



## LATINOS : THE NEW AMERICAN MAINSTREAM



Reyes Entertainment  
Award-Winning Marketing Solutions  
Corporate Profile

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# Reyes Entertainment: Our Profile

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# LATINOS: The New American Mainstream Consumer

Many Fortune 500 Companies already know that Latinos are the largest target consumer group in the U.S. and will continue to grow in the future. Today, any successful marketing plan must include a set of comprehensive strategies aimed directly at Latinos, the largest, fastest-growing, youngest group in the nation.

At over 48 million, Latinos currently spend over \$1 trillion on goods and services and generally outspend other groups in many categories.

Latinos live in larger, multi-generational bilingual homes purchasing and consuming higher volume of goods and services across the board.

Additionally, Hispanic small businesses are growing by 40% aggregating over \$500 billion in revenues in 2009.

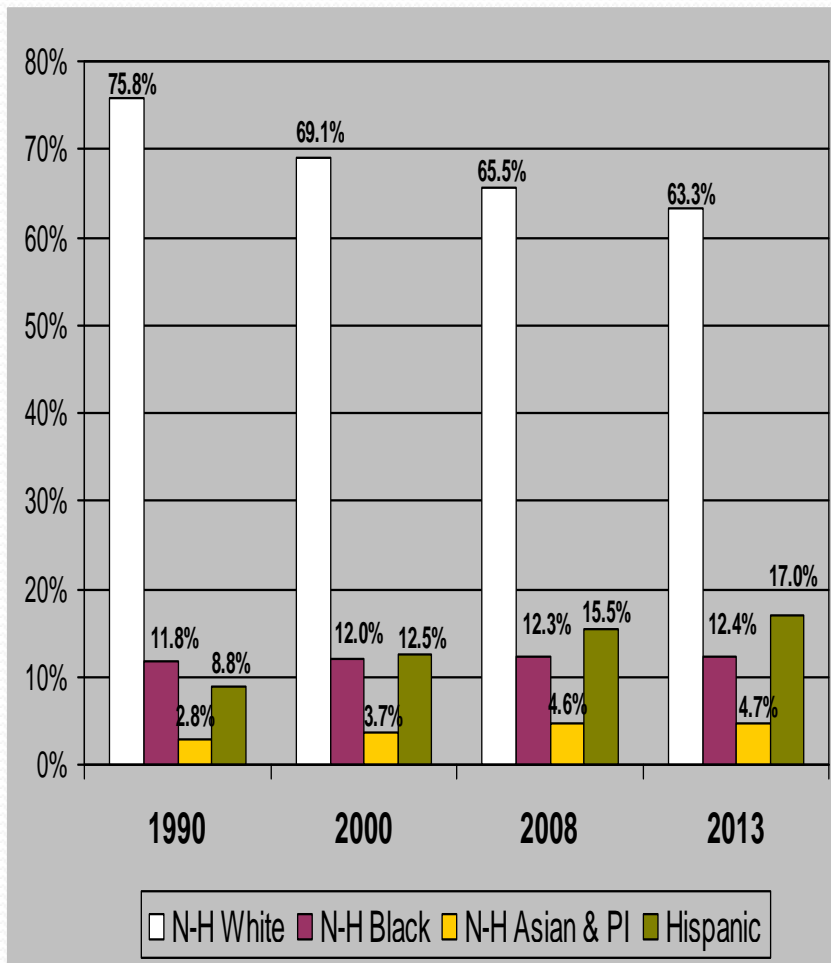
Source: U.S. Census, Pew Hispanic, Hispanic Business



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# An Watershed Demographic Shift

## America is Becoming Older and More Hispanic



- 2000 U.S. Pop.: 281 Million
- 2010 U.S. Pop.: 308 Million
- Latinos accounted for 51% of all new Americans, growing 4X faster than the rest of the population.
- 63% of growth from U.S.-births; 37% by immigration
- There are 48 million Latinos or 15% of U.S. pop.
- By 2050, 3 in 10 Americans will be Latino.
- Latinos are 15% of the pop. but 25% of all live births.
- 22% of all Americans under 18 are Latino.

