

The Hispanic Market

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The *Spanglish* Generation: Tapping it to Grow and Conquer Market Share

Eduardo Perez
President, PM Publicidad

The U.S. Hispanic youth segment represents an impending demographic “boomlet.” With the overall Hispanic segment totaling over 52 million and representing 50% of the U.S. population growth covered by the 2010 Census, *Latinos* are now recognized as the largest and most important ethnic demographic target for marketers. Within that it’s important to note though that today half of all U.S. Hispanics were born in the U.S.A.

And during the next decade as the U.S. “total market” grows older and grayer, the Hispanic segment will be brimming with youth and representing an oversized share of the overall U.S. Youth market.

- 20% - 1 in 5 - of U.S. teens aged 12 to 19 are Hispanic.
- Almost 1 in 4 babies born today are Hispanic
- By 2020 24% of U.S. youth 5 to 19 will be Hispanic.

And they will be mostly bilingual and bicultural. More than 80% of U.S. Hispanic youth are bilingual; only about 9% speak only English. Language has traditionally defined marketing directed to Hispanics and while Spanish language usage is *not* decreasing, a paradigm shift has begun and there’s no stopping it. While Spanish will continue to

remain highly relevant, the future of marketing to Hispanics is *bilingüe* and more oriented around *Latino Culture* and its values.

Second and third generation *Americanos* are highly acculturated and in most cases truly bicultural. They straddle their two cultures on a daily basis and influence both. They are the *Spanglish Generation*.

The “double influence” this *Spanglish Generation* has makes marketing to them highly desirable. They act as guides and “cultural translators” at home with strong influence on domestic household purchasing of many products and services. Outside the home the *Spanglish Generation* influences styles and trends. They love to shop and are ideal *brand ambassadors*.

Although the *Spanglish Generation* consumes a great deal of English-language “mainstream” media, marketers can break through all the noise and competitive advertising. These consumers are effectively reached through *culturally relevant* messaging delivered in English *and/or* Spanish through a variety of highly targeted but disparate media channels and tactics.

Effectively reaching *Spanglish Generation* consumers can be tricky. They consume more English-

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They love shows on FOX and enjoy watching reality shows and news in English.

They are *heavy* digital and especially heavy mobile users, with many carrying smart phones. They love social media and over-index the total market for use of Twitter. *Latinas* especially love Facebook and Pinterest adoption is growing fast. They text more than they talk.

language media and digital content but do also consume content in Spanish. Content type influences the choice. They'll often watch variety shows and *telenovelas* in Spanish with their family. Targeted bicultural channels like MTV Tres and Mun2 are catching on.

Needless to say, word of mouth (and thumb) is huge.

Spanglish Generation consumers develop stronger preferences for brands that connect in a more personal way in their *Latino* world through experiential marketing. Direct marketing through mobile and digital channels delivers excellent results since the *Spanglish Generation* likes to interact and stay connected with the brands they like.

So if you're responsible for sales and marketing of products and services relevant to the youth market, you need to pay special attention to Hispanic youth. They are key consumers in all top DMAs around the U.S. and growing in influence. Furthermore they represent a conduit to two attractive segments: the Hispanic market *and* the youth market. They represent a strategic imperative and afford savvy marketers a lucrative target segment with which to grow and conquer market share.

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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

Acento Advertising
 Advantage Communications, Inc.
 Améredia, Inc.
 Asterix Group, Inc.
 Casanova Pendrill
 d expósito & Partners
 E. Morris Communications, Inc.
 Footsteps, LLC
 GlobalWorks Group, LLC
 Grupo Gallegos
 Lopez Negrete Communications, Inc.
 PM Publicidad
 RolaKimmerling Associates, Inc.
 Siboney USA
 T.D. Wang Advertising Group, LLC
 Urias Communications
 Walton Isaacson
 WING

Call Center

Listen Up Español

Conferences & Seminars

Aguilar Productions

Consultant/Consulting

Santiago Solutions Group
 SMSi-Urban Call Marketing Inc.
 The Futures Company

Custom Publishing

SMSi-Urban Call Marketing Inc.

Direct Mail/Marketing

Daniel Gonzalez & Associates
 Ethnic Technologies, LLC

Diversity Consultant

Nieto Group

Field Marketing

SMSi-Urban Call Marketing Inc.

Marketing/Communications

Inspired Health Strategies
 Latin2Latin Marketing + Communications
 LLC
 VanguardComm

Marketing/Promotions

Cardenas Marketing Network, Inc.
 Factory 360
 Hart Agency
 Marketing Werks
 SMSi-Urban Call Marketing Inc.
 Valassis

Market Research Firm

Creative Consumer Research
 Interviewing Service of America (ISA)
 Ipsos Public Affairs
 Latina Media Ventures
 LatinoEyes®, a division of C+R Research
 Miami Market Research, Inc.
 Millward Brown
 MRSI (Marketing Research Services Inc.)
 New American Dimensions

Opinion Access Corp.

Phoenix Multicultural

Q-insights

Media-Broadcast

Adelante Media Group

Media-Digital

KOMLI Media, Inc.

Media-Print

Latina Media Ventures
 People en Español
 The Mundial Group, Inc.

Media-Website

Hispanic Market Weekly
 Latina Media Ventures
 The Mundial Group, Inc.

Product Sampling

SMSi-Urban Call Marketing Inc.

Professional/Not-for-Profit Organization

AHAA: The Voice of Hispanic Marketing
 The ADCOLOR® Industry Coalition
 UNITY Journalists

Public Relations Firm

Multicultural Marketing Resources, Inc.

Translation/Interpretation

in FRENCH only Inc./in SPANISH too!

Multicultural Market Experts and Business Leaders

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

Advertising Agency

Acento Advertising
 Advantage Communications, Inc.
 Améredia
 Casanova Pendrill
 d expósito & Partners
 E. Morris Communications, Inc.
 Footsteps, LLC
 GlobalWorks Group, LLC
 H & Y PLANNING, INC.
 interTrend Communications
 IW Group, Inc.
 Kang & Lee Advertising
 MediaMorphosis
 Object Design & Communications, Inc.
 Redbean Society
 RolaKimmerling Associates, Inc.
 Sulekha.com - Connecting Indians
 Worldwide
 T.D. Wang Advertising
 Urias Communications
 whitfieldbarrett marketing communications
 WING

Consultant/ Consulting

Russian-American Media, LLC
 Santiago Solutions Group
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 The Futures Company

Custom Publishing

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 Factory 360
 Inspired Health Strategies
 Latin2Latin Marketing
 Communications, LLC
 Marketing Werks
 VanguardComm

Marketing/Promotions

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 Factory 360
 Marketing Werks
 SMSi-Urban Call Marketing Inc.

Market Research Firm

Campbell-Communications
 Research & Consulting
 House of Marketing Research
 Interviewing Service of America (ISA)
 Ipsos Public Affairs
 LatinoEyes®, a division of C+R Research

Millward Brown

MRSI (Marketing Research Services Inc.)

New American Dimensions

Opinion Access Corp.

Phoenix Multicultural

Q-insights

Media-Broadcast

MHz Networks

Media-Cable

Comcast

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