COMMUNICATIONS AS A SERVICE | LATINATION · MULTICULTURAL RESEARCH

Turning a 400-person Hispanic Gen Z study into an award-winning whitepaper.

LatiNation commissioned research with ThinkNow among 400 Hispanic Gen Z participants. Sirotin Ventures interpreted the findings and wrote, sourced and wireframed Culture Decoded.



CLIENT	SECTOR	ENGAGEMENT	HEADLINE RESULT
LatiNation	Multicultural Media & Research	Interpretation, writing, sources, wireframes	Winner · 2026 HMC Strategic Excellence Award

01 · PROBLEM

Findings advertisers needed to be able to use

The study produced quantitative findings on how Hispanic Gen Z responds to brands, but the tables alone did not tell an advertiser what to do with them. LatiNation needed a whitepaper that explained the findings, held an argument together and could be traced to its sources.

02 · WHAT WE DID

Interpretation, writing, sources, wireframes

Sirotin Ventures interviewed LatiNation executives, then worked through the quantitative findings to decide what mattered and in what order. The whitepaper was written in full, with source documentation for every figure, and each page wireframed for the designer. ThinkNow fielded the study.

03 · RESULT

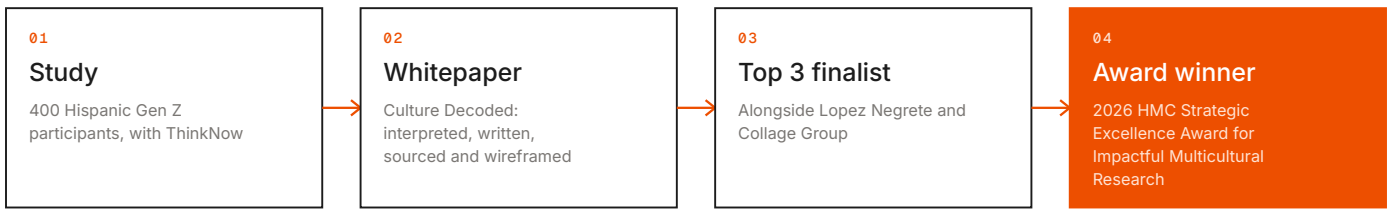
Culture Decoded won the 2026 HMC Strategic Excellence Award for Impactful Multicultural Research after a top-three finalist placing. The award recognises study and whitepaper together; advertiser use is not measured here.

Winner 2026 HMC STRATEGIC EXCELLENCE AWARD

Top 3 FINALIST WITH LOPEZ NEGRETE AND COLLAGE GROUP

FROM RESEARCH TO AWARD — FIGURE

A 400-participant study turned into a published whitepaper, then a category award.



STUDY BY THINKNOW FOR LATINATION; WHITEPAPER BY SIROTIN VENTURES

Award and finalist placement as reported; study commissioned by LatiNation with ThinkNow.

"Our study and white paper received an award for excellence in research – beating out significantly larger companies. Your work was instrumental in us securing this."

OSCAR PADILLA
EVP DIGITAL AUDIENCE & DATA, LATINATION