consistently, and with purpose.

“I think studios and networks should really start thinking about audiences again. I think that's been lost for a while. I have experienced it personally on the mainstream, traditional media side—how studio heads water down our stories, like ‘We don't want the characters to speak Spanish,’ and that's just tip of the iceberg,” said **Jenny Lorenzo, content creator, YouTuber, and actress**. “Content creators are successful because we don't have people at the top telling us what we can and cannot do. We know our audience, we know our culture, so we're going to be **100% authentic**, and that's why we get the views and the and the loyalty and the support.”



Audiences today can instantly detect when culture is being used as decoration rather than foundation—and they disengage just as quickly.

“There's an important distinction between authentic and not authentic. I think a lot of want to cash in on cultural cache, but then they put parameters, like speaking English all the time or saying the name of the brand at first,” said **Kevin Bosch, video producer and content creator for Abuela**. “And when audiences see that, they don't buy it. It has to feel organic. It has to feel like it's really part of the story, or an actual thing that the character genuinely enjoys.”

“Audiences can tell when it's not real.”

— Jenny Lorenzo, Actor, Writer and Content Creator

Collage Group frames the strategic imperative clearly: authentic Spanish elevates trust even among bilingual consumers, and a fluid blend of heritage pride and U.S. ambition shapes purchasing decisions. Collage Group's 2025 State of Brand Cultural Fluency Report found a 4.5% average increase in cultural fluency scores in the first half of 2025, signaling that more brands are embedding cultural intelligence into their strategies — but significant gaps remain.

7. Digital Behavior: Where Culture Meets Technology

The Latino consumer is not adapting to the digital world—they are helping define it.

DIGITAL FIRST; MOBILE ALWAYS.

Latino consumers are **1.5x more likely to shop online** than the general population, according to **NielsenIQ, Hispanic Consumers Redefining Retail**.

“At Google, we often talk about AI as a flywheel that allows you to reach the right consumer in the right context with the right content,” said **Google’s Baez**. “If you think of that through the lens of personalization and multicultural, AI is collecting all of these signals that help us interpret your likes, your behaviors, your predispositions, and we can deliver a message that’s culturally relevant to you, regardless of ethnicity or race, and you can even target down to like time of day.”

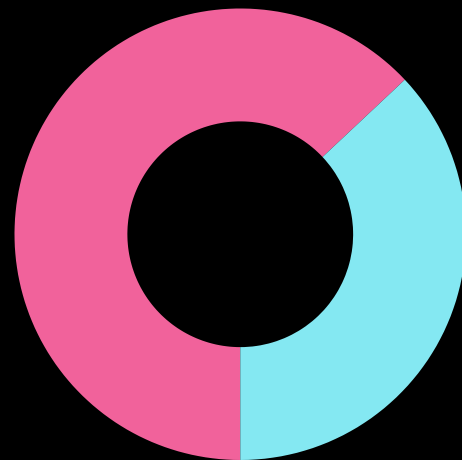


“I think the beauty of the Coca-Cola company is that there’s a universal truth about what the brand stands for, and the brand really stands for optimism and joy. The way that people celebrate joy or showcase our optimism can vary from market to market, place to place, culture to culture,” said **Coca-Cola’s Eaddy**. “And so the first thing that we do when we think about how we’re going to connect with a consumer is really understand that consumer, and what it is that consumer is looking for, and what role does a brand have in their lives.”



Because influence doesn't live in categories. It lives in culture.

Authenticity drives action.
63% of Hispanics are more likely to buy from brands that reflect their culture, according to Nielsen's 2023 Hispanic Sentiment Study.



8.Values Drive Purchase

NielsenIQ research finds that Latino consumers prioritize protecting family, honesty, and freedom — alongside ambition, hard work, and self-esteem — and are more likely than the total U.S. population to emphasize family stability, authenticity, and aspiration as guiding principles. **ThinkNow** research reinforces this: Latino consumers generally value collectivism, making them more likely to make purchasing decisions based on input from family and friends.

Optimism is a defining trait: 75% of Latino consumers are confident their economic situation will improve in the next 12 months, compared to just 60% of the total U.S. population — making them particularly receptive to brands that align with growth, progress, and empowerment. Marketers who lead with aspiration and community, rather than price alone, win this audience.

Sources: NielsenIQ, Multicultural Momentum (2025) | NielsenIQ, Diverse Voices: Hispanic Consumers | ThinkNow Hispanic Market Research

Proof: What Winning Looks Like - The Best in Hispanic Marketing

The Home Depot - 2026 HMC Marketer of the Year

There's a difference between showing up—and showing up consistently. For more than a decade, The Home Depot has built a Hispanic marketing strategy grounded in **long-term commitment, cultural intelligence, and trust**—earning its recognition as the 2026 Hispanic Marketing Council Marketer of the Year.



As The Home Depot SVP and CMO Molly Battin explains, “The strategy starts with listening—using cultural insight to show up in ways that feel relevant, respectful, and useful in the moments that matter most.”

What sets The Home Depot apart isn't a single idea - it's consistency.

For more than 15 years, the brand has partnered with LERMA/ to deliver:

- Culturally grounded storytelling
- Insights-driven creative
- Sustained engagement over time

The result: stronger insight, sharper execution, and deeper connection.

Campaigns like *Latina Doers* reflect that approach—celebrating real stories while reinforcing the brand's role as a trusted partner. In addition, The Home Depot's commitment extends beyond campaigns. Through initiatives like its partnership with Hispanic Association of Colleges & Universities (HACU), The Home Depot is investing in education, opportunity, and long-term growth within the community.

And they're not stopping there, as they engage with Latino communities through passion points, including sponsorship of FIFA and the Mexican National Team.

“ It's really important for us to continue this relationship and grow with the next generation, and so we are investing in sports properties like the Mexican national team,” said **Battin**. “We've been sponsors of the Mexican national soccer team since 2003 and now we're going even bigger in soccer by sponsoring FIFA to truly connect with younger Latinos – not to mention Hispanic pro soccer is one of the fastest growing sports here in the U.S.”



WHY THE HOME DEPOT WON 2026 HMC MARKETER OF THE YEAR

- **Long-term commitment**
More than 15 years of sustained investment in the Hispanic market—not seasonal, not reactive.
- **Strong strategic partnership**
Deep collaboration with culture specialists to bridge brand and community authentically.
- **Beyond marketing impact**
Investment in education, workforce, and community through initiatives like HACU.
- **Consistent, standout creative**
Campaigns like Latina Doers that celebrate real stories and build emotional connections.
- **Culture-led strategy**
Built on real insights, not assumptions—ensuring relevance across moments that matter.

HMC Strategic Excellence Awards: The Work Setting the Standard

Now in its 20th year, the Strategic Excellence Awards Powered by Collage Group spotlight the work that is moving Hispanic marketing forward—not just creatively, but strategically and commercially.

This year's winners reinforce a clear shift: the most effective campaigns don't "target" Latino consumers—they are built from cultural truth, executed with precision, and designed to drive real results.

*"A lot of work checks the boxes—the music, the food, the flag—and still feels like it's observing us from the outside. Like a postcard of our culture, not a letter from inside it," said **Jury Co-President Luis Miguel Messianu, founder-president-chief creative officer at MEL**. "What separates truly great Hispanic work from well-intentioned work is inclusion without exception."*

According to **Jury Co-President Stephanie Eaddy, cultural marketing lead, North American operating unit at The Coca-Cola Company**, the strongest campaigns share a few key traits.

"Excellence in Hispanic marketing in 2026 looks like authenticity, consistency, and cultural resonance. When companies and brands show up in a way that demonstrates that they are listening and learning from their audience, you see it in the work that they do. And I also think it's important that we consistently connect with these audiences and provide value to the conversation and to the community that we serve."

"This work doesn't observe culture from the outside. It lives inside it."

— Jury Co-President Luis Miguel Messianu, Founder-President-Chief Creative Officer at MEL

Grand Prix: “Baseball Origin Stories” – Remezcla for MLB

Baseball isn't just a sport—it's heritage. Remezcla's Grand Prix-winning campaign reimagined MLB through the lens of Latino identity, telling emotionally rich origin stories of star players rooted in family, culture, and pride. By centering culture as the foundation—not an overlay—the work deepened connection with Latino fans and delivered standout engagement at scale.



Best in Show: “The Last of the Non-Cafecito Lovers” – Casanova//McCann for Coffee mate

To win back Latino consumers, Coffee mate did the unexpected: it flipped cafecito culture on its head. By centering an “anti-influencer”—a Latino who didn't like coffee—the campaign tapped into a deeply insider insight and sparked conversation across the community. The result was a bold, culturally fluent idea that drove both engagement and measurable sales growth.



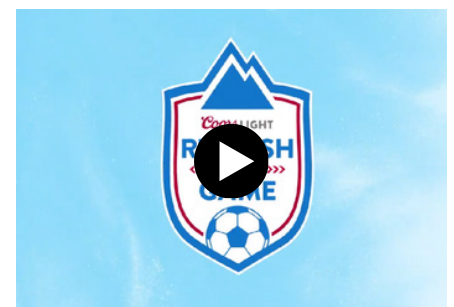
Gold: “Corridos Rescue Corridos” – Casanova//McCann for the LGBTQ Center OC, The Translatina Coalition, Universal Music Publishing Group and D Luna Music

This campaign took one of the most traditional genres in Latino culture—corridos—and used it to challenge stigma. By telling the story of LGBTQ+ youth homelessness through music, the work turned culture into a platform for empathy, visibility, and real-world impact—proving that meaningful marketing can move both hearts and outcomes.



Gold: “Refresh the Game” – alma for Coors Light

In a crowded category, Coors Light didn't just show up in soccer—it reinvented its role. Grounded in the insight that soccer is anything but “chill,” the campaign transformed that tension into innovation—from cooling jerseys to product extensions—creating culturally relevant experiences that drove growth, retail momentum, and massive earned media.



Eddy on what brands need to do - and where they fall short - to differentiate their campaigns as award winners:



“We looked for the actions taken to demonstrate that this was not just a really fun, bold, creative idea—which we love those—but actually was a business driver, a performance driver, based on the objectives set out from the creative,” added **Eddy**.

WHAT WINNING WORK GETS RIGHT: Strategic Excellence Awards Insights

- **Starts from cultural truth**
The strongest campaigns don’t “feature” culture—they are built from it, grounded in real behaviors, tensions, and lived experience.
- **Takes risks rooted in insight**
From anti-influencers to redefining cultural symbols, winning work challenges conventions—but always with purpose, not gimmicks.
- **Shows up from within, not outside**
The difference between good and great is perspective. The best work reflects culture authentically—what the jury called *inclusion without exception*.
- **Turns insight into action**
It doesn’t stop at storytelling. It creates experiences, participation, and real-world relevance that audiences can feel.
- **Delivers measurable impact**
Engagement, growth, sales, cultural relevance—winning work proves that creativity and performance go hand in hand.

CONCLUSION: 100% OR NOTHING

The message from today's leading marketers is consistent:

Partial efforts deliver partial results.

The Hispanic market demands—and rewards—full commitment.

Not just in campaigns.

Not just in messaging.

But in how organizations think, operate, and grow.

Because this is not a segment of the future. **It is the now.**

YOUR COMMITMENT

100%

COMMITMENT

1. Scale and Growth

Between 2000 and 2024, the U.S. Latino population **nearly doubled**—rising from 35.3 million to 68 million—as Latinos accounted for **56% of all U.S. population growth** during that period, a greater share than any other racial or ethnic group. In 2024, 32% of all infants born in the U.S. had a Hispanic mother or father—significantly larger than the 20% share of the population that is Hispanic.

The workforce data is equally compelling. Between 2020 and 2030, Latinos accounted for 78% of all new workers and are projected to represent 22.4% of the U.S. labor force by 2030. This isn't a future opportunity—it's the engine of today's workforce and the force defining tomorrow's consumer demand.

Sources: Pew Research Center, Key Facts About U.S. Latinos | ThinkNow Hispanic Market Research

Young and Family Oriented

31

median age

37%

of households have children under 18, vs. 24% of non-Hispanic households.

Investing in America

19.5%

of active duty military are Hispanic

\$650M+

in revenue generated by Hispanic-owned businesses

Sizeable Segment

68.1M

Latinos live in the U.S.

1/5

of the U.S. population

Bilingual and Involved

71%

of Latinos ages 5+ were English proficient but 68% speak some Spanish

58%

expect brands to support causes they care about

Economically Influential

- 5th largest economy in the world
- 2nd fastest growing economy behind China
- GDP, income, and purchasing power, are growing at least 2x as fast as the rest of the U.S. economy
- High-income Latino earners grew 6x faster than non-Latinos. If this trend continues for the next decade, more than 39% of new high-income earners will be Latino

Sources: U.S. Census 2024, 2024 Official LDC U.S. Latino GDP Report, Pew Research Center 2025, U.S. Department of Defense 2023, and Nielsen Attitudes on Representation Survey 2025.

2. The Consumer: Who They Are and How They Spend

The Entrepreneurial Engine Inside the Market

Hispanic-owned businesses have grown at an average annual rate of 7.7%, compared to just 0.46% for all employer businesses, and in 2022 generated over \$653 billion in total revenue while employing more than 3.5 million people. Manufacturing alone contributed \$457.4 billion to the Latino economy in the most recent reporting period, marking a 48.4% year-over-year increase.

Corporations that engage this community only as consumers—and not as partners, suppliers, and co-investors—are operating with a fundamental blind spot.

Sources: LDC 2024 Official U.S. Latino GDP Report™ | LDC 2024 Fast Facts

According to McKinsey, if Hispanic-owned businesses could scale at the same rate as other firms, they could add more than \$1 trillion in revenue to the U.S. economy and create millions of new jobs.

Latino Youth: The Next Majority, Driving What's Next

With more than a **third of Hispanic consumers under the age of 21**, there is significant opportunity for companies to build relationships that become long-lasting loyalty in later, higher-earning stages of life. That younger demographic is digitally native by default.

In 2025, 30% of Hispanic consumer dollars were spent online compared to 26% in prior years, with Gen Z and Millennial Hispanic households—who together account for 65% of Hispanic spending—nearly 1.5 times more likely to skew toward online than the total U.S. population. Additionally, ThinkNow data shows that 41% of U.S. Hispanic consumers shop online at least once a week. Brands optimizing for traditional channels first are already behind where this consumer is going.

Latino Youth is reshaping the future workforce, consumer base, and innovation pipeline—right now.

Sources: NielsenIQ, Hispanic Consumers Redefining Retail (2025) | ThinkNow, Clicks vs. Carts: 2025 Shoppers Report

They are the future of America—already.

- 25% of young Americans: Latinos are the largest non-White group among youth.
- 1 in 4 girls under 18 in the U.S. is Latina, signaling a generational shift in who drives culture and consumption next.

They are the youngest major demographic.

Median age: ~30 vs. ~40+ for non-Latinos—a full decade of advantage in workforce entry, earning, and spending power.

Population growth is youth-driven.

Latino population growth is 1.8% vs. just 0.2% for non-Latinos, fueled largely by younger generations.

They dominate the next generation.

Over 27% of Gen Alpha is Latino, making them the largest share of the upcoming consumer and workforce cohort.

They are overwhelmingly U.S.-born.

94% of Latinos under 18 are U.S.-born or naturalized—this is a domestic growth story, not an immigration story.

They are bilingual, bicultural, and influential.

The vast majority speak English fluently while staying rooted in culture—making one thing clear: language doesn't unlock this audience, culture does. For Latino youth in particular, in-culture relevance isn't a nice-to-have, it's the expectation.

They are essential to economic stability.

As the U.S. ages, Latino youth are filling critical labor gaps, sustaining productivity and long-term growth.

They are AI-native and tech-forward.

Latino teens over-index in AI usage—from homework to content creation—building a future workforce that is digitally fluent from day one.

They are building the STEM pipeline.

Latino students are driving the fastest growth in engineering degrees, positioning them to power future innovation and tech industries.

They feel disconnected from many brands.

76% feel brands treat them as an “afterthought,” highlighting a critical gap that businesses must address.

Latino youth aren't just “the future”—they are the fastest-growing, most culturally influential, and most economically critical generation in America today.

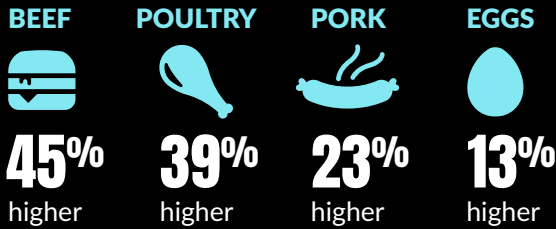
Ignore them, and you miss the market. Invest in them, and you're investing in where growth is going next.

Sources: Claritas 2023 Hispanic Market Report and U.S. Census Bureau, U.S. Department of Commerce and LDC U.S. Latino GDP Report 2025.

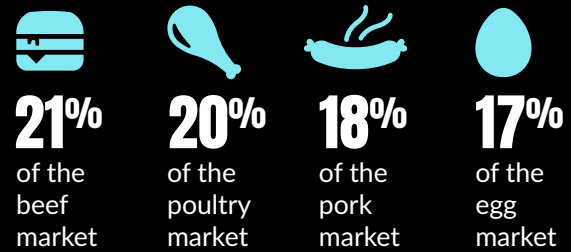
Outpacing Segments in Spending

With money to spend, U.S. Latino household spending patterns demonstrate strong consumer demand.

While average U.S. Latino household spending on food is only 5% lower than that of non-Latino households, spending on specific food categories is significantly higher:



Based on these patterns, Seidman estimates that U.S. Latinos account for:



Businesses in real estate, property management, and home furnishings must engage U.S. Latino consumers to remain competitive.

U.S. Latino households spend on average:

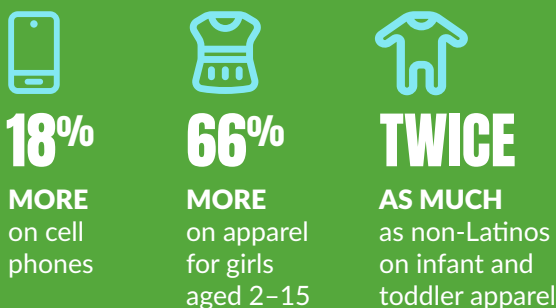


U.S. Latinos account for:



Businesses in real estate, property management, and home furnishings must engage U.S. Latino consumers to remain competitive.

