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HISPANIC SOCIAL MARKETING 2019

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**A REVIEW OF SOCIAL MEDIA MARKETING
AND ADVERTISING, AND PUBLIC RELATIONS
STRATEGIES IN THE U.S. HISPANIC
MARKETPLACE**



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Publisher: [Gene Bryan](#) Editorial Director: [Adam R Jacobson](#)

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ABOUT THE AUTHOR

Adam R Jacobson is the producer of the *Hispanic Market Overview* series of reports independently produced for the exclusive use of HispanicAd.com and its affiliate partners. Jacobson also serves as the Editor-in-Chief of the *Radio + Television Business Report* at RBR.com. Through his consultancy, Jacobson recently worked closely with AIMM, the Alliance for Inclusive & Multicultural Marketing on the Association of National Advertisers' "The Case For Change." Jacobson's career highlights include roles as a Multicultural Analyst for Mintel, as Senior Associate Editor for *Hispanic Market Weekly*, and as a principal analyst for Arbitron's *Hispanic Radio Today* reports. He has also worked as a multicultural marketing consultant for Hispanic radio stations across the Pacific Northwest, New England and in Sacramento, Calif.

Hispanic Market Overview, 5130 Las Verdes Circle #302, Delray Beach, FL 33484

Email: adam@adamrjacobson.com

TOTAL AUDIENCE, TOTALLY LATINO

By Adam R Jacobson

“Considering what connecting with media was like five, 10 or 20 years ago, consumers today are pretty lucky,” declares **Peter Katsingris**, SVP of Audience Insights at **Nielsen**.

Now, think about it from the marketer’s perspective. Digital and social media growth has opened up a whole new world of connectivity opportunities. And, as has been said many times by CMOs and brand managers over the last several years, multicultural audiences – namely, Hispanics – are smack dab in the middle of this information and entertainment delivery-device revolution.

As Katsingris notes in Nielsen’s Q3 2018 *Total Audience Report*, today’s media consumer can customize their behavior and fit them perfectly with their needs – conforming to whether they are, and when consumption works best for them.

“While some consumers embrace this personalization, others are keen to be complacent and lean into what they are accustomed to,” Katsingris notes.

It’s a safe bet that Hispanic consumers are far from complacent, and continue to be pacesetters with respect to technology’s embrace. The “content journey” available to Hispanic consumers as of spring 2019 is unlike any previously seen. There’s TV and radio, in both Spanish and English. There are myriad digital choices, and social media platforms tapping in to this content distribution expansion. Print still plays some role, for sure. But it is the online, on-the-go *a tu mano, a tu lado* access that is driving Hispanic America – and reshaping all U.S. media consumption in the process.

Given the “innumerable choices” at our fingertips, Katsingris believes that marketers looking to capitalize on rich engagement opportunities need to reach consumers “with a like-minded approach to personalization, utilizing marketing strategies that account for this new cross-media world.”

Understanding the Hispanic consumer is integral to this new comprehension of what works for marketers that seek to build brand awareness and sales in the final months of the 2010s.

As Nielsen notes in the Q3 2018 *Total Audience Report*, overall total media use among U.S. adults remains unchanged year-over-year, at 10.5 hours per day.

That said, increased use of internet-connected devices and app/web smartphone usage is resulting in diminished time spent with other devices. “These shifts are not surprising, as nearly seven out of 10 homes now have a device capable of streaming content, and a similar amount have access to a streaming SVOD service,” Katsingris says.

Much like total U.S. adults, time spent among Hispanic and Asian Americans were equal to Q3 2017, albeit with some changes in how that total was accumulated.

Hispanics spent 22 additional minutes on smartphones and 10 additional minutes per day on TV-connected devices than the year prior.

Perhaps the biggest reveal is how live TV consumption is dropping among Hispanics aged 18+ -- without any jump in time-shifted TV consumption. At the same time, radio consumption is down, but perhaps in a way that is not as dramatic – and impactful to marketers – than the decline in time spent with TV.

AVERAGE TIME SPENT PER ADULT 18+ PER DAY

BASED ON TOTAL U.S. POPULATION – Q3 2018

	TOTAL		BLACK		HISPANIC		ASIAN AMERICAN	
	Q3 2017	Q3 2018	Q3 2017	Q3 2018	Q3 2017	Q3 2018	Q3 2017	Q3 2018
Live TV	3:54	3:44	5:49	5:31	3:04	2:45	1:51	1:51
Time-shifted TV	0:31	0:30	0:31	0:30	0:19	0:17	0:15	0:14
Radio	1:48	1:44	1:55	1:49	1:55	1:49	N/A	N/A
DVD/Blu-Ray Device	0:06	0:05	0:07	0:06	0:05	0:04	0:03	0:03
Game Console	0:13	0:13	0:15	0:16	0:14	0:13	0:09	0:08
Internet Connected Device	0:21	0:29	0:24	0:32	0:22	0:32	0:29	0:34
Internet on a Computer	0:40	0:31	0:39	0:28	0:28	0:23	0:51	0:38
App/Web on a Smartphone	2:14	2:31	2:46	3:02	2:13	2:35	2:22	2:35
App/Web on a Tablet	0:43	0:43	0:42	0:44	0:37	0:39	0:46	0:43
Total	10:30	10:30	13:08	12:58	9:17	9:17	6:46*	6:46*

*Radio measurement includes Asian Americans but cannot be separated from the total audience at this time

Interestingly, game console use did not see significant growth, or declines in use.

For Hispanics – and for all consumers – it is the smartphone that is taking more and more of our time and attention.

What is perhaps most striking from the *Total Audience Report* is how Hispanics are far different than Blacks with respect to TV consumption. While Black live and time-shifted TV consumption is on the decline, it is still significantly higher than that of the total population – and much, much higher than that of Hispanics.

Meanwhile, Hispanics overindex with respect to video focused app/web on a smartphone. Among this consumer group, usage grew by 55% — to 17 minutes per day.

Marketers must react – and are doing so in many ways. “Unlike video consumption, social media usage is more consistent across different races and ethnicities with little year-over-year change,” Nielsen notes. Still, Hispanic social networking via a smartphone greatly overindexes the total population with respect to average time spent per adult aged 18 and older.

