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# THE HISPANIC CONTENT REPORT

**INCORPORATING DATA AND SOCIAL MEDIA**

**2024 EDITION**



A PUBLICATION OF HISPANICAD.COM



## DRIVING AMERICA, ONE CLICK AT A TIME

In the first weeks of 2017, HispanicAd.com released its first-ever supplement devoted to a nascent and fast-growing segment of the U.S. advertising market — social marketing to Hispanic consumers.

Since then, this report has evolved by changing names not once, but twice. Today, the **HISPANIC CONTENT REPORT** takes its name based on a simple concept: With content there would be no social media, while the content itself is fueled by the data and analytics empowering those responsible for creating the content.

The biggest shift in the digital world, and for marketers seeking consumers through social media and “over the top” video and audio platforms, involves The Creation Story, if you will.

Who’s responsible for the creative in a social world?



It’s a question that yielded a revelation: there are four content silos that demand marketers’ attention and their budgets: free ad-supported television (FAST) channels and OTT offerings; content in social media; platforms such as TikTok and Instagram Reels; and what we term *lo usual*. That would be the traditional advertising created for linear media, using a formula seen for decades across radio and TV.

Digital media’s growth, fueled by Hispanics, is breaking down those walls, freeing creatives and jettisoning them into a sea of exploration and doing things *diferente*. And, creative teams are producing content with no media costs involved — putting the Hispanic market in a position as a leader in the advertising evolution.

For those active in digital and social media, the stories appearing in this report are hardly Earth-shattering or revelatory. Indeed, a March 2024 eMarketer report spelled out what many in the industry know very well, but remains a secret to some marketers. “Hispanic digital media usage rivals or exceeds that of the total population on most media platforms, especially Instagram and WhatsApp. Their strong online presence and enthusiasm for sharing product recommendations with friends make them both a target and an ally for advertisers.”

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INCORPORATING DATA AND SOCIAL MARKETING IN THE U.S. HISPANIC MARKET

In fact, the eMarketer report found that **Hispanic internet users who access their social media account via any device at least once a month overindex the total population.**

This goes for YouTube (73.4% for Hispanic, versus 70.7% for all), TikTok, Facebook and X. The only platform where Hispanics lag behind the total market is Reddit.

Furthermore, the eMarketer study found that the U.S. Hispanic population has the highest rate of digital video penetration among racial and ethnic groups, at 81.3%.

Then, there is the share of time spent with the fast-growing Connected TV platform among U.S. Hispanics versus the total adult population. For Hispanics aged 18 and over in the first quarter of 2023, the most recent data available, Nielsen found that this consumer group outpaced the total population 49.1% to 37.3%.

Given those findings, it's no wonder that many brands actively speaking to U.S. Hispanics are doing so through digital media. The creative process, as such, is in the midst of an evolution.

In this report, we learn from **Joe Bernard**, Chief Revenue Officer at NGLMitú, about how the "snackable" content that has brought bilingual and bicultural Latinos to its platforms is now fueling a long-form content enterprise now entering its second year.

Veteran Hispanic marketing executive **Aldo Quevedo** chimes in on how his Dallas-based show **Beautiful Beast** has brought various disciplines to the table from Day One of operations, breaking down the silos between traditional ad agency departments in a way that meshes data and technology with the creation of quality creative.

Another veteran creative leader in the Hispanic market, **Pablo Buffagni**, chimes in from Southern California to share his views on the importance of understanding the nuances involved in making a brand shine in the digital space.

We also hear from three executives at **López Negrete Communications** on how clients have embraced digital media, and largely not at the expense of linear media vehicles. And, we learn more about the agency's "Latino Network of Creators," which was launched in August.

The conversation continues with **Ben Levitt**, the Executive Creative Director at d expósito & Partners. In his view, it is all about deciding on the idea before any other tasks are carried out on behalf of a client. Once that is done, a strategic, multimedia plan can be formed.

For **Liz Castells-Heard** and her team at INFUSION by Castells, uncovering the "AI Bias" has attracted a bevy of attention from across the U.S. Hispanic market. Here, she is joined by **Leticia Suarez** and **Liliana Ramirez Perez** to share best practices on how to avoid the pitfalls that can come from overreliance on technology that doesn't know what it hasn't been told.

Readers will also gain insight on how to capture Hispanic consumers via digital and social media through meaningful and relevant messaging from **Adam Lee**, President at Techint Labs.

Lastly, this *Hispanic Content Report* concludes with a conversation with Conill Chief Media Communications Officer **Diana Stumvoll** that puts the focus on creating genuine connections with Hispanic consumers on social and digital media. "As streaming continues to dominate consumer preferences, particularly among younger audiences, brands have a great opportunity create unique engagement and measurable results," she says.

With FAST channels and OTT driving "television" consumption and YouTube continuing to attract Latino eyeballs, these vehicles cannot be ignored by marketers seeking to grow their brand share among Hispanics today.

At the same time, short shrift cannot be the result of a lack of creative on relevant Hispanic-focused broadcast and cable channels. When combining linear and digital media, the best solutions can arise. The tips, case studies and learning lessons from those featured in this report can only further guide marketers that seek solutions but perhaps need greater guidance.




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# CREATIVE IN A SOCIAL WORLD

TV is no longer just “TV.” How has that impact the content creation process for marketers eager to reach U.S. Hispanics? Industry veteran Aldo Quevedo and his team ask this question every day, and his specialty ad shop is squarely focused on New Media.

 BeautifulBeast



**Aldo Quevedo, CEO of Dallas-headquartered multicultural specialty shop Beautiful Beast**

For 34 years, Aldo Quevedo has been focused on perhaps the most important ingredient in that magic elixir used by U.S. Hispanics and multicultural shops to build brand awareness, gain consumer trust and ensure repeat business from this increasingly important segment of the total marketplace.

There's data and analytics and the statistics behind what to do. There is social media, and where to do what you need to do. But, creating the best content is the key.

The evolution of digital media, from a creative standpoint, is something Quevedo, who today serves as CEO of Dallas-headquartered multicultural specialty shop Beautiful Beast, places in a permanent spotlight.

Building on his experience that includes a lengthy tenure as Creative Director at Richards/Lerma and, before that, at Dieste, Quevedo has some 28 years of experience stateside in the field following nearly six years at Ogilvy & Mather in Mexico City. With brand interaction shifting by the week, and digital activity driving the changes, media planning and buying – along with the creative process – must undertake new considerations when bringing maximum ROI to a CMO is Job One. But what is the Hispanic marketer asking with respect to campaigns that go beyond traditional, linear media?

“That’s a question we ask ourselves every day,” Quevedo shares from his Dallas office. “The creative process has been impacted in a positive way and we need to be more thoughtful and instill the idea and break through to make the brand more memorable. You never want a situation where you have a consumer wondering who said something on social media. You always want them to know the brand behind it. The new platforms and the new interactions in OTT allows the creative teams and agencies to create a better engagement.”

One example Quevedo points to came during the Olympic Games Paris 2024. “If you watched the Olympics on Apple + or streaming device, during the commercials you had an opportunity to interact with the remote,” he says, referring to Games-related quizzes or trivia. “That’s something that makes you very cool because that makes your brand, by definition, more memorable because you are being interactive with the consumer as they are watching your content. It allows us to come up with more ways to be disruptive.”

