

FocusON Research

Hispanics Driving the Foodservice Industry

Already in overdrive, increases in the U.S. Hispanic population and their spending power will continue to shape the foodservice industry. The newly released Technomic's Hispanic Foodservice Consumer Trend Report reveals.

The Chicago-based food industry research firm found that 41 percent of Hispanic consumers indicate they use foodservice twice a week or more often, up from 36 percent in 2013.

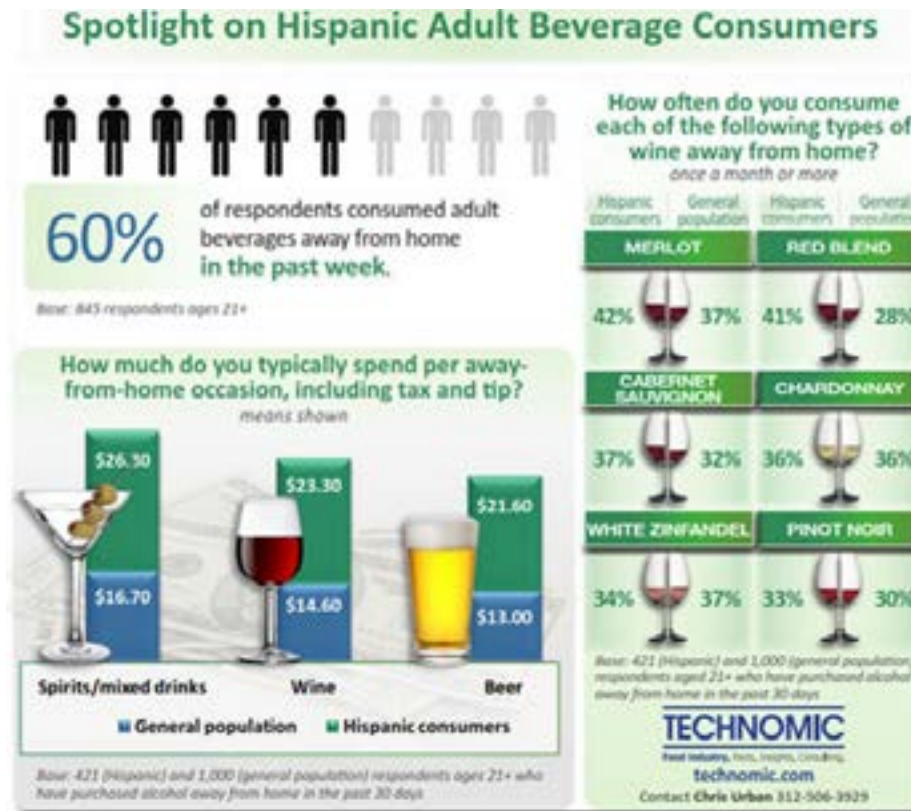
"Hispanics prioritize eating meals with family, and they feel strongly that restaurants are an ideal place to spend time with family," said Sara Monnette, senior director of consumer insights at Technomic. "There is a greater opportunity to gain Hispanics' loyalty, as they're visiting foodservice locations, especially coffee shops and family-style concepts, more often than the general population."

A segment of the Hispanic population that offers new opportunities for the foodservice industry are millennials or younger Latinos who are growing up with well-defined eating attitudes and behaviors, Technomic reveals. Data from Nielsen reveals that 45 percent of U.S. millennials are multicultural and 21

percent identify themselves as Hispanics.

To help build loyalty among these customers, convenience store retailers and restaurants can incorporate spicy flavor profiles and zesty condiment bar options into prepared food programs, Technomic reveals.

"The growing Hispanic population has most likely contributed to more interest in spice levels and traditional ethnic foods overall," said Jackie Dulen Rodríguez, senior manager at Technomic. "The Hispanic culture has helped develop our palates."



Source: Technomic, Inc., 2013, Special Trends in Adult Beverage (TAB) Report: Hispanic Consumer Insights

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Outperforming Other Consumers

U.S. Hispanic shoppers are outperforming their non-Latino counterparts, reveals a new report by Acosta Sales & Marketing and Univision Communications.

“The Why? Behind The Buy” U.S. Hispanic Shopper Study that provides insights into U.S. Hispanic shopper behavior, offering retailers insights on how to best develop marketing strategies to attract Latino consumers.

