

FocusON Language

Marketing to Hispanics: Spanish, English or Both?

By Christina Hoag

Taco Bell used to tell consumers to “Think Outside the Bun.” Now it wants them to “Live Más.”

The Mexican-style fast-food chain switched slogans in 2012 from a very Anglo-centric play on a common saying denoting originality—“think outside the box”—to a simple bilingual phrase—“más” means “more” in Spanish—underscoring richness of experience. The slogan’s conceit is that although it’s understood by all, the use of a Spanish word jumps out at Hispanics.

The concept, dubbed “winking,” is increasingly employed because it enables brands to use a message for a mainstream audience while at the same time figuratively “winking” at Hispanics with a word, expression or image that speaks directly to them, subtly suggesting that the brand “gets it” about Latino culture.

Until recently, “Hispanic marketing” has meant advertising in Spanish, but that is now starting to change. Winking is part of the larger question of whether



advertisers should use English, Spanish or both in Hispanic-oriented marketing, an issue that is gaining new urgency because of the fast-growing population of English-dominant Hispanics. They tend to skew younger, making them a coveted market for companies seeking to build

brand loyalty.

The answer depends on the target audience and on how the message is crafted.

To reach English-dominant Hispanics, marketers are trying a variety of dual-market strategies, such as winking

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[hispanic] market works

slogans, subtitles and Spanglish, mixing Spanish and English dialogue.

"Ideally, it's a mix of casting Hispanic actors and speaking in the normal way Hispanics speak—jumping back-and-forth between Spanish and English," says Joe Zubizarreta, chief operating officer of Zubi Advertising Services in Coral Gables, Florida.

The risk to this approach lies in alienating the mainstream culture. When Coca-Cola aired its "America the Beautiful" commercial sung in seven languages, including Spanish, during the 2014 Super Bowl, it ignited a firestorm of criticism, mainly on the Internet.

However, marketing experts say that given the growth of the Hispanic population, the upside to bilingual ads is greater than the risk, and they expect the trend to continue. "It's a powerful approach," says Felipe Korzenny, director of Florida State University's Center for Hispanic Marketing Communications.

Bilingual combinations are most effective when the underlying theme of the ad is so universal that the language of the dialogue becomes secondary to the overall message.

In another Coca-Cola commercial aired during the 2012 Super Bowl, a multicultural group of children

sing the Oasis song "Whatever" in English as images superimposed with Spanish subtitles flash on the screen to underscore the commercial's title, "Reasons to Believe" in the world. (That commercial did not spark the backlash that resulted from the "America the Beautiful" ad.)

McDonald's 2011 "Soccer" commercial features a group of Latino men playing soccer, yelling in a buzz of Spanish, but when the lights go out, a player uses simple Spanish and English words to plead that the lights be turned on (the lights are the McDonald's sign), and then a slogan appears in English. The ad was aired on both Spanish-language and English-language TV.

Another McDonald's commercial, "First Customer," aired during the 2014 Oscars, has a Hispanic teenager starting his first job at the restaurant and being embarrassed when his doting parents roll up to the drive-by window, speaking both Spanish and English.

Such transcultural campaigns can be especially effective. "Cross-cultural campaigns based on a Hispanic insight can be relevant to everybody, but because of the insight, they are especially relevant to Hispanics," says David, Burgos, senior vice president of cultural strategy for TNS, a market



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Despite the growth in English use, Spanish-language marketing will remain an important avenue to reach Hispanics, given the high rates of language retention and ongoing immigration from Latin America, according to marketers. Brands also like to build loyalty among first-generation immigrants that can carry into other generations.

The Internet takes that a step further—Spanish-language websites create brand loyalty and familiarity in Latin American countries before people emigrate. “If you’re not buying Spanish-language media, you’re missing a good portion of the population,” Zubizarreta says.

While Spanish-preferring consumers may be able to understand overall marketing messages and simple dialogue in English, as in the McDonald’s commercials, advertisers must speak to them in their own language if they want to make a more complete connection to a brand, he says.

As the Hispanic market becomes increasingly fragmented, companies need to decide exactly who their primary target audience is before deciding whether to use Spanish, English, or both, in advertising materials, marketers say. “We used to treat Hispanics as a silo segment,” Burgos says. “But the market is becoming more integrated, and marketing has to be more sophisticated.”

Christina Hoag is a freelance journalist in Los Angeles. She formerly covered the Hispanic market for the Miami Herald.

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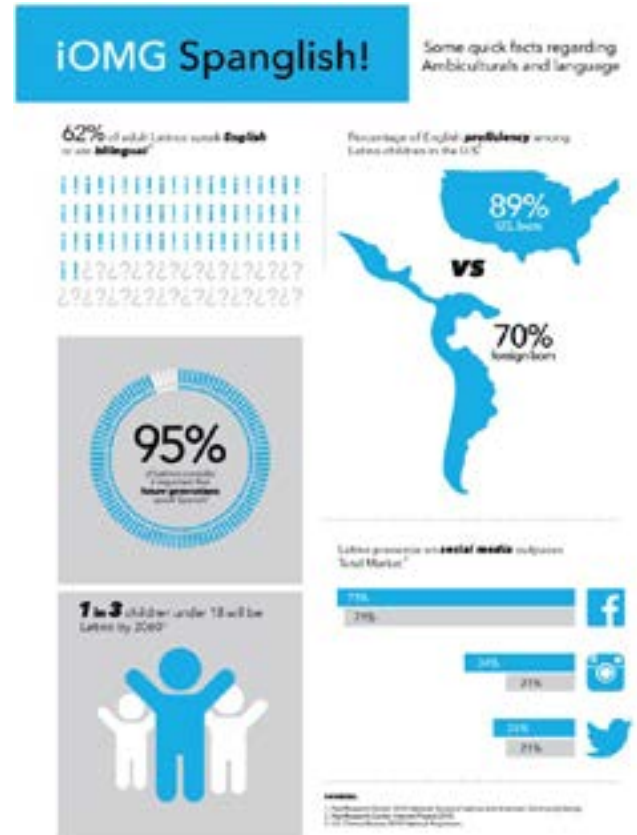
¿Will Spanglish Become Trendier Than Calabaza Spice?

