



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

LinkedIn Account Type: Basic | Upgrade 44 Craig Jaffe Add Connections

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ahaa the voice of hispanic marketing Association of Hispanic Advertising Agencies (AHAA) Discussions Members Promotions Jobs Search More... Share group

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Why Starbucks' Customer Loyalty Is More Lucrative Than Any Ad Campaign brandchannel.com · 2 days ago
Brandchannel - always branding, always on.

Most Popular Discussions

Not all Spanish is equally effective for advertising
I applaud the strategy but have reservations about the tactics that marketer, First Response, is using to advertise its pregnancy test ...
posted 13 days ago

Jose Luis Valderrama 16 hours ago · No se puede tapar el sol con un dedo! Quiero decir lo mismo, como veras no he usado un dialecto, el refrán no habla del cielo, ni ...
See all 38 comments

Manager's Choice

Announcement from Association of Hispanic Advertising Agencies (AHAA)
Ingrid Otero-Smart See all

Latest Updates

Ivette Zavarce likes this comment by Mary Baroutakis
Not all Spanish is equally effective for advertising: I can't believe we are having this discussion. There NO dialects in Spanish. It's like saying that the Americans speak a dialect of the...
Like (3) · 2 hours ago

Ivette Zavarce likes this comment by Scott Keeler
Not all Spanish is equally effective for advertising: Craig, as noted by Jose Luis and Sara, "dialect" is the wrong term. I grew up in Mexico but speak spanish to Cuban and Puerto Rican...
Like (2) · 2 hours ago

Ivette Zavarce likes this comment by Jose Luis Valderrama
Not all Spanish is equally effective for advertising: Sara, es como preguntar si hablas castellano o español o el inglés de Australia es

It's Time to Re-Invent Advertising futurelab.net
Several weeks ago I drafted a post articulating the need for the Public Relations industry to re-invent itself. That still needs to happen...
posted 12 days ago



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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.