

– A Business Resource for *Dual Cultural Marketing*®

Mission

At Headturn, we believe in the transformative power of cultural connection. Our mission is to bridge the gap between diverse communities, fostering authentic relationships and mutual understanding through innovative marketing and advertising strategies. Rooted in our passion for cultural diversity and inclusivity, we empower general market brands to resonate deeply with Hispanic consumers, while also supporting Hispanic entrepreneurs in amplifying their voices and stories to reach the broader public. Through our strategic insights, creativity, and unwavering commitment to excellence, we strive to create meaningful connections that inspire positive change and enrich lives.



Capabilities Statement

Our Vision

Our vision at Headturn is to be the premier destination for dual cultural marketing solutions, recognized for our unrivaled expertise, creativity, and impact. We envision a future where cultural diversity is celebrated and embraced, where brands and entrepreneurs seamlessly connect with audiences across cultural boundaries, fostering a world of understanding, empathy, and unity. By pushing the boundaries of innovation and collaboration, we aspire to set new standards of excellence in the marketing and advertising industry, driving positive social change and leaving a lasting legacy of cultural harmony and inclusivity.

Client Portfolio

	Brand Development	Brand Campaigns	Video Storytelling
Executive Latino Council	✓	✓	✓
Lopez and Co	✓	✓	✓
HACE	✓	✓	✓
Dapper Brews	✓	✓	✓
Fiesta Taco Trucks	✓	✓	✓
JLDC Construction	✓	✓	✓
Argonaut	✓	✓	✓
R4 Commercial	✓	✓	✓
Maul National	✓	✓	✓
Maul Asphalt	✓	✓	✓
Q BBQ	✓	✓	✓
Hotdog and Burger Company	✓	✓	✓
Itzy Ritzy	✓	✓	✓
Zerima	✓	✓	✓
Mezala	✓	✓	✓
Multiview	✓	✓	✓
H Foundation	✓	✓	✓

Core Services

Brand Development

Value Proposition	Video Production
Logo Development	Motion Graphics
Brand Guidelines	Infographics
Website Design	Tradeshow Design
Stationery Design	Promotional Products
Presentation Design	Graphic Design
Copywriting	
Photography	

Brand Campaigns

Campaign Ideation	OOH Advertising
Campaign Activation	Radio Advertising
Email Marketing	Commercial Production
Social Media Marketing	Community Engagement
Print Advertising	Spanish Translation
Digital Advertising	

Video Story-Telling

Video Production	Testimonial Videos
Video Ideation	Interview Videos
Script Writing	Case-Study Videos
Storyboarding	Employee Profile Videos
Commercials	Event Coverage
Brand Videos	Social Media
Capability Videos	Aerial Videography
Product Videos	Motion Graphics
Explainer Videos	

NAICS Codes

541810	323111
54181	541921
54143	541922

Brands that cross borders.

Core Values

■ Cultural Empathy

We deeply understand and respect the nuances of diverse cultures, approaching every project with empathy, authenticity, and a commitment to cultural sensitivity.

■ Collaborative Partnership

We believe in the power of collaboration and partnership, working closely with our clients to co-create solutions that reflect their unique brand identity and resonate with their target audiences.

■ Innovation and Creativity

We are dedicated to pushing the boundaries of creativity and innovation, constantly seeking new and innovative ways to engage audiences and tell compelling stories that captivate hearts and minds.

■ Integrity and Accountability

We operate with the highest standards of integrity, honesty, and transparency, holding ourselves accountable for delivering exceptional results and exceeding client expectations.

■ Community Impact

We are deeply invested in the communities we serve, actively seeking opportunities to give back and make a positive impact through our work, partnerships, and corporate social responsibility initiatives.

■ Continuous Learning and Growth

We embrace a culture of continuous learning and growth, fostering an environment where curiosity, experimentation, and personal development are encouraged and celebrated.

■ Adaptability and Resilience

We thrive in a fast-paced and ever-changing industry, embracing change with agility and resilience, and continuously adapting our strategies to meet the evolving needs of our clients and the marketplace.

Differentiators

We are proud to provide services to underserved Latino entrepreneurs. We empower these business owners by helping them understand the most impactful use of their marketing budget.

- MBE Certified Cook County
- BEP Illinois

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Team Expertise

Johnny Tijerina

Founder/Chief Creative Officer

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Originally from Texas, Johnny learned his craft at the University of North Texas and honed it over 15 years – spearheading campaigns for big-name B2B and B2C brands, and nonprofit organizations. As Chief Creative Officer at Headturn, he drives the A-to-Z of brand development — crafting brand experiences that are nuanced, strategic, and absolutely delightful.

Karina Tijerina

Director of Accounts

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Phone: 806.206.5183

Karina brings a background spanning Category Management, Supply Chain, and Sales Enablement. She is equipped with a profound understanding of market dynamics and consumer behavior, allowing her to craft targeted advertising solutions. She thrives in fast-paced environments and is eager to leverage this unique blend of skills to contribute to Headturn's continued success.

Brands that cross borders.



Capabilities Statement