



# QACCI MEDIA ENGAGEMENT

STATISTIC

830,000

INDIVIDUALS MAKE  
UP THE HAITIAN  
AMERICAN MARKET

source: 2009 the US Census

*By any measure: spending power, purchase influence and pass along awareness... Haitian-American women rule the interpersonal networks critical to your brand's success.*

KEY CLIENTS

Barack Obama Campaign  
Broward Health  
FPL  
MOCA North Miami  
North Shore Hospital  
Unitransfer  
Western Union  
Habitat for Humanity  
The Florida Lottery  
Children's Trust

Qacci, Inc. Media is fluent in the language and fully immersed in the unique culture of Haitian-Americans (broadly) and Haitian-American Women specifically. Our access and trusted leadership within the Haitian community enables our advertisers to deliver effective, well received marketing messages that produce revenue, brand awareness and engender support within our audience.

Our role as your organization's full service "brand ambassadors" to the Haitian-American community includes: tactical planing, promotional strategies, public relations, translation/localization into Haitian Creole, production and much more.

You supply the marketing challenge and we produce the effective solutions required to reach the Haitian-American community in South Florida and further afield.

# AUDIENCE

*Communicate your tailored message to Haitian-American consumers through a geographically and targeted campaign. We have the flexibility to geographically target your audience by airing commercials in only the markets that matter the most to your business. Additionally, our programming is a trusted source of entertainment and information uniquely capable of reaching these hard to find Haitian-American women.*

