

A point or respect in which things differ.

di•ver•si•ty im•pact

The power of making a strong, immediate impression.



The logo for Diversity Impact is presented within a horizontal rectangular banner. The banner has a light green background with a subtle, abstract pattern of overlapping shapes and lines. The text "di•ver•si•ty im•pact" is centered within the banner in a black, serif font. Each letter is lowercase, and the words are separated by small blue dots.

di•ver•si•ty im•pact

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Diversity Impact is a Division of California Creative Visions

www.californiacreativevisions.com

Diversity Impact

— is a multicultural marketing and advertising agency with special expertise in Asian and Hispanic markets. We provide a full spectrum of strategic marketing, advertising, public relations, and customer loyalty solutions to achieve your objectives.

Our mission

is to provide you the foundation for success in an arena of diverse markets, dynamic competition, and a global economy.

Ethnic diversity

— is an evolving portrait of the people and opportunities that surround us. Equipped with the latest market research and an innate sensitivity towards diverse cultures, Diversity Impact will nurture your account with marketing strategies that anchor creative, thought-provoking, and engaging communications.

Our objective

is to maximize your bottom line.

We will partner with you to enhance your growth in today's lucrative diverse markets. Our strength lies in proactively analyzing these environments and recommending strategic opportunities for your success.



“Nothing endures
but change.”

Heraclitus (540 BC - 480 BC)

Our goal

is to help you:

- ◆ Increase business
- ◆ Boost customer loyalty and retention
- ◆ Enhance company image
- ◆ Earn community goodwill
- ◆ Gain a competitive advantage

Your success
is our success.



Diverse markets play a powerful role in the American consumer landscape. In California, diverse markets now account for almost half of the total population. These numbers command attention.

Any demographic market is complex. Within the Asian and Hispanic markets, significant segmentation occurs due to distinct regional cultures, languages, assimilation levels, and socioeconomic backgrounds. In order to successfully impact market segments and sub-segments, Diversity Impact tailors your communications using strategic and cultural triggers that motivate each group.

A U.S. Overview

- ◆ 48 million+ Asians and Hispanics, representing over 17% of the total population
- ◆ Asians and Hispanics were the fastest growing group in the 1990's, increasing by 72% and 58% respectively
- ◆ Purchasing power of Asians (+125%) and Hispanics (+118%) rose faster than any other group in the last decade, and now tops \$877 billion

A California Overview

- ◆ 14 million+ Asians and Hispanics, representing 44% of the total population
- ◆ California has the largest Asian and Hispanic population in the U.S.
- ◆ Total purchasing power of Asians and Hispanics now tops \$275 Billion

Consumer studies indicate that these diverse segments promise to have the same impact in the next 50 years that Baby Boomers have had for the past 50 years. Today, the diverse population is set to surpass that of Baby Boomers. The trend towards an America that is more racially and ethnically diverse is supported by fertility rates that are significantly higher than those of Caucasians — Asians at 1.2 times higher, and Hispanics at 1.8 times higher.





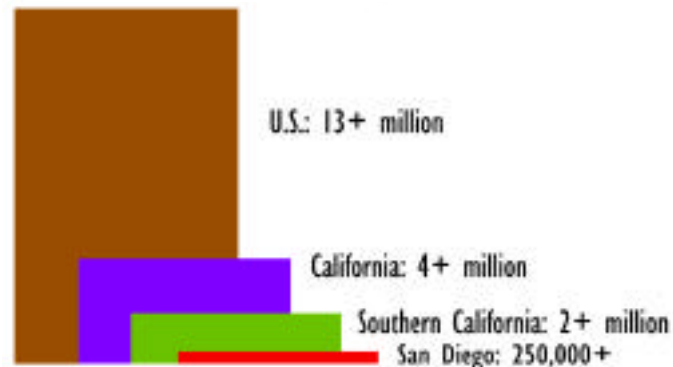
The Asian Market is the fastest growing ethnic market segment in the United States, surpassing all other segments on most key socio-economic indicators. Diversity Impact tracks demographics and socio-economic indicators carefully to proactively pinpoint key business targets that offer opportunities to our clients.

