

Nicasio & Company Partners with Trend Vibe Agency to Launch Major Campaign Targeting Hispanic Market



NICASIO & CO.
NEW YORK

Newark, New Jersey Oct 16, 2024 ([IssueWire.com](https://www.issuewire.com)) - **Nicasio & Company Partners with Trend Vibe Agency to Launch Major Campaign Targeting Hispanic Market**

Luxury Watch Brand Taps into the Agency's Social Media Expertise to Reach New Audiences

Nicasio & Company, a premier luxury watch brand based in Newark, New Jersey, is proud to announce a dynamic new partnership with Trend Vibe Agency, an Orlando-based advertising agency renowned for managing top-tier influencers and curating impactful digital campaigns. This collaboration marks a significant step for Nicasio & Company as it prepares to launch an innovative ad campaign specifically targeting the Hispanic market.

The strategic partnership aims to harness Trend Vibe Agency's deep expertise in social media marketing and its connections with popular influencers to elevate Nicasio & Company's presence in this key demographic. With its focus on lifestyle and luxury, the campaign will blend cultural relevance and trendsetting content to position Nicasio & Company as a go-to luxury brand within the Hispanic community.

"We're excited to work with Trend Vibe Agency, a company that shares our passion for creativity and connecting with audiences in meaningful ways," said Nico, CEO of Nicasio & Company. "This collaboration will enable us to create a campaign that resonates with the vibrant Hispanic market, blending our craftsmanship with the cultural values and trends that are important to this community."

Trend Vibe Agency, with its strong track record in influencer marketing and digital advertising, brings a wealth of experience in helping brands authentically engage with diverse audiences. The agency manages a wide portfolio of influencers who are popular across social media platforms, making them an ideal partner for this major initiative.

"At Trend Vibe Agency, we believe in the power of influence and culture-driven marketing", said Brad Conway Co-Founder and CRO of Trend Vibe Agency. "Partnering with Nicasio & Company allows us to blend our expertise with their luxury brand heritage to create a campaign that not only speaks to the Hispanic market but also celebrates its values, diversity, and style."

The upcoming campaign will include a mix of influencer collaborations, social media takeovers, and visually stunning content that highlights Nicasio & Company's luxurious timepieces while paying homage to the rich cultural narratives within the Hispanic community.

Stay tuned for the official launch of the campaign later this month and follow Nicasio & Company on social media for updates, exclusive content, and more.

<https://www.instagram.com/nicasioandco?igsh=MTdvZTlxXRzdDR1Nw==>

****About Nicasio & Company****

Nicasio & Company is a Latino-owned, Newark-based luxury watch brand known for its precision, elegance, and commitment to craftsmanship. With a rich history of creating timeless pieces, the brand is dedicated to producing high-quality timepieces that cater to the discerning tastes of global luxury consumers. Additionally, is committed to Social Impact by dedicating 10% of all sales to create a corporate foundation. The Nicasio Foundation will provide competitive grants to grassroots organizations in Puerto Rico, The US, and Latin America that are working to address the root causes of hunger.

****About Trend Vibe Agency****

Trend Vibe Agency is an advertising agency based in Orlando, Florida, specializing in digital marketing, influencer management, and creative branding. With a strong focus on trendsetting

campaigns and influencer-driven content, Trend Vibez helps brands connect authentically with their audiences.

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