

TRANSFORMING THE HISPANIC FSI



ASG Renaissance was selected by Valassis to help transform RedPlum Hispanic FSI advertising options, which now includes a non-traditional blended magazine style page format (editorial & promotional) that offers warmer, more inviting premium FSI space.

The Association of Hispanic Advertising Agencies (AHAA) members report that advertisers are seeking higher touch vehicles which help them develop a first-hand relationship with targeted Hispanic consumers.

Valassis listened and with the help of its Hispanic alliance partner ASG Renaissance, is transforming our RedPlum Hispanic FSI advertising options.

Now, in addition to placing standard FSI space, advertisers have the option of purchasing warmer, more inviting, premium magazine-style FSI ad space, likened to a "blended" ad (editorial and promotional ad copy).

We are positioning the RedPlum Hispanic FSI custom ad as a magazine-style ad at a FSI price," states Berg. "This new option provides interested advertisers enhanced FSI space to promote brand messaging that extends far beyond promotional tactics traditionally featured within FSIs. With that, our FSI product becomes more attractive to telecom, pharmaceutical and other non-traditional FSI advertisers, while offering a unique editorial environment designed to captivate targeted consumer attention."

PRODUCT	REACH	MARKETS
HISPANIC FSI*	4.3 MILLION	27 DMAs
HISPANIC DTD*	9 MILLION	27 DMAs
ROP	15 MILLION	30+ STATES
SHARED MAIL	12 MILLION	TOTAL U.S. MARKET
Insignia® POPS*	1000+ LOCATIONS	RETAIL LOCATIONS WITHIN HISPANIC DMAs

*Spanish-Language Products
**Including Puerto Rico, DC & Mexico

While the Hispanic FSI – introduced in 2002 – is recognized as Valassis' Hispanic flagship product, our Hispanic product portfolio is more diverse than you might think. It is also more powerful when offered in combination with other products (detailed above).

An integrated buy – including the Hispanic FSI, Insignia®

POPS and complementary DTD campaign – can be a very powerful solution to advertisers seeking a turnkey promotional package.



asg:renaissance

ASG Renaissance is a Hispanic-owned professional services firm with award-winning graphic design and creative capabilities. ASG Renaissance first began working with Valassis to tap into multicultural markets nearly ten years ago. That relationship provided Valassis with the entry into numerous Hispanic and African-America newspapers throughout the U.S.

When it was time for Valassis to reinvigorate its Hispanic FSI, the company again looked to ASG Renaissance for strategic and creative support.

ASG is working with Valassis to transform the Hispanic FSI and is helping the company extend its relationships, capabilities and credibility with Hispanic, African-American and Asian advertising agencies and advertisers.

Meet the ASG Renaissance Team:



LIZABETH ARDISANA

Cuban American Lizabeth Ardisana is the principal owner and CEO of ASG Renaissance, a professional services firm with more than 225 employees and seven offices in the U.S. and Canada. Ms. Ardisana is an active leader in the Southeast Michigan and Hispanic business communities. She serves on the board of directors of the Skillman Foundation, Citizen's Bank, Oakwood Hospital, Mariah Industries, the Detroit Regional Chamber, the Metropolitan Affairs Council, and Focus:Hope. She is also the president and founder of the Hispanic Auto Suppliers Alliance and the chairwoman of the Michigan Hispanic Chamber of Commerce.



MARVIN WINKFIELD

Marvin is Multicultural Marketing Director of ASG Renaissance. Marvin is a seasoned executive with experience in advertising agencies and the client side of the business. Marvin's ad agency experience includes key executive positions at McCann Erickson, Leo Burnett, UniWorld, and Carol H. Williams Advertising where he has worked on some of the biggest brands in the country, P&G brands, McDonald's, GM (Buick, GMC, GM card), Honda, Coors, Allstate and Coke. On the client side Marvin was Marketing Director for WellPoint, the largest health insurance company in the U.S. He has also held key marketing positions at KFC, Taco Bell and Southland Corporation.



BRENDAN PREBO

Brendan Prebo is an experienced marketing communications professional with more than 13 years of integrated marketing communications experience. Brendan has worked with Fortune 100 clients from Ford Motor Company, and JCB to regional accounts like the Michigan Hispanic Chamber of Commerce.



ED CHIMA

Ed Chima brings over 30 years of marketing, communications, and strategic planning experience to ASG. Mr. Chima's experience reflects professional services, brand management, and entrepreneur/start-up roles in consumer packaged goods, automotive, financial services, and new technologies. Ed managed several brands at Unilever including Wisk, All, Sunlight, and Dove and was group brand leader for a \$400 million portfolio. Ed helped the Unilever turnaround with the successful national launch of a new brand, and led the development of several successful advertising campaigns, winning a prestigious Andy award. Chima's passion for cars led to Detroit and J. Walter Thompson where he eventually led the strategic planning, research, and consulting groups dedicated to Ford Motor Company. Most recently, Ed has pursued entrepreneurial interests including a "dot com" start up and a role with a private investment group leading acquisitions and new ventures.

INTERESTED? Contact Valassis Hispanic Product Manager Jackie Berg at 734.591.4950 for additional details.