



IN-LANGUAGE & IN-CULTURE

MARKETING TO
THE HISPANIC
MINDSET



M/GNA

IPG MEDIA LAB



MEET OUR EXPERTS:

@HISPANIC411



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WHAT WE KNOW TODAY

CONTEXT TARGETING WORKS HARDER FOR BRANDS

When brands align their ads with contextually relevant content (e.g. a pre-roll ad for beer in front of content about 'how to brew beer at home') creates a bigger impact on brand KPIs

CONTEXTUAL TARGETING IS BETTER FOR THE CONSUMER

Consumers report a better video experience when ads are contextually targeted

COMMON SENSE DOESN'T ALWAYS PREVAIL

Some popular techniques, such as conquering, don't always work as expected



**BUT,
WE WONDERED
HOW THIS APPLIES
TO HISPANIC
AUDIENCES**



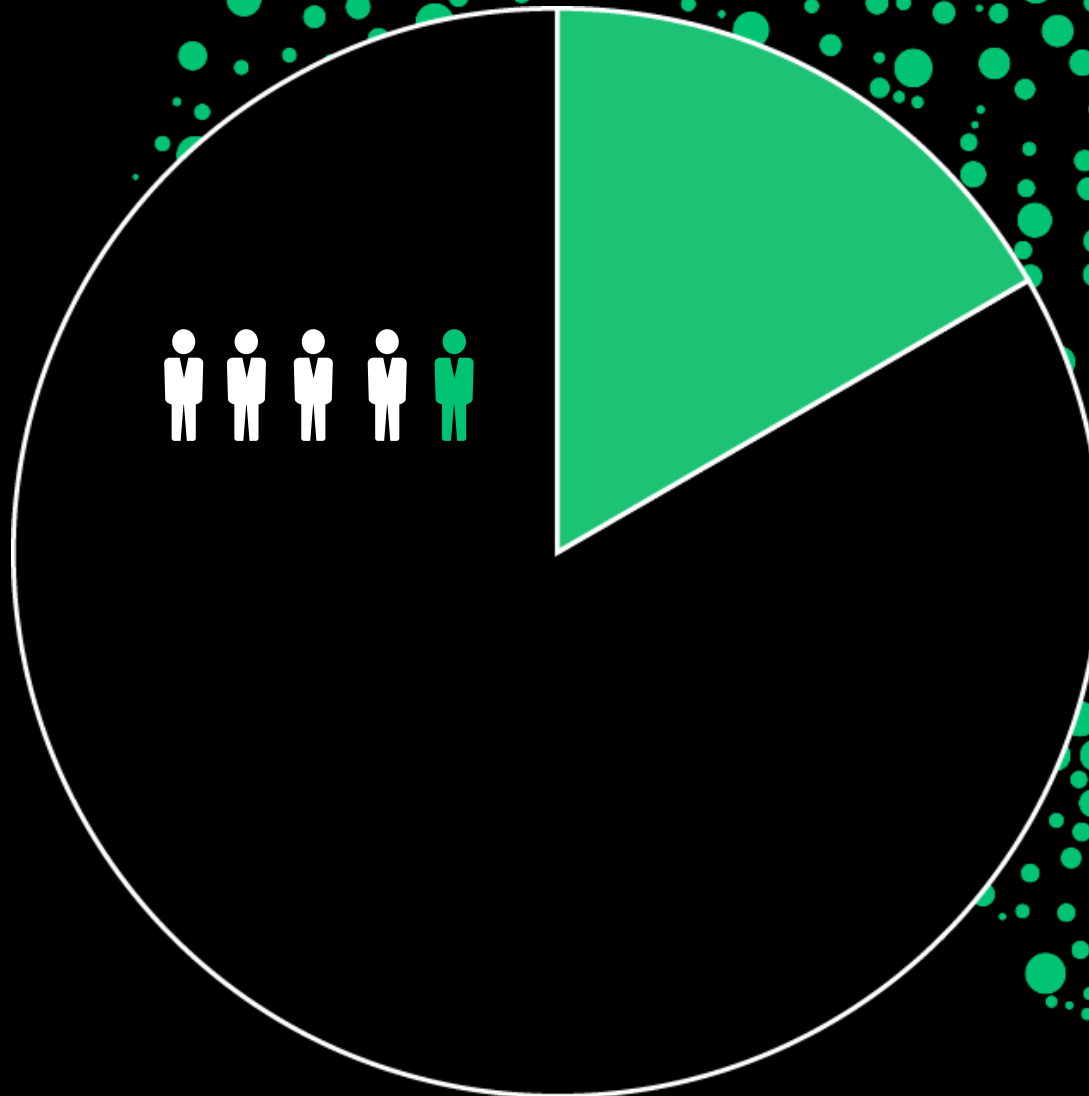
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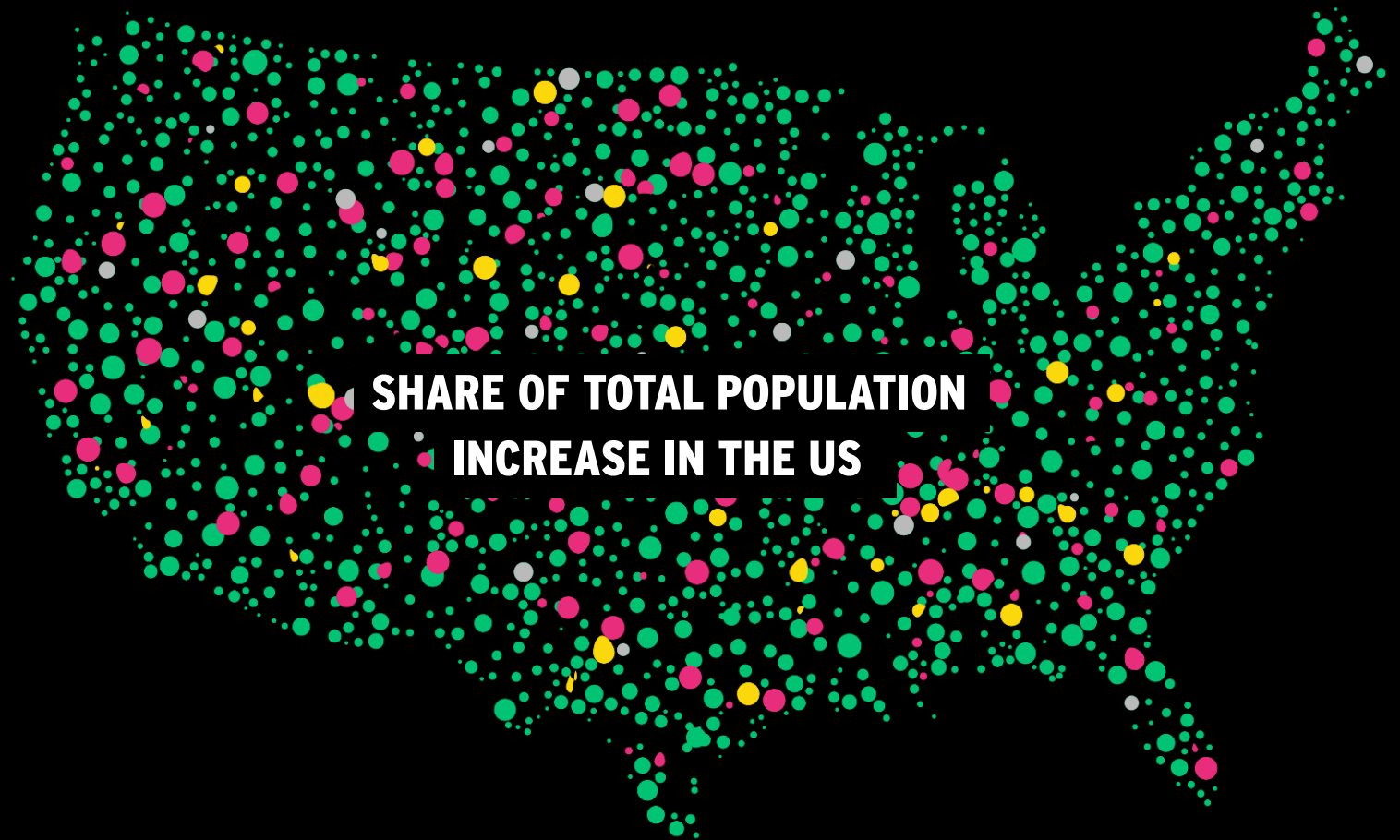
univision
COMMUNICATIONS INC.

