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2024 EDITION

HISPANIC MARKET THOUGHT LEADERS



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HISPANIC MARKET THOUGHT LEADERS - 2024 EDITION

Putting A Stop To 'Latino Coating'

From a head-turning unveiling at the Hispanic Marketing Council Annual Summit in April to disruption at the Cannes Lions in June, veteran Hispanic marketing and advertising pro **Luis Miguel Messianu** has taken the lead on new efforts to cease superficial marketing approaches for packaged goods, services, and media and entertainment targeted to U.S. Latinos. **José Villa**, President and founder of Sensis, discusses the reasons why in this exclusive *Portada*.

Empowering Diversity in Las Vegas

The 26th annual **ANA Multicultural & Diversity Conference** offers marketing and advertising professionals nearly three days' worth of valuable learning sessions. Here's what is in store for those attending in-person, or virtually.

Cultural Dexterity from an Icon

Daisy Expósito-Ulla, CEO and Chairwoman of d expósito & Partners, doesn't hate penguins. But don't expect to see any on the agency's new website, which is getting an update as part of a differentiated positioning initiative designed "to help brands reach and conquer the New American Mainstream."

Hispanic Market Thought Leaders

2024 HONOREES

Leaders from these pacesetting brands have shined in their roles in the U.S. Hispanic and multicultural marketplace across the past year:

National Football League
NBCUniversal Telemundo Enterprises
Kaiser Permanente
Johnson & Johnson
General Motors
The Walt Disney Company

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#STOPLATINO COATING: THE HISPANIC MARKETING MOVEMENT THAT IS MOVING BRANDS TO AUTHENTICITY

**A report from José Villa, President
and Chief Strategy Officer at Sensis
and Chair of the Hispanic
Marketing Council**



While ChatGPT and numerous A.I. bots may know what “Latino Coating” is, not enough brands and marketers do. The Hispanic market, while lucrative in purchasing power and influential in steering mainstream American culture, seems to be the most misunderstood by brands.

Today, 20% of Americans are Latino with people under 35 already a multicultural majority. According to a [recent report by the Latino Donor Collaborative](#), U.S. Latinos wield \$3.6 trillion in GDP—essentially making them the fifth largest economy in the world and surpassing major economies like India, United Kingdom, France, and Canada. It also is the second fastest-growing economy just behind China.

And yet, in a puzzling paradox, brands continue to miss opportunities by investing less than 4 percent of their advertising budgets on Hispanic-targeted efforts¹ and engage in a practice HMC is coining “Latino Coating” – superficial marketing approaches coating products, campaigns, media or entertainment with Latino elements without a deeper connection, authentic messaging or meaningful representation.

“The gap between the power of 1 in 5 consumers being Latino and less than 5% of marketing dollars supporting that immense opportunity poses an enormous threat to the business of growing brands,” said **Marco Vega**, co-creator of the #STOPLATINOCOATING campaign and Co-Founder & Chief Strategy Officer for Creyentes. “We want to make sure marketers are armed with the stats on why authentic Hispanic marketing is good for business.”

Consider the following:

More than a third of Latinos are dissatisfied with current products or value propositions being offered—there is a potential \$600 billion in the future if brands apply the right Hispanic marketing practices.²

Some 37% of Latino consumers who own a vehicle or are planning to buy one in the next three years believe automotive brands don’t understand their ethnic/racial background.³

Latino healthcare spending has increased by 162% from 2012 to 2022, more than double the increase in total healthcare spending.⁴

•Latino households spend an average of:

- **16% more than non-Latinos for health & beauty aid products for men and 4% more for products for women in an average year.**⁵
- **6% more than non-Latinos at food stores in an average week.** ⁵
- **16% more on apparel than the average household.** ⁶
- **18% more than non-Hispanics on smartphones and 8% more on video games.** ⁵

Additionally, some 50% of Latinos indicated they purchased a luxury product/service in the last two years versus 42% of non-Latinos—high-spend categories include accessories (purses, scarves), prestige beauty/personal care, watches and jewelry. ⁷

Elevate.

MEL

Miami New York Dallas

The disconnect between the opportunity and the investment is just one of the pillars HMC is elevating with Latino Coating and helping brands course correct.

Brands and marketers have failed to prioritize the U.S. Hispanic market as a global powerhouse. CMOs who continue to treat the Hispanic market as niche, translate campaigns into Spanish or cast brown faces without organic storylines are grossly missing the mark for brand growth, ignoring market realities, and risking their careers, the #STOPLATINOCOATING campaign illustrates.

Daisy Expósito-Ulla, founder and CEO of D Expósito & Partners, agrees. She says, “Despite the data that proves the business case on the importance of culture, and despite the lessons learned and best practices that have proven to be successful with marketplace results, what we now call Latino Coating has, unfortunately, become the norm for many brands over the past ten years.”

MISSING THE MARK

If U.S. Latinos have steadily grown in economic power and cultural cache, how are brands continuing to underinvest in and underprioritize Hispanic marketing? While other industries have been able to commoditize their products and streamline their processes, the same strategies do not work in marketing – data-driven, cultural insights continue to reign. Leaders must know their audience to develop customer-centric strategies.

“People like to oversimplify the challenge and what it takes to solve a challenge. And it’s easy to put the solution into buckets,” Vega said in a recent interview with Advertising Age. “‘Total Market,’ which promised to reach all consumers in the U.S. with the same level of effectiveness, regardless of their differences, uniqueness, and idiosyncrasies, was the biggest bucket ever and it didn’t lead anyone to the right place.”

“Despite the data that proves the business case on the importance of culture, and despite the lessons learned and best practices that have proven to be successful with marketplace results, what we now call Latino Coating has, unfortunately, become the norm for many brands over the past ten years.” – Daisy Expósito-Ulla

By prioritizing efficiency, brands gave up on effectiveness. To be genuinely effective, marketers must develop authentic messages, which require an in-depth understanding of a consumer’s attitudes, beliefs, and aspirations. As marketers abandoned the Total Market approach, two new fixes emerged: investing in minority-owned media and Diversity, Equity and Inclusion (DEI). Both are important strategic imperatives, but they are not mutually exclusive nor are they a substitute for proper multicultural marketing investment and activation. “I have seen some marketers allocate budgets equitably across multicultural segments, despite the fact that they do not all offer the same business opportunity nor are they at the same stage of brand relationship,” said Expósito-Ulla. “Yes, a brand’s marketing plan should be inclusive of a broad range of multicultural audiences since many represent growth, but budgets and resources should be aligned with the business opportunity each segment represents while still working to be inclusive in creative to the degree possible.”



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.

