

MERCURY MAMBO

Where Commerce & Culture Collide A GLANCE AT OUR AWESOMENESS

An Experiential Shopper Marketing Agency Focused on *Latino Millennials*

14
YEARS
IN THE BUSINESS

CORE COMPETENCIES

- ✓ *Shopper Marketing*
- Strategic Planning
 - Proprietary Research
 - Activation Analytics & Measurements

- ✓ *Trade Marketing*
- Sales Promotions
 - Retail Merchandising
 - Field Marketing

- ✓ *Experiential Marketing*
- Sampling Programs
 - Mobile Marketing Tours
 - Sponsorship Negotiation & Activation
 - Nightlife Marketing
 - Influential Programs
 - WOM Marketing

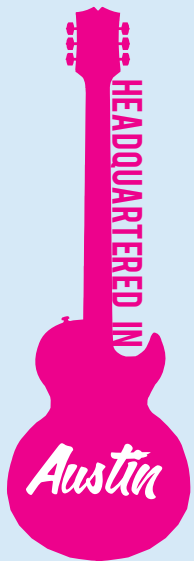
- ✓ *Digital Marketing*
- Digital Strategy
 - Mobile Marketing
 - Social Engagement
 - Content Management



INDUSTRY EXPERIENCE

ADULT BEVERAGES
CARBONATED SOFT DRINKS
CONSUMER PACKAGED GOODS
DIRECT SELLING
EDUCATION
NON-PROFIT

FAST FOOD/RESTAURANT
FINANCE/BANKING RETAIL
MUSIC/ENTERTAINMENT
RETAIL/APPAREL
WIRELESS



Proprietary Tools

MAMBO DISCOVERY PROCESS
A systematic approach to unlocking brand opportunities.

HISPANIC SHOPPER & RETAILER STUDIES
Bi-annual quantitative insights study

MBA NETWORK (MAMBO BRAND AMBASSADOR)
Mambo-trained, bilingual brand ambassador network across the top 35+ Hispanic Markets.

HISPANIPOLL™ FIELD RESEARCH TEAM
Field intelligence ranging from consumer interviews to store audits.

MAMBO HRI™
Hispanic Retailer Intelligence Database, information on 2,500+ retailer locations

100%

MINORITY & WOMEN-OWNED

HUB CERTIFICATION (Texas Historically Underutilized Business) • **WBE** (Women's Business Enterprise) • **MBE** (Minority Business Enterprise) • **SDB** (Small Disadvantaged Business Self Certification) • *Certificates Available Upon Request*

MERCURYMAMBO.COM

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