Looking back over the last several years, Quevedo marvels at how the creative process has broken out of the broadcast TV mold. The biggest positive, in his eyes, is how there are so many more disciplines involved in the brand. From the creative director to the writer and now the social media expert, and perhaps one person doing a little bit of it all, it is now something Beautiful Beast seeks to bring to every project. “It allows us to think about how you are going to receive it as a viewer, and how impactful it could be as a marketer,” Quevedo says.

## SHAKING THE TREE FOR ADDED GREEN

With an enhanced focus on reaching Hispanic consumers via targeted digital (and social) media, where are the dollars coming from? Are linear advertising budgets being compromised? Is there finally an increase in the total amount of investment in U.S. Hispanic marketing, something the industry has been advocating for? “In some cases, the answer is yes,” Quevedo says. “It would depend on the brand and the ad category.” Rather than use a slice of pizza for allegory, he looks at a hamburger. Rather than ordering a big juicy sandwich, one is ordering sliders. Translation: getting more done for less is a client desire. “It has to be very efficient, and ROI is very important,” Quevedo says. “The challenge is to make sure that every dollar coming in from the client is a working dollar. It’s more about getting into the tactics that are going to make the most sense for the return of investment.”

One client, a consumer packaged goods (CPG) brand, is keen on brand activation for building its sales. This includes sampling of chips, with the introduction of a new flavor. Putting it front of people’s mouths, not just their eyes and ears, remains paramount. “Yes we are seeing smaller budgets,” Quevedo says. “We are seeing more focused and accountable uses of the budget. Every dollar needs to make more sense than spending it somewhere else.”

**“We are seeing more focused and accountable uses of the budget. Every dollar needs to make more sense than spending it somewhere else.” — Aldo Quevedo**

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As shared at the Hispanic Marketing Council's annual summit in April, in New York, TikTok and Instagram's Reels are more important for some brands than ever before, given their connectivity to the consumer target the CMO seeks. What's the viewpoint of these platforms among some of Quevedo's clients? He shares how his team members attended an August small agency conference at which a TikTok representative shared the platform was now being used as a search engine by both Generation Z and for Gen Alpha. "If a brand is playing in the healthcare/beauty/CPG/snacks/soft drinks/beer, you have to be on TikTok. It is where one goes to see what the brand is about, if their friends are consuming it, and if there is an influencer involved with the brand. It is a very important part of the mix. It is no longer an optional thing. It is a cost-of-entry to be on Instagram and on TikTok. These are the main platforms a brand needs to be in, as far as Gen Z goes."

Alas, Quevedo sees opportunities for some CMOs that haven't used either platform to their maximum potential. "There are many, many more categories that are more into pop culture that should benefit from a presence on those platforms," he says.

With creative opportunities so wide, what's the collaborative process like between the multicultural specialty shop and the client on how to market to Hispanics in 2024 and beyond in the digital space? Is there any apprehension, or outdated, false assumptions about broadband access and socioeconomic stereotypes permeating the conversation?

"The beauty of it is that, in our experience, the majority of clients are already aware of the interest in the U.S. Hispanic market," Quevedo says. This includes Amazon Prime and Amazon Music. "They just know that pop culture is created by multicultural segments – music, food and art – and we do not have to convince them anymore. We just have to get into the division of the budgets. We have to go down to tactically using Spanish, or suggest a mix of Spanish and English depending of who we are talking to."

As far as collaboration is concerned, Quevedo stresses that multiple agencies are involved. "We normally work with a media agency as we are not in charge of that part, and in one case with a digital agency. And we work with a general market agency, so we all sit together. It's different from my years at Dieste where we had a general market agency send stuff and just ask to translate it. Now, it is about a client understanding that we must have a seat at the table from the beginning, or the [campaign] is not going to be as exciting or successful."

As such, optimizing and recalibrating the creative is a core task for Beautiful Beast.

### **A GAME CHANGING MOVE**

An Amazon Music initiative created for Hispanic Heritage Month in 2023 is one key example of how it could attract Latin music lovers – not simply Hispanic Latin music lovers. Icons of today and yesterday were combined in a "game changers" video just shy of two minutes that was about "bringing everything to life on TV." Pre-roll, banners, social and YouTube were homes for the promotional spot; broadcast and cable TV were not included in the campaign. Quevedo believes that by celebrating the sounds of Hispanic America, the celebration could extend to those of all ethnic backgrounds.



According to Amazon Music, unaided awareness of the brand among U.S. Hispanics grew by 13.6% thanks to the campaign. It also narrowed the gap of unaided awareness between the U.S. Hispanic and total market population by 16.6%.

Speaking of music, audio platforms remain vital to connecting with U.S. Latinos. In February 2020, Quevedo penned a thought piece in Spanish about the evolution of radio, podcasting and streaming and how essential each was to marketing. How does audio fit into the digital conversation today?

“Radio has a huge part in our media recommendations, and it always did in different categories,” Quevedo says. “We did a campaign for DFW Airport a year ago where the media was determined by consumer behavior, with messages geotargeted to people inside of the airport. Say you are waiting to your flight and listening to music without a premium subscription, regardless of the platform. You have to listen to a spot, so one shared information about how to order food online from a venue in the air terminal. It was perfect because of the placement, and it was done for the omnicultural marketplace.”

That effort leads Quevedo to emphasize how all in the U.S. Hispanic marketing world need to be more mindful and strategic as to what the media mix recommendation is. In short, he says, “It is no longer a laundry list. Now you need to say yes. You need to be there, but you need the impressions and the completion rates.”

HMO





# The HMC 2024 Hispanic Market Guide



The HMC 2024 Hispanic Market Guide is here! This essential resource is designed to help marketers connect authentically with U.S. Latinos. It includes a detailed guide on "Latino Coating"—what to avoid and how to get it right, along with the latest trends and insights.

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# *The Evolution of Long-Form Content*



*With the development of unique digital platforms for video, creative department demands have shifted just as much as the desires of those working on behalf of their clients, eager to break out of “Lo Usual.” For Joe Bernard, Chief Revenue Officer at digitally focused multicultural content creator NGLmitú, four silos have emerged that have become welcome distribution points for messaging that goes beyond the :30 or :60 spot.*

“As we go through this year and talk about what clients are looking for in the next year, we definitely hear that the clients are looking for content environments in which they feel, first and foremost, safe within the content that they are running their creative in,” Bernard says. And we hear they are looking for ‘high quality’ content.”

Naturally, what is “high quality” is subjective. Yet one thing remains consistent with the clients that NGLmitú works with — they are looking for long-form pieces of content and music or storytelling, and “things that continue to have strong entertainment value.”

Ways to impact that long-form content, whether it involves taking a hand in the creation or production process, or even provide financial support, are coming to fruition, Bernard adds. “At the very least they are looking for the opportunity to discuss how a brand can fit into the narrative of that content so they can get the ROI out of it that they are looking for.” This speaks to how in 2023 NGLmitú looked toward the development of a longer-form content proposition — Mitú TV. “We’re still working on it, trying to leverage the brand value that was built many years ago in the social space and pour over some of that audience into longer-form content that will allow us to move for brands and for clients,” Bernard says.