U.S. Latino households spend on average:



U.S. Latinos account for:



Sources: Seidman Research Institute, L.A. Weekly Sept 2023

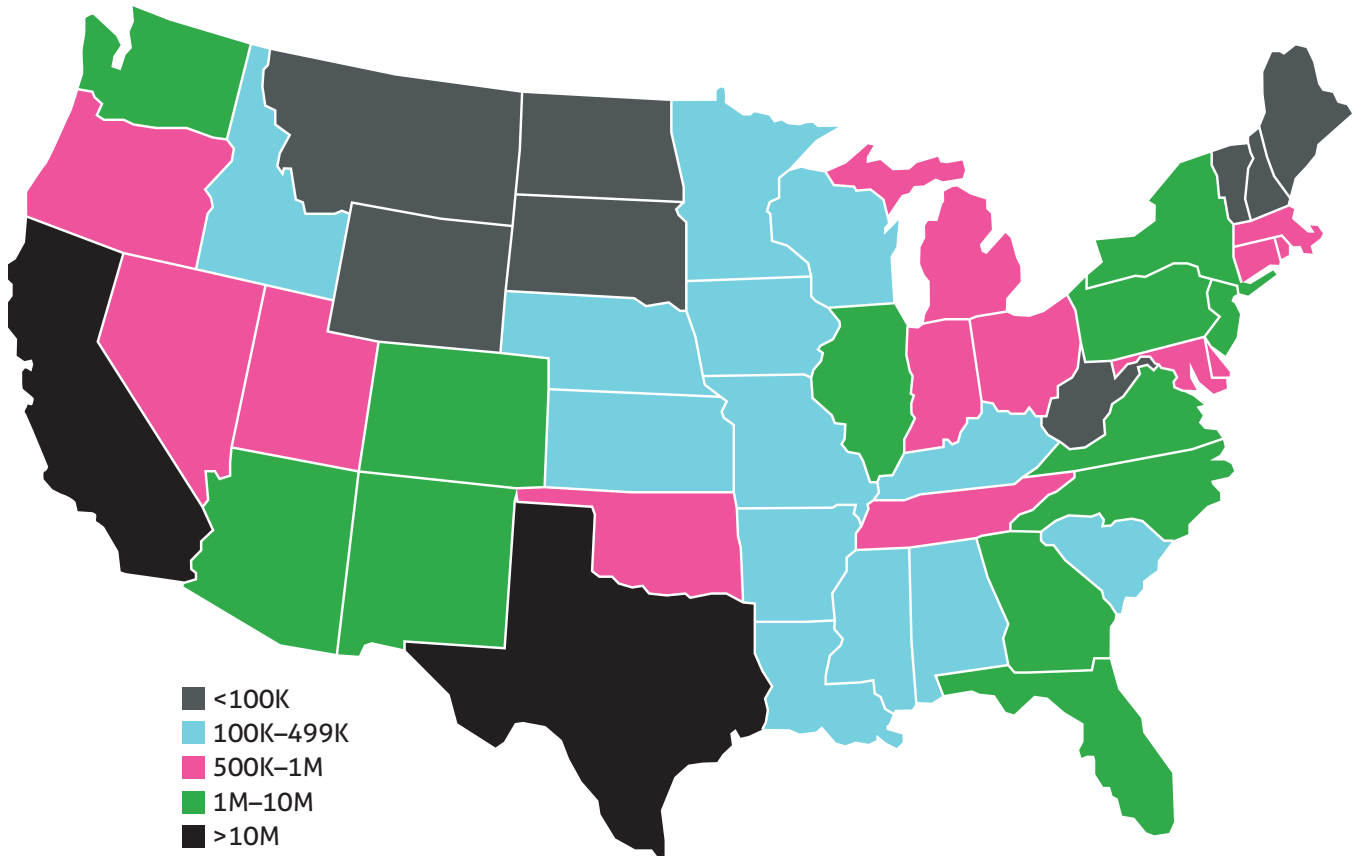
3. Where They Are: Top Hispanic Markets and Counties

Rank	Designated Market Area (DMA)	Hispanic TV Homes
1	Los Angeles, CA	2,253,320
2	New York, NY	1,721,590
3	Miami-Ft. Lauderdale, FL	946,260
4	Houston, TX	938,530
5	Dallas-Ft. Worth, TX	755,530
6	Chicago, IL	687,270
7	San Antonio, TX	556,310
8	Phoenix (Prescott), AZ	504,090
9	San Francisco-Oakland-San Jose, CA	491,440
10	Orlando-Daytona Beach-Melbourne, FL	435,800
11	Tampa-St. Petersburg (Sarasota), FL	409,080
12	Sacramento-Stockton-Modesto, CA	384,930
13	Harlingen-Weslaco-Brownsville-Mcallen, TX	384,600
14	Philadelphia, PA	365,070
15	Washington, DC (Hagerstown, MD)	339,320
16	Fresno-Visalia, CA	332,890
17	Denver, CO	325,140
18	San Diego, CA	318,370
19	El Paso, TX (Las Cruces, NM)	296,880
20	Albuquerque-Santa Fe, NM	283,910
21	Atlanta, GA	271,810
22	Austin, TX	269,710
23	Boston, MA (Manchester, NH)	258,010
24	Las Vegas, NV	236,320
25	Seattle-Tacoma, WA	198,700
26	West Palm Beach-Ft. Pierce, FL	176,930
27	Salt Lake City, UT	157,900
28	Tucson (Sierra Vista), AZ	157,570
29	Hartford & New Haven, CT	156,180
30	Portland, OR	147,460

Source: Nielsen Local Television Market Universe Estimates: Hispanic or Latino TV Households Jan 1, 2026

In 2024, California and Texas had the nation's largest Hispanic populations

2024 U.S. Hispanic population, by state



Source: Pew Research Center analysis of 2024 American Community Survey (U.S. Census Bureau).

Top Counties by Hispanic Population

DMA	County Name	DMA Name	Total TVHHs	Hisp TVHHs
1	Los Angeles	Los Angeles, CA	3,265,710	1,287,290
2	Miami-Dade	Miami-Ft. Lauderdale, FL	1,009,180	698,170
3	Harris	Houston, TX	1,808,850	678,940
4	Cook	Chicago, IL	2,065,290	428,040
5	Bexar	San Antonio, TX	767,990	419,690
6	Maricopa	Phoenix (Prescott), AZ	1,721,610	415,070
7	San Bernardino	Los Angeles, CA	668,650	324,840
8	San Diego	San Diego, CA	1,142,730	318,370
9	Dallas	Dallas-Ft. Worth, TX	971,970	318,080
10	Orange	Los Angeles, CA	1,052,590	271,490
11	Riverside-W	Los Angeles, CA	604,400	263,280
12	Bronx	New York, NY	469,290	251,200
13	Hidalgo	Harlingen-Weslaco-Brownsville-McAllen, TX	273,710	245,540
14	El Paso	El Paso, TX (Las Cruces, NM)	300,190	242,490
15	Broward	Miami-Ft. Lauderdale, FL	776,080	240,810
16	Clark	Las Vegas, NV	899,940	232,910
17	Tarrant	Dallas-Ft. Worth, TX	798,430	198,620
18	Queens	New York, NY	782,260	197,510
19	Orange	Orlando-Daytona Beach-Melbourne, FL	558,270	172,270
20	Hillsborough	Tampa-St. Petersburg (Sarasota), FL	604,810	161,780
21	Kings	New York, NY	905,870	157,220
22	New York	New York, NY	759,340	155,450
23	Fresno	Fresno-Visalia, CA	313,710	152,370
24	Travis	Austin, TX	556,660	142,470
25	Kern-W	Bakersfield, CA	250,000	131,500
26	Pima	Tucson (Sierra Vista), AZ	439,580	130,370
27	Santa Clara	San Francisco-Oakland-San Jose, CA	640,390	123,040
28	Cameron	Harlingen-Weslaco-Brownsville-McAllen, TX	135,010	115,290
29	Bernalillo	Albuquerque-Santa Fe, NM	261,600	113,700
30	Sacramento	Sacramento-Stockton-Modesto, CA	560,220	112,960

Source: Nielsen 2025-2026 Universe Estimates: DMA, County, and State Level Hispanic or Latino TV Households and Persons by Age/Sex Therein, Jan 1, 2026

Counties with Highest Hispanic Percentages of the Population

DMA	County Name	DMA Name	Percentage
1	Kenedy	Corpus Christi, TX	100%
2	Starr	Harlingen-Weslaco-Brownsville-McAllen, TX	97%
3	Webb	Laredo, TX	95%
4	Maverick	San Antonio, TX	95%
5	Zavala	San Antonio, TX	94%
6	Zapata	Laredo, TX	93%
7	Brooks	Corpus Christi, TX	91%
8	Hidalgo	Harlingen-Weslaco-Brownsville-McAllen, TX	90%
9	Dimmit	San Antonio, TX	89%
10	La Salle	San Antonio, TX	89%
11	Jim Hogg	Corpus Christi, TX	88%
12	Willacy	Harlingen-Weslaco-Brownsville-McAllen, TX	88%
13	Cameron	Harlingen-Weslaco-Brownsville-McAllen, TX	85%
14	Imperial	Yuma, AZ-El Centro, CA	84%
15	Duval	Corpus Christi, TX	83%
16	Reeves	Odessa-Midland, TX	82%
17	Guadalupe	Albuquerque-Santa Fe, NM	81%
18	El Paso	El Paso, TX (Las Cruces, NM)	81%
19	Hudspeth	El Paso, TX (Las Cruces, NM)	80%
20	Val Verde	San Antonio, TX	79%
21	Presidio	Odessa-Midland, TX	79%
22	Jim Wells	Corpus Christi, TX	77%
23	Frio	San Antonio, TX	75%
24	Santa Cruz	Tucson (Sierra Vista), AZ	75%
25	Mora	Albuquerque-Santa Fe, NM	74%
26	San Miguel	Albuquerque-Santa Fe, NM	74%
27	Deaf Smith	Amarillo, TX	73%
28	Pecos	Odessa-Midland, TX	71%
29	Crane	Odessa-Midland, TX	69%
30	Miami-Dade	Miami-Ft. Lauderdale, FL	69%

Source: Nielsen 2025-2026 Universe Estimates: DMA, County, and State Level Hispanic or Latino TV Households and Persons by Age/Sex Therein, Jan 1, 2026

There are 89 counties with Latino populations of 50% or more.

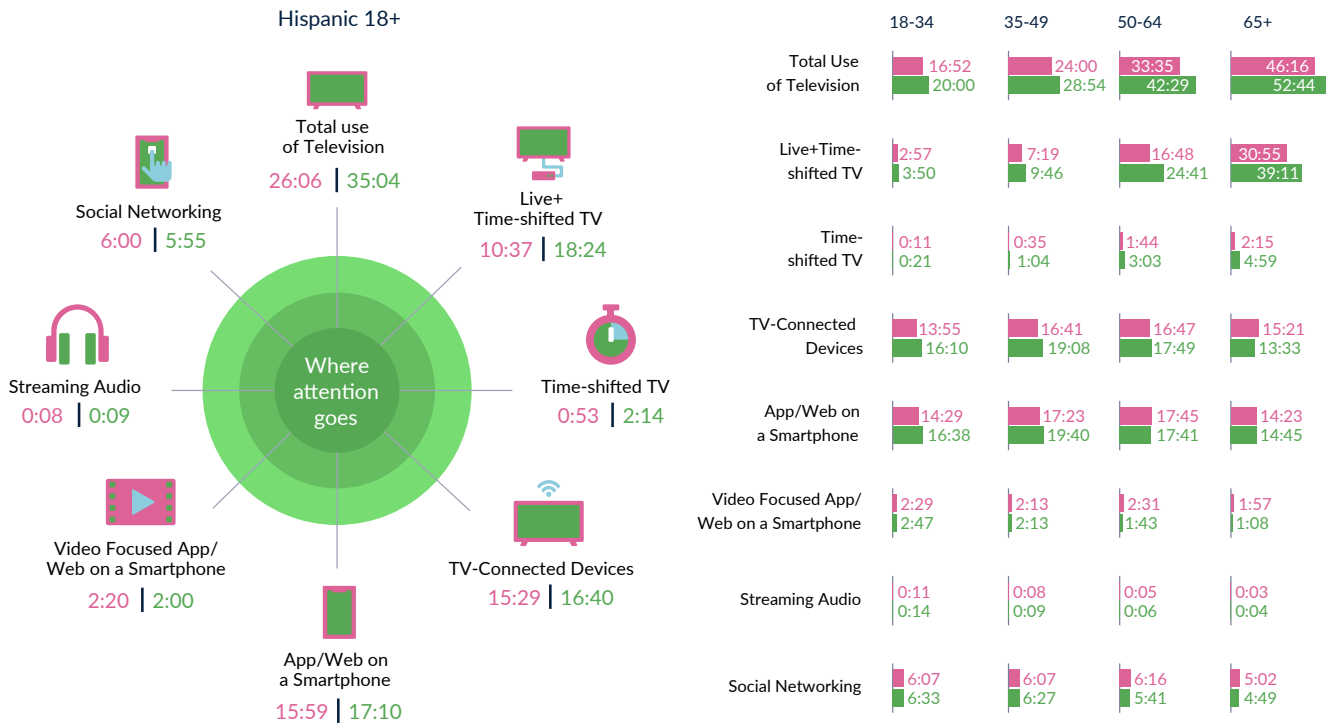
4. How They Consume Media: Streaming, Social, and Digital

Hispanic viewers are accelerating the move to streaming, especially among younger, cord-cutting audiences. While linear TV still plays a significant role for Spanish-language content, the majority of attention has shifted to flexible, on-demand platforms.

Weekly time spent with TV and mobile

Shared in Hours: Minutes

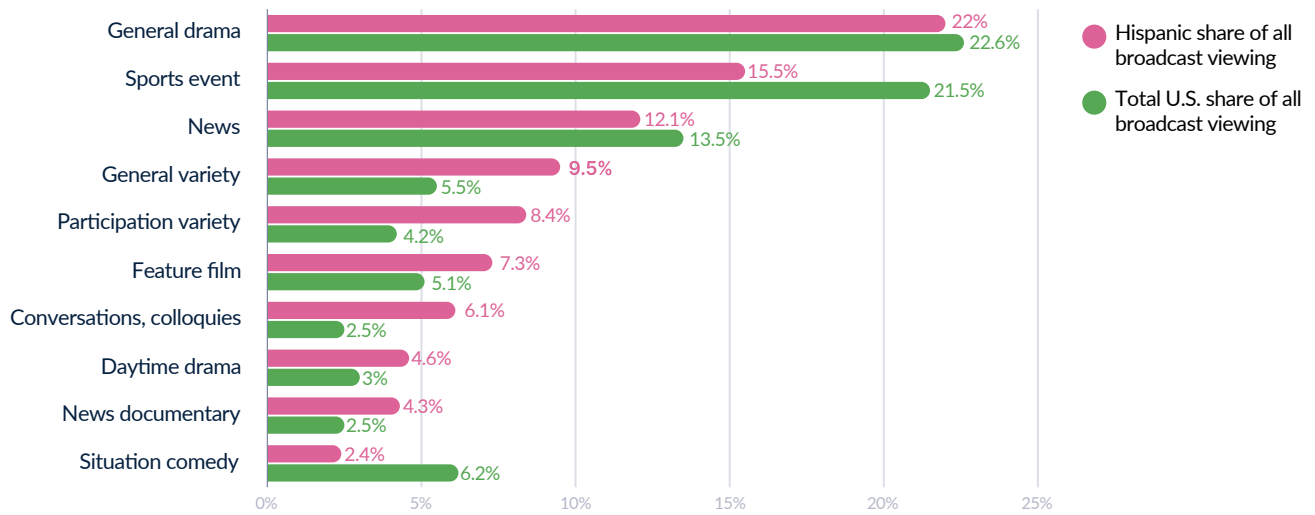
- Hispanic
- U.S Population



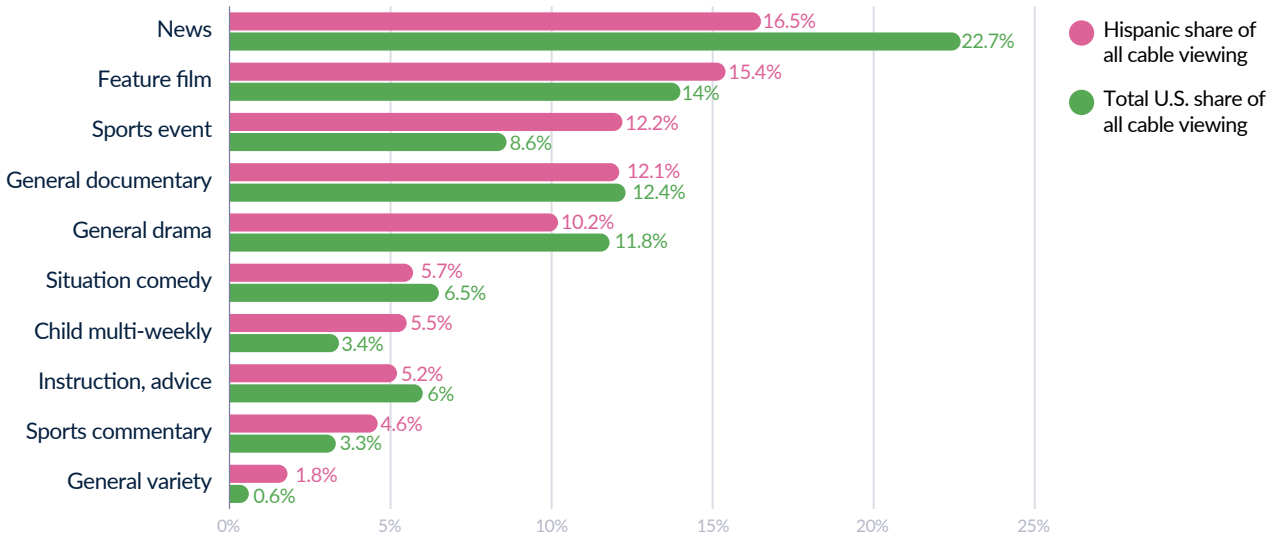
Source: Nielsen 2025 Diverse Intelligence Series