## QUICK STATISTIC

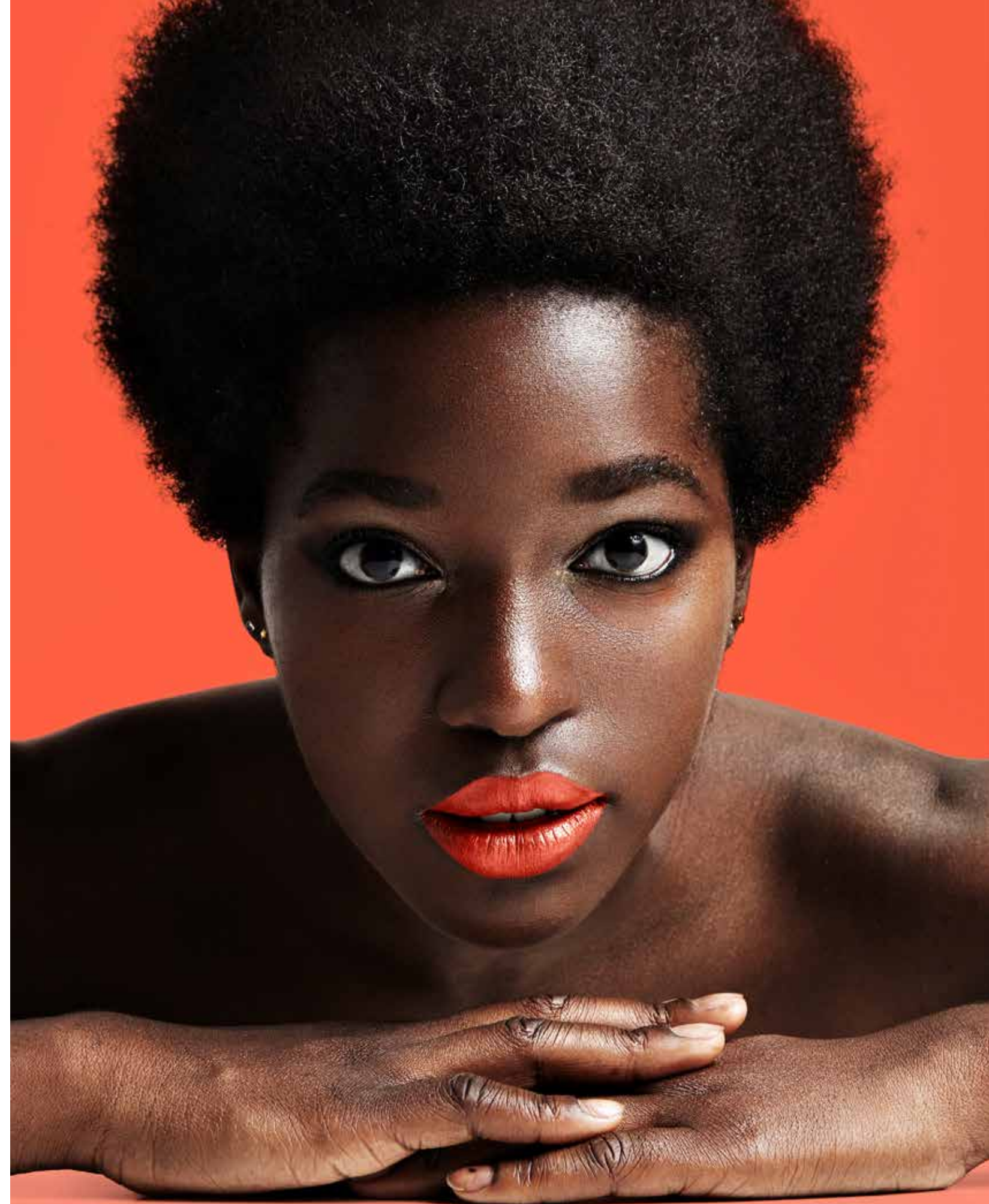
**\$61K MEDIAN  
HOUSEHOLD  
INCOME**

**36.8 MEDIAN AGE**

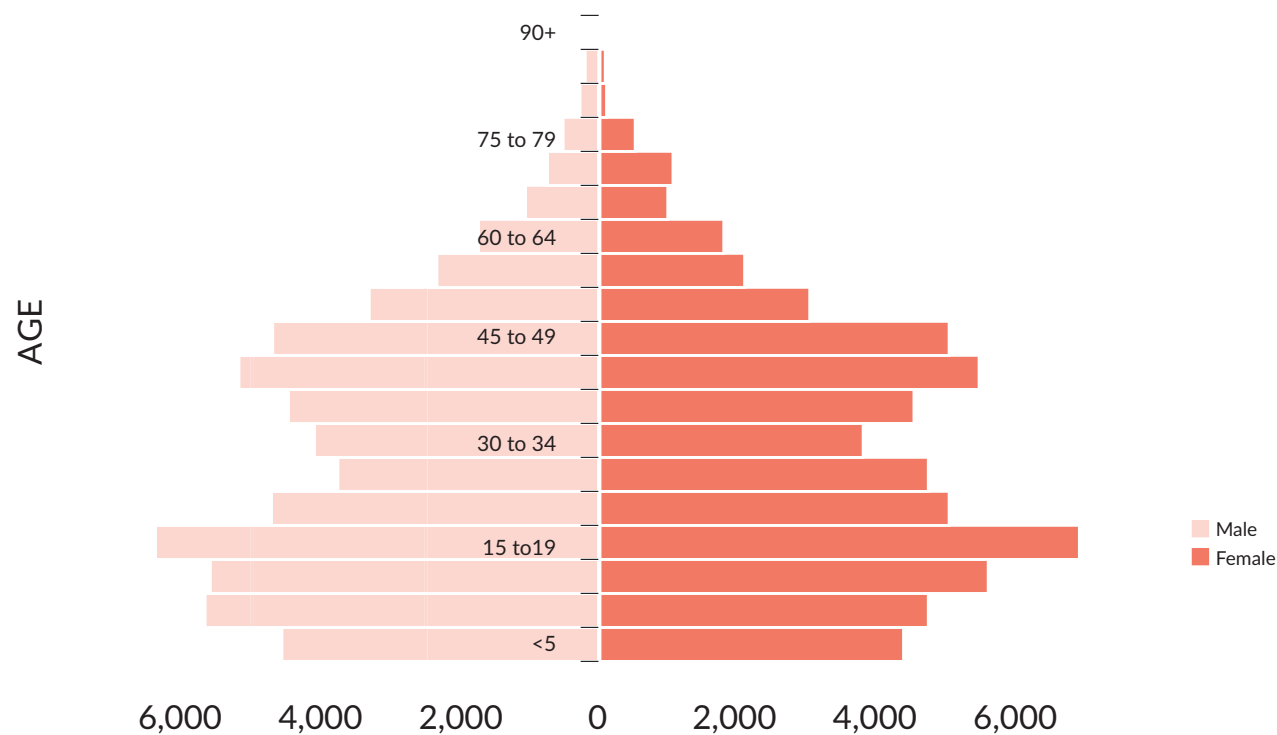
**65.9% ARE  
HOME OWNERS**

## OUR AUDIENCE BY THE NUMBERS

- 100% HAITIAN + 100% AMERICAN
- 34.8% ARE BORN IN THE UNITED STATES (315K total population)
- MODERN/CULTURALLY CONNECTED
- INDEPENDENT/COMMUNITY ORIENTED
- FEMALE MEDIAN AGE: 36.8
- FEMALE MEDIAN INDIVIDUAL EARNING: \$35,549
- MEDIAN HHI: \$61,000
- 18% HAVE A BACHELORS DEGREE OR HIGHER
- FAMILY HOUSEHOLDS: 66.5%
- NON FAMILY HOUSEHOLDS 33.5%
- BACHELOR'S DEGREE OR HIGHER: 27.4 (FEMALE) 28.4% (MALE)