**HISPANICS ARE
59M STRONG**

**1 OUT OF 5
AMERICANS**



HISPANICS ACCOUNT FOR MORE THAN HALF OF THE U.S. POPULATION GROWTH

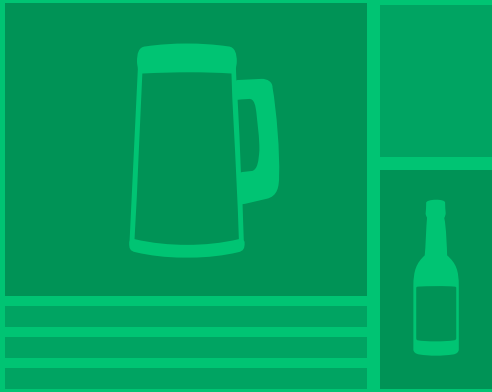


● Hispanics, 54% ● Asians, 18% ● Black, 13% ● Other, 15%

85%

**HISPANIC SPENDING GROWTH
OVER THE NEXT 10 YEARS
(VS. 50% FOR NON-HISPANICS) –
REACHING 1.7 TRILLION BY 2019**

CONTEXTUAL TARGETING FOR HISPANICS



TOPIC

The topic of the content is the same as the industry vertical of the brand

(i.e. an ad for beer paired with content about "How to make beer at home")



LANGUAGE

The language of the content is the same as the language of the ad

(i.e. an ad in Spanish paired with content in Spanish; language preferences)

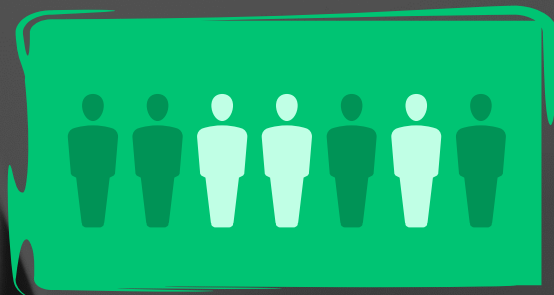


CULTURAL

Both the ad and the content reference elements of Hispanic culture

(i.e. references soccer, Latin music, cultural events like a Quinceañera, Latin actors/actresses, etc.)

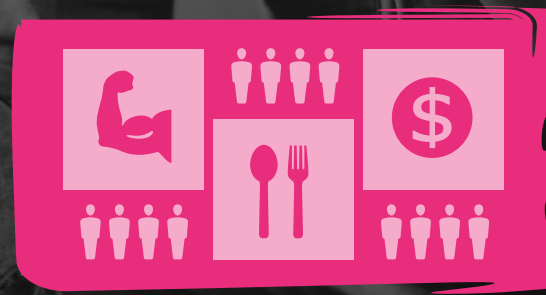
THE METHODOLOGY



Participants recruited from nationally representative Hispanic online panel on PC/Mobile (n = 5,707)



Webcam turned on for attention and emotion measurement (opt-ins only)

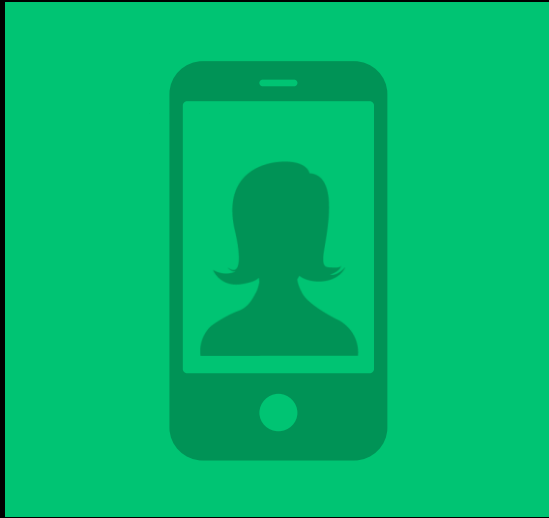


After initial screeners, participants randomized into test cell and selected content for viewing. Test ad appeared as pre-roll

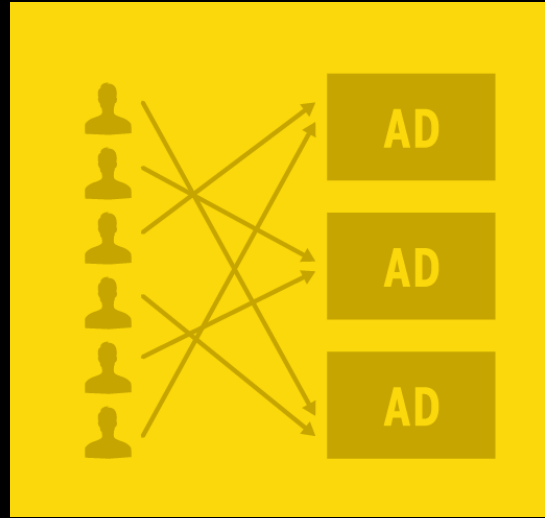


Post exposure survey to measure traditional brand metrics and qualitative feedback

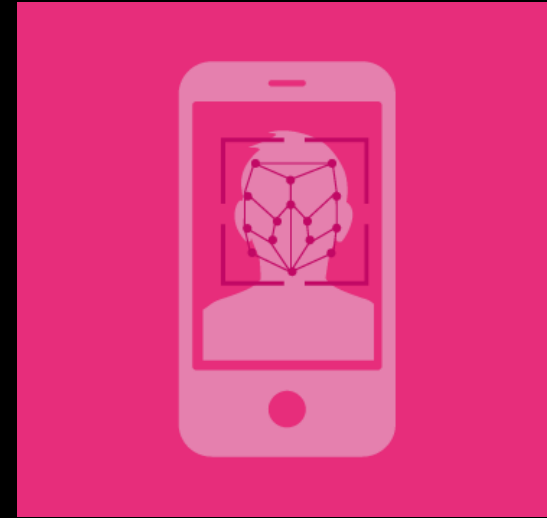
MOBILE FACIAL TRACKING METHODOLOGY



Participants recruited from nationally representative Hispanic online panel on iPhone (n = 408)



After initial screeners, participants randomized into test cell and selected content for viewing.