By contrast...

- Non-Hisp. White American population is declining and growing older.
- White Death-Birth Ratio is 1-1.1
- Latino Death-Birth Ratio is 1-8.9
- Non-Hisp. Whites age 65+ are over 40 million and growing.

Source: Rogelio Saenz, "Latinos in America 2010," *Population Bulletin Update* (December 2010). U.S. Census, Pew Hispanic, Hispanic Business.

# Latinos: Who Are We? & Where Do We Live?

Latinos are not a race but a culturally diverse group of people who originate from Spanish-speaking countries in Latin America, Caribbean and Spain.

## Ten Largest U.S. Latino Populations by Origin:

COUNTRY	U.S. POPULATION	% of TOTAL LATINOS
Mexico	31,689,271	67%
Puerto Rico	4,426,738	9%
El Salvador	1,718,494	3.5%
Cuba	1,696,141	3.4%
Dominican Rep.	1,356,361	
Guatemala	1,081,585	
Colombia	899,478	
Honduras	631,510	
Spain	613,211	
Ecuador	605,564	

\* Together, these groups represent 97% of U.S. Hispanics.

## Language:

50% Bilingual (Speak Eng./Sp. very well)

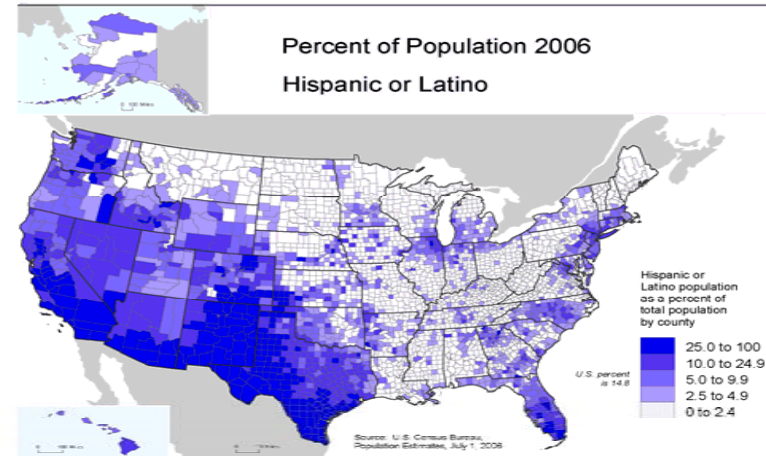
31% Spanish dependent (Speak Sp./little english)

21% English dependent (Speak English/No Sp.)

## Income:

Median Income: \$30-\$50,000/Year

Source: Rogelio Saenz, "Latinos in America 2010," *Population Bulletin Update* (December 2010). U.S. Census, Pew Hispanic.



## 47% of all Latinos live in California & Texas

- California: 13.7 million Latinos
- Texas: 9.1 million Latinos

## Top 10 Counties by Latino Population:

1. Los Angeles (LA)	4,702,785
2. Harris (Houston)	1,564,845
3. Miami-Dade (FL)	1,496,595
4. Cook (Chicago, IL)	1,229,964
5. Maricopa (AZ)	1,224,005
6. Orange (CA)	1,016,464
7. San Bernardino (CA)	957,866
8. Bexar (San Antonio, TX)	939,260
9. Dallas (TX)	938,672
10. San Diego (CA)	926,926