By Erin Clark, *fluent Spanglish speaker and Planning Director, Dieste*

When it comes to language, there is no doubt that it is ever-evolving. From Olde English to “OMG” or Latin to “Spanglish,” humans continue to look for ways to express their thoughts in the simplest form. According to an analysis from the Pew Research Center, approximately six-in-ten adult Latinos (62%) speak English or are bilingual. A similar analysis by Pew Research reported that English proficiency among foreign-born Latino children jumped from 43% in 1980 to 70% in 2013. And, that rises to 89% for US born Latino children. This younger generation is increasingly more comfortable living a dual identity and blurring the lines between cultures and language; as a result, they are often considered the leaders in a growing “ambicultural” trend across the country.

Defining Spanglish

I recently began thinking more deeply about the concept of Spanglish when my daughter (who attends a Spanish immersion pre-school) reminded me of a family rule as I subconsciously plopped my feet on our coffee table, “Mommy, no feet on the



Check out this infographic Enzo Castellani has created based on quick takeaways included in this article.

mesa!”

I'd first like to clarify what I mean by Spanglish. It is traditionally considered the combination of Spanish and English into a single hybrid word; however, due to the growth of bilingualism, many believe (myself included) it is now more about switching between languages within a sentence or mid-conversation, as portrayed by my daughter's statement above.

In the past, there has been a social stigma with Spanglish, but I question if it will become more mainstream in the future. If so, it will likely be influenced by a couple key factors:

Culturally minded parenting

Today, parents have a new appreciation for diversity, and this is not limited to just Latinos. Exposing their children to other languages and promoting a deeper understanding of different cultures is more important than ever to Non-Hispanic and Hispanic parents alike. Early childhood immersion and dual language programs are a rapidly growing trend extending from New York to California. In addition to these learning programs, parents are buying into educational videos, apps, puzzles, dolls and games from brands such as Baby Einstein, Baby Abuelita, Leap Frog and Melissa & Doug.

Social acceptance

Ambicultural Latinos are driving new social norms primarily due to their love of technology. As one of the most engaged populations in the digital space, their tech and media consumption habits are

setting the pace for a more socially accepted form of Spanglish. The Internet offers a space where there is less pressure to conform making way for media sites like Univision on Tumblr, Flama, and Remezcla to deliver culturally relevant content regardless of language. Facebook, Instagram, and Twitter, as well as other social media channels also provide an avenue for self-expression across a variety of passion points. A perfect example of this is sports – from fútbol or football to baseball, basketball and boxing Latinos use social media to socialize with other fans, players and teams bouncing seamlessly between languages.

The Challenge to Marketers

Although Spanglish may become more widely accepted in a social context, there is still a very strong desire among the Latino community to uphold traditional Spanish. The same Pew Hispanic research showed 95% of Latinos consider it important that future generations speak Spanish. This poses a unique challenge for marketers. Ultimately, the use of language is about self-expression and individuality. It is not a marketing strategy but should be used strategically. Marketers will need to have an even deeper, culturally informed view of the Latino consumers and give them the ownership to express themselves how they want – in Spanish, English...or Spanglish.

To build a deeper cultural understanding of the Latino audience, turn to the experts at Dieste, a multicultural advertising agency by following on social media.

FocusON Philanthropy

Children's Miracle Network to Takeover Azteca America

On Saturday, November 14, in Los Angeles at the Ricardo Montalban Theatre, Azteca America will turn its network over to the Children's Miracle Network Hospitals® for an evening of programming dedicated to raising awareness for the amazing work member hospitals are doing to help medically stricken children and their families. The broadcast is aimed at encouraging Latinos to support the “Salvé Un Angelito...¡Te Toca!” (I saved a little angel, now it's your turn) campaign.

The live fundraising event will air from 2:00 p.m. – 8:00 p.m. PST/5:00 p.m. – 11:00 p.m. EST and will feature appearances from celebrity supporters including Marie Osmond, Azteca's network talent including telenovela star Mauricio Islas, actress Verónica del Castillo from “Al Extremo,” singer Ana Barbara, and singer and TV personality Chiquis Rivera, among many others.

The real-time telecast will feature patients, families and doctors from Children's Miracle Network Hospitals across the country. Funds raised during the campaign benefit local member hospitals with funds distributed to each local hospital based on the address of the donor(s).

An online component, where viewers can donate money to the organization, can be found at www.milagrosazteca.org.

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FocusON CubaNear

King of the Road, Cuban-Style

By Mimi Whitfield, *The Miami Herald*

Welding together parts from Chinese Flying Pigeon bicycles that became ubiquitous in Cuba during the gasoline-starved era known as the Special Period, Félix Ramón Guirola Cepero has become Cuba's king of towering Frankenstein-like bikes.

Everywhere he goes on his tall bikes, the cameras or cellphones come out to snap pictures of his creations, and people do double-takes. He thinks nothing of taking

his everyday bicycle, which is more than 9 1/2 feet tall and made from a stack-up of three Flying Pigeon frames, on a spin along the seaside Malecón or through the narrow streets of Old Havana — where he must dodge everything from bici-taxis to vintage cars.

“When kids see me, they ask: ‘Hey, how do you climb up and climb down?’ So I demonstrate by jumping, holding on, passing. The kids wave at me; they kiss me. I get back on the bike and pedal off again,” Guirola said. “When I reach the traffic light, I climb off, cross the street and climb back on. I’ve never had a problem with traffic, never had an accident, never fallen or had any issues.”

And he’s been riding tall bikes for 34 years. Sometimes he

gives his wife a ride to work on his tall bike. Sometimes he rides it without holding on to the handlebars.