AVERAGE TIME SPENT PER ADULT 18+ PER DAY ON VIDEO

BASED ON TOTAL U.S. POPULATION – Q3 2018

	TOTAL		BLACK		HISPANIC		ASIAN AMERICAN	
	Q3 2017	Q3 2018	Q3 2017	Q3 2018	Q3 2017	Q3 2018	Q3 2017	Q3 2018
Live+Time-shifted TV	4:25	4:13	6:20	6:01	3:23	3:03	2:06	2:05
TV-Connected Devices	0:40	0:47	0:45	0:54	0:41	0:49	0:41	0:44
Video on a Computer	0:10	0:07	0:13	0:08	0:10	0:07	0:14	0:09
Video Focused App/Web on a Smartphone	0:08	0:11	0:14	0:17	0:11	0:17	0:08	0:10
Video Focused App/Web on a Tablet	0:04	0:06	0:04	0:05	0:07	0:09	0:05	0:06
Total	5:27	5:24	7:36	7:25	4:32	4:25	3:14	3:14

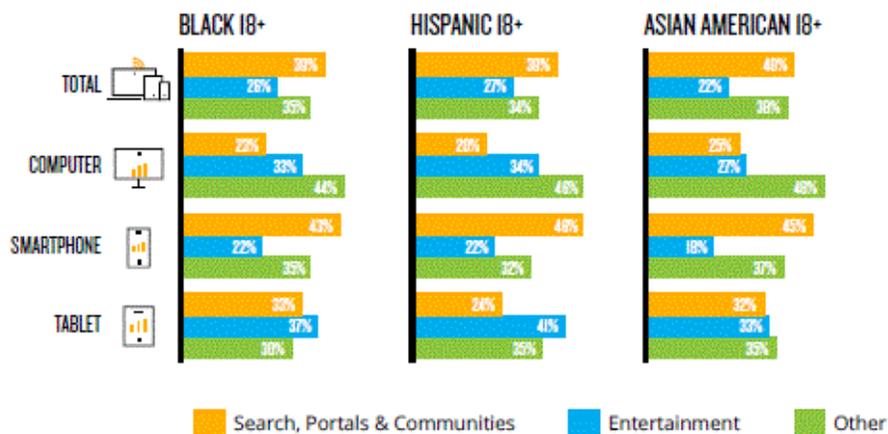
COMMUNITY CONNECTOR

Understanding how Hispanic consumers use each of the connected devices they own is vitally important for marketers.

Not surprisingly, given their large representation among this age cohort, Hispanics 18+ and all adults 18-34 share some commonalities with respect to behavior. The smartphone is still largely used for search, portals and communities; entertainment is not the dominant time-spent category. However, Hispanics and Blacks overindex in the use of smartphones for entertainment – continuing trends seen earlier this decade.

Furthermore, tablet use remains highest among Hispanics, likely due to cost for entry and lesser use of laptop computers.

SHARE OF TIME SPENT BY CATEGORY



MOVES TO FOLLOW

In mid-March, **Deloitte** released the 13th edition of its *Digital Media Trends* report. The 2019 edition does not offer specifics with respect to multicultural consumers. However, top-level reveals are important for gauging how Hispanics are driving the 18-34-year-old trends – and shaping the total market.

According to Deloitte, the average U.S. consumer now subscribes to three streaming video services, with 43% of consumers subscribing to both streaming and conventional pay TV services.

How does social media fit in? Strong growth in streaming video subscription services and streaming music services is being seen.

Then, there's this takeaway:

- **Social media remains supreme with millennials (54 percent) in the search for new TV shows**

That's also key to understanding Hispanic behavior and video consumption, while also getting a proper understanding of how digital and social media use connects Hispanic audiences to brand messaging.

The proper way to reach them could be the most important factor: Don't overdo it.

According to Deloitte, "advertisement overload frustrates Pay TV viewers," with 75% of survey respondents saying they'd be more satisfied with their pay TV service if there were fewer ads.

Eight minutes of ads per hour is the right amount, they say; these consumers get twice as many, Deloitte notes.

Kevin Westcott, VP and U.S. telecom and media and entertainment leader at Deloitte, comments, "As media companies and content owners wrestle with how to retain and grow their subscriber base, they should not only continue to strengthen their content libraries, quality, distribution and value, but also keep a close eye on consumer frustrations, including advertising overload and data privacy concerns."

With digital and social so intertwined in marketer discussions, the subject of ad overload is one any multicultural CMO must address. As OTT platforms such as Netflix continue to add content of Hispanic appeal, a push away from advertiser-supported cable TV could render media buys in such platforms secondary or tertiary to social media venues where dialogue – and more time spent – is seen.

Netflix, in particular, is leading the way thanks to the Antena 3 global smash *La Casa de Papel* – given the name "Money Heist" in English. In August 2018, a major out-of-home campaign was conducted in Mexico City to promote *Casa de las Flores*, which also enjoyed significant buzz in the U.S. Coupled with such shows as TVE's *El Ministerio de Tiempo*, digitally delivered content *en español* to audiences across the nation is more prevalent than ever. This, combined with social media activity, is swiftly being seen in increasing fashion across many a Hispanic household.

"Overall, consumers say they are getting much of what they want but are frustrated by the complexity and effort to get it," the report concludes. "In this puzzle of a marketplace, who will win? We believe companies that are best able to reduce the friction, making it easier for consumers to have it their way, will be most amply rewarded."



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TOTAL PLAY, SOCIAL SYNC

Peter Blacker, NBCUniversal Telemundo Enterprises

There are many pieces to the daily activities that **Peter Blacker**, EVP of Digital Media and Emerging Businesses at **NBCUniversal Telemundo Enterprises**, is charged with.

In addition to running the Spanish-language television network's digital and social platforms, he is now overseeing the revenue strategy for all of Telemundo Enterprises – inclusive of domestic, international, social, digital and over-the-air TV.

For Blacker, understanding the power of social media in the Hispanic marketplace is to understand different data points – and the different devices where social media is used the most by Latino consumers across the United States.

Once that is done, Blacker and his team seek to answer the following question: *What is the conversation?*

“We know there is device usage and consumption,” Blacker says. Fresh research shows that Hispanics continue to overindex on their use of game consoles, smart watches and smartphone. Again, it is what is happening with those devices that is of particular appeal to Telemundo – and to its clients.



Blacker points to Nielsen data showing that video consumption in a social media environment, along with live spots, is more likely to be seen among Hispanics than for the total population.

How does Telemundo play in the space? Blacker says it is done from a 360-degree perspective, one that sees rights and relationships span across all screens – something not seen in many media organizations.

At Telemundo, it is a no-brainer, “because the Hispanic consumer is there already and is expecting us there.”

What Telemundo has championed has impacted its siblings at big brother NBC. During the 2018 FIFA World Cup – the first to be telecast under a contract with Telemundo and NBC, Blacker's team “blew the doors off” every expectation because Hispanic sports fan digital data hasn't been seen before.

Oh, and Telemundo broke every streaming video record, aside from the most recent Super Bowl. “It changed a lot of perceptions inside NBCUniversal,” Blacker says.

This “very active and vibrant audience” is meaningful for brands, and tying what is seen over-the-air to what is viewed on a smartphone or tablet is ever-more essential. “I've been inside NBCUniversal since its early foray into digital and social media, and I have seen how this company has approached its relationship with the audience. It is exciting, as the use of TV by Hispanics is still incredibly strong.”

Even with new data suggesting that live TV viewing is dipping, Blacker points to one important point: the total use of TV time spent, live and time-shifted, still dwarfs the time spent on social networking platforms.

This allows Telemundo to offer an enhanced advertising opportunity, if you will. “Inside those windows of time, we can aggregate an audience that is watching clips on YouTube, exchanging comments on Twitter, mentioning something on Instagram – and watching our programming,” Blacker says. “And, since we own the IP we become a one-stop shop. We’re making the marketer’s lives easier by speaking to the entire spectrum of Hispanics.”

AMERICA’S FIRST BINGERS

With binge-watching a phenomenon among many subscribers to an OTT service, Blacker laughs. That’s because Hispanic Americans have been expressing such behavior for years, as viewers of Spanish-language network television.

