



## Case study

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### Telenacion

#### **Issue:**

A charitable organisation wanted to determine the amount of awareness they had among Hispanics in respect to other charities, and the likelihood of future donations from Hispanics.

#### **Action:**

Because this charity operates nationwide, TeleNacional was used to capture information from Hispanics all over the US in a cost-effective way that would alleviate some budget issues.

The research showed that more marketing was needed in the Hispanic sector to make their purpose clearer among this audience.