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A tale of three Rickies





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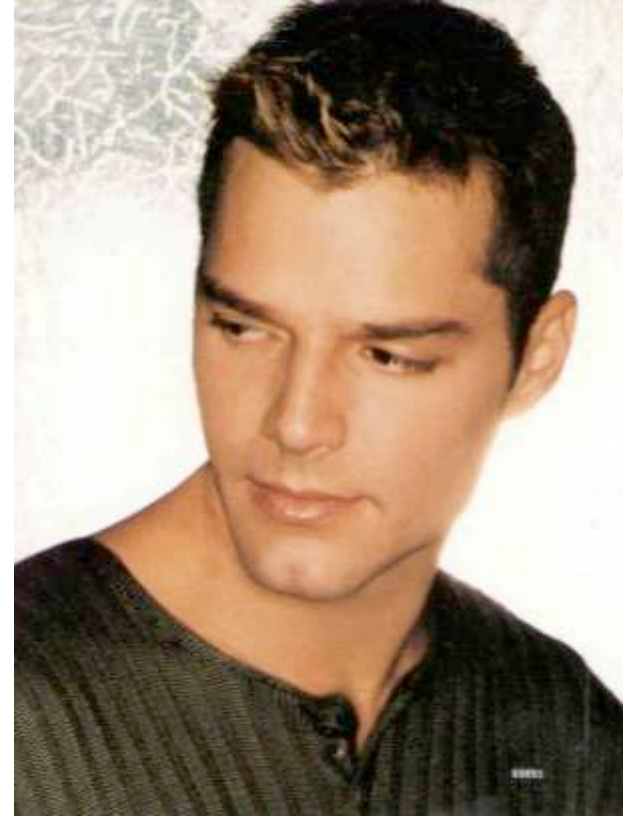


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If you're not an expert
on the Hispanic market,
distrust the things
you "know"

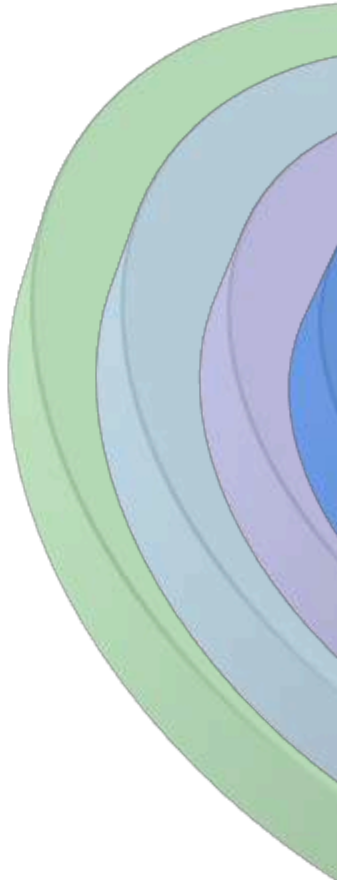


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Be aware of the culture



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Be Aware of the Culture

- Understand:
 - Your product in the culture:
 - It's a **Home**
 - Think about the **Features** you're marketing
 - Your purchase process:
 - What's **important**?
 - **Cross-generational** dynamics
- Be in an immigrant state of mind.
- Use cultural elements, and respect the culture (quinceañera example).



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Use Español, but carefully



BI
BRANIFF INTERNATIONAL



“Braniff flies you in leather”





“It takes a tough man to make a tender chicken”



New Notable Restaurant

(A restaurant with no tables?)

¿No va?



In Spanish “Mazda Laputa”
is pronounced *Más da la puta*
(the prostitute gives more)





Mazda Lap



"Laputa is designed to deliver maximum utility in a minimum space while providing a smooth, comfortable ride" with a "lightweight, impact-absorbing body."

“While incorporating these upgrades, the new Laputa remains at approximately the same price level.”



Language facts

- Spanish language ads:
 - Five times more effective than English.
 - 61% higher ad awareness.
- 70% speak Spanish at home.
- There are no dialects in Spanish. There is, however, “neutral” Spanish.



When using Español

- Use impeccable Spanish
- Don't translate: transcreate!
- Be aware of subtleties
- If you advertise in Spanish, deliver in Spanish.