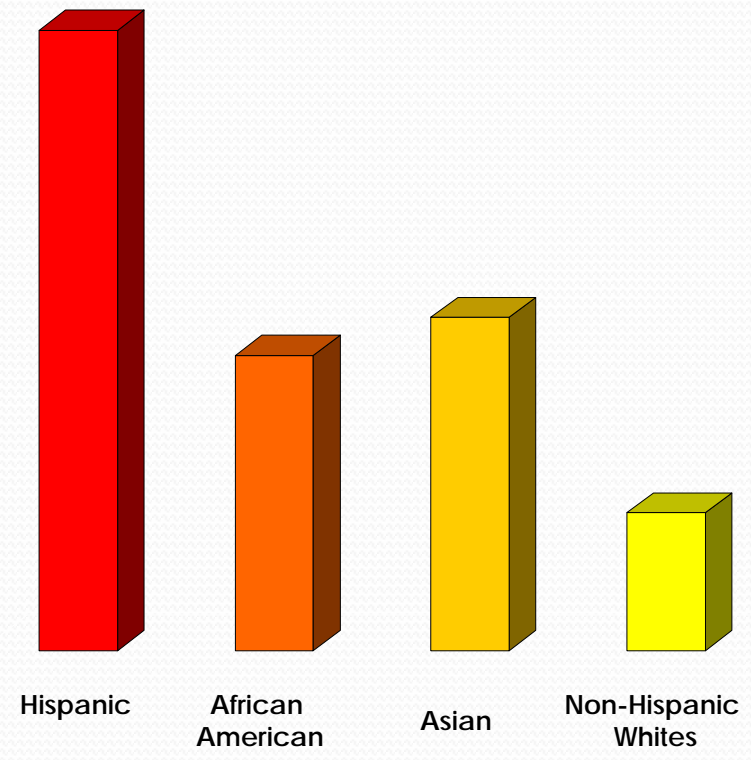
# Latinos: We Are The Youngest Americans

Percentage of Each Group 18-34  
35%      26%      27%      23%

## Median Age of Each Group

Non-Hispanic Whites	41.7
Hispanics	27.8
African Americans	33.2
Asian Americans	32.7

