

+ Sign in to [Your Account](#)



FocusON Blogging

Annual Survey Findings on Latina Blogging Industry

DiMe Media (formerly Latina Mom Bloggers), iBlog Magazine and BodenPR released the results of their annual national survey on blogger and influencer trends among Latinas. Presented last week at Hispanicize 2015, the findings identify the business aspirations, social media platform use and content production trends among professional bloggers and influencers growing their businesses and audiences.

"The social media landscape and growing number of Latino online influencers is constantly evolving," said Cristy Clavijo-Kish of DiMe Media. "The purpose of this survey is to take the pulse of this unique space, understand it and help equip these content creators to be successful."

The survey, completed this March, revealed that 70 percent of respondents considered their blogs their business, with 41 percent being solely accountable for all aspects of the blog's production and amplification, including content creation, editorial

posts and social media sharing.

"Latina bloggers and influencers are the voice of the new multicultural America. The survey continues to point to the influence they exhibit across consumer segments. It is crucial that we continue to invest in helping them scale that voice and their business as publishers," said Natalie Boden.

The survey highlights three key professional goals for Latina influencers as they build their businesses this year:

- 36 percent listed reaching out to more brands as their number one priority.
- 13 percent indicated that investing in video and learning to sell products on their blog was a solid priority.
- More than 30 percent indicated that being less distracted by recreational media is key to increasing daily productivity.

According to the survey, the most popular topic covered by Latina bloggers has shifted from parenting tips to lifestyle themes, including beauty, travel and food. Of the survey respondents, 35 percent identified as lifestyle influencers, while 22 percent indicated covering parenting themes.

"We cannot say enough that video has climbed to the number one spot on the radar of brands and agencies. The Latina market is reflective of that trend," added iBlog Magazine's Matt Cherry.

When it came to identifying platforms that yield the most inbound traffic, the trend remains similar to 2014 results. While Facebook is the top platform used by Latina influencers to connect with their growing communities, there is a clear increased focus and reliance on Instagram and other visual platforms like Pinterest.

"Latinos already over index in their use of mobile and social platforms, so the research highlights key learnings that are synonymous with the community and help marketers understand how to invest their digital campaign dollars to drive online engagement," added Cristy Clavijo-Kish

The survey also analyzed English- and Spanish-language use among Latina bloggers and influencers. English continues to be the dominant language but the use of Spanish did increase from 2014 results. Of the respondents, 25 percent identified as Spanish content producers and 27% indicated they create bilingual content.

HIGHLIGHTS

3

A Majority of English-speaking Hispanics in the U.S. are Bilingual

Potato...patata...62% of adult Hispanics are saying both.

6

Demographic-Based Targeting Is a Thing Of The Past

Data mining rather than demographic profiling is the future of focused marketing.

8

Latinas in Leadership Inspire U.S. Latinas to Embrace Their Political Power

New online webinar series focuses on bringing forth the Latina voice in politics.

FocusON Marketing

Tono Studios Helps Marketers Reach Hispanics with Culturally Authentic Ads

By Sarah Maxmarch, NYTimes

From his spot in the control room at Tono Studios, Jaime Zapata has a window into the growing influence, and nuance of the Hispanic market. In the last month, his Santa Monica, Calif., commercial audio company has brought sound to advertisements for such organizations as Alaska Airlines, Acura, the Humane Society and Universal Studios. All of these spots are in Spanish.

Tono's role, which entails tasks as varied as casting talent and recording voice-overs, or sound design and final edits, is typically the last step in a television or digital campaign. The finer points of audio can make all the difference between an advertisement that resonates and one that falls flat.

For advertisers looking to target the increasingly multifaceted Hispanic market, the challenge goes beyond recording, mixing and editing. An ad must be culturally authentic.

"Laughter is a big difference," said Mr. Zapata. Hispanics, he said, tend to be more boisterous when they laugh. Other cultural nuances must be considered. When a native Spanish speaker "shushes," it sounds a little different, he said. The same goes for humans making animal noises. Dogs do not "ruff,

ruff" in Spanish. They "guau, guau."