Hispanic Marketing *is not* “Spanish” Marketing

It's not about translating,
but about understanding,
connecting and attracting



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Go Web





Hispanics online

- More than 14 million US Hispanics are online.
- Users are growing at 3.5 times faster than the overall net.
- 52% of Online Hispanics use broadband (50% for the GM)
- Hispanics spend more time online (16 hours vs. 14 hours)
- Hispanics are growing faster (37% growth in time spent and pages viewed vs. 6% for GM).



Hispanics online

Online usage is 2.4 times greater than Newspapers and Magazines combined:

	Avg. Hours / Week	% of media usage
TV	30.87	39%
Radio	25.13	32%
Online	16.00	20%
Newspaper	4.83	6%
Magazine	1.96	2%



“People Under 16 Less Likely to Drive Cars”





A Fuller Spectrum of News

- Tech / Science ▶
- Space News ▶
- Science ▶
- Tech News/Reviews ▶
- Online World ▶
- Security ▶
- Wireless ▶
- Games ▶
- Innovation ▶
- Video ▶
- U.S. News ▶
- Politics ▶
- World News ▶
- Business ▶
- Sports ▶
- Entertainment ▶
- Health ▶
- Tech / Science ▶
- Travel ▶
- Weather ▶
- Blogs Etc. ▶
- Local News ▶
- Newsweek ▶
- Multimedia ▶

Pew: Latinos less likely to be online

Latinos online tend to be primarily English speakers or bilingual

By **Suzanne Gamboa**
AP Associated Press
Updated: 5:18 p.m. CT March 14, 2007

WASHINGTON - Latinos are not going online as much as non-Hispanic whites and blacks, even at younger ages where Internet use is far greater, according to a report released Wednesday.

Fifty-six percent of adult Latinos use the Internet, compared with 70 percent of whites and about 60 percent of blacks, according to the Pew Hispanic Center and the Pew Internet & [American Life Project](#).

The Internet use of U.S.-born Latinos is comparable to that of whites, but about two-thirds of adult Latinos in the United States were born elsewhere.

[Story continues below ↓](#)

MSN TECH AND GADGETS

15 hot games you'll be playing during the holidays

Best products for streaming audio and video with ease

Back to school downloads



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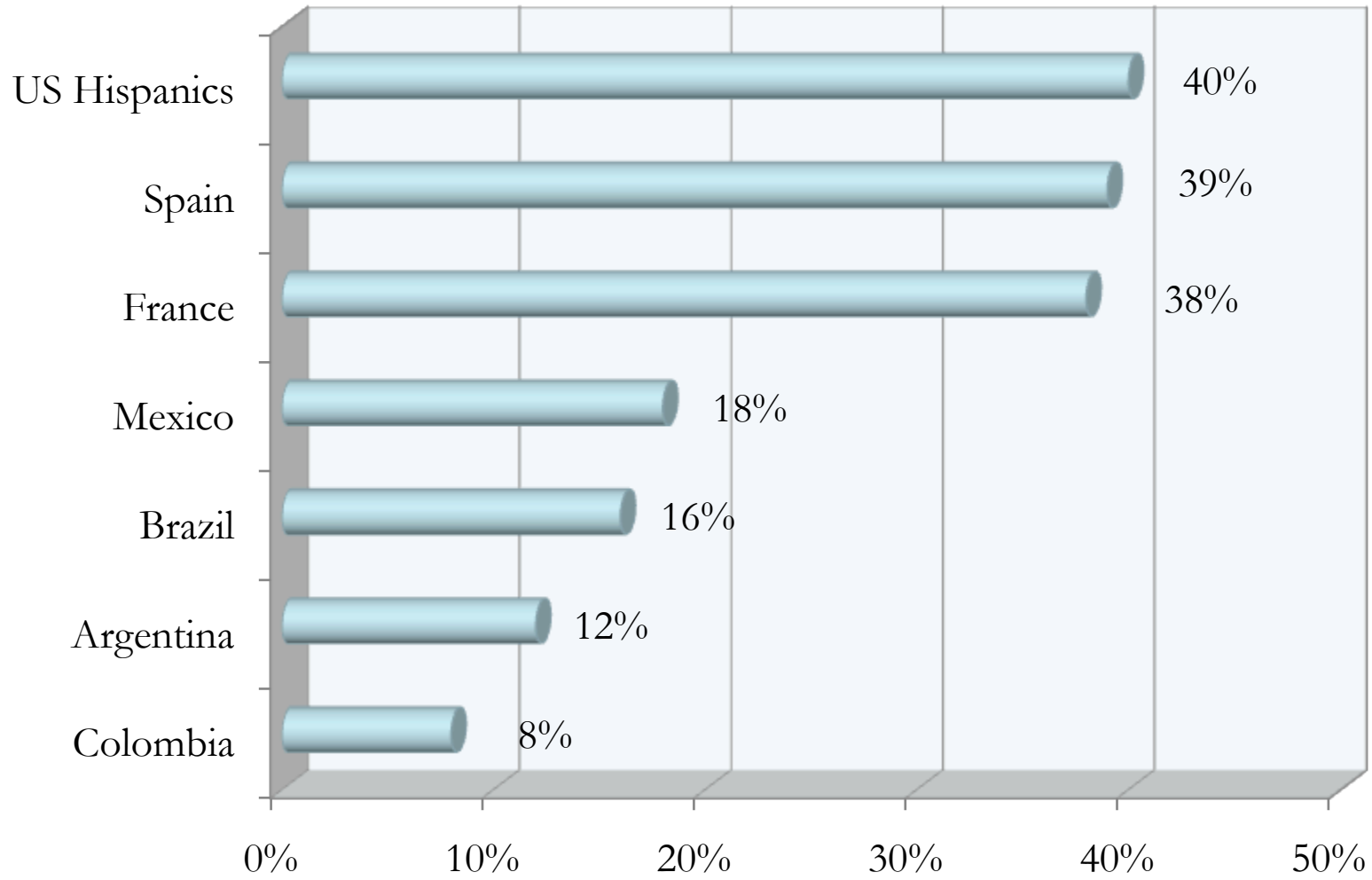
Hispanic Internet usage



