

# THE LEXIA DIRECT-TO-CONSUMER

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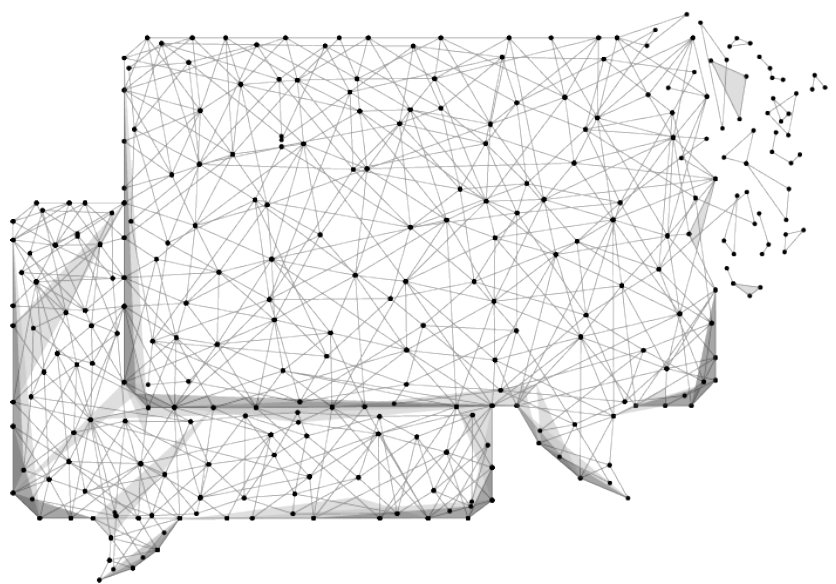
# WE SHARE A PASSION AND A MINDSET

DTC brands base their business models on the value of people, on one-to-one connections, lasting relations, creation of communities and inspiration through storytelling.

We share your passion to connect effectively with the customer and develop the best platforms to favor flawless interaction.

We share a mindset focused on results from knowing how to listen to what customers need and want. We understand the great value of the “customer centric” paradigm.

To be fully customer centric there are occasions when it is advisable to go beyond the binary data and listen to the voice of people.



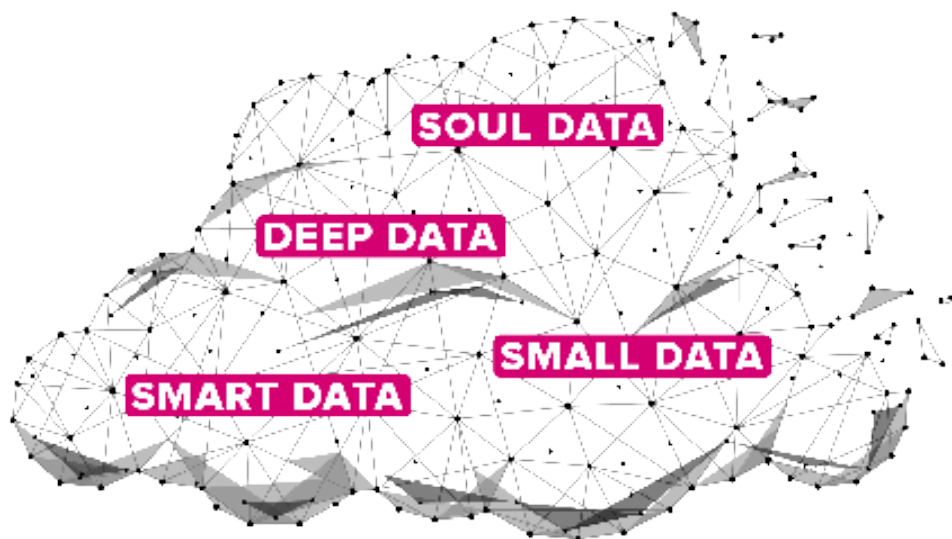
# BEYOND NUMBERS AND CLOSER TO THE PEOPLE

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DTC brands are experts in producing, analyzing, and driving data to better connect with their customers. This active use of data can be even more productive if it is complemented and enhanced with qualitative analyzes of the perceptions, motivations, and beliefs of its targets.

Listening to people to discover insights and translate them into effective messages that connect with their emotions is our expertise.