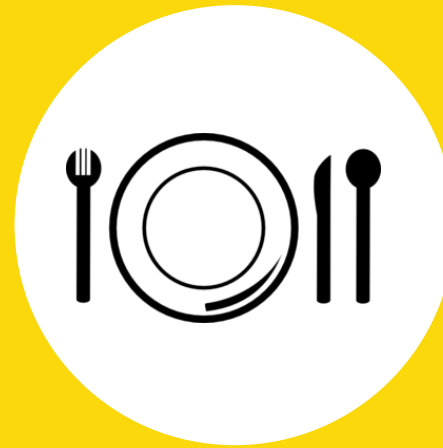


Participants downloaded an iPhone app that would allow for facial coding detection while they watched their chosen video. Test ad appeared as pre-roll.



Post exposure survey to measure traditional brand metrics and qualitative feedback

MAJOR BRANDS ACROSS DIFFERENT INDUSTRY VERTICALS PARTICIPATED



WHO PARTICIPATED?



**NATIONALLY REPRESENTATIVE
SPANISH-SPEAKING HISPANIC AUDIENCE**

LANGUAGE SPOKEN AT HOME

33%
Only Spanish

29%
More Spanish

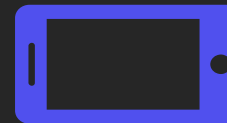
8%
Both Equally

30%
More English



PC
30%

MOBILE
70%



GENERATION HISPANIC-AMERICAN

1st Generation **46%**

2nd Generation **39%**

3rd+ Generation **15%**

TOPIC TARGETING
= **REACH**

LANGUAGE TARGETING
= **CONNECT**

CULTURAL TARGETING
= **BUILD RELATIONSHIPS**

**WE
EXPLORED**

Party Sips: 25 Fruity Homemade Sodas

Simple soda ideas for all your favorite fruits.

THIRSTY?

GO AND GET YOUR OWN

Soda



Video will play
after ad

MORE FROM WEEKNIGHT
DINNER RECIPES



Instantly Easy Weeknight Dinners To Try
This Week



Instantly Easy Weeknight Dinners To Try
This Week



Instantly Easy Weeknight Dinners To Try
This Week

TOPIC TARGETING HELPS REACH U.S. HISPANICS

TOPIC TARGETING

Pairing an ad with content that is related to the industry of the brand



TOPIC AD



CONTENT

THE SAME AD IS PERCEIVED AS **MORE ENTERTAINING** WHEN THE CONSUMER IS IN A RELEVANT MINDSET

"Ad Is Entertaining"

TOPIC TARGETING



VS

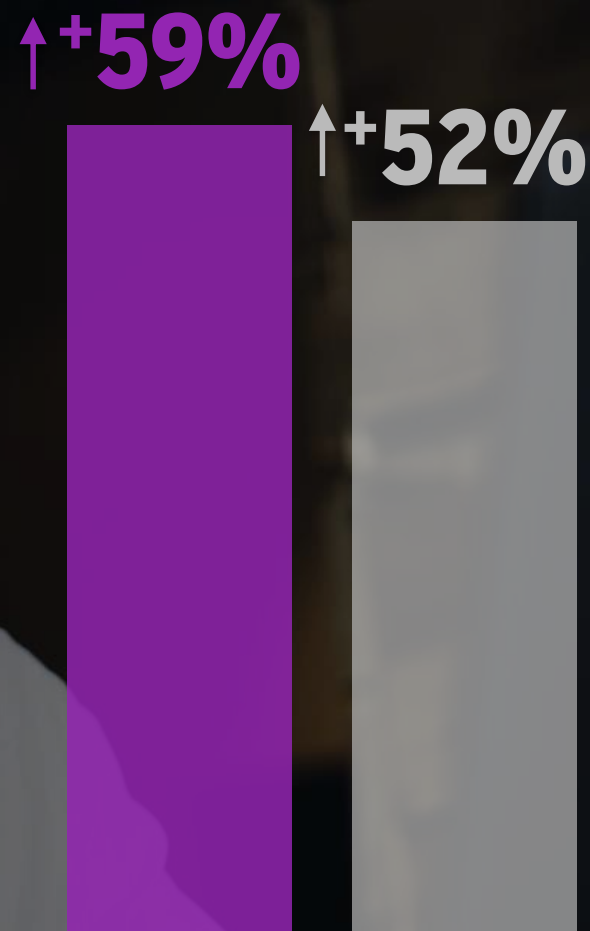
NO TARGETING



BECAUSE HISPANICS ARE PRIMED FOR THE TOPIC, TARGETED ADS MORE MEMORABLE

- Topic Targeting
- No Topic Targeting

DELTA (TEST - CONTROL)