“In some ways we’re the original bingers,” he says. “The way the programs were initially developed for the Hispanic market involved telenovelas – all at the same time, every weeknight. It’s the same show and, in a sense, for somebody that wants to get a fix of a show, one can watch an enormous amount of content all at one time. This created a habit and, thus, if you’re not watching live, it makes it difficult to catch up later. It’s not as enjoyable.”

How Blacker likens the old-school telenovela skein to digitally driven binge-watching shows that his team is actively blending advertisers into all of Telemundo’s consumer products, because it illustrates the cross-media social activity that is perhaps unique to this audience.

Unlike popular NBC programs such as *Manifest*, when catching up could take five weeks, Telemundo prime-time programs only require one week to get up to speed.

With Hispanics synonymous with growth, and an average age that is 15 years younger than the total population (27 years old), interest in Hispanic buying power, family size, increasing educational attainment and the story of the American dream is one that, Blacker says, more marketers wish to be a part of.

TOTAL MARKET PROGRAMMING

But, what of those who note that Hispanic media will have continued pressure due to the increase in U.S.-born Hispanics, who are more likely to be English-dominant or bilingual than ever before?

Telemundo is testing the waters with a solution. In October, Telemundo, its cable network Universo, and the MVPD-distributed E! teamed up to create what NBCUniversal is calling “the first-ever total-market entertainment program produced in English and Spanish for bicultural audiences across U.S. and Latin America.”



The program, *Latinx Now!*, was created in reaction to social interest in all-things entertainment, Blacker says. “We reached out to E!, showing them data that shows the U.S. Hispanic market loves entertainment content. We saw the time spent between entertainment brands, and that let us to launch a show together.”

For Blacker, *LatinX Now* is an “incredible Petrie dish of where things are going.”

A 30-minute show airs in Spanish on Universo and on Telemundo’s YouTube channel. An English-language version can be seen on E! News’ YouTube channel. Select clips, in English, are also on Eonline.com.

The program is also being imported to Latin America as *Blacker* and his team continually look to see how *LatinX Now* is performing – and how this show can help craft the future of Telemundo’s brands.

So far, interest in the show is strong. With Verizon as its launch partner, brands across every category – automotive, beverage, CPG and retail – want in, Blacker says.

FRONT AND CENTER, AMALGAMATED

Are social and digital conversations with marketers linear, or are they separate when it comes to advertising plans and solutions Telemundo can offer?

“They are front and center through all messaging,” Blacker says, “and take advantage of having Comcast as a parent.”

Comcast’s acquisition of Sky, a well-known all-news brand in Europe and known for their ubiquitous direct broadcast satellite service across much of Latin America, also presents intriguing opportunities for Telemundo.

“There are a lot of really cool things to take advantage of,” he says.

Blacker will make sure that Hispanics’ digital platforms remain front and center with marketers — social and mobile included.



COMSCORE SCORES A FULL GROUP DEAL WITH TELEMUNDO O&Os

Attendees of NATPE Miami were delivered a major announcement that came not from the Fontainebleau resort but from an upscale Northern Virginia town close to Dulles International Airport.

On January 22, the Reston, Va.-based **Comscore** revealed that it now has a wider, more comprehensive partnership with Comcast’s over-the-air television stations under the NBC and Telemundo banner. This multi-year deal, inked with NBCUniversal Owned

Television Stations, includes 40 owned-and-operated television stations. It allows them to use Comscore’s linear TV currency, as well as its local mobile and desktop insights.

The new agreement also gives NBC and Telemundo owned stations access to Comscore’s automotive, political and consumer targeting segments.

It is not a replacement of Nielsen services, but sends a message that marketers and media demand accurate and comprehensive audience estimates and data in a world where watching video content on a smartphone may be more common than viewing it on a wired television with a set-top box.



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TASK ONE: UNDERSTANDING INSIGHTS

Steve Mandala, Univision Communications

“All good content is born with good consumer insights.”

That’s perhaps one of the biggest selling points **Univision Communications’** President of Advertising Sales and Marketing, **Steve Mandala**, can offer potential clients.



With Univision’s prime-time ratings on the rise, and higher than those of Telemundo across much of March 2019, connecting marketers via Univision’s digital products is a task Mandala is happy to lead.

This has seen the use of primary research drive how Univision moves forward in its cross-media efforts to reach Latinos. Some of the findings challenged previous convention, and he was more than happy to shepherd his team onto new growth pathways.

Content verticals continue to be a key driver, with *Delicioso* dating to February 2012. Today, it is an entire culinary brand within Univision, housing recipes and plenty of ways for the network to connect with consumers online.

This is largely done through an Instagram page: <https://www.instagram.com/estoedelicioso/>

Photo heavy, it serves as *Un espacio inspirado en los sabores latinos: ideas, recetas, nuevos ingredientes y tips para hacerte la vida amable en la cocina* — a space inspired by Latin flavors that includes recipes, new ingredients to try, and tips on how to make a better life in the kitchen.

More content verticals are on the way, with details likely to be unveiled in mid-May 2019, during Upfront Week.

“Advertisers truly need a way to stand out, and these verticals help build those things out,” Mandala told *HispanicAd* while attending NATPE Miami in January. “They are easy to execute and cast a big shadow.”

Meanwhile, Univision is making a big splash in the music arena with its relaunch of its **Uforia** brand. In August 2018, a new partnership with digital audio advertising tech firm **Adswizz** made its AudioMax platform the power source, if you will, for programmatic ad buying for Univision’s Uforia app.

The pact came ahead of a March 2019 unification of Univision’s music and audio properties under the Uforia brand.

In an appearance on the [Hispanic Radio Podcast](#), Univision Radio President **Jesus Lara** noted, “Our app is a fully redesigned experience. We wanted to build an app that was, first and foremost, super easy to use. We used all of the best practices available in mobile app design and incorporated them into our design.”

The other key attribute Univision wanted to convey, Lara said, is that Latin culture can best be conveyed through the eyes. “We wanted to have an app



that was visually immersive. This visual immersion is going to allow us to find beautiful imagery and to find the most successful artist to represent each of the playlists and stations the user is going to be listen to.”

Telling the story of Hispanic culture through images – whether on Instagram or on an app Univision hopes many users will download and add to their daily routine – also offers marketers prime space.

“We hope that our app becomes an audio utility,” Lara said. “It is a product that everyone needs to open up as soon as they wake up.”

The Uforia app will be, as he put it, in a perpetual beta stage. This, he explained, allows Univision to refine the app – and respond to marketers’ needs, too.

And, Uforia is just the start of what could be a big social and digital push for Univision.

“We have a very robust product roadmap ahead of us,” Lara said. “We’ve thought very hard of where we want to be 18-24 months from now, and I think over the next several months we will be very excited to share some news that will be forthcoming.”

LINEAR TV OPTIMIZATION

Linear television is a growing area of importance for marketers and advertisers. Allowing them to plan and transact against their custom strategic target audiences is a necessity – and explains how local digital media has captured more ad budgets than ever before.

Univision is now responding by linking up with digital ad tech company **Amobee**. Using the company’s platform, Univision will now have an opportunity to provide a data-optimized linear TV offering that applies the same principles of granular audience targeting and campaign measurement as digital.

