



MÁXIMO REPORT 2012

motivo
INSIGHTS

nglc
NEW GENERATION LATINO CONSORTIUM

Máximo Report Team



David Chitel
Chairman & Founder
New Generation Latino Consortium

Organization dedicated to enhancing the profile of NGL's in media, marketing & entertainment via B2B conferences and research studies.



Gonzalo Perez
Founder & Principal
Motivo Insights

Leading research firm specialized in the NGL and Urban audiences with extensive blue chip client roster and major study milestones.

About Máximo Report



- ONLY primary New Gen Latino (NGL) report of its kind.
- Máximo Report 2012 is the study's 2nd edition.
- Spans 14-34's (14-17 / 18-24 / 25-34), not just limited to “youth.”
- Includes foreign-born (15+ years) and non-Latino White samples.
- Unique methodological combination:
 - Traditional Focus Groups
 - Non-Traditional Focus Groups
 - Virtual Focus Groups
 - Quantitative Survey
 - Video Diaries
- Consists of base study & key ad category verticals (by request).
- Proprietary underwriting partner questions & exclusivities.

Why NGL's Are Important



- 62%+ of Hispanics in America are U.S.-born (30MM+)
- Drove 64% of Hispanic population growth via natural increase ('00-'10)
- U.S. Hispanics are young overall (27 median age)
- U.S.-borns median age is 17 (vs. 37 for foreign-born Hispanics)
- 23% of all children under 18 in the U.S. are Hispanic
- 88% of U.S. Hispanics under 18 are 2nd & 3rd generation
- Most educated, affluent and tech-savvy Hispanic market sector
- Mostly highly sought after Hispanic demographic, yet highly elusive
- **Understanding NGLs the best is a HUGE competitive advantage!**

Probe Areas



ATTITUDES & OPINIONS



ATTITUDES & OPINIONS will explore how NGLs views differ from those of their General Market counterparts, demonstrating that unique cultural touchpoints exist for NGLs regardless of acculturation levels.

LANGUAGE & CULTURAL IDENTITY



LANGUAGE & CULTURAL IDENTITY

explores the various dimensions of cultural identity and how important Latino culture is to NGLs living in the U.S.

MEDIA & ENTERTAINMENT



MEDIA & ENTERTAINMENT will look at the cultural nuances and lifestyle traits that influence the way NGLs consume content across media platforms regardless of language.

DIGITAL & SOCIAL MEDIA



DIGITAL & SOCIAL MEDIA will take a look at how NGLs are using websites, social media and mobile to connect with each other and as a tool for self-expression.

MARKETING & ADVERTISING



MARKETING & ADVERTISING will explore how NGLs are looking for communications targeting them to reflect their multi-faceted identities.

Macros & Micros



MACRO & **MICRO** trends will be integrated throughout the report delving deeper into actionable insights and success stories we uncover through our research.

NGL Video Diaries



Daisy Lopez, 22
S. Central LA, CA



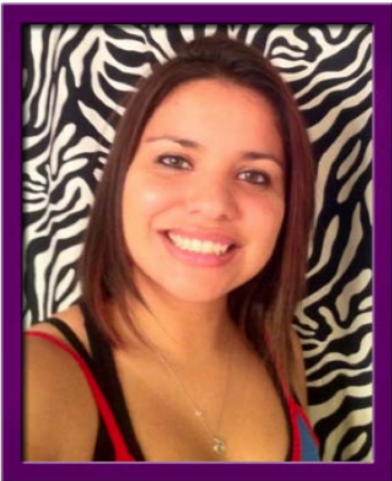
Anthony Espinoza, 22
Burbank, CA



Alexa Vega, 17
Torrance, CA



Matthew Ortiz, 18
Bronx, NY



Nancy Harrison, 24
Porter, TX



Michael Gonzalez, 26
Brooklyn, NY



Geovany Hernandez, 17
Houston, TX



Isabel Garces, 23
Los Angeles, CA

Category Verticals



QSR



Telecom



Beer &
Alcoholic Bev.



Pharmaceutical



Mass Merch. Retail



Soft Drinks &
Beverages



Packaged
Goods



And Others!

Respondent & Methodology Specs

In order to reflect the multi-faceted identity of today's NGL, we employed a comprehensive hybrid approach to our methodology that includes a unique mix of techniques.