In 2007, Mr. Zapata and Raquel Ramirez saw an opportunity to cater to the Spanish-language advertising market. They combined their savings and brought in a silent partner to open their studio.

Relatively quickly, they built a following among advertising agencies that focus on the Hispanic market or have a division dedicated to this group. Tono's reel includes campaigns for Jack in the Box, PlayStation and Toyota. It even has a Cannes International Film Festival Award and a 2015 Super Bowl spot for T-Mobile.

Now the partners want to expand into the general market by helping advertisers speak to many audiences, whether in Spanish, English, or, as is increasingly the case, "Spanglish."

The motivation, Ms. Ramirez said, is not just to make the business grow but to make sure the business evolves with the Hispanic market. "More and more you see the Hispanic channels throwing in English spots," she said.

While the number of Hispanics is growing, to be sure,



the share of those who speak Spanish is expected to decline to 66 percent in 2020, from 78 percent in 2000.

Though Tono is among a small number of audio studios in this niche, it is serving a growing number of creative agencies that have sprung up in the last decade to help companies reach Hispanic consumers.

As this segment of the population is growing, digital, mobile and satellite media have created more opportunities for marketing to it. "When I started there was really just Univision and Telemundo for

Hispanics,” said Ms. Ramirez, who moved to the United States from Mexico in the early 1990s.

At the same time, the definition of Hispanic is changing. “Whereas Spanish used to be spoken primarily among immigrants, now the majority of Hispanics were born here and are bilingual,” says Andrew Orcí, “We have one foot in America and one foot in our roots.”

This has prompted advertisers to rethink their approach. While in the past a company might hire two ad agencies to develop two distinct campaigns, one for the Hispanic market and one for what is known as the general market, now it is taking a total market approach. “You may have different demographics but you need to be consistent,” said Pablo Buffagni, who was head of creative at Conill Saatchi & Saatchi and Grupo Gallegos, and recently started BBQ Agency in Redondo Beach, Calif. “There needs to be crossover.”

It is a delicate dance. “If you’re not doing communication specifically targeted” to the Hispanic market, “you’re going to miss them,” Mr. Orcí said. “And if you’re going to do an ad for the general market, you don’t want to alienate them.”

Late last year, Tono did the audio in English and Spanish for a Toyota Prius campaign. Now Ms. Ramirez and Mr. Zapata are making subtle changes to their own messaging with the goal of bringing in similar projects. They are recruiting engineers and producers who have worked primarily in English, and they recently revised their website with more emphasis on the general market.

FocusON Language

A Majority of English-speaking Hispanics in the U.S. are Bilingual

By *Jens Manuel Krogstad and Ana Gonzalez-Barrera, Pew Research Center*

About six-in-ten U.S. adult Hispanics (62%) speak English or are bilingual, according to an analysis of the Pew Research Center’s National



Survey of Latinos. Hispanics in the United States break down into three groups when it comes to their use of language: 36% are bilingual, 25% mainly use English and 38% mainly use Spanish. Among those who speak English, 9% are bilingual.

Latino adults who are the children of immigrant parents are most likely to be bilingual. Among this group, 50% are bilingual. Latinos with immigrant parents (defined as those born outside the U.S. or those born in Puerto Rico) made up roughly half (48%) of all U.S.-born Hispanics. By comparison, a third (35%) of Hispanic immigrants are bilingual, as are a quarter (23%) of those with U.S.-born

parents.

Bilingualism is measured in our National Surveys of Latinos by asking Hispanic adults to self-assess their language abilities. Respondents rated their ability to carry on a conversation in Spanish and how well they can read a book or newspaper written in Spanish. The same questions are posed about their English-speaking ability. Bilingualism is linked to age. Some 42% of Hispanics ages 18 to 29 are bilingual. That share falls to about a third among Hispanics ages 30 to 49 and ages 50 to 64, but rises again, to 40%, among those ages 65 and older.

Due in part to bilingualism, Spanish was the most spoken non-English language in the U.S., used by 35.8 million Hispanics in the U.S. plus an additional 2.6 million non-Hispanics. Overall, three-in-four Hispanics (73%) ages 5 and older speak Spanish in their homes, when including those who are bilingual.