He adds that Mitú TV is in its infancy, with shows available via a web portal. “The nucleus of the idea is simple,” Bernard explains, noting how “social-first content” is feeding 14 million bilingual or English-dominant U.S. Hispanics and is now inspiring the creation of shows.

It’s precisely the exact opposite of how many U.S. media companies seek to capitalize on the growth of podcasting by slicing up live full-length broadcasts on the radio and repackaging them for the on-demand audio space. “We are taking the production opportunity every single day and making more of it long-form, as it allows us to feed the content formats that make the most sense in a social space, and in a ‘FAST’ channel and OTT space,” Bernard says.



How NGLmitú is capitalizing on being social-first with its creative creation has also uncovered another noticeable trend — no additional media costs are being incurred when it comes to client needs and desires, and the U.S. Hispanic market is leading in that space.

This has a two-way benefit. For NGLmitú, “long-form content” can be two minutes or 60 minutes in total run time. Welcome to the entertainment consumption paradigm of the mid-2020s. “The source material will dictate what the length will be,” Bernard says. “Gone are the principles that long-form is 30 minutes or an hour. It also means that it is not content in six seconds. It could be 15 minutes, and it depends on the quality of the content and holding the audience.”

In a world where information is 150 characters and entertainment comes in short bursts in a reel, the content NGLmitú produces is inherently designed to fit all of the formats necessary to reach every U.S. Hispanic touchpoint today.

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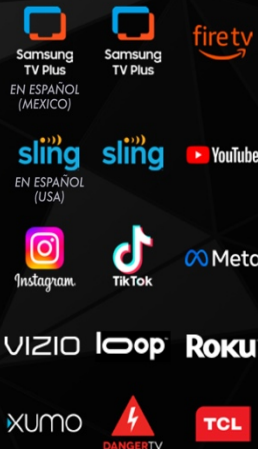
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Additionally, NGLMitú is producing content for third-party partners. This includes the “Leguizamo Does America” program that aired in spring 2024 on MSNBC. A second season is coming in 2025, with much of the content already in the can, shot by John Leguizamo. Another program featuring Leguizamo is “American Historia,” a three-part series set to debut in the coming weeks on PBS member stations.

This speaks to Bernard’s belief that telling the Hispanic story isn’t “Hispanic 101” anymore but has become “Hispanic 411,” shifting basic insight sketches to deeper information-filled portraits.

#### CORDLESS CONNECTIVITY, FASTLY RISING

The free ad-supported streaming television station, known as the “FAST” channel, has rapidly won over consumers as well as advertisers. Some call it a no-cost replacement for cable television. Others deride it as the new independent broadcast television station, minus a local content component.

Regardless of how one interprets it, “FAST” channels are being consumed by more Hispanics every day in the U.S. Where is NGLMitú in this space? “It is an area of growth for our business,” Bernard says. “Up until last year we didn’t have a position in FAST channels at all. But when you think of the video ecosystem of how Hispanics consume media, you must have a position in that space.”

With data confirming that Hispanics are again first adopters of new technology, given “FAST” channel consumption,

“Up until last year we didn’t have a position in FAST channels at all. But when you think of the video ecosystem of how Hispanics consume media, you must have a position in that space.”

how Mitú TV places itself in the FAST arena is the next big question for Bernard and his team to nail down the best answer for.

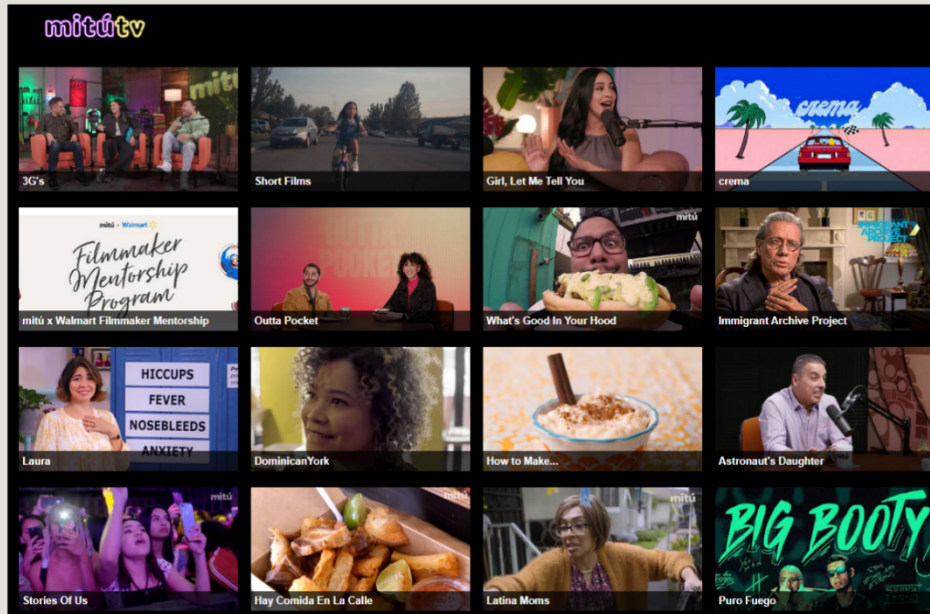
Then comes moving beyond what’s always been done by the creatives, removing them from the confines in which they’ve been placed for decades. “There is a ton of desire to do more,” Bernard says. “The people who are in the positions of evaluating the stuff that is out there, I think, are really bored with the ‘same old, same old.’ We hear that people want fresh ideas. One client, a well-heeled retailer, said to me, ‘We want to do dope shit.’ That desire is at times muted by some of the challenges that are still happening in the multicultural space, where the budgets, financing and support is waning a little bit. If you could line up that desire with the budget allocations, then you will see new, crazy and fresh things. But there’s a marine layer that’s hovering over the market, keeping us at bay. We will break through.”

When that “dope shit” arrives, don’t expect a content flood. “If the bigger media companies have the luxury to spend, spend, spend to create content, content, content, what do you think it is like for us in our little corner of the content universe?” Bernard concludes. “Our blessing is to take the content we have, from a social platform that has given us insight into what is going on in the hearts and minds of this audience and use it to pinpoint things that can allow us to create content that yields high engagement.”

While Bernard believes NGLMitú, which acquired Hispanicize in 2023, is presently set up for ultimate success, there are macroeconomic concerns that apply to brands, advertisers and corporations, and how they are evaluating the value of multicultural marketing. “A friend of mine asked if it would be this hard some 25 years after Ricky Martin danced on that Grammys stage,” Bernard says, referring to his breakthrough 1999 performance of “La Copa de la Vida,” opening the door to mainstream consumption of Latin Contemporary music.

“In many ways it is equally as hard, if not harder, right now. It is a frustration point for many on our side of the business, including the great Donna Spedale [at TelevisaUnivision]. We have to make sure people don’t fall out of love with what this marketplace can deliver. It is driving culture, impacting music, and creating the new stars of today. We’ve got to find a way to break through this.”

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# Creator Curation

FOR LÓPEZ NEGRETE COMMUNICATIONS, INFLUENCER MARKETING HAS TAKEN CENTER STAGE IN CONTENT STRATEGY



When it comes to next-generation content ideas in the U.S. Hispanic market, the rise of TikTok and Reels, OTT, FAST channels and QR codes, has resulted in a revolution when it comes to creatives and the ability to do things differently.