# SOUTH FLORIDA HAITIANS ARE YOUNGER, EMPLOYED AND POLITICALLY ACTIVE



Miami-Dade Haitian Population Segmented by sex and age

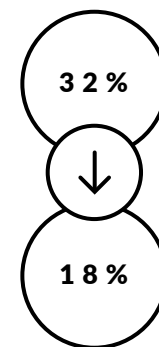
## BEYOND LITTLE HAITI

“Miami-Dade is at the center of Haitian life in the United States. And for some Haitian residents, South Florida has been an incubator for economic success—new businesses, education, and good jobs. Additionally, the Haitian community has a growing number of elected officials. Currently eight serve, and three have served and since left elective office. These trends show that full economic and political enfranchisement of Miami-Dade’s Haitian community is possible. And if Miami-Dade can successfully grow the Haitian middle class, it will benefit not only the Haitian community, but the region as a whole.”

## NOTABLE FACT

Miami-Dade’s Haitian community is also much younger than the overall population. The median age for Miami-Dade is 35.8 years while the median age for the Haitian community is only 28.5. As Haitian youth mature and eventually enter the workforce, Haitian employment rates, educational attainment rates, and incomes may improve.

Source: Brookings Institution Metropolitan Policy Program The Haitian Community in Miami-Dade: A Growing the Middle Class Supplement, 2004.



**BANKING + FINANCE**  
The Federal Reserve Bank of Chicago found that 32% of foreign-born Haitians are unbanked, while only 18% of native-born residents are unbanked.



“Foreign born Haitian households are very receptive to financial services that are attentive to their specific needs, culture and language”

## OPPORTUNITY MARKET INSIGHT

Being unbanked means depending more on “alternative financial providers” that often charge much higher transactional and interest rates than banks and other mainstream businesses for access to cash and credit. Access to these services are not only critical to day to day life in the United States, this access also acts as a remittance lifeline to dependents in Haiti (totalling 22.7% of Haiti’s \$8.713 billion GDP). This fact presents a remarkable opportunity for proactive financial institutions.

## GENDER INSIGHT

Haitian daughters are front and center in the decision making process for elderly parents in the United States. Medical, financial and end of life decisions are often deferred to the women in the family.



## MARKETING OBJECTIVES

Great planning is the best predictor of excellent results. The team at Sa k Pase media will work closely with your team to identify your audience within our media network, craft a message and corresponding creative that produce your desired political, sales and branding results. Below are the three steps critical in achieving success for your next marketing campaign.

### IDENTIFY

Clearly define your audience through analysis of your customer base.

### CONNECT

Plan your marketing plan by creating a geographic + channel marketing mix.

### ENGAGE

Sa k Pase Media will consult or create commercials and collateral that will produce measurable results.



