



MISSED OPPORTUNITIES AND MISCONCEPTIONS

**The Essentials for Marketing to Hispanic
Audiences**

A Few Interesting Numbers

60+

Million

100

Current number of Hispanics in the U.S.

Million

Projected number for 2050

56%

Of the U.S. population growth

\$1.72tn

Buying power in 2020. Highest-spending minority group in the U.S.

The Big Question

**Why are so many brands
and businesses still
failing to reach them?**

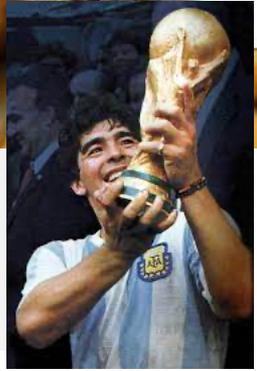
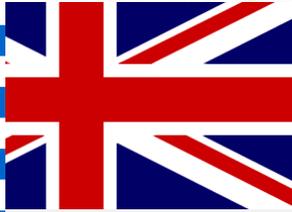
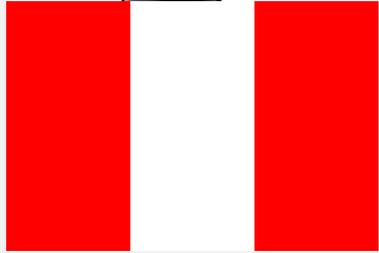


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This Is Who You Are Currently Targeting



Pedro



This Is How Latinos Actually Look



They come from 30+ countries

They are a mix of races and ethnicities

Hispanic Consumers Have Evolved

They are more educated

- Their high school dropout rate has dropped dramatically over the last decade
- College enrollment is rising and more and more get a degree



Hispanic Consumers Have Evolved

They are bilingual

- About 50% of ages 18 to 29 are bilingual
- 70% of ages 16 to 25 report using Spanglish



Hispanic Consumers Have Evolved

They are younger and embrace technology

- 10+ hours weekly online on their smartphones
- Big users of streaming services
- Hardcore gamers. 12 hours a week vs. 9 for non-Hispanics
- Avid social media users on every single platform



Hispanic Consumers Have Evolved

They have much bigger wallets

- Highest-spending minority group in the U.S.
- Up 212% over the past decade



RECOMMENDATIO NS

Now that we know who we are talking to, let's talk about a few concepts to do it right.

1.

Segmentation

Three main groups

Your Main Hispanic Audiences



**Mexican
and
Central
Americans**



**Caribbean
Hispanics**



**South
Americans**

2.

Language

Language selection depends on degree of acculturation. Don't assume all Hispanic marketing needs to be in Spanish

When Using Spanish

- Pan-Hispanic approach for national scale
- Regional for geographic concentration
- Localized for specific audiences



Chile: Cabritas
Argentina: Pochoclo
Peru: Canchita
Colombia: Crispetas
Cuba: Rositas
Mexico: Palomitas
Spain: Tostón
Ecuador: Canguil
Paraguay: Pororó
Venezuela: Cotufa

3.

Cultural Insights

Language is important, but true relevance is obtained through the activation of key insights

Cultural Insights

- Hispanic marketing isn't just about language
- Your communication needs to be infused with cultural insights and cues
- Recognize their uniqueness, but don't treat them like foreigners
- Don't force it. It needs to feel authentic
- History, traditions, folklore, religion, sports, music, social issues, current events

4.

Services

Hire professionals who have a deep understanding of this segment

Services

- Software can't do the job
- Hire professionals
- Don't embarrass yourself





Thanks!

Any questions?

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