



## **Capturing The Hearts of Hispanic Consumers at Retail**

**Wednesday, February 13, 2007  
11:30 networking, 12:00 lunch and presentation**

### **Boccones Restaurant**

**606 Embassy Oaks – corner of West Avenue and Bitters, 1 block east of 281**

You've heard the stats about Hispanics...the important role of children in product selection, preference for one-on-one communication tendency to shop as a group. But how do you turn those insights into engaging, executable programs? Ones that go beyond traditional promotional tactics to really deepen your brands or store's relationship with the Hispanic market? How can you maximize the in-store shopper experience? What can you do to ensure the success of your program at the point-of-purchase? This presentation will answer these questions using a variety of innovative Hispanic retail marketing program examples.

#### **Eric Sosa, Director of Retail Services**

Eric Sosa is the Director of Retailer Services for PMG Retail & Entertainment, a division of PMG, Inc. based in the agency's headquarters in San Antonio, TX. He has more than ten (10) years experience in retail, experiential, military, and Hispanic marketing, bringing together sales and marketing teams to provide innovative and profitable solutions for a wide variety of manufacture and retail clients. Some past clients include Unilever North America, ConAgra Foods, Nestle USA, SeaWorld, Clorox, and Cadbury-Schweeps, Wal-Mart, Sam's, H-E-B, Food Lion, Kroger, El Superior, Family Dollar, Walgreens, and Pathmark.



He has served as guest speaker at Hispanic Marketing Conferences throughout the U.S. He is passionate about educating brand marketers and management on the importance of understanding retailers in order to develop and execute successful Hispanic marketing programs at retail.

Under Sosa's leadership, in the last two years the agency won a PRO Award for Best Retail/Co-Marketing Campaign for its work on Unilever's Hispanic laundry multi-brand retail program. That program also became the only U.S. finalist in the retail category for the prestigious international Globes Awards. In 2007, the agency was awarded the National Grocers Association Creative Choice Award and a Reggie Award for an innovative Hispanic mobile marketing program. Sosa holds a bachelors' degree in business from Texas Lutheran University in Seguin and rejoined PMG in 2005 after working for Advantage Sales & Marketing.

Founded in 1992, PMG is a national marketing, retail and event services agency. PMG develops award-winning programs based on client needs and all the audiences that impact program success. PMG's team of knowledgeable, results-driven experts is focused on delivering effective and cost-efficient programs that build deeper relationship with Hispanic consumers. PMG has offices in San Antonio, Texas and Chicago, Illinois.

**Venue:** Boccones Restaurant, 606 Embassy Oaks – corner of Bitters and West Avenue – 1 block west of 281

**Lunch:** A light lunch will be served – 5 entrees to choose from, including salad and tea

**Cost:** Free for AMA members, \$25.00 for non-members

**RSVP:** RSVP and pay online at [www.sa-ama.org](http://www.sa-ama.org) by noon Monday, Feb. 11

**No shows:** No show and late cancellation policy in effect

**Capacity:** 80 attendees – space is limited