

FocusON Advertising

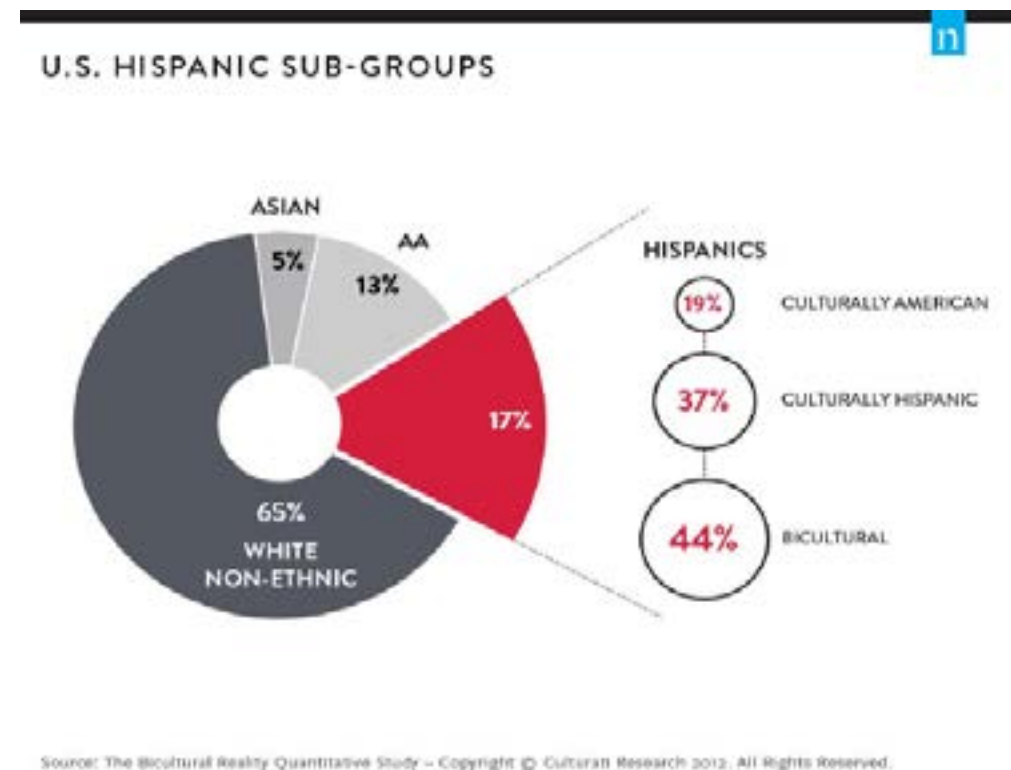
Nielsen and Culturati Collaborate On Hispanic Marketing Segmentation

It's no secret that Hispanics, the largest growing ethnic group in the U.S., are paving their way as a major influence in the marketing and advertising world. More and more businesses are recognizing the significant impact that Latino consumers have on their products and services, and how vital it is to acknowledge this group of buyers.

Consumer tracking specialist Nielsen joined cross-cultural agency Culturati Research & Consulting to launch the Nielsen-Culturati Hispanic Segmentation, offering marketers a deeper cultural understanding of the total U.S. Hispanic landscape.

The new segmentation model combines Nielsen's Homescan Panel data with the analysis of Hispanics' attitudes and values that Culturati offers and extends beyond just language and demographics - it unveils the motivation behind Latino shopper and consumer behavior.

This collaboration offers marketers the chance to study the Latino market and



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incorporate findings into their marketing techniques, allow them to maximize Hispanic-focused investments and gear their advertising efforts with the support of strategic data.

“The combined capabilities of Nielsen and Culturati really provide an exciting new way to capture the total U.S. Hispanic landscape,” says Monica Gil, general manager of Multicultural

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The ongoing battle between Trump and Univision has a new casualty in long-time reporter Jorge Ramos.

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The reigning champ of the Hispanic cable wars seeks to find new footing in a fast changing media landscape.

[hispanic] market works

Growth and Strategy at Nielsen. "This new segmentation can be an important tool for our clients trying to appeal to Hispanic consumers since distinctions and nuances between each sub-segment of the Hispanic consumer market are revealed."

The need to distinguish these differences is becoming more important because the cohorts are growing. Our clients need to understand the commonalities and differences among the Hispanic consumer set, and we are certain that this new segmentation will contribute to that aim."

