

## AIMM Recommendation for Unanimio Deportes

1/25/23

Unanimio Deportes, and the team behind the media, have been excellent partners to both the advertising agency I work for and the client. For a number of years, Unanimio has been included in a variety of plans for NHTSA in advertising efforts to reduce roadway fatalities. The multicultural audience is a key component in these campaigns and Unanimio has been a mainstay, while others have fallen off, due to their ability to accurately find the correct audience, distribute messaging in a variety of high impact solutions, and deliver beyond the guaranteed impressions.

The key offerings provided Unanimio including display, video, custom units, podcasts, site presence, content promotion, social media and more provide a variety of unique touchpoints that would be difficult to find anywhere else. Furthermore, the advertising is effective. Unanimio always achieve or surpasses benchmarks and consistently delivers significant bonus impressions on top of the variety of Added Value included within a plan. And, finally, the team at Unanimio is always easy to work with during planning, buying, and reporting. They have hit every tight deadline, adapted through any unexpected setbacks, deliver meticulous reporting, and they are always quick to respond. Unanimio Deportes is an integral partner to reach the Hispanic audience effectively.

- J.R. Generotti
- Integrated Media Supervisor

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