



autoproyecto

When you **connect** with **Hispanics Culture**
then you **increase sales**



Branded Content



When you **connect** with **Hispanics Culturally**, then you **increase sales**

A recent Hispanic Sentiment Study conducted by We Are All Human/Nielsen showed that **less** than

>5%

of companies are connecting with the **Hispanic** market although they represent **20%** of the population!

86%

Hispanics were more likely to **purchase** a product from a company that connected with them **culturally**

77%

Hispanics said that **language** was an important way to **connect**

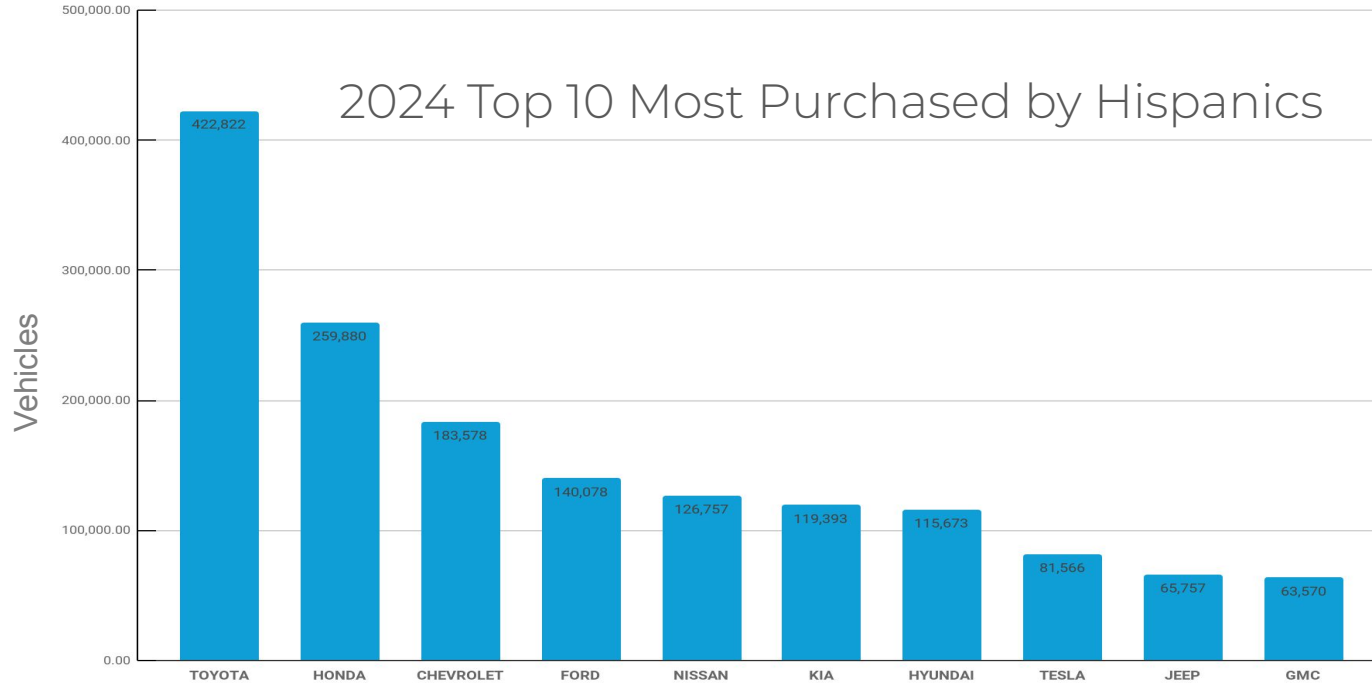


Connecting you with the Hispanic market with culturally relevant content that elevates brand awareness, boosts purchase intent and fosters customer loyalty.



Want to be **#1**? Our **Branded Content** is the **Solution!**

Hispanics are responsible for 25% of vehicle sales and 68% of the auto industries growth.



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Source: S&P Global Mobility 2024

Autoproyecto's Culturally Relevant Branded Content Program is Guaranteed to Increase Brand Awareness and convert it into Purchase Intent!



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KANTAR

Autoproyecto **Supplies Culturally Relevant Content**

Over the past
1 years

Autoproyecto, a certified minority owned company, knows how to create high-quality content that powerfully resonates with the Hispanic market. A KANTAR Brand Study confirms its broad reach and significant impact, emphasizing its high quality and strong connection with this crucial demographic.