For López Negrete Communications co-founder Alex López Negrete, recently arrived VP of Media Services Ana Crandell, and Executive Creative Director Alex García, agency evolution has very much involved its clients, shepherding them on a journey that not only demonstrates the power and importance of digital but also reinforces the mix of what's online with what remains potent on traditional, linear media.

The trio of leaders point to the recent creation of the in-house **Latino Creators Network**, positioned as a proprietary tool consisting of "hundreds" of bilingual and bicultural content creators and influencers available for its clients to partner with for their campaigns and marketing needs. "The tool allows us to identify the best partners for our clients based on their content, audiences, voice, and several other variables," they shared in a group communication shared in late August with *HispanicAd.com*. "This is something we have been working towards for a couple of years now."

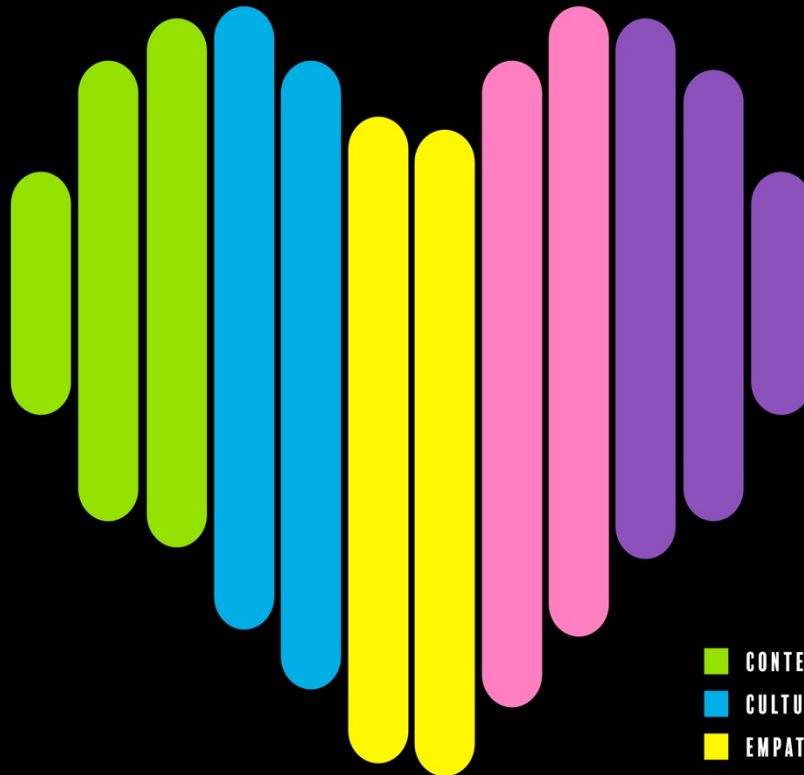
In fact, at LNC Influencer Marketing and content creation have become a key part of the channel strategy.

The three LNC executives point to research that shows Hispanics are 1.7 times more likely to follow influencers. At the same time, they say that 23% of Hispanics have said influencers impact the brands they buy, compared to 15% of non-Hispanics. "Finding the right voice and audiences for our brands is vital to make their message come through, engaging, and, most importantly, effective," García, Crandall and Mr. López Negrete say.

That's why today's media landscape requires every campaign to rely on multiple platforms to connect with the audiences it desires. Of course, the CMO and the agency are each aware of how platform consumption changes are impacting how to target Hispanic consumers. "Linear TV might still reach national audiences better, whereas Connected TV probably best serves local audiences," they remarked. "Digital audio is becoming more complex and interactive than ever; display campaigns are a must KPI, and social platforms are a no-brainer. Then, there are the more niche platforms and formats such as AR, VR, Gaming, etc., but all of them respond to the same goal: amplifying our campaigns' reach and increasing their engagement." As they see it, LNC has continuously evolved with the marketplace, the consumer and the channels and technology they consume.



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While a client may actively spend across all channels, digital work is more important than ever. How has this work evolved, from a creative standpoint, for López Negrete Communications? Who has taken the lead, and how has this led to breaking out of the :30 or :60 spot box?

“Digital work on multiple platforms is indeed more important than it ever was, but from a creative perspective, it’s still all about the message, regardless of the platform,” they say. “When thinking about consistent campaigns across channels, there are two options: either you craft your message to live well in all platforms and formats, or you need to create nuanced variations for every channel. Depending on each case, you can find yourself with one or the other.”

As they see it, video remains a strong performer. But, they remark, it doesn’t behave the same way on TV, digital, or social. As such, it generates different levels of memorability, response and engagement. “Plus, since the most significant differences are length and tone, which ranges from formal to highly casual, finding ways to keep a cohesive tone and voice might prove quite challenging,” the three executives note. “The best campaigns are those that manage to keep a clear message and consistent voice throughout the media and content spectrum.”

On the other hand, and based on a brand’s audience, some channels might be more critical than others to connect with and engage, especially with the younger generations, Crandall, García and Mr. López Negrete say.

## DIGITAL DOLLAR GROWTH, BUT AT WHO’S EXPENSE?

Digital budgets are experiencing significant growth. Yes, this often at the expense of linear media. But there’s a reason for this shift.



EXECUTIVE CREATIVE DIRECTOR  
ALEX GARCÍA

One reason, the trio of executives say, is the “relatively stagnant nature” of Hispanic marketing budgets, which is a distinct issue unto itself. “The Hispanic market continues to grow, yet, Hispanic budgets don’t — at least not significantly. Again, this continues to be an issue. Marketers by and large aren’t spending to the opportunity. That eventually becomes an allocation issue.”

That’s why, when allocating media budgets across channels, the three LNC leaders say it is crucial to have an in-depth understanding of the target consumers’ media consumption behaviors.

“Consumers are increasingly spending their media time on digital platforms, which presents marketers with valuable opportunities for engagement,” they say. “However, this does not diminish the importance of linear media. On the contrary, linear media continues to play a vital role in a well-rounded media strategy.”

Is there a particular client or category that is excelling in Digital for LNC?

Yes. It is the Retail category, which they say “is enjoying something of a second adolescence, so to speak. Once the ugly duckling of the advertising world, the freedom and direct nature of digital and social media provide brands with new ways to connect and engage with their audiences.”

With the idea that buying anything online is taboo long in the past, the three LNC executives believe brand reputation becomes a stronger currency, entertainment is a major incentive, and a positive user experience is a paramount need, providing three keys to a successful end of the deal.

In contrast, the social space’s biggest challenge is keeping up with the ephemeral trends and leveraging those for the brands, they say. “Only brands with a strong reputation and marketers with quick reflexes, willing to jump without a safety net, can get the most out of such a fast-paced environment as social is and provides. Those brands generally have larger social teams and faster processes, both internally and with their agencies.”

That’s why, on social platforms, brands that become vulnerable and open the risk of failing are the ones that likely end up winning, the LNC leaders believe. They point to client **Hyundai** for understanding the push needed in the digital space and, as such, are focusing much of their efforts in that direction without sacrificing linear media investments.

