

our NEWS AND MOVES

INGCO International is now a certified Woman-Owned Business Enterprise and certified Small Business Enterprise!

INGCO International has become certified in the Central Certification Program (CERT) sponsored by the City of Minneapolis, Hennepin County, Ramsey County, and the City of St. Paul. To locate other certified business, visit www.govcontracts.org.



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Interpreting
Translating
Marketing
Advertising
Package Design
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Focus Groups

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QUARTERLY
NEWSLETTER

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Complete Language Services Since 1999

LANGUAGE *Services & Capabilities*

HISPANIC *Target Marketing*

client spotlight: ADVANTAGE RENT-A-CAR



INGCO International was selected to develop the creative copy for the Spanish version of their television commercial. Look for the catchy commercial on your local Spanish-language television channel “donde sale el sol, sales con Advantage!”

INGCO International also worked in the recording studio to ensure the voiceover for both the male and female voices were effectively matched with the script. Through revisions of the text and making small changes on the fly, the commercial was a success in driving Hispanic consumers to the counters of Advantage Rent-a-Car in Las Vegas and California.

Some of the languages INGCO International provides services in include: Spanish, Russian, Somali, Hmong, French, Vietnamese, and Lao. For a complete list of languages, visit our website or give us a call! Through our wide professional roster, we assign language professionals to fit your language and subject needs. Some subject areas include: technical, creative, legal, medical, insurance, and educational interpreting and document translating, as well as conference and liaison interpreting.



Ingrid Christensen, Owner and President of INGCO International was nominated and accepted into the prestigious Cambridge “Who’s Who” of Business.

The group features some of the most talented and accomplished executives and professionals in the United States. Visit our website ingcointernational.com for further information.

Ingrid B. Christensen
Founder
INGCO



An estimated 42.7 million Hispanics live in the U.S., and by 2011 nearly 1 of every 6 people living in the U.S. will be of Hispanic origin. As a culture, Hispanics are extremely family-oriented and loyal to products and services recommended by friends and family. Although many speak English fluently, U.S. Hispanics generally prefer to speak Spanish in the home and want marketers to reach them in their native language. The current \$798 billion buying power of this market is expected to reach \$1.2 trillion within five years. **This is a huge opportunity-so what can you do to reach this booming market?**

To distribute products and services to a multicultural audience, you must be prepared to provide linguistically and culturally appropriate deliverables: **think multi-lingual from the start.**

Work with a qualified multi-cultural expert to shape your message. An expert will provide the necessary knowledge to create a message that will not only be understood by your target market, but will be the right message to meet the specific needs of your unique audience.

Many marketers mistakenly wait to simply translate completed copy. This afterthought usually fails to appropriately reach desired buyers. Some translation services are performed by individuals who do not live in the area, or even in the U.S. Always use cultural competency experts and translators who live and work where your target market resides. This will help you accurately incorporate nuances and details that can make all the difference in successfully reaching the Hispanic market.

For further information on appropriately marketing Hispanics in the United States, **contact one of INGCO International’s multi-cultural marketing experts today.**