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FREE copy today!**

Alex Lopez Negrete, President/CEO of Lopez Negrete Communications, goes a step further and says DEI was used as a proxy or substitute for true segment marketing. “Unfortunately, DEI was used to box-check and put everything that was non-ethnic or non-cultural into this neat little category called ‘DEI.’ All those segment budgets that many media and agencies worked so hard to carve and protect got dashed in the name of DEI, when they are vastly different things and play a very different role in the marketing ecosystem.”

For Orcí CEO **Marina Filippelli**, “There is no silver bullet when it comes to Hispanic marketing. Latinos are not a monolith in the same way Caucasians are not a monolith. As experts in the multicultural space, we are able to segment audiences and provide the right insights to ensure the most effective use of marketing dollars.”

As today’s climate of DEI backlash threatens to disrupt the very real financial opportunity of putting marketing support towards targeting Latinos and other multicultural groups, the Hispanic marketing industry’s top leaders seek to #STOPLATINOCOATING.



A MOVEMENT IS BORN

With many marketers underspending or taking shortcuts, the HMC board—made up of leaders from Hispanic advertising, marketing, media and research firms—created #STOPLATINOCOATING alongside top creative directors from Messianu Edelman Lerma, Creyentes and Casanova/McCann.

“We wanted to use our voice – the voice of Hispanic marketing – to elevate the paradox we were seeing in the marketplace,” said **Luis Miguel Messianu**, Founder, President and Chief Creative Officer of Messianu Edelman Lerma. Messianu is also Creative Director of the #STOPLATINOCOATING campaign. “We developed ‘Latino Coating’ to serve as a consistent term describing the cultural appropriation we were seeing in many of today’s ad campaigns. Brands were offering mere illusions of inclusivity by adding Latino elements on the surface, just like greenwashing or rainbow-washing, but preying on Latino identity.”

The campaign featured:

- A social media promotion with the tagline #StopLatinoCoating and various messages including, “Don’t kiss your career goodbye,” “Invest in the \$3.6 trillion Hispanic market or kiss the corner office goodbye” and “Authenticity is currency. Get it right or kiss your revenue goodbye.”
- An animated video titled “10 ways to successfully kiss your career goodbye,” which included “creating an unforgettable scene at the office party,” “ordering fish for lunch,” and hitting “Reply All” for an email that should have been private. The top offense was “Do Latino Coating instead of getting the Hispanic market right.”
- A section devoted to Latino Coating in the [Hispanic Market Guide](#) to serve as a roadmap to help marketers avoid any pitfalls. A source for identifying companies with trusted Hispanic marketing expertise, the 25th anniversary edition of the guide also featured a checklist of offending practices and step-by-step instructions on getting Hispanic marketing right.
- Hijacking the Cannes International Festival of Creativity with “out-of-work CMOs” crashing the steps at the Palais and interacting with attendees all along the Croisette. In addition, HMC presented at the first Latino U.S. Day, hosted by Advertising Week powered by PRODU, and spoke at a fireside chat hosted by NBC. Watch the video [here](#).



“We did not want to ask for forgiveness, nor permission,” Vega said in an [interview with Bureau Works](#). “We plainly wanted to show U.S. CMOs the golden opportunity they are missing. And if they let this chance go by, they might just lose their jobs altogether.”

Mr. Lopez Negrete adds, “This was our industry—with our industry trade association at the helm—finally stepping out and addressing not only the convenient blindness of many marketers but also the real value that we, as specialist agencies, bring to the table at a time when our segment represents the biggest (and possibly the only) growth potential.”



PUTTING BRANDS IN THE KNOW

How do brands know if they are Latino Coating?

In an interview with Advertising Age, HMC Immediate-Past Chair **Isabella Sanchez**, VP of Media Integration at Zubi, said she doesn't believe marketers are engaging in Latino Coating intentionally.

“Lack of CMO initiative is not for lack of available information,” said Sanchez, noting that the HMC has a long history of providing research and guidance meant to help educate CMOs on the Hispanic market. “A lot of it is that people don't know what they don't know. They may be getting misguided advice or biased advice from the general market side where the general market folks that they're trusting are saying, 'You're going to save money ... You don't need to do a separate commercial shoot, because if we just shoot on the same day, we'll redo the script, put some music over it, and save a lot of money.'”

As Expósito-Ulla notes, culture is currency, and turning on Hispanic marketing during Hispanic Heritage Month is not enough. “Marketing needs to go deeper and touch the heart,” she says. “The respect for and celebration of culture cannot be relegated to just one month or period throughout the calendar year. That has been our long-term permanent conversation and call-to-action with brands.”

WHAT'S THE LONG-TERM GOAL?

The #STOPLATINOCOATING movement has ignited conversations among marketers and brands alike who wonder, “Am I Latino Coating?” HMC and its board members have taken these messages on the road to numerous organizations, brands have requested consultations, and downloads for the *Hispanic Market Guide* keep climbing. Most importantly, attitudes are shifting, and companies are asking guidance on how to authentically connect with Latinos. Economic data points to the Hispanic market as the primary vehicle for business growth—and that’s a \$3.6 trillion dollar mistake brands and marketers don’t want to make. “Clients have asked, ‘What do you mean by Latino Coating?’ and it opens the door to have honest conversations about where marketers are and where they should be going,” said López Negrete. “It’s also established that this is not just an agency position but an industry one.”

To authentically connect with Latinos, brands need to combine the efficiency of mass communications with the effectiveness of specific and intentional diverse-targeted programs, creating a two-step approach—something author and Alma CEO **Isaac Mizrahi** calls the “Stephen Nedoroscik Effect,” coined after the pommel horse specialist that helped Team USA medal in the Paris Olympics.

Examples of Latino Coating include:

- **Launching a Hispanic Heritage Month campaign and have it suffice for the whole year.**
- **Translating or adapting a campaign not originally crafted for Latino audiences.**
- **Casting Latino faces without adjusting the message or context.**
- **Overlaying percussion or Latino music to your Hispanic-intended creative.**
- **Use of stereotypes rather than tapping into the rich cultural nuances and subtleties that truly speak to Latino experiences.**
- **Relying on Hispanic-targeted media placements instead of investing in year-round campaigns featuring original creative.**
- **Attempting Hispanic marketing without tapping into the strategic and creative depth that specialized agency partners.**

With the majority of growth across numerous categories coming from multicultural audiences—and Hispanics overwhelmingly leading that growth—the HMC is encouraging brands to take the following five-step approach:



Mizrahi offers the following advice:

- More inclusive messages, where diverse segments directly shape mainstream messages and are not an afterthought. "In this step, most marketers create programs and ideas where diverse consumers — who combined represent almost 40% of the country's population — are as important as non-diverse consumers," he explained in a recent [Forbes article](#).
- Creation of diverse, specific ideas and programs based on authentic stories distributed in the most appropriate and relevant media channels.

While marketers may think this step may not be necessary, this is where the power of specialization helps create a more significant victory. "When well-managed, specific programs can create disproportional growth and help brands not only in the short term but also in the long run, as diverse segments will still be the primary source of demographic growth for years and decades to come," Mizrahi says.

