

# relevant<sup>+</sup>

where media and culture meet<sup>©</sup>



**NMSDC**

National Minority Supplier  
Development Council



ANVA RECOGNIZED

**CERTIFIED  
DIVERSE  
SUPPLIER**

Proudly a certified minority-owned business





relevant<sup>+</sup>

We have a single-minded purpose: **to make your Multicultural media efforts relevant.**  
**Driven by data, inspired by culture.**

Relevant & Scalable  
Multicultural Digital  
Media Solutions

Relevant O&O Platforms  
+ Content Assets

Relevant Audience  
Targeting, Measurement &  
Ad Verification Solutions

Relevant Influencer  
Marketing Solutions

Relevant Social Impact  
Partnerships

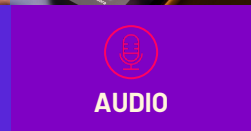
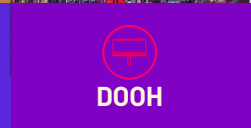
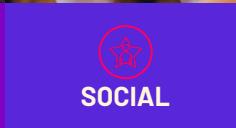
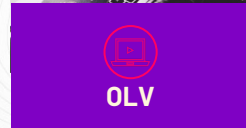
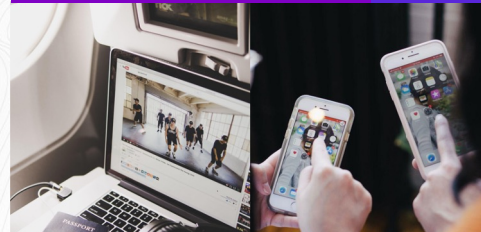
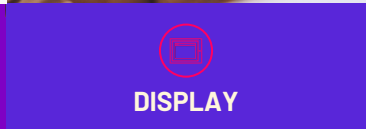
# Optimized Digital Media Delivery: Precision & Relevance at Scale

Elevate your brand relevance with our scalable digital media delivery and execution. We offer state-of-the-art technology and infrastructure to reach your precise Multicultural consumers and audience segments. Utilizing a strategic blend of relevant media formats, platforms, devices and our own diverse O&O's, we are committed to achieving your goals effectively.

**33MM+** US Hispanic consumers per month online

**16MM+** Black/AA consumers per month online

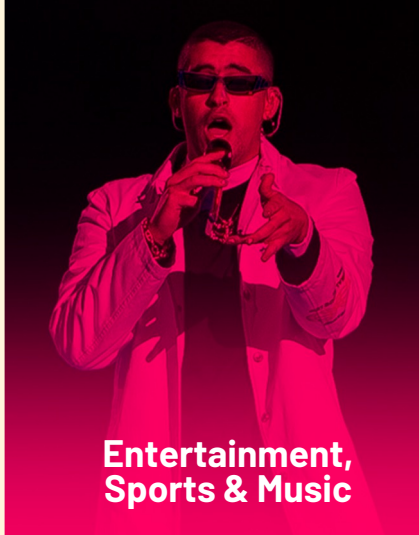
**6.5MM+** AANHPI consumers per month online