Connecting through content: Where Hispanic audiences watch by genre

Share of broadcast viewing

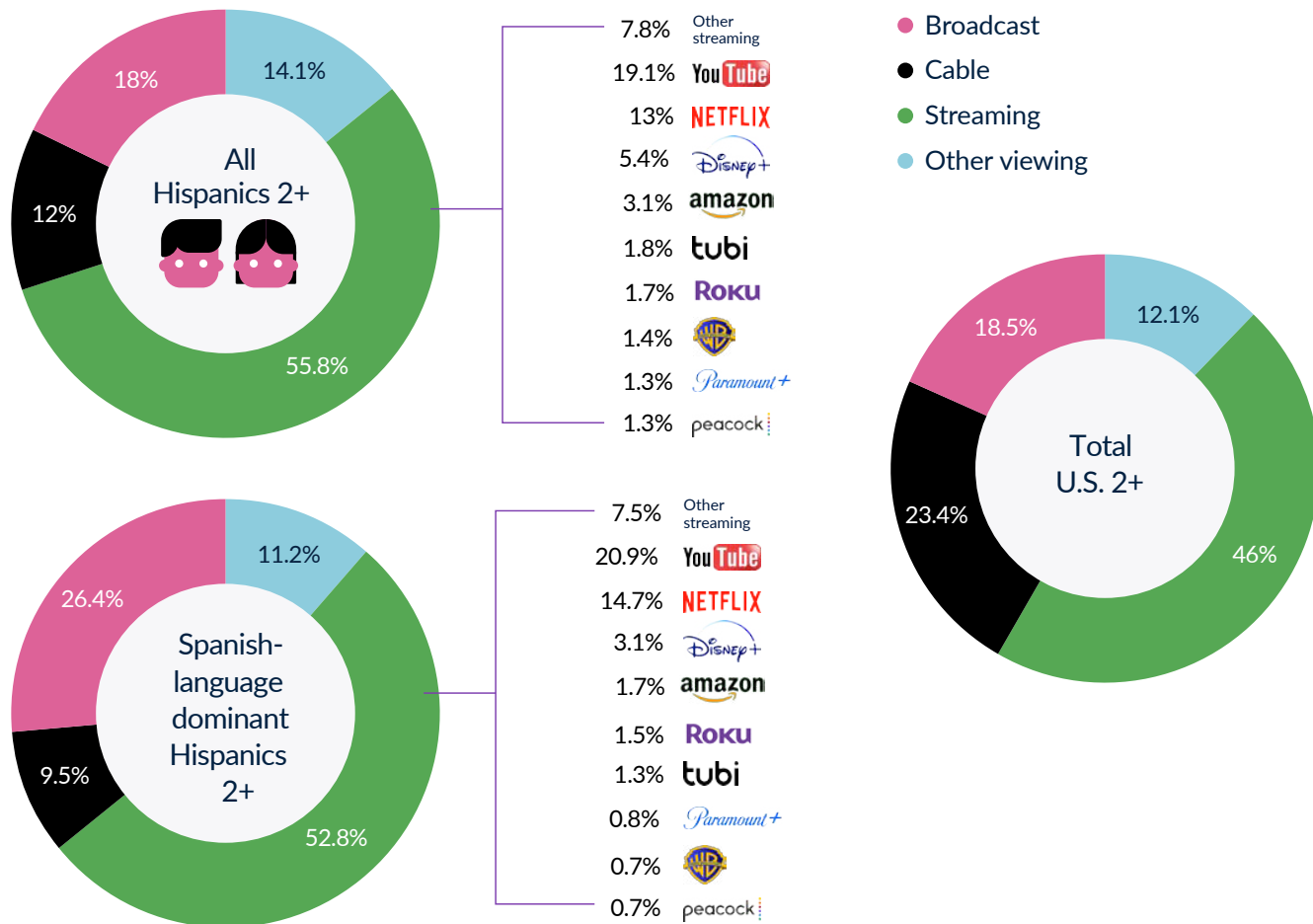


Share of cable viewing



Source: Nielsen National TV Panel Data, Total U.S., P2+, 2024

How Hispanic audiences in the U.S. watch TV across platforms



Note: "Other" includes all other TV usage that does not fall into the broadcast, cable or streaming categories. Streaming of linear content has been removed from streaming (but does count toward broadcast and cable). Disney Streaming includes viewing on Disney+, ESPN+ and Hulu SVOD. Source: Nielsen National TV Panel Data augmented by Streaming Platform Ratings, persons 2+, June 2025

Latinos Are Leading the Streaming Revolution

Streaming isn't just growing—it's being defined by Latino audiences. While the industry talks about a shift, Latinos have already made it. They watch more, adopt faster, and engage deeper, especially on platforms that reflect their culture and identity. This isn't a trend they're following. It's one they started.

Latino audiences are ahead of the market in the shift to streaming. In 2025, 55.5% of Latino TV time is spent streaming, outpacing the total U.S. population.

Streaming has not reversed audience erosion for legacy media. The issue is not distribution but, rather, content relevance, particularly underrepresentation behind and in front of the camera.

Streaming Goes Hybrid

The streaming market has shifted from subscriber growth to profitability.

- **46%** of premium subscriptions are ad-supported, according to a 2025 report by Antenna.
- **71%** of new subscribers choose ad-tier plans.

Latino audiences over-index in this model, according to a 2024 report by LG AdSolutions:

- **60%** of Hispanic CTV users say that streaming TV ads are more relevant to them, 24% higher than the total population.
- **44%** pay more attention to ads while streaming, 31% higher than the general population.
- **64%** pay more attention to ads that portray them **accurately**, 27% higher than the total population.

FAST and AVOD platforms (Tubi, Pluto TV, Roku Channel) are scaling rapidly, aligned with this behavior.

Latinos don't just consume more ad-supported content, they respond to it, especially when it's done right. For advertisers looking for ROI, this is your most valuable audience.

Fueling Social Media Growth

According to Pew Research, 85% of U.S. Latinos use social media platforms, compared to 80% of non-Hispanics.

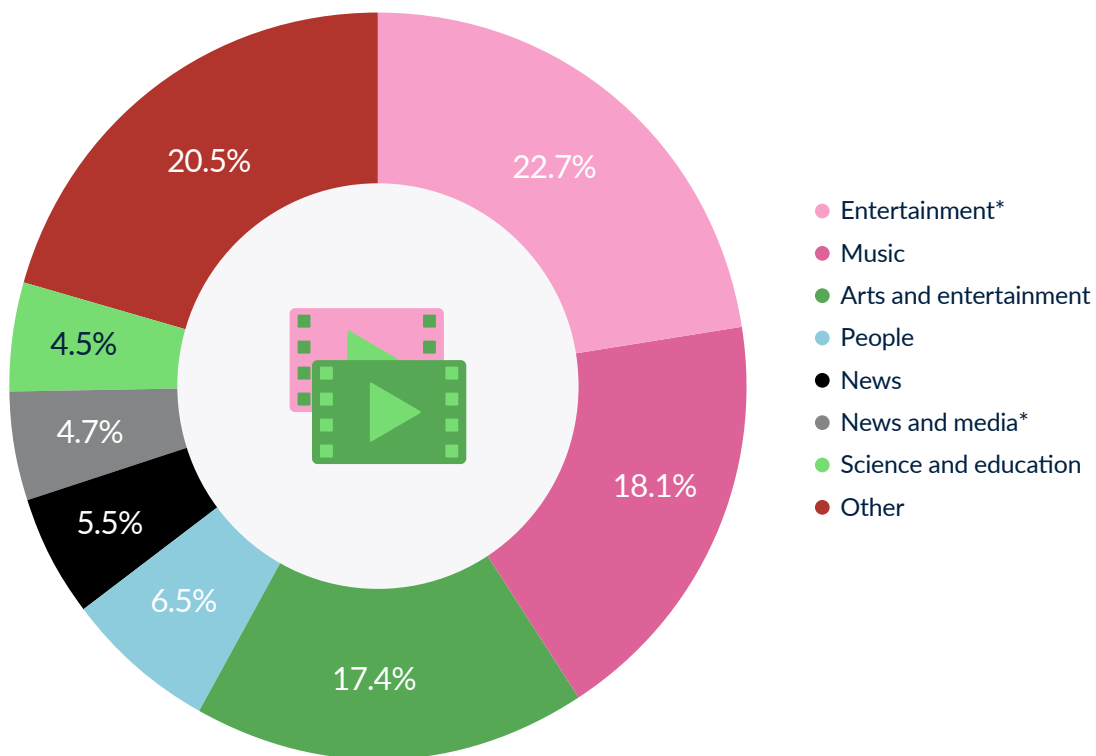
- **49%** of U.S. Latinos use TikTok, surpassing usage among all other major groups.
- **Nearly half** of Latinos are on Instagram and WhatsApp.
- **86%** of U.S. Latinos watch YouTube, making it the platform favorite.

The YouTube Phenomenon

Platform concentration is clear. **YouTube accounts for 19.1% of Latino TV time**, more than any streaming service or traditional network. Usage is driven by mobile-first behavior, bilingual content, and culturally relevant creators.

In addition, YouTube dominates Spanish-language strategy. According to Nielsen, **96% of Spanish-language digital ad spend (in key categories) is concentrated on YouTube**—highlighting both its power and lack of broader investment diversification.

Genre distribution of Spanish-language YouTube channels by impressions



* Entertainment includes sports. News and media includes news magazine and talk show programming. Genres are as defined by Ad Intel.
Source: Nielsen Ad Intel - U.S., Q1 2025

This shift reflects more than convenience. While Latino audiences still consume Spanish-language TV, they have moved away from traditional network TV earlier than most due to **lack of representation in legacy content**. What is now a national trend originated with this audience.

Digital Engagement: From Consumers to Creators

Hispanic audiences aren't just consuming digital content—they're **curating, shaping, and monetizing it**. Driven by a lack of representation, they're building their own ecosystems across social, streaming, and creator platforms—turning engagement into influence, and influence into action.

Understanding Hispanic Audiences' Digital Engagement

U.S. Hispanics today are both content consumers and vibrant creators, leveraging technology for communication, economic opportunities, creative expression and education.



Sources: Nielsen Media Impact, App Reach, March 2025; Nielsen's Attitudes on Representation Survey, 2025; Nielsen's Attitudes on Ads, 2024 (Hispanics 18+)

Digital ad spend strategies differ in Spanish vs. English



Source: Nielsen Ad Intel - U.S., Q1 2025

Hispanic audiences are building the digital ecosystem—not just participating in it. They’re creators, curators, and converters. The only question: will brands catch up to how they engage?

5. The Market in Action

Top Spanish-Language Advertisers

Please note this is not a complete snapshot of Hispanic-focused and in-culture investments.

Rank	Company	Sum of Spend
1	Procter & Gamble Co.	\$173,505,808
2	Verizon Communications Inc.	\$89,409,528
3	Los Defensores LLC-SD	\$82,234,407
4	PSA	\$80,058,126
5	Clayton Dubilier & Rice LLC	\$77,577,086
6	St. Jude Children's Research Hospital Inc.	\$77,274,446
7	Constellation Brands Inc.	\$71,039,162
8	Deutsche Telekom AG	\$70,635,999
9	L'Oreal SA	\$68,833,103
10	AT&T Inc.	\$67,718,516
11	Unilever	\$58,669,081
12	Walmart Inc.	\$56,552,275
13	Searchlight Capital Partners LP	\$55,639,961
14	McDonald's Corp.	\$54,647,870
15	E Mishan & Sons Inc.	\$51,653,325
16	Lowe's Companies, Inc.	\$51,322,634
17	Haleon PLC	\$50,790,309
18	Allstate Corp.	\$50,488,241
19	Toyota Motor Corp.	\$49,944,076
20	Volkswagen AG	\$49,534,386
21	Viiv Healthcare LTD	\$48,935,694
22	Eli Lilly & Co.	\$48,696,283
23	Johnson & Johnston	\$42,678,052
24	Yum! Brands Inc.	\$40,531,978
25	Amazon.com Inc.	\$40,498,637
26	GSK PLC	\$40,250,172
27	Walt Disney Co.	\$39,557,251
28	Comcast Corp.	\$39,132,850
29	Wendy's Co.	\$37,524,551
30	Chick-fil-A, Inc.	\$37,427,799

Source: The Nielsen Company 2026

Key Takeaways for Marketers & Advertisers

- 1** **Go all in on growth.**

Stop treating Latinos as a “multicultural add-on.” This is the growth engine of the U.S. economy—plan and invest accordingly.
- 2** **Get culture right—or get ignored.**

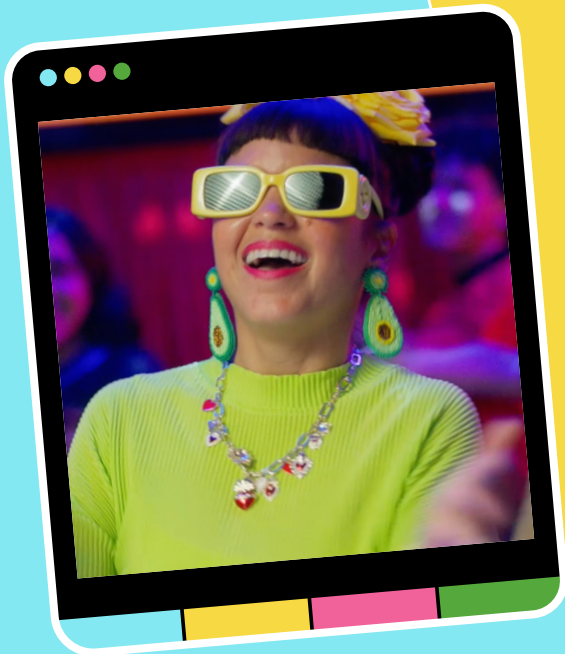
Representation drives relevance. Invest in culturally fluent creative that reflects real experiences, not surface-level cues.
- 3** **Build with creators, not just media plans.**

This audience creates, curates, and converts. Partner with creators to turn influence into action and sales.
- 4** **Shift spend to where the attention is.**

Prioritize streaming, social, and mobile—especially ad-supported environments where Latino audiences are more engaged and responsive.
- 5** **Close the investment gap now.**

Engagement is high, but investment is low—this is one of the biggest inefficiencies in marketing today. Fix it to unlock outsized ROI.

For more insights, visit hispanicmarketingcouncil.org and follow the HMC on [LinkedIn](#), [Facebook](#) and [Instagram](#) at @hmchispanic.

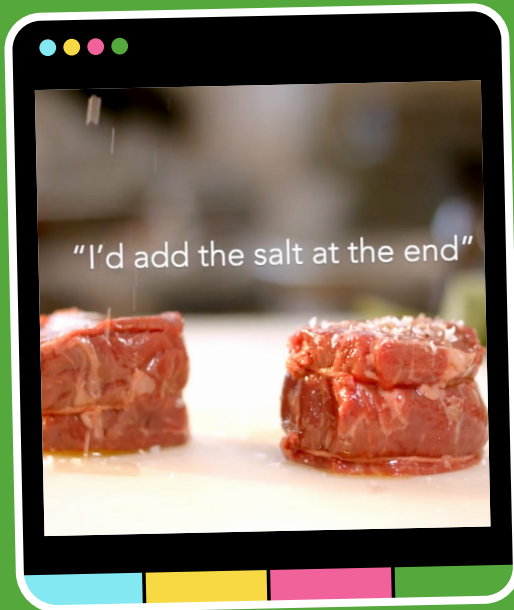
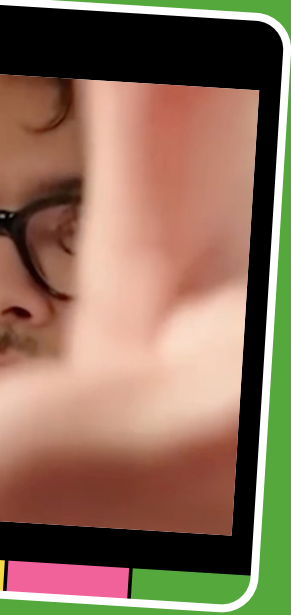


Debí tirar más fotos de cuando te tuve



CIRCULO
CREATIVO

By Pablo Buffagni
President/Creative Director,
BBQ Agency



I should've taken more photos while I still had you.

Bad Bunny sings it like a personal regret. But it also feels like a warning for our industry.

Because this cultural moment is not normal.

Latino culture has never been this visible, this influential, this present.

It's on the biggest stage in the world, in Spanish.

And yet, when you look at the creative work brands are putting into the world lately... it feels like it's happening somewhere else.

They are not missing it because they don't see it. They're missing it because they're being careful and conservative.

In a few years, it will be obvious:

Which brands truly understood the momentum?

And which ones let it pass?

The ones that showed up for the culture as it is... and the ones that stayed closer to what felt safe.

The ones that were there. And the ones that will look back and think, "I should've shown up more."

Because culture doesn't wait.

And by the time you fully get it... your brand is already in the past.

That's the challenge this year. Not lack of talent. Not lack of insight. Not even lack of media investment. Just... restraint.

Because if you listen to the industry, everything sounds great.

Growth. Momentum. Potential. The culture is leading!

But the work brands put out? Still catching up. It's the eternal opportunity.

And that's what makes the cases in this section interesting.

Because the best ones don't feel careful. They feel "present."

ALMA **IKEA:** HALF-TIME SHOW

This is a clear example of a brand understanding how to show up without overthinking it.

IKEA chose to participate in the Super Bowl conversation without the budget or structure of a traditional big game campaign. Instead, it leaned into social, creating content directly tied to Bad Bunny's halftime moment.

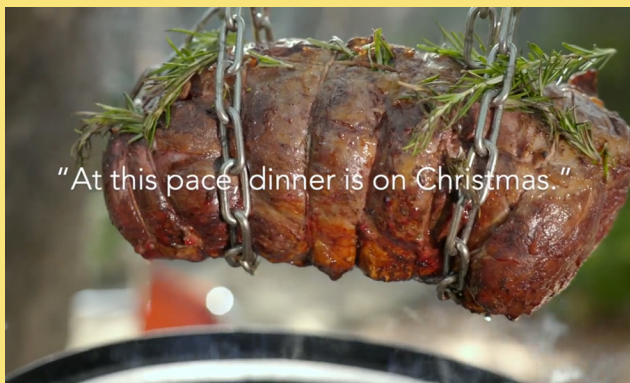
The work referenced "Debí Tirar Más Fotos" and played with the idea that you didn't need to understand Spanish to be part of what was happening.

Products were integrated naturally, without forcing relevance. The tone felt native to the moment, not imposed on it.



It's a good reminder that creativity depends on timing and understanding.

The campaign generated organic engagement and even sparked responses from other culturally engaged brands, extending its reach beyond the original post.



ARGENTINE BEEF & ARGENTINE FILM FESTIVAL: CRITICS

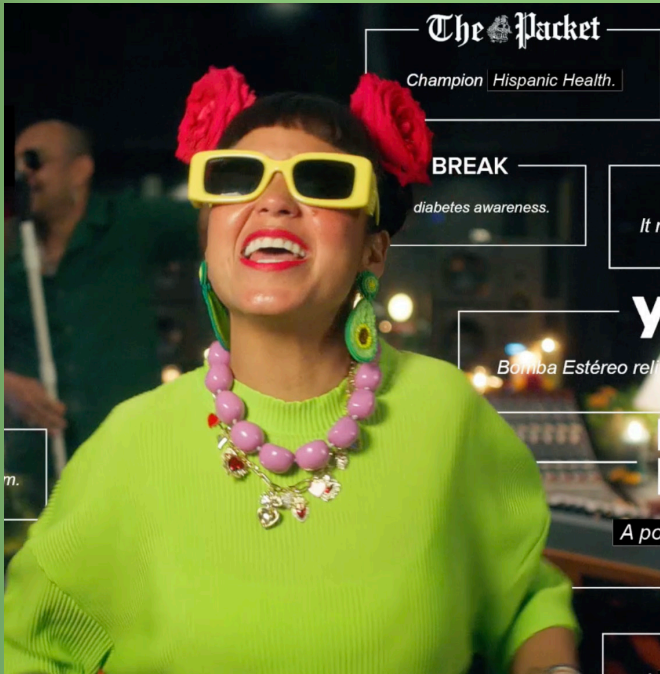
Who said movie critics are the toughest? Anyone who has ever lit a grill knows the answer: the one behind the grill faces relentless commentary from self-appointed experts.