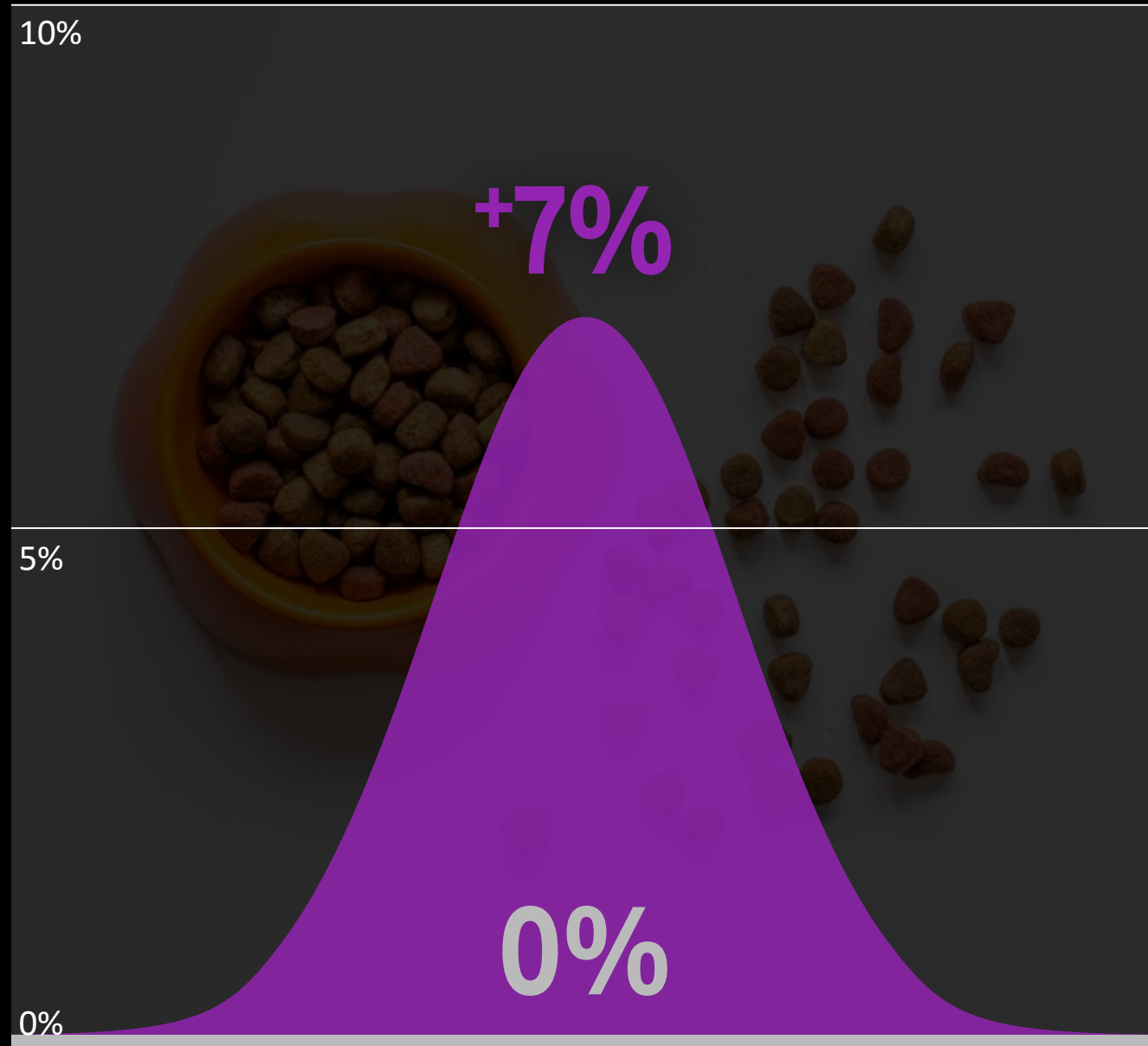


Aided Ad Recall

INCREASED AD RECALL **UNIQUE TO HISPANICS**

Aided Ad Recall
- Difference Between Topic
& No Topic Targeting

- Gen population in 2016 study*
- Hispanics in current study



TOPIC TARGETING

WHAT MARKETERS NEED TO KNOW

MORE ENJOYABLE EXPERIENCE

Topic targeting makes the ad more entertaining
thus also making the ad more memorable

MORE MEMORABLE

Hispanics are a prime audience for
topic targeting, becoming more
receptive to ad's message