Given the expected demographic changes, what is the future of language use among Hispanics in the United States? According to Census Bureau projections, the share of Hispanics who speak only English at home will rise from 26% in 2013 to 34% in 2020. Over this time period, the share who speak Spanish at home will decrease from 73% to 66%.

And as a sign of the times, Spanglish, an informal hybrid of both languages, is widely used among Hispanics ages 16 to 25. Among these young Hispanics, 70% report using Spanglish.

FocusONSports

NBCUniversal's Telemundo and NBC UNIVERSO Unveil 2015 Plans for FIFA Soccer Events

Telemundo and NBC UNIVERSO to Leverage Storytelling Expertise of Award-Winning Team of Sportscasters Led

by *Andrés Cantor*

NBCUniversal's Telemundo and NBC UNIVERSO, the official broadcaster for Spanish-language of the FIFA World Cup™ in the U.S. across all video platforms, announced details of their plans to telecast four 2015 FIFA Soccer Events. Both networks will deliver to sports fans throughout the U.S. an unprecedented 560 hours of soccer action in 2015.

The extensive coverage will include 344 hours of online and mobile live-streams making it the first time that all the matches of four FIFA Soccer Events are made available in Spanish to a nationwide audience. In addition, coverage and editorial emphasis will be placed on storytelling around the development of the future soccer star players as they captivate audiences around the world on their way to the 2016 Rio Summer Olympics, the 2018 FIFA World Cup Russia™ and the 2022 FIFA World Cup Qatar™.

Between May and October of this year, Telemundo and NBC UNIVERSO will feature comprehensive FIFA coverage and showcase exclusive content including

country and player profiles, behind-the-scenes footage from each venue, pre-match analyses, every play-by-play call and much more. Fans will be able to access every entertaining and action-filled moment on all their devices across multiple platforms including live telecasts, live streams, VOD, Facebook, Instagram and Twitter.

"We are proud to be the first media company to offer such a comprehensive coverage of FIFA World Cup™ events in the United States in Spanish," said Joe Uva, Chairman, Hispanic Enterprises and Content, NBCUniversal. "Starting in May, we will leverage all of our linear and digital platforms to bring to U.S. Hispanics the best soccer in the world presented by an experienced team of talent and professionals with a deep understanding of sports broadcasting and storytelling."

The first FIFA tournament will feature the Men's U-20 national teams, hosted by New Zealand from May 30 to June 20. Telemundo and NBC UNIVERSO will stream live all 52 matches. In addition, Telemundo will air live 10 matches including all competition involving the Mexican National Team, two Round 16 matches, two Quarter Final matches, one Semifinal and the Championship Final. The NBC UNIVERSO telecasts will include 21 live matches, including the FIFA U-20 World Cup Opening Match, all USA National Team group stage matches, two Mexican National Team simulcasts, four Round 16 matches, two Quarterfinal matches and one Semifinal match. NBC UNIVERSO will also air an encore presentation of the Championship Final.

One week following the start of the FIFA U-20 World Cup tournament, the FIFA Women's World Cup™ will kick off in Canada with matches taking place June 6 through July 5.

Again, Telemundo and NBC UNIVERSO will stream live all 52 matches. Telemundo also will air 10 women's matches including the opening game of the tournament, every competition featuring the Mexican National Team, three Round-of-16 matches, one Quarterfinal match and the Championship Final. NBC UNIVERSO will feature 21 live matches, including all USA National Team group stage matches as well as a simulcast of Team USA competition, if it advances to the later rounds; four Round-of-16 matches, two Quarterfinal matches and two Semifinal matches. NBC UNIVERSO will also re-air both the opening and Championship Final matches.

Four days after the FIFA Women's World Cup™ champion is decided, the Men's FIFA Beach Soccer World Cup hosted by Portugal will take place July 9 to July 19. It will be followed by the final FIFA World Cup competition of 2015 featuring U-17 national teams, which will take the pitch in Chile from October 17 to November 8. Many of these future soccer superstars will have the opportunity to represent their country and display their skills on the world stage. Additional programming details for these the U-17 and Beach tournaments will be forthcoming.