Lopez Negrete takes it a step further. "Commit and hire a Latino agency and be open to the truth, the insights, and to doing work that truly connects and resonates," he says. "Don't be dedicated: be committed. The marketers who are doing it right know they're not Latino Coating."

HMC celebrates those brands every year with the [HMC Marketer of the Year Award](#). Marketers can also find a comprehensive repository of case studies from the [Strategic Excellence winners](#) that also showcase culture-driven campaigns making an impact among the U.S. Hispanic segment.

These brands and campaigns serve as blueprints for Hispanic marketing done right – and 2025 winners will be prominently featured the [2025 HMC Annual Summit](#) in New York.

“It’s all about reach and frequency,” said Messianu. “The ultimate goal of this effort is to align our efforts, for agencies to incorporate ‘Latino Coating’ into their new business language, and have more clients reach out HMC to make sure they are not Latino Coating – we are finally developing a gold standard of what to do and what not to do.”

Lopez Negrete hopes raising awareness of Latino Coating will eliminate box-checking, shortcuts, and efficiency/effectiveness confusion. “Latino Coating leads to bad, superficial work, to missed opportunities to engage the full potential of the Latino market, and to over-simplification of what we do as specialist agencies.”

Expósito-Ulla concluded that the #STOPLATINOCOATING campaign has been an important movement uniting Hispanic specialist agencies and amplifying thought leadership by fostering a conversation with clients. “Truthfully,” she said, “there is still lots of uncoating pending ahead of us!”

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For more information and for #STOPLATINOCOATING support, visit hispanicmarketingcouncil.org.

Footnotes:

- 1** SMI and GroupM
- 2** [McKinsey & Co](#)
- 3** Mintel April 2024
- 4** Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics 2012, 2022
- 5** 2023 MRI-Simmons Fall Doublebase USA
- 6** Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics 2022
- 7** Mintel Luxury Consumer US – 2024





The HMC 2024 Hispanic Market Guide



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Discover top companies with proven Hispanic marketing expertise.

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Empowering Diversity in Las Vegas

It's been said repeatedly for nearly two decades, yet it bears repeating: **Multicultural marketing isn't just a trend – it's a business imperative.** As the population is increasingly multicultural, companies must recognize and embrace the diverse audiences they serve. By tailoring strategies to resonate with different cultural backgrounds, businesses can unlock new opportunities, build stronger customer relationships, and drive growth.

That's what makes attendance at the **2024 ANA Multicultural Marketing and Diversity Conference** a must for many who seek to authentically engage with the U.S. Hispanic consumer as well as those who consume content superserving African Americans, consumers of Asian heritage, and LGBTQ+-specific media. This year's event begins November 18 and concludes November 20, and offers a comprehensive platform for leadership building, learning, and networking, too.

Unlike other industry affairs, the ANA Multicultural Marketing and Diversity Conference is, in the words of Procter & Gamble Co. Chief Brand Officer **Marc Pritchard**, "the most important marketing conference in the industry ... because multicultural marketing is the biggest growth opportunity we have in front of us. And, because multicultural marketing is mainstream marketing."

CHALLENGING THE STATUS QUO

This year's conference kicks off with a discussion focused on a new EFFIE award-winning "Life's Better" campaign from **American Family Insurance** featuring CMO **Sherina Smith** and Elite Media founder and CEO **Chris Crawford**. The initiative saw the insurer widen its relationship with Elite, its multicultural agency of record, to lean into the changing face of the total market. The result? American Family challenged the status quo by putting "the new general market" at the center of its marketing strategy, agency relationships, and go-to-market approach. Guess what? The company enjoyed some of its strongest brand results in many years, in a challenging category full of competition.



A scene from an American Family Insurance "Life's Better" campaign spot, featuring an African American couple.

Following American Family Insurance's presentation, **National CineMedia** President **Catherine Sullivan** will make the case as to how movie theatres have become a powerful option for brand managers and CMOs seeking to reach and engage with key multicultural consumers. It builds on decade-long research studies that show multicultural audiences overindex with respect to box office sales. For instance, "Inside Out 2" commanded a 40% Hispanic, 13% Black, and 16% Asian or other ethnicity cinema-going audience. It also represents an important group of "cord-cutters" and "cord-nevers" who don't consume cable television networks.

Question...How general IS the General Market today?

I mean look around, today the market's a constantly changing mashup of cultures, languages, perspectives, accents, identities, and all sorts of crazy, wonderful stuff. TBH, it hasn't been General since the Madmen days. If anything, it's *ungeneral*. Is that even a word? Whatever, we're owning it. Where general was universal. Ungeneral is a microverse. General had assigned seating. Ungeneral prefers the moshpit. General looked backwards. Ungeneral sees the future. General was generic. Ungeneral is anything but. So yeah, General had a good run. So did the dinosaurs. Times change. Markets evolve. With the winners being those that understand one size no longer fits all. That *specificity drives authenticity*. And that's what we do at Alma. We go deep to see into people's souls. To understand what moves them. Which leads to some of the most creatively effective work in the industry. i.e. Work that drives business. To recap: The world is now ungeneral. And so are we.

The first day of the 2024 ANA Multicultural Marketing and Diversity Conference concludes with no less than four distinct sessions exploring the dynamic space where artificial intelligence — AI — intersects with multicultural marketing. That precedes an opening-night reception presented by **AARP**.

FIVE NOT-SO-EASY PIECES

Tuesday, November 19, kicks off with a quintet of themed and hosted breakfast discussions, and AI is at the top of the list presented by AI. Other key topics include influencers, the LGBTQ+ consumer, and both the AIMM and #SeeHer initiatives the ANA has undertaken in recent years.

A sponsored session from **My Code** puts a spotlight on an original reality TV series that asks, “What happens with eight trailblazing creatives vie to redefine the game and compete for \$25K to deliver the *Right Pitch*?”

Then comes a conference welcome to **Bob Liodice**, CEO of the ANA. Liodice will discuss what is now being referred to as “DEIB” — diversity, equity, inclusion, and *belonging*. As he sees it, “DEIB” plays a pivotal role in shaping successful strategies and driving market growth. “The ANA’s commitment to DEIB is unwavering, fueled by the collaborative efforts of the Global CMO Growth Council, the global community of chief marketers that have come together in unified leadership to transform marketing into a force for growth and a force for good,” the organization says.

The #SeeHer gender equality initiative, its inclusive marketing efforts through AIMM, talent development via AEF, supplier diversity, an LGBTQ+ practice, and the ANA’s annual diversity benchmarking report will all be addressed by Liodice.