“Knowing how these consumers shop and make purchase decisions is important for capturing market share,” said Colin Stewart, senior vice president of Acosta. “The Why? Behind The Buy has found that whether it’s the amount spent on groceries, the enjoyment of shopping, eating dinner at the table or purchasing groceries online, Hispanic shoppers outperform their total U.S. counterparts nearly every time.”

Latinos’ monthly grocery spending is at the highest point in three years. For Hispanic shoppers and Latino millennials alike, a trip to the grocery store continues to be a social

experience.

Because grocery shopping represents an opportunity to spend time with loved ones and to engage with distinctive store offerings, brands and retailers

The study reveals:

- Hispanic shoppers spend an average of \$361 a month on groceries compared to \$331 spent by the total U.S. shopper population

- 74 percent of Hispanic shoppers report they enjoy grocery shopping, 16 percent greater than total U.S. shoppers

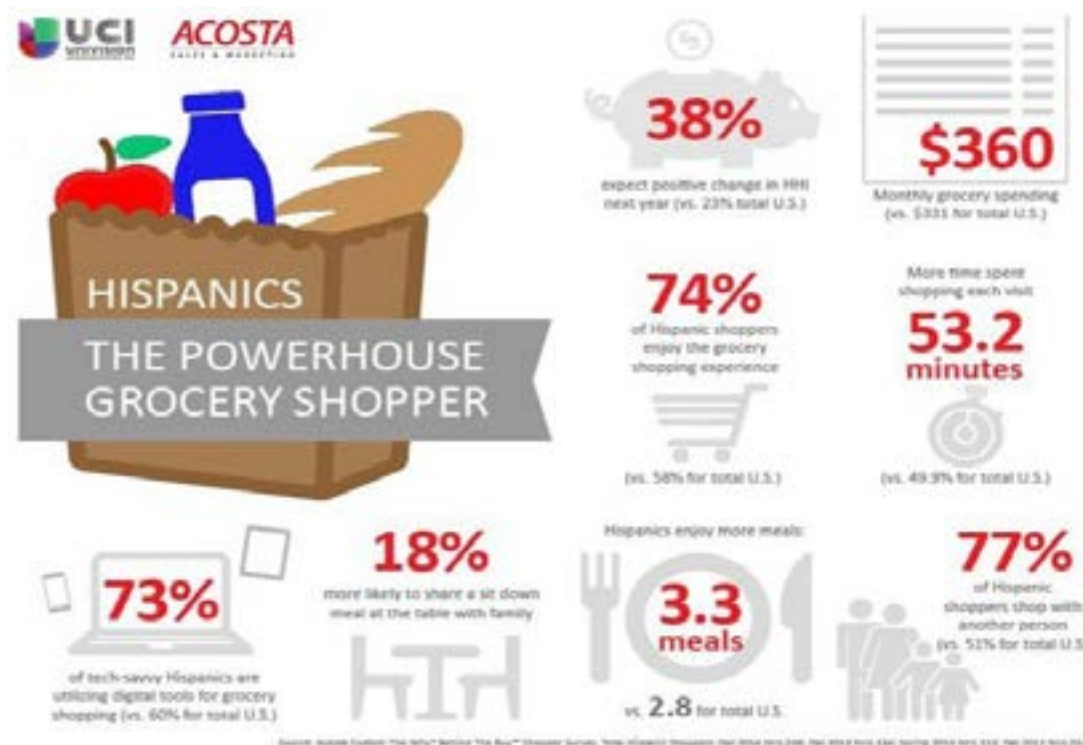
- 77 percent of Latino shoppers do so with a companion while 51 percent of non-Latinos

- 65 percent of Latinos ate dinner at the dining table or kitchen counter compared to 55 percent of total U.S. shoppers.

- Hispanic shoppers average 3.3 meals a day, compared to total U.S. shoppers’ 2.8 meals a day

An important influencer in Latinos’ shopping spending is technology, with 50 percent of those surveyed having bought a grocery item online in the past year. By contrast, 40 percent of total U.S. shoppers had done the same.

A partnership with Univision Communications, Jacksonville-based Acosta produced “The Why? Behind The Buy” U.S. Hispanic Shopper Study online in fall 2014.



are presented with more valuable marketing opportunities, explained said Liz Sanderson, vice president of strategy and insights for Univision.