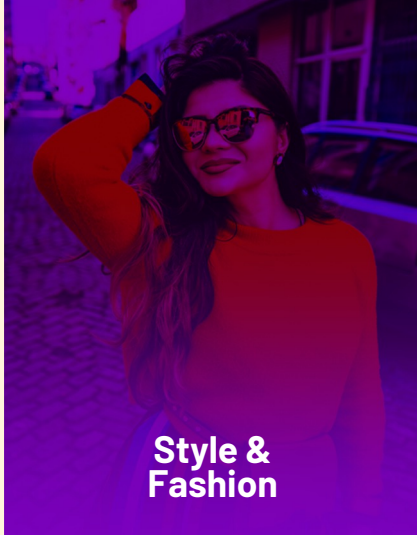


## Diverse Owned and Operated Platforms: Connecting Across Key Themes

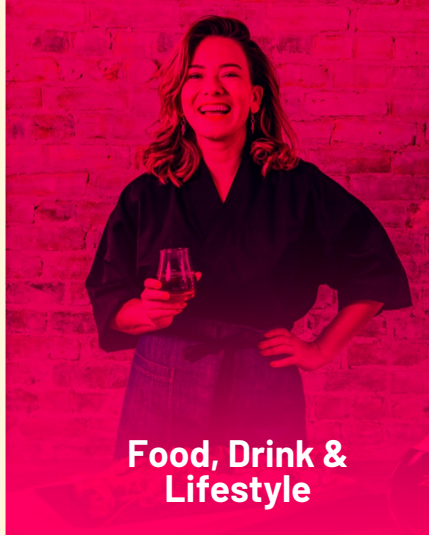
With our diverse O&O platforms covering essential content themes, areas of interest, and issues critical to Multicultural consumers and communities, we offer editorial content, custom articles, branded content, unique integrations, influencers, and social media amplification. Elevate your brand's reach with cultural relevance through our publisher platforms and content assets.



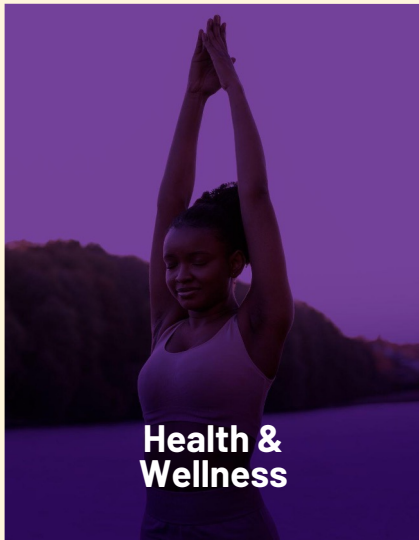
**Entertainment,  
Sports & Music**



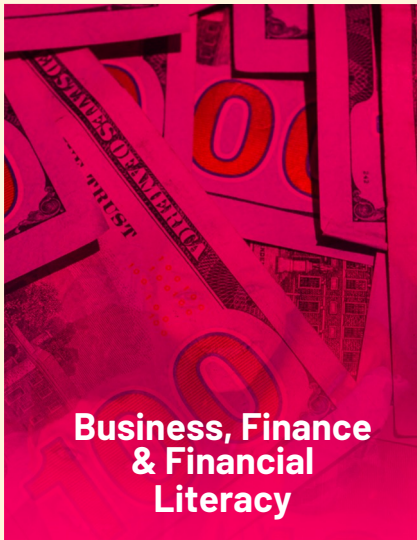
**Style &  
Fashion**



**Food, Drink &  
Lifestyle**



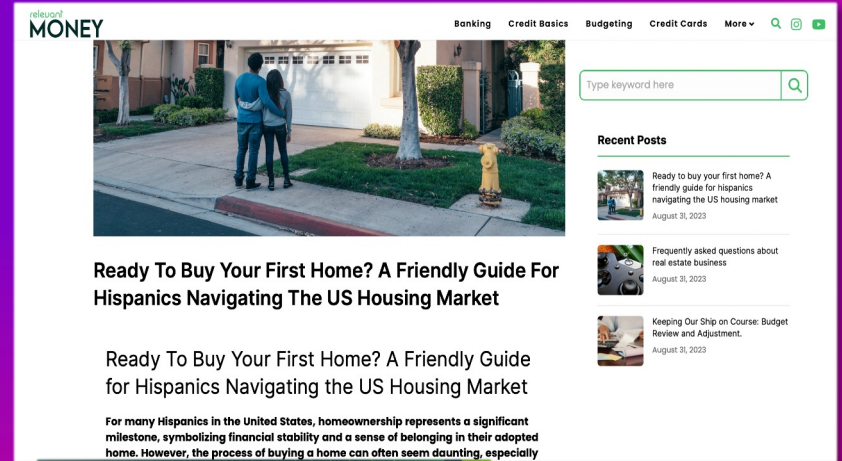
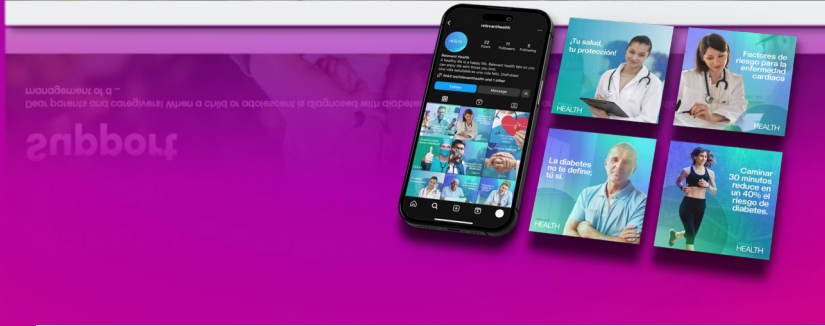
**Health &  
Wellness**