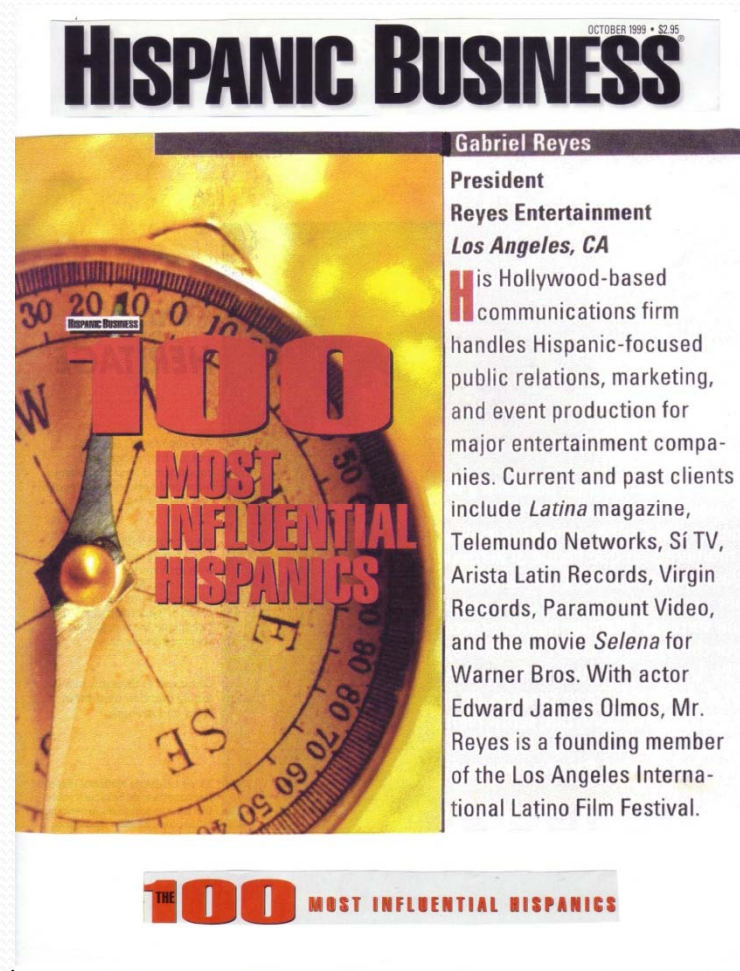
Source: U.S. Census



# Reyes Entertainment: Award Winning Solutions

Extensive Experience and Expertise Reaching the Hispanic Consumer

Reyes Entertainment brings nearly 15 years experience creating and executing high impact public relations and marketing campaigns for a wide range of clients including Hollywood studios such as 20<sup>th</sup> Century Fox, Columbia, and Warner Bros. as well as television networks like CNN, Disney-ABC Television Group, PBS, CBS Daytime, Fox Broadcasting Company, HBO and Telemundo. With offices in Los Angeles, New York and Austin, Reyes Entertainment also represents corporate clients, consumer products, music tours, DVD releases as well as celebrity clients. Reyes Entertainment has a solid, proven reputation providing clients with national and international bilingual, all-inclusive campaigns across Spanish and English-language markets. The Reyes Entertainment mission: To transcend cultural and language barriers and secure maximum visibility and value for clients and projects.



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# Reyes Entertainment: Our Founder Gabriel Reyes

## Vision, Creativity and Skill = Award-Winning Results

Founded by PR guru and Hispanic market expert Gabriel Reyes, Reyes Entertainment has established a solid reputation for excellence, innovation and results. Reyes was recently featured in CNN's groundbreaking documentary *Latino in America* with Soledad O'Brien. Reyes has also been named one of Hollywood's "50 Most Influential Latinos" by The Hollywood Reporter and 100 Most Influential Hispanics by Hispanic Business Magazine, among other honors. His early days in Hollywood as an executive developing English-language Latino content in films and television are featured in Guy Garcia's 2005 book, "The New Mainstream: How The Multicultural Consumer is Transforming American Business." Reyes Entertainment has also been awarded two PRISM Awards for Excellence in Multicultural PR Campaigns as well as five Marcom Awards for Excellence in Public Relations.



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JULY 27-29, 2007

### LATINO POWER 50

#### How They Were Chosen

In selecting the Latino Power 50, The Hollywood Reporter has focused exclusively on behind-the-scenes players within the film and TV industries and only included performers when they also are active as producers. The list does not include the many major figures working entirely within the Spanish-speaking world — either in Spain or Latin America or in the Spanish-language TV networks within the U.S. Nor does it include those working in the music arena.

**We considered:**

- What their work has done to raise the profile of Latinos in Hollywood, whether their projects are Hispanic-themed or not
- What a candidate has achieved in the past 12 months (including the boxoffice performance and awards potential of projects on which he or she has worked)
- A candidate's track record and overall standing in the entertainment industry
- Each candidate's position within his or her company
- Force of personality: how much impact a candidate has in his or her corner of the industry

S-2 [www.hollywoodreporter.com](http://www.hollywoodreporter.com)

### THE REPORTER

18.  
Gabriel Reyes

President, Reyes Entertainment



**REYES NEW SOMETHING**  
was seriously wrong with the way Latinos were portrayed in Hollywood from his early days as an actor, playing stereotypical roles such as matadors and waiters. In the current incarnation as a marketing kingpin, Reyes has been doing everything to set that straight. Today, he is one of the key advisers that studios and producers turn to in order to reach the Latino audience, an award-winning executive who has helped fashion campaigns for everything from the movies "Spanglish" (2004) and "Think Like a Man" to the CBS soap "The Bold and the Beautiful." He also joined Edward James Olmos in founding the Los Angeles Latino International Film Festival in 1996 and was a longtime publicist for Latino magazine.



## Reyes Entertainment: Experienced Personnel

### **New York**

Reyes Entertainment is represented in New York by Yesenia De Avila, who has spearheaded Reyes' Hispanic publicity campaigns for films like 20<sup>th</sup> Century Fox's DEATH SENTENCE with Kevin Bacon, unit publicity and theatrical publicity on Universal's ILLEGAL TENDER as well as television publicity for PBS and PBS KIDS. A former Director of Publicity at Latin Force agency, De Avila has also worked on national Hispanic PR, marketing and promotions campaigns for Go Diego Go! Dora The Explorer and other Nick at Nite and Nickelodeon programs.

