

# The Hispanic Market

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## America *STILL* the Land of Opportunity Due To the New American Consumer

Daisy Expósito-Ulla  
*Chairman & CEO, d expósito & Partners*

Shortly after the results of the 2000 Census were published, the terms “new America” and “new mainstream” began to be used with greater frequency. The impetus: The reality that America was becoming increasingly multicultural, with the drivers of population growth coming from ethnic groups.

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**Hispanics and other ethnic groups are impacting mainstream U.S. society in such a profound way that...insights unearthed from the Hispanic market can be leveraged for total market solutions.**

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The focal point of that growth has been the Hispanic community, which has contributed to over 50% of our country’s population growth in the past 10 years and will continue to do so in the foreseeable future. But the concept of a “new America” goes beyond demographic profiles. It includes the influence ethnic communities have of our country’s attitudes, beliefs, behaviors and traditions.

As a leading multicultural marketer, not only did I subscribe to this concept, my colleagues and I helped create it and evangelize it to

our clients. And as entrepreneurs starting an ad agency in the middle of this decade, we believed in it so much that we made it the basis of our positioning: The New American Agency™. Our proposition has been that Hispanics and other ethnic groups are impacting mainstream U.S. society in such a profound way that, for categories where Hispanics are a key consumer group, insights unearthed from the Hispanic market can be leveraged for total market solutions.

As we near the end of the first decade of the 21<sup>st</sup> century, let’s reflect on whether this proposition still holds merit by looking at the two younger generations of U.S. society, Gen-Xers and Millennials. We believe we have found evidence of “new American” qualities and sentiments:

- A greater acceptance for diverse groups and alternative lifestyles
- A greater sense of being citizens of the world; driven by propensity for having immigrant heritage and reinforced by the use of digital channels and travel abroad
- Confident, self-expressive,

optimistic and open to change

- Connected, with a collective mindset, where they see themselves as part of a group as well as unique individuals

The last two points above ring truer with Millennials, but some younger Gen-Xers also share these qualities. Many in our field believe this dynamic is a result of ethnic influence on mainstream U.S. society. We hypothesize that the growing Hispanic community drives much of this, since research shows attributes of confidence/pride, self-expression, optimism

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**If ethnic groups are driving mainstream culture, why couldn't they offer insights to drive your mainstream marketing?**

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and collectivism are all qualities inherent in our DNA, more so than with other groups.

As our agency positioning suggests, we believe clients have a real opportunity to

leverage the changing consumer mindset to stay at the forefront of their categories and build their businesses in this new America. Our proposition is that we can mine for insights that originate

from Hispanic consumers and prove motivating to everyone else, particularly in categories where Hispanics disproportionately contribute to sales volume. We have successfully developed campaigns for clients such as McDonald's, Census 2010 and ConAgra Foods, where unique insights or dynamics existing with Hispanic consumers presented an opportunity to develop impactful ideas for the total market. These situations require seamless collaboration with clients' other agencies, which we've seen is doable when all parties are committed and dedicated to doing what's best for the brands we serve.

To some of you, particularly any newcomers to Hispanic marketing, what I am proposing may seem a bit radical or unorthodox. But you'd probably agree that ethnic groups have been driving many of the dominant cultural trends (fashion, music, food, entertainment, expression) since the 90's. So I challenge you to consider this: if ethnic groups are driving mainstream culture, why couldn't they offer insights to drive your mainstream marketing?

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Chairman & CEO

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## Hispanic Market Experts and Business Leaders

The following companies have expertise in marketing to Hispanic consumers, or are headed by a Hispanic business executive.

### Advertising Agency

Alma DDB  
Casanova Pendrill  
d expósito & Partners  
Footsteps, LLC  
GlobalHue  
GlobalWorks Group, LLC  
Grupo Gallegos  
PM Publicidad  
Prime Access, Inc.  
RK Hispánica Direct  
SCPF  
WING  
Zubi Advertising

### Conferences & Seminars

Aguilar Productions

### Consultant

Daniel Gonzalez & Associates

### Custom Publishing

SMSi-Urban Call Marketing, Inc.

### Digital Mail/Marketing

Ethnic Technologies, LLC

### Field Marketing

SMSi-Urban Call Marketing, Inc.

### Integrated Marketing Communications

Abasto

### Marketing/Communications

Comunicad, Inc.  
Latin2Latin Marketing + Communications, LLC  
Octagon

### Marketing/Promotions

Marketing Werks, Inc.  
SMSi-Urban Call Marketing, Inc.

### Market Research Firm

Creative Consumer Research  
GiK Custom Research North America  
Interviewing Service of America (ISA)  
Ipsos Public Affairs  
LatinoEyes®, a division of C&R Research  
Miami Market Research, Inc.  
MRSI (Marketing Research Services, Inc.)  
New American Dimensions  
Opinion Access Corp.  
SSRS/Social Science Research Solutions

### Media Print

El Eco de Virginia-Weekly  
People en Español  
impreMedia, LLC  
La Opinión, an impreMedia Company  
La Prensa, an impreMedia Company  
La Raza, an impreMedia Company  
Rumbo, an impreMedia Company  
Vista Magazine, an impreMedia Company

### Media-Website

impreMedia Digital

### Product Sampling

SMSi-Urban Call Marketing, Inc.

### Professional/Non-for-Profit Organization

American Advertising Federation (AAF)  
Association of Hispanic Advertising Agencies (AHAA)

### Public Relations Firm

Multicultural Marketing Resources, Inc.

### Translation/Interpretation Services

In French only, inc./in Spanish too! Translations  
Translation Plus, Inc.

## Multicultural Market Experts and Business Leaders

The following companies have expertise in marketing to multicultural consumers (more than one ethnic group).

### Advertising Agency

adCREASIANs  
Advantage Communications, Inc.  
Chisholm Consulting, Inc.  
E. Morris Communications, Inc.  
Footsteps, LLC  
GlobalHue  
H & Y PLANNING, INC.  
Kang & Lee Advertising  
SCPF  
T.D. Wang Advertising Group, LLC  
Zubi Advertising

### Consultant

Daniel Gonzalez & Associates  
Russian-American Media, LLC

### Custom Publishing

SMSi-Urban Call Marketing, Inc.

### Direct Mail/Marketing

Ethnic Technologies, LLC

### Diversity Consultant

Global Lead, LLC  
Muxlim, Inc.

### Integrated Marketing Communications

Abasto  
Muxlim, Inc.

### Market Research Firm

Campbell-Communications, Inc.  
Creative Consumer Research  
Interviewing Service of America (ISA)  
Opinion Access Corp.

### Marketing/Communications

Comunicad, Inc.  
Muxlim, Inc.  
Octagon  
Witeck-Combs Communications

### Marketing/Promotions

SMSi-Urban Call Marketing, Inc.

### Media-Broadcast

MHz Networks

### Media-Cable

Comcast

### Media-Representative

GOLDFEA PMG (Premium Media Group)  
Muxlim, Inc.

### Media Research

Muxlim, Inc.

### Public Relations Firm

Multicultural Marketing Resources, Inc.

### Translation/Interpretation Services

Translation Plus, Inc.