

## CASE STUDY:

# LARGEST AUDIOBOOK & PODCAST COMPANY

Startups and Fortune 1000: Tech, Media, Entertainment, Retail, CPG, E & V-Commerce

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

## OBJECTIVES

Acting as CSO, develop a comprehensive go-to-market (GTM) strategy to enhance the US Hispanic consumer experience through bilingual content and innovative recommendations.

## SOLUTION

- Designed a bilingual carousel and recommendation engine to cater to the US Hispanic market.
- Integrated Spanish language content including popular titles like "Harry Potter" and genres such as children & young adult, business/entrepreneurship, and health & wellness.
- Developed and led a creative agency RFP process to identify and engage suitable partners for content creation and curation.
- Ensured that the content strategy included a variety of popular and culturally relevant topics to attract a broad audience.

## BENEFITS

### 1. Enhanced User Engagement

The bilingual carousel and recommendation engine significantly improved user engagement among Hispanic consumers.

### 2. Scaleable Strategy

The successful USH strategy was adapted and rolled out to other Spanish-speaking regions, ensuring consistency and scalability.

### 3. Market Expansion

The initiative opened new opportunities for content creators and expanded client's reach within the Hispanic market.



## AT A GLANCE

### CHALLENGES

- Create a culturally and contextually relevant experience for the US Hispanic audience.
- Build a new revenue stream and audience
- Source and create new Spanish language audio content across genres and markets



## CYNTHIA NELSON

CEO Luminación

"For over 20 years I've been delivering strategy and execution that transform businesses worldwide."