## THE KEY IS HAVING A HUMAN INTERPRETATION OF DATA

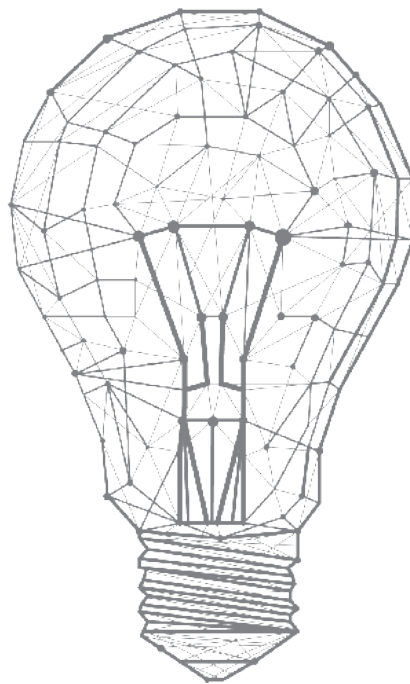




# THINKING OUTSIDE THE BOX


We invite you to keep thinking outside the box and work with us to better comprehend an important segment of the population, the Latino market, one that is growing in leaps and bounds.

As a DTC brand you are used to thinking outside the box, of going against the traditional, and revolutionizing the way we think and shop. At LEXIA we do the same. We look into new markets and new targets that can grow your business in non-traditional and innovative ways. LEXIA is your best partner to discover new and fresh insights “in culture” and “in language”.



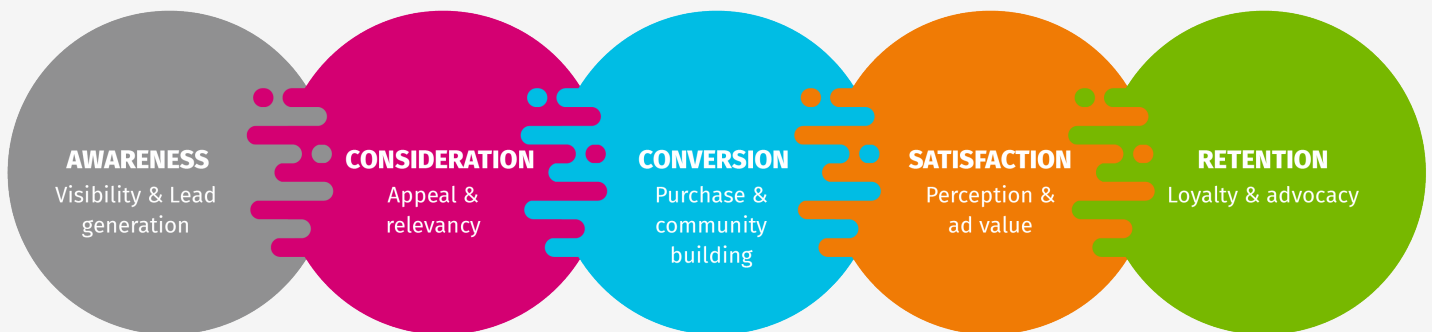
# WHAT YOU WILL GET WORKING WITH US

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 We will provide you with deep insights that you will be able to operate in all phases of your funnel marketing for Latino markets:

## CUSTOMER ACQUISITION FUNNEL

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**Latino Consumer Insights**

- Consumer Insights ●
- Cultural Understanding ●
- Cultural Adaptation ●
- Community ●
- Identity ●

**Direct-to-Consumer  
Brand Solutions**

- Messaging
- User Experience
- Consumer Satisfaction
- Content Marketing
- Marketing Channels & Formats
- Storytelling
- Brand Loyalty



# WHY LEXIA

We can expand the capabilities of growth and the influence your brand could experience among the Latino market by helping you to embed human comprehension activities to your marketing processes, allowing you to see beyond the WHO and the WHAT, and go on to understand the WHY (the humane side).

DTC brands and any brand will be more

successful if they manage to go beyond numbers (Quantitative data) and be closer to people (Soul/Deep Data). Especially if you are targeting a community so sensitive and emotional like the Latino.

It is important to go beyond the algorithms and systematically incorporate the voices of real people, with faces, flesh and bone, with a soul.



