



CRACKING THE CODE AND CONNECTING WITH MULTICULTURAL MILLENNIALS

Cardenas Marketing Network turn campaigns into experiences, drawing from an innovative legacy and progressive insights into the evolution of live events

Connecting with millennial consumers during a period of rapid shifts in the technology and media landscape doesn't just require innovation. It requires a pioneering spirit, something that has been part of the DNA of CMN (Cardenas Marketing Network) since it was founded in 2002.



Offering unparalleled knowledge of live entertainment-founder Henry Cardenas created the largest Hispanic music and sports agency in the United States-CMN understands how signature events can make an impact. As experiences overtake advertising as the most important way for brands to connect to consumers, CMN's combination of experiential and digital savvy has been proven to make a difference for top brands. From integrating Anheuser-Busch's Montejo beer into legendary Mexican band Mana's American tour, or making Sprint mobile the center of attention at last year's Lollapalooza festival, CMN has established a track record for designing authentic moments that make an impression on key consumer demographics.

"The future of brands is in the hands of millennials," says Elena Sotomayor, EVP of CMN. "And multiple studies have shown that this generation is interested in experiences that are memorable, not just direct advertising."

CMN is known for live music entertainment, retail sampling, sporting and experiential events, turning traditional outreach campaigns for top consumer brands such as Wrigley, Maui Jim, Sherwin-Williams, H&R Block into events, especially those focused on the multicultural market. The key insights that drives these creative campaigns comes from on-the-ground experience and understanding. The company's multifaceted staff of more than 200

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understands sports, music and nightlife, key inroads to connect with multicultural millennials. With Hispanics accounting for close to a quarter of this generation, and in some major markets, a majority of the demographic, CMN's unique blend of cultural understanding and entertainment savvy can put brands on the radar of influential members of this key group.

The Montejo and Mana tour illustrates the CMN difference. Where other agencies may have simply stopped at a sponsorship, CMN understood the value of an immersive experience. Music fans were engaged via numerous points of contact, from branded bars and taco trucks setting up shop outside tour stops, to the band's tour bus and signature VW Beetle Vocho taxi being strategically placed to serve as social media and branding backdrops.



From commemorative cups and step-and-repeats soliciting fan messages for the band, to a supporting role during the concert (the drummer would drink from a bottle of Montejo during his solo), the entire fan experience was activated and authentic, offering a true cultural connection and brand integration.

"Montejo sought to create a memorable consumer experience that fostered an authentic taste of Mexico at every stop on the tour," says Sotomayor.

This type of sponsorship isn't anything new for the agency; they've previously helped Wrigley's become ingrained in the minds of fans of the Mexican national soccer team, and their work with Sprint to create connection pavilions and push curated content at Lollapalooza also made an impression without seeming staged. This type of multi-faceted approach showcases how the agency continues to evolve, both tactically and technologically. While the passion points remain the same, staging an event to be innovative and interactive requires constant engagement with the audience.