



International  
Marketing, LLC

IM is a full-service  
marketing firm  
focused on Latino  
consumers

[www.imintl.net](http://www.imintl.net)

[info@imintl.net](mailto:info@imintl.net)

What others say about  
IM

*"Before developing products for the Hispanic market, IM International Marketing, LLC conducted extensive focus groups that helped us better understand the community's need and mind-set."*

- Sam Goller,

Director of Marketing

*"We were impressed with Claudio's expertise and in-depth analysis when researching opportunities for our expansion into new markets. With Claudio's assistance, we were able to obtain a substantial amount of competitive and industry specific knowledge that otherwise would have been difficult if not impossible to achieve."*

-Maureen Newman, Vice  
President Diversified  
Markets

1600 Genessee  
Suite 806  
Kansas City, MO 64102  
P: 816-822-8331  
F: 816-822-8216  
[info@imintl.net](mailto:info@imintl.net)  
[www.imintl.net](http://www.imintl.net)

# Brand Latinization

ON SITE SEMINAR

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## Are you turning Latinos into an opportunity market?

### Branding

Brands have personality. Consumers assign personal traits to brands based on who they are. They choose that specific brand because it is consistent with their own or desired self-image, and guess what, this is no different for Latino consumers. However, just adding family pictures to brochures and translating material into Spanish is not enough to build a relationship between your brand and targeted Latinos.

### Brand Latinization

If you want to turn Latino consumers into an opportunity market, you must go beyond the surface strategies. Understand their cultural background and cues that make their experience different from one country to another is critical. You must understand what these cultural cues mean in order to recreate a native experience for them and transfer it into product offerings or advertising programs.



Claudio Perez-Korinko

Claudio is an accomplished marketer with 20 years of experience in Latin American and Hispanic marketing.

Claudio worked for several American companies as the Director/Manager of International Marketing prior to establishing IM International Marketing, LLC in 2001. Since then Claudio has been providing Latino marketing services to US companies as well as not-for-profit organizations focused on the Latin American and US Hispanic market. His broad experience in different marketing disciplines includes research, strategic and creative.

Claudio is recognized for his innovative approach to Latin American marketing and he is a public speaker and writer, making seminar presentations, speaking at local universities and publishing articles related to Latino marketing.

#### Find out:

- What cultural meanings Latino advertising program should have and how to communicate it
- How to create messages that resonate with your targeted audience
- How to use your brand to create meaningful and "value relationships" with Latinos
- How to create a sense of belonging for Latinos shopping in your store
- How to target to Latinos on their own terms and stimulate product purchase
- How to build brand loyalty in a diversified Latino market

On Site Presentation

Do you want to know more?  
We'll come to you.

For more information  
Please contact IM  
[info@imintl.net](mailto:info@imintl.net)  
Claudio  
[cperezkorinko@imintl.net](mailto:cperezkorinko@imintl.net)  
816-822-8331