Respondent Profile:

- 14-34 year olds (14-17 / 18-24 / 25-34)
- Self-described Latinos
 - U.S.-Born
 - Foreign-born (15+ years in U.S.)
- Non-Latino Whites

Qualitative

- Traditional Focus Group Facilities
- Non-Traditional (eg. Hotel)
- Virtual Online
- LA, NY, HOU
- Up to 21 Groups (with special 21+ groups)
- 8 Video Webcam Diaries

Quantitative

- Online survey
- 1000 Latinos (14-34 USB/FB)
- 400 Non-Latino Whites (14-34)
- National sample
- 1,400 respondents

Methodologies



Quantitative Online Survey

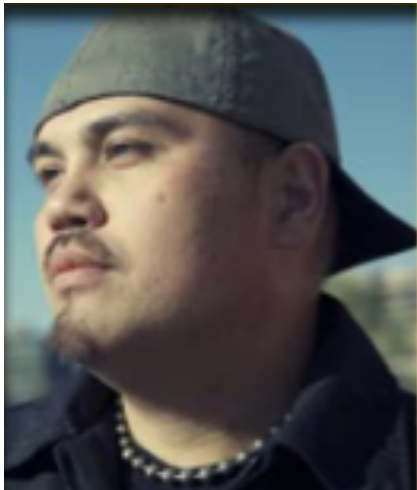
Consists of 1400 professionally recruited respondents between the ages of 14-34 (USB/FB/WHITE). Each will complete a 30-minute online survey which can feature proprietary close-ended questions for ad category verticals.

Traditional Focus Groups

Consists of 8 groups of 6 professionally recruited respondents in NY, LA and HOU. Under-writing sponsor partners will be invited to attend the groups in-person or virtually via Webcast and may integrate proprietary questions for each ad category vertical. All traditional groups are recorded.

Non-Traditional Focus Groups

Consists of 6 groups of 6 professionally recruited respondents in NY, LA and HOU. Each city will focus on a different age group from T14-17, to A18-24 to A25-34. Groups will be conducted in non-traditional locations (eg. – hotel).



Virtual Focus Groups

Consists of 7 groups of 6 professionally recruited respondents in NY, LA and HOU. Ability to recruit in other markets if ad category verticals require. Each city will focus on a different age group from T14-17, to A18-24 to A25-34. Groups will be conducted virtually online.

Video Diary Profiles

8 respondents hand-picked from the professionally recruited focus group participants will provide video diary entries based on specific criteria provided to them for both the base study and ad category verticals.

Respondent Matrix



Base Study	NY	LA	HOU
T14-17	1	1	1
A18-24	1	1	1
A25-34	1	1	1
Verticals (Up to 4)			
T14-17	1	1	1
A18-24	1	1	1
A21-24*	1	1	1
A25-34	1	1	1
	7	7	7

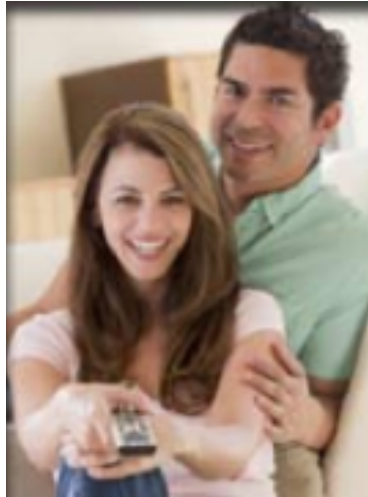
Total Groups

21

(Mix of Traditional / Non-Traditional / Virtual)

* Specially added for 21+ beer and alcoholic beverage category.

EXCLUSIVE Vertical Advertiser Package



- Category **EXCLUSIVE** partnership
- Quantitative & Qualitative:
 - Base & Vertical Studies
- Hard Deliverables:
 - (1) Final Base Study Report
 - (1) Final Vertical Report
 - (8) Video Diaries (Base / Per Vertical)
 - (1) Executive Presentation (Base / Per Vertical)
 - Custom Base & Vertical Recommendations
- (1) LIVE, Web-Broadcast & Recorded Presentation
- Focus Group Participation
- 2012 PR Campaign Inclusion

Inquire For Pricing

AGENCY Package



Based on extremely high demand we received for last year's Máximo Report, we've put together a highly attractive **AGENCY** package that will provide unprecedented access to an NGL study of this magnitude at a **VERY SPECIAL PRICE**. Below is a list of what the package includes.

- 100-Page Base Study
- Executive Presentation Version
- Webcast Presentation*
- Non-Exclusive



Inquire For Pricing

* Option for in-person presentation by request.



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