

ABOUT US

ETHNIFACTS is a knowledge and insights provider created by five seasoned experts for developing and implementing a comprehensive perspective on evolving Hispanic culture in a new multicultural America.

Thanks to the exceptional depth and breadth of our partners' skills and experience, EthniFacts delivers best-practice custom research and cultural insights while developing new areas of behavior forecasting and synthetic data modeling.

Our analysis of Hispanic identity and behavior is grounded in rigorous statistical data and new tools and conceptual models such as cultural rerouting, sustainability and parity, **CulturEdge®** and other innovative paradigms that provide best-in-class understanding of the fluid and fast-evolving Hispanic population.

EthniFacts challenges outdated assumptions by diving deep into behavioral indicators, evolving modes of contextual and multifaceted identity and other cultural adjacencies.

OUR SERVICES

- **DATA MINING.** Fast-track analysis and reports accessing our massive panel database and in-depth use of demographic resources.
- **SEGMENTATION MODELS.** Statistically advanced with full integration of cultural identity and behaviors, aspirational mindset and psychographics.
- **TRACKING STUDIES.** Rigorously designed and executed by all data collection modes for stable and accurate monitoring.
- **BRAND EQUITY/POSITIONING.** Fully integrated to ethnic, cultural and linguistic insights as central components of brand development and strategic positioning.
- **COMMUNICATION EFFECTIVENESS EVALUATION.** Utilize personal culture metrics together with levels of receptiveness to ethnic and mass market communications.
- **ATTITUDE, AWARENESS, AND USAGE.** Precise assessment and prioritizing of needs/wants opportunities to tap Hispanic spending and to perform marketing gap analysis.
- **QUALITATIVE.** Full repertoire of methods for off- and online investigation with fast-response services and proven functional specialists.
- **PRODUCT DEVELOPMENT TESTING.** Category and concept testing, with conjoint models to assess preference and opportunity sizing.

OUR POINT OF VIEW

WELCOME TO NOW. As the United States becomes a nation of the ascendant new majority, the need for culturally-aware and statistically rigorous information focused on the aspirations, attitudes and behaviors of Hispanics and other multicultural consumers in the new American mainstream has become imperative. Due to expanding numbers and influence, Hispanics are recognized as crucial to America's future and global competitiveness, yet strategies and their underlying empirical insights to seize the opportunity have lagged.

THE ETHNIFACTS EDGE. By combining in-depth cultural insights with rigorous statistical methods, EthniFacts provides an unprecedented understanding of Hispanic consumers and the drivers of their preferences and behaviors. Our large panel of Hispanics, which can be extended to non-Hispanic whites and other groups, provides a rich pool of data for quantitative analysis and predictive consumer casters and actionable insights that bolster the bottom line. Thanks to the trove of data provided by our panelists, we can administer tightly-conceived questions and link them to our casters, resulting in an unparalleled and powerful mix of data and insights.

EthniFacts research shows that, contrary to the "melting pot" model of gradual linear acculturation, Hispanics are joining the mainstream in ways that are both unique and unprecedented, including a new desire to sustain their cultural ties even as they help to redefine the new American reality. Proximity to the border, ethnic dispersal to the suburbs and technology and social media that allows people to strengthen interpersonal bonds and exchange information across borders and language in real time, are all aspects of the dynamic and complex ecosystem of a thriving new U.S. Hispanic culture.

But Latinos are not alone on the journey to the New America. As Hispanics have become more central to American values and tastes, and are intermarrying at higher rates than other groups, the process has become mutually transformational. Cultural sustainability and parity between Latinos and other groups are helping to identify and define new transformative spaces where openness, discovery, innovation and exchange are a valuable new currency in how people relate to each other and define themselves.

OUR TOOLBOX



CASTER CATALOG. A unique collection of culturally-anchored attitudinal and behavioral scales that provide unprecedentedly rich understanding of Hispanic consumer tendencies.



METAOPINIONS. Our proprietary consumer research panel and data production system which allows the administration of custom consumer surveys that can be supplemented with existing data variables and scales for optimizing project speed and cost-efficiency.



DATA REPOSITORY. Our expansive and ever growing database of demo-, socio-, and psychographic information on a nationally representative sample of US Hispanics designed to provide rich granularity on this multi-dimensional consumer.

OUR CLIENTS (SELECTED)

AT&T
YELLOWTAIL WINES
TELEMUNDO
DIRECTV
AARP
CVS CAREMARK
THE NIELSEN COMPANY
LATINWORKS
WINE & SPIRITS WHOLESALERS OF AMERICA
BEAM GLOBAL BRANDS
BIG BROTHERS/BIG SISTERS OF AMERICA
AVERITT EXPRESS
MOET HENNESSY USA
STAGNITO MEDIA
LEVENSON AND HILL
MISSION FOODS
MERCURY MAMBO

WHO IS ETHNIFACTS?



CARLOS ARCE, PhD. 40 years of experience with the University of Michigan and his own consulting companies. Expert in quantitative research methods and strategy.



MIKE LAKUSTA. 33 years of experience with P&G, E&J Gallo, and independent beverage wholesalers. Expert in brand development and market activation.



ADRIENNE PULIDO. 25 years of experience with Bromley Communications, DMB&B, and her own company. Expert in strategic planning and research.



GLENN CORDUA, PhD. 32 years of experience in academia, restaurant operations, and hospitality management training. Expert in behavior measurement and analysis.



GUY GARCIA. 35 years of experience as an award-winning author, speaker, and founder of AOL Latino. His book, *The New Mainstream: How the Multicultural Consumer is Transforming American Business*, is both a wake-up call and road map to the new intercultural reality in the United States.



LET US HELP YOU CONNECT

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