



WOMAN-LED MULTICULTURAL ADVERTISING AGENCY SHAKES UP THE MARKETING CONVERSATION

Providence, RI: Multicultural marketing firm Fluency Advertising begins operations this month, fulfilling a need in the local and regional economies. The firm's mission is to provide state and local governments and technology companies with inclusive multicultural marketing solutions to engage diverse audiences.

"As spending on diversity marketing services increases over the next five years, we have an opportunity to partner closely with technology companies as well as with state and local governments to provide them with groundbreaking marketing, outreach and recruiting solutions. Our goal is to help them better understand and more effectively influence their constituencies," says CEO Tracy Barac.

"As the demographics of the country and region undergo continuing change, organizations must be fluent in communicating with a number of diverse communities," Barac continued.

Fluency offers a full range of marketing and advertising services including diversity recruiting, multicultural consumer marketing as well as creative, planning, market research and digital advertising. The firm has deep knowledge of African American, Hispanic, Asian, Veteran, Millennial, LGBT and Disabled populations.

Tracy Barac, CEO of Fluency Advertising, brings over 15 years of experience in advertising and diversity marketing to the role. Her clients have included American Express, British Airways, Harvard Pilgrim Healthcare, EMC, Citizens Bank, BJ's, Ocean Spray, Talbots and many others. She is an active Board member with the New England Human Resource Association, American Association of Advertising Agencies and the Diversity and Inclusion Professionals of Rhode Island.

Fluency Advertising is part of the Global View Communications family of companies.

For more information, visit fluencyadvertising.com, call 401.642.0488 or email tracy@fluencyadvertising.com.