

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
Sent: Wednesday, November 04, 2009 10:02 AM
Subject: Participate In The Study: “Deciphering the DNA of Soccer in the US Hispanic Market”

“Deciphering the DNA of Soccer in the US Hispanic Market”
An Opportunity to Understand the US Hispanics and the Soccer Phenomenon



Miami, FL, November 4, 2009 – KiteLab, the only regional research company created by Latin Americans with more than 40 years of marketing research experience, is launching a new syndicated research study focusing on the US Hispanic market, *“Deciphering the DNA of Soccer in the US Hispanic Market,”* providing a unique opportunity for companies to obtain a fresh and current perspective on the soccer phenomenon, so dear to Latino hearts and an integral part of the heritage of millions of Hispanic consumers in the USA.

“Deciphering the DNA of Soccer in the US Hispanic Market” will identify current trends – facts, figures, will dimensionalize the involvement of women and kids as active participants in this traditionally male-dominated sport, will present the current role for and direct associations with specific brands and categories with soccer, will identify opportunities for new brands/product categories to link with and become part of this phenomenon. This syndicated study will also explore the use and adoption of new media in relation to soccer.

In addition to the US Hispanic market report reflecting the core research activity results available to all study purchasers, a limited number of proprietary questions may be included in the quantitative phase by clients who confirm their subscription to *“Deciphering the DNA of Soccer in the US Hispanic Market”* prior to November 9th. Results of this unique study will be available in Q1 of 2010. A copy of the proposal can be downloaded at:

http://kiteLab.com/soccer/Proposal_Hispanics_and_Soccer_KiteLab.pdf

This is a multi-phased syndicated research study which utilizes quantitative as well as a variety of qualitative methodologies, including focus groups, in-depth interviews, ethnographies, and online anthropology, geared to obtaining actionable marketing-oriented deliverables.

In addition to the US Hispanic market, this timely syndicated research study will be conducted in Mexico, Argentina, Brazil, and Honduras, where soccer teams from each of these countries, as well as the USA, have been qualified to participate in the World Cup to be held in South Africa in June of 2010. This is the third in a series of regional studies that Kitelab has conducted on the subject of soccer in Latin America since 2003.

About Kitelab

Kitelab is the only regional research company created by Latin Americans with more than 40 years of marketing research experience. The company offers a broad range of marketing research and consulting services for clients interested in obtaining an understanding of the Latin American and the US Hispanic markets. For more information visit www.kitelab.com.

Further information about this exciting opportunity to understand the soccer phenomenon among the US Hispanic population is available at <http://kitelab.com/soccer/> or by contacting Gustavo Alvarez, Kitelab at 305-265-1138, galvarez@kitelab.com.

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http://kitelab.com/soccer/Proposal_Hispanics_and_Soccer_Kitelab.pdf.

About This Newsletter

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