

# MARKET RESEARCH FOCUSED ON LATINO AUDIENCES



On behalf of the MMUSA agency, we are pleased to present a list of services specifically designed to better understand the U.S. Latino audience and contribute to the growth, presence, and engagement of Estée Lauder products in this segment of the population.

Our goal is to provide effective, customized solutions that enable you to connect with this important audience in an authentic and meaningful way. Below you will find a description of the services we offer to achieve this goal:



## MARKET RESEARCH

### TARGETED MARKET ANALYSIS

We research to understand the demographics, consumer preferences, purchasing behaviors, and trends of the Latino community in your geographic area of interest. This type of research helps us identify growth opportunities, understand target-audience preferences, evaluate the competition, and make informed decisions.

### CONSUMER PROFILING

We create detailed profiles of your Latino target audience, including relevant information about their interests, values, cultural influences, and consumption patterns. The objective of creating consumer profiles is to gain a deeper and more detailed understanding of market segments and the characteristics and behaviors of the consumers who comprise those segments. These profiles help to develop more effective and personalized marketing strategies by identifying demographic and socio-economic characteristics, customizing marketing strategies, and identifying growth opportunities.

## MARKETING STRATEGIES

### TAILORED STRATEGY DEVELOPMENT

Based on market research, we create meaningful marketing strategies to effectively reach the Latino audience. This includes recommendations on key messages, communication channels, events, and relevant promotions.

### CULTURAL CUSTOMIZATION

We tailor your messages and advertising campaigns to reflect the cultural and linguistic diversity of the Latino community, ensuring that your approach is the most appropriate.

We are ready to adapt to your specific needs and develop customized solutions that will drive growth in this sector.

We look forward to being the partner to help you establish a lasting and meaningful connection with the Latino community.