

## Partnership combines strategic marketing expertise with deep Hispanic research and geo-targeting capabilities to reach growing demographic

CINCINNATI, Dec. 22, PRNewswire -- Nearly 14% of the U.S. population is Hispanic - more than 42 million people with purchasing power that will soon exceed \$1 trillion. It is easily the fastest growing segment of the population and it has companies - from Fortune 50s to corner stores - scratching their heads about how to reach it effectively. Two Cincinnati companies are joining forces to do just that. Integrated marketing agency Strata-G Communications and Hispanic consumer insights & marketing research consultancy LaVERDAD Marketing & Media have formed a strategic alliance to help consumer goods, financial services and building products companies better reach the Hispanic market. The announcement was made by Mike Robinson, president and CEO of LaVERDAD, and Tony Magliano, managing partner at Strata-G.

Hispanic-owned LaVERDAD helps clients deliver culturally and linguistically relevant products and services to their Hispanic customers through its "triple A" core competencies: Awareness, Analysis and Action. Strata-G creates and implements integrated marketing programs - utilizing advertising, direct mail, public relations, interactive, merchandising and more - delivering targeted solutions focused on high ROI.

"Tapping into the Hispanic market requires more than simple demographics and a Spanish translator," said Robinson, a Mexican-American who has lived and worked throughout Latin America for more than a decade. "LaVERDAD lays the foundation with research, analysis and a keen understanding of the market. Strata-G gives you the brand positioning and multi-disciplined campaigns to win the market's business. It's a powerful combination for companies looking to more effectively reach a dynamic market segment."

Strata-G and LaVERDAD have particular expertise in the consumer goods, financial services and building products categories. LaVERDAD's resume includes prominent billion dollar brands such as Crest, Vicks, Pantene, Bounty and Folgers. Strata-G's client list includes Bosch, Husqvarna, Tradewinds Tea and Avery Dennison's Graphic and Reflective Products Division. Together, the companies have already implemented Hispanic market-focused projects for Bosch Tools and SENCO in the building products category, where Hispanic construction purchases are expected to spike by more than \$2 billion in the next four years.

"The Hispanic influence is tremendous in these verticals," adds Strata-G's Magliano. "If your business is affected by the huge growth of the demographic, why wouldn't you want to know as much as possible about their purchasing habits? Why wouldn't you want targeted marketing and advertising geared toward the needs of the Hispanic consumer? Why wouldn't you want specific, measurable results driven by unique creative?"

The mission of the partnership is to help clients create and effectively market products and services that improve the lives of ethnic consumers. By raising corporate awareness about the ethnic consumer, conducting research and analysis of the consumer and market, and then taking action to create campaigns and promotions, Strata-G and LaVERDAD have the strategic and tactical expertise and years of marketplace experience to do just that.

"When you hear 'Hispanics are loyal,' we know why," explains Robinson, who sits on the Board of Directors for the National Society of Hispanic MBAs and is an active member of the Hispanic Chamber of Commerce. "When someone says 'family is the centerpiece for Latinos,' we can tell you what that means for your business. It's not a system of hunches and hypotheses, but rather deep research combined with results-based creative designed to drive Hispanic business to our clients."

LaVERDAD is an Hispanic-owned and certified minority business specializing in bringing Hispanic consumer insights and bonding strategies to Fortune 1,000 companies. With headquarters in Cincinnati, OH, the company operates throughout the U.S., with a focus on Los Angeles, Phoenix, Houston, Dallas, San Antonio, Chicago, Miami and New York. LaVERDAD is led by a diverse and experienced team of Latino and American business executives in the fields of marketing, research, market analysis, design, product research and business development. For more information, visit [www.laverdadmarketing.com](http://www.laverdadmarketing.com).

Strata-G Communications, based in Cincinnati, is an integrated marketing communications firm specializing in strategic, multi-channel advertising and promotion, brand development, direct marketing, public relations, website development and e-Commerce solutions. In business since 1978, Strata-G serves a diverse clientele including regional, national and international leaders in finance, investments, insurance, hospitality, building products, power tools and outdoor equipment. For more information, visit [strata-g.com](http://strata-g.com).

SOURCE Strata-G Communications -0- 12/22/2006 /CONTACT: Jon Reischel of Strata-G Communications, +1-513-381-8855 //Web site: <http://www.strata-g.com> <http://www.laverdadmarketing.com> / CO: Strata-G Communications; LaVERDAD Marketing ST: Ohio IN: ADV REA SU: HSP JVN KK-CF -- CLF033 -- 0521 12/22/2006 12:16 EST <http://www.prnewswire.com>

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