



We have established working relationships with leaders in the following industries:

- Advertising
- Automotive
- Banking
- Beverages/Food
- Consulting
- Energy
- Entertainment
- Financial services
- Government/Military
- Healthcare
- Insurance
- Office supplies
- Political research/Strategy
- Retail
- Telecommunications



Our client-oriented company is dedicated to high-quality research and customer service and strives to understand the complexities of your business.

- Better cultural knowledge and deeper appreciation and understanding of our customers' ethnic needs and motivations in diverse markets.
- Research materials and project design tailored to your business and the market under study.
- Responsive, reliable, prompt quality work with excellent client service and support.
- One-stop resource for all aspects of market research and for a wide variety of languages and ethnic sectors.
- Insightful research designed and interpreted in its cultural context. Competitive pricing without sacrificing value, experience or quality.



Your Target



CASTILLO & ASSOCIATES

Tel. (619) 683 3898
Fax. (619) 683 3820

3604 Fourth Ave. Suite 2
San Diego, CA 92103
info@c-asoc.com
www.c-asoc.com



CASTILLO & ASSOCIATES

A Market Research and
Communications Company



Castillo & Associates is a Multicultural Market Research and Communications Company that specializes in market research, strategic planning, consulting, and communication.

Established in 1994 in San Diego, California to serve the growing Hispanic community, Castillo & Associates strives to provide quality and affordable communication services while meeting all of our customers' needs.

Our focused and tailor-made approach allows us to understand our clients' particular needs and to provide a service that is geared to fully satisfy their expectations.

We have formed various working partnerships with multicultural companies. Our cultural and educational background enables us to service the Hispanic market and to act as a vehicle between clients and the targeted consumers.

We rely on a network of experienced and independent multicultural and multilingual moderators, recruiters, interviewers, and interpreters available in major cities such as:

- Los Angeles
- Chicago
- New York
- Miami
- Houston
- Mexico City (Mexico)
- San Juan (Puerto Rico)
- Caracas (Venezuela)
- San Jose (Costa Rica)
- Sao Paulo (Brazil)
- Santiago (Chile)
- Buenos Aires (Argentina)



We offer expert project management of qualitative and quantitative primary marketing research projects in the US and abroad. We have extensive knowledge of the Hispanic market throughout the US, Mexico, Latin America, and the Caribbean region. Our team has ten years of experience in moderating, conducting over 200 focus groups a year.

OUR SERVICES INCLUDE

- Focus groups
- Moderating
- Screener & discussion guide development
- Telephone, in-person and group interviews
- Fieldwork management
- Recruiting
- Facility rental
- Simultaneous interpreting
- Insightful data analysis, reporting and presentations
- Preparation of tailor-made, detailed and thorough final client reports
- Survey development
- Translation of written documents
- Cultural insight and perspective

WE OFFER RESEARCH AND MARKETING EXPERTISE FOR

- Consumer and business segments
- Product development & positioning
- Television, radio & print ads
- Direct response
- Brand strategy
- Message design
- Concept evaluation
- Market profiling
- Attitude, usage & lifestyle studies
- Website usability
- On-line research



We perform extensive qualitative market research through focus groups, in-depth interviews, phone interviews and on-line research to help our clients understand their audience's range and nature of their behavior regarding specific topics or issues. Our approach allows us to understand the dynamic nature of the group discussion process and the synergy among respondents as they exchange comments and ideas.



We also conduct quantitative market research aiming to provide our clients with specific data from a sample audience. Our surveys are thorough and reliable and allow customers to make predictions and to validate hypotheses.



Interpreting

Our capability to work with most languages and dialects allows us to meet our clients' needs in several areas: medical or legal appointments, focus groups, conventions, guided tours, conference calls, business meetings.

Translating

Our translating department backed by years of knowledge and expertise offers our clients one of the highest quality end product available on the market today. Fast turnaround times, the latest in technological capabilities and additional services such as tape transcription, typesetting, software localization, and design help our clients to minimize their project costs.