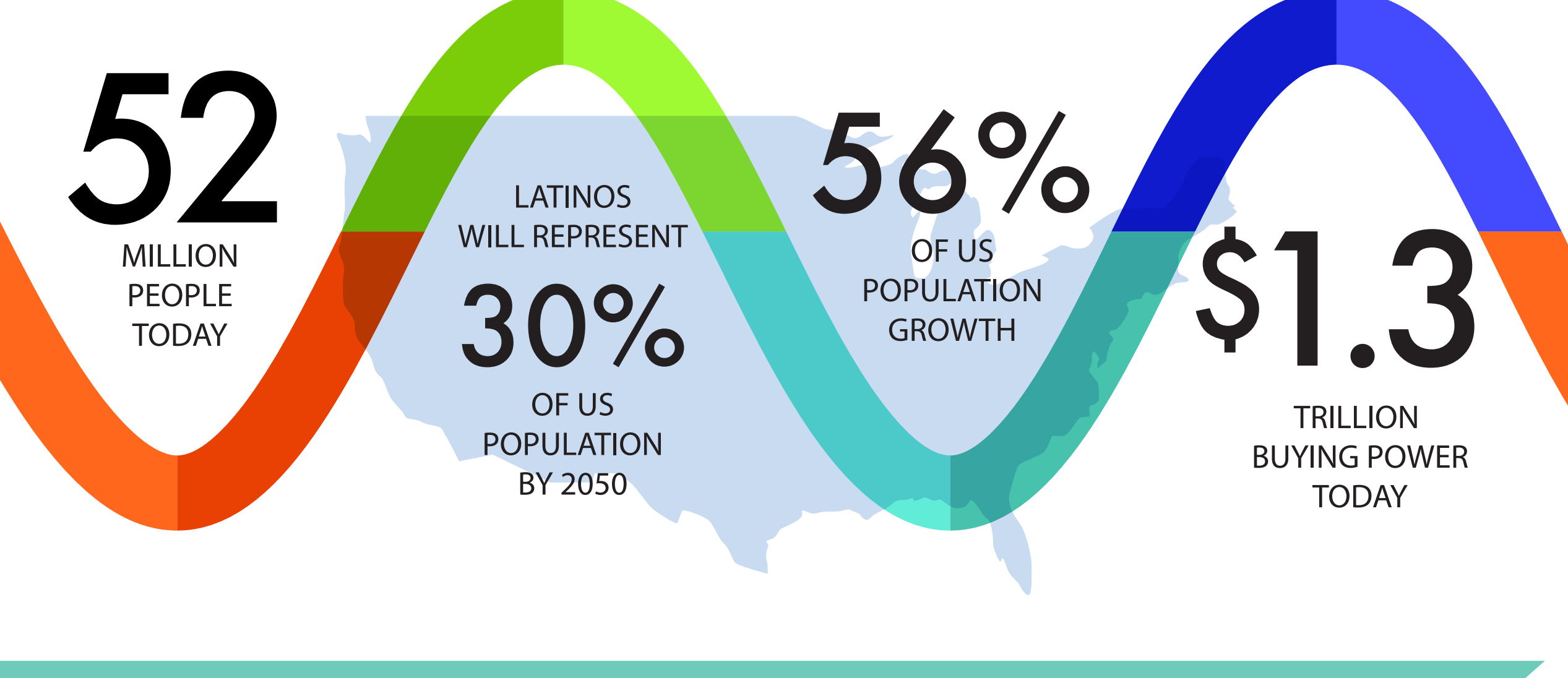


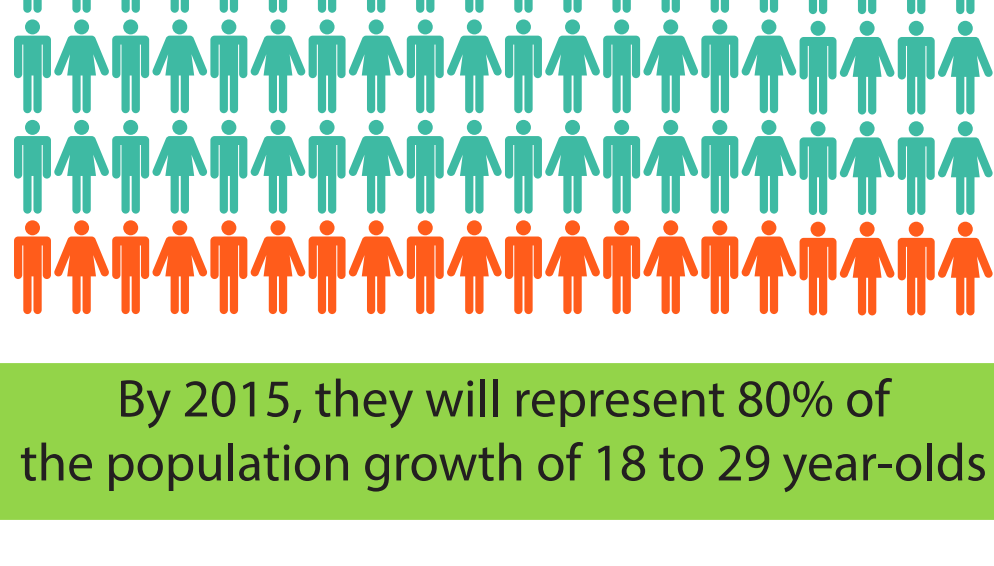
MULTICULTURIZE YOUR BRAND

There is a Huge Emerging Latino Wave "Multiculturizing" America That Will Change the Mainstream



US Born Millennial Latinos are Driving This Wave

80%

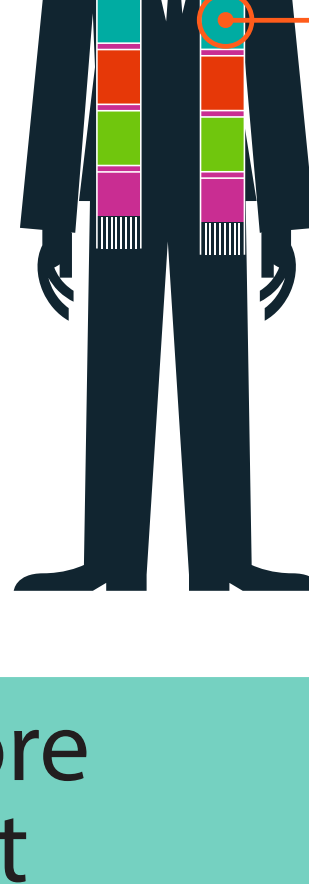


By 2015, they will represent 80% of the population growth of 18 to 29 year-olds

Their Hearts are Latino While Their Minds and Aspirations are Firmly American

They embrace American cultural values of education, financial success, and freedom

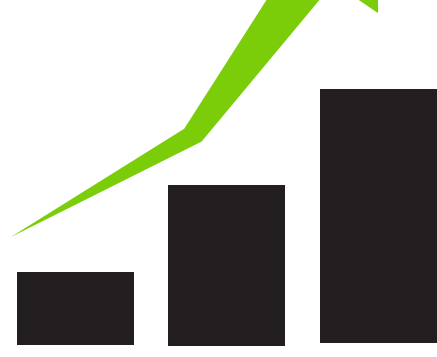
Their heart is rooted in their Latin culture (family, food, music, and community)



They are becoming more educated and affluent



College enrollment among Latinos growing by 20% +
70% of Latino high school graduates enrolled in college (higher than Non-Latinos)