Even his everyday bike generally gets a huge reaction. But at his home on Aguacate Street in Old Havana, he is working on his pièce de résistance, a tall bike that will soar 32 feet, 9.7 inches (10 meters) above the street. “That’s the bike I want to finish and display publicly before the end of the year and set a new record here in the capital,” said Guirola, 51. “I’m going to invent the largest bicycle in the history of the world.”

But he also has been invited to take the 10-meter bike to the United States and is weighing whether to try to set a new Guinness World Record on American soil.

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He expects he would be permitted to go: "With the relationship between the U.S. and Cuba now opening a little, because this is a cultural activity."

I'm going to invent the largest bicycle in the history of the world Félix Ramón Guirola Cepero

If the new 10-meter bike is rideable and its height is certified by Guinness, it would easily eclipse the 20-foot, 2.5 inch (6.15 meters) record set in 2013 by "Stoopidtaller," a tall bike built by Richie Trimble of Los Angeles. Given his lengthy experience with tall bikes, Guirola said he might even be able to set a record for the longest time riding "gigantic bikes."

Guirola said he thinks he's the only one in the world who would be able to ride a 10-meter bike. Others that he's met on Facebook and who have seen his video on YouTube say so, as well.

One of the challenges in building the world's tallest bike in Cuba is getting the right materials, he said. He favors thick Russian-made tires from 1981 to 1983 and says they're very difficult to get. Bicycle chains are also hard to find, but he said GoPro Camera, which makes video cameras and mounts often used to capture extreme sports, helps him out from time to time with chains.

Guirola's tallest completed bike stretches a shade over 19 feet, 8 inches (6 meters) and is attached to the facade of his home for easy mounting. Dressed in bicycle racing gear, he clammers up to his lofty bicycle seat like a spider.

To ride a tall bike, he said, stability and equilibrium are needed, as well as fearlessness. "I'm fascinated by height. When I go to a baseball stadium, I would prefer to see the game from the highest point, where nobody

is sitting," he said.

Guirola says he and half-brother Rolando Mergarejo Vega are the only ones in Cuba who make such tall bikes. So for camaraderie and advice, he turns to other tall-bike hobbyists in Miami, California and New York. Julian Valencia, of Miami, and two New York biking enthusiasts have been a big help, he said, and all three have come to Cuba and ridden with him along El Prado, the Malecón and near Capitolio, the capitol building that is now being restored.

The bicyclist says he's happy to see the tall-bike clubs that have sprung up around the United States since the 1990s. "It's extraordinary that what I've been doing for 34 years has spread around the world."

Before he was a tall-bike rider, Guirola was a boxer who was runner-up champion in Cuba twice and boxed in international tournaments. But one day in 1981 when he was 17 years old, he saw the mechanic for the Cuban cycling team handling a tandem bike. It was the first time he had ever seen a tandem bike, and it gave him the urge to build his own nontraditional bicycle.

"I started soldering one bike frame atop of another bike frame, and so on. It became something of a festive occasion at every town carnival and cultural event in my native province of Ciego de Ávila," he said. Now, Guirola, who came to Havana in 2012, still takes part in marathons and rides his bike at various cultural events around Cuba.

32 feet, 9.7 inches height of the bicycle Félix Ramón Guirola Cepero wants to build

He and his wife earn a living selling sweets and other

items. As one of Cuba's hundreds of thousands of cuentapropistas, the self-employed, he can set his own hours, leaving time to work on and ride his bicycles.

Among his side ventures is giving bicycle tours. When Swiss long-distance bicyclist and author Claude Marthaler, who has ridden all over the world, came to Cuba, he spent a week with him, Guirola said. The tires on his everyday bike are a gift from Marthaler, he said.

Marthaler wrote about his time with Guirola and his wife, Francisca, and his three-month solo bicycle tour of Cuba in the book *Hasta la bicicleta siempre!*, which was released in Italy, and in *Confidences cubaines*, released in France.

At the time — 2013 — he said Guirola was talking about building two very tall bikes: one 8 meters tall and a second 12 meters high.

Marthaler said that after he biked with Guirola in Morón, a city in Ciego de Ávila Province, the Cuban wanted to get back to Havana as soon as possible to begin work on his tall bikes. "I know Felix is foolish enough — in a good sense — to build [a 10-meter bicycle]," he said.

But he added, "Ten meters seems to be extremely high." Such a bike also would have to be much more stable than Guirola's previous models, said Marthaler, who lives in Geneva. And he also wondered whether it would be possible to build such a bike with just two wheels.

Even though Guirola's passion is now tall bikes, he still has boxing in his blood and wants the world to know that he is Filipino boxer Manny Pacquiao's No. 1 fan in Cuba. In fact, he tears up as he talks about his admiration for Pacquiao. In the boxer's recent fight against Floyd

Mayweather Jr., "I think he was the winner, not the loser, because he threw more punches, did more for the match," Guirola said. "All Mayweather did was circle the ring and didn't hit Pacquiao very much."

Guirola also has a message for members of tall-bike clubs in the United States. "If they get the chance to visit Cuba, please come find me at Aguacate 405 between Teniente Rey and Muralla streets." He says he'll take them on any kind of bike tour they'd like.

Sprint To Begin Roaming Service in Cuba

By Mimi Whitefield, The Miami Herald

Sprint signed a roaming agreement with Cuba's telecommunications company Monday, becoming the second U.S. company able to provide roaming service on the island.

As the commercial relationship between the United States and Cuba progresses and with more U.S. travelers to the island expected, "We want to make sure any Sprint customer traveling to Cuba can use their phone the same way as they do in the United States," said Marcelo Claire, Sprint chief executive.

Claire made the announcement at a signing ceremony in Havana on a trip to Cuba with a delegation from the U.S.-Cuba Business Council. The U.S. Chamber of Commerce formed the advocacy group in September as part of its commitment to building a strategic commercial relationship between the United States and Cuba.