BBQ Agency found a cultural parallel between two worlds shaped by passion and scrutiny.

Just as filmmakers present their work knowing it will be judged, grillers cook with the certainty that someone will question their technique.

That insight inspired Argentine Beef's sponsorship of the Argentine Film Festival in Los Angeles, connecting the craft of cinema with the artistry of the asado. With a modest investment, the team created videos that positioned Argentine Beef as the perfect match for a festival celebrating bold creators who embrace criticism as part of the process.

The result felt embedded in the experience, not layered on top of it. The festival sold out, the Argentine Consulate highlighted the work as the most celebrated piece based on audience feedback, and the content generated strong reactions both in-theater and online.



Sometimes, the best strategy is tapping into cultural moments that people already connect with.

Diabetes disproportionately impacts the Hispanic community, and Avocados From Mexico approached the problem by moving away from clinical messaging.

Instead, the idea started with La Bilirrubina, one of the most recognizable songs in Latin music made famous by Juan Luis Guerra. By re-recording it and swapping a key lyric, the campaign turned a familiar track into a message about prevention.

The execution extended across streaming platforms, video, and social, allowing the idea to live in everyday behavior instead of interrupting it.

The response was overwhelming: Hundreds of millions of impressions, strong streaming numbers, and recognition from Ad Age as one of the top music campaigns of the year.



CASANOVA
McCANN

**COFFEE MATE:
THE LAST OF THE NON-COFFEE LOVERS**

Some brands chose to engage culture by creating tension instead of smoothing it out.

Coffee is deeply embedded in Hispanic culture. So instead of reinforcing that truth, this campaign focused on the exception.

A Latino who doesn't like coffee.

Xolo Maridueña became the center of that idea, positioned as an anti-influencer. The campaign unfolded through social content where other creators and audiences reacted, challenged, and engaged with him.

The idea didn't just communicate. It created participation.

And the results followed, with increased household penetration, sales growth, and performance that exceeded typical influencer benchmarks.

DIESTE AT&T: LEVEL UP YOUR HOME



Other campaigns leaned into behavior rather than statements.

AT&T needed to build relevance in the home internet space. Instead of focusing on features, the campaign grounded the product in how people actually live. Connectivity isn't something people think about when it works, but everything depends on it—especially in Hispanic households, where multiple roles, responsibilities, and activities overlap constantly.

Putting a Latina mom at the center of gaming is not just a creative twist. It reflects how roles have expanded. The idea reframes connectivity as something that supports everything else. When it works, life moves. When it doesn't, everything stops.

That framing makes the message easier to understand and more relevant to the audience.



LOPEZ NEGRETE H-E-B: EL CORAZÓN DE LAS FIESTAS

In this case, the insight comes from how different cultures actually celebrate.

For Hispanic families, it's about moving from one gathering to another.

H-E-B embraced that reality by focusing on the full season instead of a single occasion. The campaign follows families across celebrations, showing how traditions evolve while the rhythm remains constant.

By connecting those moments into one holiday campaign, the brand becomes part of the flow, not just a presence within one event.

That continuity gives the work a different kind of relevance.

TEQUILA CENTENARIO:
BUSHES



During Bad Bunny’s halftime show, people began commenting that a Mexican flag had been spotted in the bushes. That detail quickly became part of the conversation.

Centenario joined in by inserting a bottle of its tequila into that same visual idea, as if it had also been there all along.

The move worked because it came from understanding the moment. The brand had the credibility to show up, and the tone matched the conversation already happening.

It didn’t interrupt culture. It added to it.

And the audience responded accordingly. The post broke the brand’s engagement record, reaching nearly 35,000 likes, over 140 comments, and approaching 1 million views.

These few cases submitted for the report say a lot about where we are. They show what happens when work leans into culture, when ideas come from real insight, and when brands choose to be part of the moment, not just observe it.

And maybe that’s what this line keeps coming back to: “Debí tirar más fotos de cuando te tuve.”

Not as nostalgia. As a reminder.

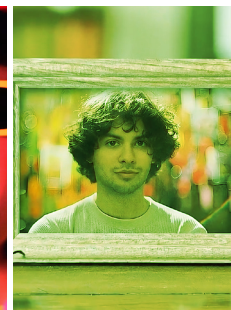
Because this isn’t about looking back.

It’s about what’s happening right now. And who’s actually paying attention.

The culture is already moving. Already evolving. Already shaping what comes next.

The question is not whether it matters. The question is:

Who’s going to capture it while it’s still happening?



HISPANIC CONSUMERS:

DRIVING GROWTH and Radio's Critical Role

By Annette Malave
SVP/Insights

RAB[®]

The U.S. Hispanic population has evolved from a defined audience segment into a primary driver of growth across industries. Today, Hispanic consumers are not only shaping population trends, but they are also shaping purchasing behavior, cultural influence and media consumption patterns.

For marketers, this shift requires more than incremental adjustments. It calls for a reframed strategy - one that recognizes Hispanic consumers as essential to long-term business performance, and, most importantly, sustained growth.

However, reaching and engaging this audience effectively is becoming increasingly complex. Media fragmentation continues to challenge marketers seeking both scale and meaningful engagement. Within this landscape, radio remains uniquely positioned to deliver both scale and meaningful engagement - offering mass reach, cultural relevance and consistent daily connection within a trusted environment.

Demographic Momentum and Economic Power

The scale and trajectory of the Hispanic population underscore its importance:

- Hispanics remain a primary driver of U.S. population growth.
- More than 68 million Hispanics now live in the U.S., representing nearly one in five Americans. This population is projected to grow to 70 million in 2026.
- According to Pew Research Center, the median age of Hispanics is significantly younger (31.2) than the overall U.S. population – younger than Black (36.2), Asian (39.0) and White (43.2) populations.
 - Hispanics also skew significantly younger than the overall U.S. population, representing a larger share of younger age groups and a smaller share of older ones.

This growth is quickly converting into real economic influence:

- Hispanic purchasing power has reached approximately \$4.1 trillion per The 2025 Official LDC U.S. Latino GDP Report, placing this demographic among the largest economic forces globally if measured independently.
- Latino-owned businesses also represent a significant and growing share of the U.S. economy, per the 2025 State of Latino Entrepreneurship.
- Hispanics are driving housing growth. In 2025, they accounted for 92.6% of U.S. household formation (1.09 million new households).
 - Per MRI-Simmons data, Hispanics are 63% more likely to purchase a second house or vacation home and 27% more likely to build an exterior addition to their home.



The Investment Conundrum

Despite continued data pointing to Hispanic population and economic growth, advertising investment has not kept pace. Many brands are under-investing in outreach to Hispanic consumers relative to their buying power and influence, which represents a major opportunity for the brands that do.

Hispanic consumers are often at the forefront of media and technology adoption. They are mobile-first and highly connected, with strong engagement across streaming, social media and emerging platforms. But the key takeaway for advertisers is not that Hispanic consumers are digital-only. It is that they are multiplatform. They move fluidly among mobile, streaming, social media and audio. And within audio, radio continues to hold a dominant role.



Audio's Enduring Role - and Radio's Leadership

Even as media choices expand, audio remains a constant - and radio leads within that space, per Nielsen data:

- More than 40 million Hispanics tune into radio weekly.
- Radio reaches approximately 93% of Hispanic adults every month.

Listening is deeply embedded in daily routines - during commutes and in-car travel, where radio dominates ad-supported audio and throughout the workday and errands, reinforcing frequency and recall.

- Radio garners the greatest “Share of Ear,” accounting for roughly 58% of ad-supported audio listening and 83% of in-vehicle audio options.

These are not passive moments — they are decision-making environments, where Hispanics are actively thinking about purchases, meals, errands and searching for services.

Local, Cultural Connection, Trust and Influence

Beyond reach, radio's effectiveness is rooted in its ability to deliver local and relevant information and build authentic relationships.

Community is important to Hispanics. Local events and interests connect them to each other and to the businesses that support the community. This is why nine out of 10 Hispanics state that coverage of local events, happenings and community updates within radio programs is important to them - 56% stating that it is very important. This local connection is where radio excels compared to other media options, per [Crowd React Media](#).

Hispanic consumers place a high value on culture - both relevance and in representation. A connection to community via trusted voices connecting authentically in their language of preference be it Spanish, English or a combination thereof.

Radio delivers on all three:

- Spanish-language and multicultural formats provide culturally aligned content.
- Messaging can reflect local nuance and lived experiences.
- On-air personalities act as trusted influencers within their communities.

Radio is the most trusted medium. A [Katz Radio Group](#) study found that 78% of Hispanics trust radio more than other media options - nearly twice the trust in social media.

During a recent panel discussion at a major advertising agency, award winning radio host, Edgar “Shoboy” Sotelo, spoke to the connection that his bilingual, bicultural radio

to parents and their children. "The trust is unbelievable. The things that our listeners will confess to us – what's going on in their relationships and their drama – because they really see us as family. It's a true blessing."

That engagement between listener, radio station and their favorite on-air personality lives well beyond the broadcast. According to The State of Spanish-Language Media 2025, over half of listeners have interacted with their local Spanish-Language station – by calling in (28%), texted (46%) or engaged on social media (78%).

Radio Impacts and Influences Behavior

This trust drives measurable outcomes. Per Nielsen, when exposed to radio ads, Hispanic listeners are:

- 49% more likely to visit a retail location.
- 76% more likely to act on radio advertising, including making purchases.
- 109% more likely to post/follow on social media.
- 126% more likely to share product recommendations.

In a media environment where trust is increasingly fragmented, this is a critical differentiator.

Radio builds awareness and moves Hispanic consumers closer to purchase. In a Katz Radio Group published case study, a smart home brand leveraged radio to connect with Hispanic consumers in key markets and used Spanish-language stations to meet audiences in culturally relevant environments.

The results show radio didn't just register - it resonated.

Among Hispanic consumers, the brand rose to the top of the category in unaided awareness, with nearly six in 10 naming it first. Overall familiarity was even higher, with more than three-quarters recognizing the brand - outperforming non-Hispanic audiences across both measures.

Importantly, that lift extended beyond awareness.

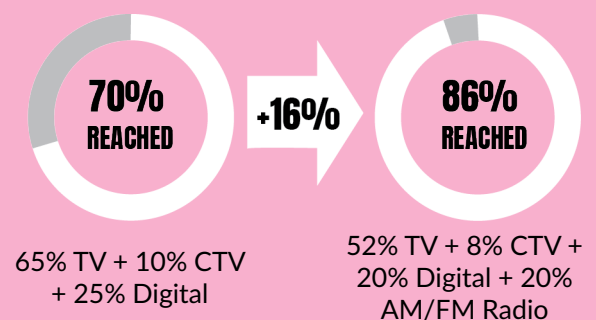
Hispanic consumers were more likely to put the brand on their consideration list, with nearly seven in 10 saying they would consider it for their next purchase - a noticeable advantage over non-Hispanic audiences.

The takeaway is clear: when radio is used to deliver culturally aligned messaging, it doesn't just build recognition - it strengthens preference and moves consumers closer to action.

Radio Makes Other Media Work Better

Campaigns that integrate both channels consistently outperform those that rely on a single medium. Radio acts as a force multiplier, improving the effectiveness of digital investments. Simply taking 20% of a media plan's budget and allocating it to radio improves reach.

Radio accelerates the plan's delivery



TV, CTV and digital plan delivers 70% total reach among Hispanic adults.

Reallocating 20% of the plan to AM/FM radio increases the plan's reach among Hispanics to 86%

Source: Nielsen Media Impact, Houston DMA, Dec 2023 Fusion, Hispanic Adults 18+ Streaming: Netflix, Hulu, Amazon Prime Video, Disney+, HBO Max, Peacock, Paramount+ Social: Facebook, Instagram, TikTok, Snapchat, Twitter



Where Opportunity Abounds

Businesses that connect with Hispanic consumers can and will experience the benefits of that outreach. With their growing buying power, Hispanic radio listeners are more likely than the general population to make major household purchases within the next year

According to MRI-Simmons data, Hispanic radio listeners are:

66% more likely to buy a home theater system.

53% more likely to lease a vehicle.

33% more likely to purchase a new vehicle.

23% more likely to purchase large household furnishings.

23% more likely to spend **\$301+** in a family restaurant or steakhouse.

From Audience Insight to Business Growth

The opportunity is not emerging – it is already here.

Hispanic consumers are driving population growth, fueling economic expansion and shaping demand across industries. Their influence is broad, sustained and accelerating - yet many brands have not fully aligned their strategies to reflect that reality.

Closing that gap requires more than increased investment. It requires a shift in approach -one that prioritizes cultural relevance, local connection and consistent presence in the moments that matter most.

This is where radio plays a critical role.

With its unmatched reach, trusted voices and deep connection to local communities, radio delivers access to Hispanic consumers in ways that few other media can. It meets audiences in real, everyday moments - reinforcing messaging, building credibility and influencing decisions closer to the point of action.

Brands that leverage radio as part of their strategy are better positioned to build trust, earn consideration and drive measurable business outcomes. Because in today's marketplace, growth isn't just about reaching more people. It's about reaching the right people, in the right environments and with messaging that resonates - in both language and culture.



For businesses big and small – with locations from Main Street to Madison Avenue – who are looking to connect with Hispanic consumers, radio remains one of the most effective ways to do just that.

THE AUDIO LEADER

EXPERIENTIAL BROADCAST PODCAST STREAMING SOCIAL INFLUENCERS DIGITAL VIDEO COMMUNITY

THIS!
IS RADIO

RAB[®]

rab.com/thisisradio

ABOUT THE HISPANIC MARKETING COUNCIL

Our Story

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

Our Vision

The Hispanic consumer should be at the heart of every marketer's strategy, growth plan, media buy, and creative campaign—failure to do 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. To 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. The time to act is now. Consumers are demanding authenticity coupled with culturally competent, responsible, and sustainable efforts from marketers. Brands must authentically speak to all ethnicities and cultural groups, of which Hispanics represent the largest and fastest-growing segment. We are the leading think tank and the go-to resource helping brands find the right partners to become culturally fluent and fully effective in the Hispanic market—let our member directory be your guide.

Connect with us

 hispanicmarketingcouncil.org

 [Facebook](#)

 [LinkedIn](#)

 [Instagram](#)

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Costa Mesa, CA

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alma
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Horacio Gavilán

Executive Director



**MARKETING &
COMMUNICATIONS
COMPANIES**

MEMBERS

MARKETING & COMMUNICATIONS COMPANIES

alma Coconut Grove, FL	56	INFUSION by Castells Los Angeles, CA	80
(add)ventures East Providence, RI	58	Lopez Negrete Communications, Inc. Houston, TX	82
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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



COMPANY NAME

alma

YEAR FOUNDED

1994

MISSION STATEMENT

alma is a full-service advertising agency that fights the generic, one-size-fits all marketing approach to build authentic connections with the modern consumer. All while keeping a nice Miami tan.

OTHER OFFICE LOCATIONS

Chicago, Tallahassee

COMPANY GENERAL E-MAIL ADDRESS

hi@almaad.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Omnicom

TOTAL NUMBER OF EMPLOYEES

93

KEY PERSONNEL

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

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

Angela Rodríguez | Managing Director
angela.rodriguez@omc.com

Jorge Becerra | VP, Head of Strategy
jorge.becerra@omc.com

Stacie Davis | Chief Financial Officer
stacie.davis@omc.com

Julie Andrews | Head of Business Leadership
julie.andrews@omc.com

Amy McDonnell | Senior Director of Talent & Human Resources
Amy.mcdonnell@omc.com

CURRENT CLIENTS

McDonald's	1994
Florida Department of Health	2009
PNC	2011
Energy Upgrade California	2017
Molson Coors	2017
PepsiCo	2018
Eli Lilly	2018
Memorial Sloan Kettering Cancer Center	2019
Wells Fargo	2020
Intuit QuickBooks	2021
Kroger	2023
Don Q	2024
Girl Scouts USA	2024
Grupo Bimbo	2024
IKEA	2025
Northbridge University	2025

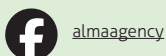
YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

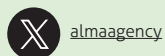
- Retail/Quick Service Restaurants
- Financial Services
- Packaged Goods
- Government

AWARDS & RECOGNITIONS

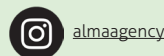
- 32 Effies
- 38 Cannes Lions
- 7 Ad Age A-List
- 2026 Campaign US Multicultural Agency of the Year



almaagency



almaagency



almaagency



almaagency



alma

brands have soul



COMPANY WEB ADDRESS

<http://addventures.com>

PRIMARY ADDRESS

20 Risho Avenue
East Providence, RI 02914
401 453-4748 Fax: 401 453-0095

(add)ventures

COMPANY NAME

(add)ventures

YEAR FOUNDED

1989

MISSION STATEMENT

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

OTHER OFFICE LOCATIONS

Chicago, Miami, New York, Latin America

COMPANY GENERAL E-MAIL ADDRESS

info@addventures.com

2025 CAPITALIZED BILLINGS

\$17 million

MINORITY OWNED/COMPANY AFFILIATION

Privately owned

TOTAL NUMBER OF EMPLOYEES

100

KEY PERSONNEL

Stephen Rosa | Founder + Chief Executive Officer
srosa@addventures.com

Mary Sadlier | President
msadlier@addventures.com

Wayne Vieira | Chief Creative Officer
wvieira@addventures.com

Andrea Reed | Chief Client Experience Officer
areed@addventures.com

Scott Maiocchi | Chief Creative Technology Officer
smaiocchi@addventures.com

Michelle Spriegel | Vice President, Global Strategic Marketing + Innovation
mspiegel@addventures.com

Jeff Connors | Chief Growth Officer
jconnors@addventures.com

Kathryn Kempton Amara | SVP Talent Development
kkempton@addventures.com

María Elizabeth Hernández | Senior Director, Marketing & Strategy
mhernandez@addventures.com

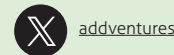
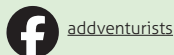
CURRENT CLIENTS

CVS Health	2000
FM Global	2010
Honeywell	2011
AOC	2016
Baxter	2016
Newell Brands	2017
Stop & Shop	2018
Food Lion	2020
PetSmart	2022
Meyer Cookware	2025
Tupperware	2025

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Health Care/Pharma
- Retail/Quick Service Restaurants
- Sports Marketing
- Virtual Video Production
- B2B Marketing



COMPANY WEB ADDRESS

<https://www.baru.com>

PRIMARY ADDRESS

880 West 1st Street, Unit 202
Los Angeles, CA 90012
310 842-4813 Fax: 310 842-4818



COMPANY NAME

BARÚ Advertising

YEAR FOUNDED

2007

MISSION STATEMENT

BARÚ is a full-service, integrated marketing, and media agency specializing in developing high-touch moments for today's cross-cultural market. We are audience builders & culture connectors in strategy, media, and creative. BARÚ's mission is to educate, empower, and create positive social change.