The Nielsen Hispanic Homescan Panel will include four key attitude-based segments:

- **Latinistas** (culturally Hispanic) are very traditional and Hispanic centered, as well as the least focused on blending cultures. One third of Latinistas are second- or third-generation and more than half prefer to speak Spanish, but can use English if needed.
- **Heritage Keepers** (bicultural), while somewhat progressive, they are Hispanic centered and focused on preserving their heritage. Most (86 percent) Heritage Keepers are

first-generation Hispanics and prefer to speak in Spanish.

- **Savvy Blenders** (bicultural) are very progressive, embrace diversity, and are focused both on preserving their heritage and blending cultures. Savvy Blenders are bilingual and their language preference is highly situational. While this segment has a strong second-generation population, at 49 percent, it is quite diverse with first-generation accounting for 29 percent and third-generation accounting for 22 percent of the segment.
- **Ameri-Fans** (culturally American) are progressive with a diluted Hispanic heritage, and are closest to the average mainstream consumer. The majority (82 percent) is second- or third-generation and prefers to speak in English.

Hispanics hold significant buying power in the U.S. and therefore become an attractive objective audience for brands. Much like any other target market group, are buying cars, moving into new homes, furnishing those homes, and spending on consumer goods. "Connecting with Hispanic audiences is critical for all brands if they want to grow over the next decade."

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FocusON Politics

Trump Ejects Univision Reporter Jorge Ramos

Donald Trump and Univision have had quite a relationship these past few months. Beginning with the derogatory comments the presidential candidate made about Mexican immigrants, Trump has become the source of various disputes since he announced he is running for the presidency.

Most recently, Trump has found himself the subject of much discussion arising over his on-air argument with Univision anchor and journalist, Jorge Ramos. During an August 26 press conference, immigrant advocate Ramos spoke out of turn attempting to ask Trump about his highly controversial immigration reform plan. Immediately Trump told the journalist to “Sit down. Sit down. Sit down” because he [Ramos] had not been properly called on to speak.

The back-and-forth altercation began with Trump telling Ramos to “Go back to Univision” and led to Ramos being escorted out of the room.

“I knew it was going to be tough,” Ramos admitted during an interview. “I knew... he wasn’t going to like it. But I never expected that instead of answering my questions, he was going to call his security detail to throw me out.”

Ramos recognizes that he had not been called on to ask a question, but after various attempts to schedule an interview with Trump, including sending a handwritten note to the businessman, (which instead of answering,



Trump published online with Ramos’ phone number) Ramos believes that even if he had waited his turn to speak, Trump would have never called on him.

“What you want to do in an interview or in a press conference is to unmask, if possible, the person you are talking to,” Ramos notes. “When Donald Trump decided to throw me out, I think he was unmasked. That’s the real Donald Trump.”

Ramos, who is of Mexican origin, expresses that when it comes to human and immigration rights, reporters

have to take a stand. He adds that if you don’t challenge authority, especially when it concerns racism and discrimination, then what’s the reason behind being a reporter?

“He tried to stop me when he realized that he didn’t like the question,” Ramos said of his ejection from the press conference, “this is the kind of thing that you see in dictatorships, but not in the United States of America... he acted in an incredibly authoritarian way...And that’s dangerous for press freedom in the United States.”

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FocusON Commentary

Snapchat Marketing: Reach a Young Hispanic Audience

Havi Goffan, Target Latino

Snapchat marketing can help you reach the Hispanic 13-25 year old market. Find out why and how to leverage Snapchat for business.

Did you know the Snapchat app has just been valued at almost 25 billion dollars? Most people think Snapchat is for teens and sexting, but smart brands are leveraging this smartphone app to reach a very coveted market segment: the youth segment. And guess who else is quite interested in Snapchat marketing? The political sector. With well over 100 million users, a vast majority residing in the United States and between the ages of 18 and 25, Snapchat has a significant potential to radically affect the next Presidential election.

What is Snapchat?

So, what exactly is Snapchat? It's a smartphone app that allows its large base of users, mostly teens, to send photos or videos to friends – or total strangers – which displays on the receiver's phone for up to 10 seconds. After the visual content has been viewed, it disappears from the receiver's app, unless the recipient takes a screenshot of the photo and stores it on its mobile device. Snapchat also gives you the option of making the image more attractive and engaging with words, doodles, and drawings.



Snapchat entered the market in 2011, as a college project by the now-24-year-old Evan Spiegel, at the same time as Pinterest but with very different purposes. While on Pinterest, you have the resilient power of the Pin, where you get exposure independently of when you uploaded the media, on Snapchat the content uploaded disappears almost instantly. While on Pinterest, you can feature your product and its uses and it's a platform developed for social commerce, on Snapchat you capture the viewers' attention 100 percent for the duration of the Snap.

