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## HISPANIC MARKET NEWSLETTER

HISPANIC ADVERTISING • PROMOTIONS • PR • DIRECT MARKETING • DIGITAL • ENTERTAINMENT

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*Your Leading Source for Insights, Research and Intelligence on the Hispanic Market*

**February 2012**

### **ABOUT ACENTO ADVERTISING**

**Acento Advertising is a Full-Service, Independent Hispanic Advertising, Promotions, Digital, Direct Marketing and PR agency headquartered in Los Angeles with offices in Chicago and New York**

### **EDITOR'S NOTE**

The positive mindset of the Latino population is reflected in recent research from the Pew Hispanic Center which shows that despite higher unemployment, 67% of Latinos say they expect their financial situation to improve in the next year, versus 58% of the entire public. Sixty-six percent say they expect their children to have a higher standard of living than they do, compared to 48% for the public at large. Whether it's a cup-is-half-full mindset or a true feeling of optimism based on reality, Latinos enter 2012 with enthusiasm that will most likely translate into spending.

### **RESEARCH & INSIGHTS**

#### **ONLINE LATINA MOMS ARE TECH-SAVVY AND CULTURALLY FOCUSED**

According to "The Mamiverse Study of Online Latina Moms and New Media" by Mamiverse, Online Latina Moms view jobs and education -- more so than immigration -- as the top two most important issues in the upcoming presidential election, are concerned with "what's wrong with America," but are optimistic about the future and believe that "if Latinos stick together, they could change America for the better." Jobs edged out education as the most important issue by one percentage point. Health care came in third, followed by immigration.

#### **HISPANICS ARE MORE LIKELY TO HAVE SMARTPHONES**

Proprietary research from Google indicates that 32% of Hispanics are more likely to have a smartphone than non-Latinos. Other research reveals that 93% of Latinos use a mobile phone regularly and that 65% use them as their primary internet connector.

#### **LATINA MOMS BALANCE TASTE, HEALTH & CONVENIENCE**

Like a masterful tightrope walker, Hispanic mothers are always concerned with balance, says Liz Sanderson, Univision Consumer Insights. They already straddle two cultures: they are experiencing and adopting American traditions while holding on to their Hispanic values, traditions and heritage. One of the elements of their culture they most want to retain -- whether they're immigrants or U.S. born -- is their food and recipes. We know that this passion for food is developed at an early age and heavily influenced by their mothers. Because of that, cooking tends to play much more than a functional role in a Latin mother's life; it reflects who she is as a mom. In a 2010 Yankelovich Banktract report, 81% of Hispanics 16+ agreed that they "put a lot of care and emotion into my cooking" vs. 65% of non-Hispanics.

## **MONEY TRANSFERS TO MEXICO ON THE UPSWING AFTER YEARS OF DECLINE**

Ending a three-year slump, remittances to Mexico are finally on the upswing, thanks to an improving U.S. job market. Analysts expect that money sent home last year by Mexicans living abroad, most of them residing in the U.S., will top \$23 billion when Mexico's central bank releases annual figures. Although still below the peak of \$26 billion in 2007, that would be a solid 8% increase over 2010.

## **CALIFORNIA IS THE HEART OF HISPANIC AMERICA**

Hispanics are fueling growth in California, the most populous state in the U.S. According to the 2010 U.S. Census figures, no less than 37.6% of Californians are Hispanic. And, in Los Angeles Hispanics amount to 48.5% of the total population.

## **WHO'S DOING WHAT**

### **CLOROX LAUNCHES CAMPAIGN ENCOURAGING HISPANIC FAMILIES TO HAVE A HEALTHIER HOME**

To help Hispanic families kick-off their new year, The Clorox Company, in partnership with Spanish TV network Vme, has launched a campaign to encourage germ prevention, entitled "Hogar + Sanito en Tres Pasitos." The program aims to help families create a healthier home by following three simple steps: receiving a flu shot, washing their hands and disinfecting surfaces. The campaign also includes a specially commissioned song composed by children's music author, Suni Paz and performed by Vme's TuBebe host, Minerva Borjas.

### **DUNKIN DONUTS SEEKS BIGGEST HISPANIC FAN**

Dunkin Donuts kicked off a casting call in South Florida to find the "most passionate Hispanic Dunkin Donuts coffee fan to star in its upcoming Spanish-language TV commercials. The search is being handled by Dunkin Donuts Southern Florida independent franchise group.