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@baru-ad.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

A Fors Marsh Company, 2026
Member WBENC (National Women's Business Enterprise Certification)

TOTAL NUMBER OF EMPLOYEES

N/A

KEY PERSONNEL

Elizabeth Barrutia | Founder & CEO
elizabeth@baru-ad.com

Madeline Beniflah | VP Integrated Media & Client Services
madeline@baru-ad.com

Carlos Durand | Group Account Director
carlos@baru-ad.com

Cheldy Moran | Sr. Account Director
cheldy@baru-ad.com

MJ Lazcano | Creative Director
mj@baru-ad.com

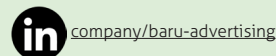
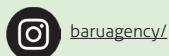
CURRENT CLIENTS

Del Real Foods	2010
Los Angeles County Department of Public Health	2017
Nickelodeon	2018
O'Neill Vintners	2019
Covered California	2020
First 5 Los Angeles	2020
Walt Disney Studios	2020
California Department of Public Health	2021
First 5 California	2021
PBS Kids	2021
Amazon Studios	2022
National University	2022
CLEARresult	2022
Fannie Mae	2022
Chicanos Por La Causa	2023
Magnolia Foods & El Comal Tortillas	2024
Scholarshare Investment Board/CalKIDS	2024
California Department of Child Support Services	2025
Magenta Light Studios	2025

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Government & Public Health
- Entertainment
- CPG + Beverages (Alcoholic)
- Education
- Financial Services



COMPANY WEB ADDRESS

<https://www.bbqagency.com>

PRIMARY ADDRESS

1218 El Prado Avenue, Suite 128
Torrance, CA 90501
424 203-3294



COMPANY NAME

BBQ Agency

YEAR FOUNDED

2014

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 were one of the pioneers of the project-based business model over a decade ago. Think of each project as an asado: we fire up the grill and bring the right people to the table every time.

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@bbqagency.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

100% independent

TOTAL NUMBER OF EMPLOYEES

5

KEY PERSONNEL

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

Carla Paloma Miralles | Client Services Director
cmiralles@bbqagency.com

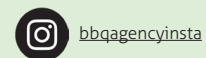
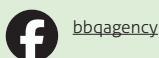
CURRENT CLIENTS

	YEAR ACQUIRED
Law Office of Noemi Ramirez	2015
Continental Gourmet Empanadas	2015
Mama Ocllo Foods	2018
Argentine Beef Promotion Institute	2021

TOP COMPANY SECTORS (by revenue)

- Packaged Goods
- Food Service BtoB
- Grocery Products
- Legal Services

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



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

PRIMARY ADDRESS
Dallas, TX

BeautifulBeast

COMPANY NAME
BeautifulBeast

YEAR FOUNDED
2022

MISSION STATEMENT

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

OTHER OFFICE LOCATIONS

Miami

COMPANY GENERAL E-MAIL ADDRESS

HeyBeauty@beautifulbeastad.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent

TOTAL NUMBER OF EMPLOYEES

22

KEY PERSONNEL

Aldo Quevedo | CEO, Creative Chairman
aldo@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
nuryq@beautifulbeastad.com

Melisenda Barajas | Group Account Director
meli@beautifulbeastad.com

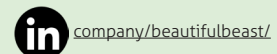
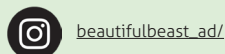
CURRENT CLIENTS

	YEAR ACQUIRED
Amazon Music	2022
Colon Cancer Coalition	2022
Fundación Cardiológica Argentina	2022
Amazon Prime	2023
AMCI	2023
Children's Health Foundation	2023
DFW International Airport	2023
Chispa/Match Group	2024
CertainTeed	2024
Primark	2024
Taqueritos	2024
Avocados From Mexico	2025

TOP FIVE COMPANY SECTORS (by revenue)

- Technology
- Packaged Goods
- Financial Services
- Professional Services
- Nonprofit

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



Taming the Hispanic Market. Crafting Beautiful Results.

Let's create beautiful things together.



BeautifulBeast

BeautifulBeastAd.com

COMPANY WEB ADDRESS
http://www.bodenagency.com

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



COMPANY NAME
BODEN

YEAR FOUNDED
2006

MISSION STATEMENT

BODEN is an award-winning communications powerhouse making an impact for brands embracing the changing face of culture.

OTHER OFFICE LOCATIONS

New York/New Jersey, Dallas, Los Angeles

COMPANY GENERAL E-MAIL ADDRESS

info@bodenagency.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Privately Owned

TOTAL NUMBER OF EMPLOYEES

30

KEY PERSONNEL

Natalie Boden | CEO & Founder

Lauren Gongora | EVP & Partner

Nikki Lopez | SVP

Tammy Tripp | Creative Director

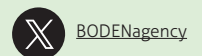
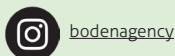
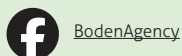
Jessica Foster | EVP, Integration & Impact

CURRENT CLIENTS

	YEAR ACQUIRED
United Healthcare	2010
McDonald's USA	2014
PepsiCo	2021
Frito Lay	2022
National Safety Council	2023
Microsoft	2024
Molson Coors	2024
Proximo Spirits	2025
Eli Lilly	2026
Pernod Ricard	2026

TOP FIVE COMPANY SECTORS (by revenue)

- Food & Beverage
- Retail/Quick Service Restaurants
- Healthcare
- Technology
- Sports & Entertainment



**INVISIBLE
IS SPELLED
THE SAME
IN ENGLISH &
SPANISH.**

IN CULTURE TOO.



 **CIRCULO
CREATIVO**

circulocreativo.org

COMPANY WEB ADDRESS

<http://www.casanova.com>

PRIMARY ADDRESS

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



COMPANY NAME

Casanova//McCann

YEAR FOUNDED

1984

MISSION STATEMENT

We translate culture into business impact.

OTHER OFFICE LOCATIONS

New York, Detroit

COMPANY GENERAL E-MAIL ADDRESS

info@casanova.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Minority, female-owned

TOTAL NUMBER OF EMPLOYEES

75

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 | Chief Operations and Client Officer
karla.acevedo@casanova.com

CURRENT CLIENTS

Nestlé	2001
U.S. Postal Service	2013
Chevrolet	2014
New York Lottery	2015
U.S. Bank	2016
Coca-Cola	2018
Best Friends Animal Society	2021
Regeneron	2021
GSK	2022
Pernod Ricard	2022
Post® Cereals	2022
The Wine Group	2022
Activision Blizzard	2023
Prudential	2023
Chick-fil-A	2024
Sherwin-Williams	2024
Madrigal	2025
Donate Life California	2026
Food City	2026

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
- HMC Strategic Excellence Award Best of Show and Grand Prix 2024
- 2024 Best US Independent Agency at El Ojo

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



[CasanovaMcCann](#)



[CasanovaMcCann](#)

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

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

CCOMGROUP

COMPANY NAME
CCOM Group, Inc.

YEAR FOUNDED
2001

MISSION STATEMENT

CCOM GROUP is a minority-owned, General Market and Multicultural advertising and public relations agency with deep roots in Florida. For nearly 25 years, we have endeavored to become part of the very fiber of our clients' brands, promoting, protecting, and advancing their vision. As aligned partners, we establish genuine connections, craft messages, hone voices, and develop creative concepts that drive results. Headquartered in Miami, we embody the city's international and dynamic spirit, offering a fully integrated communications approach that reaches diverse audiences regionally, nationally, and globally.

COMPANY GENERAL E-MAIL ADDRESS

info@ccomgroupinc.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent, Minority-Owned

TOTAL NUMBER OF EMPLOYEES

40+

KEY PERSONNEL

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

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

Sandra Pastrana | President
sandra@ccomgroupinc.com

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

Matías Blazevic | VP, Executive Creative Director
matias@ccomgroupinc.com

Angie Díaz | Group VP, Public Relations
angie@ccomgroupinc.com

Marcella Murillo | Group VP, Client Services
marcella@ccomgroupinc.com

Ray De León | VP, Business Development
newbusiness@ccomgroupinc.com

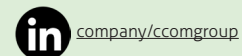
CURRENT CLIENTS

Southeast Toyota Distributors	2003
Neutrogena	2011
Citizens Insurance	2016
CONCACAF	2019
Jackson Health Foundation	2024
Armand de Brignac Champagne	2025
Guac On!	2025
Quaise Energy	2025
UM School of Nursing and Health Studies	2025

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Automotive
- Skincare/Beauty Products
- Health care
- Energy
- Food and Beverage



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

Chemistry Cultura

YEAR FOUNDED

2014

MISSION STATEMENT

Chemistry Cultura is a full-service, Latino-led agency with a boutique mentality and the scale to take on any challenge. As part of Chemistry, 2X Ad Age A-LIST, we bring strategy, creative, comms, social, influencer, media, and production under one roof. Reaching U.S. Latino audiences authentically is what we're built for.

OTHER OFFICE LOCATIONS

Miami, New York, Los Angeles

COMPANY GENERAL E-MAIL ADDRESSignite@chemistryagency.com**2025 CAPITALIZED BILLINGS**

\$11 million

OWNERSHIP/COMPANY AFFILIATION

Part of the independent Chemistry Advertising network

TOTAL NUMBER OF EMPLOYEES

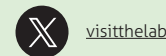
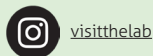
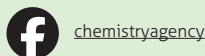
35

KEY PERSONNEL**Mike Valdés-Fauli** | President
mvaldesfauli@chemistryagency.com**Krysten Casabielle** | EVP, Cultura Miami
kcasabielle@chemistryagency.com**Helene Coutinho** | SVP, Media Planning & Buying
hcoutinho@chemistryagency.com**Giancarlo Russo** | VP, Operations
grusso@chemistryagency.com**CURRENT CLIENTS**

NFL	2015	YEAR ACQUIRED
Carnival	2018	
Coca-Cola	2020	
TelevisaUnivision	2025	
FIFA World Cup	2026	
Wild Fork	2026	

TOP FIVE COMPANY SECTORS (by revenue)

- Sports
- Entertainment/Media
- Finance
- Packaged Goods

COMPANY PORTFOLIO <https://chemistrycultura.com>

COMPANY WEB ADDRESS

<https://www.cultureplusgroup.com>

PRIMARY ADDRESS

360 Northwest 27th Street
Miami, FL 33127
972 791-8792



COMPANY NAME

Culture+ Group

YEAR FOUNDED

2010

MISSION STATEMENT

We're Culture+, the Cultural Intelligence Operating System for the \$30T culture economy. We don't sell campaigns. We deliver Cultural Capital: trust, engagement, innovation, valuation. Through our CI@ OS, 15 years of compounding cultural signals, 100+ Fortune 500 relationships, and our Operator Circle, we transform enterprises from the inside out. CHROs come to us for org design. CMOs for insights and creative. CFOs for measurable efficiency. CEOs for the platform that does all four. Culture is the value layer AI cannot replace — and we're the only ones who've built the operating system to commercialize it.

OTHER OFFICE LOCATIONS

New York, Los Angeles, Madrid, Medellin, Miami, Minneapolis, Bogotá

COMPANY GENERAL E-MAIL ADDRESS

info@cien.plus

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent Women and Minority Owned company

TOTAL NUMBER OF EMPLOYEES

60+

KEY PERSONNEL

Lili Gil | Co-Founder & CEO

liliana@cien.plus

Claudia Avans | SVP of Growth & Strategic Partnerships

claudia.avans@cultureplusgroup.com

CURRENT CLIENTS

Kellanova	2020
Novartis	2024
NovoNordisk	2024
Audible	2025
BMS	2025

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Health Care/Pharma
- Consumer Goods
- Financial Services
- Retail



COMPANY WEB ADDRESS

<https://maketheconexion.com>

PRIMARY ADDRESS

99 M Street Southeast, Floor 8
Washington DC, 20003



COMPANY NAME

Conexión

YEAR FOUNDED

2023

MISSION STATEMENT

We combine culture and creativity with digital first technology to inspire, educate and drive impact.

OTHER OFFICE LOCATIONS

Atlanta, San Antonio, Los Angeles,
Santa Fe

COMPANY GENERAL E-MAIL ADDRESS

info@maketheconexion.com

2024 CAPITALIZED BILLINGS

\$2 million

OWNERSHIP/COMPANY AFFILIATION

Minority Owned

TOTAL NUMBER OF EMPLOYEES

12

KEY PERSONNEL

Colin Rogero | Co-Founder
colin@maketheconexion.com

Adrian Saenz | Co-Founder
adrian@maketheconexion.com

Pili Tobar | Partner
pili@theconexion.com

Joaquin Guerra | Partner
joaquin@maketheconexion.com

Gretchell T. Aguilar | Vice President
gretchell@maketheconexion.com

CURRENT CLIENTS

AFT	
AFL CIO	
BOLD Democrats	
BOLD PAC	
Congressional Hispanic Caucus Institute	
Chuy Garcia	
CWA	
Latino Victory	
Mi Familia Vota	
National Council of La Raza	
National Association of Realtors	
NEA	
SEIU	
Somos	
Telemundo	

YEAR ACQUIRED

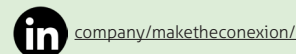
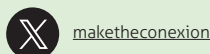
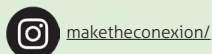
TOP FIVE COMPANY SECTORS (by revenue)

- Public Service
- Nonprofit
- Health Care/Pharma
- Entertainment/Sports/Media
- Retail/Quick Service Restaurants

AWARDS & RECOGNITIONS

- 2025 Creative Agency of The Year - Campaigns & Elections
- 2024 Best New Firm - Campaigns & Elections
- 2025 Best TV Ad (30 seconds) - Campaigns & Elections
- 2025 Best Spanish TV Ad - Campaigns & Elections
- 2025 Best TV Ad for Presidential Campaign - Campaigns & Elections

COMPANY PORTFOLIO <https://maketheconexion.com>



COMPANY WEB ADDRESS

<https://www.creyentes.com>

PRIMARY ADDRESS

37 Greenpoint Avenue, Suite 218
Brooklyn, New York 11222
646 844-4949



COMPANY NAME

CREYENTES

YEAR FOUNDED

2023

MISSION STATEMENT

We are the Latino sister agency of We Believers. We are a strategically-driven creative firm that solves business challenges and elevates the U.S. Latino community.

OTHER OFFICE LOCATIONS

New York

COMPANY GENERAL E-MAIL ADDRESS

welcome@creyentes.com

2024 CAPITALIZED BILLINGS

\$4.75 million

OWNERSHIP/COMPANY AFFILIATION

Independent

TOTAL NUMBER OF EMPLOYEES

10

KEY PERSONNEL

Marco Vega | Co-Founder, Chief Strategy Officer

Lucas Panizza | Executive Creative Director

CURRENT CLIENTS

Cheetos (PepsiCo Frito-Lay)	2023
Swiffer (Procter & Gamble)	2023
Chobani	2024
Bud Light	2024

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- CPG
- Retail
- Beer & Spirits
- Health Care/Pharma



COMPANY WEB ADDRESS

<https://dexposito.com>

PRIMARY ADDRESS

400 Madison Avenue, Suite 2A
New York, NY 10017
646 747-8800



COMPANY NAME

d expósito & Partners, LLC

YEAR FOUNDED

2005

MISSION STATEMENT

We are brand builders and creative problem solvers with deep expertise in **Cultural Dexterity**: the art of skillfully navigating diverse cultural landscapes. Cultural dexterity allows us to decode culturally driven behaviors by blending the smarts of cultural intelligence, the empathy of emotional intelligence, and the savvy of business intelligence. This is our operating philosophy, which serves as a catalyst for turning every cross-cultural encounter into a goldmine of business growth opportunities and unforgettable brand experiences.

COMPANY GENERAL E-MAIL ADDRESS

info@dex-p.com

OWNERSHIP/COMPANY AFFILIATION

100% minority- and women-owned

TOTAL NUMBER OF EMPLOYEES

35

KEY PERSONNEL

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

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

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

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

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

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

Fernando Fernández | Chief Client Officer
ffernandez@dex-p.com

CURRENT CLIENTS

McDonald's NY Metro	2005
Tajín International	2013
National Puerto Rican Day Parade	2014
U.S. Food & Drug Administration	2017
Nielsen	2019
Comunilife	2019
MetroPlus Health	2020
NYC Health + Hospitals	2020
Café Santo Domingo	2021
NYC Department of Sanitation	2022
Point32Health	2022
NYC Department for the Aging	2023
NYC Child Care Plan	2023
Smithsonian Institution	2023
NYC Board of Education	2024
NYC Health & Mental Hygiene	2024

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

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

AWARDS & RECOGNITIONS

- 2025 NY Emmy Award
- 2025 HPRAs Bravo Award
- 2025 Two HMC Strategic Excellence Awards
- 2024 Ad Age Healthcare Marketing Impact Awards
- 2024 Two NY Emmy Awards
- 2024 HPRAs ¡Bravo! Awards
- 2024 Gold Telly
- 2024 HMC Strategic Excellence Award
- 2023 Three NY Emmy Awards
- 2022 Two NY Emmy Awards
- 2022 Two HPRAs ¡Bravo! Awards
- 2021 Two HMC Strategic Excellence Awards
- 2021 Two Silver Telly Awards

COMPANY PORTFOLIO <https://dexposito.com/cases>



IF YOUR TARGET
FEELS YOU GET THEM,
YOU GET THEM.

In today's America, nearly half the population identifies as multicultural. Converting new consumers within this diverse landscape of languages, beliefs and customs requires *cultural dexterity*: the art of deftly navigating in the intersection of business, strategic and emotional intelligence to uncover opportunities others miss. In other words, you need a multicultural ad agency that gets it.

dexpósito & Partners

Visit dexposito.com and see how **CULTURAL** *dex* **TERITY** can work for you.

COMPANY WEB ADDRESS

<http://www.dieste.com>

PRIMARY ADDRESS

1999 Bryan Street, Suite 2600
Dallas, TX 75201
214 259-8000

DIESTE

COMPANY NAME

Dieste, Inc.

YEAR FOUNDED

1995

OTHER OFFICE LOCATIONS

New York, Los Angeles

COMPANY GENERAL E-MAIL ADDRESS

lruiz@omc.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Omnicom

TOTAL NUMBER OF EMPLOYEES

100+

KEY PERSONNEL

Franco Caballero | Managing Director
fcaballero@omc.com

Abe García | Chief Creative Officer
agarcia@omc.com

Stacie Davis | Chief Financial & Operating Officer
sdavis@omc.com

Marialejandra Urbina | Chief Strategy Officer
murbina@omc.com

Scott Gassert | Executive Media Director
sgassert@omc.com

Tony Dieste | Founder
tdieste@omc.com

CURRENT CLIENTS

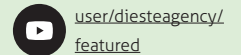
AT&T	2002
Mi Escuelita	2011
Goya	2013
Cricket	2014
Pollo Campero	2017
Merck	2019
Dunkin'	2019
Texas Rangers	2021
Carter Blood Care	2022
Genesis	2022
AARP	2024
Delta Dental	2024
American Red Cross	2025
Suvida	2024
New York Philharmonic	2025

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

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

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





DIESTE

LOS ANGELES // DALLAS // NEW YORK

COMPANY WEB ADDRESS

<https://fpomarketing.com>

PRIMARY ADDRESS

8035 Broadway
San Antonio, TX 78209
210 640-1444 Fax: 210 820-1973



COMPANY NAME

For Positioning Only, LLC -
DBA FPO MARKETING
& ADVERTISING

YEAR FOUNDED

2003

MISSION STATEMENT

At FPO, we position brands at the forefront of today's minority-majority demographic shifts, by making them a conduit to authentic "cultura" - meaningful connections.

