



Company Overview Fact Sheet

Location

Mercury Mambo
1107 South 8th Street
Austin, TX 78704
www.mercurymambo.com

Officers

Liz Arreaga
Partner

Becky Arreaga
Partner

Lynn Currie
Partner

Summary

Mercury Mambo is the premier Hispanic experiential marketing, sales promotion and branding agency with a track record of representing America's most prestigious retail products. Utilizing a team of 250+ bilingual ambassadors across the country, Mercury Mambo creates memorable brand experiences within the key U.S. Hispanic markets. With Mambo flair and a focus on the ROI of Hispanic sales, Mercury Mambo delivers local Hispanic market penetration.

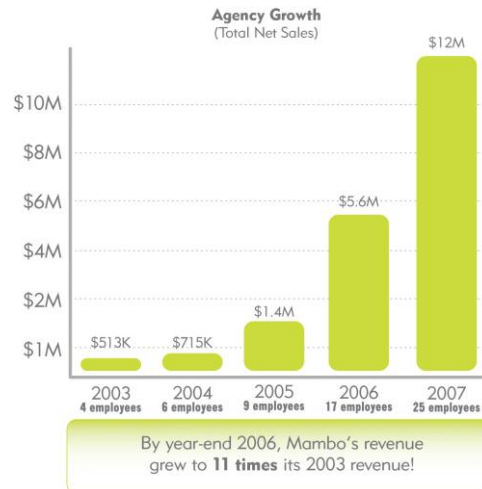
Top retailers look to Mercury Mambo for practical intelligence and grassroots methods of marketing effectively to Hispanics in their language and lifestyle. Through an in-depth understanding of brand lifecycles, Mercury Mambo creatively designs strategy targeting accultured and non-accultured market segments. Experts at retailtainment, Mercury Mambo delivers event marketing programs and brand experiences to empower Hispanic consumers focused on the points where Commerce & Culture Collide, integrating retail, online, sales, media and merchandizing.

Dancing flawlessly with packaged goods, retail and telecommunications, Mercury Mambo is in perfect step with Hispanic event activation and sampling programs no matter the channel.

History

Launched in 1999 by former Coca-Cola USA Hispanic marketing executive Liz Arreaga, Hispanic ad agency veteran Becky Arreaga, and print and design expert Lynn Currie, Mercury Mambo has become an industry leader in providing multicultural and Hispanic sales promotions, event marketing and communications innovation to world-class marketers.

Passion, commitment and fun are the key ingredients to the Mambo magic. Since founded, Mercury Mambo has provided successful results to an impressive list of clients including Dr Pepper Snapple Group, U.S. Cellular, The J.M. Smucker Company, Anheuser-Busch, and Diageo.



Why Mercury Mambo? While most marketing firms do their work behind a desk, Mercury Mambo takes their efforts to the stores. Their staff of "Brand Ambassadors" are well-trained to represent their client's products, bringing the brand to life in the field. Mercury Mambo continuously motivates Hispanic consumers to take action with their clients' products. Their marketing efforts run the gamut from retail-focused events called "retailtainment" to dynamic sales promotions that drive results. The Mambo team believes in accountability, measuring their results by the clients' return on investment standards.

For additional information, visit Mercury Mambo online at www.mercurymambo.com.

Mambo's Topic Expertise

- Hispanic Retail Trends – sales promotions, retailtainment, consumer insights
- Hispanic Event Activation – fairs & festivals, custom event programs
- Hispanic Sampling Programs – activation, brand ambassadors
- Latin Music/Corporate Partnerships
- Agency Internship Programs
- Entrepreneurship
- Business ownership – family-, female- and minority-owned

Media Contact

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