FocusON Commentary

How Spanish SEO Can Boost Your Brand Presence Online

By Andrea Barreto, Jr. Art Director at Dieste

Now that we're almost halfway through the year, polishing up your Spanish SEO strategy may be the perfect tactic to boost your brand presence online (if you're not doing it already). There's no question about the fact that Hispanics make up a significant portion of the buying power in the United States, and brands are doing everything they can to reach them through many channels—especially digital. However, in all the efforts to connect with this complex mosaic of people, marketers still seem to overlook search engine optimization, especially in Spanish.



Google's Commitment to Spanish Search

The numbers don't lie and Google knows it. Google is not only developing new Hispanic targeting tools on YouTube, but also recently did [a study](#) showing how highly engaged the Hispanic audience is online:

- Online ads capture 66% of Hispanic's attention as

opposed to 47% of the general market

- 93% of those Hispanics who remembered the ad went on to search more about the product or service
- Hispanics watch 90 more minutes of video on different types of devices than the average American

Tackling Spanish SEO

As a tech savvy and highly engaged audience online, U.S. Hispanics still have one thing in common and that's language. Google also revealed that although Hispanics feel comfortable using English online, Spanish is still just as important. If you're in one of the fastest growing Spanish search categories (retail, telecom, food, automotive, health, beauty, or skincare), you'll want to optimize your website with Spanish keywords and long tail keywords in order to gain more traffic and rankings on search.

What's more, Spanish keywords generally have less competition, making it easy to make a large impact for cheap. Using Spanish SEO tactics may also generate a high volume of international traffic, making it perfect for large brands seeking a global presence.

Put some dollars towards Spanish SEO this year and see how your brand can grow significantly online. Subscribe to our newsletter below and see how [Dieste Inc.](#), a full service Hispanic agency based in Dallas, Texas, can help you provoke action among your Hispanic audience through emerging trends and insights happening every day.

FocusON Marketing

Hispanics: A Must

Companies that aren't marketing to Hispanics or making Latinos a part of their corporate staff are going to be left behind as the demographic increases its presence and purchasing power in the U.S.

That's the message AMC Entertainment Holdings Inc. CEO Gerry Lopez and other executives shared at an event hosted by the National Hispanic Corporate Council (NHCC) last week at the company's Leewood Theatre Support Center.

Lopez, along with Alba Adamo, director of Hispanic marketing at Coca-Cola Co. and David Cohen, a senior executive vice president at Comcast Corp., shared their insights on capitalizing on the growing size and influence of the Hispanic market.

Octavio Hinojosa Mier, executive director of the NHCC, said the 55 million Hispanics in the U.S. boast more than \$1.5 trillion in purchasing power.

The executives concur that inclusion, both in marketing and hiring, is key to capitalizing on the market.

Looking through the lens of entertainment and marketing, the executives said Hispanic consumers - just like everyone else - want to feel included. They want to see people who look like them in films, television and marketing initiatives. They want to interact with people like themselves when they are doing business.

Entertainment executives Lopez and Cohen highlighted one example of the accuracy of this philosophy: "The

FOX DEPORTES DELIVERS A STELLAR MLS RETURN



SEASON OPENERS

TOTAL VIEWERS

+233%

VS 2011

P18-49

+291%

VS 2011



FOXHISPANICMEDIA.COM

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

Fast and The Furious” film franchise. The series’ latest installment, “Furious 7” which was released in April, has brought in \$1.5 billion in global box office revenue.

They said the action movie is one of the most commercially successful films ever made because of its diverse cast and crew and its marketing toward a diverse audience.

“That shows the importance of the audience, but also the benefits of marketing to that audience to be able to come and attend that movie,” Cohen said. “We’re not afraid to spend real money in marketing content and trying to promote films in the Hispanic community.”

Lopez added that the Latino consumer is particularly important to AMC because Hispanic families come to the movies more often, come in larger groups, spend more on food and beverage and spend more to see films in premium formats.

“Other than that, they’re just regular people,” Lopez said. “We could not be in this building today if it were not for that segment of guests. We couldn’t do what we do without them. They are a segment that continues to grow ... but because Hollywood has learned how to appeal to that consumer.”

