

Silicon Review

Speaking the language of America: Imprenta Communications Group



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'A public affairs advertising firm with roots in politics.'

Imprenta Communications Group is an award-winning public affairs, campaign, and ethnic marketing firm which specializes in reaching diverse audiences. Imprenta's mission is to empower communities of color by giving them a voice and communicating to them in ways that respect their diversity and understand their culture. Imprenta is based in Los Angeles, with offices in Sacramento and San Francisco, and also has a presence in Fresno, California.

Although Imprenta was created in 2001, the company has evolved over the years to respond to market demands. For the first 12 years, President and CEO, Ronald W. Wong, served as a counselor to a small select group of clients. In this model, he had offices within the offices of his 2-3 clients, and Imprenta did not need staff or an infrastructure to do business. Five years ago, the need demanded Imprenta to build itself into a full-service ethnic marketing, communications and public affairs firm. Furthermore, while many similar firms focus on a segment or the entire market, Imprenta combines the APA and the Latino markets—the 2 fastest growing ethnic groups in America. Imprenta is both a Spanish and Asian (Filipino) word meaning to “Imprint.” Imprenta strives to make an imprint and an impact in the community.

Combining these two fast-growing market segments has certainly led to Imprenta's phenomenal growth in the last 2-3 years. For 2 years in a row, Imprenta made Inc. Magazine list of fastest growing companies in America with a growth rate of more than 1000 percent.

Culturally-appropriate communications and Public Relations strategies

The company specializes in reaching culturally and linguistically-isolated communities. Very few companies can say they have a proven track record of reaching audiences that are highly sought-after. Imprenta develops data driven and effective culturally-appropriate communications and public relations campaigns for Fortune 500 companies, large non-profit organizations, foundations, and government.

Imprenta: A passionate, mission-driven workplace

Imprenta attracts bright and creative people who are passionate and mission-driven because of its mission. Working to change the world by empowering communities is not easy. We are in a world where communities of color struggle to have their voices heard and understood, whether it's in politics, the market, or the media. Whether Imprenta is creating and designing an award-winning campaign to give a voice to limited English speaking workers who are not being paid overtime, or helping low-income families sign up for discounts on their gas bill to put extra money in their pocket to make ends meet; the company looks at its work as a constant campaign to make a difference. While it is not for everyone, it is certainly for those who truly believe in rising to the challenge of changing the world we live in.

Imprenta's impressive clientele

The list of clientele for the company speaks for themselves: Pacific Gas & Electric, NBC Universal, Frontier Communications, The California Endowment, Southern California Gas Company, California Community Colleges,

California Student Aid Commission (The Dream Act), Health Net, California Department of Industrial Relations and many others are proud Imprenta clients. Imprenta's work has won numerous awards for multilingual and multicultural communications from the Public Relations Society of America, the Hispanic Public Relations Association, the American Association of Public Affairs and Political Consultants, and numerous health care marketing associations. In total, Imprenta has won over 100 awards and recognition for their work.

Imprenta: Today and Tomorrow

Currently, Imprenta is focused primarily on business in California; however, given the growth of the Latino and APAs nationally, there is an obvious need to expand the Imprenta brand to different states and on national campaigns. Imprenta is also executing strategies to expand and dominate ethnic digital marketing. Social media is ethnic media. The biggest blogger, on-line celebrities and the people with the largest social media following are ethnic. Imprenta seeks to dominant social media marketing, particularly communications which brings the world together.

"Treat people with genuine respect, speak to them in their own language and they will respond to you."

Meet the Master

Ronald W. Wong, President and CEO: Ronald is a recognized expert in public affairs and communications targeting a wide variety of audiences. He has nearly three decades of professional experience developing and implementing results-driven communications, community outreach, social marketing and public education campaigns for Fortune 500 companies and government entities.

Additionally, Ronald has extensive relationships and high-level contacts with community, business, and political leaders, which he gained from serving as Chief Deputy Appointments Secretary to the Governor of California. In this capacity, Ronald helped select the Governor's cabinet and high-level positions within the Administration.

He also served as a political appointee in President Clinton's Administration as Communications Director for the U.S. Department of Justice, Community Relations Services. As a member of the Clinton Administration, Ronald developed and implemented communications strategies for the department and also handled crisis communications and served as a spokesperson for the department. He also handled crisis communications issues, served as a liaison between national organizations and the White House, and promoted Administration policies.

Ronald has been active in a number of civic organizations including serving as the Co-Chair of the Southern California Civil Rights Coalition, Co-Chair of the Asian Business Association, and is a Board Member of the California Asian Pacific Chamber of Commerce. Ronald has served as Governor's appointee to the California Community College Board of Governors and the Los Angeles County Metro Board, and President Obama appointed him to serve on the Regional Fairness Board of the U.S. Small Business Administration.

He has received numerous awards and recognition, including semi-finalist for Ernest & Young Entrepreneur of the Year, 2016, 2016 Chinese-Elected Officials Citizen of the Year Award, and the Asian Business Advocacy Award from the Los Angeles Business Journal.

Ronald was born and raised in Southern California and received a BA in Political Science from the University of California, Los Angeles. He is a recipient and participant in the Sloan Foundation Fellowship at the University of Washington, Graduate School of Public Affairs, and the Management Development for Entrepreneurs Program at the UCLA Anderson Graduate School of Management, and the California Executive Fellowship.

