



ARE YOU CONNECTING WITH THE FASTEST GROWING MARKET?

WE CONNECT YOU WITH THE FASTEST-GROWING MARKET: HISPANICS

There's a reason that Fortune 500 marketers use specialized agencies to reach the Hispanic community with broadcast, radio and digital campaigns: While many Hispanics are bilingual, they behave, purchase and connect with brands very differently. These marketers know that if they don't engage with Hispanics – demonstrate that they care about their heritage, culture and needs – their competitors will.

Hispanics are the fastest-growing segment of the population and will account for 58% of all growth until 2028 – totaling 74 million people.



CULTURE COUNTS IN YOUR MARKET, TOO



For regional and local marketers, just enabling Google Translate on your website isn't enough. 79% of Hispanics say they're more receptive to advertising that reflects their culture, not just their language.

Conexiones creates cultural advertising that links Hispanics with companies who want to benefit from their growth.