Sprint said rates and a start date for the service will be announced soon. The direct arrangement includes a direct roaming agreement and a direct long-distance interconnection between Sprint, the nation's fourth largest carrier, and Empresa de Telecomunicaciones de Cuba (ETECSA), Cuba's government telecom company.

In September, Verizon Wireless became the first U.S. wireless company to offer roaming in Cuba. Customers with a world device who sign up for the company's Pay-As-You-Go International Travel option can make and receive calls while traveling in Cuba. Verizon charges \$2.99 per minute for voice calls and \$2.05 per megabyte for data.

Verizon's roaming arrangement is with a third-party company, and it does not have a direct agreement with ETECSA, said Chuck Hamby, a company spokesman. "The feedback we've had so far [on the carrier's roaming in Cuba] has been great. Our customers tell us they like the convenience of being able to use their own phones on the island."

Even though the U.S. trade embargo remains in effect, as part of the rapprochement with Cuba that began Dec. 17 last year, U.S. companies are allowed to sell personal communications equipment and telecom services in Cuba and to enter into agreements to improve Cuba's Internet and telecom infrastructure. A set of U.S. regulations released in September went even further, allowing telecom companies to have a presence on the island through subsidiaries, branches, offices, joint ventures, franchises, agencies or other business relationships with ETECSA, other businesses or individuals.

FocusON Marketing

3 Hispanic Heritage 2015 Campaigns That Got It Right

By Lee Vann, Captura Group

Hispanic Heritage Month is a festive time period that gives brands the opportunity to connect with Latinos, even if it is not an “official” Hispanic holiday, such as Mexican Independence.

As experts in the U.S. Hispanic market, we take every opportunity to share campaigns that reach out to our community in authentic, respectful, and effective ways. This year we saw a wide range of efforts that pushed the digital envelope and showed a deep understanding of Latinos and their culture.

Here are three campaigns that used different approaches to connect successfully with Latinos:

Ford: Authentic Content

What the brand did: As part of its Mi Tradición Hispana campaign, Ford created culturally relevant GIFs representing Hispanic traditions and the common ways Latinos interact. Ford leveraged social media by encouraging users to share their favorite GIF. This resulted in positive engagement through views, likes, and shares.



Why it worked for Hispanics: Ford tapped into two important Hispanic insights: The ability to find humor in everything,

and the drive to live life with passion. This resulted in funny and authentic GIFs that did not pander to stereotypes. The content was representative of all Hispanics, with cultural nuances from different countries and even took note of generational differences. In some cases, it mixed English and Spanish, which we applaud when it's done well. Ford showed that there is no substitute to understanding your consumers in depth and generating genuine content that represents them – this holds true any time of the year, not just during Hispanic Heritage Month.

Coke: Culture & E-Commerce

What the brand did: Coca Cola shined with its clever, dual purpose campaign #OrgullosodeSer, a platform to celebrate Hispanic Heritage while driving sales online. How did they pull this off? With a video featuring Latinos in the Los Angeles area who talked about the pride they have in their last names. The video is embedded in a larger e-commerce platform that facilitates the purchase of Coke bottles personalized with one's family name.



Why it worked for Hispanics: Coke hit the nail on the head by combining Hispanic pride with e-commerce and leveraging a powerful emotional appeal that gave consumers the opportunity to showcase their pride in their family names. They were invited to put their personal stamp on the product. After all, who wouldn't like to see their last name on a bottle of Coke at a family get-together? The result: Consumers feel represented and proud, and Coca-Cola sells

more product.

Macy's: Beyond Gender

What the brand did: Last year, Macy's turned to Latina bloggers and performers to connect with U.S. Hispanic women. This year, the department store leveraged male influencers and celebrities like actor Mario López, singer and songwriter Don Omar, and makeup artist Ángel Merino to reach their female shoppers online. The three influencers celebrated Hispanic cultural values and explained how they contributed to society, while Macy's invited customers to meet the influencers in person at various locations.



Why it worked for Hispanics: Macy's got consumers' attention by appealing to women's interests in a way that went beyond mirroring them in ads. The store showed that what's important is to have a voice that properly represents the interests of the Hispanic female consumer and her community, whether it is beauty, fashion, culture or entertainment. With this insight, Macy's and its celebrity male influencers captured the attention of consumers while being respectful of their heritage.

While Hispanic Heritage Month is only one month out of the year, as a Hispanic digital agency we believe passionately, and advocate, that reaching out to U.S. Hispanics should be a year-round effort. Latinos will take note and be grateful, and your work will be rewarded in the form of engaged consumers.

US Hispanic Mothers: Not a One-Size-Fits-All Audience

By Holly Pavlik at *Collective Bias*

The buying power of US Hispanics is growing, and mothers make up a huge chunk of these purchasing decisions. Holly Pavlik, senior vice president of marketing and content at Collective Bias, a company that connects brands and retailers to general market and Hispanic consumers through influencer-generated content, spoke to eMarketer's



Alison McCarthy about what marketers can do to best reach US Hispanic mothers.

eMarketer: Collective Bias connects brands to digital influencers, many of whom are Hispanic mothers. Do you see major differences in digital behavior between Hispanic mothers and general market mothers in the work you're doing?

Holly Pavlik: We do have to treat Hispanic mothers a little differently. You can't just approach them directly like you can a general market influencer—they put more emphasis on talking and getting to know you first. They tend to prefer to chat on Facebook instead of emails, which I thought was interesting.

Hispanic mothers tend to use Pinterest less than mothers overall. We're also starting to see them

embrace Periscope. In terms of content, they want to connect with brands and take on campaigns that understand them. They're very picky about making sure that the messaging talks to them culturally and that it's something they can work with authentically.

eMarketer: What's unique about Hispanic mothers in how they engage on social media?