Coca-Cola’s Adamo and Lopez, from AMC, urged marketers should make a push to include Latinos in their overall marketing strategy, rather than creating a new strategy to reach those consumers.

All of the executives spoke about the importance of hiring, retaining and promoting Hispanics, which are forecast to

be the majority population in the U.S. 2050 and is younger than other demographics.

Comcast’s Cohen pointed that the company has made a lot of progress hiring and promoting Latino employees but still has a long way to go in bringing Hispanics into the management and executive suite. Adamo admitted that Coca-Cola faces similar challenges in the U.S. She



said the company focuses on recruitment, retention and development of minorities. Although the company is doing better in hiring and promoting African-Americans, it still struggles with Hispanics.

“We have identified what we need to do to develop that pipeline and put together programs that are identifying Hispanics with high potential, helping them track their

career and ... assigning mentors,” Adamo said.

She added that Coca-Cola also is actively recruiting in colleges and partnering with organizations that offer scholarships to Hispanic students to keep the pipeline of Latino candidates full.

Lopez said AMC has a similar experience, too. The company’s theaters are staffed by a diverse population, but its executive offices in Leawood are decidedly less diverse.

“For years, we’ve accepted the excuse of ‘Well, you know, we’re in Kansas City,’” Lopez said. “The truth is we don’t have enough movement. We have moved the needle exponentially from where we were five or six years ago, but it’s still not enough.”

Lopez said executives need to recognize that the time will come when a company needs to take a chance on a new hire, adding that if a company spends time mentoring and training Hispanics in leadership, they will start to see progress in bringing more diversity to the boardroom.

“Not only are you driving a number, which is always good, but you are more importantly providing an example and sending a message not only to that person, but to the entire workforce,” Lopez said. “That we will give people the chance to step up to the next level.”

The NHCC’s presentation was held in conjunction with the National Council of La Raza’s convention in Kansas City.



McDonald's Moves with Leslie Grace

McDonald's latest marketing effort aimed at Latinos is an online musical production starring bachata star Leslie Grace.

"A Little Lovin', el musical de McDonald's" is all about finding moments of inspiration in people's every day experiences. In the video, the Dominican-American star is seen at a McDonald's trying to find inspiration to write a song, and the crew shows her that there is lovin' everywhere, if you look very closely.

Created by the quick-service restaurant's Hispanic agency Alma, the three-minute musical was directed and choreographed by actor Daniel "Cloud" Campos, who stars as Grace's waiter. When he and the customers inside McDonald's burst into song, they inspire Grace to sing a new version of her song "Solita Me Voy."

Alma's chief creative officer Luis Miguel Messianu noted that the project has been in the works for about a year. "When Grace was warming up for an interview and reminiscing about her happy childhood and going to McDonald's with her dad, which was down the street from her mom's salon," Messianu said in a statement. "She didn't know she was being recorded, but my friend from Sony shared the soundbite with me and we've been working on an idea for her to partner with McDonald's ever since."

The spot premiered on July 16th during the telecast of Univision's Premios Juventud and is squarely aimed at Hispanic Millennials.

In an exclusive interview with Latina, Grace said her favorite part of the production was recording all the dance moves with all the dancers, especially the guys that she worked with on set and the girls wearing the prom dresses.

"They taught me how to slicken-up my moves. Also, the choreographer and the producer were great!" Grace told Latina. "They were so cooperative and patient with me while I learned all the moves. I had a really great time filming it!"



FocusON Television

A New Owner for MundoFox

Fox International Channels has sold its interest in U.S. Spanish-language broadcast network MundoFox to its joint-venture partner RCN Television Group.

Executives at RCN said their decision to purchase their share of the network came from differences with Fox International. "Fox wanted to focus on its own cable channels while we wanted to continue in the open (broadcast) network television sector," said Julián Giraldo, executive vice president of international channels at RCN.

He promised there will be no significant changes at MundoFox, which launched in the fall of 2012 offering what executives described as "teleseries," centered on action and drama versions of U.S. shows such as "24" or "Bones."

Fox delivered original scripted and unscripted series, including an adaptation of "The X Factor," news programming and dubbed episodes of Fox and FX series including "American Dad" and "The Bridge" to MundoFox. RCN contributed telenovelas and other funding.