### **Los Angeles**

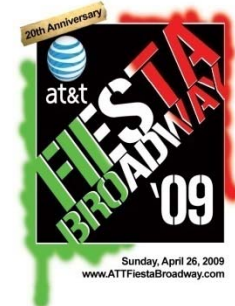
In Los Angeles, business media expert Raymond Diaz oversees West Coast client services and expanding on Reyes Entertainment's B2B media and promotions expertise. Diaz has secured features in business media such as Hollywood Reporter or Financial Times. His expertise also covers consumer media such as People and Teen Magazines. Reyes Entertainment president and founder Gabriel Reyes oversees staff in Austin, travelling to L.A., New York, Miami and other cities to service clients.

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# Reyes Entertainment: A Wide Range of Clients

## Corporate, Product, Events and Celebrity Publicity Experience

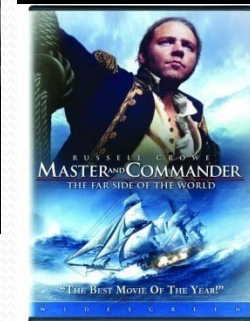
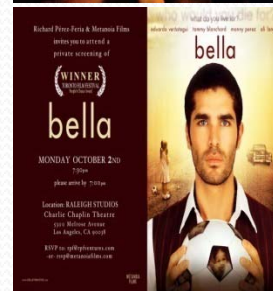
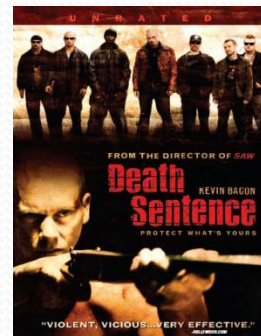
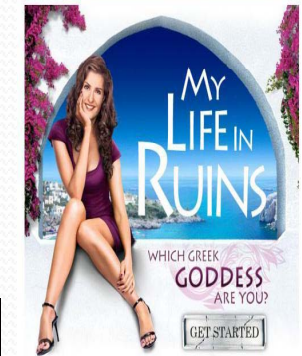
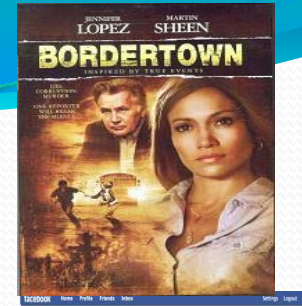
Reyes Entertainment offers extensive experience handling a wide variety of clients such as World Wrestling Entertainment, AT&T Fiesta Broadway, PaQui Tequila, talk show host Cristina Saralegui as well as her line of home furnishings *Casa Cristina*, Vicente and Alejandro Fernandez Lazos Invencibles Tour and the musical *Selena Forever*. One of the company's first clients was the groundbreaking Latina Magazine where Gabriel Reyes was on the magazine's masthead as Publicist for five years and was responsible for landing Jennifer Lopez her very first magazine cover. The firm has also worked with celebrities Cristina Saralegui, Lauren Velez, Paul Rodriguez, Nely Galán, Eduardo Verastegui and singing sensation Charo.



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# Reyes Entertainment: Our Film Clients

Reyes Entertainment's film clients include 20<sup>th</sup> Century Fox's 12 ROUNDS, DEATH SENTENCE, MY LIFE IN RUINS and CHASING PAPI; Columbia Pictures' SPANGLISH; unit publicity on Universal's ILLEGAL TENDER and The New York International Latino Film Festival (NYILFF), as well as independent films THE MINISTERS, MEET ME IN MIAMI, BELLA AND THE OTHER CONQUEST, executive produced by opera sensation Plácido Domingo. Reyes handled unit publicity for Gregory Nava's BORDERTOWN, starring Jennifer Lopez and Antonio Banderas as well as the film's premiere at the Berlin Film Festival. Reyes Entertainment was instrumental in the launch of the first Los Angeles Latino Intl. Film Festival (LALIFF) and handled its publicity for several years. Reyes has worked on numerous DVD releases for Warner Home Video and several independent distributors and received a Marcom Award of Excellence for its Hispanic campaign on behalf of Fox Home Entertainment's MASTER AND COMMANDER.