95%

Enjoyed the content: Indicating high levels of audience engagement

94%

Relevance: Highlighting its success in addressing the interests and needs of the Hispanic community.

98%

Credibility: establishing a high level of trust and authority.

93%

Stop and look: Reflecting its visual solid and contextual appeal.

94%

New information: Underscoring the content's educational value.



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KANTAR

Autoproyecto will Exponentially Increase Brand Awareness and Favorability with our Branded Content Campaign!

A recent KANTAR Brand Study shows that Autoproyecto content **increases brand awareness and favorability**



+98%

Increase in brand awareness

+86%

Increase in brand favorability



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KANTAR

Autoproyecto's **Culturally Relevant** Content will **Increase** Purchase **Intent** and Customer **Loyalty**

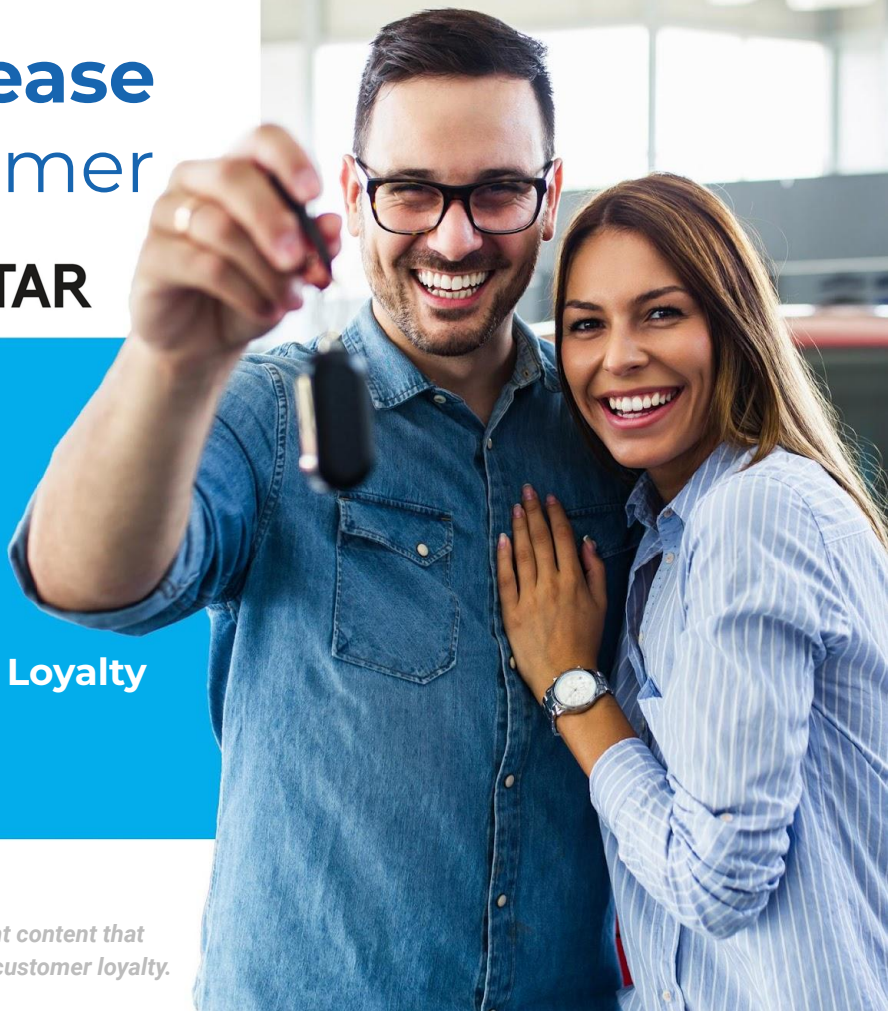
KANTAR

3x

Increase in Purchase Intent

2x

Increase in Customer Loyalty



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Women are **responsible** for **85%** of a Purchase **Decision** and **43%** of vehicle **sales**

A recent KANTAR Brand Study showed that Autoproyecto content **increases brand awareness** and **favorability** within Hispanic **Women**

+72%

Autoproyecto content **increase** in brand **awareness** in **women**

+78%

Autoproyecto content **increase** in brand **favorability** in **women**

KANTAR



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Our **Branded Content Process** is as **Easy** as counting to **FIVE!**