The goal: draw more interest from male viewers who may not have been interested in the telenovelas that dominate the lineup of Spanish-language leaders Univision and Telemundo.

But visibility for MundoFox in key markets was a challenge from the start, as its affiliates were mostly small indie outlets that didn't bring significant audience shares. The network has a very low profile in New York,



the No. 1 market in the U.S., making advertising sales a challenge.

"We're proud of having started MundoFox with RCN and are confident that they will realize all of the potential of the network," Hernán López, CEO of Fox International Channels, said in a statement. "Our company continues to be committed to the U.S. Latino marketplace through its Spanish-language channels, Fox Deportes, Nat Geo Mundo and Fox Life."

Giraldo reiterated full confidence in MundoFox president

Ibra Morales, who will remain at the network's helm.

"RCN is excited to be carrying on the MundoFox network that we started jointly with our partner FIC," Morales said in a statement.

At MundoFox, early series included "Kadabra," an action-based serial that had proven popular in Spanish-language broadcasting, and "El Capo," a drug-cartel drama known as one of Colombia's most expensive. Many of the series were produced in Colombia, and the network also featured U.S. television shows dubbed into Spanish.

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FocusON Conferences

Ready For 2016

Heading into its seventh year offering an in-depth look at U.S. Latinos, Hispanicize 2016 Week will be held April 4-8 in downtown Miami's InterContinental hotel.

"These are both perilous and exciting times for Latinos and in 2016 we are embracing everything that makes us good to create an event that is more meaningful, empowering and creative than ever before," said Manny Ruiz, Hispanicize event founder and creative director.

Hispanicize 2016 will feature a five day multi-industry program with content tracks for digital creators, journalists, marketing executives, tech entrepreneurs and entertainment industry executives.

Among the conference's new additions are:

- Latino Influencer Awards: a re-branding of the Tecla Awards will include additional categories, a red carpet, musical performances, and live streaming.
- Latina/Latino Digital Content Creators Retreat: Curated by digital content creators network DiMe Media, it's an all-day creative and educational retreat.
- More Renowned Speakers, Sessions and Larger Stages: A broader range of keynote speakers plus talks and sessions with top Latino and non-Latino speakers.



- Expansion of the Hispanic Journalist Showcase: Hispanicize will host the first annual NAHJ convention for Spanish-speaking journalists featuring English-language sessions on media entrepreneurship and social media in the newsroom.
- 2016 Election Townhall: Given the high stakes

of the 2016 election, Hispanicize will feature political leaders addressing Latino cultural influencers.

Among the popular programs that will return for Hispanicize 2016 are the Positive Impact Awards, the Latinovator Awards and the Hispanicize Film Festival.

FocusON Agencies

Bromley Will Shut the Door

Ernest Bromley, one of the godfathers of U.S. Hispanic marketing, will close its San Antonio-based shop Bromley Communications later this summer.

His next adventure: pursuing a doctoral degree in consumer behavior.

"The marketing industry hasn't head the last of me," Bromley said. Once he receives his PhD, Bromley will focus his attention on teaching students about the demographic shifts that are driving the U.S. population.

Bromley Communications' closing marks the end of an era in Latino-focused marketing. The agency got its start as Sosa, Bromley, Aguilar & Associates in 1981. After several transitions, it became Bromley Communications in 2000.

At the time the Hispanic population in the U.S. stood at 14.6 million, roughly 6.5 percent of the nation's total. Today it's approaching 60 million, representing 18 percent. And forecasts call for U.S. Latinos to reach 106 million by 2050.

"I never imagined I would see a demographic shift as transformative as it has been during my career," Bromley told San Antonio Magazine. "This country is perhaps the first in history where the founding ethnic population is going to become the minority population."

One of Bromley Communications' first big wins was getting the Coca-Cola, Burger King and Bud Light accounts – all three of them in 1989. Today, the agency's roster includes Western Union as well as a broad range of General Mills brands.

"Hispanic agencies are no longer competing with Hispanic agencies for Hispanic assignments," Bromley said in an interview with Portada. "We are competing with large total-market shops."

B r o m l e y Communications is currently owned by Publicis Groupe, which

increased its stake in the agency to 100 percent in 2012. Current clients could likely move their accounts to other Publicis-owned agencies.



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