Bob Liodice

UNLOCKING INCLUSIVE GROWTH

For the eighth consecutive year, **Procter & Gamble Co.** will open the conference’s main event day, and this year P&G North America VP of Multicultural Business Acceleration **Lela Coffey** will be joined by SVP of Global Oral Care **Carlos de Jesus** for a keynote in which the two leaders will share their experience and perspective on how P&G is unlocking growth through building what it believes are “superior, inclusive brands.”

While empowering authentically and shifting public perceptions is a likely goal for any multicultural marketing pro, the **National Down Syndrome Society** has perhaps a unique challenge in overcoming stereotypes. As President/CEO Kandi Pickard, Manager of Grassroots Advocacy Kayla McKeon and Director of Communications and Marketing Michelle Sagan see it, “Representation can only be achieved authentically if your target audience is part of the decision-making process.” The Society prioritizes this, they note, as partnerships with brands including Mattel’s Barbie and Voya Financial proved to be groundbreaking.

At 11am Pacific, the Multicultural Marketing Lead for **The Coca-Cola Company’s** North American Operating Unit, **Stephanie Eaddy**, will share how an ethos of inclusivity drives strong business outcomes across her organization.

Then, attendees will learn more about **Savage X Fenty**. Don’t know it? It just happens to be a lingerie brand founded by global pop star **Rihanna**. That’s followed by a pre-lunch discussion from Davila Multicultural Insights co-founder and CEO **Lisette Arsuaga** and AIMM Executive Director **Karla Lucía**. It promises to be “a groundbreaking session” in which AIMM releases its latest *Cultural Inclusion Accelerator (CIA)* study, designed to recalibrate industry understanding of multicultural and inclusive segments.

After a sponsored lunch, the action resumes with **Verizon** SVP/Creative and Brand Design **Ricardo Espiazu** sharing how making Latinos a core business priority has helped the wireless and broadband brand grow its business holistically as perhaps “future proof” as it seeks to capture those in the New Mainstream.

“While many Fortune 100 companies look at Latinos as a secondary target, Verizon starts with Latinos at the core of their creative strategy to ultimately win with the masses,” the company says.

MAKING THE MAGIC HAPPEN

Esperanza Teasdale, the esteemed VP/GM of PepsiCo's Hispanic business unit, follows Espiazu's presentation alongside **Christina Carey Dunleavy**, the VP of Client Relationships for Disney Advertising. They are joined by multicultural media shop MECENAS founder and CEO **Emiliano Saccone**. In this session, Dunleavy plans to share the strategic approach behind Disney's content creation and how it collaborates with client partners to "authentically weave their brand stories into our narratives." This saw Dunleavy's team partnering with Pepsi and Mecenass for a program named "Talking Sabor."

Tuesday afternoon sessions include a discussion on the multicultural 50+ consumer from **AARP**, and the ethnic marketing benefits seen from the Las Vegas Convention and Visitors Authority, the NFL's Raiders, and the WNBA's Las Vegas Aces. The evening's main affair is the 2024 Multicultural Excellence Awards.

On Wednesday, November 20, learning opportunities begin with a breakfast chat between Wavemaker's Maddie Pelchat and Kargo Chief Client Officer Jeannine Shao Collins about Danone's participation in Kargo's "Multicultural Content Amplifier" program. It is an effort designed to drive more media spend toward diverse-owned publishers.

At 8:45am Pacific, another decorated Hispanic marketing leader — **Michael Lacorazza** — hits the stage alongside **U.S. Bank** colleague **Greg Cunningham** for a discussion on how the financial institution's strategic partnerships and initiatives have boosted U.S. Bank's brand equity with multicultural consumers.

After that session, past Hispanic Market Thought Leader **Daneyni Sanguinetti-Ureña**, Senior Director of Culture & Inclusive Marketing at spirits company **Pernod Ricard**, will share details of the "ongoing journey to connect authentically and consistently with multicultural consumers."

From there, sharing how the **National Hockey League** is "committed to driving the long-term economic performance of its league through relentless efforts in inclusion, access, and cultural relevance" could see a discussion unfold about the Las Vegas Golden Knights — the 2023 Stanley Cup Champions dueling with conference rivals such as the Los Angeles Kings.

DRIVING AWARENESS INTO ROI

Wednesday morning sessions continue with conversations about marketing to multicultural women and on unlocking the LGBTQ+ consumer within the Hispanic, South Asian, Black and Asian American communities across the U.S.

Lastly, ahead of closing remarks, **Cadillac** gets its close-up with a presentation that seeks to break the myths about electric vehicles through multicultural sponsorships.

"In a landscape where myths about electric vehicles persist, Cadillac views live sponsorship activations as the perfect platform to educate diverse audiences and raise awareness about its EV portfolio," the Detroit luxury auto brand says. Thus, for their 14th year as a sponsor of the American Black Film Festival (ABFF), Cadillac embraced the opportunity to directly engage curious consumers and potential buyers with an immersive sponsorship activation designed to engage Black creators.

This saw Cadillac transform audience insights into The Cadillac Lounge—a relaxing space that addressed the festivalgoers' need for downtime while providing exclusive access to talent, content, and in-depth EV education.

In this session, **Juanita Slappy**, Head of Multicultural Marketing at Cadillac, is joined by **Jack Morton's Nyron Fauconier**, VP and Account Director of its GM Diversity Group. They'll discuss how Cadillac turned an annual partnership into a highly talked-about activation at ABFF, while offering actionable tips on leveraging multicultural event sponsorships to build brand awareness, and to educate consumers.



Gilbert Dávila



HISPANIC THOUGHT LEADERS
2024

CULTURAL DEXTERITY, MINUS THE WADDLING

Daisy Expósito-Ulla, the highly respected Chairwoman and Chief Executive Officer of New York-headquartered independent, women- and minority-owned agency **d expósito & Partners**, has taken a “fresh, bold move” by undertaking differentiated positioning “to help brands reach and conquer the New American Mainstream.”

This sees d expósito & Partners engaging in a spirit effort that, despite their cuteness, bans penguins from its newly designed website. Why the hate to penguins? Perhaps it has to do with penguin, or lemming, mentality and not the animals themselves. Rather than waddle in unison, the Hispanic marketing and advertising shop promises to offer “a fresh new look” at a *New América*. It is one that involves **Cultural Dexterity**.

The ad agency’s new positioning takes into account the major economic force of the U.S. Hispanic Market — the fact that some 62 million consumers contribute some \$3.7 Trillion to the national GDP. At the same time, d expósito & Partners is “ambitiously reaching far and beyond to capture a unique space in the minds of consumers and achieve success for brands in the cross-cultural intersections of a new economy.”



Your brand approach missing the mark? Try some *Cultural dexterity*.

Today's New America requires a new way of thinking.
One that combines data with emotion. Connection with content.
And relevance with responsibility.