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

marcos@fpomarketing.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Ferociously Independent

TOTAL NUMBER OF EMPLOYEES

26

KEY PERSONNEL

Francis Wearden | CEO / Managing Partner
Francis@fpomarketing.com

Marisa Parker | VP Business Development
marisa@fpomarketing.com

Marcos Hernández | Executive Creative Director / Partner
marcos@fpomarketing.com

Adriana Ramos | Creative Director / Partner
adriana@fpomarketing.com

TOP FIVE COMPANY SECTORS (by revenue)

- Packaged Goods
- Grocery Products
- Beverages (Alcoholic)
- Beverages (Non Alcoholic)
- Outdoor Recreation Retail

CURRENT CLIENTS

Project Basis Only - Gibson	2004
Blue Bell Creameries	2008
Whataburger	2010
Vision Works	2015
Licor 43	2020
S.M.A.R.T. - Pro-bono	2023
Procter & Gamble	2024
Alamo Beer (King of The Hill)	2026

YEAR ACQUIRED

AWARDS & RECOGNITIONS

- One Show Finalist - Licor 43
- Ads of the World (Part of The Clio Network)
- ANA REGGIE Awards - All Liquid Detergent & Snuggle Fabric Softner*
- ANA Multicultural Excellence Excellence Award
- PHNX - Finalist

*In conjunction with PMG retail.



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



[company/376302/admin/feed/posts/](https://www.linkedin.com/company/376302/admin/feed/posts/)



[fpo.marketing](https://www.instagram.com/fpo.marketing)

COMPANY WEB ADDRESS

<http://www.fluent360.com>

PRIMARY ADDRESS

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



COMPANY NAME

fluent360 LLC

YEAR FOUNDED

2008

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.

OTHER OFFICE LOCATIONS

New York

COMPANY GENERAL E-MAIL ADDRESS

info@fluent360.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent & Omnicom Advertising Group

TOTAL NUMBER OF EMPLOYEES

45

KEY PERSONNEL

Danielle Austen | Chief Executive Officer

Neil Baltodano | Senior Vice President, Business Leadership

Jaclyn Cruz | Vice President, Client Services

Jamiel Hussain | Vice President, Cultural Intelligence & Engagement

Claudia Morón | Vice President, Finance & Operations

Kelon Anthony | Vice President, Human Resources

CURRENT CLIENTS

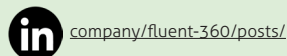
U.S. Army	2018
Centers for Disease Control & Prevention	2020
Feeding America	2022
Lactaid	2023
Delta Faucets	2024
Mastercard	2024
The Greater Chicago Food Depository	2024
The Michael J. Fox Foundation	2024
Wells Fargo	2024
Blue Cross Blue Shield of Illinois	2025
Shedd Aquarium	2025

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Banking & Finance
- Government
- Healthcare
- Nonprofit
- CPG

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



COMPANY WEB ADDRESS

<https://www.gracemulticultural.com>

PRIMARY ADDRESS

12959 196th Lane Northwest
Elk River, MN 55330
763 792-3538

GRACE

MULTICULTURAL
EST. 2008

COMPANY NAME

GRACE Multicultural

YEAR FOUNDED

2008

MISSION STATEMENT

Our mission is to help brands authentically engage Hispanic and multicultural communities through trusted local media, culturally relevant messaging, and grassroots community connection.

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

anita@gracemulticultural.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

100% Independent and Latina owned

TOTAL NUMBER OF EMPLOYEES

3

KEY PERSONNEL

Anita Grace | President / CEO
anita@gracemulticultural.com

Matt McKeehan | VP of Operations
matt@gracemulticultural.com

CURRENT CLIENTS

Client	Year Acquired
National Association of Hispanic Publications	2015
Abasto Media	2018
Verizon	2021
Google	2022
Minnesota Department of Transportation	2022
U.S. Department of Health & Human Services	2022
Diageo	2023
DCCC	2024
DNC	2024
T-Mobile	2024
Minnesota Department of Health	2025

YEAR ACQUIRED

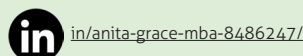
TOP FIVE COMPANY SECTORS (by revenue)

- Telecommunications
- Political
- Health Care/Pharma
- Beverages (Alcoholic)
- Nonprofit

AWARDS & RECOGNITIONS

- Excellence in Sales & Service - Abasto Media
- Amigo Award - National Association of Hispanic Publications
- 2026 Bush Fellow
- Board Member, United States Hispanic Chamber of Commerce
- Vice President of Strategic Affairs, Latino Chamber of Commerce Minnesota

COMPANY PORTFOLIO <https://www.gracemulticultural.com/experience.html>





HMC WEBINAR SERIES

**FOR MORE
INFORMATION**

HMC webinars present high-caliber content from top industry thought leaders, cutting-edge research, educational panels and top trendsetters in the industry.

**WEBINARS
ARE AVAILABLE
ON-DEMAND.**

COMPANY WEB ADDRESS

<https://www.infusionbycastells.com>

PRIMARY ADDRESS

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



COMPANY NAME

INFUSION by Castells

YEAR FOUNDED

1998

MISSION STATEMENT

To guide brands to turn cultural fluency into consistent business growth by infusing it across strategy, analytics, AI, and marketing 5Ps through its Transculturation™ model, innovative ROI-Powered Ideas®, and a creatively fearless team built for modern complexity.

COMPANY GENERAL E-MAIL ADDRESS

info@adcastells.com

2025 CAPITALIZED BILLINGS

\$110 million

TOTAL NUMBER OF EMPLOYEES

65

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

Jorge Pelayo | Creative Director, MCS
jorge@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

Aida Dujarric | Sr. Account Director
aidadujarric@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

OWNERSHIP/COMPANY AFFILIATION

Minority-owned & Women Business (MWBE)

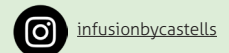
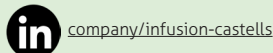
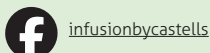
CURRENT CLIENTS

McDonald's Southern California Region – 4 markets Los Angeles, San Diego, Bakersfield, Palm Springs	1998
Toyota Dealer Association Southern California & San Diego	1998
The Safeway Companies – 5 brands, 38 markets Safeway, Vons/Pavilions, Randalls, Tom Thumb	1999
Spanish Broadcasting System	2002
McDonald's Pacific Northwest – 8 markets Portland, OR; Medford, OR; Southeast Idaho; Yakima/Tri-Cities, WA	2003
The LAGRANT Foundation	2005
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
Charter Communications – Social Media Influencer Mgmt.	2023
McDonald's Philadelphia Area Co-op	2023
Charter Communications – Spectrum Business Projects	2024
McDonald's Rocky Mountain (Denver) Co-op	2025

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

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





**CULTURAL
FLUENCY
IS THE
POWER
PLAY**

**WE BRING
THE FIRE**

INFUSION
by castells

Cultural Growth Partners. No B.S. Just Results.

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

MISSION STATEMENT

Lopez Negrete Communications delivers Maximum Return on Cultural Intelligence™ — backed by 40 years of unparalleled experience in the Latino marketplace, turning deep cultural understanding into work that speaks to Latinos as the builders, innovators, and decision-makers they are, and converting that connection into measurable results that move clients' bottom lines.

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

contact@lopeznegrete.com

2025 CAPITALIZED BILLINGS

\$83 million

OWNERSHIP/COMPANY AFFILIATION

Independent/Hispanic-Owned & Operated

TOTAL NUMBER OF EMPLOYEES

86

KEY PERSONNEL

Alex López Negrete | President/CEO, Co-Founder
alex@lopeznegrete.com

Cathy López Negrete | Co-Founder, CFO/COO
cathy@lopeznegrete.com

Patrick López Negrete | VP, Brand Strategy
patrick@lopeznegrete.com

Fernando Osuna | Chief Creative Officer
fernandoo@lopeznegrete.com

Ana Crandell | VP, Media Services
ana.crandell@lopeznegrete.com

CURRENT CLIENTS

Bank of America	1993
Phillips 66 Company	2013
McDonald's Corporation	2017
Unilever	2021
Baylor College of Medicine	2022
Hyundai Motors America	2022
Total Wine & More	2023
H-E-B	2024
Houston Endowment	2024
CommonSpirit Health	2025
The Scotts Miracle-Gro Company	2025

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Retail
- Financial Services
- Automotive
- CPG and Beverages (Alcoholic/Non Alcoholic)
- Restaurants (QSR, CDR)

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
- Effies
- Communication Arts Advertising Annual
- HMC Strategic Excellence Awards
- Marketing Automotive Awards

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



[LopezNegreteCommunications](https://www.facebook.com/lopeznegretecommunications)



[lopeznegrete-communications/](https://www.linkedin.com/company/lopeznegrete-communications/)



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

ARE THE ONES THAT MOVE FORWARD.

FOR OVER 40 YEARS, WE'VE CREATED FROM WITHIN

MORE THAN EVER, THE BRANDS THAT GET IT RIGHT

you

can't
fake

LOPEZ
NEGRETE

lopeznegrete.com

this

THE CULTURE, NOT CHASING IT. AND NOW

COMPANY WEB ADDRESS<https://lermaagency.com>**PRIMARY ADDRESS**409 North Houston Street, Suite 700
Dallas, TX 75202
214 891-4100**COMPANY NAME**

LERMA/

YEAR FOUNDED

2008

MISSION STATEMENT

2024 AdAge Standout Agency and 2024 AdWeek Fastest Growing Agency. LERMA/ is a full-service creative agency that attracts growth audiences while deepening loyalty with longstanding customers.

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESSinfo@lermaagency.com**2025 CAPITALIZED BILLINGS**

\$365 million

OWNERSHIP/COMPANY AFFILIATION

Owned by Pedro Lerma
Certified Minority Owned

TOTAL NUMBER OF EMPLOYEES

120

KEY PERSONNEL**Pedro Lerma** | Chief Executive Officer**Melissa Sinkoski** | Chief Operations Officer**Taylor Smiley** | Chief Growth Officer**TOP FIVE COMPANY SECTORS (by revenue)**

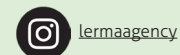
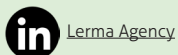
- Retail
- Beverage (Alcohol/Non-Alcoholic)
- Food/Restaurant
- Nonprofit
- Tourism/Travel

CURRENT CLIENTS

The Home Depot	2010
The Salvation Army	2020
He Gets Us	2021
Biltmore	2023
Reunion Tower	2024
Gloria's Latin Cuisine	2024
National Pork Board	2025
New Mix	2025
Diplomático Rum	2026

YEAR ACQUIRED**AWARDS & RECOGNITIONS**

- AdWeek Agencies Vanguard (Pedro Lerma, 2026)
- AdWeek Team Visionary Awards — Technology Category (2025)
- AAF Southwest Hall of Fame Inductee (Pedro Lerma, 2025)
- AdAge Standout Agency (2024)
- AdWeek Fastest Growing Agency (2024)
- AdAge Agency Executive of the Year (Pedro Lerma, 2024)
- AdAge Small Agency of the Year (2022, 2023)
- Corporate Innovator of the Year – DCEO (Pedro Lerma, 2023)
- Lifetime Achievement Award – AMA Dallas (Pedro Lerma, 2023)
- AAF Mosaic Champion Award for Diversity, Equity & Inclusion (Pedro Lerma, 2022)
- Latino Leaders Maestro Award (Pedro Lerma, 2022)



COMPANY WEB ADDRESS

<https://marcamiami.com>

PRIMARY ADDRESS

2121 Ponce de Leon Boulevard, Suite 800
Coral Gables, FL 33134
305 423-8301



COMPANY NAME

MARCA

YEAR FOUNDED

2003

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.

OTHER OFFICE LOCATIONS

Chicago, Pittsburgh, Boston

COMPANY GENERAL E-MAIL ADDRESS

tnieves@marcamiami.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Hispanic Majority Owned

TOTAL NUMBER OF EMPLOYEES

45

KEY PERSONNEL

Tony Nieves | President
tnieves@marcamiami.com

Alejandro Berbari | EVP Creative Director
aberbari@marcamiami.com

Luis Mezzana | SVP Finance & Operations
lmezzana@marcamiami.com

Kristen Sabina | Managing Director
ksabina@marcamiami.com

CURRENT CLIENTS

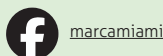
Client	Year Acquired
Dish Latino	2011
Dish Puerto Rico	2013
NASCAR	2015
Subway	2016
PepsiCo	2017
Hughesnet	2018
Atlas Ocean Voyages	2019
Rocket Mortgage	2020
Quick Quack	2021
Boost Latino	2022
Draft Kings	2022
Sling Latino	2022
BIC	2024
Charles Schwab	2024
United Health Care	2024
Aspen Dental	2025
ClearChoice	2025

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

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

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



[marcamiami](https://marcamiami.com)



[marcamiami](https://marcamiami.com)

COMPANY WEB ADDRESS

<https://thisismel.com>

PRIMARY ADDRESS

409 North Houston Street, Suite 700
Dallas, TX 75202
305 205-6457

MEL

COMPANY NAME

MEL

YEAR FOUNDED

2023

MISSION STATEMENT

Elevate the connection between people and brands.

OTHER OFFICE LOCATIONS

Miami, Dallas, New York

COMPANY GENERAL E-MAIL ADDRESS

michelle@thisismel.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independently owned and operated

TOTAL NUMBER OF EMPLOYEES

10

KEY PERSONNEL

Luis Miguel Messiano | Founder/President/Chief Creative Officer
luismi@thisismel.com

Pedro Lerma | Founder-CEO
plerma@thisismel.com

Michelle Cobas | Chief Growth Officer, Managing Director
michelle@thisismel.com

Pablo Rosas | Head of Strategy
pablo@thisismel.com

Danny Alvarez | Executive Creative Director
danny@thisismel.com

Jennifer Rangel | Head of Client Services
jenn@thisismel.com

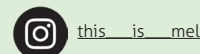
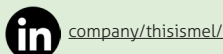
CURRENT CLIENTS

Paws4You	2023
Ad Council	2024
National Highway Traffic Safety Association (NHTSA)	2024
P&G	2024
TelevisaUnivision	2024
Rémy Martin	2025
BrandsMart USA	2026
Gran Centenario Tequila	2026

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Retail/Quick Service Restaurants
- Beverages (Alcoholic)
- Nonprofit
- Toiletries/Beauty Aids
- Packaged Goods
- Home Furnishings/ Retail



SHOUT IT
HERE WE ARE

**TODAY, MORE
THAN EVER**

**WE RAISE OUR VOICE
FOR THE COMMUNITIES
WE REPRESENT AND SERVE.**

Our work elevating diversity
through cultural storytelling
has become a powerful way
to connect brands with
the communities where
real growth
and cultural influence live.

We raise our voice for the brands
that understand this and commit.

We raise our voice for the brave,
committed clients who dare
to do it for real.

**We raise our voice for ideas
that elevate people, brands,
and conversations.**

MEL

MIAMI
NEW YORK
DALLAS

COMPANY WEB ADDRESS

<https://www.mundialmedia.com>

PRIMARY ADDRESS

1150 South Olive Street, 10th Floor
Los Angeles, CA 90015
310 430-1302

**COMPANY NAME**

Mundial Media Inc

YEAR FOUNDED

2022

MISSION STATEMENT

Mundial Media is an AI-first, culture-built advertising platform designed to understand multicultural audiences through machine learning — not cookies or IDs. Powered by its proprietary Cadmus AI engine, the platform analyzes image, context, tone, and brand safety across millions of pages daily to classify real-time cultural moments and surface premium, brand-safe environments spanning sports, entertainment, lifestyle, and emerging multicultural trends. With 4 years of AI intelligence and billions of contextual signals fueling thousands of dynamic segments, Mundial Media delivers privacy-safe accuracy, stronger engagement, and hyper-contextual scale across 750+ in-culture publishers — connecting brands with Hispanic, Black, AAPI, LGBTQ+, and general market audiences at the right cultural moment.

OTHER OFFICE LOCATIONS

Santa Monica, New York, Palo Alto

COMPANY GENERAL E-MAIL ADDRESS

contact@mundialmedia.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

NMSDC Certified – Hispanic-owned and operated

TOTAL NUMBER OF EMPLOYEES

30

KEY PERSONNEL

Tony González | CEO

tony@mundialmedia.com

Matt Weisbecker | CRO

matt@mundialmedia.com

Adrian Ruiz | Head of Operations

adrian@mundialmedia.com

TOP FIVE COMPANY SECTORS (by revenue)

- Consumer Packaged Goods
- Healthcare/Pharma
- Technology
- Retail
- Quick Service Restaurants

COMPANY PORTFOLIO <https://vimeo.com/800891500>



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

COMPANY WEB ADDRESS

<https://nanatomedia.com>

PRIMARY ADDRESS

801 Barton Springs Road
Austin, TX 78704
512 813-0087

**COMPANY NAME**

Nanato Media

YEAR FOUNDED

2018

MISSION STATEMENT

We help U.S. law firms become the go-to firm in their Hispanic markets by connecting them authentically to the Latino communities they serve.

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

hey@nanatomedia.com

2025 CAPITALIZED BILLINGS

\$1.6 million

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

22

KEY PERSONNEL

Liel Levy | Co-Founder
liell@nanatomedia.com

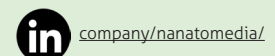
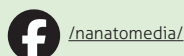
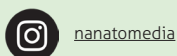
Natalie Fragkouli | Co-Founder
natalief@nanatomedia.com

AWARDS & RECOGNITIONS

- 2022 International Latino Book Awards - Business Book Silver Medal

TOP COMPANY SECTORS (by revenue)

- Legal Industry



COMPANY WEB ADDRESS

<http://www.orci.com>

PRIMARY ADDRESS

3415 South Sepulveda Boulevard, Suite 200
Los Angeles, CA 90034
310 444-7300 Fax: 310 622-4600



COMPANY NAME

Orci

YEAR FOUNDED

1986

MISSION STATEMENT

We are Orci. A full-service agency, proudly minority-owned and independent since 1986. We're Hispanic-first and multicultural always. We connect brands to consumers through the beauty and power of everyday realness.