1 Contract is Approved and IO is issued

2 Week 1-2
Receive Key Message Points.
Send scripts and KANTAR questions for approval

3 Week 2-3
A Creative Treatment (talent, location, wardrobe, timelines) and sent for approval

4 Week 5-6
Production Takes place, videos approved and published

5 Week 10
Reporting and KANTAR Brand Study Results



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CAMPAIGN EXAMPLES



Branded Content Campaign Focusing on Hybrids

A recent branded content campaign for Toyota Camry with Jaime Gabaldoni focused on Hybrids topped awareness, favorability and connected with the most important decision maker: Women



+72%

Autoproyecto content **increase** in Hybrid powertrain preference for **women**



+82%

Autoproyecto content **increase** in Hybrid powertrain **favorability** in **women**



Why is this important? Women make **85%** of vehicle purchase **decisions** and **43%** of vehicle **purchases!**

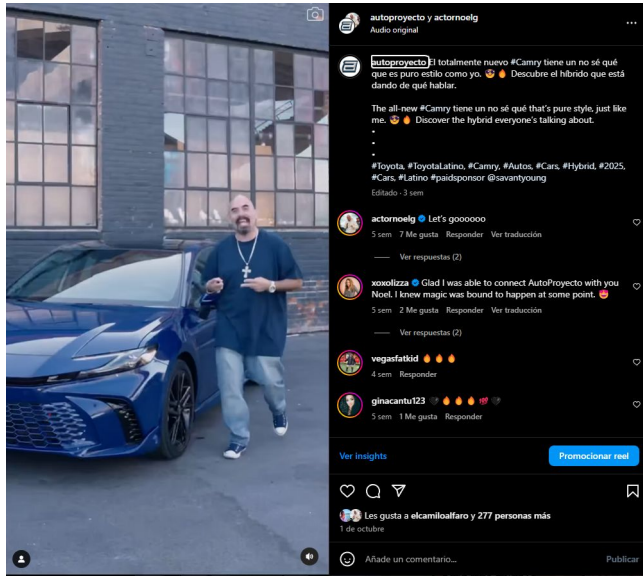


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KANTAR

Social Media Campaigns that Outperform!

A recent Instagram campaign for Toyota Camry with Noel G outperformed KPIs sending users to visit Toyota's website



Visualizations

64,900

Saves

21

Interactions with Reels

426

Shares

97

Likes

278

Link Clicks

716

Comments

30

CTR

1.71%

https://www.instagram.com/reel/DAI4Hviv_ZN/



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Autoproyecto Editorial and Sales Pages Provides Leading Market Insights

For further inquiries, please explore our comprehensive sales page, which is rich with valuable resources and in-depth market insights, including:

Advertising Media:

Advertising solutions

Branded Content:

Learn more on how the content is created

Brand Study:

Gain insights from our detailed market analysis.

Hispanic Market Insights:

A treasure cove of information on the dynamics of the Hispanic market to better target your strategies.

<https://sales.autoproyecto.com>



Connecting you with the Hispanic market with culturally relevant content that elevates brand awareness, boosts purchase intent and fosters customer loyalty.

A screenshot of a website page from Autoproyecto. The page has a navigation bar with a hamburger menu, the Autoproyecto logo, and links for ADVERTISING, BRANDED CONTENT, EDITORIAL, RESOURCES, and MEET THE TEAM. There are also social media icons for Facebook, X, YouTube, and Instagram. The main content area features a video player with the title "When you connect with Hispanics Culturally, then you Increase Sales". The video shows a man in a blue shirt standing next to a blue car in a park-like setting. A large text overlay on the video reads "BRAND AWARENESS 98% INCREASE". Below the video player, there is a paragraph of text explaining the audience's preferences and a call-to-action button that says "Increase Sales with Hispanics NOW!". At the bottom of the page, there are logos for Chevrolet, Hyundai, Lexus, and IAS Integral Ad Science.

When you connect with Hispanics Culturally, then you Increase Sales

BRAND AWARENESS
98% INCREASE

Autoproyecto's audience seeks a powerful blend of cultural resonance, authenticity, and practical value in their automotive choices, favoring brands that communicate in their language and reflect their heritage. They prioritize family-oriented features, technological innovation, and brand integrity, all delivered through a seamless digital experience. This discerning demographic values not just what brands say, but how they speak to them—demanding a genuine commitment to community and sustainability. In essence, they seek more than a car; they seek a statement of identity and a testament to their values.

Increase Sales with Hispanics NOW!

CHEVROLET HYUNDAI LEXUS IAS Integral Ad Science

Thank you!

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