



HISPANIC MARKET GUIDE



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COMPANY WEB ADDRESS<http://www.adcastells.com/>**PRIMARY ADDRESS**865 S. Figueroa Street, Suite 1100
Los Angeles, CA 90017
213 688-7250 Fax: 213 688-7092**COMPANY NAME**

INFUSION

YEAR FOUNDED

1998

OTHER OFFICE LOCATIONS

New York City

COMPANY GENERAL E-MAIL ADDRESSinfo@adcastells.com**2020 CAPITALIZED BILLINGS**

\$100 million

OWNERSHIP/COMPANY AFFILIATION

Minority-owned & Women Business (MWBE)

TOTAL NUMBER OF EMPLOYEES

77

KEY PERSONNEL**Liz Castells-Heard** | CEO, Chief Strategy Officer
liz@adcastells.com**Leticia Juarez** | Partner/EVP, Strategy & Marketing
leticia@adcastells.com**Olivia Juarez** | Executive Business Manager
olivia@adcastells.com**Malu Santamaría** | Partner, Account Director
malu@adcastells.com**Rod Ribeiro** | Co-Chief Creative Officer
rodrigo@adcastells.com**Carlos Correa** | Co-Chief Creative Officer
carlos@adcastells.com**Humberto Rodriguez** | Executive Producer
humberto@adcastells.com**Aida Dujarric** | VP, Director, Direct Marketing
aidadujarric@adcastells.com**Aida Olaya** | VP, Integrated Project Management
aida@adcastells.com**Melissa Ojeda** | Director of Human Resources
melissa@adcastells.com**Marielise Colavin** | VP, Integrated Media Services
marielise@adcastells.com**Terry Sullivan** | CFO/COO
terry@adcastells.com**MISSION STATEMENT**

To provide Clients best-in-class multicultural marketing leadership and consistent results as an invested business partner infusing our strategic acumen, consumer insights, ROI-powered ideas, and 'brains, heart and grit.'

CURRENT CLIENTS

McDonald's Southern California Region – 4 markets Los Angeles, San Diego, Bakersfield, Palm Springs	1998
Toyota Dealer Association Southern California & Sand Diego	1998
The Safeway Companies – 5 Brands, 38 markets Safeway, Vons/Pavilions, Randalls, Tom Thumb	1999
Spanish Broadcasting System	2002
McDonald's Pacific Northwest – 8 markets Portland, OR; Medford, OR; Southeast Idaho; Yakima/Tri-Cities, WA	2003
The LAGRANT Foundation	2005
First5 California	2008
Dole/Tropicana - Dole Juices	2009
McDonald's Baltimore Washington Region – 2 markets	2013
PUMA North America	2014
Farmer John Foods	2015
Special Olympics World Games (Pro bono)	2015
Charter Communications, Direct - Hispanic Advertising	2016
Charter Communications – African American Advertising	2018
Charter Communications – Hispanic Small Business Marketing	2018
Charter Communications – Asian American Direct Mail & Print	2019
Charter Communications – Emails, All segments	2020
Estrella Media - Hispanic Strategy, Brand & Media	2021
Charter Communications - MCM Brand Advertising	2022