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What becomes of the banner ad, or even the audio insertion in a streaming world? "Banner ads and audio insertions remain highly relevant," they say. "Effective media strategy development requires us to find the right balance to engage target consumers meaningfully and influence their behavior. Banner ads, for example, can be pivotal in driving specific consumer actions and thus, are an integral component of a media strategy. The same applies to audio insertions and other non-streaming assets."

Despite the prominence of streaming media, consumer media consumption is multifaceted. "In a rapidly evolving media landscape, it is essential for marketers to strike the optimal balance of media tactics tailored to their respective target audience," they say. "The ideal approach for one campaign will differ significantly from another."



VP OF MEDIA SERVICES  
ANA CRANDELL

How, then, does the López Negrete Communications team explain why digital is a great complement to traditional media when seeking Hispanics, and unwise as a replacement?

"In media strategy development, the idea of replacing one entire media category with another is as impractical as amputating an entire limb," the LNC executive trio concludes. "This perspective falsely assumes that the shift of Hispanic consumers towards digital media has entirely replaced their longstanding engagement with traditional channels. It simply has not."

That's why they believe that, compared to their "general market" counterparts, Hispanic consumers continue to rely heavily on traditional media as trusted sources of information, entertainment, and community engagement. "Consequently," they say, "traditional platforms form a robust foundation for campaigns, which can be effectively enhanced by incorporating digital media."



LÓPEZ NEGRETE COMMUNICATIONS PRESIDENT/CEO  
ALEX LÓPEZ NEGRETE



## About the Latino Network of Creators

The tool is available and recommended for any agency client looking to expand its reach and awareness into the Hispanic community through influencer marketing. In turn, Latino influencers who join the LNC have a chance to work with López Negrete Communications' roster of clients.

"This tool is the result of more than a decade of partnerships between our clients, the best and brightest Latino influencers in the U.S., and our team," said **Julie Jameson Grayum**, López Negrete Communications' Director of Social Media & Public Relations. "Influencer marketing has become a key part of our channel strategy. I'm overjoyed to open our proprietary database to the wider Latino creator community."

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# THE BIG IDEA

FOR THIS VETERAN CREATIVE HEAD, A SOLID CONCEPT MUST COME BEFORE ANY MEDIA CHOICE.

“For me, the idea is first and foremost.”

That’s what Ben Levitt of d expósito & Partners shares when asked about the content creation process at the New York-headquartered multicultural agency. It doesn’t matter who leads, unless the blueprint is solid and affirmed by all working with a client.

“Without a strong foundational idea that creates a campaign, it doesn’t matter where the idea lives: print, broadcast or digital, it can’t stand on its own,” he says.



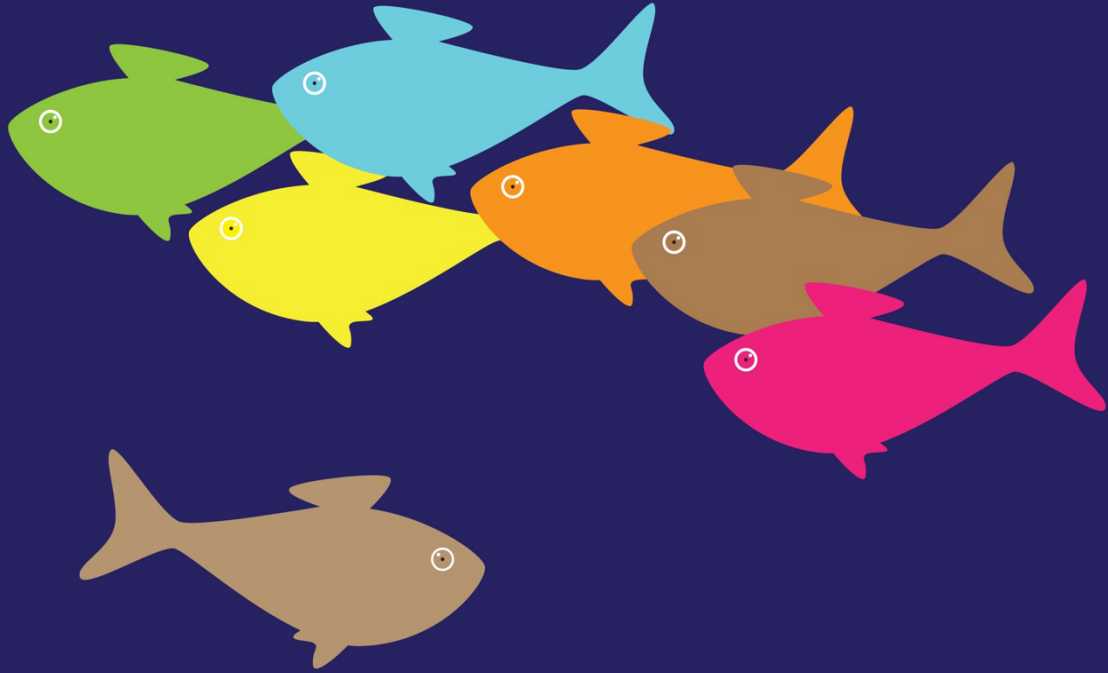
BEN LEVITT, EXECUTIVE CREATIVE DIRECTOR  
D EXPÓSITO & PARTNERS

“Once there is a solid idea, then we start thinking how it works in different media,” Levitt continues. “And if it can’t work in certain media, then the idea may not be as solid as we think, and we go back to thinking.”

As digital platforms become leading channels, especially when including streaming platforms as part of “digital,” Levitt believes there is value to having a multimedia plan — one where his team can optimize the creative to harness the strengths of each channel.



**“WITHOUT A STRONG FOUNDATIONAL IDEA THAT CREATES A CAMPAIGN, IT DOESN’T MATTER WHERE THE IDEA LIVES: PRINT, BROADCAST OR DIGITAL, IT CAN’T STAND ON ITS OWN.”**



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Yes, we are dexpósito & Partners but you can call us *dex*. As in *dex*TERITY.

There is one great thing about digital that stands out for Levitt. “It allows an idea to travel further and in a way that more people can engage in,” he says. “You can’t have a conversation with a :30 TV ad—but if it’s online video that’s no longer true.”

In many U.S. Hispanic households, social and digital platforms are today the first forms of communications they wake with, and use before retiring for the night. Whether for information, entertainment or personal connection, the smartphone is only getting more and more integral in our daily lives. “And that’s not just for the younger generation,” Levitt says. “For older generations of Hispanics, it’s easier than ever to get content and news from their countries in their language online. As older Hispanics gravitate to online channels, advertisers need to be there too.”

The result for d expósito & Partners is the inclusion of social channels in campaigns that target older demos. This has included AARP, Tufts Health Plans and the City of New York.

Then there is the work associated with TikTok and Instagram Reels. Are d expósito & Partners clients active in those spaces? “Of course,” Levitt says. “That’s where people are engaging with entertaining content. TikTok, Instagram and other social platforms play critical roles in our campaigns. We’ve created branded content that is part of our advertising campaigns but that’s customized for these platforms across many clients, and we’ve integrated social influencers that lend authenticity and help with discovery.”

**dexpósito & Partners**  
The New American Agency™

The other benefit to these platforms, Levitt notes, is access to real-time metrics. This allows marketers to see how many people are engaging with their content and if they’re sharing it. “Plus, with more users turning to these platforms for search and social commerce, we can gauge consumer interests and whether they are taking an action,” he says. “But ultimately, creative ideas should flow with the media—so if there’s a great collaboration idea with eCommerce or even a digital billboard, we’ll always propose it.”

