

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
Sent: Wednesday, July 29, 2009 1:46 PM
Subject: Branded Entertainment Redefined: Introducing the 10th Latin GRAMMYs Brand Partnerships Engine

**Branded Entertainment Redefined:
*Introducing the 10th Latin GRAMMY®s Brand Partnerships Engine***

Liliana Gil, Executive Marketing Strategist and Advisor to The Latin Recording Academy® and 10th Annual Latin GRAMMY® Awards

July 29, 2009 - New York, NY - Celebrating a decade of Latino musical excellence, tradition, culture and influence, this year's 10th Annual Latin GRAMMY® Awards and its associated events; including the Latin GRAMMY® Street Parties, 2009 Latin Recording Academy Person of the Year gala and official After-Party, among others, which will provide a unique opportunity for integrated branded entertainment for participating sponsors.

Understanding that the Latino market is hotter than ever and recognizing that Latinos represent a promising source growth for many brands, The Latin Recording Academy® announces the outsource appointment of Liliana Gil- Vice President of Marketing Strategy and Managing Partner of Acento Group, as Executive Marketing Strategist and Advisor. As the official Marketing Strategy and Brand Partnerships agency, Liliana and her team will focus on facilitating the development of integrated marketing programs, new business development and digital strategy in support of the 10th Annual Latin GRAMMY®s and its ancillary events in the U.S and Latin-America. This will provide interested sponsors with a Marketing engine that will provide strategic advice to custom-develop Marketing solutions that connect business objectives with the various Latin GRAMMY® activation platforms on the streets, in schools, online, via mobile and more.

"When approached by The Latin Recording Academy, I was honored to be able to represent the most exclusive brand in Latin music. Music has the power to inspire and move people. This is why the Latin GRAMMY® presents an effective platform to reach the hearts of Latinos, while creating branded-experiences that are relevant and unique. Having been a former client at Johnson & Johnson, I understand brand Marketer's needs for personal customer engagement, ROI and innovation; and this is what we will pursue with our sponsors," said Liliana Gil.

"The Latin GRAMMY® has the prestige, emotion and reach that many brands would like to achieve with Latinos. Understanding our unique and powerful position, we are establishing Strategic Marketing Alliances that allow brands to join in the celebration in new and innovative ways," said Gabriel Abaroa, President of The Latin Recording Academy.

The Latin Recording Academy is currently discussing Strategic Marketing relationships to create, package and execute innovative programs focused on branded entertainment,

product integration, new media and other non-traditional and grass-root tactics. Brands that have already engaged include McDonald's, State Farm, Heineken and Hennessy, among others.

Liliana will be located at her Acento Group offices in New York City. With resources in the U.S and Latin-America, she will be facilitating Marketing strategy sessions for 2009 and 2010 business planning accordingly. For more information and sponsorship inquiries please contact her at lili@acentogroup.com and 908-616-4177- www.acentogroup.com. Management Assistant Concha Valadez, concha@acentogroup.com.



About Liliana A. Gil

Liliana is currently Managing Partner and Strategic Marketing Executive at Acento Group (AG), a member of the XL Alliance. The XL Alliance is a cultural marketing firm focused on strategic planning, retail marketing, healthcare and new media for the multicultural segment. Some of their clients include the Latin Recording Academy, Serena Williams, MISSION Skincare and other major retailers and Pharmaceutical companies.

Liliana Gil has been recognized for her passion and leadership in support of the dynamic and fast growing Multicultural and Hispanic markets in the U.S. Gil's solid career with Johnson & Johnson, Celebration Health/ Walt Disney World, and Huguley Healthcare Systems has provided her with a platform to influence the marketplace in the creation of innovative strategic relationships with agencies, the community and corporations alike.

One of Gil's most significant accomplishments was the invention and leadership of "Proyecto MAS," which focused on increasing visibility of the growing Multicultural U.S. segment for the Johnson & Johnson Family of Companies. Brands that Gil has directly influenced include: Topamax, Levaquin, Prezista, Tylenol, Lactaid, Splenda, Aveeno, Johnson's Baby, among others. Lili was also a key senior leader in the selection of Hispanic Agencies and management of global sourcing relationships with marketing service organizations for the corporation.

Gil is a recognized speaker and industry contributor who has been featured in countless publications and industry events. Some of her recent awards include the 2009 Latina Achievement Award by LULAC, 2008 PODER Magazine - "Top 20 Leaders Under 40", 2008 National Latin Pride Awards - "Business Woman of the Year", 2007 Johnson & Johnson Marketing Excellence Award, among many others.

Originally from Colombia, Lili holds a Bachelor's degree in Business Finance from Southwestern Adventist University. She has also completed foreign studies at Deakin University in Melbourne Australia, post-graduate studies at Rollins College (Crummer Graduate School of Business) and holds an MBA from the University of Colorado.