

The best way for a company to grow is by reaching new markets; embracing new cultures while continuing to serve loyal customers with quality and value. Memphis' Ampro Industries knew this was the ideal strategy to grow its multicultural personal care line, but it needed help with the finer points of introducing its products to new customers.

For 70 years, Ampro has manufactured the affordable, reliable, top-quality ProStyl hair and skin lines, which have long been a mainstay in the African-American community. While Ampro was committed to continuing to giving current customers products they love, it saw the importance of reaching the rapidly expanding Latino community as well. Company leaders knew their product would meet a demand and that outreach would help them achieve new pinnacles of success.

But doing so wouldn't be easy: Latinos are a large audience, and there is diversity within that audience. Ampro needed a level of insight and understanding that could only come from people within the market itself. Enter ContigoCreative, the boutique marketing firm that uses personal and professional knowledge of the Latino community to help clients reach this customer base.

Together, Ampro and ContigoCreative developed Ampro Latino, an ongoing initiative to help Ampro branch out naturally and organically. We collaborated on campaigns that communicate to Latinos in a way they relate to. This meant providing relative content on platforms Latinos are most likely to engage with, including a website, social media and celebrity endorsements.

Finding the right nuances for these efforts was key to reaching Latino customers in a genuine way. We helped Ampro identify specific products that would appeal to Latino clients, such as the ABC line and Shine 'N Jam styler. From there, our multilingual, multicultural team worked on messaging and aesthetics. We enlisted up-and-coming Reggaeton singer Natti Natasha, an importance influencer for young Latinos, as a celebrity partner. We used captivating content that ties Ampro's products to music and culture, and developed helpful information like hair and skin tips. The content was presented using bold, vibrant colors that highlight the brand's charisma.

These innovative strategies let Ampro reach not only the Latino audience as a whole, but niches within the community. Before Ampro Latino there was little to no awareness of the brand, but that changed quickly. By helping Ampro identify the media where Latinos engage with products and one another, we grew their Latino audience to over 28,000 followers and counting. Ampro has a national presence and has become a leading brand in Atlanta, Dallas and Miami.

At ContigoCreative, we know growth is most sustainable when it is inclusive; when it embraces new cultures by recognizing similarities yet honoring uniqueness. We helped Ampro create a new community that can benefit from its products. At the same time, Ampro's existing customer base remains essential, allowing the company to continue serving customers who have trusted it for years. It's a model that is fast becoming the gold standard in our increasingly diverse nation, and one ContigoCreative is excited to adapt for additional clients.