### **MACY'S SEEKS OUT MINORITY RETAILER PRODUCTS FOR ITS STORES**

Terry J. Lundgren, Macy's chief executive officer, has decided to seek out mom-and-pop retailers already serving minority consumers and get their products on Macy's shelves. Small businesses, however, often lack the wherewithal to supply a behemoth like Macy's, the second-largest U.S. department store chain after [Sears Holdings](#). So Macy's last year developed a training program designed for minority vendors. Participants learn the basics of big-time retail, and the most promising get to sell through Macy's. In November, the retailer awarded its first order to four graduates: two makers of cosmetics targeted at African-American and multi-ethnic women; a designer who makes dresses primarily for Hispanic women; and a designer of plus-size swimsuits.

### **NEUTROGENA SIGNS MEXICAN SINGER/ACTRESS AS U.S. BRAND AMBASSADOR**

Sandra Echevarría, one of Mexico's leading actress/singers has been signed as [Johnson & Johnson's](#) Neutrogena brand ambassador.

### **DISNEYLAND'S HOLIDAY EVENT CONNECTS WITH LATINOS**

Disneyland created a three-day celebration around a Latin-focused holiday, Día de Reyes (Three Kings Day). Fourteen Spanish-language TV outlets, both U.S. and international, broadcasted on site or aired live segments from Disneyland. Día de Reyes is traditionally celebrated in Latin American countries 12 days after Christmas to commemorate the day when the three kings brought gifts to Jesus in Christianity. Disneyland's version of the holiday included traditional foods, entertainment and dance along with kids' activities.

## **NEW ORLEANS HORNETS LAUNCH SPANISH WEBSITE**

The New Orleans Hornets recently launched a Spanish-language website in its efforts to further connect with its Hispanic fan base. News articles, game recaps and player profiles will be featured on the site.

## **KOHL'S SIGNS ON A SPONSOR OF LOPEZ/ANTHONY SHOW**

Kohl's has signed on as the exclusive retail sponsor of "Q'viva! The Chosen," the Latin American reality talent search that will star Mark Anthony and Jennifer López. The goal is to raise the profile of the retailer's López and Anthony fashion lines. The sponsorship deal includes product placement and brand integrations across print, broadcast, digital and mobile, promotions and events. The entire cast and participants will wear Kohl's fashions.

## **BRITA SPONSORSHIP PUTS BRAND ON-SCREEN IN NEW UNIVISION REALITY SHOW**

New Univision reality show, "Dale con Ganas," (Give It Your All) was inspired by "The Biggest Loser" but has its differences. In this program, four families competing against one another will live in their homes, not on a ranch like "The Biggest Loser". Brita, sold by the [Clorox Company](#), is coming into "Dale con Ganas" after eight seasons of branded-entertainment partnership with "The Biggest Loser." The products viewers will see include pitchers, faucet-mounted filter units and Brita bottles. Other brands joining Brita with branded sponsorships in the show include [Ford](#), [Subway](#), and [Progresso Light](#) and [Yoplait Light](#).

## **TECATE EXPANDS ITS HISPANIC APPROACH**

Tecate has been marketing to U.S. Hispanics for a long time but it is now expanding its target, language and touch points. The brand is looking to reach a broader base of Hispanic males, including the highly acculturated, with a highly interactive and digital strategy which includes social and smartphones. Digitally savvy, social by nature and well connected with the latest technology, U.S. Hispanics have become the driving force in mobile and social media. Current estimates put 22 million Latinos on Facebook and 6 million on Twitter. Expanding beyond traditional Spanish-language advertising, Tecate is now incorporating English with a goal of connecting with second and third generation Latinos who may embrace Hispanic culture but prefer English. Bilingual Tecate-themed point-of-sale materials will feature a Tecate-red football helmet and product shots of a Tecate bottle and can with the tagline "Of those who Celebrate like Champions."

## **BOOST MOBILE ROLLS IN SOCCER SPONSORSHIP**

Boost Mobile has signed on as the official wireless sponsor of the Chivas de Guadalajara U.S. tour. Boost will have an on-site presence at U.S. games and Chivas' goalkeeper Luis Ernesto Michel will serve as brand ambassador. As part of the sponsorship, Chivas will be prominently displayed at Boost Mobile retail stores and on merchandising materials.