This will allow Univision’s advertisers to better understand their audience reach across multiple networks – including digital and social channels.

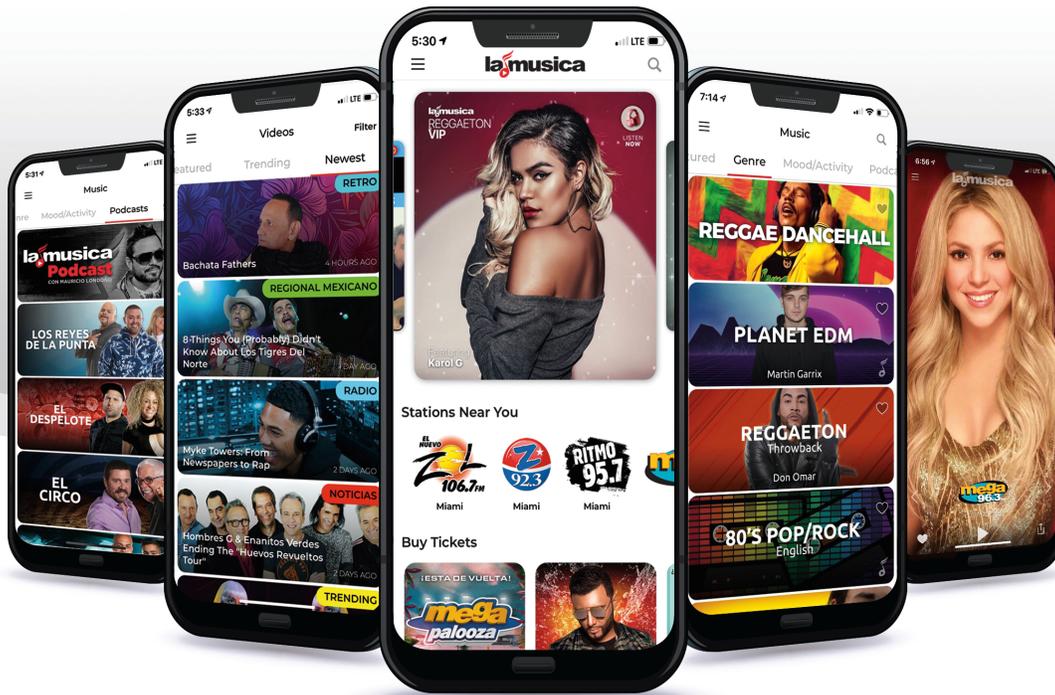
“Bringing data to the top of the marketing funnel provides better targeting and addressability to television investments, with overall television advertising spending slated to surpass \$200 billion by 2020,” Amobee CEO Kim Perell said. “With this next-generation solution, Univision is helping advertisers better reach consumers across an increasingly fragmented media landscape by applying the power of programmatic advertising to linear television.”

Mandala believes Univision now has “a tremendous opportunity to support marketers every step of the way to finding growth.” He adds, “Our relationship with Amobee enhances our ability to create end-to-end solutions for clients who are seeking advanced data solutions and precision targeting against this valuable consumer segment.”

Advanced linear television optimization brings more precision to the buying process, Amobee notes, allowing targeting beyond age and gender and allowing greater automation in the buying and selling workflow. By layering first-party and third-party data over television viewing data, media buyers and sellers can understand more about reaching their best consumers, most efficiently across Univision’s linear properties.



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RETICENCE: THE ‘MINDBOGGLING’ PROBLEM

Liz Castells-Heard, Infusion by Castells

Introversion. Inhibition. Shyness. Modesty.

If this were a game show, this would likely be the answer to the question, “Name four words that would never apply to U.S. Hispanics.”

OK, that may be a stereotype. But, Latinos are hardly known for being reticent.

Yet, that is *exactly* the word used by two of the nation’s leading multicultural agency heads.



Speaking from New York, where she’s actively working with client **Charter Communications** and its **Spectrum** multichannel video distribution platform, **Liz Castells-Heard**, the industry veteran who serves as CEO and Chief Strategy Officer of **INFUSION** by Castells, is eager to chat.

One question was posed to her: *Is social dominating in the Hispanic market as it is supposedly doing in the total market?*

Castells isn’t one to beat around the bush when discussing a thorny topic.

“If you look at the statistics, social is much lower in the Hispanic market compared to mainstream and even digital,” she says. “From what I have seen there is still a lot of reticence ... which is mind-boggling.”

Too often than not, social activities in the U.S. Hispanic market are still tied to an extension of a campaign, or live events, or as part of an experiential pre- and post-event effort.

“That is where we see most of the work being done,” she says.

There are many reasons for this. One big hurdle, Castells notes, continues to be the “role and direct link” social is expected to have to performance and sales. “From the challenges that we’ve had with clients, it comes down to this: they do not do enough.”

Translation: clients are saying that, in the Hispanic market, *some* social for a campaign should be done. “They are not feeling it as a full marketing medium yet,” Castells laments while reiterating how “mindboggling” this is. “Look at millennials. Look at Generation Z. It is completely out of sync.”

Because Hispanics are so mobile-driven, all of the ingredients are there for what she believes can be a successful social campaign.

It’s working for client **Toyota**. “You can track it through to the sale,” she says of the social efforts for the automotive brand. “With other clients, it is hard to show a relationship that is strong enough to warrant more dollars, as opposed to those ‘nice to do’ things.”

So, what's a multicultural agency executive to do?

"It's a matter of education," Castells said.

This resulted in laughter from her interviewer, noting that discussions about educating the marketer were part of similar discussions more than a decade ago.

"I was talking about education 20 years ago," she says. "And, we still need to do it. It requires repeated education ... and having solid case studies, ones that don't just show clicks."

How a social media effort relates to the "connect" – funneling consumers from social to a website and eventually to a local dealer website – has led to attributable sales for Toyota.

Then ... there are other brands. "We have one client that we've been able to show it works, but we don't have enough case studies in the industry that are that clear."

Clients ultimately want to hear "clear." Otherwise, budgets will remain as they are today. "They don't want to take the money from traditional and Direct Response, where they can see the results, whether mass media or targeted, where they can show that relationship is very, very tight."

In the case of Toyota, a *telenovela* parody being done as a centerpiece of a TV campaign began as a social idea. That has impacted sales, Castells says. "It's engaging and it is culturally relevant," she notes. "It's bilingual, depending on the space it is in, or the community, and the platform."

While Toyota is certainly a social leader for Castells, Charter and another foundation client, **McDonald's**, are increasing their efforts.

"They are doing it, and doing it more," Castells says. "All of the clients are going in the right direction. As more data and visceral impact is made, it will only increase what they are doing."

For McDonald's, ROI is dependent on store traffic and the average check. For Charter, new connects and upgrade are the gauge of social success.

"The needle is moving in the right direction," Castells says.

Hispanic consumers are using more platforms, too. As such, clients have a better understanding that it is not just about Facebook. Twitter and Instagram are in the mix, while "word of mouth" efforts are now incorporating WhatsApp. Snapchat and Pinterest are there for visual needs.