LANGUAGE TARGETING

HELPS BRANDS DEVELOP
DEEPER CONNECTIONS
WITH U.S. HISPANICS



LANGUAGE TARGETING

Pairing an ad in a language with content in the same language



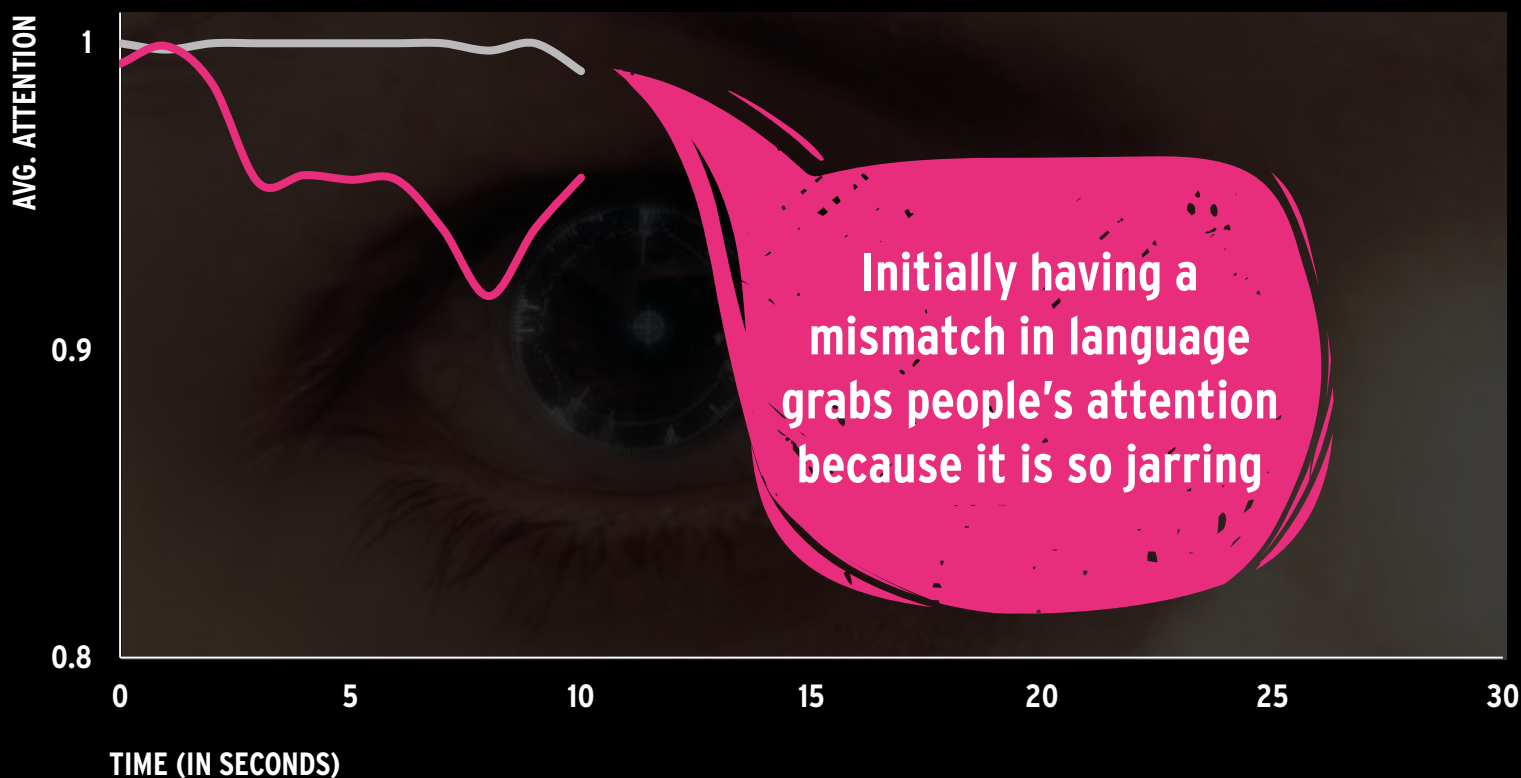
AD IN SPANISH



CONTENT IN SPANISH

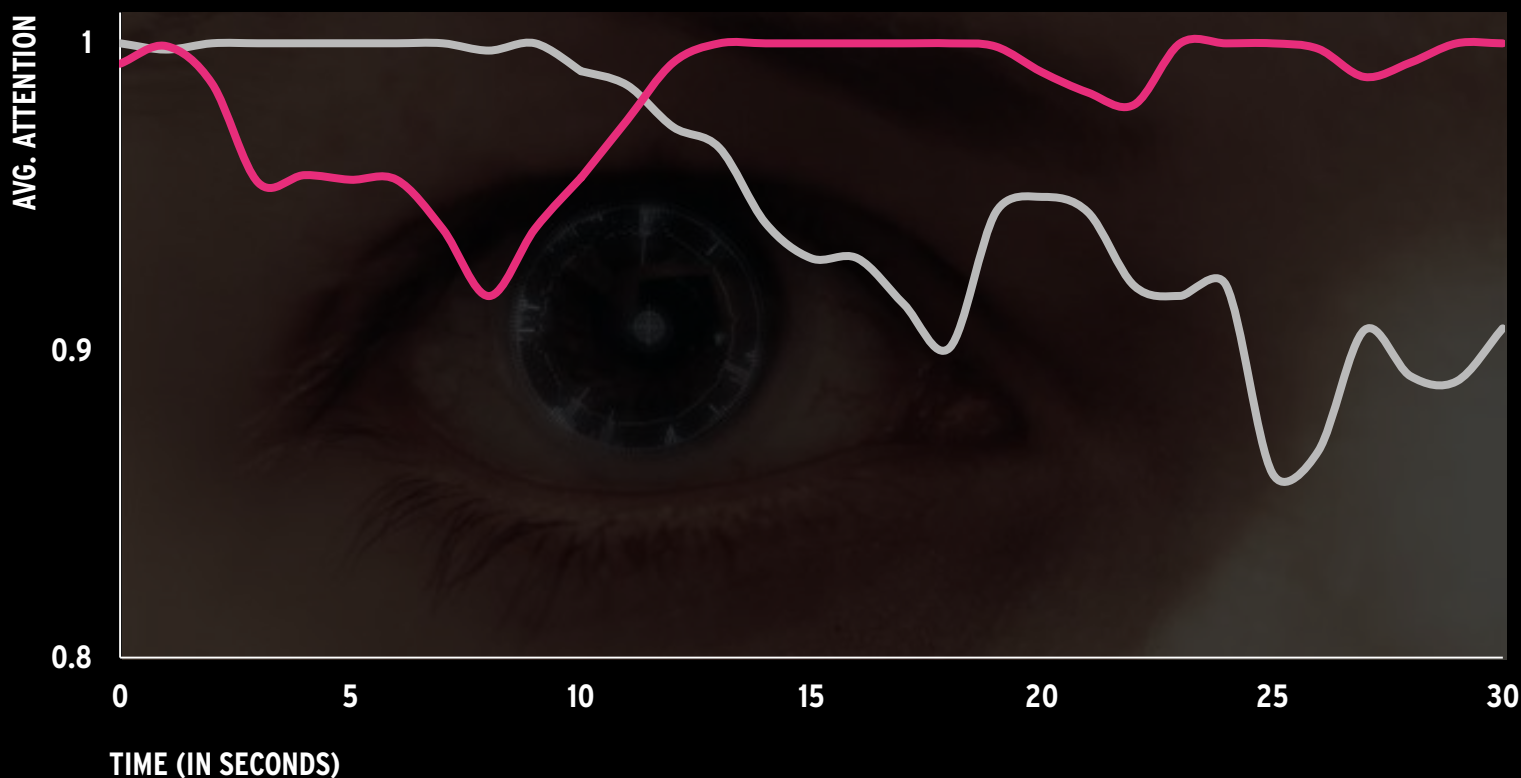
LANGUAGE TARGETING CAPTURES & SUSTAINS PEOPLE'S ATTENTION

Attention to Language Targeted Ad Over Time (PC) — No Language Targeting — Language Targeting



LANGUAGE TARGETING CAPTURES & SUSTAINS PEOPLE'S ATTENTION

Attention to Language Targeted Ad Over Time (PC) — No Language Targeting — Language Targeting

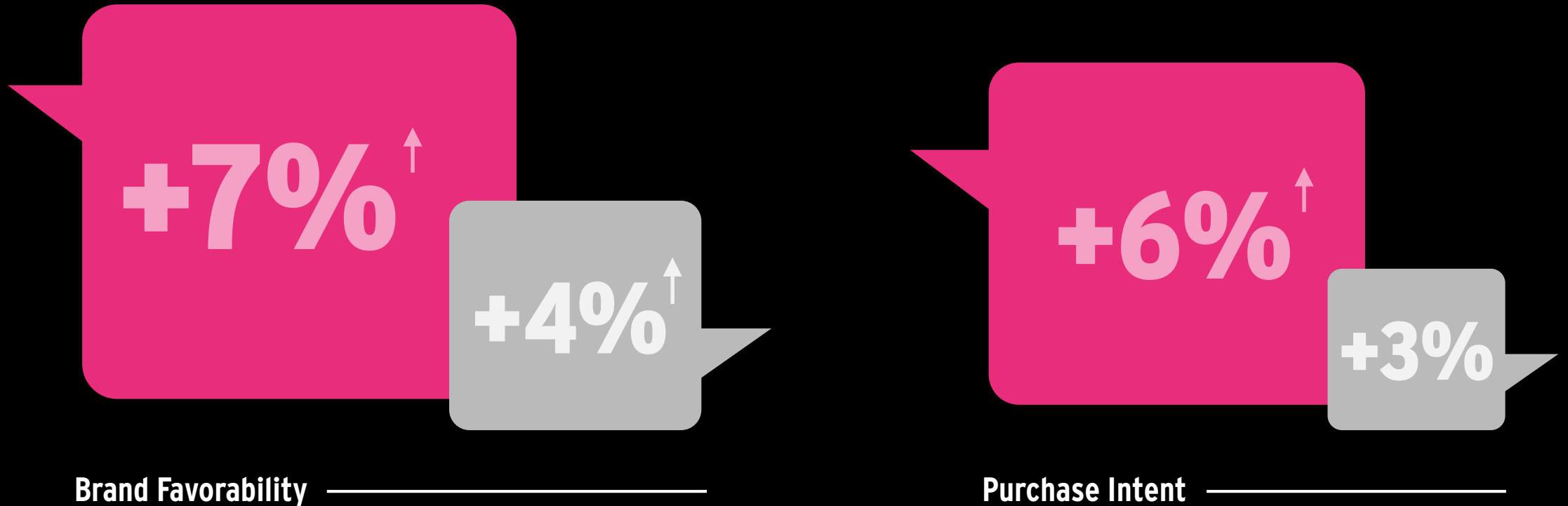


After that initial shock, people tune out mismatched ads. But when language matches, attention is captured & maintained throughout the 30 sec ad.

