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laGALERÍA Celebrates First Anniversary Helping U.S. Companies Reach Hispanic Consumers
Utah marketing agency develops unique strategy to reach untapped market opportunity

FARMINGTON, Utah – Dec. 1, 2010 – ThomasArts, Utah’s largest full-service marketing communications firm, today announced the first anniversary of laGALERÍA, the multicultural marketing agency within its family of companies that provides services to help American-based companies reach the growing Hispanic marketplace.

laGALERÍA creates marketing strategies specifically for Hispanics through a “transcreative” process that applies appropriate tonality, cultural nuances, and colloquialisms rather than simply translating existing communications from English to Spanish. The result is marketing strategies that are persuasive, relevant and actionable.

“The most powerful persuasion of all takes place not through appeals to reason,” said Michael Rodriguez, President of laGALERÍA. “It takes place by directly targeting emotions, and linking those feelings with the use of specific products. Harnessing the power of persuasion rarely occurs through simple translations. It must start with knowing, understanding and living the Hispanic culture.”

“Advertising materials translated straight across from English can actually alienate Hispanics because the translation is often confusing or out of context,” said Alex Guzman, Director of laGALERÍA. “Our transcreative process initiates marketing concepts in Spanish. This crucial step captures our clients’ brand essence while enabling us to speak convincingly and passionately to Latinos. Only then can marketing hit the emotional chord that really drives response.”

Hispanics represent the largest minority group in America—a segment of active consumers purchasing American goods and services. Within the last decade, Utah’s Hispanic population has doubled and now boasts the third fastest growth rate in the nation. According to the U.S. Census Bureau, Utah’s Hispanic population is projected to reach 25 percent of the state’s total residents this year, with a total buying power of \$6.5 billion. Nationally, the Hispanic population is projected to account for one in three Americans by 2050.

Despite this overwhelming growth, reaching Hispanics is often difficult for American-based companies who struggle to communicate effectively while providing the necessary infrastructure to serve Hispanic customers once they respond to marketing initiatives.

Those companies that focus on truly connecting with this market have yielded promising results. Always a progressive member of the community, Zions Bank launched a Hispanic initiative seven years ago by opening a branch in Salt Lake City offering banking services in Spanish. The overall objective was to create an ambiance that would make Hispanics feel welcome and respected. To accomplish this, the decor was selected in harmony with Latino cultural values, from the paint colors to the artwork displayed on its walls. The branch was well received in the Hispanic community. Today, Zions Bank has 44 locations in Utah and Idaho serving the banking needs of Hispanics.



“Hispanics and Latinos represent an established, yet growing portion of our community,” said Juancarlos Judd, an executive in the Diverse Markets division of Zions Bank. “This community is not only entrepreneurial, but is proactive in seeking products and services within the banking, transportation, health care, technology and housing sectors.” “Hispanic, Latinos and other ethnically diverse communities are extremely important to the bank’s overall growth strategy. laGALERÍA has been a great partner and continues to play an instrumental role in developing our strategy in reaching these segments of our community.”

Bringing experienced American and Hispanic marketers and linguistics experts, and backed by the resources and capabilities of ThomasArts, laGALERÍA offers a full suite of marketing services from strategic planning to TV production.

For more information about laGALERÍA, please contact Michael Rodriguez at (801) 451-5365 or Mike.rodriguez@thomasarts.com.

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About laGALERÍA

laGALERÍA is a ThomasArts company specializing in effectively reaching the Hispanic marketplace. Rather than merely translating existing communications from English to Spanish, laGALERÍA employs a “transcreative” process that applies the appropriate tonality, cultural nuances, and colloquialisms necessary to resonate with the Hispanic demographic. laGALERÍA offers a robust repertoire of services including interactive, creative, lead generation and production.