These platforms are seeing greater numbers of in-culture and in-context content. Short videos are the buzz of the industry, Castells says, as these are driving the most traction to websites and ultimately to sales. "That's something definitive we can say about our clients," she notes, admitting that Augmented Reality (AR) and memes have captured some attention but have a long way to go as growth tools.

THE LOCAL INFLUENCER

With local digital grabbing so many ad dollars, multicultural marketers now have an opportunity to turn to social through the use of category-specific or local "microinfluencers" to help promote and sell a product.

This sees the identification via social platforms of tools that will identify where the consumer is. Call it “social listening.”

How micro can these influencers be? “They may have only 20,000 followers or less but may be very important in a market,” Castells says.

With social a “critical marketing pillar” that is just as important as television, radio and digital, Castells has one piece of advice for CMOs and C-Suite executives still reticent on doing more in the Hispanic market.

“Do a robust 360-degree test in sales, as that’s how we’ve gotten our clients to do more over the years,” she says. “Any VP or CMO is going to be open to a test. They see the return and then it rolls out. *Say yes to a test!*”

You will see the sales impact, she insists.

“I bet my career on it, and we’ve actually done that with a few clients,” Castells notes. “We are guaranteeing the results and when it is done correctly, it doesn’t fail.”

Just don’t be surprised to see Castells eschewing all of the typical multicultural marketing conferences seen across the calendar year. She’s tired of “talking amongst ourselves,” and would rather see a group of Hispanic marketing leaders appear at a big “Masters of Marketing”-level event.

Castells concludes, “Let’s pick the right venues and have the top industry leaders show what they know ... and show the proof.”

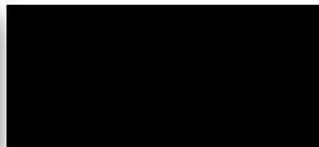
Toyota | 360° Telenovela Parody – Each Character owns Different Model



Series Teaser: #LasRuedasDelDestino'



Episode #3: of Series 13



Digital Episode #9



Character #7

CONSISTENT MEDIA:

Social Videos/Memes, Digital (Video, Display, SEO etc.), Digi-Stories, Activations, TV, Radio, OOH



HISPANIC RESULTS

- Pg. Views + 59%
- Video Views +113%
- Unique visitors +34%
- Qualified actions +25%
- Dealer Leads +24%
- Sales: +9.2% in a flat category



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ALL TALK, NO DOLLARS

Alex López Negrete, López Negrete Communications

Also asked whether or not social was more of a compliment, rather than a must-do, in the Hispanic market was **Alex Lopez-Negrete**, President/CEO of Houston-based agency **López Negrete Communications**.

“It’s an interesting thing, because social is part of the conversation from the beginning,” he says. “But Liz is right. The budgets don’t get appropriated.”

As agencies, leaders such as López Negrete present “a liquid idea that permeates all channels, including social.”

When it comes time for budget appropriations, he says, “it seems to fall flat.”

For López Negrete Communications, its CEO notes, many clients still think it is an upper-funnel tool, with brand awareness a key attribute. At his agency, social is “a complete ecosystem” – one that is applied to the entire purchase journey.

But, López Negrete warns, “Social has gone paid – to boost a post you put your money behind it. There is reticence there.”

There’s that word again.

“Social has a lot of layers,” he says. López Negrete Communications mines for and empowers authentic social influencers. Unlike Infusion by Castells, López Negrete does not use microinfluencers.

That said, any social content is developed in a manner in which “laddering up” of social media is intertwined to the whole social strategy. “It is one thing to use Facebook and post,” he says. “Another is to look at the big platform and understand what it can be.”

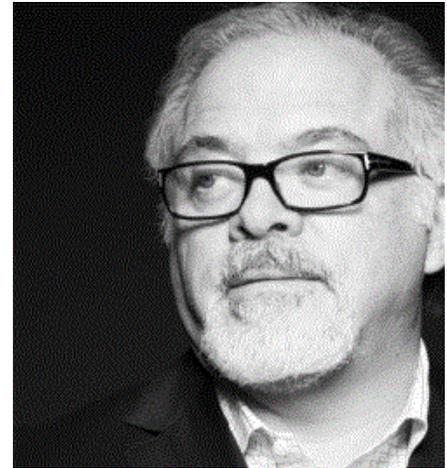
POINT AND DIRECT

Having a compass, once to lead the marketer in the right direction, is one piece of advice López Negrete has to offer. This will help them to understand just how “crazy active” the Hispanic online consumer is, and how “social forward” they are.

López Negrete points to January 2018 research conducted by eMarketer to drive his point home.

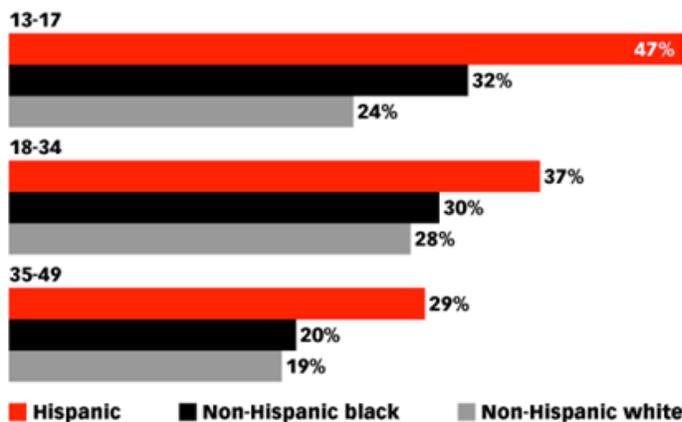
“Agencies need to understand that we are social animals,” he notes.

Yet, there is a dearth of marketers creating social content that is in-culture and in-language – keys to connecting online with this active and affluent consumer group.



US Internet Users Who Use Social Media Constantly, by Demographic, Jan 2018

% of respondents in each group



Note: from the moment they wake up to the moment they go to sleep
 Source: Culture Marketing Council: The Voice of Hispanic Marketing (CMC), "Digital Lives 2018: A World of Digital 'Everything' through a Cultural Lens," April 12, 2018

237869 www.eMarketer.com

Data on the use of “constant” social media usage, by ethnic group, is perhaps the most on-point to López Negrete’s efforts to build social budgets.

López Negrete says, “General market social activities covering Latinos is one of the big problems out there. We have to do a better job of educating the power of this media, and how important this media is.”

Success in social was seen with one particular López Negrete Communications client, **Community Coffee**.

Up against some big brands with a national footprint, LNC started negotiating social as part of its media buys.

Alex López Negrete says, “When we did

media, we immediately started with social, with radio and with influencers that were part of the buy. All influencers hit at the same time. And, a lot of remotes at retail were done on Facebook Live – driving traffic. It *worked* ... and it keeps working!”

That’s perhaps one of his strongest case studies in why social needs to be “baked in” to a media plan, and not used as a reinforcement.

“Both agencies and clients have to have an appetite for getting it under their nails,” he says. “Given the use index, there has to be a constant flow of content that has to be super fresh. That content has to be really rich and really deep for it to work, and for it dominate – because that’s really what you want to do for a brand ... If you have a consumer thinking this is for them, in their backyard, as opposed to national faceless thing, you win.”