"Telemundo will take the 2015 FIFA soccer events coverage to an unprecedented level," said Luis Silberwasser, President of Telemundo Network. "We will broadcast more Women's and U-20 matches than any other broadcast network in the history of Spanish-language TV, including the final match for the Women's World Cup, which will return to Spanish-language network TV after eight years. Ultimately, our viewers will enjoy the best soccer in the world with the high quality and expert commentary they have come to expect from us."

FOX DEPORTES DELIVERS A STELLAR MLS RETURN



SEASON OPENERS

TOTAL VIEWERS

+233%

VS 2011

P18-49

+291%

VS 2011



FOXHISPANICMEDIA.COM

Source: NTI Live+Same Day Program averages for 2015 (3/8/15); NHH Live+Same Day Program averages for 2011 (3/15/11-11/6/11). Subject to qualifications

+ Sign in to [Your Account](#)



beIN Sports Delivers More Than 2 Million Total Viewers with Barcelona vs. Real Madrid Match

El Clasico -- Most Watched Sports Telecast Ever to Air on beIN SPORTS Networks

beIN
SPORTS, the
international
sports
network,



delivered an average of 2.12 million total viewers across both English and Spanish language networks with its broadcast of the Real Madrid versus FC Barcelona match, according to Nielsen Media Research.

The match delivered an average of 1.353 million total viewers on beIN SPORTS en Espanol and 767,000 total viewers on beIN SPORTS English.

The broadcast of the match delivered a +16% increase in viewership from the previous broadcast of El Clasico (10/25/14) for beIN SPORTS English, and +64% increase in viewership for beIN SPORTS en Español.

Ratings peaked +26% during the 5:30 to 5:45 PM quarter hour on beIN SPORTS English, increasing from 767,000 to 968,000. Likewise, for beIN en Espanol, ratings also increased +25% from 1.353 million to 1.693 million viewers between the 5:30-5:45 PM time period of the telecast.

FocusON Data

Demographic-Based Targeting Is a Thing Of The Past

By Alejandro Martinez, Market Intelligence Strategist, Dieste, The Diary of Multicultural America

It may seem crazy that in the era of big data there are companies that still rely exclusively on demographic data to reach and connect with their target audience. While demographic data is important, it's only part of a much larger equation to truly understand the mindset of current and future consumers. Nowadays you can get various types of data, including: location, behavioral, purchasing, and social, just to name a few. Data is a crucial component of effective marketing, and it will become more important as our world becomes more digital.

Using Data To Reach Consumers: It makes more sense to reach people that are active in your category rather than throwing a wide net and focusing on a specific demographic group (for example, Millennials). From a media perspective, focusing solely on demographics is an "incredibly wasteful and inefficient way to do business."

Using Data To Understand And Connect With Consumers: The best way to build a more accurate portrait of your consumer is through data. To effectively connect with your current and/or future consumers, you need to know much more than just their age, gender, and ethnicity. You need to get a glimpse of their interests, lifestyle, shopping behavior, digital life, and how they influence or are influenced by others. Only when you marry demographic, psychographic, behavioral, and purchase data is when you can effectively connect with your audience.



FocusON Healthcare

National Latino Health Survey Finds More Latinos Have Health Insurance; Gaps and Challenges Remain

By Gabriel Sanchez, Director of Research at Latino Decisions

This new survey provides an important overview of the Affordable Care Act's impact on the Latino population after two years of open enrollment. We find that 82% of Latinos currently have health insurance, which is the highest rate of coverage we have recorded since we began polling in this area back in 2008. That said, many Latinos reported experiencing problems while attempting to enroll through the state and federal exchanges, and a sizable percentage of Latinos also indicated that they did not enroll in health care due to the costs."

- The ACA has decreased the percentage of Latinos who are lacking health insurance coverage. The poll found that only 17% of Latinos lack health insurance in this poll, compared to 28% in a Latino Decisions poll in 2013.
- There exists a significant gap in health coverage based on nativity, with 87% of U.S.-born Latinos indicating that they are covered but only 78% of foreign-born Latinos

The survey also asked Latinos about their

perceptions of the ACA and their experiences with the marketplaces and exchanges. Below are a few of the main findings in this set of items:

- Outreach to Latinos remains a problem: Even after two years of being live and despite all of the outreach efforts the Obama administration has engaged in, 25% of Latinos indicated that



they actually heard "nothing at all" about the health insurance marketplaces, and another 28% indicated that they had heard "not that much" about the marketplaces or exchanges.

