



SABERESPODER®

**Reaching the Spanish Dominant
Consumer through a Uniquely Targeted
Multimedia Network**

Entice. Engage. Educate. Empower.

ABOUT SABERESPODER®



- SABEResPODER is a leading Spanish-language, multimedia network reaching consumers in **trusted locations** AND at a **key transition** point in their lives by providing powerful and exclusive media solutions for customer acquisition.
- Through education, SABEResPODER helps **motivated** Spanish-dominant consumers become informed, confident and active participants in American society.
- SABEResPODER provides a platform of **enticing** and **engaging** video programming supported by educational brochures and promotional events with a goal of **changing consumer behavior.**
- SABEResPODER enables marketers to develop trust and build strong generational brand loyalty and engagement, through **customer-focused** and **solutions-driven** campaigns.



INTEGRATED PLATFORM

CURRENT PLATFORM



Digital CCTV



Educational Guides



Events & Promotions



DIGITAL CLOSED CIRCUIT NETWORK

- Exclusivetouchpoints in trusted locations
- Screens installed in waiting areas (“learning areas”).
- Includes integrated audio for stronger media impact.
- Reaches motivated, captive audience at a point in their lives when they are ready to seek information to further establish their lives in the U.S.
- Culturally relevant, in-language, educational content that helps bridge the gap between product interest and the knowledge to make informed decisions.



EDUCATIONAL GUIDES



- Through the use of various redemption mechanisms, sponsors can measure the performance of a campaign
 - Exclusivity (only one advertiser per guide)

Front Cover Logos



- Sponsorship opportunities:
 - Front cover co-branding
 - Back cover full-page
 - Free Standing inserts

- Redemption and ROI mechanisms:

- Coupons
- Application forms
- 800-numbers
- Promo codes

Coupons



Back Cover Ads



EVENTS & PROMOTIONS

- Customized SEP events at various touch points:
 - Consulates
 - Mexico
 - Guatemala
 - Community Health Clinics
 - Migrant Parents Network
 - Promotora Networks (Grassroots Community Health Workers)
- Events include, but not limited to:
 - Press conferences
 - Financial literacy workshops
 - Community Resource Fairs
 - Product Demonstrations





EXCLUSIVE TOUCH POINTS

EXCLUSIVETOUCH POINTS



Consulado General
de Guatemala

CONSULADO GENERAL DE MÉXICO

○ Consulates

- Motivated Spanish-Dominant consumers who are looking for ways to establish their lives and further acculturate into U.S. society.
- High average wait time in consulates of >2 hours per visitor.
- Captive audiences that are seeking information in a trusted location.

○ Migrant Parent Network

- Parents who act as migrant community leaders for education – with a network of over 350,000 K-12 students, in California alone.
- Truly “grassroots” distribution program – with high touch involvement by community leaders and word-of-mouth reinforcement.



○ Community Clinics

- Distribution in partnership with community clinics that focus on serving Spanish-speaking Latinos.
- Long wait times in clinics range from 1-2.5 hours.
- Densely packed waiting rooms provide a unique opportunity to actively reach these audiences.



OUR TARGETED REACH



Draft 2_Created by L.Grip 05-04-09

OUR TARGETED REACH



Reach more than seven million consumers in trusted locations!!!

| TOUCH POINT | REACH | GENDER | |
|--------------------------------|---------------|------------|------------|
| | | MALE | FEMALE |
| <i>LatinAmericanConsulates</i> | <i>5.8MM+</i> | <i>60%</i> | <i>40%</i> |
| <i>Community Clinics*</i> | <i>1.3MM+</i> | <i>34%</i> | <i>66%</i> |
| <i>Migrant Parent Network</i> | <i>1.2MM+</i> | <i>47%</i> | <i>53%</i> |

*Though the traffic through the clinics is significantly higher, this # is solely based on self-identified Latinos.

Source: SUBDIRECCIÓN DE EVALUACIÓN Y CONTROL, DEPARTAMENTO DE RECAUDACIÓN CONSULAR, SRE (2005-2008); National Association of Community Health Services.



IN CLOSING...

OUR ASSETS



SAMPLE EDUCATIONAL CAMPAIGN



EDUCATIONAL GUIDES



SABEResPODER CCTV



COMMUNITY EVENTS



SELECT CLIENT LIST



Los Angeles Times



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