

Connecting with Latinos

Understanding the Cultural Filter

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BUENA VISTA SOCIAL CLUB









CHISPA DIGITAL

HISPANIC DIGITAL MARKETING SOLUTIONS



American
Heart
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What are the 3 largest countries in Latin America?





UPPER CANADA

(Great Britain)

0 km 300 600 900 km

DISPUTED TERRITORY

IND TERR

MICH TERR

INDIANA TERRITORY

TERR NORTH OF OHIO

UNITED STATES OF AMERICA

TERR SOUTH OF OHIO

MISSISSIPPI TERRITORY

North Atlantic Ocean

Great Boreal Ocean

NEW MEXICO

TEXAS

FLORIDA

Gulf of Spain

THE BAHAMAS
(Great Britain)

THE SPANISH VICEROYALTY OF NEW SPAIN (1810)

- Spanish territory
- The Viceroyalty of New Spain
- The Viceroyalty of New Granada
- English territory
- United States of America
- Cities & Capitals

Great Equinox Ocean

Pacific Ocean

Greater Antilles

CUBA (Spain)

JAMAICA (GB)

HAITI

SANTO DOMINGO (Spain)

KINGDOM OF YUCATAN

KINGDOM OF MEXICO

KINGDOM OF NEW GALICIA

NEW KINGDOM OF LEON

NEW EXTREMADURA

NEW VIZCAYA

NEW NAVARRA

OLD CALIFORNIA

KINGDOM OF GUATEMALA

THE VICEROYALTY OF NEW SPAIN 1810 (NOT INCLUDING THE SPANISH OVERSEAS TERRITORIES)

VICEROYALTY OF NEW GRANADA
(Spain)

Nueva York



Puerto Rican Diaspora

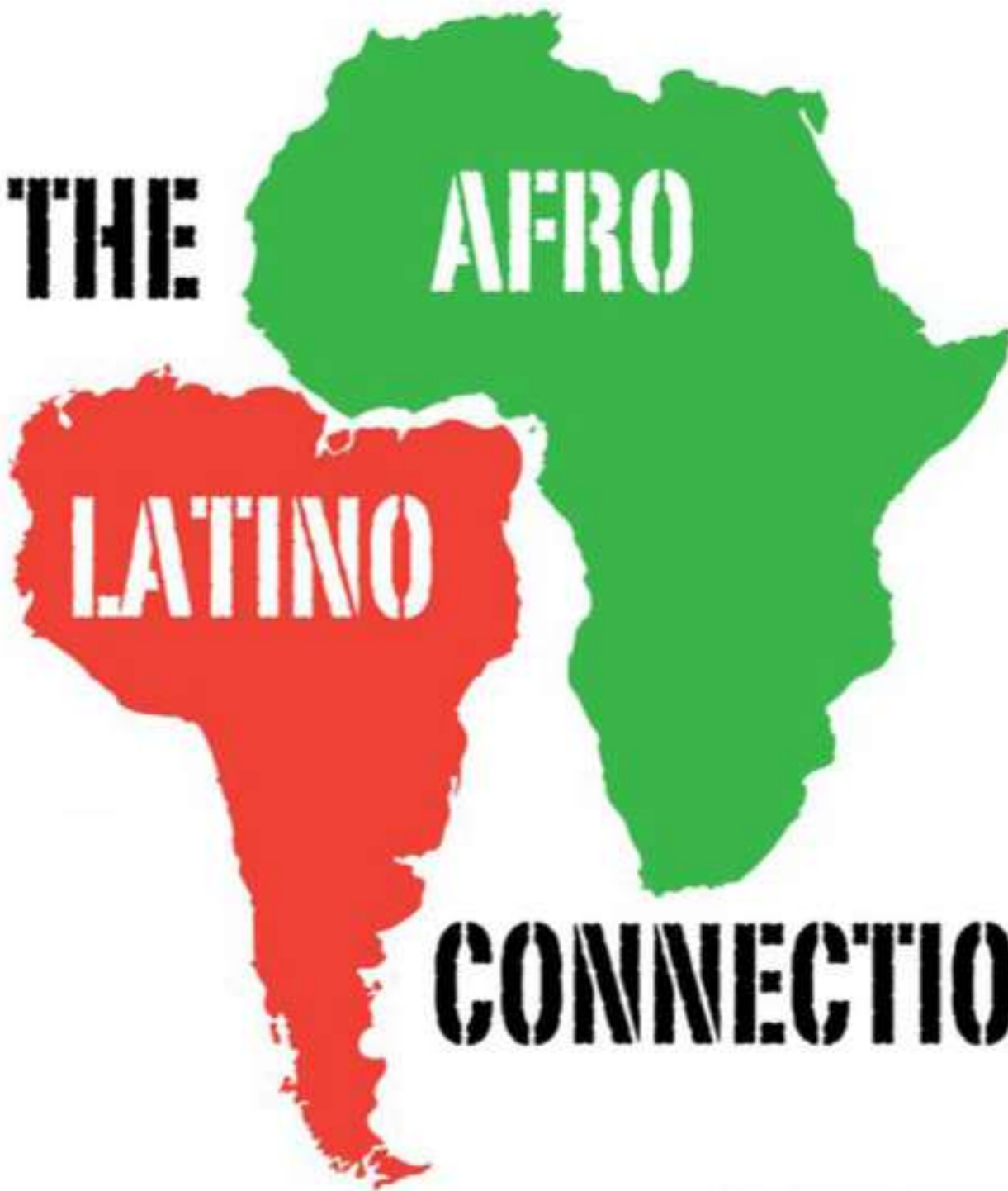


THE

AFRO

LATINO

CONNECTION



Miami



Los Angeles





**Be culturally relevant.
Look them in the eye.**

GRACIAS

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