## **GOYA FOODS JOINS MICHELLE OBAMA'S "LET'S MOVE" INITIATIVE**

Goya will create brochures, posters, coupons and cookbooks showcasing healthy meals as part of their contribution towards First Lady Michelle Obama's "Let's Move" initiative which tackles childhood obesity. Goya will also develop educational tools targeting students in 4th through 6th grade.

## **GENERAL MILLS KICKS OFF HISPANIC ONLINE SAMPLING PILOT PROGRAM**

Qué Rica Vida, the Hispanic lifestyle website with more than 300,000 registered members, has launched via e-mail an exclusive deal on eight brand-new products -- from breakfast cereals to fruit snacks to dinner kits -- combined in a single try-before-you-buy offer. For \$18, Qué Rica Vida will ship to consumers' doors a sampling of General Mills products before they're available on shelf, a \$30 value. Additionally, members get eight-dollars in coupon savings to buy the products they like at their local stores. According to Rodolfo Rodriguez, director of multicultural marketing for General Mills, the innovative online sampling pilot is a key component of the General Mills' strategy to showcase its popular brands, given that a majority of online growth is fueled by Latinas.

## **SHEETS BRAND ENERGY STRIPS ROLLS OUT LATEST ADVERTISING WITH RECORDING ARTIST PITBULL**

For its latest Spanish-language effort, Sheets Brand Energy Strips is relying on popular recording artist Pitbull to drive home sales. The effort includes broadcast, radio and in-theater components. In addition to the new campaign, Pitbull uploaded his own Sheets TV spot, created as part of the brand's Facebook competition seeking new advertising spots.

## **OREGON STATE UNIVERSITY BEGINS LATINO STUDIES PROGRAM**

Oregon State University in Corvallis, Oregon has established a new Center for Latino/Latina Studies and Engagement which will conduct research on Oregon's growing Hispanic population, examining topics such as colonialism, race, gender, nationalism, globalism, immigration, economic development, language and identity.

## **ACENTO NEWS**

### **ACENTO KICKS OFF TOTAL MARKET SAFETY CAMPAIGN FOR CLIENT SOUTHERN CALIFORNIA EDISON**

Southern California Edison (SCE) is launching a campaign addressing safety issues surrounding seasonal high winds and heavy rain. Acento led the Spanish and English creative for the total market campaign, with SCE adapting African-American and Asian versions. "We created a two-prong approach, with one spot, *Sunday Drive*, focusing on a family's point-of-view during an emergency and the other, *No Risks*, centering on Southern California's first responders on the scene when bad weather strikes," says Liliana Ramirez, associate producer. "Our goal for the campaign is for customers to be aware of their surroundings during bad weather and to learn more about resources at [SCE.com/staysafe](http://SCE.com/staysafe)." The safety campaign includes radio, TV, newspaper, and out-of-home.

### **NPR "ALL THINGS CONSIDERED" RADIO INTERVIEW WITH ROBERTO ORCI - POSTED ON ACENTO'S YOUTUBE CHANNEL**

Just posted on Acento's YouTube Channel! - "How do changing demographics impact ads?" - Life in advertising is multicultural -- how does it compare to real life, and how is advertising selling the "All-American" dream? Michele Norris talks with Roberto Orci, president of Acento Advertising and Jimmy Smith, creative director at TBWA/Chia/Day. You can hear the interview at: [www.YouTube.com/acentoadvertising](http://www.YouTube.com/acentoadvertising)

### **ACENTO ADVERTISING HONORED AT LATIN BUSINESS AWARDS**

Acento was honored at the 2012 Latin Business Awards in Los Angeles which recognizes businesses within the Latin community who are setting the example for excellence throughout Los Angeles.

### **SUPERVALU LAUNCHES TWO NEW RADIO CAMPAIGNS**

SUPERVALU will launch two new Spanish-language radio campaigns for JEWEL-OSCO. The campaigns focus on the upcoming Super Bowl and Valentine's Day Holiday. The original radio spots, developed by Acento, highlight Jewel-Osco as the one-stop "fresh" destination for all your special day/holiday needs. The Big Game spot promotes delicious ready-to-eat chicken from Chef's Kitchen and provides consumers with great ideas to help plan a successful game day party. The Valentine's Day spot celebrates the idea of "Food is Love" and emphasizes the abundance of floral, bakeshop and special meal ideas to celebrate with that special someone. The Hispanic Radio campaigns will launch in Chicago the week of January 30<sup>th</sup> and run through Valentine's Day weekend. Additional campaign support elements include digital banner ads.

