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FOR IMMEDIATE RELEASE

NEW MULTICULTURAL AGENCY WINS TWO AWARDS FOR BUSINESS ACCELERATOR CAMPAIGN

Chicago, IL – Brillante Multicultural Marketing Group, a new strategic partnership of Imagen Consultants of Chicago, IL and Hi-Impact Marketing & Sales Solutions, Inc. of Lake Zurich, IL, has found immediate success with their first joint campaign, the *Business Accelerator Program*, sponsored by American Family Insurance. The campaign received a 1st Place TEMPO Award for best Business-to-Business Integrated Marketing Campaign from the Chicago Area Direct Marketing Association. Last fall, the campaign was awarded the U.S. Hispanic Chamber of Commerce's Rojo Marketing Excellence award at the Chamber's 30th Annual Convention in Denver.

"The Business Accelerator Program provides members of the Hispanic small business community an opportunity to improve their current performance", said Dan Guzman, Multicultural Marketing Strategist, American Family Insurance. "It is a genuine attempt to not only keep them in business, but to help them thrive in this tough economy and provide more opportunities for other members of their community through employment, community service, etc."

Brillante team members developed the campaign based on needs expressed by Hispanic business owners. The program offers free business coaching through a variety of medium—live symposiums, webinars, and electronic curriculum. Business Accelerator was promoted via partnerships with Hispanic business organizations and local Chambers in Phoenix, Denver, and Chicago. It wraps up this October with a *Step-It-Up Competition*; six winners will be selected based on their success in implementing what they learned from the business coaching.

Brillante specializes in creating and executing national multicultural campaigns leveraging the power of the media and the reach of community-based organizations and cultural events and celebrations. Brillante's work includes:

- Multicultural campaign strategy development
- Creative programs that resonate with Latino and other multi-cultural markets
- Web, direct mail, advertising, and promotion
- Partnership development, outreach to community influencers
- Program management
- Public Relations programs
 - Events – street fairs/fiestas, cultural celebrations, special occasions
 - Unique consumer environments – bodegas, community centers, retail
 - Chambers and networking organizations – commercial, cultural and educational groups

The client roster of Brillante includes companies such as: American Family Insurance, Alberto Culver, Miller Brewing Company, Coca Cola, Daimler – Chrysler, Chicago Public Schools, Sally Beauty Supply, Cuervo Tequila, Sony Discos, Microsoft, Citibank, Glaxo SmithKline, Univision Television Group, Hispanic Broadcasting Corp, Illinois State Legislative Caucus, Citibank, and Telemundo.

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Brillante Multicultural Marketing Group is a strategic partnership of Imagen Consultants and Hi-Impact Marketing & Sales Solutions, Inc. For more information, please visit www.brillantemcm.com or call 866-602-2674. To learn more about the Business Accelerator Program, go to www.amfambusinessaccelerator.com.