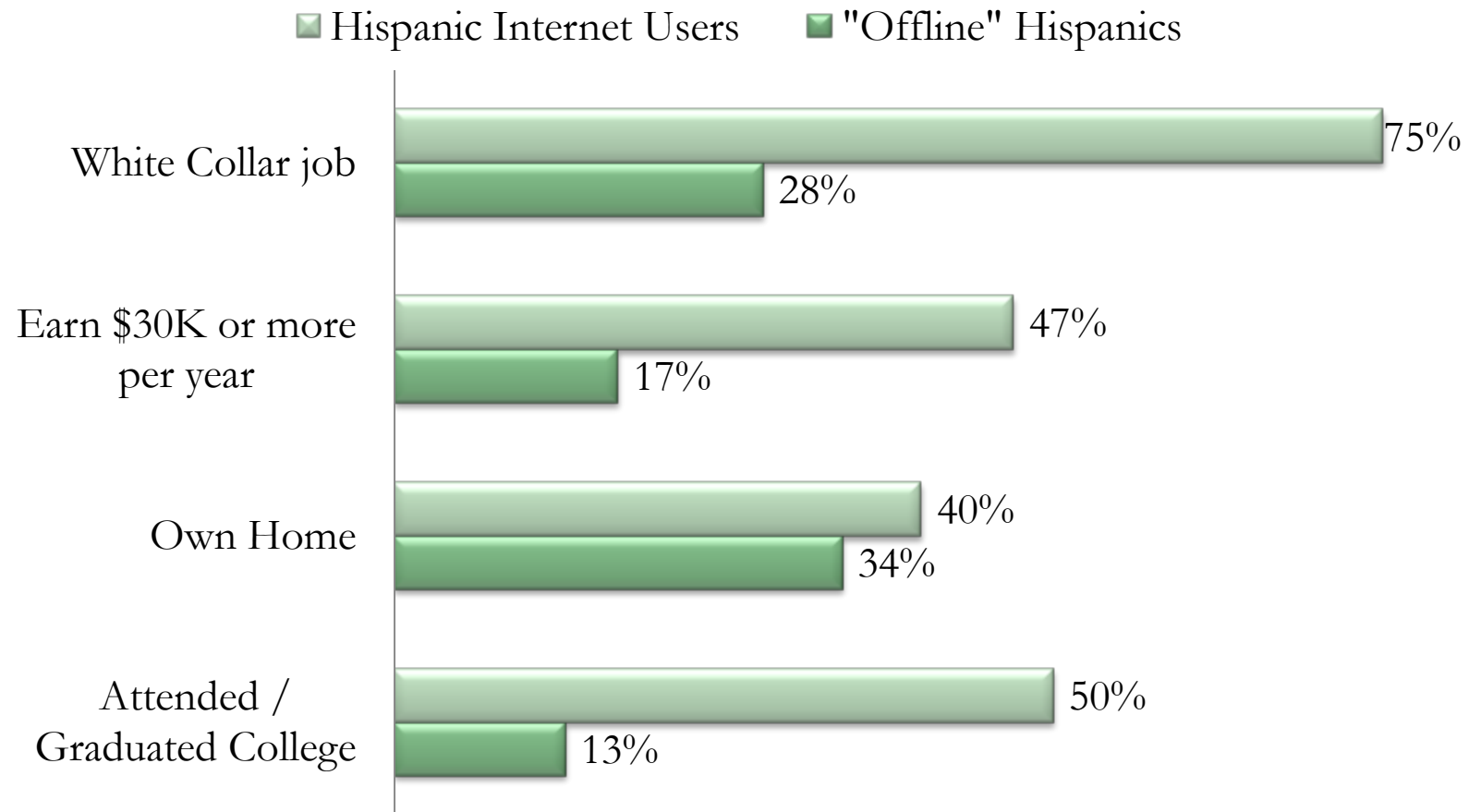
When adjusted for demographic differences, Hispanic internet usage *is the same* as White usage.

