

## LETTER TO THE READER

It's a new decade and a fresh year to get business off to a great start as we all hope for a speedy economic recovery. 2010 brings along with its challenges, new opportunities for growth. For those of you who wait with anticipation for the 2010 census, you'll be pleased to know that we've published our American Marketscape DataStream: 2010 Series back in October. You can download the summary report from <http://www.geoscape.com/pageimages/AMDS.pdf>.

In this year's first newsletter, you'll find exciting news on Savvy University's College of Business, which will be a tremendous new resource for honing your strategies and tactics to access the diversity of American sub-cultures. You'll also find interesting product expansion highlights such as the inclusion of Mediamark Research and Intelligence (MRI) into our BehaviorBase™ online platform.

Last year's Multicultural Marketing Summit was a tremendous success with both dynamic speakers and entertainment! This year's Summit promises to be even more exciting and productive—we've contracted a brand new modern venue called the Epic Hotel—Miami's latest hotspot. Make sure to take advantage of the early bird registration discounts. <http://www.geoscape.com/welcome-letter.aspx>

Finally, to coincide with one of the hottest political issues of the day, we are introducing BehaviorBase™ Healthcare, which provides multi-dimensional and actionable insights to insurance companies, providers and other constituents in the health care arena. Based on a highly effective primary research methodology along with enrichment data and technology, this study is unique and powerful for anyone involved in healthcare.

You'll also find other links and information in the newsletter that will resonate—including *Convenience Store News* to segmentation analytics from *Media Post*—so keep reading to enrich your day further.

Let's all wish each other an awesome year!



Cesar M Melgoza  
 Founder & CEO  
 Geoscape

## COMPANY NEWS

### Geoscape is excited to announce our 7th Annual Multicultural Marketing Summit

Taking place on Oct.27-29, 2010 at the Epic Hotel in Miami, FL. Register before March 31st, 2010 and save over \$700. For more information, please visit <http://www.geoscape.com/welcome-letter.aspx>



### College of Business

Geoscape introduces Savvy University College of Business to satisfy corporate America's appetite for knowledge about growth markets, and the value of the culturally diverse American to corporate strategy. In an effort to propel market research surveys conducted by universities, all proceeds acquired through the College of Business webinars will be donated to the Savvy U Scholarship fund benefitting a number of universities across the U.S. [read more](#)

## MARKET INTELLIGENCE

### Mediamark Research & Intelligence (MRI) and Geoscape®

Geoscape's Hispanicity™ database is available via MRI's MEMRI system. In addition to the link with MEMRI, MRI clients will be able to access Hispanicity—which is Geoscape's Hispanic consumer acculturation segmentation database—through IMS and Telmar. [read more](#)

### European GIS Release

Geoscape along with its partner company Geoscape Europe B.V., leading providers of market intelligence services, data and technology, announced the availability of its flagship product for European markets. [read more](#)

## INTELLIGENT MARKETING

### Economic Downturn Impacts Hispanic Spending Less than Expected

Hispanics normally represent an opportunity for business growth - that has proven true in some sectors while impacting others significantly. The "Great Recession" really took hold in 2009 after threatening in '07 and sinking-in during '08. We all are hopeful that '10 begins an extended recovery. [read more](#)

### Rethink Your Segmentation Approach

Most marketers are aware of the complexity of their target consumers, but cannot effectively segment their marketing efforts to reach them. Although consumer segmentation has evolved rapidly over the last 30 years, its implementation has not kept pace. Targeting consumers effectively requires business executives to leverage the available data, insights and market intelligence at hand. [read more](#)

## BEHAVIORBASE™ HEALTHCARE

### GEOSCAPE® ANNOUNCES THE RELEASE OF THE BEHAVIORBASE™ HEALTHCARE SURVEY.

Geoscape's BehaviorBase™ Healthcare survey is a unique study focused on the Hispanic population's usage and attitudes regarding the healthcare and health insurance categories. [read more](#)