You need a mix of acumen, experience, skill and grace to navigate the multicultural mindset—what we call **cultural dexterity**. The ability to adapt to an ever-changing landscape with business, cultural and emotional intelligence, and guide your brand to lasting results.

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Want to learn more? Schedule a call with d expósito & Partners today.

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& Partners
The New American Agency®

“We are already in the future of an innovational, ultramodern economy and our *Cultural Dexterity* approach is one tool brands need now and moving forward in order to win all consumers,” said Expósito-Ulla. “Culture is currency. Hispanics and multicultural consumers, of varied backgrounds, are now interacting with before-unseen fluidity and unprejudiced openness in regard to products and services. This is where culture is crucial to succeed in unraveling and resolving the complexities and turning each challenge into rich benefits for brands.”

With “No Penguins” a chief message to potential and returning clients, the agency’s new online home is <http://dexposito.com>. An independent, minority- and women-owned agency founded in 2005 by Expósito-Ulla, d expósito & Partners is home to business and life-partner Jorge Ulla. It is also where colleagues of Daisy’s from The Bravo Group’s days — partners Gloria Constanza, Louis Maldonado, Fernando Fernández and John Ross — can be found today. Additionally, Paco Olavarrieta serves as Chief Creative Officer, Ben Levitt is Executive Creative Director and, as of this year, Tony Ruiz.

Among d expósito & Partners’ clients is Mexico’s famed chile-based spice *Tajín*, which has gained national recognition across the U.S. in recent years.

Meanwhile, d expósito & Partners relocated its New York headquarters to Madison Avenue, the historical heart of the U.S. advertising agency community.

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Hispanic Market Overview.

Vol. 15

2024
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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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Hispanic Thought Leaders 2024

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It's quickly become one of the multicultural marketing and advertising industry's most anticipated honors of the year.

For the tenth consecutive year, **HispanicAd.com**, the nation's leading publication dedicated to Hispanic marketing, advertising and media, has carefully vetted and selected outstanding marketing leaders and recognized them in this special annual report.

Every year we select senior executives and key "thought leaders" who truly demonstrate their commitment to multicultural audiences — with a particular emphasis on the Hispanic market. They have proven time and time again what an industry giant can accomplish with a commitment to multicultural marketing.

¡Felicidades!

THEY SAY NO ONE
OWNS THE TRUTH.
WELL, WE OWN THREE.

- THE TRUTH ABOUT LATINX
- THE TRUTH ABOUT MODERN FAMILIAS
- THE TRUTH ABOUT BIENESTAR

With our three proprietary studies, we can help you translate
Hispanic cultural insights into business results.

CASANOVA // McCANN

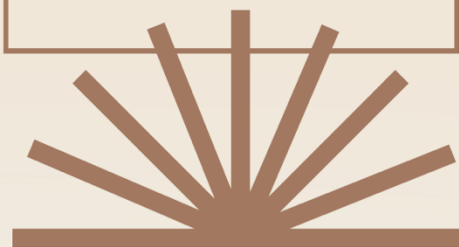


2024 HISPANIC
THOUGHT LEADER

***Brianne Boles-
Marshall***

*Diversity Media Strategy and
Investment Lead*

General Motors



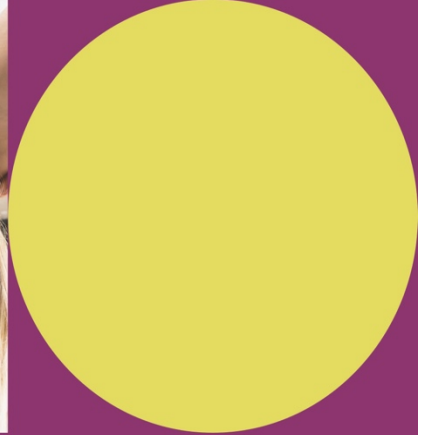
Brianne has overseen this segment of GM's Global Marketing Services team since September 2021.

In this role, she champions diverse media and marketing efforts across all GM brands to ensure that every investment generates an impact for both the GM enterprise and the diverse media ecosystem.

From 2010 until April 2018, she served as a Strategic Planning Lead at Starcom. From there, she was a Leadership Team Partner at OPENMIND, focused on multicultural endeavors from its Chicago office.

During her tenure at Starcom, Brianne served as Media Manager for Procter & Gamble Co., managing a multi-million dollar media campaign across various platforms.

The Flint, Mich., native holds a Master of Business Administration from Wayne State University in Detroit and a Bachelor of Arts in Communications from the University of Michigan in Ann Arbor.



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ALIGNING DIVERSITY WITH THE BUSINESS PLAN



Brianne joined GM for her current role three years ago. What has been the biggest takeaway from her tenure at General Motors, and what does she consider to be her greatest achievement?

“My greatest takeaway from my time at GM thus far has been the importance of aligning diversity with broader business objectives,” she says. “I have seen first-hand how impactful diversity media initiatives can be when integrated into an organization’s core business strategies. My greatest achievement thus far has been helping to launch high-impact, culturally resonant campaigns that set a new standard for how GM engages with diverse communities.

Brianne began her career at Starcom and then spent 3 1/2 years at OPENMIND, working in the multicultural and total market arenas simultaneously. How did those efforts give her the proper perspective when addressing challenges and achieving positive results in your current role at GM?

“ My time at OPENMIND was invaluable as it gave me an even stronger foundation in managing multicultural media strategy, analytical skills, client collaboration and innovation by way of emerging trends,” she says.

“Most of all, my team at OPENMIND gave me the chance to identify opportunities and put them forward with a well-rounded perspective on why it was good for business. I use these skills every day at GM, and I am grateful to the OPENMIND family for the investment in me.”

Brianne is a returning juror for the ANA Multicultural Excellence Awards. How does she define excellence, and in particular within your own organization?

She responds, “I define excellence as creating authentic, inclusive and impactful campaigns that resonate deeply with diverse audiences. To me, excellence involves crafting messages and approaches that are culturally relevant, being intentional about representation beyond surface-level diversity, finding ways to engage audiences in meaningful ways, and appropriately measuring the impact of your efforts with a commitment to adjust (not abandon) what may not be working.”



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THE HISPANIC CONTENT REPORT

INCORPORATING DATA AND SOCIAL MEDIA
2024 EDITION





Juan Carlos leads the Marketing Strategy for the Walt Disney World Resorts, Central Florida, Run Disney, Water Parks and the Multicultural audiences. He has been with the company for nearly 14 years, and also served as the consumer marketing lead for Latin America, supporting Disney Cruise Line, Disneyland and Walt Disney World.




2024 HISPANIC
THOUGHT LEADER

***Juan Carlos
Cardona***

*Director, Marketing
Strategy*

Walt Disney World



Prior to joining the Disney family, Juan Carlos lived in New York, attending graduate school at New York University, where he joined his Master's Degree in Integrated Marketing. He later spent more than six years in advertising, leading multicultural work for Verizon, Fifth Third Bank, Macy's, and other clients.