Education	Hispanic	White
Finished College	89%	91%
HS graduates	70%	69%
No HS degree	31%	32%
Household income		
\$50K or more	88%	89%
\$30K – \$50K	72%	71%

The most wired Hispanics...



...and the most attractive market



.com en Español...



- Make it obvious on your homepage/landing pages/URLs.
- If you don't have resources to do your entire site in Spanish, create self contained areas / customer experiences.
- Rely on online media that target Hispanics.
- Define a maintenance process before you start.
- Drive traffic!
- Track, count, use the ROI to decide where to go next.



cuatro

Brand Thyself





Hispanic decision making

- Decisions are driven by familiarity with brands.
- Most Hispanics will buy products that they recognize and know about.
- Hispanics will spend more on a higher-quality brand, even if it means smaller quantities.



Why do Hispanics
go crazy at the mall?

~~\$58,000~~

\$27,000





~~\$200,000~~

\$90,000

No money down
No credit? No problem!
\$349 a month!



~~\$80,000~~

\$36,000



Branding considerations

- In the US, “dream brands” are within reach.
- Hispanics are brand-oriented.
- Avoid stereotypes.
- Is your brand, their brand?
 - They got here after the movie started: history, perceptions
 - Blank radar screen
 - Look at your current brand attributes and fine tune.
- Does your brand work?

A quick case study



- Low occupancy.
- Area of High Hispanic density.
- Hispanics natural market, but:
 - Hispanic residents had a hard time relating to the property name.
 - Hard to pronounce for non-English Speakers: “Cour Glen Pleis?”
 - Court Glenn small street (where is it?).
- New ownership, rehabed property: needed to jumpstart it.

A name change: Casa Nube



- “Casa” means both house and home. Nubes: Clouds. A home in the clouds.
- “Poetic” approach to naming increased perception of value for the resident.
- Name is easy to pronounce both in English and Spanish.
- The client decided to start using “Casa Nube” as an umbrella brand for properties targeting Hispanics.
- Property location as identifier (actually, one block away from Bissonnet, but who’s measuring?).
- Also, rehab projects tailored to Hispanic residents: product supports the brand.
- **Sharp increase in occupancy rates within days of name change.**



cinco

Don't forget the “American”





Hispanic- American



- Above all cultural considerations, Hispanics are part of the US.
- They are Americans and are happy to be.
- They have the same concerns as mainstream customers: taxes, kid's college, nice car, house, retirement, health.
- Many mainstream messages will work – with the right approach.



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H I S P A N I C
M A R K E T I N G

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