



Cool & Associates

HISPANIC ENGAGEMENT COMMUNICATIONS

Hispanics are the largest & fastest growing segment of the population, receptive to multicultural messaging in alternative mediums, **NOT JUST** a translated brochure. How are you reaching them? It is a **DEMOGRAPHIC IMPERATIVE** to **ENGAGE** Latinos!

HISPANICS AT A GLANCE:

57 Million, Representing 17% of US Population

16th World Economy

2nd Largest Hispanic Population in the World After Mexico

1 in 4 Kindergarteners are Hispanic

\$1.52 Trillion Dollar Purchasing Power

1 in 4 Hispanic Homes have Income over \$75k

17% Increase in Housing vs. 5% 2002-2017

15x more likely to be Entrepreneurs

86% of Purchasing Decisions are made by WOMEN

\$10.1 Billion US Hispanic Spend via Mobile Devices

65% Hispanics made mobile purchases vs 54%

Only 8% of Spanish speakers ONLY speak Spanish

40% of Fortune 500 Companies were founded by Immigrants

BACKGROUND

The Hispanic population is experiencing explosive growth with 1 in 6 people being Latino, growing four times faster than the rest of the population of the USA, comprising 56% of the overall growth, with 57 Million Latinos or 17% of the population. Nationally, as of 2015, Hispanic Business Enterprises, HBEs are being established 15 times faster than non-Hispanic owned companies, employing over 3 million people and generating over \$330 Billion in revenues.

Make no mistake, the integration of generations and diverse countries of origin within the U.S. Hispanic market has created a complex culture that requires experience and research to understand. What is needed for a successful Hispanic Strategy is sensitivity to what is important to Hispanics- and senior leaders willing to invest in the Hispanic segment by allocating appropriate funding and resources within their strategic and marketing plans to reach the Hispanic population.



DIFFERENTIATORS

To penetrate the rapidly growing Hispanic Segment, successful firms are engaging Cool & Associates LLC due to our strength, including

- Experienced team that is Bilingual and Bicultural
- Extensive Expertise in Coalition building & Community Outreach
- Translations and Interpretation
- Access to Hispanic & Ethnic community organizations and agencies
- Marketing Outreach expertise in Diverse Segment Strategy & Development
- Expertise in Diverse Recruiting & Professional Development to increase retention and engagement

CERTIFICATIONS

Woman-Owned
Hispanic Business Enterprise
SBA-Small Business Enterprise
MDOT MBE/MWB

NAICS

54161- Management Consulting Services
541613-Marketing Consulting Services
541930- Translations & Interpretations
561320- Recruiting & Staffing
611430- Professional Development & Training

PAST PERFORMANCE & CUSTOMERS

Veronica Cool, CEO of Cool & Associates is a recognized expert in the field of Hispanic Strategy with over 20 years of experience. Recent projects include:

- Montgomery County Cultural Competency & Effective Communication Training Series
- Diversity & Inclusion Training & Audit for Chesapeake
- Employers Insurance
- USAID Leadership Retreat
- Hispanic Outreach campaign for Southeast CDC Community School Project
- Spanish language spokesperson for national bank; exposure included TC, Radio, online media as well as live audience Q&A financial literary show.
- Recruiting of qualified candidates and staff for multiple positions within the region

OTHER CLIENTS & PROJECTS INCLUDE:

MedStar Health, Alzheimer's Association, San Bernardino Audit School, Montgomery County, Prince George's County- Dept of Social Services, YMCA of Central Maryland, Wells Fargo, Medfast, University of Maryland Medical System, Saul Ewing and Exelon