# HOW WE DO IT

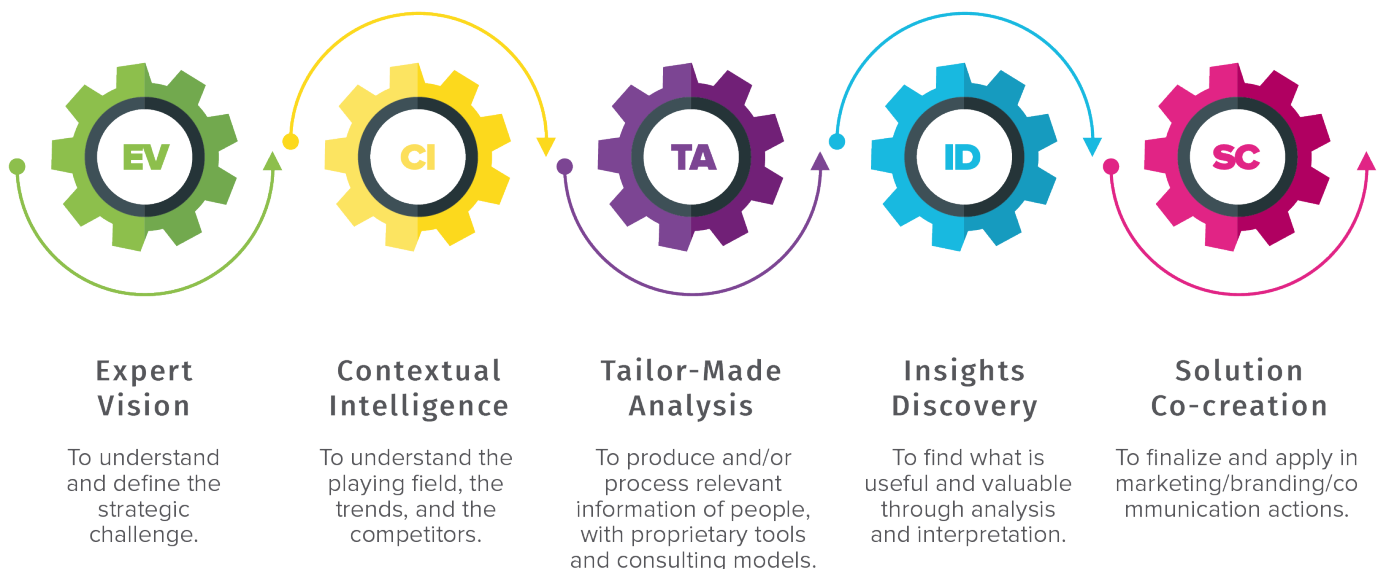
In the same way that DTC brands have managed to create successful business models in the elimination of intermediaries and in direct contact with people, we at LEXIA have created tools and solutions tailored to your challenges.

The method and the tools are key, but even more so are the analytical and interpretation capacities of the consultants that will give strategic sense to the information. Our consultants are immersed in-culture and in-language.

We propose enhancing your handling of numerical data with a deep understanding of people's perceptions, motivations, emotions, beliefs, and values through tools especially designed to discover deep insights of human hearts and minds.

The insights we will discover for you, will help explain and make sense of much of the data you produce and analyze daily.

## THE LEXIA METHOD

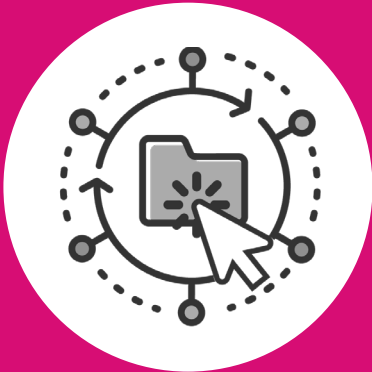




# LEXIA TOOLS

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We have proprietary tools that help discover insights for your brand and co-create solutions with you.



## **KLIK POST®**

LEXIA's flagship tool in the digital era. It is a tool carried out in a digital environment that allows to identify relevant insights about people, in both their virtual and real world. A pop-up or online community is created (exclusive for the project) that uses the communication codes of social networks to obtain rich and expressive multimedia information about consumers or publics. A record is made of what you want to explore, through forums with questions, dynamics where photos, videos, comments, etc. are uploaded.

## **ONLINE EXPERIENCE®**

Through interactive interviews, knowledge is generated to improve websites, portals or digital interfaces based on the UX experts' point of view and the assessment of their users. Useful to improve user experience, while also identifying and selecting relevant content.

## **DIGITAL ETNORAMA®**

Anthropological tool that observes, describes, interprets and explains the consumer in its real context (at home, the street, work, etc.). It is carried out by informants that through the use of videos and photos show the way in which they use or would like to use products. Useful for product development and innovation.