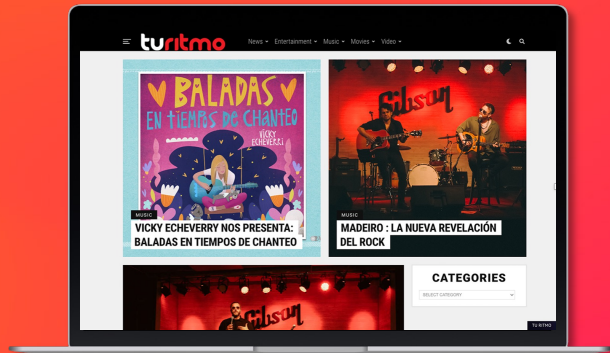


**Business, Finance  
& Financial  
Literacy**

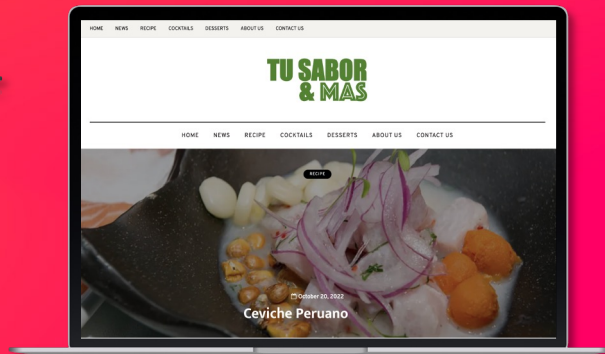


**Community &  
Social Impact**

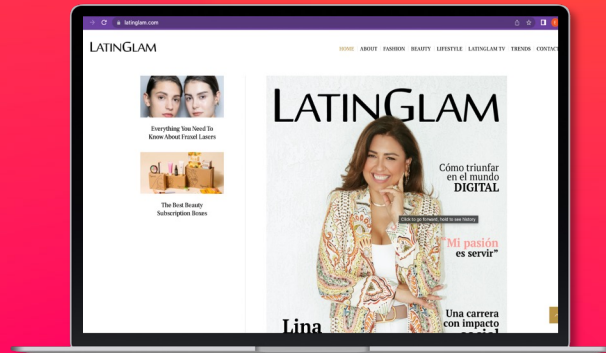




# TU SABOR & MAS



# LATINGLAM



**Our targeting approach is focused on relevant audiences while achieving maximum engagement**

**We provide robust solutions to help understand where and how to reach your precise Multicultural consumers. We also deploy measurement and verification tools to support reliable and brand safe digital media campaigns.**

## DATA SOURCE

1st

First-Party Data

3rd

Third-Party Data

"0"

Zero-Party Targeting

## TARGETING TACTIC



Retargeting



Behavioral/  
Interests



Geo



Lat/Long



Cross-Device  
Targeting



Demographic  
/ Audience



Contextual



Look-a-Like  
Modeling



Geo-Fencing

# Measurement & Verification Solutions



AUDIENCE  
REACH



FRAUD  
DETECTION



BRAND  
SAFETY



VIEWABILITY



CONVERSION

INNOVLD

IAS Integral  
Ad Science

DV  
DoubleVerify

MOAT



Nielsen







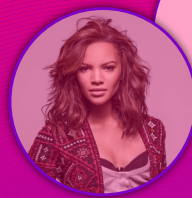
**We partner with over 1,000  
Multicultural influencers to  
meet your needs**

From start-to-finish our Multicultural Influencer Marketing solutions are designed to drive deeper and more authentic audience engagement.