LANGUAGE TARGETING = BETTER AD PERFORMANCE AGAINST BRAND KPIS

■ Language Targeting ■ No Language Targeting

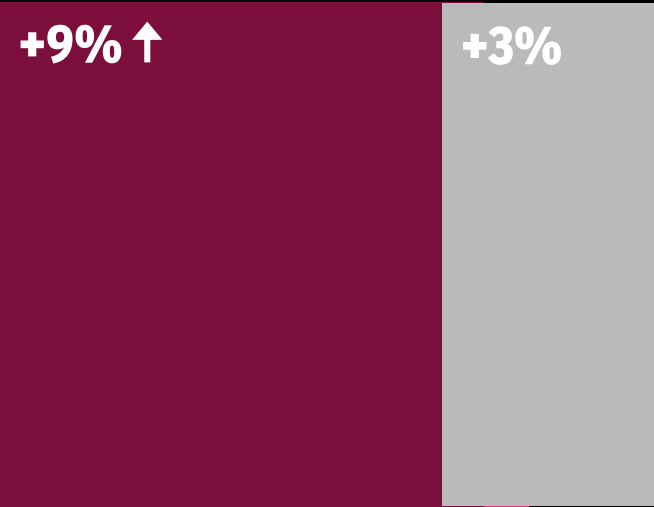
Delta (Test - Control)



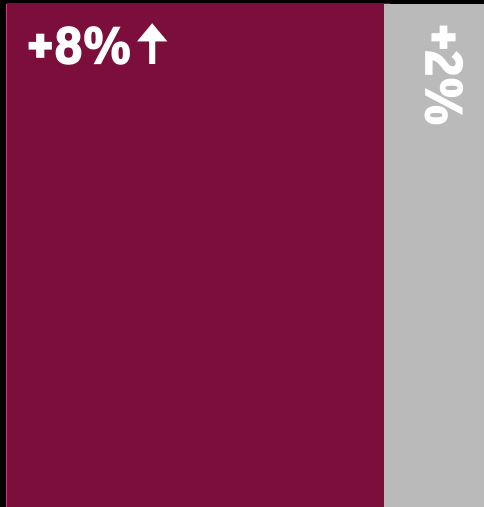
PAIRING IS PARTICULARLY IMPORTANT FOR THOSE WHO ARE SPANISH DOMINANT

- Language Targeting – Spanish Dominant
- No Targeting – Spanish Dominant

Brand Favorability



Purchase Intent

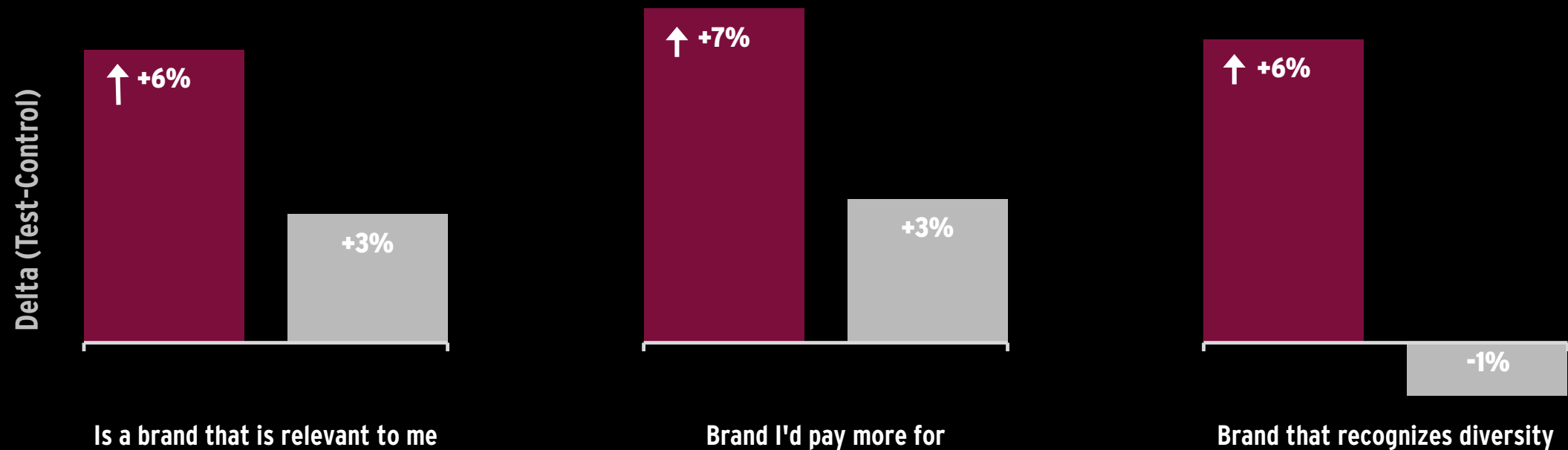


Delta
(Test-Control)

PAIRING HELPS BRANDS BUILD A DEEPER RELATIONSHIP

Impact Of Language Targeting By Language Spoken At Home

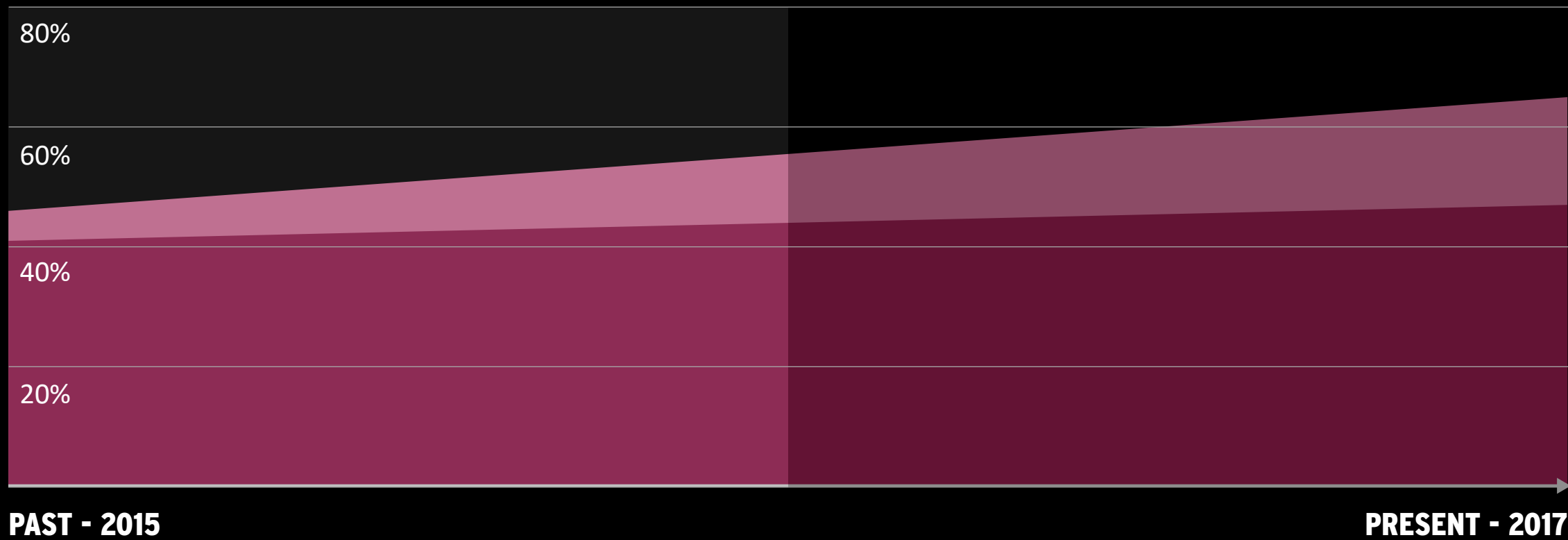
- Language Targeting – Spanish Dominant
- No Targeting – Spanish Dominant