Juan Carlos is proudly from Bogotá, Colombia, where he started his marketing career in pharmaceutical marketing and obtained his college degree in business administration at the Pontificia Universidad Javeriana.

KEEPING CONSUMER-CENTRIC, EVERY DAY



Juan Carlos has enjoyed a highly successful tenure at Disney Experiences, focused on marketing for Walt Disney World Resorts. Looking back, what does he consider his biggest achievement, with respect to how his unit within Disney is targeting Hispanic consumers?

“I am proud of the journey that the company and our team has gone through to recognize the business imperative behind the multicultural audience,” he says. “We are in a moment where the conversation around inclusion is becoming more organic for our marketing efforts across multiple businesses. Additionally, there is a strong commitment that is providing us with the tools to have meaningful efforts that can truly make a difference in our marketing plans, creative development and partnerships. I have worked with the Hispanic Audience for Walt Disney World at different moments during my tenure and I can reflect back on wonderful moments like achieving historical visitation records, building dedicated campaigns and offers. But, our current state is perhaps the most special.”

Juan Carlos is referencing the newly launched “Pura Magia” platform that helped his team create a full go-to-market approach that has permeated the experiences team, as well as sales partners, media, creative and even Disney cast (its employees across the organization). “The creative development and evolution of this campaign has been unique, as we have been able to have a knowledgeable filter in every single step,” Juan Carlos says. “The marketing group, creative, account management, production and our consumer insights team all have played a role to add multiple nuances that are helping us to advance this insightful work constantly.”

What are the key differences between the U.S. Hispanic market and the Latin American market for Walt Disney World, the cruise line and Disneyland, and how can these insights better Juan Carlos’ peers at other companies who may be just starting out in their roles?

“The best recommendation that I can provide for this and almost any other marketing endeavor is to be truly consumer centric and to get to know your audience very well,” he believes. “Some people may think that all Hispanics are very similar across the country and even beyond the U.S., but that is very far from true. The behaviors and barriers are very different for some of these groups. For instance, the Latin American guest will need to think about exchange rates, passport/visa approvals, flight connections and making the most out of a visit to the U.S. These are just a few variables that someone coming from Chicago does not have on their radar.”

Additionally, the socioeconomic level of potential consumers in Latin America -- long a hallmark of IBOPE ratings -- remains vital to understanding how to obtain the strongest ROI.

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“Going back to the consumer centric approach, one of the best lenses to have is to map out the full consumer experience of these groups with your brand and determine what meaningful touch points you are creating for them,” Juan Carlos says. “This will allow you to think about your product, sales channels, pricing, media, messaging, guest support and organically you will be able to see the gaps that arise as opportunities.”

Juan Carlos spent several years at GlobalHue and has direct marketing experience thanks to work with such clients as Macy’s and Verizon Wireless. How did this agency-side work help in aiding his client-side work across the last 14 years at Disney?

“The agency experience is invaluable, and it certainly helps you to be a more rounded marketer,” he says. “One of the key areas that this background provides is that you fully understand what it takes to build meaningful creative campaigns and how each member of the team plays a critical role. You can understand how many rounds of reviews, discussions with the creatives, account planners, producers and such it takes before things get to a client presentation. You can also get a better idea of what each ask or challenge that you put on the table means for the team as you better understand timelines, budget and planning implications.”

Another area that is critical from the advertising experience is how nimble one becomes to best adapt to business or market dynamics that become new marketing opportunities, Juan Carlos says.



“Your perspective against changes or challenges shifts because you better understand how things could get done,” Juan Carlos says. “Thanks to the opportunity to work with multiple clients, you get different industry experiences that also provide you with new perspectives to push your brand, test new territories and bring openness to enjoy the pursuit of new ways of building the marketing plan.”

As Juan Carlos sees it, one of the best assets one can carry from agency experience is that you can become a much better client. “You can boost the potential of your agencies by truly making them trusted partners and allowing for flexible territories that inspire new ideas while evolving with your business needs.”

Does Juan Carlos have any learning lessons for marketers today? “Stop seeing yourself as a multicultural marketer and understand that you are part of the new age of marketing, as our cultural expertise is now even more prevalent and appreciated,” he replies. “While our backgrounds sometimes may take us into the multicultural work of our companies, the value that we can provide goes way beyond the niche audiences and becomes even more impactful when we are embedded in the big projects for our brands.”



2024 HISPANIC
THOUGHT LEADER

***Kristy
Lo Russo***

*Chief Marketing Officer,
Kaiser Permanente*



Kristy provides the strategic direction and oversight for all marketing activities, including brand strategy, advertising, market research, digital innovation and operations.

Kristy serves on the Board of Directors of ANA Multicultural Marketing and is recognized with industry honors for her leadership in pushing boundaries and leading through change.

As National CMO for KP, Kristy has a key mission and goal when it comes to the organization's Hispanic market initiatives? But, unlike many other brands actively seeking Hispanic consumers, KP is a non-profit. As such, is awareness tops with respect to Spanish-language and Hispanic-targeted marketing done in English?

She responds, "We anchor all our work on evidence-based research to help inform the right messaging and reach the audience through their preferred channels. I am very proud of the intentional expansion of our consumer research tools to include the KP Brand Strength Monitor inclusivity index. This tool will continue to give us the data we need to understand the current experiences of all our members and identify where we have opportunity to close gaps and deliver on our commitment to equitable care and outcomes across increasingly diverse audiences."

Kaiser Permanente, Kristy says, was founded as an organization dedicated to inclusion and valuing diversity. “With our mission, we seek to meet the needs of the diverse communities we serve,” she explains. “The Hispanic community is very important to us, representing almost 30% of all our members and more than 40% of the population in some of the markets we serve. Some 69% of our workforce made up of diverse employees and physicians and nearly 20% identify as Hispanic. I am so fortunate to be a part of an organization where we work to bring the mission to life every day, and where we elevate ‘Health Equity’ to be on par with Quality Care, because we believe it is essential to helping people live their best lives.”

Kristy’s team recognizes that some Hispanics find the U.S. health insurance and care delivery model to be very different from what they experienced in their countries of origin. “In some instances, we may be serving the first generation enrolling in health coverage for the first time,” Kristy says. That’s why KP long ago decided to make sure all of its members have access to information in their preferred language. This helps KP members navigate the enrollment process in their native tongue, so they can make informed decisions about their care and coverage.

Kristy adds that KP is also “very aware that delivering improved health outcomes through personalized, culturally responsive care to the Hispanic community requires much more than delivering messages in Spanish.” Thus, while the kp.org website and most of KP’s marketing and communications material is translated into Spanish, “our work goes beyond the language,” she says, pointing to a Social Health initiative and the Community Support Hub, launched in 2022. It has since served over 750,000 individuals with a “surround sound” system of digital support, connecting members to additional services they may need to improve the health outcomes for themselves and their families in collaboration with community organizations and trusted partners.