Latino businesses are growing 3x faster than the average



Affluent Latino households grew 200% over the last decade

Latinos are Today's *Super Trendsetters*

Rapidly Becoming the Most Influential Voice in Business and Politics

SHOPPING INFLUENCERS

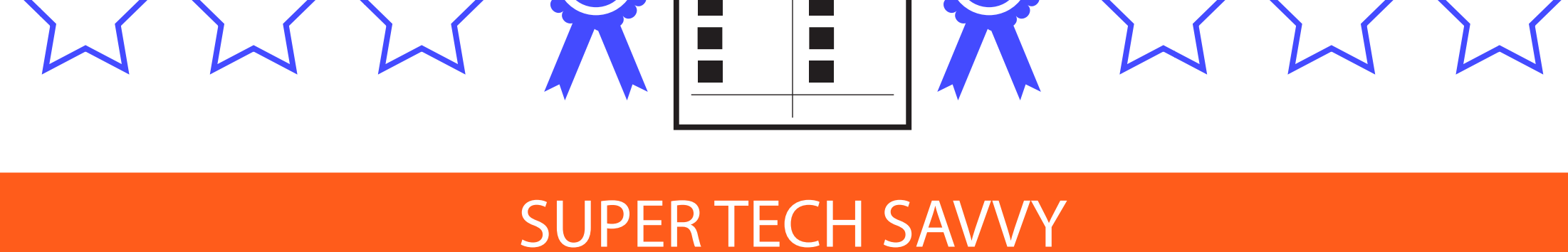


2x as likely to try new products

2x as likely to be first to share shopping preferences with friends

2x as likely to share opinions and post reviews on products

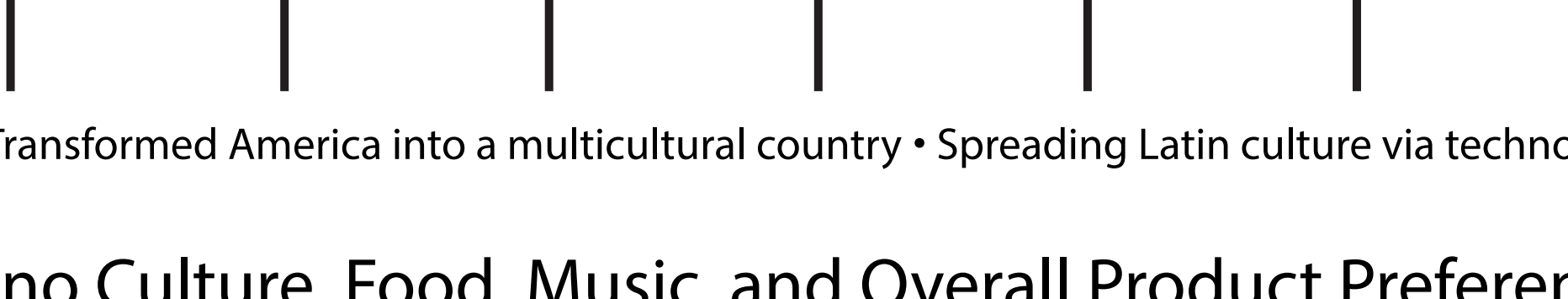
THE LATINO EFFECT The Deciding Factor in Politics



SUPER TECH SAVVY



CULTURAL INFLUENCERS



Transformed America into a multicultural country • Spreading Latin culture via technology

Latino Culture, Food, Music, and Overall Product Preferences are Very Attractive to Non-Latinos



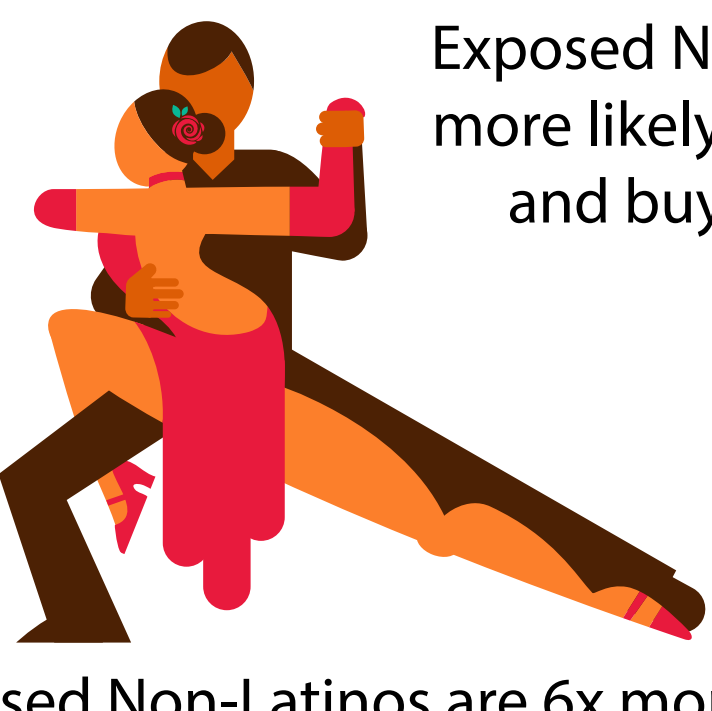
Thus, the More They are Exposed to These Influences the More They Will Embrace Them



Exposed Non-Latinos are 5.5x more likely to eat jalapeños



Exposed Non-Latinos are 2x more likely to shop organic and buy natural foods



Exposed Non-Latinos are 6x more likely to listen & enjoy salsa and merengue

It is Very Clear that Latin Influence Has Hit the Mainstream in a Big Way



But There Remains a Lack of Latin-Inspired Products and Brands that Reflect this New Market Reality



You Need Latin-Inspired Brands and Products to Win in the New Latino-Influenced Marketplace



MULTICULTURIZE YOUR BRAND!



WHO WE ARE

Strategic brand marketing and innovation experts

WHAT WE DO

Marketealo creates and markets Latin-inspired brands to help you win in the marketplace through



TARGET IDENTIFICATION



LATINSPIRE™ BRAND DEVELOPMENT



LATINSPIRE™ NEW PRODUCT INNOVATION



GO-TO MARKET PLANNING AND EXECUTION

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