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Hispanic market booming opportunity for marketers

American Marketing Association-Phoenix Chapter to host expert on Hispanic Media Planning

PHOENIX – (April 11, 2007) – As the Hispanic community continues to grow rapidly in Arizona, marketers are looking for creative approaches to marketing to this niche audience. The Phoenix chapter of the American Marketing Association, a professional organization and resource for Arizona’s marketing specialists, will host a seminar on how to effectively plan and place media to market to Hispanics.

AMA-Phoenix will host Emma Moya a renowned expert in media planning for the Hispanic market, on Thursday, May 3, 2007 from 3:00 to 4:30 p.m. during a seminar organized by the chapter’s Hispanic marketing Special Interest Group (SIG). The seminar will take place at Air Marketing, located at 1700 W. 10th Place in Tempe.

“Much has been presented statistically from a demographic and economic point of view about the growing Hispanic market in Arizona,” says Sheila Kloefkorn, AMA-Phoenix president. “Marketers need to know how to leverage existing media channels to create impacting and efficient marketing campaigns for this emerging market.”

Moya will present the basics of Hispanic media planning and buying, proven media mix strategies and national trends. The presentation will also include pros and cons of key media channels, overview of the Hispanic media landscape in Phoenix as well as case study applications.

About Emma T. Moya:

Emma Moya has been in the advertising business for 17 years. She started her advertising career in 1988 when she joined the Account Service team of GSD&M’s Hispanic division working on the Coors Brewing Company, Domino’s Pizza, and Fannie Mae accounts. After six and a half years, she left GSD&M and was an original member of the group that started Amistad Media, a shop specializing in media buying and planning in the Hispanic market.

At Amistad Media, as VP of Client Services, Emma supervised a seven-member media buying team working on accounts that included JCPenney, the US Army, Novamex (importers and distributors of Jarritos Mexican soft drinks), the Texas Lottery, the Texas Tomorrow Fund (pre-paid college tuition fund), Fannie Mae, Pennzoil, Chili’s Grill & Bar, Williamson-Dickie, Rent-A-Center and United Health Foundation.

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In January 2006, Emma decided to continue her advertising and media career as an independent media specialist. Her current assignments include Williamson-Dickies, the Centers for Medicare and Medicaid's Prescription Drug Program and Sinceramente Hallmark, the Spanish-language line of greeting cards from Hallmark.

About AMA Phoenix

Established in 1958, the Phoenix Chapter of the American Marketing Association has 300 active members. AMA Phoenix provides ongoing professional development services, members only programs and networking events to a diverse mix of marketing professionals. The Chapter also sponsors the annual Spectrum Awards held in May. To find out more about AMA Phoenix or upcoming events, please visit: www.amaphoenix.org.

About the American Marketing Association

The American Marketing Association, one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing. For over six decades the AMA has been an essential resource providing relevant marketing information that experienced marketers turn to everyday. Headquartered in Chicago, there are 75 professional chapters located in the United States. Additional information on the American Marketing Association can be found at: www.marketingpower.com.

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