



Companies partner to reach Hispanic market

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Two local companies are teaming up to help businesses better connect with the Hispanic consumer market, they said in a news release Friday.

Strata-G Communications and LaVerdad Marketing & Media formed a strategic alliance to help consumer goods, financial services and building products companies reach Hispanic consumers. About 14 percent of the U.S. population is Hispanic, which amounts to 42 million consumers with a purchasing power of about \$1 trillion.

Strata-G is an integrated research consultancy and LaVerdad Marketing is a marketing research consultancy.

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