Asked how Levitt feels advertising creative and other branded content needs to adapt to command consumer attention and prompt an action in a constantly changing media landscape where anyone with a smartphone can create a piece of content for the world to see, he replies, “Brands need to be content providers. We don’t have to be an interruption in your feed: we can be an addition, or even an enhancement. People will watch two-to-three minute videos if they are engaged. When anyone and everyone can create content, brands need to be asking themselves, ‘What am I adding to the conversation?’ If the answer is ‘not much,’ then why would anyone stop scrolling? We have to thread the needle of announcing and entertaining. Otherwise we are just noise.”



# The HMC 2024 Hispanic Market Guide



The HMC 2024 Hispanic Market Guide is here! This essential resource is designed to help marketers connect authentically with U.S. Latinos. It includes a detailed guide on "Latino Coating"—what to avoid and how to get it right, along with the latest trends and insights.

Discover top companies with proven Hispanic marketing expertise.

**Click here to download your  
FREE copy today!**





LIZ CASTELLS-HEARD  
CEO



LETICIA JUAREZ  
PARTNER, EVP OF  
STRATEGY &  
MARKETING

# THE AI BIAS: UNCOVERED

In mid-August, an essay written by **Liz Castells-Heard**, CEO and Chief Strategy Officer at INFUSION by Castells, generated a widespread array of discussion on a topic that marketers, broadcast media C-Suite executives, technology experts and sales executives can't stop talking about: AI.

Artificial intelligence has the power and capabilities to highly benefit U.S. Hispanic marketing. At the same time, it could highly endanger it, as AI only knows what it is taught.

For this **Hispanic Content Overview** report, asked Liz and her colleagues, Exec. VP of Strategy and Marketing Leticia Juarez and Senior Director of Strategy & Insights Liliana Ramirez Perez to elaborate on the well-receive piece, which appeared at HispanicAd.com in August.





# CULTURAL MARKETING FOR OUR TECH-FORWARD FUTURE

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SCIENCE, INTENTION, LINK BRANDING TO ACTION, BUSINESS KA-CHING AND UNLIMITED POSSIBILITIES,  
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WHO CHALLENGE THE STATUS QUO, AMPLIFY BRANDS, CONNECT AND AFFECT, A FUSION OF CULTURES,  
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ROI KEEPS US AWAKE. NO WALLS, EGOS OR DRAMA. NO BS. JUST RESULTS.



## HISPANICAD: *Generative AI, when applied to marketing, has tremendous value. We agree, and see how it can be leveraged across the board. However, you state that “its inherent biases and limitations in Multicultural/Ethnic accuracy and representation requires guardrails, human contextual and deductive skills.” In short, there must be human involvement throughout the process. How can this be reinforced and be made an essential for marketers that would not know otherwise?*

LIZ CASTELLS: The short answer is education. Equip marketers with a “Gen AI 101” Multicultural Marketing handbook that highlights key biases and watch-outs, best practices, and real-world examples for top-use cases. At our agency, we’re already developing this handbook, tailored to top-use cases like content creation, layouts, and video development, transcreations, QC, media, digital and social marketing and MMX modeling.

The veracity of AI models is heavily dependent on the diversity reflected in their databases, which makes safeguards and human oversight non-negotiable—what’s coined as “HOTL” (Humans on the Loop) models.

Castells also advocates for “an informed diverse team of data scientists, marketing and ethics managers who bring varied perspectives to the table and can ensure AI models are built, vetted and interpreted properly.” She also cautions against the use of historical data that no longer represent today’s multicultural consumers.

LIZ: AI is here to augment human skills, not replace them. AI does not fully grasp and respond to intangible human factors and context in decision-making, such as race, ethnicity, culture, language, regionality, category, brand and purchase triggers, values, or the proper ethics, morality and empathy. It’s about an AI-augmented workforce where technology enhances, but never overshadows the human experience.

HISPANICAD: “*Unintentional data bias*” has plagued multicultural agencies for decades. You speak of “*limited or erroneous samples, misassumptions, lack of relevant content or context, and language or cultural biases.*” This means that AI models and tools must have all the facts. But how?

## HISPANIC CONTENT OVERVIEW 2024

LILIANA RAMIREZ: My short answer is to retrain or build it right with cogent databases, feed it wisely with cultural granularity, set processes and guardrails, constantly vet, augment, refresh, and inform with multicultural expert humans. Beyond what Liz mentioned, it's crucial to build culturally aware models that integrate sensitivity and customization into their algorithms.

The creation of these models requires specific steps, including diverse data collection from relevant and different organizations to cross-tab and verify accuracy, and accurate dataset sample sizes commensurate with the population, language and category user sizing. One should also take into account data depth beyond demos, cultural context, insights, market-by-market considerations and local dynamics.



LILIANA RAMIREZ PEREZ  
SR. DIRECTOR/STRATEGY & INSIGHTS

*HISPANICAD: Could the AI used in the multicultural space be put in question if it was created by those not actively engaged in the U.S. multicultural community – again, due to unintentional data bias and assumptions?*

LETICIA JUAREZ: Yes, the multicultural space can be put in question unless AI models or even simpler tools address each bias area (samples, context, prejudice), and embed human expertise across the process. AI data bias comes from prejudice, limited context and lack of engagement in U.S. multicultural communities because of the lack of diversity and knowledge of the humans who built them, use them, interpret outcomes and make decisions.

AI tools like ChatGPT are trained on general online content without data cleansing, content tools fail to capture tone, style, and cultural subtleties, imaging tools use outdated stereotypes, and closed AI systems rely on years of first or third party metrics and materials that inherit and amplify those biases.

## HISPANIC CONTENT OVERVIEW 2024

Media mix and optimization models used to make business decisions with aggregated flawed, biased datasets often lead to false assumptions, lower resource allocation to marcomm and media spend, deprioritize multicultural targets, lack of representation or proper representation of the nuanced realities of diverse audiences, and misrepresentation with advertising outputs that alienate or offend.

All of these things undermine brand, business and growth effectiveness, especially when multicultural consumers drive 100% of pop, household and job growth.

*HISPANICAD: The U.S. Hispanic market's increased diversity requires AI understanding of so many factors, from common language differences (vos versus usted.) and preferences and customs across some 14 heritages. How could all go cosmically wrong, and what's the best way to get it right if AI is the choice for helping to build an ad campaign?*

LIZ: Whether it involves Spanish-language models or ad campaigns, human contextual, deductive skills cultural granularity, and insights are needed for quality communications and powerful, creative storytelling.

The risk of AI getting it wrong in the U.S. Hispanic market is significant, especially when considering the diversity of language preferences, cultural nuances and granular complexities. AI language models designed for English must be retrained to handle Spanish linguistic, cultural, and contextual factors requiring decades of human training for the content to deliver the intent of the English source meaning. Transcreations must be natural, neutral and understood by U.S. Hispanics with 27 different dialects. We have a transcreations team specifically for Charter/Spectrum.