- Enrollment challenges: While 29% of Latinos utilized the federal or state websites or phone numbers to get more information about the new health insurance options during the open enrollment period last year, only 35% of these individuals were able to enroll "easily". Another 18% eventually were able to enroll but experienced problems, 21% experienced problems that prevented them from enrolling, and another 10% indicated that they either could not understand the information on how to enroll or found the options too expensive.
- Cost of insurance an issue for some: While the vast majority of Latinos who did not sign up for health insurance through the exchanges indicated that they were already insured and satisfied with their current coverage, 12% stated that they did not enroll because it was "too expensive" or that they would rather pay the fine. This indicates that costs of insurance remain a problem for over 1 in 10 Latinos.
- Views of personal healthcare situation: While 77% of Latinos think that their ability to get and keep health insurance will at least stay the same (33% better), as well as see the quality of their health care stay the same or get better (almost identical numbers). When we look at the cost of health care, nearly a third (29%) say that things will actually get worse from them under the ACA. Similar to our polls in the past, cost remains the most salient issue to Latinos regarding health care.

FocusON Politics

Latinas in Leadership Inspire U.S. Latinas to Embrace Their Political Power

VoteRunLead has teamed up with LatinasRepresent to launch the 2015 online series calling all Latinas to political life. Latinas in Leadership online series encourages Latinas to step into their political power, get involved in local and national politics, and learn the skills necessary to run for public office.

Last year, LatinasRepresent released a report shining a spotlight on the abysmal number of Latinas in public office. Of the country's more than 8,000 seats in state and national political office, only 109 are held by Latinas. "To create a more effective and reflective democracy, we must work to actively advance Latina representation from our communities to Congress," says Political Parity's Nadia Farjood. Political Parity commissioned the research and has partnered with the National Hispanic Leadership Agenda to mobilize Latinas nationwide through LatinasRepresent, both in-person and online at www.latinasrepresent.org.

Erin Vilardi of VoteRunLead says the series "is about reaching women where they are: which is online; and with role models and tools that are relevant and inspiring. Right now, we are losing out as a country by not leveraging the untapped talent, ideas and power of more Latinas in our democracy."

This five-part online series will include webinars focused on mobilizing local networks, skills training, declaring personal ambition, and including conversations with today's leading

Latinas. The one-hour online clinics began March 26, and will include a live session at VoteRunLead's National Go Lead conference in St. Louis, May 8 and 9.

This 2015 Latinas in Leadership Online Series started

Thursday, March 26th

Vocalizing Your Ambition

The first step in stepping up is speaking out. Telling your friends and family about your ambitions or sharing your goals with peer and colleagues is a powerful tool to help you achieve your leadership potential. Attendees heard from Colorado State Representative and Majority Leader Crisanta Duran, to find out how she realized her dream, became a powerful elected official and national role model.

Thursday, April 9th

Mentoring and the Power of Your Network

The power of local networks make running for office more doable. You don't have to figure out the rules or navigate the politics all on your own. This session will help you identify key players in the community, make the most of mentoring relationship and tap the right people in your networks (or grow them) to pursue your ambitions.

Thursday, April 16th

Power in Numbers: Create the Support System You Need to Run and Win

Support is all around you. Let's find it. This session will help you turn your social and professional networks into the support team you need as you run for office whether it's a friend to babysit and colleague to help with the budget or your family as key volunteers. You will be surprised by the

support and talent already available to you in your networks.

Thursday, April 23rd

Keepin' it Real: Difficult Conversations & Smashing Stereotypes

Sometimes you just have to tell it like it is. Hear from elected officials and women who've done it about how they tackled tough conversations with colleagues, created trust with new donors, or called out racism and sexism as they climbed the leadership ladder.