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@orci.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

100% Minority Owned

TOTAL NUMBER OF EMPLOYEES

38

KEY PERSONNEL

Andrew Orci | Principal
aorci@orci.com

Diego Andrade | SVP Executive Creative Director
dandrade@orci.com

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

Lupita Campa | CFO
lcampa@orci.com

Alisha Prince | VP Director of Operations
aprince@orci.com

Randy Gudiel | SVP Media Director
rgudiel@orci.com

Diana Jones | VP Group Account Director
djones@orci.com

Ale Oszust | SVP, Head of Strategy
aoszust@orci.com

CURRENT CLIENTS

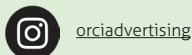
Honda	1990
Acura	1990
VCA	2016
Chevron	2021
ExtraMile	2020
My Contemplation	2022
P.S. Arts	2022
It Gets Better	2024
Kaiser Permanente	2025
Northgate González Market	2025

YEAR ACQUIRED

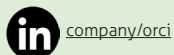
TOP FIVE COMPANY SECTORS (by revenue)

- Automotive
- Energy/Oil & Gas
- Retail
- Consumer Packaged Goods
- Nonprofit

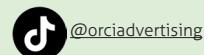
COMPANY PORTFOLIO <https://orci.com>



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



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



[@orciadvertising](https://www.tiktok.com/@orciadvertising)

COMPANY WEB ADDRESS

<https://pacocollective.com>

PRIMARY ADDRESS

2675 West Grand Avenue
Chicago, IL 60612
312 281-2040



COMPANY NAME

PACO Collective Inc.

YEAR FOUNDED

2006

MISSION STATEMENT

We help brands connect in ways that are real, inclusive, and effective — turning culture into a competitive advantage.

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

marketing@pacocollective.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

Independent - 100% minority owned

TOTAL NUMBER OF EMPLOYEES

25

KEY PERSONNEL

Ozzie Godínez | CEO & Co-Founder

Kelly Sudnik | VP, Director of Account Services

Martin Serra | VP, Executive Creative Director

CURRENT CLIENTS

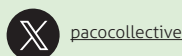
Advocate Health Care	
Aetna	
BMO	
Centene	
ComEd / Exelon	
Chicago White Sox	
SOLO	
Takeda / BioLife	
United Flea Markets	
Western Illinois University	

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Utilities / Energy
- Health Care
- Entertainment / Sports
- Financial Services
- Consumer Packaged Goods

COMPANY PORTFOLIO <https://pacocollective.com/work>



COMPANY WEB ADDRESS

<https://prisamediausa.com/>

PRIMARY ADDRESS

95 Merrick Way, Third Floor
Miami, FL 33134



COMPANY NAME

PRISA Media USA, Inc.

YEAR FOUNDED

1972 in Spain
2011 in the United States

MISSION STATEMENT

PRISA Media USA is one of the world's leading Spanish-language digital content producers, creating culturally relevant stories and experiences for U.S. Latinos at both the local and national level. With editorial teams in New York, Miami, Los Angeles, and Washington, D.C., we produce premium content across four key Latino passion points — Sports, Music, Lifestyle & Entertainment, and Gaming. Through iconic brands including AS.com Latino, LOS40 USA, EL PAÍS USA, and MeriStation, we connect with more than 19 million Latinos through meaningful, multi-platform storytelling and culturally authentic engagement.

OTHER OFFICE LOCATIONS

New York, Miami, Los Angeles

COMPANY GENERAL E-MAIL ADDRESS

info@prisamedia.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

14,000

KEY PERSONNEL

Nestor Perinot | CEO
nperinot@prisamedia.com

Yeline Guerra | CFO
yguerra@prisamedia.com

Laura González | Head of Operations
lgperez@prisamedia.com

CURRENT CLIENTS

Allstate	
Amgen	
Apple TV+	
Coca-Cola	
Ford	
Hulu	
Lowe's	
Paramount Pictures	
Reliant Energy	
Sun Pharma	
U.S. Army	
Verizon	

YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Entertainment/Sports
- Streaming Services
- Telecommunications
- Pharma
- Auto

AWARDS & RECOGNITIONS

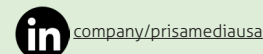
- Digital Media Awards 2020 - Best Digital Content



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



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



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

COMPANY WEB ADDRESS

<http://www.publicismedia.com>

PRIMARY ADDRESS

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



COMPANY NAME

Publicis Media

YEAR FOUNDED

2015

MISSION STATEMENT

At Publicis Media, we believe that human attention is a brand's most valuable currency; it must be captured distinctly to drive engagement and growth.

Publicis Media combines diverse talent—thinkers, doers, storytellers—to help brands find and engage customers effectively. We leverage our unique understanding of today's fast-scrolling world and proprietary resources like Epsilon CORE ID to create meaningful, personalized customer experiences at scale.

Through our client-centric approach, our agencies – Infinite Roar, Publicis Collective, Publicis Health Media, Spark Foundry, Starcom, and Zenith – provide strategic thinking, investment planning, and flawless execution backed by PMX's market-leading clout.

At Publicis Media, we:

- Understand buyers through rich data and insights about what people think, feel, do, and purchase
- Set up brands for growth with strategic planning and measurable objectives
- Create engaging customer experiences across all platforms and publishers
- Blend core agency strengths with unique, integrated capabilities across commerce, content, and other specialized marketing practices
- Deliver consistent, automated workflow systems that drive flawless execution

CULTURAL QUOTIENT AT PUBLICIS MEDIA

Building on our mission to capture attention distinctly, Publicis Media's Cultural Quotient (CQ) decodes the complexity of culture by uncovering the nuances of consumers' identity and behavioral traits that influence brand interactions.

As a core support arm for client teams, CQ provides foundational intelligence, innovative tools, and frameworks that help brands capitalize on key audience growth. Designed to drive cultural transformation from the inside out, CQ augments media planning and buying operations across strategy, content, and measurement to create sustainable change.

OTHER OFFICE LOCATIONS

Atlanta, Chicago, Los Angeles, Miami, Philadelphia, New York, Seattle

COMPANY GENERAL E-MAIL ADDRESS

lonnie.limon@publicismedia.com

2025 CAPITALIZED BILLINGS

N/A

KEY CLIENTS

More than 500, spanning every major category

TOTAL NUMBER OF EMPLOYEES

23,000

KEY PERSONNEL

Lonnie Limon | EVP, Cultural Quotient
lonnie.limon@publicismedia.com

Stephen Paez | EVP, PMX Cultural Investment & Innovation
stephen.paez@publicismedia.com



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

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

Schramm Marketing Group

YEAR FOUNDED

1993

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.

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESSjschramm@schrammny.com**2025 CAPITALIZED BILLINGS**

N/A

OWNERSHIP/COMPANY AFFILIATION

Sole Owner - Joe Schramm

TOTAL NUMBER OF EMPLOYEES

6

KEY PERSONNEL**Joseph Schramm** | Presidentjschramm@schrammny.com**Steve Lohlein** | Chief Administrative Officersteve@schrammny.com**Prahlad Balasubramanian** | Account Executiveprahlad@schrammny.com**Jack Ebert** | Account Executivejack@schrammny.com**CURRENT CLIENTS**

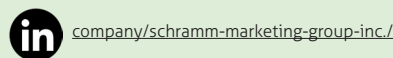
Major League Soccer / Soccer United Marketing	1995
Annual Hispanic Television Summit	2002
Future, publisher of Broadcasting & Cable and Multichannel News magazines	2002
Telemundo	2015
NAB, National Association of Broadcasters	2016
NY Mets	2016
Estrella	2019
Lucha Libre USA	2019
Madison Square Garden	2019
NATPE, National Association of TV Programming Executives	2019
Huntington Office of Film & Television	2022
Northport Pridefest	2023
Suffolk Heart Group	2023
Hearing Health Foundation	2024
Northport Chamber of Commerce	2024
Kivi.TV	2025
Made in Huntington Film & TV Festival	2025
DPAA, Digital Out of Home	2026

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

- Entertainment/Sports/Media
- Telecommunications
- Nonprofit
- Technology
- Public Service

AWARDS & RECOGNITIONS

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

COMPANY PORTFOLIO <http://www.schrammny.com/clients>

COMPANY WEB ADDRESS

<http://www.sensisagency.com>

PRIMARY ADDRESS

1651 South Central Avenue, Suite A
Glendale, CA 91240
213 341-0171 Fax: 888 440-4556

SENSIS

COMPANY NAME

Sensis

YEAR FOUNDED

1998

MISSION STATEMENT

Sensis is an integrated cultural marketing agency. Since 1998, we have combined strategy, research, creative, media, digital experiences, social, PR, and analytics to deliver culture-first, research-driven marketing campaigns that generate quantifiable results. We use technology, data and cultural insights to create integrated experiences to reach growth audiences with the right message at the right time across the most relevant media. With offices across the U.S., Mexico, and Colombia, we help brands authentically engage growth segments. Our work spans healthcare, financial services, energy and utilities, CPG, food & beverage, spirits, B2B, government, and nonprofit sectors.

OTHER OFFICE LOCATIONS

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

COMPANY GENERAL E-MAIL ADDRESS

sales@sensisagency.com

2024 CAPITALIZED BILLINGS

\$41 million

OWNERSHIP/COMPANY AFFILIATION

Independent

TOTAL NUMBER OF EMPLOYEES

125

KEY PERSONNEL

José Villa | President, Chief Strategy Officer
jrvilla@sensisagency.com

Robyn Loubé | EVP, Managing Director
rloubé@sensisagency.com

Abdi Zadeh | EVP, Managing Director, Los Angeles
azadeh@sensisagency.com

Sharon Carothers | Managing Director, SensisHealth
scarothers@sensisagency.com

Pearl Owen | Managing Director Strategic Planning
powen@sensisagency.com

Laura Guerrero | Director, Digital Content & Influencer
Lguerrero@sensisagency.com

CURRENT CLIENTS

	YEAR ACQUIRED
Army National Guard	2012
Port of Los Angeles	2013
Centers for Disease Control & Prevention (CDC)	2013
AltaMed Health Services	2016
U.S. State Department	2019
Georgia Lottery	2020
USC Credit Union	2021
Northern Arizona University	2021
Covered California	2021
ChenMed	2022
UTSA Health	2022
Voya Financial	2023
Centers for Elder Independence	2023
California Department of Public Health	2024
Port Authority of New York & New Jersey	2025
Central Health	2025
DentaQuest	2025
Metro Credit Union	2025
CapMetro	2025
Saddleback College	2026
Military Officers Association of America (MOAA)	2026

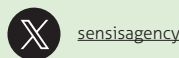
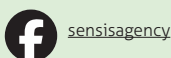
Javier San Miguel | Group Creative Director
jsanmiguel@sensisagency.com

David Galvan | Creative Director
dgalvan@sensisagency.com

TOP FIVE COMPANY SECTORS (by revenue)

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

COMPANY PORTFOLIO <https://www.sensisagency.com/case-study>



COMPANY WEB ADDRESS
<https://www.techintlabs.com>

PRIMARY ADDRESS
865 Albion Street
Denver, CO, 80220
303 817-2781

techintlabs

COMPANY NAME
Techint Labs

YEAR FOUNDED
2018

MISSION STATEMENT

Our full-service advertising agency creates custom strategies to accelerate brands to new heights.

OTHER OFFICE LOCATIONS

N/A

COMPANY GENERAL E-MAIL ADDRESS

info@techintlabs.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

AdCellerant LLC

TOTAL NUMBER OF EMPLOYEES

40

KEY PERSONNEL

Adam Lee | Chief Business Development Officer
adam@techintlabs.com

Meghan Brito | SVP, Marketing
meghan.brito@techintlabs.com

Brock Berry | CEO and Co-Founder
brock@adcellerant.com

Wes Miller | VP of Operations
wes@techintlabs.com

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

Terry McAskill | Partnerships
terry.mcaskill@techintlabs.com

Sara Lennon | President
sara@techintlabs.com

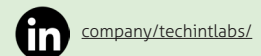
Libby Stephens | SVP of Client Services
libby@techintlabs.com

Lauren Morrell | SVP of Agency Business Development
lauren.morrell@techintlabs.com

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
- dotcom Award, Category: Paid Media, Display Ad, GOLD & Honorable Mention

COMPANY PORTFOLIO <https://www.techintlabs.com/work-weve-done>



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Post your specialized job openings today!

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

COMPANY WEB ADDRESS

<https://www.wppmedia.com>

PRIMARY ADDRESS

175 Greenwich Street
New York, NY 10007
212 297-7000



COMPANY NAME

WPP Media

YEAR FOUNDED

2003

MISSION STATEMENT

WPP Media is WPP's global media collective. In a world where media is everywhere and in everything, we bring the best platform, people, and partners together to create limitless opportunities for growth.

OTHER OFFICE LOCATIONS

HQ in New York and more than 100 offices in over 80 countries.

COMPANY GENERAL E-MAIL ADDRESS

N/A

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

WPP

TOTAL NUMBER OF EMPLOYEES

41,000+

KEY PERSONNEL

Nancy Hall | Chief Executive Officer, WPP Media U.S.

Gonzalo Del Fa | President, WPP Media Multicultural

CURRENT CLIENTS

AARP	
Airbnb	
Ally	
Danone	
DoorDash	
Electronic Arts	
Estee Lauder	
Google	
Johnson & Johnson	
JPMorgan Chase	
Nationwide	
Norwegian Cruise Line	
Novo Nordisk	
SC Johnson	
Target	
Unilever	
Universal Pictures	
Wendy's	

AWARDS & RECOGNITIONS

- WPP Media won 90 Cannes Lions across the global network, with a total of 26 trophies across the U.S. agencies.
- Additionally, other notable wins include COMvergence, Festival of Media, The Internationalist's Innovative Digital Marketing Solutions Awards, MMA's SMARTIES, WARC Media 100, and more.



MEDIA IS EVERYWHERE

EVERYWHERE
EVERYWHERE
EVERYWHERE



SO ARE
HISPANIC
AUDIENCES

COMPANY WEB ADDRESS

<http://www.zubiad.com>

PRIMARY ADDRESS

255 Giralda Avenue 8th Floor
Miami, FL 33134
305 448-9824



COMPANY NAME

Zubi

YEAR FOUNDED

1976

MISSION STATEMENT

Led by Culture. Built for Growth.

Our mission is to uncover opportunities beyond the mainstream by operating as culture gurus, identifying, and activating growth across behavioral, generational, life-stage, geographic, and cultural dimensions, and transforming that understanding into world-class ideas that create lasting connections and loyal customers.

OTHER OFFICE LOCATIONS

Detroit, Los Angeles

COMPANY GENERAL E-MAIL ADDRESS

zubiad@zubiad.com

2025 CAPITALIZED BILLINGS

N/A

OWNERSHIP/COMPANY AFFILIATION

WPP

TOTAL NUMBER OF EMPLOYEES

75

KEY PERSONNEL

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

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

Maggie Martin | VP, Chief Financial Officer
maggie.martin@zubiad.com

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

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

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

TOP FIVE COMPANY SECTORS (by revenue)

- Automotive
- Financial Services
- Retail
- Packaged Goods

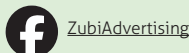
CURRENT CLIENTS

Ford Motor Co.	1996
Ford Dealer Associations	2008
J.P. Morgan Chase	2009
Lincoln Motor Co.	2012
The Cleo Institute	2019
Mars Petcare	2021
AlEn USA	2025
SC Johnson	2025

YEAR ACQUIRED

AWARDS & RECOGNITIONS

- Cannes Lion
- CLIO
- Effies
- EL Sol
- FWA
- The One Show
- HMC Strategic Excellence Awards
- Radio Mercury Awards
- London International Awards
- Luum
- El Ojo de Iberoamerica
- D&AD
- The Andy's
- The Drum
- FIAP
- Gerety
- Addy's
- ADC
- Adstars



ZubiAdvertising



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zubigram



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ON-DEMAND.**



**MEDIA,
DIGITAL AND
RESEARCH**

MEMBERS

MEDIA, DIGITAL & RESEARCH MEMBERS

Collage Group | Bethesda, MD **104**

Creator TV® by Sabio | New York, NY **105**

Culture IQ | Sherman Oaks, CA **106**

Entravision | Santa Monica, CA **107**

Mainkore | Miami, FL **108**

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MediaCo Operations LLC | New York, NY **110**

Nielsen | New York, NY **112**

TelevisaUnivision | Miami, FL **113**

Telemundo | Miami, FL **114**

ThinkNow | Burbank, CA **116**

Warner Bros. Discovery U.S. Hispanic | New York, NY **117**

COMPANY WEB ADDRESS
<https://www.collagegroup.com>

PRIMARY ADDRESS
4550 Montgomery Avenue, Suite 205
Bethesda, MD 20814



COMPANY NAME
Collage Group

YEAR FOUNDED
2009

MISSION STATEMENT

Unleash the power of cultural intelligence to fuel brand growth. Only Collage fuses together consumer, brand and industry insights, enabled by AI, to fuel brand love, loyalty, and revenue growth with the fastest growing segments.

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

65

KEY PERSONNEL

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

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

David Albert | Chief Insights Officer
david.albert@collagegroup.com

Zekeera Belton | Vice President of Customer Success
zekeera.belton@collagegroup.com

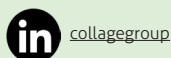
COMPANY DESCRIPTION

Collage is the only AI-enabled cultural intelligence engine that provides brands with curated, actionable, cultural insights to accelerate revenue growth. Only Collage fuses consumer, brand and industry insights from 26 billion primary data points to provide brands with unparalleled depth of insights on the why behind consumers' behaviors. The combination of the always-on, easy to use, updated daily tech platform with the best-in-class cultural strategists provides a unique competitive advantage for the world's leading brands. Collage enables marketers and insights professionals to futureproof their brands, identify and win with the fastest-growing segments, increase brand resonance and loyalty, and authentically activate across all the marketing levers. Founded in 2009, culture has always been at the company's core. Collage is a National Minority Supplier Development Council (NMSDC) certified minority-owned small business.

AWARDS & RECOGNITIONS

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

COMPANY PORTFOLIO <https://www.collagegroup.com/hispanic-market-research>



COMPANY WEB ADDRESS

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

PRIMARY ADDRESS

10 Crosby Street, Suite #200
New York, NY 10013



COMPANY NAME

Creator TV® by Sabio

YEAR FOUNDED

2014

MISSION STATEMENT

Creator TV®'s mission is to increase representation in television by showcasing creator-led programming that better reflects today's diverse world.

OTHER OFFICE LOCATIONS

Los Angeles, Chicago, Detroit, Washington, D.C., London (UK), Toronto (Canada), Hyderabad (India)

COMPANY GENERAL E-MAIL ADDRESS

aziz@sabioholding.com

OWNERSHIP/COMPANY AFFILIATION

Public Company, parent company Sabio Holdings, Inc.

TOTAL NUMBER OF EMPLOYEES

115

KEY PERSONNEL

Aziz Rahimtoola | Chief Executive Officer
aziz@sabioholding.com

Sajid Premji | Chief Financial Officer
sajid@sabioholding.com

COMPANY DESCRIPTION

Creator TV® by Sabio is the first creator-led streaming network and content studio dedicated to bringing the authenticity and energy of social media storytelling to TV. Sitting at the intersection of ad-supported streaming and the creator economy, Creator TV® offers advertisers innovative creator-led advertising opportunities, boasting 149MM platform reach and 1,500+ in our creator network. Creator TV® recently announced the launch of Creator TV Sports, featuring creator-led sports programming with formats designed for repeat engagement and ongoing brand integration.

