

# Striking Gold with the Hispanic Market

## Challenge

Help manufacturers win with the valuable Hispanic market.

## Solution

Acosta created a special multi-cultural unit to engage Hispanic bodegas and groceries in neighborhoods with large Hispanic populations. New POS campaigns were developed customized to the retailers and the Hispanic market.

## Results

- 725+ retail stores targeted
- Expanding into more markets
- Strong returns for clients, including 263% ROI for one national brand

Addressing the significant growth of the U.S. Hispanic population - *U.S. Hispanics are 17% of the population and will represent 60% of the country's population growth over the next five years* – Acosta formed its Gold Team in January 2012. “The specialized Spanish-speaking team focuses on helping manufacturers tap into the dynamic Hispanic market,” said Hobie Walker, Acosta’s Senior Vice President of Retail Operations. The Gold Team’s two groups work out of Texas and California and concentrate on retail services with Hispanic bodegas and stores in Hispanic neighborhoods. The Gold Team has been a success with clients and the 725+ retail stores it targets. One client, a large national brand, saw its ROI come in at 263% after teaming up with the Gold Team. The Gold Team is expanding its Hispanic market reach - developing more retail and manufacturing relationships, including 1,000+ stores throughout Southern California, Texas, Arizona, and South Florida.