# IF YOU LASER-TARGET THE LATINO MARKET, YOUR BRAND CAN TAKE ADVANTAGE OF THIS GREAT OPPORTUNITY

- The Latino community in the United States is composed of 58.9 million people, accounting for 18.1% of the total population.<sup>1</sup>
- Latinos are consumers of e-commerce, seven in ten have smartphones and spend one hour more on them than non-Latinos.<sup>2</sup>
- Latinos in the United States spent 1.3 trillion dollars in 2015. The buying power is expected to increase to 1.7 trillion by 2020.<sup>3</sup>
- Out of the 58.9 million Latinos living in the United States, 63.2% are Mexicans, accounting to 36.3 million people. There is no other company that understands Mexicans better than LEXIA.<sup>4</sup>

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1 Pew Research Center (2019). Hispanic/Latino Demographics. Retrieved from: <https://www.pewresearch.org/topics/hispaniclatino-demography/2019/>

2 eMarketer. (2018). US Hispanics and Digital. Retrieved from: <https://www.emarketer.com/content/us-hispanics-and-digital>

3 Statista. (2019). Buying power of Hispanic consumers in the United States from 1990 to 2020 (in trillion US dollars). Retrieved from: <https://www.statista.com/statistics/251438/hispanics-buying-power-in-the-us/>

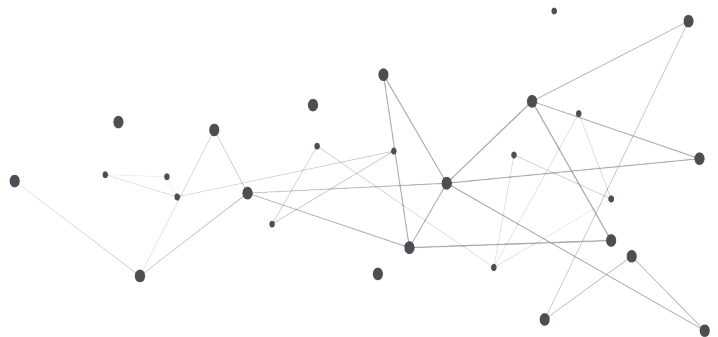
4 US Census Bureau (2016). Hispanic or Latino Origin By Specific Origin. Retrieved from: [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_17\\_1YR\\_B03001&prod-Type=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_1YR_B03001&prod-Type=table)

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# AT LEXIA WE **ARE LATINOS**

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- We can help you to create communities that preach your Brand and build loyalty. Latino communities attract each other and will market your company in a self-sustainable way. Keeping them happy and well-served will mold them into loyal followers and promoters.
- Latinos in the United States are a very tight-knit community. We all stay together and support each other. We have had it tough in the past and know that together we can overcome any challenge.

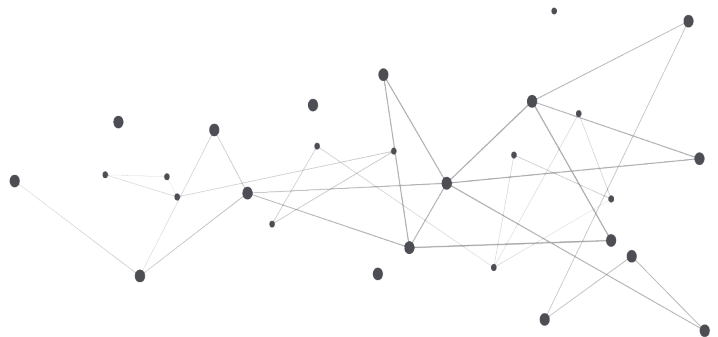




# WE KNOW WHAT **STORIES TO TELL**

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- We are able to understand how certain stories work.
- We know how to translate and interpret the narrative that Direct-to-Consumer brands have. We can adapt culturally to create a message that triggers emotions and familiarity to a Brand.
- We create bonds between the consumer and the Brand by reaching out to their emotional and cultural persona.
- We know how to tell a story that relates to people's lives and daily challenges.



# WE CAN WORK TOGETHER

We Latinos are in the United States working, studying, consuming, enriching the culture, and creating communities. The brands and companies that establish positive ties with us are destined to grow, flourish, and prosper. Our mission at LEXIA is to help accelerate this unstoppable trend. Today, brands understand and value the importance of creating communities, our purpose at LEXIA is to help you create deep connections with our Latino community. We're eager to hear about your challenges and business opportunities, contact us to discover insights and co-create solutions.



# CONTACT US

**DR. GUIDO LARA**  
**CEO**  
guido@lexia.com.mx

**DR. CLAUDIO FLORES THOMAS**  
**Vice-President**  
claudio@lexia.com.mx

**ADRIANA ARIZPE**  
**Consultant**  
adriana@lexia.com.mx

**JIMENA FERNÁNDEZ**  
**New Business Manager**  
jimena@lexia.com.mx

**FRANCISCO GONZÁLEZ-COS**  
**Senior Communications Analyst**  
francisco.gonzalezcos@lexia.com.mx



# Lexia

Insights & Solutions

 52 (55) 9150 5400

 [contact@lexia.com.mx](mailto:contact@lexia.com.mx)

 [www.lexia.com.mx](http://www.lexia.com.mx)