



# LDC & Sony Entertainment

Empowering C-Suite Executives with our LDC Fact-Based Research & Data

The Latino Donor Collaborative engaged in a non-political, business conversation, based on facts and top economic data, with Tony Vinciguerra- Chairman & CEO, Sony Pictures Entertainment and the Sony Executive team at **Sony Studios** on **September 18, 2018**. Through a candid conversation about the **New Mainstream**, the LDC shared data to target and engage the main drivers of growth: S.Latinos. The group of 30+, Sony Executives, and the LDC Leaders: **Sol Trujillo**, **Ana Valdez**, **Jeff Valdez**, along with Director of the Center for the Study of Latino Health and Culture at the School of Medicine, UCLA, **Dr. David Hayes Bautista**, and American Writer, Director, and Producer **Ben Odell**, discussed some effective aspects of programming and marketing that create success with this demographic, and that empower bottom line growth. They talked about ways to attract young drivers of technology that represent \$2.1 trillion dollars of the American GDP.



The LDC shared compelling data about:

- Disruption of the Market
- The New Mainstream Economy
- Market Misconceptions
- Cadence
- Current Latino Market Success
- Continued Paths to Success



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