Pavlik: They're extremely social online, and interestingly, they tend to use social while they shop. Hispanics overindex in shopping in-store with friends or family in person, but if these mothers are shopping alone, they're still being social—only via digital channels. They often talk with friends and family members on Facebook while shopping, or will send pictures to friends when in a store.

"Hispanic mothers do like interacting with brands and do tend to trust advertising more than the general market, but I think it all comes down to content."

eMarketer: Do you see their children playing a larger role in their purchases than the general market?

Pavlik: I think children play a role in purchasing decisions for both general market mothers and Hispanic mothers, but because Hispanic families tend to shop together—which means they're right there with mom—they probably have more influence on purchasing decisions made by Hispanic mothers.

eMarketer: How do Hispanic mothers feel about

advertising and marketing content on social media? Does a sponsored post from a brand hold as much power as a recommendation from a friend or a family member for these mothers?

Pavlik: They do like interacting with brands and do tend to trust advertising more than the general market, but I think it all comes down to content. Whether she's a Hispanic mother, a millennial mother or a boomer mother, she's looking for content that's useful and that helps her to do a better job at being a mother.

eMarketer: Are mothers blogging in the traditional sense as much as they were a few years ago? Do you think mother blogs still hold as much value to marketers as they once did?

Pavlik: Yes, I think mothers are still blogging. I think bloggers will always be the heavy lifters from a content perspective. I think there's a new crop of mothers who are blogging that are younger, more brand-aware and more multicultural. But while mothers are still blogging, when it comes to mother influencers, we are starting to see a trend towards downsizing the amount of channels that a mother will focus on, whether it's Twitter, Instagram, Pinterest, YouTube or Periscope.

eMarketer: What is the biggest stereotype marketers have when it comes to reaching Hispanic mothers?

Pavlik: There's no one-size-fits-all mother. Hispanic mothers come from a wide variety of countries and cultures. There's a big difference between a Mexican mother, a Guatemalan mother and a Native American mother, whose family just happens to come from

a Spanish country. I think marketers tend to bucket them all together.

eMarketer: What's an example of a brand that is engaging with these mothers successfully?

Pavlika: I think one of our clients, Padilla, is doing a great job. They help authentic Latin and Hispanic food brands, such as El Yucateco, a spicy sauce, break into the US market. I think they're doing well because they tend to target a combination of general market and Hispanic audiences.

"I think one of our clients, Padilla, is doing well because they tend to target a combination of general market and Hispanic audiences."

Even though their products are Hispanic, they realize that there are a lot of people out there right now looking for more adventurous flavors and spicier foods—moms included. It's not just a Hispanic thing. They know that if you just talk to Latinos, you're missing out on the larger market. There's a halo effect.

eMarketer: What key piece of advice would you give to marketers to effectively reach Hispanic moms?

Pavlika: Talk to them directly. Never assume. Listen to their ideas and use them as influencers. They're happy to give their opinions, and often know best how to authentically present the product so that it tells a story that will engage audiences.

See more [here](#).



Copyranter on the 'Shit Copywriters Really Think'

By Mark Duffy

Copywriters are still both the most insecure and the most important agency employees. That's because, despite this new "ideas can come from anywhere" hooey parroted by various vice presidents of strategy and "content" and especially Digital Whatnots, all the good ideas still come from copywriters.

Because of this, copywriters say all kinds of abrasive, condescending and even hateful things to art directors, creative directors, account idiots, digital know-nothings, clients, their friends, their own CEO, etc.

Three years ago, some agency creatives did a "Shit Copywriters Say" video, but it is a terrible example of the "Shit _____ Say" meme, and they should have been fired for making it.

No matter. Because what copywriters think is far, far worse than what they say, trust me.

SCENARIO: Client briefing with marketing manager

Why am I here? This is the account exec's job to listen to

this useless pointless garbage. Oh look, the marketing manager's got two BlackBerrys going at once. Aren't you such a pretend-busy little psycho. I think I'll try to sneak a short brunette double BlackBerry Jersey girl in 5" heels into the next TV campaign, see if you notice...

You want me to "refresh" your website copy — dreadful meaningless run-on paragraphs written by your nimrod marketing VP? Texting the smiling pencil-neck AE sitting next to me: "U wanna write copy, son? Here ya go. You're fluent in this marcom non-speak, u no-talent 2-faced suit." I don't hit send.

SCENARIO: Monday morning 10 a.m. agency status meeting

If this thing goes longer than 90 minutes (again), I'm going across the street (again) and pounding three shots of speed rack vodka (only \$3 a pop) for lunch. There are zero reasons for copywriters to be at status meetings. What's the point of them? They're for account execs and vice presidents of strategy and social media managers to, yet again, try to justify their existence.

Free bagels to soak up the hooch, though.

SCENARIO: Pre-judging the ADDY Awards, print room

Dogshit. Dogshit. Dogshit. Kill yourselves. Dogshit...

SCENARIO: Meeting with the client's digital agency's "creative" team to "brainstorm"

Search all the parks in all your cities; you'll find no statues of "committees" ... or digital "content" managers in skinny jeans with Peaky Blinders haircuts. Christ, I'm so far out of touch, I feel like a time traveler.

Why are they all smiling? Quit looking at me like I'm dead, you noodled-armed Warby Parker-wearing algorithm-loving wuss-face ... I could clean & jerk you and throw you out the window...

Hey, I got an idea: How about an actual idea? Apps aren't ideas. Plug-ins aren't ideas. Snapchat isn't an idea. They're TOOLS, you tools.

Free lunch at least...

SCENARIO: Interview with a big media site's 30-year-old "content" studio creative director

What do I have to prove to this child? Yet here I am, lying to his face about how good his sponsored posts are, when in fact they are the absolute worst advertising I've ever seen. EVER. A post titled simply: "CLICK HERE ASSHOLE (sponsored)" would be better and score better than everything he has ever done.

And yet here I am begging him for a job. To do what? Write garbage "content?" Eating a bullet crosses my mind. Luckily, I'm not hired.