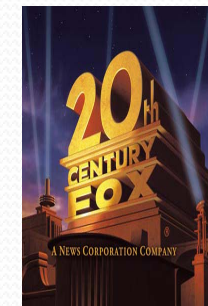
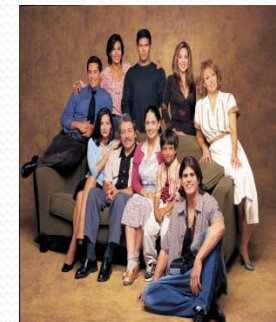


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# Reyes Entertainment: Our TV Clients

As Hispanic PR agency for Disney-ABC Television Group, Reyes Entertainment was responsible for the launch of the hit TV show *George Lopez*, which debuted as #1 in its time slot and stayed on the air for 7 seasons. Reyes Entertainment was awarded a PRISM Award from the Public Relations Society of America (PRSA) for its *George Lopez* campaign. Reyes received a second PRISM Award for its work as Hispanic agency for PBS' *American Family*, Directed by Gregory Nava and starring Edward James Olmos and Raquel Welch. Reyes also created and executed a Hispanic PR plan for the launch of *Ugly Betty* and provided Hispanic PR services for ABC's *Desperate Housewives* and *Lost* as well as Disney Channel programs *High School Musical*, *Handy Manny*, *Johnny & The Sprites*, and *The Wizards of Waverly Place*. Additionally, Reyes Entertainment organized the first ever Hispanic Media Junket at Disney-ABC Television, geared specifically to expose the company's talent to Hispanic media. Over 20 of ABC and Disney Channel's talent participated in the all-day media event.

Reyes Entertainment's other television clients include Lifetime Movie Network's *Little Girl Lost: The Delimar Vera Story*, HBO's *The Bronze Screen*, PBS' Documentary Series: P.O.V., Food Network's *Simply Delicioso with Ingrid Hoffmann*, CBS Daytime's *The Bold and The Beautiful*, Latino cable network, Sí TV, Nickelodeon Networks, Telemundo Networks, FOX Broadcasting's *Luis, Skin* and *The Swan*, which won Reyes a Marcom Award for Excellence.



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## Reyes Entertainment: A Wide Range of Clients Special Events and Community Publicity Experience

Reyes Entertainment has consistently achieved excellent results for its clients and built a sterling reputation across the worlds of Latino entertainment, business, media and community groups. Since its inception, Reyes Entertainment has been at the forefront in achieving visibility for Latino talent and projects in Hollywood. The firm handled publicity for the NCLR ALMA Awards, The Imagen Awards and The Hispanic Heritage Foundation's Youth Awards for several years and achieved national awareness for the opening of the National Hispanic Cultural Center in Albuquerque, NM.



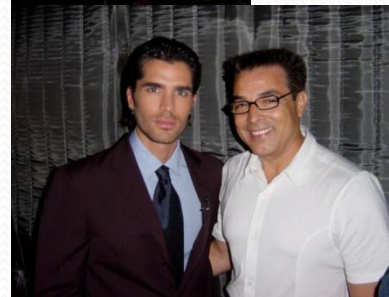
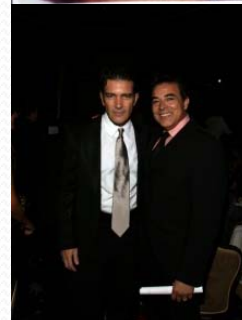
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## Reyes Entertainment: Value Added

The Reyes Entertainment team brings added value to our clients through our extensive network of national, high-level contacts in the worlds of media, entertainment, business, government and Latino community grassroots organizations.

### Gabriel Reyes Personal References:

Christy Haubegger  
Jennifer Lopez  
George Lopez  
Soledad O'Brien  
Jimmy Smits  
Marc Anthony  
Lauren Velez  
America Ferrera  
Cristina Saralegui  
Gregory Nava  
John Leguizamo  
Constance Marie  
Ana Ortiz  
Eduardo Xol  
Eduardo Verastegui  
Franc. Reyes  
Paul Rodriguez  
Paul Rodriguez, Jr.  
Diego Serrano  
Jacob Vargas



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