Snapchat users cannot search for a Snap like on Facebook or Twitter or Instagram. It's now or never. And this is a great aspect of Snapchat for business that needs to be leveraged on Snapchat marketing campaigns.

"Social media companies tell us what to read based on what's most recent or most popular. We see it differently. We count on editors and artists, not clicks and shares, to determine what's important." – Snapchat



Why Snapchat Marketing?

Ask yourself the following:

- Is your target demographic is essentially 13-25 year olds?
- Do you have the resources to generate a steady stream of posts, and be able to respond and interact?
- Can you offer contests and giveaways and does your target audience respond highly to them?
- Are you interested in generating awareness for your products or services?

If you answered yes to all of the above questions, you should be on Snapchat already!

Snapchat Demographics

There are approximately 26 million users in the U.S., and about 400 million snaps are sent out each day.

“According to GWI’s data, it’s the fastest growing social app out there. More than half of its users are aged 16-24. And among U.S. teens, it’s more popular than either Facebook Messenger or WhatsApp. Overall, just 14 percent of teens are Snapchatting, putting it behind WhatsApp, Facebook Messenger and even Skype.

That means it’s the reach of Snapchat in certain markets which matters; in the UK, Ireland, Sweden, the US and Canada, for example, more than 30 percent of

this demographic are on Snapchat. These are the key markets to target.” – Globalwebindex

Snapchat’s worldwide statistics are impressive:

- 100 million monthly active users
- 70% of Snapchat users are women
- 71% of Snapchat users are under 25 years old
- 32% of U.S. teens (13-17) use Snapchat on a mobile device
- 58% of students would make a purchase from a brand that sent them a Snapchat coupon
- 33% of Millennials use Snapchat
- 4% of the global adult Internet population use Snapchat monthly.
- 30% of Snapchat users are in the U.S. and 6 percent in Brazil

Let’s take a look at Snapchat’s numbers in the United States:

- 60% of Americans 13-34 year olds use Snapchat
- Half of Snapchat users in the U.S. are between 16-24 and are living with their parents
- 58% are male and 42% female
- 93% of Snapchat users have a Facebook account, about 80% have a G+ and Twitter account and 42% have a Pinterest account

- Snapchat users are 10 times more likely to use Vine than any other user
- Other apps they use: YouTube, Facebook messenger, WhatsApp, Tumblr, Flickr, and Viber
- 22% of Snapchat users (or 6.6 million) in the U.S. are Hispanics (*extrapolated from Census demographics for this age segment and not taking into consideration that Hispanics are early adopters of technology and have a higher usage of social networks than their white non-Hispanic counterpart*)

Evidently, an app with such a large user base – especially young users – are few and far between. Of course, if you are willing to target an audience younger than 13, and are COPPA compliant, you can go for SnapKidz, a lightweight version of the app designed for children.

Time is of the essence

Another reason for using Snapchat for business is the level of attention it demands from viewer that actually couples the level of attention of mobile and the fact that the visual content will disappear unless you capture it with a snapshot and share it. Besides, users need to interact with the app by pressing the photo in order to view it.

Many Snapchat marketing campaigns leverage this time constraint with appealing content such as contests, offers, teaser content, and discounts, with very strong calls to action.

FOX DEPORTES DELIVERS A STELLAR MLS RETURN



SEASON OPENERS

TOTAL VIEWERS

+233%

VS 2011

P18-49

+291%

VS 2011



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Source: NTL 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

Arriba/Abajo

Delivery Agent Appoints John Pérez to Head of Hispanic Division

Shoppable media firm Delivery Agent has appointed John Pérez as national sales manager for the company's new Hispanic advertising division. In this new role, he will be responsible for introducing agencies and brands to Delivery Agent's suit of advertising engagement and transaction tools.

"Hispanic audiences spend an average of 3.3 hours per day watching TV. Our platform makes the advertising being consumed during that time more effective," says Mike Fitzsimmons, Delivery Agent CEO. "John's depth of experience and strong relationships within the Hispanic advertising community make him the ideal person to spearhead our new division."

A Hispanic media veteran, Pérez has over 20 years of experience and has worked at MundoFox, LUNA Entertainment, WorldLink Media, and Univision, among others.

Delivery Agent's platform currently includes over 27 million connected televisions and devices from leading names like Sony, Roku, and Samsung, as well as over 30 Hispanic cable networks over an unwired network of 80 million homes.

"Delivery Agent's platform optimizes ROI for brands and agencies, combining powerful media buying capabilities with data and analytics that can uniquely target the Hispanic community," says Pérez.