Sabio is a streaming advertising leader that takes a data-driven and personalized approach to reaching streaming audiences at scale. Powered by a household graph of 80 million validated households, Sabio offers advertisers powerful audience segments and first-to-market audience measurement and insights.

COMPANY PORTFOLIO <https://www.sabioctv.com>



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



SabioInc

COMPANY WEB ADDRESS

<https://cultureiq.group/>

PRIMARY ADDRESS

4609 Kester Avenue, Unit 102
Sherman Oaks, CA 91403-6315



COMPANY NAME

Culture IQ

YEAR FOUNDED

2023

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 are provided with 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.

OTHER OFFICE LOCATIONS

Miami

COMPANY GENERAL E-MAIL ADDRESS

info@cultureiq.group

OWNERSHIP/COMPANY AFFILIATION

Culture IQ Group Inc.

TOTAL NUMBER OF EMPLOYEES

4

KEY PERSONNEL

Ana Fernández Rockwell | Founding Director
ana@cultureiq.group

Michele Córdoba | Founding Director
michele@cultureiq.group

Sandra Méndez | Project Manager
sandra@cultureiq.group

Karen Parks | Business Manager
karen@cultureiq.group

COMPANY DESCRIPTION

Culture IQ is a 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.

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.

COMPANY WEB ADDRESS

<http://www.entravisision.com>

PRIMARY ADDRESS

801 South Figueroa Street, Suite 1800
Los Angeles, CA 90017
310 447-3870



COMPANY NAME

Entravision Communications

YEAR FOUNDED

1996

OTHER OFFICE LOCATIONS

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

COMPANY GENERAL E-MAIL ADDRESS

info@entravisision.com

OWNERSHIP/COMPANY AFFILIATION

Publicly Owned (NYSE-EVC)

TOTAL NUMBER OF EMPLOYEES

1,000+

KEY PERSONNEL

Maria Martinez-Guzmán | President, Entravision Media
Mmartinez-guzman@entravisision.com

Eduardo Maytorena | President, Entravision Audio
Eduardo.maytorena@entravisision.com

Winter Horton | Chief Revenue Officer
Winter.horton@entravisision.com

Jessica Martínez | EVP Digital
jessica.martinez@entravisision.com

Karina Cerda | EVP Sales, Brand & Partnership Marketing
kcerda@entravisision.com

Mark Whitt | Head of National Sales
mark.whitt@entravisision.com

Liliana Aristizabal | SVP Network Audio, Multiplatform
laristizabal@entravisision.com

COMPANY DESCRIPTION

Entravision is a leading media and ad-tech solutions company. Our services are anchored by a world-class sales operation, premium media products, rich data and unique partnerships.

Ultimately, our purpose is to grow our Clients' business.

In the U.S., Entravision is a leader in Hispanic marketing solutions, expertly serving local, regional, and national clients for three decades. We have curated a unique Entraverse portfolio that includes an all-inclusive suite of digital marketing solutions like Entravision+ (CTV offering), AudioEngage (audio streaming), branded content, experiential and local creators. Across linear, we are the #1 TelevisaUnivision affiliate with a TV footprint in 21 markets, including comprehensive coverage across the critical U.S.-Mexico border from San Diego to McAllen. For English TV, we are home to FOX in Laredo & McAllen and NBC in Palm Springs. We connect with communities through trusted newscasts in our TV markets producing 300 weekly hours of news coverage (4 daily newscasts plus weekend news per market). For radio, we have 49 O&O stations and syndicate the top shows on our radio network (300+ affiliate station partners). We also broadcast premium sports including the Super Bowl LX, the NFL 2026-27 season (MNF, SNF, Playoffs & Super Bowl LXI), and the biggest sports tournament in the world, the 2026 FIFA World Cup.

We are experts in Latino marketing and seamlessly offer brands and partners more opportunities to authentically connect with consumers across all touchpoints, at any engagement level. We take a client-centric approach to providing hand-picked strategies, media recommendations, and creative best practices that help our clients see real growth outcomes. Our philosophy is simple: to be part of your team (not just an extension) to build great campaigns together.

Expert Partner. Trusted Messenger. Media Powerhouse.



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



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

COMPANY WEB ADDRESS

<https://www.mainkoreglobal.com>

PRIMARY ADDRESS

680 Northeast 64th Street., A-201
Miami, FL 33138



COMPANY NAME

Mainkore

YEAR FOUNDED

2021

MISSION STATEMENT

To disrupt the programmatic ecosystem by offering outcome-based guarantees against KPIs. We are committed to ensuring optimal and consistent results, providing innovative technological solutions that maximize performance and efficiency.

OTHER OFFICE LOCATIONS

Mexico, Spain, Colombia

COMPANY GENERAL E-MAIL ADDRESS

info@mainkoreglobal.com

OWNERSHIP/COMPANY AFFILIATION

N/A

TOTAL NUMBER OF EMPLOYEES

25

KEY PERSONNEL

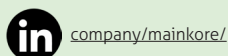
Borja Pérez | Chief Strategic Partnerships
borja@mainkoreglobal.com

Gustavo Granados | Media Programming and Production
Executive
gustavo.granados@mainkoreglobal.com

Santiago Herrera | Senior Managing Director
santiago@mainkoreglobal.com

COMPANY DESCRIPTION

Mainkore has developed the first Autonomous Ad Intelligence. It decides what to buy, when, at what price, and through which channel, executing and optimizing every decision without human intervention, 24/7. Not task automation. Not assisted optimization. Autonomous intelligence that decides and executes at unlimited scale. Validated across 12,000+ campaigns. Results backed by contract. Already Tomorrow.



COMPANY WEB ADDRESS

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

PRIMARY ADDRESS

200 West Jackson Boulevard, 26th Floor
Chicago, IL 60606

**COMPANY NAME**

MRI-Simmons

YEAR FOUNDED

2019

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.

OTHER OFFICE LOCATIONS

200 West 41st Street
New York, NY 10036

COMPANY GENERAL E-MAIL ADDRESS

info.ms@mrismmons.com

OWNERSHIP/COMPANY AFFILIATION

NIQ, Symphony AI Group

TOTAL NUMBER OF EMPLOYEES

160

KEY PERSONNEL

Anna Welch | President

Mike Merna | Head of Sales

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 U.S. 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.



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



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



[company/mri-simmons](https://www.linkedin.com/company/mri-simmons)

COMPANY WEB ADDRESS

<https://mediacoholding.com>

PRIMARY ADDRESS

48 West 25th Street
New York, NY 10010



COMPANY NAME

MediaCo Operations LLC d/b/a

YEAR FOUNDED

1980

MISSION STATEMENT

MediaCo is the Leading Diverse-Owned Media Company at the Center of Culture. Minority-owned. Minority-targeted. Growth-powered..

OTHER OFFICE LOCATIONS

New York, Los Angeles, Dallas, Houston, Miami, Denver, Chicago

COMPANY GENERAL E-MAIL ADDRESS

press@mediacoholding.com

OWNERSHIP/COMPANY AFFILIATION

MediaCo Holding Inc. (Nasdaq: MDIA)

TOTAL NUMBER OF EMPLOYEES

400

KEY PERSONNEL

Albert Rodriguez | CEO & President
albert.rodriguez@mediacoholding.com

Brian Fisher | Chief Revenue Officer
bfisher@mediacoholding.com

Renee Mizrahi | SVP Marketing & Communications
rmizrahi@mediacoholding.com

COMPANY DESCRIPTION

MediaCo Holding Inc. (Nasdaq: MDIA) is the leading diverse-owned media company at the center of culture, reaching multicultural audiences nationwide across television, radio, digital, streaming, and live platforms. Its portfolio includes EstrellaTV, Estrella News, HOT 97, WBLS, Que Buena Los Angeles, and the Don Cheto Radio Network, collectively reaching more than 20 million people each month. MediaCo's Sigma Audio Networks is redefining how brands connect with multicultural audiences at scale.

Learn more at <https://mediaco.now>

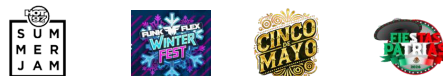
VIDEO



AUDIO



EVENTS

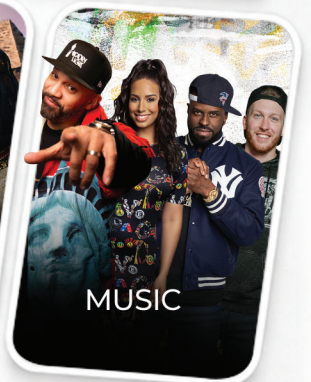


MEDIA CO

FAST Channels

Delivering premium multicultural audiences across streaming. Entertainment, live sports, news, movies, game shows, discovery, and music, delivering engaged audiences across platforms.

A growing ecosystem.



OUR FAST CHANNELS



WE ARE THE MOMENTUM

FOR ADVERTISING OPPORTUNITIES PLEASE CONTACT ROGERIO ALVES | SVP, Digital Sales · ralves@mediacoholding.com

COMPANY WEB ADDRESS

<http://www.nielsen.com>

PRIMARY ADDRESS

675 6th Avenue
New York, NY 10010



COMPANY NAME

Nielsen

YEAR FOUNDED

1923

MISSION STATEMENT

Powering a better media future for all people.

OTHER OFFICE LOCATIONS

Nielsen operates around the world in more than 55 countries with headquarters in New York City.

COMPANY GENERAL E-MAIL ADDRESS

<https://www.nielsen.com/contact-us/>

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

Karthik Rao | Chief Executive Officer

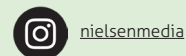
Sandra Sims-Williams | Chief Business Inclusion, Impact & Belonging Officer

Amilcar Pérez | Chief Revenue Officer

Stacie M. de Armas | SVP, Inclusive Insights

COMPANY DESCRIPTION

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future.



COMPANY WEB ADDRESS

<https://corporate.televisaunivision.com>

PRIMARY ADDRESS

Miami, FL



COMPANY NAME

TelevisaUnivision, Inc.

YEAR FOUNDED

1961

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 U.S. Hispanics and Latinos worldwide.

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 in Mexico City.

COMPANY GENERAL E-MAIL ADDRESS

mediasales@televisaunivision.com

KEY PERSONNEL

Daniel Alegre | Chief Executive Officer,
TelevisaUnivision

Juan Pablo Newman | Chief Financial Officer

Jose Luis Fabila | Chief Content Officer

John Kozack | President, U.S. Ad Sales & Marketing

Rafael Urbina | President, Streaming and Digital

Ignacio Meyer | President of U.S. Networks

Olek Loewenstein | President, Global Sports

Leopoldo Gómez | President, N+ Univision

COMPANY DESCRIPTION

TelevisaUnivision is the world's leading Spanish-language media company. Powered by the largest library of owned Spanish-language content and a prolific production capability, TelevisaUnivision is the top producer of original content in Spanish across news, sports and entertainment verticals. This original content powers all of TelevisaUnivision's platforms, which include market-leading broadcast networks Univision, Las Estrellas, Canal 5 and UniMás, and a portfolio of 38 cable networks, which include TUDN, Galavisión, Distrito Comedia and TL Novelas. The company also operates the leading Mexican movie studio, Videocine, and owns and operates the largest Spanish-language audio platform in the U.S. across 35 terrestrial stations and the Uforia digital platform. TelevisaUnivision is also the owner of ViX, the largest Spanish-language streaming platform in the world. For more information, please visit televisaunivision.com.

AWARDS & RECOGNITIONS

- TelevisaUnivision was named to Fast Company's Most Innovative Companies List in 2026, ranking No. 4 in the Film and Television category
- TelevisaUnivision was recognized by Newsweek on their annual Most Trustworthy Companies in America, ranked #7 in Media and Entertainment in 2025
- TelevisaUnivision's Así Studios was named to The Wrap's Brand Integration Power Players List for work on a social-first, novela-style microseries in collaboration with JCPenney
- N+ Univision (formerly Noticias Univision) received five prestigious awards for excellence in investigative journalism and visual storytelling for the series Exposed (Campo Tóxico), earning a 2025 Gracie Award, a first place in the Pictures of the Year International 2025 Awards, and three awards from the National Press Photographers Association – 2025 Best of Photojournalism Awards
- TelevisaUnivision's Univision, ViX and N+ were nominated for 9 News and Documentary Emmy Awards in 2025, winning for Outstanding News Program in Spanish and Outstanding Feature Story in Spanish
- TelevisaUnivision recognized with four 2024 Telly Awards (Gold) for creative campaigns: Hispanic Heritage Month, Al Piemonte Ford Brand Spot, Latin American Music Awards "No Footage" Teaser, and "Veo Como Cantas" Teaser



teleunicompany



tu-advertising

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



COMPANY NAME

Telemundo Enterprises

YEAR FOUNDED

1987

OTHER OFFICE LOCATIONS

N/A

KEY PERSONNEL

SENIOR MANAGEMENT

Luis Fernández | Chairman

Luis.Fernandez@nbcuni.com

Mónica Gil | Chief Administrative & Marketing Officer

Monica.Gil@nbcuni.com

Javier Pons | Chief Content Officer & Head

of Telemundo Studios

Javier.Pons@nbcuni.com

Joaquín Duro | EVP, Sports & Head of Streaming

joaquin.duro@nbcuni.com

Gemma García | EVP, News

gemma.garcia@nbcuni.com

Claudia Chagui | EVP, Marketing & Creative

Claudia.Chagui@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, a suite of FAST channels, and streaming services, such as Peacock, among others. The Telemundo Network offers Spanish-language entertainment, news, and sports content reaching 96% of U.S. Hispanic TV households in 210 markets through 30 owned stations and 95 affiliate stations. Telemundo also owns an independent station serving Puerto Rico. Anchored on Telemundo Studios, the network is the #1 producer of scripted Spanish-language content in the U.S., and the only network to produce original content specifically for U.S. Hispanic audiences. Offering over 600 hours of reality TV shows a year, and top-rated live specials such as the Billboard Latin Music Awards and Miss Universe, Telemundo is considered the undisputed Home of Live TV in Hispanic media. The network is also the exclusive Spanish-language home of the world's two most popular sporting events, the FIFA World Cup™ and the Olympic Games. NBCUniversal Telemundo Enterprises is a division of NBCUniversal, a subsidiary of Comcast Corporation.



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Coming off the **BIGGEST FIFA WORLD CUP™ IN HISTORY**, Telemundo continues to be front and center with **PREMIER CULTURE-DEFINING CONTENT** igniting fandoms across the world

#1 producer of scripted Spanish-language content in the US

Home to over **600 hours** of reality TV shows a year, plus **top-rated live event specials**



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COMPANY WEB ADDRESS

<https://thinknow.com>

PRIMARY ADDRESS

1812 West Burbank Blvd, #5931
Burbank, CA 91505

thinknow

COMPANY NAME

ThinkNow

YEAR FOUNDED

2010

MISSION STATEMENT

ThinkNow helps brands and government agencies understand and reach diverse consumers through primary research, audience data, and insights that drive real-world engagement.

OTHER OFFICE LOCATIONS

Los Angeles, Mexico City, Rio de Janeiro, Buenos Aires

COMPANY GENERAL E-MAIL ADDRESS

info@thinknow.com

OWNERSHIP/COMPANY AFFILIATION

100% Privately Held

TOTAL NUMBER OF EMPLOYEES

45

KEY PERSONNEL

Roy Eduardo Kokoyachuk | Co-Founder and Principal
roy@thinknow.com

Mario X. Carrasco | Co-Founder and Principal
mario@thinknow.com

Carlos Yañez | SVP, Custom Research
carlos@thinknow.com

Angelica Gaxiola | VP of Operations
angelica@thinknow.com

Maria Victoria González | Managing Director, South American Region
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Maryluz Cañizares | Account Executive for Full Service Latam
maryluz@thinknow.com

Alvaro Meza | Director of Sales, US
alvaro@thinknow.com

Daniel Ismail | Account Director, ThinkNow Audiences
daniel.ismail@thinknow.com

Deb Zimmerman | Client Services Director, Government
deb@thinknow.com

COMPANY DESCRIPTION

ThinkNow is a market research and data company focused on diverse and hard-to-reach consumers. Based in Burbank and founded in 2010 by Roy Eduardo Kokoyachuk and Mario X. Carrasco, the company helps brands and government agencies understand and reach these audiences through survey-based insights and respondent access. ThinkNow owns and operates nationally representative online research panels, including DigayGane (U.S. Hispanic and Latin America) and SpeakNow (U.S. general market), delivering high-quality sample and supporting custom research. The company also provides audience data and technology solutions, including ThinkNow Audiences and proprietary tools for fraud detection, survey routing, and AI-powered sample modeling. Clients include Google, CVS, Verizon, Nielsen, and the Department of Labor. ThinkNow is a Hispanic-owned small business and holds a GSA AIMS contract.

AWARDS & RECOGNITIONS

- Ogilvy Award – United We Grill Campaign – ThinkNow with Clorox
- Ogilvy Award – Life Can Change In An Instant Campaign – ThinkNow with Covered California
- Ogilvy Award – No One Gets a Diploma Alone Campaign – ThinkNow with The Ad Council
- HMC Strategic Excellence Award - Culture Decoded - ThinkNow with LatiNation
- Inc. 5000 Fastest Growing Companies

COMPANY PORTFOLIO https://thinknow.com/case_studies



company/thinknowglobal



thinknowglobal

COMPANY WEB ADDRESS

<https://AdSalesUSH.wbd.com>

PRIMARY ADDRESS

230 Park Avenue South
New York, NY 10003



COMPANY NAME

Warner Bros. Discovery US Hispanic

YEAR FOUNDED

1997

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.

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 | VP, Programming
Hortensia.Quadreny@wbd.com

COMPANY DESCRIPTION

Warner Bros. Discovery U.S. Hispanic serves Spanish-speaking audiences in the United States through a robust portfolio of brands and platforms. Its core networks include Discovery en Español, which connects viewers to the world's wonder and possibilities; Discovery Familia, which showcases the lives of extraordinary and authentic characters; CNN en Español, a trusted source for breaking news and in-depth reporting; and Hogar de HGTV, which inspires audiences to express their personal vision of home and food.

Building on two decades of leadership, Warner Bros. Discovery U.S. Hispanic continues to expand its reach through a growing digital ecosystem. This includes Max en Español, a premium streaming destination featuring Spanish-language originals and global hits, and WBTV Hispanic Stream, a collection of nine free ad-supported streaming TV (FAST) channels.

The company's content is also available live and on demand through the "GO" TV Everywhere apps: Discovery en Español GO and Discovery Familia GO.

For more information, follow the networks on Facebook @discoveryenespanol, @discoveryfamilia and @hogarhgtv; and on Instagram @discoveryenespanol, @discovery.familia and @hogarhgtv.



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