THIS IS ESSENTIAL SINCE **HISPANIC MILLENNIALS ARE ENGAGED WITH SPANISH NOW MORE THAN EVER**

Percent of Respondents that Streamed Video in Spanish, Last 30 Days

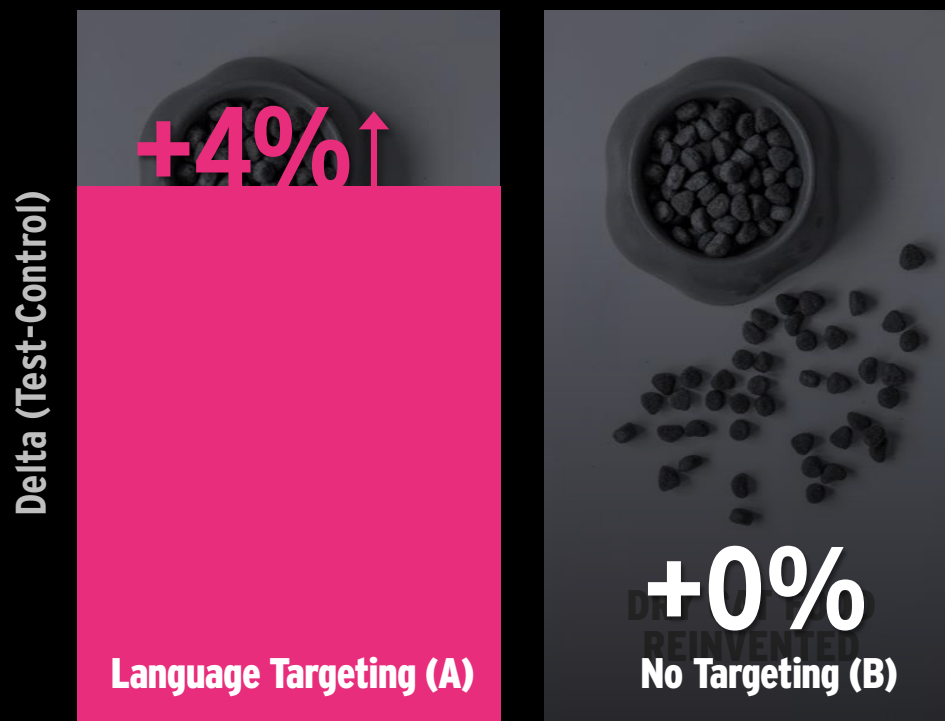
■ Hispanic Adults 18-34 ■ Hispanic Adults 35-64



LANGUAGE TARGETING CONVEYS SENSITIVITY TO DIVERSITY & IMPACTS HOW THE AD IS PERCEIVED

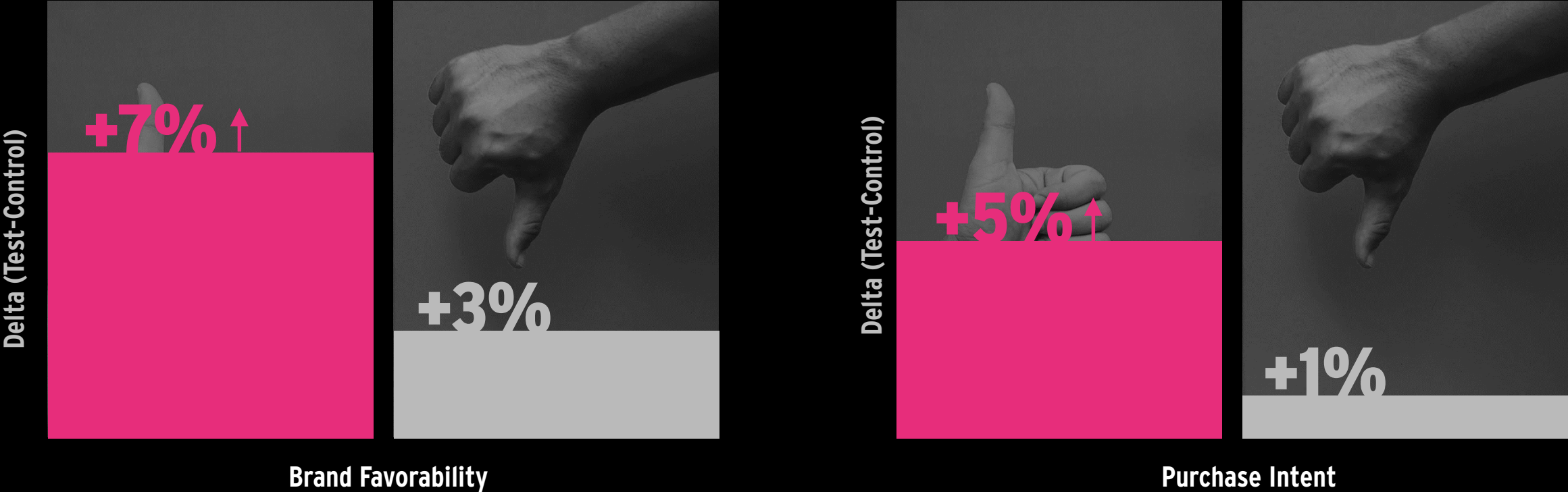
Is A Brand That Recognizes Diversity

- Agree that Brand Recognizes Diversity
- Do Not Agree that Brand Recognizes Diversity



WHICH IS IMPORTANT, SINCE FEELING THE BRAND RECOGNIZES DIVERSITY DRIVES KEY METRICS

■ Agree that Brand Recognizes Diversity ■ Do Not Agree that Brand Recognizes Diversity



LANGUAGE TARGETING

WHAT MARKETERS NEED TO KNOW

DRIVES KEY BRAND METRICS

Making sure the ad and the content are the same language means higher brand favorability and purchase intent

CASTS BRAND IN BETTER LIGHT

Hispanics also feel the brand recognizes diversity, which in turn means better performance for the ad

A MUST FOR SPANISH DOMINANT

Language targeting is a must for those who are Spanish dominant



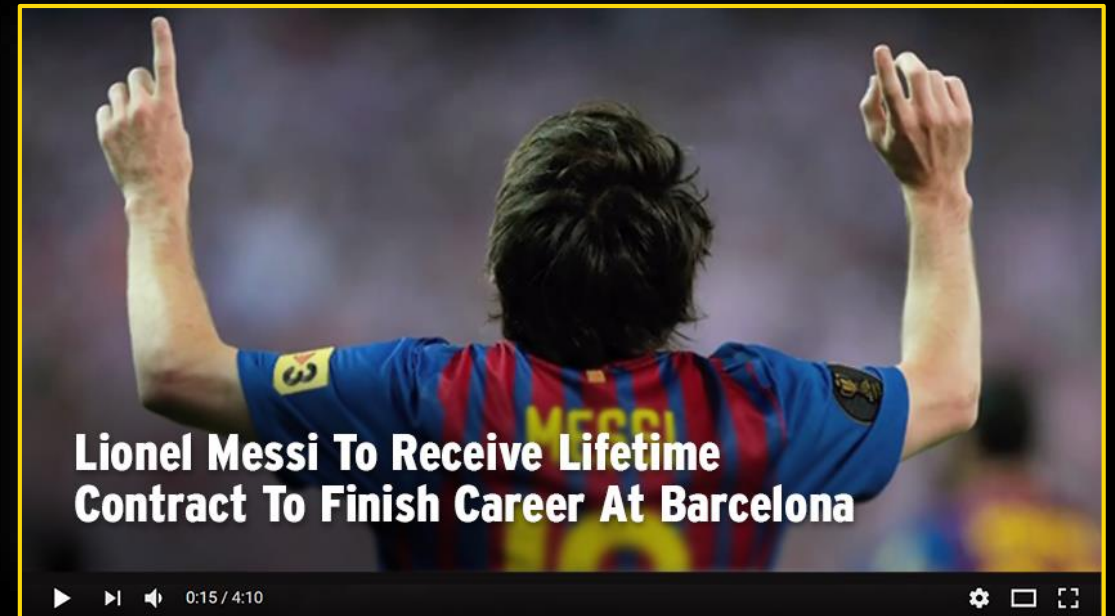


CULTURAL TARGETING

FORGES RELATIONSHIPS
BETWEEN BRANDS AND
U.S. HISPANICS

CULTURAL TARGETING

Pairing an ad that references Hispanic culture with content that references Hispanic culture