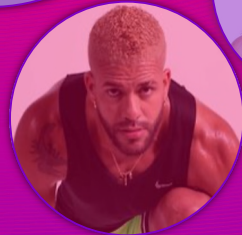
## NANO & MICRO INFLUENCERS



## MACRO INFLUENCERS

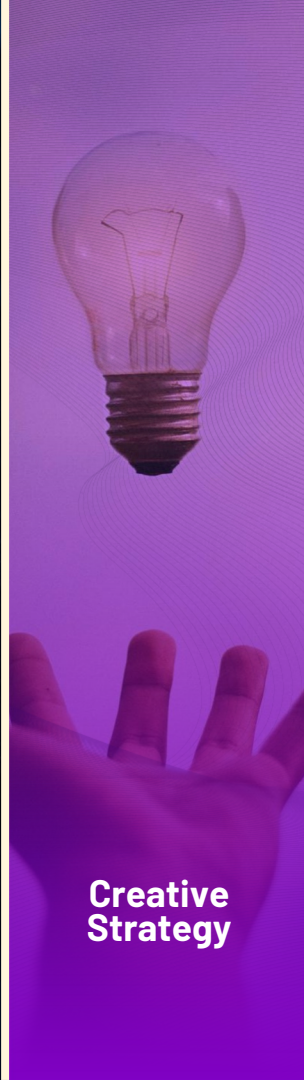


## MEGA INFLUENCERS & SOCIAL CELEBRITIES

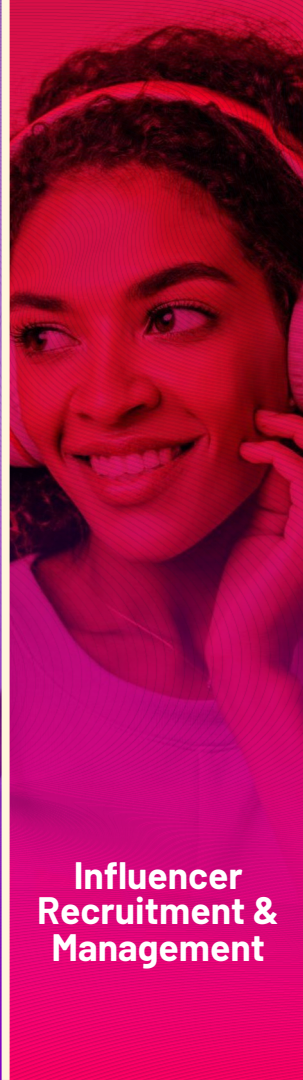




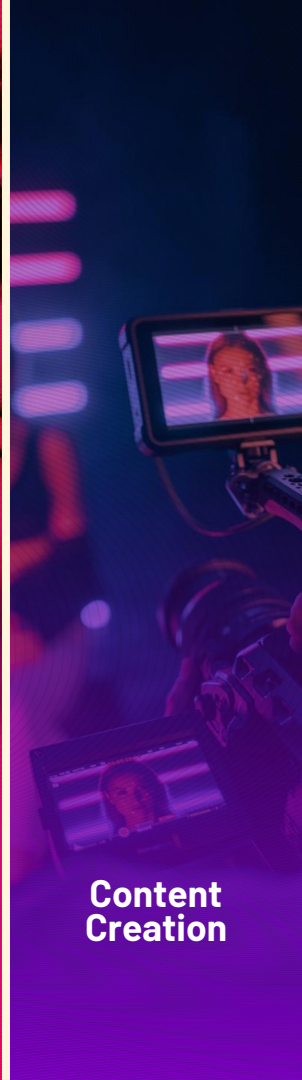
**End to End  
Influencer  
Marketing  
Solutions**



