

# Market Vision celebrates multicultural success



## MARKETING & MEDIA

ANDI RODRIGUEZ

Yvonne "Bonnie" Garcia modestly quips that her agency started out as "three Latinas and a telephone." Now, with a decade under her belt, Garcia has grown her full-service house, Market Vision ([www.mv-mas.com](http://www.mv-mas.com)), to 45 employees with branch offices in New York, Atlanta, Chicago and Los Angeles. The agency boasts a blue-chip roster and has honed a reputation for "street-smart" strategic marketing.

Fresh, with a multicultural edge, the agency has excelled in "below-the-line" promotions, events and retail-centric results-driven programs, particularly for major consumer packaged goods companies. Garcia is regarded as a leading multicultural marketing expert and believes "it's just the beginning."

She explains, "Even more important than our increase in size is the reputation we've forged among our clients for being savvy marketing partners. We can help them design and activate multicultural initiatives from inception to in-market execution."

When Garcia, the former Hispanic marketing director for Coca-Cola and Stroh's Brewery, set out to create her own agency, she had already envisioned it as the kind

of shop she wanted as a marketing partner when she worked on the corporate side; strategic as well as street smart. "Even back then we knew the lens to view the U.S. consumer marketplace would need to be reshaped going forward," Garcia says.

While it's tempting to peg Market Vision as a "boutique firm" because of its size and specialty, it's actually well-rounded.

"We find the agency to be a virtual multiplex of capabilities and expertise that enables us to carefully target our Hispanic and general market consumer in unique, personal ways," says Brenda Andolina, director of public relations and brand marketing for Fisher-Price.

"During the next 10 years, we will continue to merge cultural insights with strategic thinking to produce marketing solutions that win multicultural market share for our clients, from the streets to cyberspace," Garcia adds.

But even with her eyes on the future, she hasn't forgotten from where she came. To commemorate the agency's 10-year anniversary, Market Vision is donating \$10,000 to establish the Market Visionaries Scholarship Fund at San Antonio's Burbank High School — Garcia's alma mater, which has a 98.8 percent Hispanic student enrollment.

## CE Group rocks

With under two months to go, participants citywide are gearing up for San An-

tonio's inaugural Rock 'n' Roll Marathon. Taking place Nov. 16, 2008, organizers expect to welcome both veteran marathoners and first-time walk-runners from across the globe.

"The Rock 'n' Roll running experience is all about providing our participants with top-quality entertainment along world-class courses," says Lucy Diaz, event manager for Rock 'n' Roll San Antonio and part of the Elite Racing team. San Diego-based Elite is a division of the Competitor Group Inc., which founded the Rock 'n' Roll series.

But where would a Rock 'n' Roll Marathon be without the music?

A stellar event-based marketer was needed to get the gigs together; last week, the CE Group was tapped as producer of 30-plus course stages.

Working in cooperation with the San Antonio Sports Foundation, the CE Group's production solutions department will manage all of the entertainment along each mile of the course, and fully produce that night's headliner concert at the Alamodome.

"The CE Group was a natural choice when we needed a resource in the entertainment industry," Diaz says. "They really understand the importance music lends to our events, and we're thrilled to collaborate with them."

For more information or to register online for the Rock 'n' Roll San Antonio Marathon, visit [www.rnrna.com](http://www.rnrna.com).