

BÁO Multicultural Event Orchestration Brings Bilingual Hispanic Marketing Power to Businesses

Chicago has the Third Largest Hispanic Population in the United States

Aug. 22, 2008 - [PRLog](#) -- CHICAGO – BÁO Multicultural Event Orchestration, a leading Chicago-based provider of grassroots bilingual multicultural marketing services, announced today the launch of their new website at www.baopromotions.com demonstrating the power of its services for businesses in Chicago.

“If businesses aren’t using the power of bilingual multicultural marketing, then they are leaving a lot of business on the table for competitors,” said Omar A. Barragan, Managing Director with BÁO. “Chicago has the third largest Hispanic population in the country.”

Clients using the more than 500 member team of BÁO to unleash the power of their brand in the Hispanic community have recently included such large brands as McDonalds, Coca-Cola and even H&R Block.

“Many large companies want to use grassroots efforts to reach out to the Hispanic community, but understand the need for a bilingual and local approach,” Barragan said. “It is really important for businesses, both local and national, to use a local marketing firm in Chicago that truly has a strong Hispanic expertise and track record of performance.”

With a staff of only 50 bilingual street team members, BÁO was able to distribute more than 4,000 flyers in the Hispanic community creating a demand among Latinos for the tax services provided by H&R Block.

Meanwhile McDonalds and Coca-Cola were so impressed with the bilingual event services provided by the firm that they invited them back to complete the post-event marketing analysis and provide their expertise and input for future Hispanic event marketing. BÁO partnered with Hernandez & Garcia on McDonalds and Encore Nationwide for Coca-Cola.

“We really understand the need and techniques of Hispanic marketing,” said Barragan. “We can easily adapt to the needs of any customer – big or small – and look forward to helping other local companies increase their exposure in the large Chicago Hispanic market.”

About BÁO Multicultural Event Orchestration

BÁO Multicultural Event Orchestration is a leading provider of bilingual multicultural marketing services for companies seeking exposure to the Chicago market, the third largest Hispanic market in the country.

Using highly effective grassroots marketing techniques such as event marketing, product sampling, street teams and in-store demos, BÁO has the perfect way to get the word out in the Hispanic community about any business – big or small. Their client roster has included large Fortune 500 firms such as Coca-Cola, McDonalds and H&R Block.

For more information about BÁO Multicultural Event Orchestration, please call 312-458-9830 or visit them on the web at www.baopromotions.com.

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