



MARKETING

Hispanic Advertising Agency Latinvox Evolves into ‘the vox collective’

Growing agency to focus on emerging marketing priorities, such as ‘Branded Movements(TM),’ interactive and multicultural marketing

New York, NY--(HISPANIC P RWIRE – PR NEWSWIRE)--January 29, 2008--Latinvox, one of the nation’s leading Hispanic Agencies, announced today the evolution of its brand into “the vox collective.” The full service agency, known for providing clients including Macy’s, Verizon Wireless and the Office of National Drug Control Policy with Hispanic marketing and advertising support, will now offer brands an additional focus on emerging marketing priorities including cause-related, interactive and lifestyle, and multicultural marketing. The firm will also continue with its expertise in culturally relevant and breakthrough Hispanic strategies.

The “vox collective,” which means “collective voices” in Latin, refers to an open system in which agency teams--including strategic planning and creative-- collaborate with key outside individuals and organizations to craft the brand strategy. This eclectic mix includes writers, photographers, community influencers and lead consumers, among others. Backing this collective approach and structure is a network of strategic and creative freelancers and consultants from creative hot spots around the world.

“Our evolution reflects what we see as a stronger role for culture and values, when speaking to an increasingly conscious and global consumer,” states Roberto Ramos, the vox collective President and CEO. “These new set of challenges and opportunities demand that agencies be more diverse, open and collaborative.”

The vox collective’s open approach guides its brand-building strategy through what the agency calls “branded movements,” the strongest possible form of consumer engagement by way of a set of shared values. Ramos asserts that leveraging strong values and an open collaboration involving like-minded partners ensures a groundswell of support around brand building, resulting in an organic movement where consumers feel connected and love the brand.

Hugh Locke joins the vox collective, managing the agency’s cause-related initiatives. Locke brings extensive experience connecting brands with causes, celebrities and not-for-profit organizations, among others. He’s also been responsible for the recent creation by the vox collective of branded movements and foundations for entertainers such as Wyclef Jean and Angelique Kidjo. The vox collective will be making further announcements during the next couple of weeks regarding clients, key hires and strategic partnerships.

For more information on the vox collective, you may visit <http://www.thevoxcollective.com>.

About the vox collective

The vox collective is an advertising and marketing agency fueled by creativity, innovation and collaboration, and focused on on emerging marketing priorities and brands on the move. Agency clients include: Macy’s, Fifth Third Bank, The Office of National Drug Control Policy, Johnson & Johnson, Pernod Ricard, The Partnership for A



Drug Free America, Wyclef Jean's Yele Haiti organization, The Pan American Development Foundation and Angelique Kidjo's Batonga organization.

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