

**We Live Hispanic! Culture and curiosity drive our passion to help your brands make a connection with Latino Consumers.**

## Recognize cultural differences so you can speak their language.

We combine our robust research expertise with our natural curiosity and innate cultural connection to help our clients create successful marketing strategies.

### DIGGING DEEP.

Latinos are as diverse as the tiles in a mosaic, yet they come together to form a unique identity that makes them different from the general-market population.

For over 20 years, we have been helping leading brands, from regional to global reach, understand the unique traits that make Latinos stand out from other ethnic groups, while unearthing the distinguishing factors that define their cultural heritage and that give tone to their diverse national identities.

Our research is strengthened by a team that hails from various Latin heritages: North, Central and South America and the Caribbean. With an emphasis on culture and customs, and by paying close attention to details, we take a thorough approach with every project we work on distilling impactful insights to empower your marketing strategies.

### HELPING YOU ROLL YOUR R'S...CULTURALLY SPEAKING.

Beyond language, we are passionate about Hispanics.

Our LatinoEyes® team is fully devoted to understanding the Hispanic consumer, their behaviors and desires, passions and drivers, and how their decisions impact your brand. In English or Spanish (or both), what drives our bilingual and bicultural team is our passion for helping companies succeed. To do so, we couple our passion with the collaborative approach that defines our company's motto: *Emerge smarter.*

### CULTURALLY ATTUNED AND RELEVANT.

The LatinoEyes® team is made up of in-language, in-culture researchers in both disciplines: qualitative and quantitative. Our research and support teams represent a variety of

backgrounds and nationalities: Mexico-US, El Salvador, Colombia, Venezuela, Guatemala and Puerto Rico.

We have a deep and strong understanding of the acculturation journey, and our proprietary LatinoEyes® model is based on extensive research to determine the variables that impact acculturation.

### WHATEVER YOU DO, WHATEVER IT TAKES.

From creating a foundational knowledge base to developing a new product, crafting a culturally sensitive and relevant message, or understanding how Hispanics shop for and consume your brands, we have the tools and the expertise to help your brands be successful among the fastest-growing segment of the U.S. population.

## OUR BREADTH OF METHODOLOGIES

### EXPERTISE

#### Qualitative



Delivering powerful insights our clients can leverage to build strong brands, successful products and services, and powerful communications.

#### Quantitative



Providing insightful research through superior execution, knowledgeable and experienced people who are intimately familiar with a client's industry, and sophisticated analyses.



In-person

Ethnography Shop-alongs

Online

Mobile

Communities

Ideation

Online

Pre-recruits

On-site Malls or CLT

Qual-Quant

Telephone

Mobile

Placements

Communities/Panels

## OUR WIDE RANGE OF EXPERIENCE

### TOPICS AND TECHNIQUES

### AUDIENCES WE RESEARCH

### OUR DEEP EXPERTISE

- Advertising Comm. Checks
- Attitude and Usage
- Barriers to Purchase
- Brand EquityzCategory Appraisal
- Co-creation
- Concept Testing
- Cost Reduction
- Customer Satisfaction
- Decision Paths
- Immersion
- Market Sizing
- Ingredient Risk Market Structure
- Product Testing
- Packaging Design
- Positioning
- Pricing
- Promotions
- Segmentation
- Shopper Insights
- Tracking
- Usability and Design

- Brand Champions
- Brokers
- Ethnic Targets  
Hispanic  
African American
- LGBT
- Professionals
- Shoppers
- Small-Business Owners
- Trendsetters
- Underserved

- Generations  
Adult Consumers  
Boomers  
Kids, Tweens and Teens  
Gen X  
Grandparents  
Matures  
Millennials  
Moms and Dads  
Young Adults

- KidzEyes®
- TeensEyes®
- ParentSpeak®
- LatinoEyes®
- ShopperEyes®
- Subscription Learning  
YouthBeat®  
YouthBeat® Jr.



**JORGE MARTINEZ,  
VICE PRESIDENT**

Jorge guides the qualitative research efforts of LatinoEyes®. As a bilingual, native Spanish-speaking moderator and qualitative researcher, he has been providing research and consulting services to clients for more than ten years, both in the U.S. and across Latin America.

Jorge's strength as a bilingual and bicultural researcher lies in his ability to uncover and understand cultural influences in the thoughts and feelings of his respondents, providing rich context to research findings. Early involvement in language learning and cultural exchange has given Jorge a sense of awareness and empathy, which he uses to strengthen insight generation when working with diverse audiences.

His expertise as a researcher covers several areas of strategic focus, including product innovation, consumer segmentation, brand positioning, advertising and communications development. He's worked with CPG and considered-purchase categories and brands that range from regional to global reach.

To view our LatinoEyes® Emerge Smarter Webinars or download the LatinoEyes® At A Glance Book, a primer of important facts about the Latino market, go to [crresearch.com](http://crresearch.com).

For more information about LatinoEyes® or C+R Research, contact Jorge Martinez at [jorgem@crresearch.com](mailto:jorgem@crresearch.com), or call (312) 828-9200.



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