

The Strategic Future of AHAA: Town Hall Webinar

Linda Gonzalez, Immediate Past Chair, President of Viva Partnership

Isaac Mizrahi, Chair, Co-President & COO of Alma



the voice of hispanic marketing

We are rebranding as the Culture Marketing Council – The Voice of Hispanic Marketing.

In a more complex and fragmented market, segmentation continues to be relevant and critical.

Research has shown that culturally-driven strategies targeted to the appropriate segments create more meaningful engagement which leads to increased ROI.

Using specialists that have the expertise to leverage cultural insights to ensure campaigns resonate, engage and spur action among multicultural audiences is the gold standard for marketing.

In a world where specialists are celebrated in every aspect of our lives, it's time to reclaim this value to the thousands of marketing professionals with cultural expertise.



our vision

to elevate the quality and effectiveness of U.S. marketing by harnessing the power of cultural expertise and impact to drive business results



our objective

to infuse cultural inspiration and
innovation to every marketing campaign in
the U.S. via Expertise and Cultural Fluency



our strategic priorities

- Be thought leaders
- Educate the industry
- Expand and retain a diverse membership base
- Be insights driven and fact based
- Support the education and development of our industry members

Get involved with the Culture Marketing Council!

Feel free to contact the active Committee Chairs for opportunities to get involved and participate in the Culture Marketing Council:

- Conference Committee – Isaac Mizrahi
- Digital Committee– Rafael Monteiro
- Education Committee – Sandra Alfaro
- Membership Committee - Linda Gonzalez
- Research Committee – Nancy Tellet



CMC in 2018

- Launch of a major CMC original research study on digital lives with a members-only launch event in NYC in early April
- Be ready to submit your nominations for the Rising Star and Hispanic Advertising Planning Excellence (HAPE) awards. Nominations open in mid February
- Watch for the CMC Media Guide – expanded charts and narrative. Make sure you've updated your directory listing
- CMC annual conference – June 4-6 in Los Angeles – registration to open in late February





The Power of C3: Creativity, Community & CULTURE

The new American mainstream, which is fueled by multicultural ethnicities and led by the dynamic state of the Hispanic consumer, is constantly evolving, but the three keys to ensure campaigns resonate and connect meaningfully with audiences remain the same: Creativity, Community & CULTURE.

CMC's June conference will be at the C3 intersection