Kristy has been associated with KP for 17 years. What is the biggest change she has seen in multicultural marketing across that time, and how has the KP team responded to that evolution?

“In multicultural and in marketing at large, I think about personalization and how 17 years ago, we didn’t have the level of sophistication we do today with tools, media, technology, and AI,” Kristy says. “We had a narrow set of targeted media capabilities to reach each individual where they are or how they preferred to be reached. Today, we are not talking about segments, markets, or communities. We are talking about each person!”

For Kristy and her team, care is highly personal. As such, going beyond relevancy and purpose for the Hispanic consumer requires KP to deliver personal and authentic communications. The tools for this level of sophistication are at her fingertips today, and didn’t exist in 2007. Meanwhile, KP is now designing campaigns with an “audience first” approach, which Kristy calls “a very deliberate end-to-end funnel connection.” KP is also approaching go-to-market plans with “an overall journey experience mindset.”

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With digital media attracting more Latinos than ever, ad budgets and creative have increasingly focused on non-linear media platforms to best connect with consumers. What is KP's media plan for 2024 and 2025, and how is ROI determined?

"This is one of my favorite achievements that makes me so proud of the work we are doing," Kristy says. "At Kaiser Permanente we have a very robust and deliberate focus on supporting minority owned businesses across our enterprise; we want to be part of the change and contribute to a more equitable society. Our marketing is fully aligned with this commitment."

Two years ago, KP embraced the AIMM challenge to invest 3% of paid media into minority-owned channels. In fact, the organization "overachieved it," and in 2024 KP is close to 9%.

"KP has built strong relationships with Hispanic-owned media outlets like **AdsMovil** to reach Hispanic audiences more effectively," Kristy says. "We continue to see great performance, so we continue to increase and optimize based on results."

Diversifying is important, she adds. By expanding the KP media mix to include a variety of Hispanic-focused networks and platforms, KP ensures maximum reach and efficiency, Kristy says. "Just a couple of years ago, we had no multicultural deals being executed, other than investing in the major Spanish-language networks. Now we are targeting Hispanic media through private marketplace deals by working with our media agency, **Hearts & Science**.

Ensuring that ad content is culturally relevant and inclusive to KP's Hispanic audience is key. "We develop Hispanic specific creative rather than just translating the general market ads to Spanish language," she says.

"We are investing in high quality advertising experiences for the Hispanic audience, using visually appealing and engaging formats to capture attention and drive engagement," Kristy concludes. "This is an ever-evolving journey based on industry trends and learnings from consumer preferences and performance."

As KP plans continue to grow more in the social media space, Hispanic Social media budgets have been included in that evolution and are on par with KP's overall growth. Kristy says, "At Kaiser Permanente, we embrace our differences and value humankind above all else. We honor our history, present, and future as we work together to create a culture of belonging and achieve health equity for all."

"At Kaiser Permanente, we embrace our differences and value humankind above all else. We honor our history, present, and future as we work together to create a culture of belonging and achieve health equity for all."



A 30 year veteran in CPG, consulting, and sports/entertainment industries, Marissa currently oversees all global brand marketing initiatives for the National Football League.

Previously Marissa held leadership roles at Pepsico, Deloitte Consulting, and at Procter & Gamble Co.

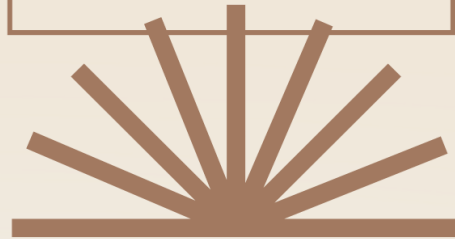


2024 HISPANIC
THOUGHT LEADER

***Marissa M.
Solis***

*Sr. VP of Global Brand and
Consumer Marketing*

*National Football League
(NFL)*



Marissa also currently serves on the Board of Directors of Consolidated Communications Inc. and on the Board of the Alliance for Inclusive and Multicultural Marketing (AIMM), the North Texas Make a Wish Foundation, and the Melville Family Foundation.



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‘ENSURING INTENTIONALITY’

In November, Marissa celebrated three years with the National Football League. “In that time, the thing I am most proud of is how far we have been able to grow and diversify our fan base,” she says.

Marissa points to the NFL’s “concerted and intentional effort” to engage new audiences and place a strong focus on consumers under 25 years of age, in addition to women and the U.S. Hispanic community.

She explains, “Through our ‘helmets off’ marketing strategy, our multimedia campaigns, and our innovative approach to social and influencer marketing, we have made tremendous progress and have seen double-digit growth in both fandom and viewership among all of our growth audiences.”

The biggest concern as it relates to achieving the NFL’s growth goals is “being able to stay abreast of and keep up with the incredibly rapid changes in culture and in the media landscape,” Marissa says. “Connecting with new fans means meeting them where they are in their terms. That takes a tremendous amount of focus, patience, creativity and agility to constantly deliver. “



Asked about her time at PepsiCo, and if there is anything from that experience that has greatly influenced her at the NFL, Marissa shares, “One of the biggest lessons from my time at PepsiCo that’s been extremely helpful is ensuring intentionality in the work that we do. We have the data and the insights, but at any given moment there are a variety of ways that one can react and move forward. We need to be very clear about our goals and our purpose and ensure there is a way to measure progress and success every step along the way.”

Marissa also believes the NFL knows the important role of Latinos to growing its fanbase and ensuring the league remains relevant to future generations. “We measure our success not only in terms of fandom and viewership numbers, but more importantly, how Latinos perceive the league, our players, and our clubs. Our goal is to recruit new Latinos into our base, but to also ensure their avidity to the sport continues to grow.”



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2024 HISPANIC
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In 2024, increased viewership thanks to coverage of the FIFA World Cup, Olympic Games Paris 2024, and the U.S. presidential election punctuated efforts at NBCUniversal Telemundo Enterprises that extend back several years.

These efforts have greatly leveled the playing field among the television companies serving the U.S. Hispanic consumer.

In a first, *HispanicAd* honors NBCU's Telemundo operation as a whole for its influence and achievements seen across 2024.

As the Chief Administrative & Marketing Officer for Telemundo, **Mónica Gil** plays a key role within the Hispanic media organization. She spoke with *HispanicAd* for the Hispanic Market Thought Leaders report on behalf of the Comcast-owned arm.



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billboard
MUJERES
LATINAS
EN LA MÚSICA

PREMIOS
billboard
DE LA MÚSICA LATINA

SUNDAY NIGHT
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NFL



TELEMUNDO



peacock
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THE RIGHT INSIGHTS, FUELING THE BEST CONTENT

In an environment where digital and social media have become a go-to destination for news, information and entertainment, Mónica Gil has played a part in helping Telemundo stay not only top-of-mind but also as a first destination with U.S. Hispanics. Are there specific marketing initiatives that help fuel this “ven acá ahorita” desire?