**Creative  
Strategy**



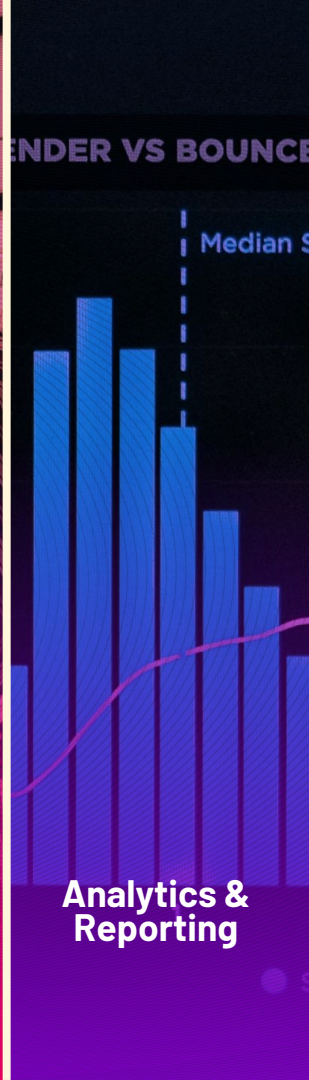
**Influencer  
Recruitment &  
Management**



**Content  
Creation**



**Media  
Amplification**



**Analytics &  
Reporting**



**We drive positive change in collaboration with our Social Impact Partners in support of the Multicultural communities we reach and serve**

Our social impact partnerships provide new, innovative and impactful opportunities for our brand partners to connect with diverse audiences. We are also going beyond traditional media metrics and redefining the impact of diverse-owned media commitments & transcending checkboxes while continuing to reinforce that diverse audiences are GROWTH forces shaping the future.



# Celebration of cultural pride



## Organizational Overview:



### Mission

The Hispanic Heritage Foundation (HHF) is a 501(C)(3) non-profit which inspires, prepares, and connects the Latinx community in four areas of focus: education, workforce, social impact/justice, and culture, through leadership.

HHF's mission and programs have been recognized by The White House, U.S. Congress, Fortune 1000 Companies, the US Army, other non-profits, and even the Government of Mexico.

With the support of generous donors and creative partnerships, HHF has reached millions of Latinx across the country and into Latin America through agile, creative, impactful, high-profile, and innovative programs since 1988.

**EDUCATION**  
**WORKFORCE**  
**SOCIAL IMPACT**  
**CULTURE**  
**LEADERSHIP**

## Showcasing Impactful Partnerships: Relevant+ Teams Up with Hispanic Heritage Foundation

As a testament to our innovative approach, Relevant+ is collaborating with the Hispanic Heritage Foundation (HHF) to provide brand partners with dynamic avenues to connect with diverse communities. Our partnership supports HHF's mission in Education, Workforce, Leadership, Service, and Cultural Pride.

Utilizing our platform, Relevant+ helps amplify HHF's initiatives and community impact. Notably, we champion programs like The Hispanic Heritage Awards, established by The White House in 1987 to commemorate Hispanic Heritage Month, making it "America's Hispanic Heritage Month Celebration."



& relevant<sup>+</sup>



## Bringing It All Together: A Uniquely Tailored Approach

While each client's needs are distinct, what unifies them is the integration of one or a combination of these elements.



### Scalable & Precise Digital Media Execution

We offer the technology and infrastructure for optimal digital media delivery, ensuring you reach your precise multicultural audiences at scale and with relevance.



### Impactful Formats, Platforms & Content Assets

We deliver innovative and impactful formats, relevant platforms, diverse O&O's, and content assets across multiple devices to effectively achieve your goals.



### Creative Execution

We help craft custom marketing and creative strategies & tactics to cut through the clutter, enhance performance, and seamlessly integrate your message.



### 360° Media Integration & Social Impact

We help extend your reach both online and offline through collaboration with influencers, creators and social impact partners across multiple touch points to maximize your impact.

# relevant<sup>+</sup>

## Thank You!

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