



Your World, Your Language Launch

CHALLENGE

2007 Southern California Launch of Your World, Your Language

Language Line Services, powered by AT&T, set out to raise awareness about the launch of their new product Your World, Your Language in Southern California. With the product already in service in various communities throughout the Bay Area, the launch would provide a branding opportunity to establish Your World, Your Language as the new service for addressing national issues for those with language barriers in Los Angeles and surrounding counties. With Los Angeles being the second largest media market in the country, it was clear the launch would have to cut through the daily media clutter. TRG's Latino Strategies Group was charged with organizing the launch and raising brand awareness among Latino media, community leaders and consumers.

KEY STRATEGIES

Reaching the Latino Community

- Host a press conference that would allow key stakeholders, media and community leaders to learn more about the consumer language-assistance program.
- Strategically target elected officials who could speak to the benefits the program will have in the community.
- Ensure the functionality of the program is clearly communicated to all audiences by providing Spanish-language materials and media training spokespeople.
- Secure important Latino media attendance to the press conference.

RESULTS

Support from Elected Officials, Media Attention

- Attendance by Fabian Núñez, Speaker of the Assembly and Gilbert Cedillo, California State Senator, 22nd District, both of whom expressed their support for Language Line Services and commented on the positive outcomes the free phone service will provide the Los Angeles community.
- The Latino Strategies Group generated print, online and broadcast media clips with gross impressions totaling more than 1,232,394.
- Coverage included top-tier Spanish broadcast and print media such as Univision-KMEX, TV-Azteca, *La Opinion*, *Hoy* and *Hispanic Business*.