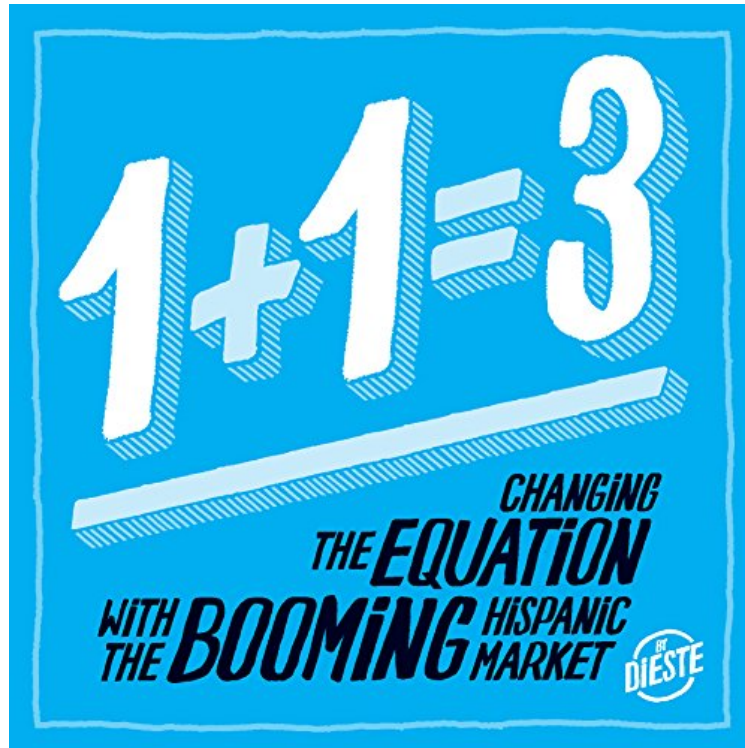


1+1=3: Changing the Equation with the Booming Hispanic Market

From Dieste

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From Dieste : 1+1=3: Changing the Equation with the Booming Hispanic Market before purchasing it in order to gage whether or not it would be worth my time, and all praised 1+1=3: Changing the Equation with the Booming Hispanic Market:

1 of 1 people found the following review helpful. cliff notes at bestBy sschNot a lot of depth here, just zingers. The book covers some key themes but doesn't go into any detail.0 of 0 people found the following review helpful. Brief and basicBy Ellen Novareh....basics. Very brief.0 of 1 people found the following review helpful. One StarBy Can't Concentrate...too many...idiots.In its truest form; this is just hot wind.

We have entered a new era in American demographics and Dieste has something new to say about marketing and selling to Hispanics.1+1=3 is not based on academic theories. It's based on experience. We've been in business for twenty years, grinding it out in every major US market. Along the way we've discovered the surprising truths of what's worked, what hasn't and how to effectively build brands within this vibrant consumer.This book is first and foremost about myth busting. It shows that much of what some believe about the US Hispanic culture is false. Many American businesses get caught up in these misconceptions and make costly mistakes. In these chapters, we will provide ideas and advice on how to unlock the markets' potential and avoid landmines—all geared to help the reader create better marketing.Dieste started as a two-person advertising agency in 1995. At the time we're not happy with current market conventions and prevailing view of the segment. Over the years we became well known for our unique and innovative approaches to the market and have risen to be one of the most respected advertising agencies in the country. Now part of Omnicom, Inc. (NYSE:OMG) Dieste, Inc.

advises many of the countries top blue-chip marketers on how to unlock the potential of this incredible market.

From the Inside Flap Silo-buster, Jim 'Wegs' Wegerbauer is someone who at various times has lead a Creative, an Account and multiple Planning Departments, Silo-buster is a pretty apt description of Wegs. Having stood in the shoes of nearly all his teammates, Wegs brings a uniquely holistic and collaborative viewpoint on problem solving. Generating momentum and award-winning work, including two Cannes Lions and an Effie for a variety of high-profile brands: Bud Light, Miller Lite, Burger King, Dave Busters, Red Lobster, American Airlines, Nationwide Insurance, Discover Card, Subaru, Hyundai, Chevrolet, Starburst, MMs, Kleenex, the Dallas Cowboys and the Houston Rockets. He recently came to Dieste from LatinWorks in Austin, Texas. Previously, held senior roles at Young Rubicam, Square One, the Richards Group and the Houston Rockets. At Dieste, Wegs will continue to be a silo-buster. Helping to blend together the best of both our empirical and intuitive talents. All while saving us a bundle in printing costs by not using his full name on his business cards.

About the Author Tony Dieste, the Chairman and co-founder of Dieste, is a pioneer and recognized authority on multicultural marketing and brand communication. Tony has helped clients shape, build, and manage their brands and businesses. His visionary leadership and creativity, complemented by energy and drive, has earned him a well-deserved reputation as an innovator who gets results. He has been involved in many major developments in marketing communications in the past 20 years. He has both client and agency experience. Recently as an executive and private equity investor in the technology space from 2008-2011 and prior to Dieste, Inc. was a partner with Tracy-Locke, Inc., where he invested in transformational communications platforms. He is self proclaimed "techie" and has received dozens of industry awards including the coveted Cannes Lion. He was named to the AAF "Hall of Achievement" and was named as one of the 100 Most US Influential Latinos in the US. Tony serves on multiple boards and is a founding member of the Dallas Latino Cultural Center. He received his BA from Texas State University where he was named Distinguished Alumni in 2003.

CEO, Greg Knipp joined Dieste in December 2010 bringing the agency more than 20 years of marketing experience in the U.S. and Latin America. Prior to Dieste, Greg served as Managing Director at sister agency Latinworks. Before Latinworks, he was President of Cultura, a Hispanic hot-shop until merging with Latinworks in 2008. Greg has had an accomplished international career in advertising, working with multinational agency Leo Burnett both in the USA and Latin America on global brands such as PG and Kelloggs. Between stints at Leo Burnett, he received his MBA with a concentration in marketing from the Kellogg School of Management. He has also worked in brand management in various roles at Frito-Lay. Interestingly, the relationship between Greg and Dieste started when he was a client of the agency, leading Hispanic marketing for Frito-Lay. Greg brings a unique breadth and depth of experience to Dieste. He has been a client, a media director, an account director, a director of planning, an agency managing director, president and CEO. His rich and multidisciplinary background strengthens diestes ability to offer media-agnostic marketing solutions to clients.