

## Industry Experience Since 1987

- Arts & Entertainment
- Agribusiness, Food & Beverage
- Architecture & Construction
- Business & Technology
- Chemicals & Materials
- Consumer Packaged Goods
- Eco Friendly & Green
- Fashion & Textile
- Government & Public Sector
- Healthcare & Medical
- Manufacturing
- Media & Publishing
- Nonprofit & Foundations
- Pharmaceuticals
- Retail
- Services and Hospitality
- Travel/Tourism

*"MZI Global effectively monitored, refined and measured their performance against our market entry objectives in selling our product NOSK. It was a WIN-WIN for all stakeholders."*

Jin Gu Joung  
CEO  
SamJoung Int.

Contact MZI: 888-699-7531

## Sustainable Market Entry Strategy & Implementation through Ethnosynergism®

*Ethnosynergism®* market system is customer-centric strategy. It successfully engages customers as clients' products are on route to new markets.

### A "New World" Within Reach

MZI Global's *Ethnosynergism®* marketing system builds B2B and B2C relationships to deliver lasting results from new market debuts. Combining up-to-date corporate intelligence with cultural insights, MZI Global creates integrated marketing campaigns (IMC) that pave the way for new market entry success.

MZI Global's IMC services are ideal for:

- Launching a new product
- Expanding your customer base
- Entering new markets
- Developing new customer segments

### *Ethnosynergism®* Strategies For Success

MZI Global enables clients to streamline product launches into new markets. From assessing market opportunities to strategic planning, brand and product development and even international trade agreement negotiations, we deliver strategies for clients to achieve profit and ROI.

MZI Global's Strategic Services:

- Lower costs
- Increase awareness
- Expand distribution
- Capture new markets
- Increase market share

### Unveiling New Markets - *Ethnosynergism®*

Market strategies that narrowly focus on the most direct and cost effective path to sales optimize total costs. We connect our clients to customers by uncovering the cultural values, psychographic (B2C), firmographic (B2B) and consumer/customer influences that motivate product purchases within micro-segments.

MZI Global's Customer's Insights:

- Grow business
- Focus CSR initiatives
- Increase ROI
- Develop lasting relationships
- Build brand loyalty

### Sustaining Client Growth

MZI Global enables clients to remain agile and adapt rapidly to constantly shifting market conditions by providing in-depth campaign metrics and research analysis. Our dedicated team of expert strategists provides ongoing advice and solutions even after a project's completion.

MZI Global's Campaign Management:

- Shifts resources for value opportunities
- Identifies key marketing drivers
- Increases yields
- Reduces customer defections



## Ethnosynergism® Market Entry Super Specialists

### Real World Experience

MZI Global, New York-based Market Entry Strategy. Firm pioneered *Ethnosynergism*® market system to help clients cut barriers to new markets:

- Proven track record of 22 years
- Extensive global/local networks
- Global reach/ local expertise
- Client's ongoing support
- Seamless communication
- Dedicated and diverse staff
- Building Network
- Entrepreneurship
- Creative Leadership
- Diagnosis and Strategic Action
- Delivering Values
- Practical Application

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### MZI Global SINCE 1987

22+ Years Experience  
15+ Industries, 10 Languages  
10 Cultures  
1000+ Completed Projects  
3000+ Global Network Partners

MZI Global expands market horizons by leveraging *Ethnosynergism*® market system strategies tailored for new ventures, new markets and new products. MZI Global converges detailed situation analysis with precise B2C psychographics and B2B firmographics to match new segments successfully.

### Business-to-Business Services

*Ethnosynergism*® market system is the winner in the competitive B2B arena, which MZI Global executes flawlessly for market entry success. Whether targeting business, industrial, institutional or government segments, MZI Global maintains its position at the forefront of B2B marketing. Services encompass strategy development, implementation and management of all IMC activities, such as sales promotions, trade show marketing, creative development of critical marketing collateral material and web development.

### Direct Marketing Online/Offline

At MZI Global we provide leading marketing campaigns that drive purchases and generate new business through *Ethnosynergism*® strategic customized calls-to-action. From database mining to campaign execution, we create tactical direct marketing initiatives that increase sales, enhance consumer relationships and deliver powerful messages upon new market entry.

### E-Business Selling to Mindset

MZI Global's e-business *Ethnosynergism*® strategies inform, engage and excite target markets, which improve the effectiveness of an entire marketing plan. From user-friendly e-commerce sites to community building social networks, we gain insight into the cultural mindset of specific target markets to breakthrough new market barriers.

### Virtual Market Entry

MZI Global's Internet Marketing consulting services provide new market entrants with the resources and tools required to build a solid web presence, acquire market share and boost sales. From search engine optimization to web analytics, MZI Global's Internet Marketing plans enable swift entry to market and provide clients with tangible long-term benefits.

### Social Media - New Markets Reach

Social media tools enable MZI Global clients to improve competitive intelligence, deepen teamwork and win new business deals. Via *Ethnosynergism*®, MZI Global strategically maps the most effective road to engage consumers on each online media outlet. We incorporate Web 2.0, pay special attention to content relevance, analyze landing pages, develop micro-sites and fully-utilize mobile marketing.

### Public Relations Online/Offline

MZI Global's high impact *Ethnosynergism*® PR campaigns produce millions of dollars of media coverage. Each campaign is tailored to fit client needs from initial market research and strategic planning to editorial services, event planning, PR monitoring and metrics, media services and blog consulting. Please see our success stories and case studies on our website [www.mziglobal.com](http://www.mziglobal.com)

"MZI Global delivered winning *Ethnosynergism*® strategies for our KoreanNovation Trade Show's 60 companies and 12 industries to reach US Ethnic business, Brazilian, Chinese, Spanish...we did not have to travel the world. We all met in New York, thanks to MZI Global's network."

Jason Park,  
Senior Manager  
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