



HISPANIC MARKETING, TRANSLATIONS & OUTREACH

Hispanics, one of the largest & fastest growing segments of the U.S. population, are receptive to multicultural messaging through diverse mediums, **NOT JUST** a translated brochure. It is a **DEMOGRAPHIC IMPERATIVE** to **ENGAGE** Latinos — how are you reaching them?

U.S. HISPANICS AT A GLANCE

62.1 million, representing 18.7% of U.S. population

4 in 5 are U.S. citizens

90% of 2010-2019 Hispanic pop. growth due to U.S.-born Hispanics (not immigration)

Average age of 29.8

27% of households are intergenerational

20.2M identify as belonging to 2+ races

39% increase in eligible Hispanic voters 2010-2019

1 in 4 kindergarteners are Hispanic

Accounted for 50%+ of U.S. homeownership growth 2010-2020

Expected to account for 70% of new homeowners between 2020 & 2040

\$1.72 trillion purchasing power (projected \$2.6T by 2025)

5M Latino-owned businesses generate \$800B in annual revenue & employ 3.4M people

7% annual growth in wealth 2000-2020 (2x national average)

38.8% of Hispanic homes have income of \$75k+

\$10.1B U.S. Hispanic spend via mobile devices

86% of Latinas are the primary decision-makers for household purchases

Over-index on digital consumption (streaming, social platforms, radio)

55% are more likely to consume content & products featuring their identity group

BACKGROUND

The Hispanic population is experiencing explosive growth. In fact, they accounted for more than half (51%) of the nation's population growth over the last decade. There are now 62.1 million Hispanics in the U.S., representing 18.7% of the population—in other words, 1 in 5 Americans! Hispanics have higher rates of entrepreneurship and intergenerational mobility than any other group, and Latino-owned businesses continue to grow at a substantially faster rate than the national average.

While this data represents the overall boom of the Hispanic population, make no mistake, Latinos are far from being a homogeneous group. The integration of generations and diverse countries of origin within the U.S. Hispanic demographic has created a complex culture that requires expertise and research to understand. A successful Hispanic Engagement Strategy requires a profound knowledge of 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.

INTEGRATED SERVICES TO EFFECTIVELY ENGAGE THE SPANISH-SPEAKING & HISPANIC AUDIENCE



DIFFERENTIATORS

To successfully leverage the rapidly growing Hispanic segment, firms are engaging Cool because of our unique strengths, including:

- Experienced bilingual and bicultural team
- Extensive expertise in coalition building & community outreach
- High-quality & ATA Certified translation and interpretation services
- Trusted access to Hispanic community organizations, partners and stakeholders
- Marketing expertise in diverse segment content development & strategy
- Proven success increasing employee retention & engagement through the implementation of diverse recruiting & professional development programs

CERTIFICATIONS

Woman-Owned
Hispanic Business Enterprise
SBA-Small Business Enterprise
MDOT MBE/MWB/DBE
Maryland SBR – Small Business Reserve
Approved Emergency Vendor – State of Maryland

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 LLC is a recognized expert in the field of Hispanic Strategy with over 30 years of experience. Recent projects include:

- Montgomery County cultural competency & effective communication training series
- Diversity & Inclusion training & audit for Chesapeake Employers Insurance
- Hispanic outreach campaign for Maryland Physicians Care
- Supporting Hispanic engagement for Maryland Health Connection's Open Enrollment campaigns
- Hispanic outreach and COVID messaging for Maryland Department of Health
- Hispanic engagement campaigns for the Maryland State Board of Elections
- Hispanic outreach and influencer engagement for the Maryland Department of Housing and Community Development

OTHER CLIENTS & PROJECTS INCLUDE:

Alzheimer's Association, Chase Brexton Health Care, Creative Alliance, Exelon, IKO Roofing, Medifast, MedStar Health, Notre Dame of Maryland University School of Pharmacy, Saul Ewing, Southeast CDC, SRS Distribution, United Way, University of Maryland Medical System, Wells Fargo, and YMCA of Central Maryland.

Authors of the first of its kind Hispanic Heritage Month Toolkit

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