






# MEDIAOPTIK

CONSUMER INSIGHTS & BUSINESS  
STRATEGY CONSULTANTS

[www.mediaoptik.com](http://www.mediaoptik.com)

# Who We Are

**MediaOptik is a consumer insights and strategy consulting firm.**

-  We instill value to established brands and groundbreaking startups that seek success among the ever-growing Hispanic population.
-  We drive results by asserting success-defining values among Hispanics: collectivism, cultural pride and progressive orientation.
-  We work with media & content development companies of all sizes as well as SMEs in technology and general market.





# What We Do



## Integrate Market Insights and Analytics into Business Strategy to enhance brand performance among Hispanics.

- Media consulting services & general Hispanic know-how.
- Content Development, Acquisitions and Promotion.
- Original Production consulting- Entertainment, News, Sports and Digital.
- Graphic & Brand Design (with **Parrot Fish Studio**).
- Experiential Event Marketing (with **AgencyBe**).
- Leadership & Talent Development.
- Interim Executive Leadership.

PROUD PARTNERS OF:

**PARROT FISH**  
*studio*

[www.parrotfishstudio.com](http://www.parrotfishstudio.com)

AGENCY  
**Be**™ | EVENT &  
MARKETING  
MANAGEMENT

[www.agency-be.com](http://www.agency-be.com)

# Why MediaOptik







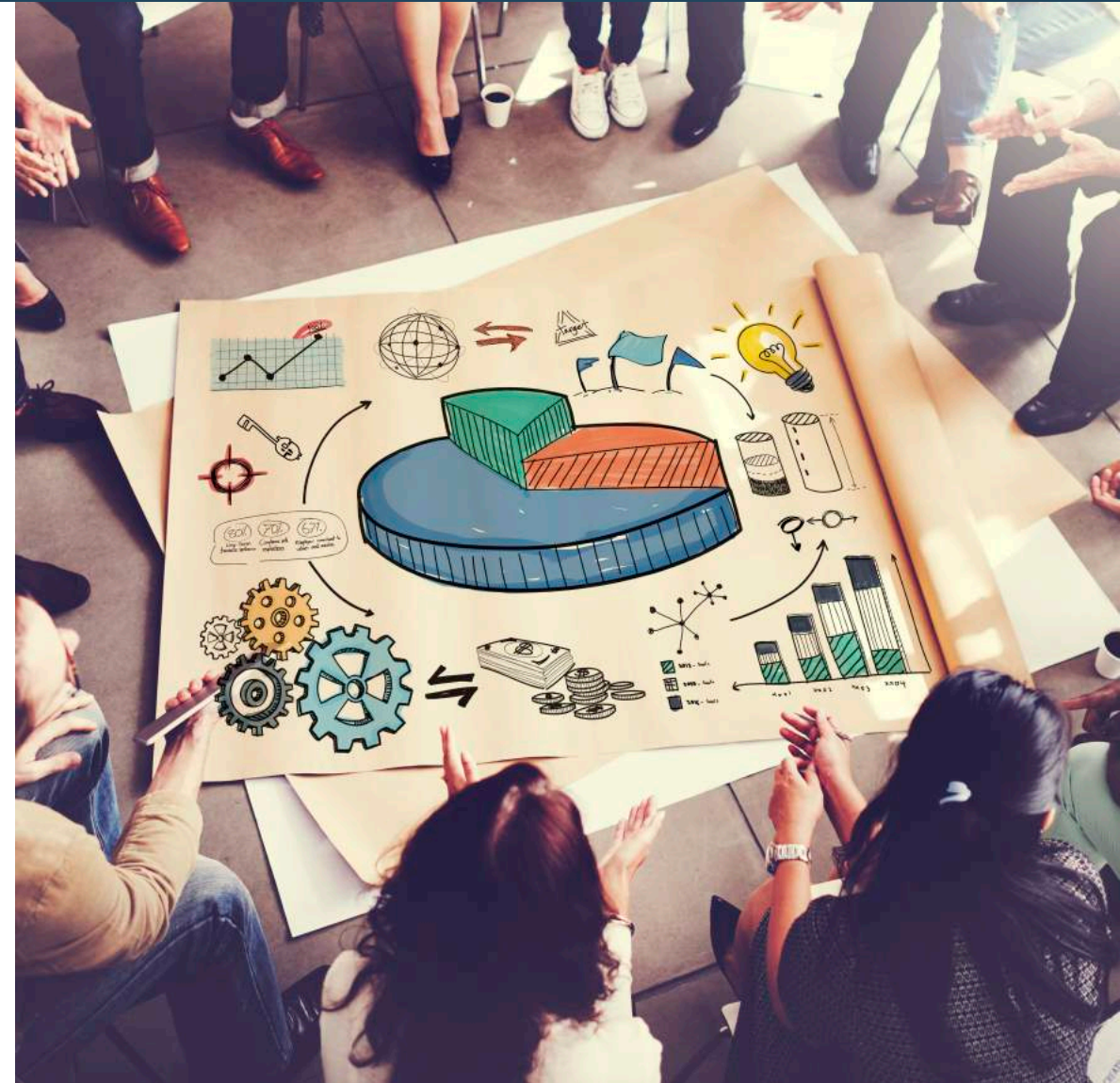
**As a strategic partner we aim at solving business challenges, strategy and new paths to growth.**

- Customer-centric
- Consultative approach
- Multicultural
- Breakthrough insights
- Innovation seekers
- Results oriented
- Focused on creating experiences that matter

Storytelling rooted in deep human connection and Latino context. External follow up after implementation to ensure project accountability and customer centricity.

# Who We Work With

-  **Companies and brands** that want input and help growing and competing across a sizable segment of Hispanic customers that are fueling business growth in America today.
-  **English Language Media companies** that wish to improve their performance within the context of Hispanic values and culture.
-  **Content Developers**, linear and digital, big and small, that want to zoom in on ideas, storylines and executions that will attract engagement and bonding among Hispanics.
-  **Spanish Language Media companies** that want to use some help assessing and reviewing their current state and want to take their ideas, strategy and execution to the next level.





# Our Experience

We are fortunate and proud to have grown our knowledge and expertise with the following iconic brands.

We have experience leading geographically and culturally diverse teams, both through cycles of growth as well as business disruption, with a culture of meticulous planning, continuous improvement and attention to every detail.



# Meet Our CEO

Gustavo Ordonez, Founding Principal, is a dynamic international media and insights leader with proven expertise creating strategy and improving business value through the operationalization of research insights.

He drives results through the combination of strategic thinking, proven models and frameworks, product management acumen and hands-on problem solving.

Over his 30-year career, he has led geographically and culturally diverse teams, both through cycles of growth as well as business disruption, to evaluate business context and steer transformation by envisioning and articulating how to optimally capture new opportunities and drive sustainable growth to some of the best brands in the world: Univision, A+E Networks, Disney, McDonald's and Coca-Cola.



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## CONTACT US

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