US Social Network User Penetration, by Race/Ethnicity, 2018

% of population in each group



Note: internet users of any age who use social networks via any device at least once per month; *can be of any race; **includes Native Americans, Alaska Natives, Hawaiian and Pacific Islanders, and bi- and multiracial individuals

Source: eMarketer, Jan 2018

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www.eMarketer.com

“Truly active” brands in the López Negrete stable include **Bank of America, United Airlines, Phillips 66**, regional school **Lone Star College**, and recent client win **Riviana Foods**, parent of Mahatma and Carolina rice brands.

AN INTUITIVE HISPANIC AUDIO SOLUTION

Armando Guerrero, Ntootive

From February 2008 through September 2018, **Armando Guerrero** was known for his many roles in the Entravision family, most recently as SVP of Local Digital.

That experience helped land Guerrero his current role as VP of Strategic Partnerships for **Ntootive**, which specializes in digital marketing platforms that include programmatic audio, connected TV and social media.

“By using a multi-point scoring system to identify Hispanics, we are able to efficiently target Hispanic audiences across multiple touch-points,” Guerrero said on a February 2019 [Hispanic Radio Podcast](#).

Simply stated, it takes more than a display solution to connect with the savvy online Hispanic consumer. “If you walk in with a display solution, and they are looking at you to provide a digital offering, they are looking at you for everything,” Guerrero says. “If you do not the capabilities to do that, you are really going to miss the mark with them.”



Ntootive fashions itself as a technology company that includes a digital agency — one that is based on performance and backed by a tech company.

For long-standing Hispanic market shops, you may not like what Guerrero has to say about this model.

“That is what is required of a digital agency,” he says. “We are living in a world where IT and marketing departments are becoming intermingled with one another. In most cases, it is directly tied in to your CPM and will impact your marketing decisions. IT is not really going to implement and place this media without that close interaction.”

For the client, that requires a bit of learning, as many digital agencies were born out of the traditional ad shop.

“In terms of us developing a creative strategy, that’s not us,” Guerrero says of Ntootive’s purpose. “We won’t even go down that road. And, that takes a lot of education process for our clients. In order for us to drive performance, we need to deep dive into your e-metrics and make sure that everything out there is putting out \$2 to \$3 in ROI based on ad spend.”

Some advertisers get this. They simply eliminated the middle man.

“What we are finding is that some of them are, more and more, going with creative strategy that is being taken in house, giving them the speed to market in terms of creative from a small in-house group,” Guerrero says.

For Guerrero, the conversation with marketers is about being culturally relevant.

When that is done, he says, conversion rates will be substantially higher than just with broad messaging.

That said, this must be done across all market segments – that is, within the Hispanic market.

He reasons, “In the multicultural space, the predominant group is Hispanic, and having understandings of that audience really helps out.”

This is where knowing where your audience is, and how properly reach them, requires some skill. Guerrero has seen situations where a marketer will target Hispanic online consumers based on language, and do so strictly on audio streaming. But, what about the non-Hispanic that chooses to consume these streams? They will soon start to hear Spanish-language ads solely based on their online usage profile – and nothing else about them that the marketer can determine.

“A big part of that was that the marketer was so focused on ads based on language that they really needed to expand out,” Guerrero says. “As a result, they are missing the market.”

If Ntooitive can’t reach the entire target audience on audio, other channels will be used, like display. “We don’t want to expand what we know is our Hispanic audience just to hit our marketing goals,” he says.

Too often, local advertisers can make a knee-jerk reaction. Guerrero advises that they reverse the flexibility to move in to other channels.

OTT OPPORTUNITIES

One of Guerrero’s key focuses areas when reviewing social media marketing options for Hispanics involves taking a performance-level approach, as this is what drives where the media spend is for multicultural social.

He sees more scale with Hispanic consumers on the OTT side, with “over-the-top” platforms including Hulu and Roku of value. Ntooitive is working with providers to get exclusive deals in place, Guerrero says. This means finding the Hispanic audience first and not arbitrarily tapping in to Hispanic content.

With Roku and DISH’s “skinny bundle” of TV stations, Sling TV, are of particular interest of late to marketers, more players are entering the space and are coming to gather exclusive Hispanic data. These subscription Video on Demand services could make an impact.

Yet, Facebook is still the place to be for reaching the socially savvy U.S. Latino. “It is really driving high efficiencies for us, although it will vary from campaign to campaign.”

And, Instagram is being rolled into the same ecosystem. “Given efficiencies, a client is able to scale up with Facebook, compared to a [Google] AdWords spend,” Guerrero says.

In fact, he adds, cost acquisition dropped in half when Instagram came into the fold.

“With a lot of advertisers, we start with not quite the heaviest ad spend to search,” Guerrero says. “But it is an increased part of the mix.”

THE SEARCH CONTINUES

For years, targeting Spanish-language keywords in a search a very efficient way of reaching the Hispanic audience.

“There is less competition on the Spanish-language side of things,” Guerrero says.

On the paid side, there is Search Engine Optimization – SEO.

This can bring rich dividends for small business owners, and in particular on the local level. For instance, an attorney advisor can rise to the No. 1 listing in the SEO rankings for general terms like *abogado de*

inmigración (immigration lawyer), simply by implementing the best practices used on the English-language side.

More nuanced cultural translations helped to further boost the SEO efforts. “On the paid side, buying those types of keywords meant that those terms came up, and we were owning those terms,” Guerrero says. “It really drove efficiencies.”

There’s just one problem. “We don’t see a lot of very high volumes with those searches, but it is increasing,” he says.

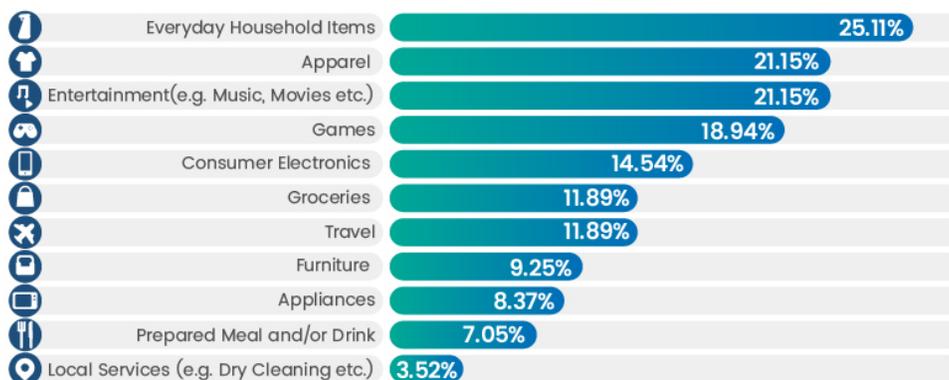
Again, this is where taking a highly cultural approach plays a significant role.

“Something searched for might be *carros baratos*, and you would never buy the term ‘cheap cars,’” Guerrero says. “That would be the kind of nuanced approach we’d take there.”

As impactful as search marketing can be, video marketing is what is the most exciting social touchpoint for those Guerrero connects with.