To that, we add the value of cultural understanding. Our team of Asian Market specialists understands the qualitative factors that successfully influence this ethnic segment, enabling them to recommend culturally sensitive communications strategies.

Asian Socio-Economic Indicators

- ◆ Fastest population growth rate in the U.S. (72%)
- ◆ Fastest purchasing power growth rate in the U.S. (125%)
- ◆ Annual purchasing power of \$300 billion; expected to reach \$455 billion by 2007
- ◆ Highest household income of any group (\$70,000+)
- ◆ Highest level of education
- ◆ Highest rate of business ownership
- ◆ One of the highest rates of homeownership in the country (52%)
- ◆ Highest mean home value of any group (84% higher than that for Caucasians)

Asian-American Population



Within the Asian Market a key sub-segment is the Filipino Market. Statistics for this sub-segment point to an emerging economic powerhouse.

The Filipino Market

is the second largest Asian sub-segment in the U.S. In addition to California's 1 million Filipinos, many additional thousands of Filipinos contribute to the diversity of the state as temporary workers in the fields of medicine, education and computer engineering. San Diego's Filipino population contributes over \$750 million to the local economy.



Filipino Socio-Economic Indicators

- ◆ Leading all Asian nations in immigration to the U.S.
- ◆ Second largest immigrant group in the U.S
- ◆ Highest participation in the work force (75.4%)
- ◆ Median household income of \$53,635 (2001)
- ◆ Lowest poverty rate (6.4%)
- ◆ Largest number of households (3 or more income earners)
- ◆ High education levels
- ◆ Highest homeownership rate: 79% (middle-to-upper income) and 60.5% (overall)
- ◆ One of the largest groups for overseas money remittances - Over \$5 billion remitted from the U.S. to the Philippines annually

Filipino-American Population



Diversity **I**mpact will reach your target audience from a position of intelligence and solid market research. We will study your company, your product, and your audience to develop a message with strong impact.

We evaluate all the appropriate tools before preparing a strategic plan geared towards **building** your brand, **increasing** your sales, and **enhancing** your reputation.

Strategic Marketing

Industry & Competition Analysis
Market Research
Strategic Planning & Formulation
Business Development

Branding

Product Development
Strategy & Positioning
Brand Equity Growth

Advertising

Creative Strategy & Conceptual Development
Copywriting & Art Direction
Production (Print, Broadcast, Web)
Media Planning & Buying
Interactive & Web-based Marketing

Promotions

Sales Promotions
Incentive Programs (SNAP Program)
Grassroots & Cross-Promotions

Our team has contributed to the business success of local, national and global companies in diverse and mainstream markets.

Proctor & Gamble ♦ McDonalds ♦ United Airlines ♦ Chase Manhattan
♦ US Postal Service ♦ Hewlett-Packard ♦ Sony Corporation ♦ Nike ♦
Kodak ♦ Home Depot ♦ Wal-Mart ♦ Mail Boxes Etc. ♦ Hawthorne
Savings ♦ The San Diego Convention & Visitors Bureau ♦ University
of California-San Diego ♦ ENCAD ♦ St. Vincent de Paul ♦ San Diego
Blood Bank ♦ Calaway Golf ♦ Cox Communications ♦ Council of
Philippine American Organizations ♦ Filipino American Chamber of
Commerce ♦ Philippine World Report ♦
Organization of Chinese Americans ♦
Asia Journal of Commerce and Culture
♦ Rosarito Fondo Mixto ♦ Real del Mar

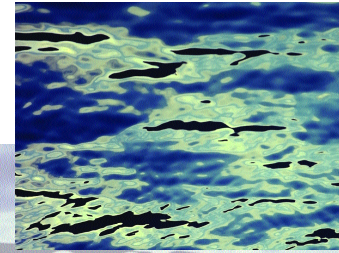


Public Relations

Publicity & Media Relations
Community Outreach
Cultural Sensitivity Programs
Special Events
Corporate Communications

Sales Management

Strategy Development
Prospecting & Networking
Sales Presentations & Tools
Customer Loyalty Programs



Community outreach and partnerships are key to engaging diverse market groups and creating dynamic win-win business partnerships. Our participation in these community organizations fuels our knowledge of the related diverse markets and strengthens our position in partnership negotiations.