FocusON Brands

Nido and BabyCenter Target Bicultural Moms

Nido, provider of powdered milk, is famous among Latino families for its aid in transitioning children from drinking formula or breast milk. Operating during an era where Hispanics are increasingly prevalent in the consumer marketplace, Nido has decided to alter its marketing strategy.

In an effort to reach more consumers in the U.S., the Nido marketing team has decided to gear its efforts towards marketing to bicultural moms.

Following a new collaboration with online parenting site BabyCenter, the Nestlé-owned brand is starting a new campaign that targets moms, whether unicultural, bicultural, American or Latino, in different ways.

"In the past, we've had a strong hold in the unacculturated mom who has that heritage and understands the brand," says Priscila Stanton, Nido's

marketing manager. "But as we look at the growing Hispanic population and the opportunity within the bicultural segment, we felt that we needed to either remind or reintroduce the brand and the benefits to this bicultural mom."

BabyCenter will initiate the project by sponsoring editorial content on the website where Hispanic moms can find health, nutrition, and culture resources. On the other hand, Nido has announced that it will be working with bloggers to bring in some third-party expertise covering topics including "Raising an English-Spanish bilingual child when you don't speak Spanish" and "A healthy pregnancy diet, Latino style."

"We know from a lot of research we do that Hispanic moms, particularly Spanish speaking moms in the U.S. are more likely to pay attention to ads that are relevant to their child's ages," says Julie Michaelson, head of global sales at BabyCenter.

The booming Hispanic population is one that cannot be ignored - their consumption power is increasing and if businesses do not market to them in the best way possible, they are sure to miss out on a large portion of the consumer marketplace.



FocusON Television

Univision Adapts To Changes in TV Consumption Ahead of IPO

One of the largest Spanish-language television providers in the U.S., Univision is among the many companies currently seeking out ways in which it can remain at the forefront of their viewer's minds, despite the fact that an increasing number of consumers are abandoning cable and satellite television subscriptions.

In addition to their ongoing dispute with presidential candidate Donald Trump, Univision faces an issue that some claim is even more paramount: maintaining its business prospects ahead of its planned initial public offering this fall.

"What Univision needs to do is tell people that their businesses are different and better than conventional wisdom thinks traditional media businesses are today," said Michael Nathanson, a media analyst with MoffettNathanson Research.

Univision executives' plan to continue with their filing for an I.P.O is making investors wary about its success, recognizing that traditional broadcast networks will continue to lose viewers as people spend more time watching on-demand streaming television that includes minimal advertising, if any at all.

Additionally, Univision's most recent quarterly results didn't provide potential investors with much confidence. The company reported a loss of \$23.5 million in the second quarter of 2015 compared with a year-ago profit of \$98.3 million. The media conglomerate's total revenues declined 16.5 percent to \$696.3 million during the quarter compared with the same period in 2014.

Despite the decline in revenue, however, Univision remains

the top-rated entertainment, sports and news destination for U.S. Hispanics, offering two broadcast networks, Univision and UniMás, as well as nine cable networks including the 24-hour sports network Univision Deportes. Investors should note that roughly 91 percent of Univision's viewers tune in live, a potential draw for advertisers, compared with an average of 65 percent for the top four English-language broadcast networks, according to the company's IPO prospectus.

"During the 2015 second quarter, we continued to execute on our strategy to deliver a Univision branded experience and target bilingual and millennial audiences with tailored 'must-see' content across platforms, which included signing a deal with Netflix to stream top Univision and UniMás content," CEO Randy Falco said in a statement to investors. "Given our extensive engagement with U.S. Hispanics, a demographic group which is over 57 million strong, rapidly growing and young, with more than an estimated \$1.3 trillion in buying power, and our collection of strong media brands, we are well positioned in our industry and poised for future long-term growth."

Univision has also unveiled a series of recent initiatives intended to connect with younger, digital-savvy viewers. Among their plans for the future is a distribution deal with Netflix and a partnership with social media network Snapchat to create live Snapchat Stories for sports and entertainment events. Univision is also a partner behind Fusion, the start-up English-language digital- and cable-TV joint venture with Walt Disney aimed at millennial audiences.

"There is absolutely no doubt today that there are more choices in Spanish and in English to reach Latinos than there have ever been before," says Lia Silkworth, managing director of Tapestry, a multicultural marketing group of Publicis' Starcom MediaVest Group. "I do see that continuing to increase over time."

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

Office Manager: Beatriz Cruz
bcruz@hispanicmarketworks.org

Staff Writer: Nicole Arguelles

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