“It’s video in general, not just with OTT,” he says. “We are trying to get as many partnerships as possible, to really deliver to the Hispanic consumer. I don’t think that is unique to us. The entire marketplace is trying to get more Hispanic eyeballs in front of them. For Spanish speakers, video is scarce, and we are looking at the bigger players in the space and how we can get direct relationships with them. Complete the cycle, and have the multiple touchpoints with that consumer.”

What American consumers' buy most using a voice-assistant



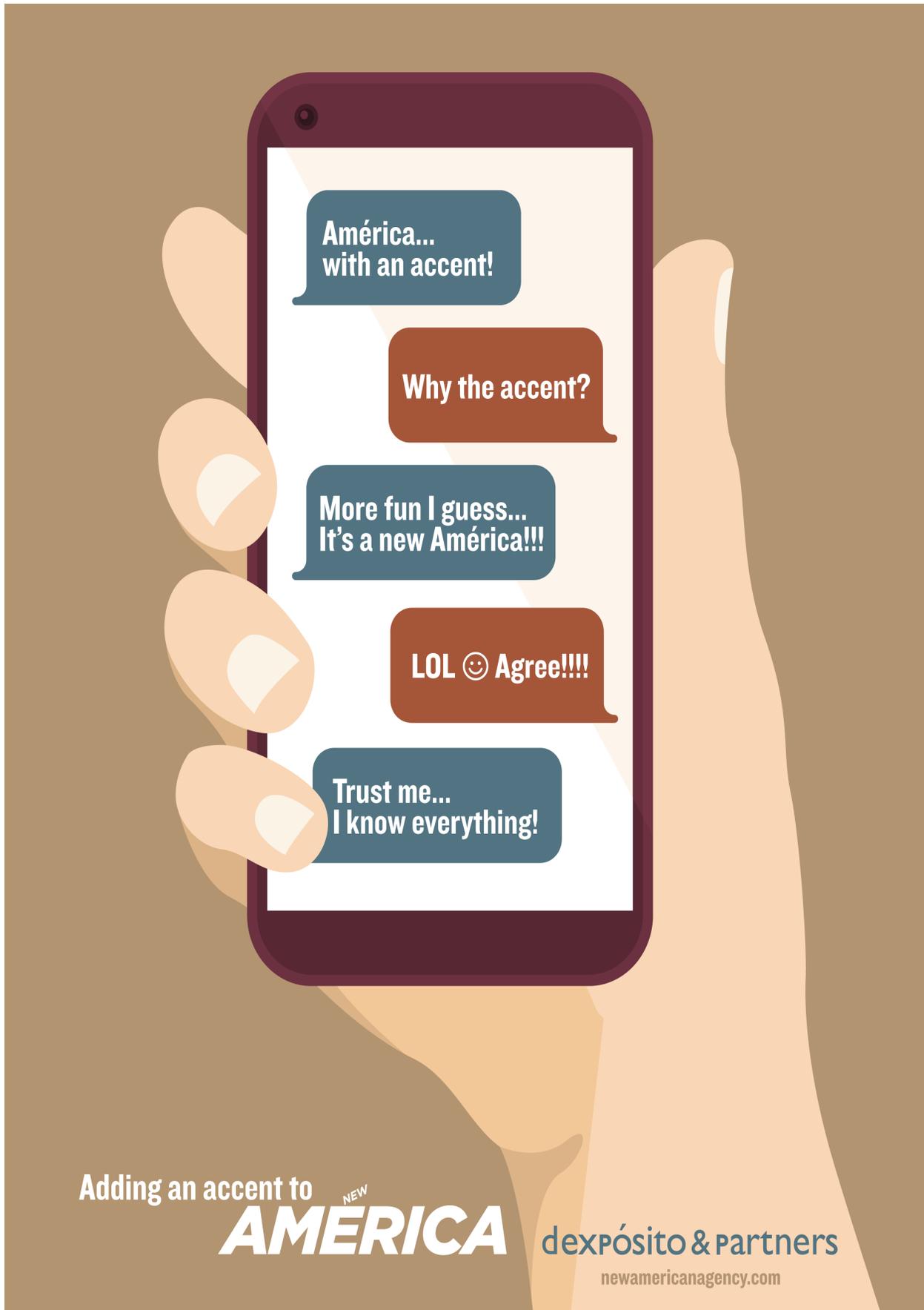
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THE ROBUST SUPPLEMENT

Pablo Abreu, d expósito & partners

Abreu is the Associate Digital Director at the advertising agency. He participated in a question-and-answer session with Editorial Director Adam R Jacobson via e-mail.

ADAM R JACOBSON: *Is social marketing dominating the U.S. Hispanic market, as many say it is in the total market? Or, is it a complement to traditional advertising such as radio and TV?*



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PABLO ABREU: There is no doubt that social media has become almost ubiquitous, especially with the younger segment – and this is not any different for Hispanics. As we all know, media platforms and media mix vary based on many factors — objectives, target demo, budget, category and most importantly, if the client has social media pages or not.

As of today, and based on our list of clients, for the most part social media continues to be a supplement to a robust mix of traditional media and digital. Nonetheless, it is important to point out that we have had a couple of clients that have relied solely on social media to deliver a specific initiative.

ADAM: *What are the key client trends with respect to social marketing? Is Facebook still the leader, or is Instagram, Snapchat or another platform gaining?*

PABLO: Clients are employing artificial intelligence more than ever before to facilitate and improve their social marketing plans. Artificial intelligence has enabled marketers to gather, review and activate on actionable insights across multiple platforms that would be nearly impossible for human beings to sort through.

Social listening is a major tool of emphasis that brands are leveraging to get a read on the public sentiment when it comes to their product/offerings. Additionally, the eruption of influencer marketing adds an interesting layer to all social media executions as brands are now adding trusted voices to humanize and bring their offerings to life. Per Mediakix, 80% of marketers find influencer marketing to be an effective tactic, and we are currently putting this to the test for our **Amica Mutual Insurance** client across Facebook, Instagram and Twitter, as we ultimately want to build on the trust influencers command over their audiences.

Reality is that as users are social surfing, they are constantly interacting or quickly dismissing the content they come across. On average, Americans have up to six social media accounts, and it is extremely important to speak in their language and tone if you want to stand out from all the clutter.

In today's world, Facebook is still the leader within the space, as 62% of social sites and app Hispanic users have visited Facebook within the last 30 days, according to Nielsen. Despite Facebook having the largest reach, Hispanics are heavily engaged on Instagram, as they are 34% more likely than non-Hispanics to visit Instagram. Snapchat, while on the lower end in terms of users, continues to grow within the younger segment due to all of its platform enhancements. Instagram and Snapchat's audience is not only younger than Facebook's — 46% of Instagram and 54% of Snapchat's user base is younger than 34 years old vs Facebook's 36% — but they are also more mobile heavy.

We can for expect younger-skewing platforms to continue to innovate and increase their user base in the years to come.

ADAM: *When traditional media has a digital opportunity, is there interest — or is it an "add-on" based on a radio/TV/print buy?*

PABLO: In 2019, digital tactics should not be an option or afterthought for any media mix. Rather, digital should be required. It is no secret that digital budgets continue to grow and, in some cases, digital is outpacing traditional media investments, depending on the client's objectives.