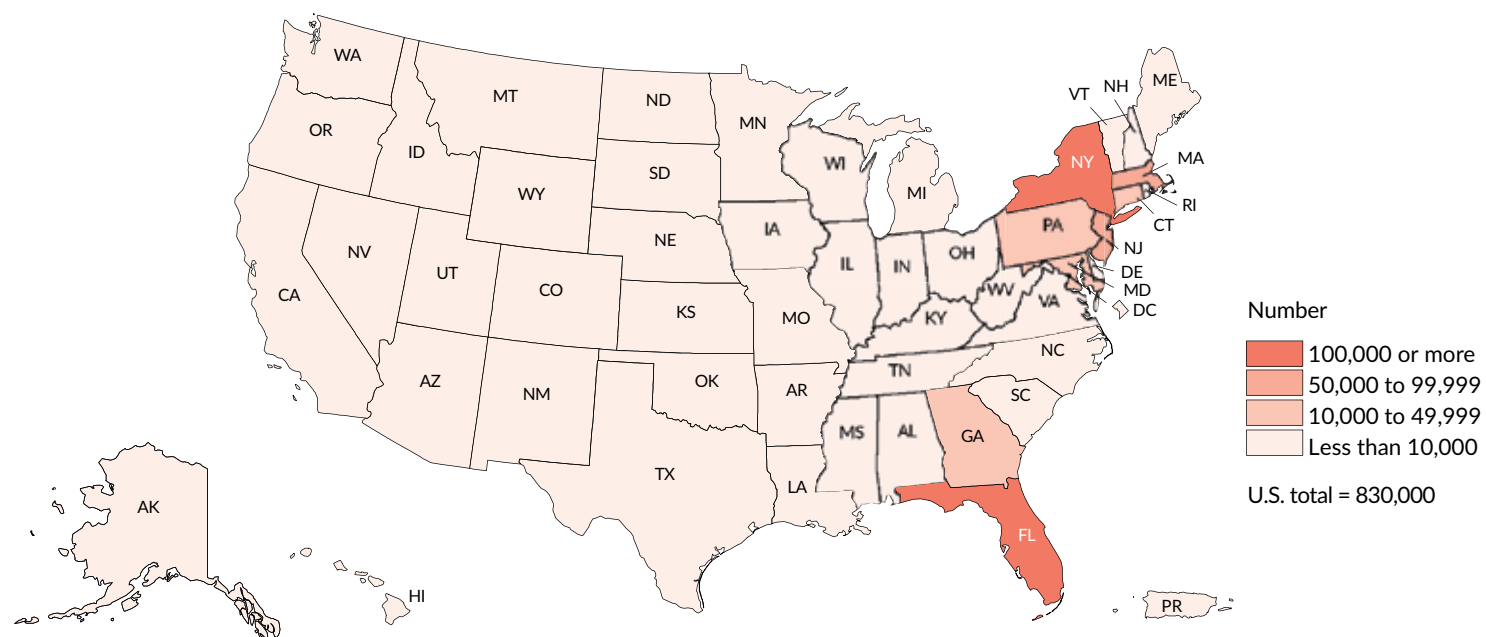
## TARGETING OUR AUDIENCE

Our audience of Haitian women are the primary influencers for virtually all household financial decisions.



WWW.QACCI.COM/MEDIA

# POPULATIONS OF HAITIAN ANCESTRY WITHIN THE UNITED STATES



## LIVE

Haitian households were more likely to be family households and to be larger, on average, than households in the total population. Seventy nine percent of Haitian households are family households, compared with 67% of households in the total U.S. population. The average household size where there was a Haitian householder was 3.7 people, compared with 2.6 people for the total population.

## LEARN

Among Haitians 25 years and over surveyed, 18% of both males and females had attained a bachelor's degree or higher. Haitian Americans are squarely focused on educational attainment and the coefficient cultural and economic advantages it confers.

## WORK

In 2009, Haitians were involved in the U.S. labor market at a higher rate than the total population. Seventy one percent of those aged 16 and over were in the civilian labor force, compared with 65% of the total population.

Sources: U.S. Census Bureau, American Community Survey, 2009, Puerto Rico Community Survey, 2009.

## RULING HAITIAN-AMERICAN RADIO + TV



*Qacci, Inc. Media has the ear, eyes and minds of the Haitian market in the United States and is uniquely equipped to place your marketing message front and center.*

### NETWORK BUYS

Driving brand and service awareness among Haitian-Americans is our business. Marketers who engage the Haitian-American audience enjoy an uncluttered, regional brand landscape. Typical advertising reflect small business, personal services (i.e. law & medical practices, restaurants, etc.) and ethno-specific brands. National brands, political campaigns and marketers seeking growth in ethnic markets benefit greatly by deploying marketing campaigns to this audience.



### RADIO

Target Haitians in various target markets editorially and commercially.



### TELEVISION

Increase response by translation of your TV spots into Haitian Creole.



### MARKETING INSIGHTS

The Haitian-American media landscape is populated by service providers and small brands serving the community. Political, national brand and other messages enjoy an unfettered messaging landscape as a result.

[WWW.SAKPASEMEDIA.COM](http://WWW.SAKPASEMEDIA.COM)

Your guide to reaching the most powerful buying group in the Haitian-American Market in 2016

# HAITIAN SOUND + VISION

*Qacci, Inc. Media is uniquely capable of connecting your brand, business or service with and influence Haitian-American women via our Koze Famn radio show. Let's work together in order to create a highly effective marketing program designed to reinforce the connection of your brand with our deeply invested fans.*

RADIO | MONDAY-FRIDAY

South Florida Radio  
WSRF 1580 AM

South Florida Radio  
WLQY 1320 AM

Orlando  
WOGJ 99.9 FM

Atlanta | Boston  
POWER 102.1  
FM

PROGRAM  
GUIDE

TV | MONDAY-FRIDAY

South Florida Comcast Cable | S L  
AND TV  
CHANNEL 578

Online Syndication  
LIVESTREAM.COM

*Qacci, Inc. Media is your brand's link to influential Haitian-American nationwide. Let's work together in order to create a highly effective marketing program designed to reinforce the connection of your brand with our deeply invested group of people.*