“Without a sense of caring, there can be no sense of community.”

Anthony J. D'Angelo

The Diversity Impact team is dedicated to gathering the experiences that will benefit our clients. Our involvement enriches us as we share the knowledge and success we have experienced. We encourage all of our team to participate in organizations that support our mission to provide superior service to our clients and their various publics.”

Asian organizations:

National Council of Asian Business Associations (National umbrella of 90 Asian organizations) ♦ Council of Asian Business Associations (Regional umbrella) ♦ Asian Business Association (Local Chapters – San Diego, LA, Orange County, SF, Silicon Valley, etc.) ♦ Asian-American Journalists' Association (Local and National) ♦ Filipino-American Chamber of Commerce (Local and National Chapters) ♦ National Federation of Filipino-American Associations Council of Philippine-American Associations (Umbrella of 80 Filipino organizations) ♦ Filipino-American Development Initiatives ♦ Organization of Chinese Americans (Local and National) ♦ San Diego Alliance for Asian Pacific Islanders ♦ Asian Film Festival ♦ Other Asian Organizations (Vietnamese, Korean, Japanese, Taiwanese, Thai Groups)

Hispanic & other diverse market organizations:

Hispanic Chamber of Commerce ♦ Latin Business Owners of America ♦ Chicano Association ♦ Black Chamber of Commerce ♦ The Greenlining Coalition ♦ Minority Supplier Development Council ♦ Greater San Diego Business Development Council ♦ The National Association of Women Business Owners ♦ SD Regional Chamber of Commerce

Chemistry – all other factors aside, good chemistry enhances all working relationships. The Diversity Impact team is comprised of dynamic, talented, creative individuals who love what they do. Our understanding of an ever-changing marketplace, and a passion for our clients' success and satisfaction, add a special dimension to all the client relationships we build. The Team is a collaboration of award-winning business and marketing strategists, advertising/creative specialists, production experts, and public relations professionals who collectively deliver decades of global experience.

Gina Cortes-Watkins (President)

has a 20-year profile of success as an international marketer, business strategist and community leader. She has co-founded and managed several successful businesses in the U.S. and Asia including marketing and business consulting, advertising agencies, television and video production, and international service contracting. She has also held key management positions in strategic planning and business development for major U.S. and Asia-based companies such as Vencor Advertising, HR Designs, Duke University, New Line Cinema, and HBO.

A dynamic business and community leader, Gina is currently Vice President of the San Diego Asian Business Association and serves on the Boards of NCAABA (National Council of Asian American Business Associations), Filipino American Chamber of Commerce and Organization of Chinese-Americans.

Gina's sterling credits include a two-year Post-graduate Business Management Program from Duke University (U.S.), and an MBA and a BA in Communications from private universities in Asia. Gina was nominated for the Asian Entrepreneur of the Year Award and was recipient of the Leadership Award from the National Association of Women Business Owners.



Gregory Watkins (Chief Operating Officer)

brings to the fore a wealth of expertise as a successful international businessman, strategic marketer, film/TV producer, and director. A visionary and dynamic leader, Gregory has founded and managed successful marketing and production businesses in the US. His 20-year track record of success includes strategic planning, market research/analysis, business development, production, and creative operations management. He has produced and directed numerous film and television projects and worked with Hollywood players such as Miramax, NBC, and Disney.

Well-traveled throughout Asia, Europe and Mexico, Gregory has a powerful insight and sensitivity of diverse cultures. He has developed community outreach and promotions events for diverse clients including Asian, Hispanic and Mainstream segments. He has acquired training in Europe and the U.S., including a Bachelor's Degree in Political Science from the University of California - Irvine. He offers special expertise in the marketing, advertising, entertainment, banking, real estate, and hotel industries.