“Telemundo has become a first destination for Hispanics because we listened to our audience,” Gil says. “They asked for content that resonates with the Latino experience of today and we filled a content gap that they were seeking. In many ways we redefined traditional Hispanic media, setting new standards and challenging norms. We did that by creating content by Hispanics, for Hispanics, right here in the U.S., offering premium programming that reflects the diverse experiences of Latinos in our country.”

For Gil and Telemundo, it is considered a privilege to serve the U.S. Hispanic audience. “Our profound understanding of their media appetite ensures that we stay current and that they are drawn to our content, no matter where it is available. Whenever they see our iconic ‘T,’ they know they’ll find original, contemporary, and engaging content they’ve come to expect and love.”

Marketing initiatives are crafted with this “Latino experience” top of mind and, she says, by staying true to the values of the Telemundo brand. “Whether it is this year’s *Decision 2024* initiative, the World Cup and Olympics, or celebrating Hispanic Heritage Month, our content and marketing efforts make Telemundo the go-to destination for a growing number of Latinos, irrespective of language.”



Aside from the big draws and major tentpoles, what makes Telemundo a destination like no other? “It comes down to having the right insights and producing content that speaks to Hispanics’ evolving journey,” Mónica says. “Hispanics want to experience content that they can truly relate to. This is a very savvy audience, and they can see when something is authentic and when it is not. Latinos are diverse, sophisticated, and multidimensional, with different backgrounds, languages, and preferences. We know the audience better than anyone, and we’ve redefined our storytelling to meet their diverse needs and experiences.”

Live content in particular is a new calling card for Telemundo. “It isn’t just a form of entertainment for Hispanics,” Mónica says. “It’s a way for our audience to connect, to spend time together. That human drive for togetherness, for connection, is supercharged when you’re talking about U.S. Hispanics; it’s part of our cultural DNA, and why our company’s mission to elevate, celebrate and connect Latinos is still so relevant today.”



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Steve is responsible for developing and leading a commercial program aimed at accelerating Johnson & Johnson's ability to reach a diverse range of audiences effectively.



2024 HISPANIC
THOUGHT LEADER

Steve Ducos

*Head of Culturally Inclusive
and Relevant (CIR)
Marketing & Paid Media
Capability*

Johnson & Johnson.



Prior to joining J&J, **Steve Ducos** served as the Director of Inclusive Growth Marketing & Strategy at First Republic Bank, where he successfully developed an inclusive ecosystem of strategic functions responsible for driving millions in revenue. Steve has held similar roles dedicated to helping businesses including U.S. Bank, CVS Health, and Aetna grow their share of the multicultural consumer marketplace.

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The Healthcare and Wellness category remains a growth category of significance in the U.S. Hispanic market. Aside from COVID-19 related spots, there has been only spotty activity in Spanish-language media in recent years.

How is Johnson & Johnson helping to change that narrative?

Ducos points to Johnson & Johnson's Culturally Inclusive & Relevant Marketing program, launched two years ago. "It has significantly strengthened our ability to connect with diverse patient communities," he says.

"By building the necessary infrastructure, we have accelerated the development of culturally relevant campaigns, including Spanish-language initiatives, from insights generation to translation of websites and patient materials."

A key focus for J&J has been equipping its marketers with the tools they need to succeed, including training workshops, e-learning programs, and research offering real analysis of Hispanic cultural and demographic trends. "These initiatives empower our teams to create innovative and authentic outreach strategies that address key healthcare challenges faced by the Hispanic population in the U.S.," Steve says. "We're constantly seeking new ways to engage the Hispanic community meaningfully, and as we evolve, we're excited to expand our impact and better serve the communities that rely on us."

Is there a particular campaign within J&J that is particularly emblematic of the multicultural outreach and Hispanic market appeal your organization seeks? Steve points to J&J's inclusive marketing campaigns in the Immunology space. One emblematic Hispanic outreach activation, he says, is the "Surge Como Tú" campaign. Steve explains, "People of color may be misdiagnosed or experience a delay in diagnosis and may be less likely to receive treatment with more advanced therapies, which can have negative effects on their physical health. To address this, we partnered with our internal Hispanic Employee Resource Group (HOLA) and TelevisaUnivision to develop culturally relevant content that truly resonated with Hispanic patients, reflecting their language, values, and healthcare experiences. By doing so, we created authentic messaging that connected with patients on a deeper, more personal level."



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The omni-channel campaign strategically reached Hispanic patients through streaming services, video, and digital platforms. The results of “Surge Como Tú” are, in Steve’s words, “incredibly encouraging.” The campaign delivered millions of psoriasis (PsO)-dedicated impressions, he says. “In addition, we understand that to achieve true health equity Inclusive Marketing campaigns is only one piece of the outreach equation.”

As such, J&J moved forward with a clinical study dedicated to patients across all skin tones with moderate to severe psoriasis to objectively measure clearance and other treatment outcomes. “We’re proud of this innovative approach and its impact on improving healthcare outcomes for underserved communities,” Steve says.

With Hispanics gravitating toward digital and streaming media, how has this impacted the buying and creative decisions within Steve’s organization? “We have focused on both increasing Spanish-language communications and working with trusted Hispanic media partners to develop content that culturally resonates with our audiences,” Steve says. “We are also shifting our media mix to align with Hispanic digital consumption.”

Examples of recent media shifts include adding digital audio to J&J’s plans, launching Spanish-language search campaigns and “heavying up” with select Spanish-language streaming media partners.

Steve was asked how important is it to be in his role in 2024. Does multicultural marketing need more champions, or is he pleased with how things have progressed into the second half of the decade?

He replies, “Multicultural marketing is more important than ever in 2024, especially as we face recent challenges to diversity, equity, and inclusion. Multicultural marketing is often closely tied to DEI efforts, and when DEI faces setbacks, so does multicultural marketing. That’s why we absolutely need more champions advocating for it, such as Johnson & Johnson. There is no industry where inclusive marketing advocacy is more important than Healthcare. However, I’m incredibly optimistic about the future.”

With the rise of AI and the rapidly evolving tech ecosystem, Steve believes we now have new tools and opportunities to integrate multicultural marketing more seamlessly into J&J’s strategies.

“Coupled with shifting demographic trends, we’re positioned to accelerate multicultural marketing in the second half of this decade like never before,” he concludes. “But it’s up to all of us to keep pushing this forward. By embracing innovation and staying committed, we can chart a future where multicultural marketing is not just necessary, but integral to how we engage with diverse audiences.”



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HISPANIC THOUGHT LEADERS 2024



WHO WE ARE

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