SCENARIO: Scanning Digiday Headlines

Goddammit, I don't know what half of these words mean.

Mark Duffy has written the Copyranter blog for 10 years and is a freelancing copywriter with 20-plus years of experience. His hockey wrist shot is better than yours.

FocusON La Política

Univision Digital Appoints Carlos Chirinos as Senior Political Editor

Former BBC World Service Deputy Bureau Editor Joins UCI to Lead Multi-Platform Coverage of 2016 U.S. Presidential Elections



Univision Digital, the digital division of Univision Communications Inc. (UCI), the leading media company serving Hispanic America, today announced

the appointment of Carlos Chirinos to the position of senior political editor as part of the company's ongoing focus on augmenting its digital offerings and attracting the best and most diverse digital talent in the world. He will be based in Miami and report to Borja Echevarría, vice president of Digital.

In this newly created role, Chirinos will lead political coverage of the 2016 U.S. presidential election across UCI's digital platforms, and spearhead the diverse digital experiences that will be available to audiences during and beyond the 2015-2016 election cycle. Univision's electoral focus will include unparalleled reporting and analysis of the issues that matter most to Hispanic America, as well as the most authoritative, innovative coverage of Latino voters ever seen to date. Additionally, in partnership with The Washington Post, Univision News will conduct a series of groundbreaking polls, publish joint reporting projects featuring video interviews, interactive infographics and digital storytelling, and host Republican and Democratic presidential candidates' forums in the first quarter of 2016.

Carlos Chirinos joins UCI having spent over 15 years at the BBC World Service covering some of the most important news stories of the past two decades, including a number of U.S. and Latin American presidential elections. He most recently served as Deputy Bureau Editor for BBC Mundo, the BBC World Service's Spanish-language website, where he was responsible for setting the site's agenda for news coverage, and overseeing content. He was also the editor-in-chief of "Enfoque," a renowned resource for international news analysis at the BBC, and was an in-

house political analyst for BBC World. Previously, he was the BBC World correspondent in Washington D.C. and in Caracas, Venezuela, and a radio host for BBC Radio en Español.

"With his extensive experience covering both American and international politics across platforms, Carlos is an invaluable addition to our organization as we ramp up coverage of the 2016 presidential election," said Isaac Lee, president of News and Digital for UCI and CEO of Fusion. "His appointment represents a new chapter for political reporting geared at Hispanic Americans, who over-index on digital/mobile/social platforms and who will undoubtedly be a decisive factor in the upcoming election. Univision News' political team of highly qualified reporters and the nation's most trusted Hispanic anchors positions Univision as an unmatched source of political news and context for Latinos in the U.S. Leveraging Carlos's journalistic expertise will not only contribute to UCI's aggressive digital expansion but will also help strengthen our entire News division on every platform—digital, TV, and radio."

"As the country's relationship with the modern Hispanic voting block begins to redefine the path to the White House, there is no better time or opportunity for me to bring my experience and insights to the political beat for Univision," said Chirinos. "I am very excited to have the opportunity to help ensure that we publish thought-provoking political content that both informs our multicultural audience about the political process and challenges them to elevate the issues that matter most to this community."

FocusON Television

Romay Loses Lawsuit; Must Pay \$59M to Caribevisión

By *Veronica Villafañe*, [Media Moves](#)

Story first [reported](#) on [MediaMoves.com](#).



TeVe founder Omar Romay (L) neglected his fiduciary duties and failed to act with good faith and fair dealing towards his partners causing multimillion dollar losses and

therefore, must pay Caribevisión Holdings Inc. almost \$59 million dollars. Omar Romay (L) with attorneys Adam M. Schachter and Freddy Funes after jury rules he must pay Caribevisión Holdings \$59 million. (Photo courtesy: Pedro Portal, El Nuevo Herald)

The verdict in the case of Caribevisión Holdings Inc., et. al v. Omar Romay, et. al comes after a 3-week trial, concluded last week. Litigation had been ongoing for almost 5 years. At the heart of the complicated case were accusations of wrongdoing by both sides, which entered into a 50-50 Joint Venture in 2009, and had problems from the get-go, with the partners arguing over money and management of the company.

"This is an injustice. The verdict is totally wrong. I'm the one that had to put up the money to maintain the company's operations and to make it survive, the partners didn't put one dollar and I have to pay them for money I lent?" Romay told Media Moves. "This case is full of allegations. There's a significant difference between evidence and allegations. The jury did not understand what happened and got the facts wrong as well."

But that's not what Caribevisión's attorneys argue. In a press release, Plaintiffs' counsel say they presented evidence throughout the trial that showed "a multitude of unilateral actions taken by Romay without board meetings, board discussion or board approval" and that "each and every one of the actions taken by Romay were in an effort to secure a larger stake in the company because of a pending 2016 FCC reverse spectrum auction that could be worth billions of dollars to the company."

The jury sided with Caribevisión, ending the trial with a \$58,431,074.00 award against Defendants America Tevé (Channel 41), Promisa, Inc., Okeechobee Television, Corp., ("The America Tevé Entities") and America CV CEO Omar Romay.

Romay has said he will definitely appeal the ruling, which he considers "ridiculous." The JV will continue to operate under the guidance of Court-appointed receiver Pedro Roig until the judge in the case determines otherwise.

Romay continues to oversee the station's programming and production.

For more information, check out [MediaMoves](#).

FocusON Unacculturation

The Forgotten Hispanic Consumer

By Jose Villa, Founder and president, Sensis

Hispanic agencies and media companies have been obsessed with Hispanic millennials for the last three years. It seems that the entire Hispanic marketing industry has focused its attention and efforts towards understanding and reaching the bicultural, partially-to-fully acculturated, native-born U.S. Hispanic. This new “darling” of the Hispanic market is generally given the overly simplistic moniker of “millennial.” My agency and I are guilty of that. We spent the last 18 months conducting our Hispanic Millennial Project research study. This attention is warranted. These segments of the Hispanic market are large, growing, and represent a very attractive consumer with significant lifetime value.