## **ACENTO PRESIDENT AND AHAA CHAIRMAN, ROBERTO ORCI, PROMOTES AHAA CONFERENCE**

This spring, the Association of Hispanic Ad Agencies (AHAA) will hold its Annual Conference on May 2-4, 2012 at the Intercontinental Hotel in Miami with the theme of "Listen Up!" As the Hispanic marketing landscape continues to evolve, the content of the conference will focus on the client and feature powerhouse speakers from top companies who consistently invest in the Hispanic market and develop creative and successful campaigns that leverage all marketing disciplines and resonate with the target. "We chose the theme of 'Listen Up!' to underscore our need to listen to clients and bring new solutions and strategies," said Roberto Orci. "This conference highlights the best practices from a client perspective and equips members with strategic applications to better serve their clients."

## **ONLINE**

### **THE IMPORTANCE OF THE ONLINE HISPANIC**

As mentioned in the 360i Report on Hispanic Digital Influencers, currently, there are roughly 32.2 million U.S. Hispanics online, which represents 14% of the total online population. This number is expected to increase to 42 million by 2015 (Interactive Advertising Bureau). Hispanics are spending, on average, 15 hours a week browsing the Internet, comparable to the 18 hours spent by the total U.S. online population (Forrester). In the past year alone, the number of Hispanics using social media grew 38% versus 16% for the general population (comScore). Additionally, higher mobile device penetration enables Hispanics to stay connected on the go, both through traditional text and phone calls, as well as through mobile social media. While utility and information-seeking play a big role in motivating their digital behaviors, social networking and content creation form the centerpiece of Hispanics' online lives.

### **ONLINE MOBILE DEVICE CHRISTMAS SALES DRIVEN BY LATINOS**

The Hispanic Holiday Mobile Survey 2011 by market research firm Zpryme revealed that U.S. Hispanics spent \$5.15 billion during the 2011 holiday season on mobile devices. Online sales this year were driven by Hispanics' purchases of tablets, smart-phones and digital content. It was also revealed that Hispanics are most likely to purchase tablets (19%) and smartphones (19%).

## **MEDIA**

### **LIONSGATE SIGNS TV DEAL WITH TELEVISA**

Lionsgate and Televisa announced a programming and development partnership for TV. Lionsgate, which recently acquired Summit Entertainment, will work with Televisa to create English-language programming -- both scripted and unscripted -- with a Latino flair. Among the other possibilities: format adaptations from Televisa's library of telenovelas and other programs.

### **NEWS CORP TEAMS WITH COLOMBIAN BROADCASTER RCN TV FOR NEW NETWORK**

Rupert Murdoch's News Corp. is looking to challenge U.S. Spanish-language broadcast networks Univision and Telemundo by launching a rival TV network targeting Latinos. MundoFox, which will be part of News Corp.'s Fox International Channels unit, is scheduled to launch in the fall as the Hispanic audience continues to be a sought-after demographic. MundoFox plans to be carried on stations covering 75% of U.S. households and is finalizing deals in top Hispanic markets across the country. Fox already has three Spanish-language cable networks which target such niches as sports and nature.

## TASTING AWAY IN MARGARITAVILLE

### BEACH HOUSE MARGARITA

What better way to take your mind off winter than to imagine the beach and all that it has to offer in the way of wet and wild cocktails. This month we're bringing you a margarita recipe that can only be described as delicioso!... the Beach House Margarita. Stop what you're doing, get in the car, drive to the closest store, buy the ingredients, find a blender and say, "Sunny beach, I can't believe I actually left work to do this!" ~ Ingredients: 6 oz can of frozen Limeade concentrate, Half & Half cream, tequila, Triple Sec. ~ Directions: Put the Limeade in a blender. Fill half of the empty Limeade can with tequila and the other half with Triple Sec and pour it in the blender. Next, fill half of the Limeade can with Half & Half and pour that in the blender. Fill the blender with ice, put the lid on the blender (a key thing to do!), and blend. Next, put your feet up on your desk, lean back and say to your co-worker, "Hey, I'm enjoying a margarita. What are you doing?" Sip and enjoy. Salud!

### STAYING CONNECTED WITH ACENTO



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