

CRAIG JAFFE RESEARCH 360° Leadership in Research & Analytics



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Research Paper Resonates with Industry Craig Jaffe Becomes Social Media's Top Influencer for:

Association of Hispanic Advertising Agencies (AHAA)

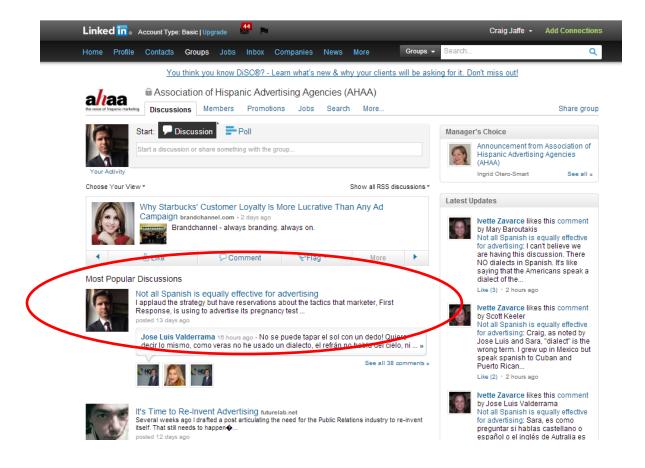
· A research paper to the industry written by Craig Jaffe

Not All Spanish Is Equally Effective for Advertising

Posted on industry's top professional social media network*

Mr. Jaffe ranks as " Top Influencer " in AHAA (#1 out of 5,700 members) Paper ranks as " Most Popular Discussion "

* LinkedIn





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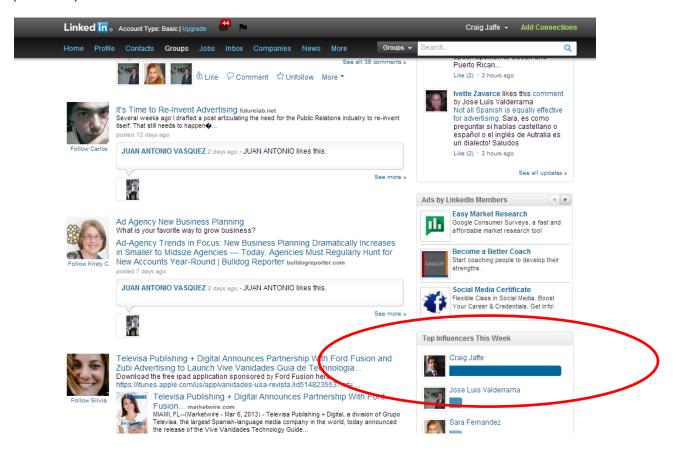
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About Craig Jaffe Research 360°:

Craig Jaffe Research 360° is a research and analytics consultancy that advises how consumer trends, behavioral shifts and attitudinal dynamics can be leveraged and monetized. The consultancy is hired to perform Ad Sales Research, Program Research, Analytics, and Consumer Insights. It utilizes a variety of resources -- such as Nielsen, MRI, comScore, Rentrak, and others -- and employs primary research techniques while working with media and marketing companies operating in the television, digital, and social marketplaces. Craig Jaffe Research 360° helps television networks increase ad sales and audiences, and helps advertising and media agencies activate consumer purchase behavior.