Lost in this buzz is an important segment of the U.S. Hispanic market, the unacculturated, Spanish-speaking, foreign-born Hispanic. These Hispanics have become passé among the elites in our industry and are losing the attention of the largest brands in America.

I posit three reasons:

1. **Decline of the Hispanic Ad Industry** The trend is to mainstream Hispanic marketing efforts within “total market.” The increased competition from large general market ad agencies has forced Hispanic agencies to change their focus. Hispanic millennials are viewed as the savior, providing an attractive segment to focus on and a bridge to reposition themselves as “new mainstream”

agencies.

2. **Immigration Trends** Immigration into the U.S. from Mexico has decreased from pre-2008 peak, and net migration into the U.S. went negative during the years immediately after the financial crisis. But immigration has not stopped. All the immigrants that came to the U.S. from Latin America during the ‘90s and 2000s didn’t go back home. There are 12.4 million Hispanics living in the U.S. today who immigrated here between 1993 and 2013.
3. **Millennial Mania** Didn’t Reach Immigrants Just when the marketing industry started getting millennial-obsessed, a disconnect began to permeate the Hispanic marketing industry that immigrants didn’t include millennials. People forgot that most immigrants move to this country from Latin America when they are in their 20s and 30s or when children. We’ve noted repeatedly in our research, 40% of Hispanic millennials are foreign-born. There are more than 1.7 million millennial Mexican immigrants living in the U.S. Most recent Hispanic immigrants are Millennials are Gen Zers.

So who are unacculturated Hispanics? Here is a quick breakdown by the numbers:

- There are 7.56 million unacculturated Hispanics in the U.S.
- Age/Generational breakdown
 - o Median Household Income: \$35,716*
 - o Digital Profile:*

§ 65% access the Internet from home

§ 40% are the mobile generation growing up with cell phones and can’t imagine life without them. Cell phone devices are a central part of their everyday lives

They are more attractive than U.S.-born acculturated and bicultural counterparts in many ways:

- They have less debt
- 66% of those over 18 are married and have larger families (58% have children in the household)*
- They are increasingly moving to non-traditional markets in the Midwest and Southeast
- They can be cost-effectively targeted

Reaching and engaging the unacculturated Hispanic consumer requires a fundamentally new approach from the models employed by Hispanic ad agencies in their heyday of the 1990s and early 2000s. Their digital and media behavior has fundamentally changed the ways to reach them. The power of the networks Univision and Telemundo has diminished. Spanish media consumers have a lot more options. They are streaming online content and generally replacing traditional media consumption with digital media. Their digital path to purchase is rarely taken into consideration.

Unacculturated Hispanics are also much less isolated from the “mainstream,” requiring a more nuanced implementation of total market strategies. This combined with a digital-centric, experience-focused and non-traditional market approach is now the new paradigm, replacing the old model of TV-radio in the top seven markets.

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FocusON Entrepreneurship

Latinas Think Big Launches Startup Communities

Planning to Catalyze Latina Entrepreneurial Culture

By Robert Schoon (r.schoon@latinpost.com)

Silicon Valley's diversity problem goes beyond the dearth of underrepresented minorities in the ranks of the industry's workforce. Part of it has to do with the white-male dominated makeup of the startup scene, where women and minorities have fewer opportunities to grow their ideas into businesses.

Now Latinas Think Big is taking a crack at that problem by launching startup communities, designed for Latinas, across the country.

"Today, more than ever, an entrepreneurial mindset is critical to achieve professional and business success," said Dr. Angelica Perez-Litwin, Founder and CEO of Latinas Think Big, in the organization's announcement.

To help promote that entrepreneurial mindset and support Latina entrepreneurs, Perez-Litwin launched a Latinas Think Big startup community in San Francisco in early October, with a New York City community launching Nov. 13 at the New York Institute of Technology. Further down the road, in 2016, Latinas Think Big plans on launching five new communities in locations including Los Angeles and Puerto Rico.

The Latina startup communities take the form of bimonthly gatherings where local entrepreneurs can

present their startups or ideas and receive feedback from peers, as well as mentoring and support from advisors and professionals, as well as the chance to impress investors.

In addition, the gatherings will feature conversations with successful entrepreneurs and professionals, giving aspiring Latinas starting up their own businesses the chance to explore possibilities and ideas through the experiences of those who have been through it all before -- as well as the chance to network with those influencers.

Access to the Latinas Think Big online social platform and virtual accelerator accompanies the in-person community gatherings. It offers the flexibility of resources and networking opportunities anywhere and at any time of the day -- designed for busy Latinas with jobs and families who are building a startup in their off-hours.

As previously noted in Latin Post's interview-profile of Perez-Litwin -- in which she exclusively previewed this year's expansion of Latinas Think Big back in April -- time-flexibility and locality are the key issues for any organization hoping to foster startups led by Latinas.



Latinas Think Big Launches the First Entrepreneurial Communities for Latinas to Boost Innovative Ideas, Careers and Businesses. (Photo : Latinas Think Big)

The standard "one size fits all" startup accelerators, she told Latin Post, can often "mean a three-month relocation to another city, not to mention the costs associated with this temporary relocation." It's a barrier for Latina entrepreneurs, many of whom have full-time jobs and can't afford more than two weeks off of work.

And it's one of the reasons why, as Perez-Litwin noted, "the percent of women, especially Latinas, that get into these programs is absolutely dismal." Instead, she suggested the answer to debugging the startup scene's diversity problem was to "bring the incubator/accelerator to her."

And that's exactly what Latinas Think Big ended up doing with its new startup communities.