May 8th & 9th

National Go Lead

National Go Lead will focus on the full range of civic leadership opportunities from voting rights and reforms to women's leadership in civic life. Get inspired to ramp up your leadership and walk away with new skills and networks to help you get where you are going! Latina leaders are encouraged to attend this in-person training in St. Louis, MO for a special Latinas in Leadership live session. Register at <https://voterunlead.org/national-go-lead/>.

Thursday, May 14th

Mighty Mujeres: Latinas Governing and Running for Higher Office

The small number of Latinas has not stopped a powerful group from having a big impact on their communities, Congress and constituents. Aimed at current elected officials or community leaders who are ready for more, this session will walk you through the difference between campaigning and governing and how to serve one position well, while you seek another.

FocusON Music

Music and Revolution

Cultural Change in Socialist Cuba

Robin D. Moore, Author

Music and Revolution provides a dynamic introduction to the most prominent artists and musical styles that have emerged in Cuba since 1959 and to the policies that have shaped artistic life. Robin D. Moore gives readers a chronological overview of the first decades after the Cuban Revolution, documenting the many ways performance has changed and emphasizing the close links between political and cultural activity.

Offering a wealth of fascinating details about music and the milieu that engendered it, the author traces the development of dance styles, nueva trova, folkloric drumming, religious traditions, and other forms. He describes how the fall of the Soviet Union has affected Cuba in material, ideological, and musical terms and considers the effect of tense international relations on culture.

Most importantly, *Music and Revolution* chronicles how the arts have become a point of negotiation between individuals, with their unique backgrounds and interests, and official organizations. It uses music to explore how Cubans have responded to the priorities of the revolution and have created spaces for their individual concerns.

FocusON Radio

Piolin Links with Tu Vision

As Eddie "Piolin" Sotelo's broadcast radio comeback steams forward, he's also getting a new video outlet. Sotelo has joined forces with the Latino-targeted social video sharing site Tu Vision Canal.

"I am thrilled to offer our listeners another great way to connect with the show and access more of the fun, entertainment and information that interests them—on demand and at their convenience," Sotelo says in the announcement.

The Tu Vision Canal website will feature videos of Piolin's interviews with artists and celebrities and make it easier for fans to share them on social media. There's also promised video streaming of special events and concerts. The channel will launch on March 23.

"We are honored to partner with one of the major leaders and icons of our national Latino community who saw our vision to empower all generations of Latinos worldwide through Tu Visión Canal," founder and CEO Ulysses Alvarado says in a statement. "This partnership is a perfect collaboration as both Piolin and TVC share the same goal of helping the Latin community through content that inspires, entertains, and is suitable for the whole family."

Sotelo's three month old "El Show de Piolin" radio show is now clearing in 40 markets.

HispanicMarketWorks.Org
2120 W. Flagler St. Suite 301, Miami, FL 33135
Tel: 305.785.2784 - Fax: 305.728.7001
www.hispanicmarketworks.org

Publisher: Arturo Villar
avillar@hispanicmarketworks.org

Social Media Director: Betty Fuentes
bfuentes@hispanicmarketworks.org

Web Master: Pete Pekofsky
ppekovsky@hispanicmarketworks.org

PDF Creator: Liz Vidal
lvidal@hispanicmarketworks.org

Distribution Director: Sandra Romero
sromero@hispanicmarketworks.org

Office Manager: Beatriz Cruz
bcruz@hispanicmarketworks.org

Hispanic Market Works is published every Monday by Solmark Media Group, Inc. HMW has no connection to any other existing newsletter, media group, agency, advertiser, researcher or network. The editors are solely responsible to their readers and to themselves.

COPYRIGHT NOTICE:

It is a violation of federal copyright law to reproduce or distribute all or part of this publication or its contents by any means. Hispanic Market Works does not license or authorize reproduction by subscribers or anyone else without specific written permission. However, multiple copy or site license subscriptions are available at substantial savings. Please contact Arturo Villar at 305.785.2784 for more information.

Copyright 2014. Hispanic Market Works. All rights reserved.

Launched March 24, 1997, HMW has been chronicling breaking news in the Hispanic marketing and media industries every week. For our editorial pledge please visit www.hispanicmarketworks.org