Online advertising has enabled brands to hyper-target individuals at the right time with unique messages while gathering real-time measurable results. The idea of extending and/or adding digital elements to a traditional media plan allows advertisers to continue brand conversations off-air and drive engagements across multiple screens.

We are in an era of multitasking and always being connected. Smartphones are always within arm's reach and the internet has changed the way people spend time or gather information. Online video and CTV/OTT continue to grow with prominent engagement. As a result, it is imperative to have digital efforts complementing and strengthening traditional media plans and buys.

ADAM: Is Hispanic Digital incorporating English-language targeted creative into the mix? What is the typical age/gender of the social media user in the U.S. Hispanic market?

PABLO: Digital offers the unique ability of A/B testing where we can see immediate results. As such, we have tested the impact of Spanish-specific messaging as well as English-targeted messaging — both integrating the aspect of culture. We have found, based on the target and the platform, that Spanish messaging strongly resonates with the segments. On the other hand, English-targeted messaging has also performed very well with young targeted campaigns.

As we know it, the Spanish language is extremely important as Hispanics continue to grow and drive the economy at higher rates than all other ethnic segments in the nation. According to IHS, by 2034 there will be over 55.4 million Hispanics age 2+ speaking Spanish in the United States, compared to 36.8 million in 2014. Understanding the great importance that Spanish plays within our nation, we must ensure as marketers that we continue to communicate in Spanish while also incorporating English wherever possible.

As per Nielsen, 42% of the Hispanic population in top DMAs are bilingual/English preferred. Regardless of language, it is key for all ads to be in-culture in order for them to resonate with the Hispanic audience; some 73% of Hispanics believe that their cultural heritage is essential to them personally. The beauty of social media is that it is able to connect people of all ages and genders. On average, according to Simmons Fall 2018 NHCS Adult 2-Year Study, the Hispanic social media user median age is roughly 35 years old with an almost even Female/Male split slightly skewing more female. The most active age range of Hispanic social media users are 25-44 years old.

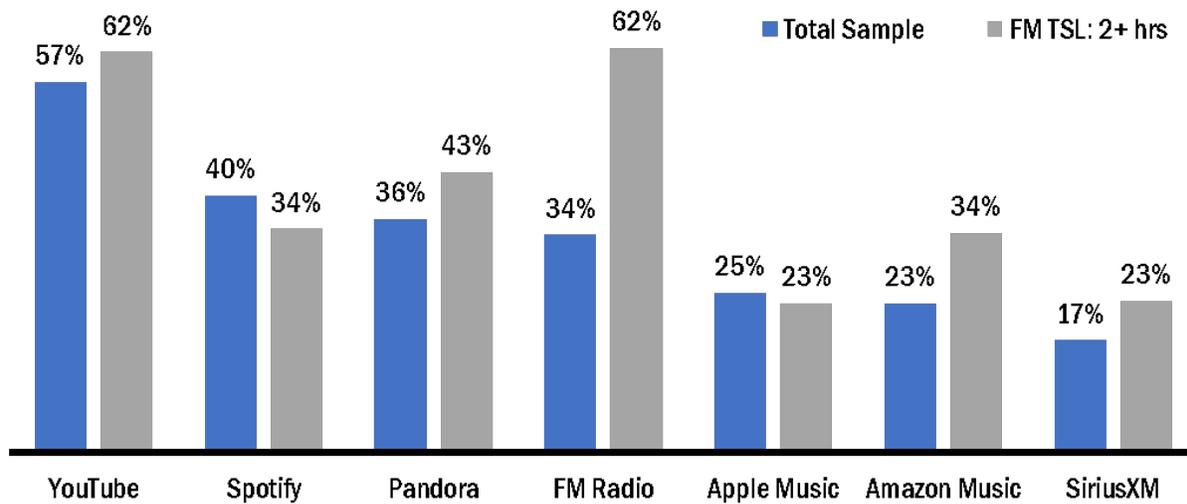
ADAM: Is one ad category flexing more strength than others with U.S. Hispanic social marketing?

PABLO: At this point it is difficult to say that one specific category is dominating the Hispanic social media space. For the most part, we strongly believe that all advertisers should be advertising in social media both via earned and paid efforts as SM has become a must platform to drive deeper connection with Latinx. However, according to Facebook Audience Insights the following categories seem to dominate the market: for engaging Spanish-Dominant Hispanic three categories are the drivers: entertainment, beauty and retail; to engage with English-Dominant - it is QSR, Spirit, Jewelry, beauty and for Bilingual - it is entertainment, QSR, Beer and Spirit.

MUSIC DISCOVERY: A SOCIAL QUEST

Some 3,084 respondents between the ages of 14 and 54 were selected, across all PPM markets. Data was collected in January 2019. From this research NuVoodoo found that FM Radio “is losing ground as the biggest source of music discovery among most listeners.” The majority of respondents discover music through YouTube, with Spotify and Pandora following YouTube’s lead.

Which of these sources would you expect to be good at helping you discover music you do not know, but fits your taste?



Source: NuVoodoo Media Services



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A STRONG SHIFT TOWARD INTEGRATION

“We are seeing a strong shift to social-specific campaigns,” says **Marina Filippelli**, the COO and Director of Client Services at the Los Angeles-based agency Orcí.

At the same time, social plays a key role in all of Orcí.

“There are very few campaigns that we work on these days that don’t include a significant social component across channels,” Filippelli says. “In the last couple of years, we have had several clients come to us asking for the best way to reach the Hispanic market, and in many cases social has been the driving force behind our strategies. Social media today has broad reach, great targeting tools, and also allows us to cost-effectively apply a test and learn approach, gaining valuable insights for our clients.”



At Orcí, Filippelli and her team are big proponents of an active community management approach. As such, she says, “We have seen important gains in engagement rates and creating a supportive community online that helps increase our visibility through high share rates and an increase in quality engagements.”

In partnership with client **Dole Packaged Foods**, Orcí created a “wonderfully engaged community” of Latina moms interacting with engaging creative that highlights heritage recipes and other culturally relevant content. “This active community has helped in multiple ways, including better relevance in Facebook and Instagram, as well as an increase organic reach that comes from sharing.

But, new research studies suggest that marketing to Gen Z via social media may not be effective, given their lack of use of Facebook. What does this mean for Hispanic marketing and multicultural communication?

“Gen-Z definitely has a lower use of Facebook, but they are still using multiple platforms, including Instagram and Snapchat,” Filippelli says. “Like any newer generation, they will change the way things work to fit their needs, and as marketers we will need to adapt to their user habits. Given that Gen-Z is the most diverse generation yet, multicultural communication strategies will drive all strategies. One trend that indicates this is the rise of social shopping among younger millennials and Gen Z, particularly on Instagram.

DIFFERENT STORIES FOR DIFFERENT PEOPLE

Are regional campaigns more prevalent in 2019?

“We are still seeing a mix of strategies geographically speaking,” Filippelli says. “Some of our clients have very specific needs in a handful markets, and others need a strong presence nationally. We also ‘heavy up’ in micro-markets as needed, based on specific targets or communication strategies that need more support in certain localized areas. This can be an important part of the strategy when working with influencers in specific markets or supporting experiential and live events.”



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