Latinas Think Big dubs itself a "society of progressive Latinas" that helps women launch and grow their careers and businesses, and the new startup communities are definitely to meet Latinas' needs. But as diversity is all about inclusion, they're open to men and women -- professionals, entrepreneurs, and aspiring entrepreneurs -- of all backgrounds.

FocusON Information

The Two Tempos for How We Consume Information

By *Mario Garcia*

It is a media-quintet world we live in today. Information moves fast via smartwatches, smartphones, tablets, online and print.

For Hispanics, it's also radio and television as favorite platforms, so make that a septet.

My work with media companies worldwide shows me that it is not an easy task to organize editors around messages that will be presented via multi platforms. But, across seven platforms? How is an editor or advertising creative to present information in just the right platform?

Furthermore, what is the ideal language to address US Hispanics? Regardless of whether we use Spanish, English, or "Spanglish", the idea is to reach this group of about 50 million, with purchasing power expected to surpass \$1.5 trillion in 2015.

Before we discuss that, it is probably helpful to discuss the current state of receiving information in the digital age.

We consume information through what I call two tempos: lean forward and lean back. Both are essential. Both are important. We must create, write, edit and design to accommodate how these two tempos move, almost in perfect synchronization.

This is how it works. We all are constantly leaning forward to check for news and information on our mobile devices. But

we all have a special time of the day to lean back, take off our shoes and go for more in-depth analysis of the news of the day.

I often remind publishers and editors that when it comes to distributing information, it is raw meat for the constant flow of information, via mobile devices, and a more cooked steak for lean back platforms—think print and tablets.

These two tempos fulfill the information needs of our audience.

Every media house, no matter its size, needs to become aware of these two tempos and adapt them to how the news cycle flows in their newsrooms. In this regard, I don't think that Hispanics are much different from the rest of the population, except that we do know that Hispanics consume 12 hours of online video a month, two percent higher than the average U.S. audience.

How would I apply the two tempos to a strategy specifically designed for US Hispanics? Here are 5 tips:

1. I would put my emphasis on mobile platforms, specifically smartphones. According to Pew Research, 13% of US Hispanics are smartphone-dependent, compared with 4% of whites.
2. I would seriously consider personalizing how information arrives at those mobile platforms. We are all Hispanics, but multiculturalism defines us. Mexican-Americans out in the west section of the country will be interested in information that may not be exactly what appeals to Cuban Americans in Florida.
3. I would explore the so called "Billennials"—bilingual Latino millennial audiences. This is a difficult group to reach, as they are greatly interested in information but

hardly show any loyalty to a media brand. This group must be addressed in English, but with topics that take them back to their roots. Recently, at a Broadway performance of the new musical *On Your Feet*, based on the life and music of Emilio and Gloria Estefan, the crowd included a significant group of these Billennials. The show is in English, with Spanish words peppered here and there and music in both languages, which is how we should communicate with this young group.

4. In terms of advertising, it is time to create sponsored and native ads for the US Hispanic market. While we are seeing great examples of these innovative ways of pushing for advertising content, it is hardly present with Spanish-language newspaper and magazine websites, which are simply not tapping into this incredibly successful way of storytelling for ad messages.
5. Let videos be king! Knowing how young US Hispanics love video, I would create very video-centric apps not just for music, but also for presenting news and information, the type of innovative approach that I have not seen even for mainstream app development. Here is brand creation waiting to happen.

Let's face it, US Hispanics are a hot market, with a voracious appetite for consuming news of their current and former home countries, with a special interest in sports and entertainment and with a commanding purchasing power. Like the rest of us they lean forward (se inclinan) and lean back (se relajan). We should explore more of the media quintet to serve them better.

Dr. Mario Garcia is CEO/Founder Garcia Media. He is Senior Adviser on News Design/Adjunct Professor at Columbia University School of Journalism.

FocusON Research

Palacios to Expand Multicultural Business

LRW (Lieberman Research Worldwide), a leading market research and data analytics company, has named Stephen Palacios as Vice President and General Manager. Palacios is a leading expert in the U.S. Hispanic market, having helped guide strategy for top brands including Wells Fargo, Time Warner and Target. In this role, Stephen will help LRW clients with important issues of culture, the new majority, and branding.

Stephen's appointment was announced by Jeff Reynolds, President of LRW. "Stephen is a nationally recognized expert in multicultural marketing at a time of important cultural and demographic shifts that will affect all of our clients. He will drive big impact."

"I am excited to join the LRW team, whose vision and growth has been amazing," said Palacios. "With the shift and influence of ethnicity in the U.S. consumer population, brands and marketing services agencies are rapidly evolving their go-to-market strategies. We will help guide them," added Mr. Palacios.

Palacios is a frequent speaker at industry conferences and has been featured in publications including the Financial Times, Los Angeles Times, Harvard Business Review, The Huffington Post and AdAge. He has been featured on ABC's, "Nightline" and PBS's Latino market documentary, "Brown is the New Green". Palacios was most recently an Executive Director at Cheskin/Added Value. Palacios holds a B.A. from Saint Joseph's University (PA), where he was Valedictorian and an M.A. from American University, where he was awarded a Fellowship.

Arriba y Abajo

Telemundo Names Figueroa VP, Marketing

Telemundo has appointed María Isabel Figueroa to Vice President, Marketing. She's based in Miami and reports to Aileen Angulo Merciel, SVP, Marketing and Creative.

In her new role, she'll spearhead the strategic development and execution of all brand and off-air marketing initiatives, oversee consumer marketing and supervise nationwide events and the network's media buys. She'll also oversee developing marketing partnerships across the NBCUniversal brands.

Figueroa was previously VP of Marketing for Sony Pictures Latin America and Brazil, responsible for driving brand awareness, growth, engagement and consumer experiences for Sony Pictures Television Networks.

Prior to Sony Pictures Entertainment, she spent 9 years at Yahoo! Inc., as Head of Consumer Marketing for Latin America and U.S. Hispanic Markets and Product Marketing and Online Community Manager for Yahoo! Answers.



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