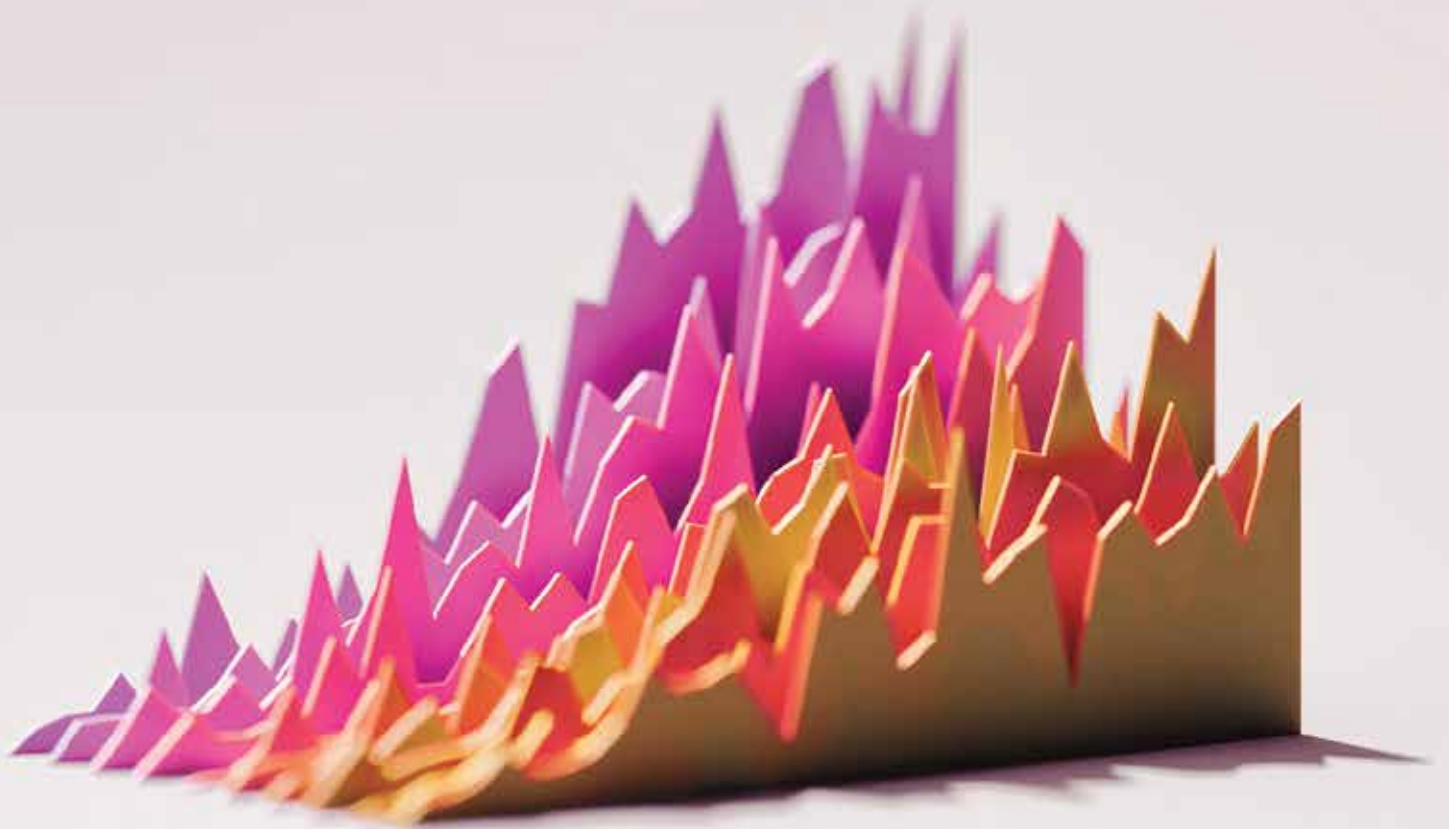
YEAR ACQUIRED

TOP FIVE COMPANY SECTORS (by revenue)

- Automotive
- Retail/Quick Service Restaurants
- Cable/Telecommunications/Mobile
- Media / Entertainment
- Packaged Goods

WHERE OTHERS SEE NUMBERS AND GRAPHS, WE SEE ART.

We're a leading Multicultural agency that transforms analytics into insights that drive ROI-Powered Ideas®.



INFUSION

adcastells.com | New York | Los Angeles



Without clinging to clichés but addressing the true reality of the pandemic,

Lopez Negrete Communications showed the power of neighbors helping neighbors, of families redefined and of unified communities when times get tough in its *More Than Neighbors* campaign for Walmart. With a Hispanic family as the protagonist, the heartwarming ad depicted how neighbors come up with ways to keep enjoying life and helping others, subtly positioning Walmart as the surest way to get everything needed for a wonderful holiday dinner and the best option for contact-free shopping and delivery, according to President & CEO Alex López Negrete, Chief Creative Officer Fernando Osuna, Executive Group Account Director Anne Davie, and Executive Creative Director Manuel Villegas.



More Than Neighbors by Lopez Negrete Communications



Spectrum Latino and Ozuna's Facebook page by INFUSION

“ We were proud to bring families together, add some joy during a difficult season and be part of the digital transformation accelerated by the pandemic. ”

Liz Castells-Heard, CEO and Chief Strategy Officer, INFUSION

During a time when the pandemic has interfered with our ability to gather, INFUSION developed a creative cross-platform campaign with Spectrum TV, partnering with reggaeton superstar, Ozuna, to stream an exclusive 20-minute concert on *Spectrum Latino and Ozuna's Facebook page*. “At a time when fans can’t attend concerts, we brought them an experience to enjoy from the comfort of their homes or on the go. For biculturals ages 18 to 34, mobile is their lifeline, music their passion, and Ozuna is one of their top artists,” said Liz Castells-Heard, CEO and chief strategy officer at INFUSION.