I recently read a poignant AdAge article, "Brand Trust—Why Human Attention Beats Algorithms," expanding on this truth. The more performance marketing dependent, the harder the brand-building. Brand affinity is now governed by a vast, complex range of emotional factors and moments over time. **Innovative thinking is driven by our human brains and imagination, and the final product—the powerful storytelling that resonates with the audience—must come from human creativity.**

**HispanicAd.com™**

# Hispanic Market Overview.

Vol. 15

2024  
EDITION

The advertising and marketing industry's  
annual State of the Industry report



## KEEPING IT REAL

**Authenticity.** It's a word that was unavoidable at the 2024 Hispanic Marketing Council Annual Summit. Are advertisers and CMOs phoning it in when it comes to seeking U.S. Latinos? Sadly, that seems to be the case with some companies.



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adam r jacobson  
editorial services and research consultancy

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# Strategic Command

HOW TO CAPTURE HISPANIC CONSUMER ATTENTION  
ONLINE ... WHILE DELIVERING MEANINGFUL MESSAGES



ADAM LEE, PRESIDENT, TECHINT LABS

According to eMarketer data shared in May, Hispanic consumers are one of the most digitally active groups in the U.S. But, are marketers responding to this by increasing their dollars in digital campaigns that can further build brand awareness and deliver a strong ROI?

Yes, says **Techint Labs** President **Adam Lee**. “The growing presence and engagement of Hispanics in the digital sphere represent a substantial opportunity for brands looking to enhance their market reach and drive return on investment. We understand that acknowledging this demographic isn’t enough; it requires a strategic approach to capture their attention and deliver meaningful results.”

Lee offers four ways Techint Labs can help.

- **Targeted digital strategies.**

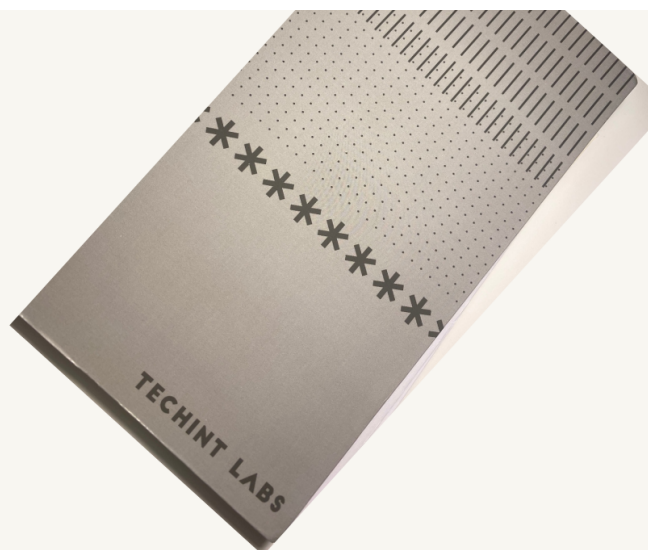
We craft customized digital marketing campaigns that resonate with Hispanic audiences, leveraging insights and data to ensure relevant and impactful messaging.

- **Multichannel engagement.**

Using a mix of channels—social media, digital advertisements, content marketing, and more—we can maximize reach and engagement, optimizing for the platforms where Hispanic consumers are most active.

- **Cultural relevance.** Our approach includes incorporating cultural nuances and preferences into campaign strategies, ensuring authentic and effective communication with this key audience.

- **Data-driven insights.** We employ advanced analytics to track campaign performance, allowing us to continually refine strategies and demonstrate a strong ROI for our clients.



When a client comes to Techint Labs seeking a digital campaign, are Hispanics at the forefront of the conversation? Are clients forward-thinking with respect to what can be offered?

“When a client approaches us for a digital campaign, we aim to ensure that all key demographics, including Hispanic audiences, are considered right from the start,” Lee says. “Since Hispanic consumers are among the most digitally active groups in the U.S., they are often at the forefront of our strategic conversations.”

Techint Labs approaches this three ways: Through proactive recommendations, forward-thinking clients and cultural sensitivity and relevance, Lee says. “Our team is skilled in creating culturally relevant content that speaks authentically to Hispanic audiences. We emphasize this importance to our clients, ensuring that campaigns not only reach but also engage this key demographic.

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Techint Labs is an independent digital marketing technology agency for leading ad agencies that combines industry-leading media and analytics, award-winning creative services, and proprietary technology to **take your agency to new heights**. Learn more at [techintlabs.com](http://techintlabs.com).

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“Our main goal in every campaign is to bring forward the most effective and inclusive strategies, ensuring that our clients are well-positioned to connect with diverse audiences and achieve their goals,” Lee says.

Data plays an essential role in the digital ad world. How does Techint Labs use data to create a positive story for marketers seeking Hispanic consumers in the digital realm?

“Data is the backbone of our approach to reaching Hispanic consumers in the digital space,” Lee says. “We leverage advanced data analytics to understand this vibrant and digitally active demographic's unique behaviors, preferences, and cultural nuances. We craft campaigns that resonate and deliver results by combining these insights with precision targeting. Our data-driven strategies enable marketers to connect authentically with Hispanic audiences, ensuring their messages are relevant and impactful, ultimately driving brand loyalty and a strong return on investment.”

Is there a particular category of advertisers that are excelling in the U.S. Hispanic space at this time? Is there one advertiser that "Gets It"?

“Several categories are excelling in the U.S. Hispanic market,” Lee says. “Healthcare and higher education stand out to us as the industries that get it. In healthcare, advertisers are recognizing the importance of culturally relevant messaging and outreach that resonates with the Hispanic community. They’re investing in digital campaigns that not only inform but also build trust and long-term relationships.”

He notes that in higher education, institutions increasingly tailor their messaging to connect with Hispanic students and their families. “These advertisers understand the value of education in the Hispanic community and focus on bilingual content, family-oriented messaging, and digital channels like Connected TV and social media, where Hispanic audiences are highly engaged,” Lee says. “This forward-thinking approach is helping them build strong connections and drive results in this growing market.”

**HispanicAd.com**<sup>TM</sup>

# CRAFTING THE COHESIVE NARRATIVE

WITH THE LINEAR-TO-DIGITAL MIGRATION, MANAGING MARKETER DEMANDS WITH INSIGHTS MATTERS MORE THAN EVER



As consumers shift to digital platforms to consume entertainment and news, along with educational television programming, the "TV" is no longer just "TV." So how has that impacted the creative process for Hispanic marketers? **Pablo Buffagni**, President and Creative Director of Torrance, Calif.-based specialty shop **BBQ Agency**, believes that as Hispanic consumers embrace Digital for entertainment, news, and educational content, the traditional concept of TV now encompasses a variety of digital touchpoints – including streaming services, social media, and on-demand content.

"The focus is no longer just on creating TV spots but on crafting a cohesive narrative that spans multiple platforms," Buffagni shares. "This shift requires Hispanic marketers to be more agile, with a deeper understanding of how cultural nuances play across different media."

That's because the creative process now involves a greater emphasis on data-driven insights, which can ensure that messaging resonates with the Hispanic audience across all channels.

"I see some marketers doing it properly, but many of them still lack the partners and knowledge to understand the nuances," Buffagni says. "The same happens with the media offers."

