



Imprenta Communications Group One of Los Angeles' Largest Public Relations Firms

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Imprenta Communications Group (Imprenta) made the list of top public relations agencies in the Los Angeles Business Journal's annual Book of Lists for 2014. Imprenta ranks 12 among the city's Top 20 Public Relations Firms in terms of size based on client billing- joining L.A.'s top nationally and globally recognized PR firms.

This is the second year that Imprenta has made this list. Last year, the agency ranked 13 with \$2.8 million in billing. This year, Imprenta's public relations billing increased to \$3.9 million.

These billings and Imprenta's impressive growth are even more noteworthy considering the firm's focus on multi-ethnic audiences - primarily Latino and Asian Pacific Islander (API). Imprenta's rapid growth and success speak to the growing strength and size of the Latino and API market in Southern California. Asian Pacific Islanders are a huge and growing part of the California market. Asian businesses account for 15% of the Southern California market and have a buying power expected to increase to \$236 million in 2015. "For a niche PR firm like Imprenta to be among the top national firms shows the impact and size of the Asian market-a market that is growing at an unprecedented rate," said Dennis Huang, CEO of the Asian Business Association.

While most multicultural PR firms focus on one specific ethnic group, Imprenta is unique in that it brings together the Latino and API communities. The firm's in-house foreign language capacity includes Spanish, Chinese (Mandarin & Cantonese), Vietnamese, Korean, Hmong and Tagalog, and the firm specializes in reaching the hard to reach limited English proficient audiences. "Bringing together the Latino and API communities and market is natural. Both of these communities are the fastest growing ethnic groups in California, have similar values of family, entrepreneurship, education, and share communities -- living next to each other geographically throughout Southern California," said Ron Wong, President & CEO of Imprenta.

Not just a traditional PR firm, Imprenta seeks to empower communities of color by giving them a voice and communicating to them in ways which respect their diversity and understand their culture. This is embodied in the firm's work and for the clients they serve. For example, in the past 2 years Imprenta has worked with the Department of Industrial Relations on their "Wage Theft is a Crime" campaign. Working closely with California Labor Commissioner Julie Su, Imprenta helped educate vulnerable workers about their rights and how to file a claim against their employer. This campaign received the Public Education Campaign of the Year for 2014 from the Hispanic Public Relations Society of America.

Imprenta has also worked with Covered California to help increase awareness among APIs of the availability of health care under the Affordable Care Act, informed Latinos and Vietnamese on qualifying for discounted gas for low income homes for Southern California Gas Company, educated API students on the availability for financial aid for the California Community Colleges, reached out to undocumented

students to let them know they may be eligible for financial aid under the Dream Act, and let Latinos know that they may qualify for discounted auto insurance under the California Low Income Auto Program.

"Imprenta is extremely proud of the work we do for our clients and the impact we make in the broader community," said Wong. "It's About Winning - winning for our clients and doing exemplary work which produces outstanding results. Imprenta has consistently delivered results and helped our clients increase market share, change behavior, increase awareness and has won public affairs and political campaigns throughout California where diverse communities have provided the winning margin."

The Los Angeles Business Journal compiles an annual list that is made up of the largest public relations firms ranked by 2014 L.A. County revenue. The total list ranked the 30 highest grossing firms with offices in L.A. County based on information supplied by the firms.

Imprenta Communications Group is an award-winning public affairs, campaign and ethnic marketing firm which specializes in reaching diverse audiences. Imprenta's mission is to empower communities of color by giving them a voice and communicating to them in ways that respect their diversity and understand their culture. To learn more about Imprenta and its work, visit: www.icgworldwide.com.