Gaetan Fraiken (Business Development Director)

adds many dimensions to the Diversity Impact Team with a 15-year multicultural career background in U.S., Asian, and European markets. Gaetan skills encompass marketing strategy development, market research, strategic planning, brand management, and all aspects of advertising and public relations. In addition, as Vice President of Marketing and Sales for B.E.A. in Belgium, Gaetan increased sales from \$14M to \$52M in just three years. He has contributed to the success of clients such as NASA, Wal-Mart, Home Depot, Nike, and Kodak.

Gaetan holds Bachelors degrees in engineering and business as well as an MBA in Marketing. He speaks fluent English, French, German, and Dutch.

Leslie Robins (Agency Services Director)

has over 17 years comprehensive experience in all aspects of advertising, marketing communications and public relations. With direct agency experience managing projects for companies such as Hewlett-Packard and the San Diego Convention & Visitors Bureau, as well as corporate experience managing the marketing departments of global companies such as ENCAD, Leslie approaches marketing from a well-balanced perspective. She contributes knowledge and skill in the areas of art direction, production/project management, marketing strategy development, outbound marketing communications and sales support materials, media and press relations, and agency operations.

Leslie lived for 16 years in Panama, is fluent in Spanish, and has traveled extensively in Mexico and South America. She holds a Bachelors in Business Administration from National University.

Tony Prieto (Creative Services Director)

brings over 15 years of creative experience to the Team. His considerable talent in the areas of graphic design, copywriting, and TV commercial directing have been invaluable to many clients. As a Creative Director, Tony has participated in the creative development and direction of advertising campaigns for numerous fortune 500 companies such as McDonald's, Proctor & Gamble, Chase Manhattan, Andrew Jergens and Hard Rock Café. He has also managed advertising projects for Asian and Filipino media and community groups such as the Filipino Press, Philippine World Report, Asian Business Association and the Filipino American Chamber of Commerce, among others.

Fluid in Tagalog, Tony also has a special understanding of the Filipino market and has advertising experience from the Philippines. Tony holds a Master of Arts in Cultural Management and a Master of Fine Arts in Visual Communication from the ASEAN Institute of Art, Philippines. He earned his degree in Fine Arts, majoring in advertising arts, from the University of Santo Tomas, Philippines.

Mario Ortiz (Producer)

has a 20-year profile of success as an Emmy award-winning producer for broadcast and live productions, motion pictures, television commercials and corporate videos. He has produced and directed a variety of projects including mainstream campaigns for Sony Corporation, Pacific Bell, and Mail Boxes, Etc. to television series, commercials, and soap operas for Hispanic and Asian audiences. Fluent in Spanish, Mario reflects versatility in dealing with diverse audiences.

Mario has a BS in Communications, with a major in Film/Video Production from San Diego State University, and degrees in Radio and Television from San Diego City College. His achievements include multiple awards and nominations, including the National Communicator Awards, National Academy of Arts and Sciences (Emmy Award), Mayor's Documentary Award, and Vision Awards.

Whether your target audience is Asian, Hispanic or the Mainstream melting pot, Diversity Impact is dedicated to providing high-impact marketing and communications solutions to achieve your objectives:

We are committed to your success

Our goal is to deliver the results that you need to be successful: new business, customer loyalty, increased sales, brand awareness, community goodwill, and a competitive edge. We listen to your needs and customize our solutions to meet your goals and budget. Remember — your success is our success!

We offer world-class expertise

Our combined years of world-class strategic marketing and advertising expertise, award-winning creative capabilities, service excellence, and solid knowledge of diverse markets will drive your projects to success.

We are proactive strategists

Our strength lies in our proactive approach. We will identify and evaluate opportunities, and provide integrated solutions that maximize your bottom-line success in your target markets.

We offer multicultural market sensitivity

Our dynamic team of multicultural marketing strategists, advertising/creative specialists, production experts, public relations, and community outreach professionals understand and respond to the needs, motivations and idiosyncrasies of diverse markets.

We have powerful alliances

We capitalize on our powerful networks and relationships with diverse community and business organizations to create win-win synergies — and deliver your success. Our solid ties with the community, business, media, political, and educational sectors allow us to maximize your penetration in these markets.

We partner with you

Our passion is your long-term success. We collaborate with you to ensure that we meet and exceed your expectations, and we make you the star!