Like his peers, Buffagni has noticed a migration of funds from traditional TV advertising to digital, social media, streaming services, and programmatic ads. "The creative production process has also become more decentralized, with marketers often collaborating with influencers and content creators for platforms like TikTok and Instagram," he says. "The collaboration of Hispanic market experts with the media and content channels is crucial for creating content that feels authentic and resonates with Hispanic audiences who value representation and cultural relevance."

What ad categories has he seen emerged as champions of platforms such as TikTok and Instagram? "I can think of some examples in the beauty and personal care industry, and pharma," he shares.

In Buffagni's view, using these platforms to engage with consumers through influencer collaborations and user-generated content will work positively to overcome challenges that can occur when brands wish to create content that resonates with younger, digitally savvy Hispanics but are unclear on where to place it.

Additionally, Buffagni points to the food and beverage sector as one that has seen success by tapping into cultural connections and nostalgia through recipe content, cooking tutorials, and community-driven campaigns in the digital space. Then, there are the automotive brands, which are also using social media to target Hispanic consumers in a growing way. For other categories, nothing but growth awaits, Buffagni believes.

With the creative opportunities so wide, what's the collaborative process like between agency and client on how to market to Hispanics in 2024 and beyond?

"Agencies should bring creative ideas, in-depth cultural insights and digital expertise, while clients contribute brand knowledge and strategic objectives," says Buffagni, who is a former Chief Creative Officer at Grupo Gallegos and spent more than a decade at Conill Advertising in key creative leadership roles. "Together, they should experiment with different formats and platforms, often testing and learning in real-time to refine the messaging."

**"Agencies should bring creative ideas, in-depth cultural insights and digital expertise, while clients contribute brand knowledge and strategic objectives. Together, they should experiment with different formats and platforms, often testing and learning in real-time to refine the messaging." — Pablo Buffagni**

This partnership, Buffagni says, should involve a greater reliance on real-time data to make informed decisions, allowing for more personalized and contextually relevant campaigns. He continues, "The process should work in a way that assures that the creative output authentically reflects the Hispanic community's values and experiences. I think that's the ideal way to do it."

However, there are multiple instances in which Buffagni sees marketers investing against the Hispanic audience as an afterthought, "led by teams who don't have enough Hispanic market knowledge and are easily tricked." The result is service that assures diversity and representation "artificially, just to check the boxes." As such, the client fails to give the Hispanic strategic and creative talent the leading role they should have in the process.

"Some of the work that has been done lately related to soccer, for example, has been obviously created by teams who have no clue about the sport and its diverse fan culture," he concludes.



# GENUINE CONNECTIONS

For Conill Chief Media Communications Officer Diana Stumvoll, growth opportunities about for marketers seeing more ROI from Hispanic consumers. Digital prowess, plus creativity, can help fuel that brand growth.



“Streaming platforms present brands with unprecedented opportunities to tailor their messages to specific content genres and target demographics,” says Stumvoll. “By harnessing the power of data analytics, brands can craft campaigns that resonate deeply with niche audiences, fostering more meaningful connections.”

Streaming platforms are also fertile creative ground for branded content, interactive ad formats, sequential messaging, product integrations, and personalized advertising, she says. “As streaming continues to dominate consumer preferences, particularly among younger audiences, brands have a great opportunity create unique engagement and measurable results.”

When it comes to next generation content ideas in the U.S. Hispanic market, Conill has been at the forefront thanks to its efforts with Toyota. While it actively spends across all channels, its digital work has gained outsized attention. How has this work evolved, from a creative standpoint? Who has taken the lead? How has this led to breaking out of the :30/:60 spot box?

Stumvoll responds, “Hispanic consumer preference for streaming content has presented a significant opportunity for brands.

“The proliferation of relevant video content across all digital channels is driving consumer behavior and usage across a variety of digital and social platforms. Hispanic media usage coupled with brand media investments are leading creative choices that go beyond the standard :30s and :60s used in traditional media. As consumer attention spans wane, the need to deliver meaningful experiences in shorter form is essential.”



**“As streaming continues to dominate consumer preferences, particularly among younger audiences, brands have a great opportunity create unique engagement and measurable results.”**

At Conill, Stumvoll says the agency has reimagined its approach to digital creative by adjusting story arcs and delivering the hook early to capture attention and boost view and completion rates. On social platforms, Conill's efforts focus on being authentic and native to each platform's unique style, producing content that is more social-forward, less polished, and includes visible yet genuine branding.

"This can require more thought from the production side as it encourages a need for more creative deliverables," Stumvoll says. "Additionally, branded content opportunities provide a rich landscape to bring campaigns to life to further drive meaningful connections and elevate culture against the desired target. These efforts deliver more immersive experiences vs. content that is typically served in more traditional environments."

Digital budgets are growing. How does Toyota, in particular, treat digital? Could it serve as a blueprint for other brands?

"We see the digital and linear landscape as complementary," Stumvoll says. "While we leverage both, digital targeting does offer more precision and allows us to laser-in on various targets and deliver messaging for unique content environments."

She adds that, like her peers at other agencies, TikTok and Meta are a part of the mix, as they deliver Hispanics at scale and provide "in-culture moments" to engage Hispanic audiences. Conill has leveraged the platforms across a variety of campaigns, including premium soccer tentpoles, model launches, and youth-focused efforts.



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Stephanie Himonidis "El Chiquibaby"  
*Fashion, Entertainment, What's Trending*

**M-F 6AM-7PM**  
**187 Stations**  
**77 Markets**

Daily Sports Recap Show starring 2x Time Emmy Winner + ESPN Deportes Analyst/Commentator

Alvaro Morales "El Brujo"  
*The Hottest Sports in Spanish Language Radio*

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- 112** DMA Markets
- 97%** US Coverage

### THANK YOU PARTNERS



Stumvoll says, “Understanding of targeting and creative best practices are essential to ensure successful performance, as validated through data and analytics. Our team also taps into creators and influencers to connect with young Hispanics more authentically.”

Then, there are the “over-the-top” and Connected TV efforts that now constitute a significant part of Conill’s media plans.

“FAST channels are offering more Hispanic content, making it a viable channel,” Stumvoll says. “They all deliver scale across both languages and offer unique creative opportunities. With so much choice available, these services have the ability to provide diverse, representative and accessible content that Hispanic audiences are seeking, thereby earning their engagement over other options.”

Despite the rise in OTT, Connected TV and social media as video platforms, brands shouldn’t neglect the largest reach mediums when it comes to connecting with young bicultural Hispanics at scale. Stumvoll concludes, “Although media investments have shifted to these areas, linear also continues to bring value.”

The logo for HispanicAd.com features the word "Hispanic" in a bold, red, sans-serif font, followed by "Ad" in a bold, yellow, sans-serif font, and ".com" in a smaller, black, sans-serif font. A small "TM" trademark symbol is positioned to the right of ".com". The entire logo is set against a white rectangular background.



**HispanicAd.com™**

# HISPANIC CONTENT REPORT



## WHO WE ARE

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## ABOUT HISPANICAD.COM

HispanicAd.com is owned and operated by Hispanic Media Sales, Inc. Launched on February 1, 1999, HispanicAd.com is today the Hispanic market's leading advertising and media news and information source. HispanicAd.com offers daily news updates; weekly articles; and Special Reports pertaining to topics, individuals and corporations that define our Industry. There is no charge to access all HispanicAd.com premium content; we thank our advertising partners for continuing this successful model.