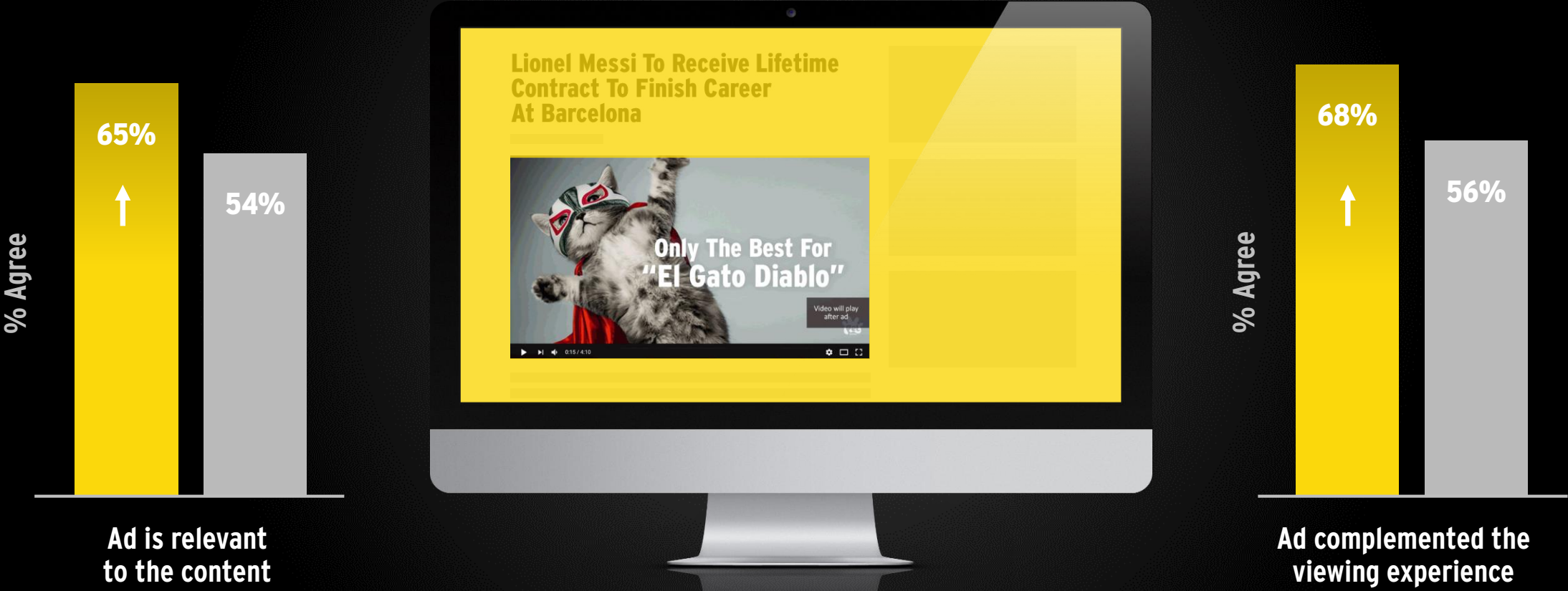


CULTURAL AD

CULTURAL CONTENT

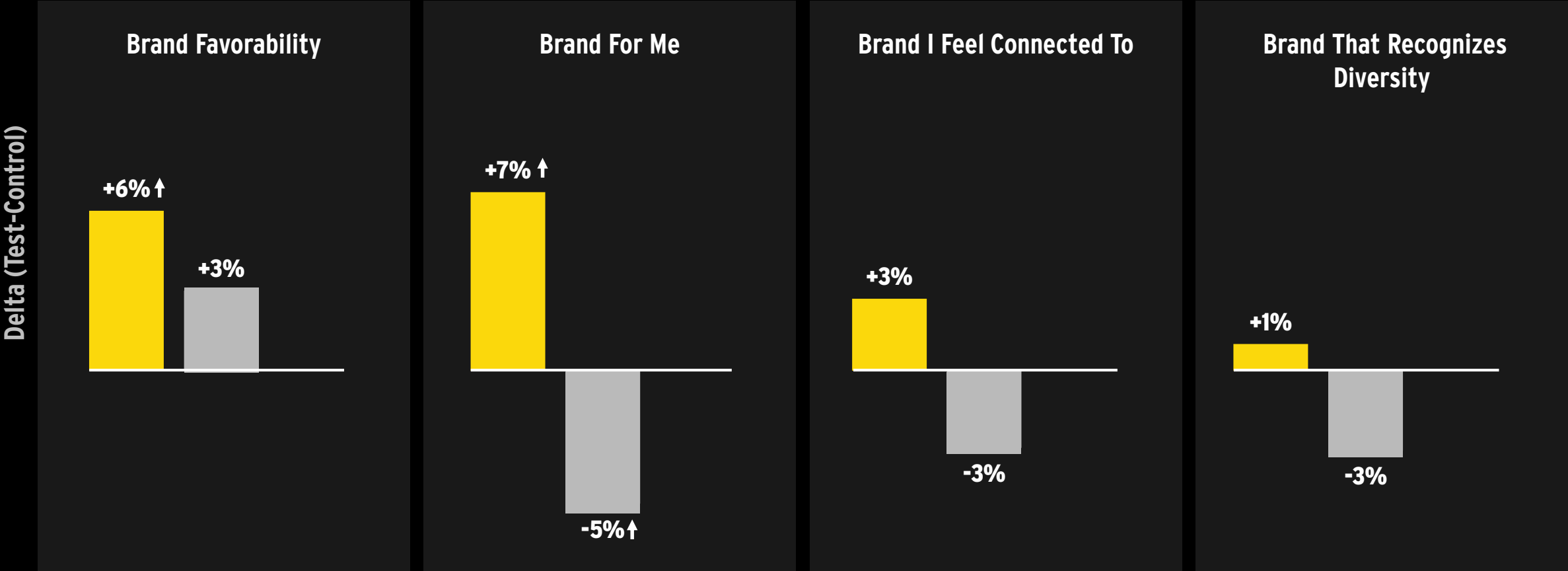
HISPANICS RECOGNIZE CULTURAL TARGETING AS A **BETTER MEDIA EXPERIENCE**

■ Cultural Targeting ■ No Targeting



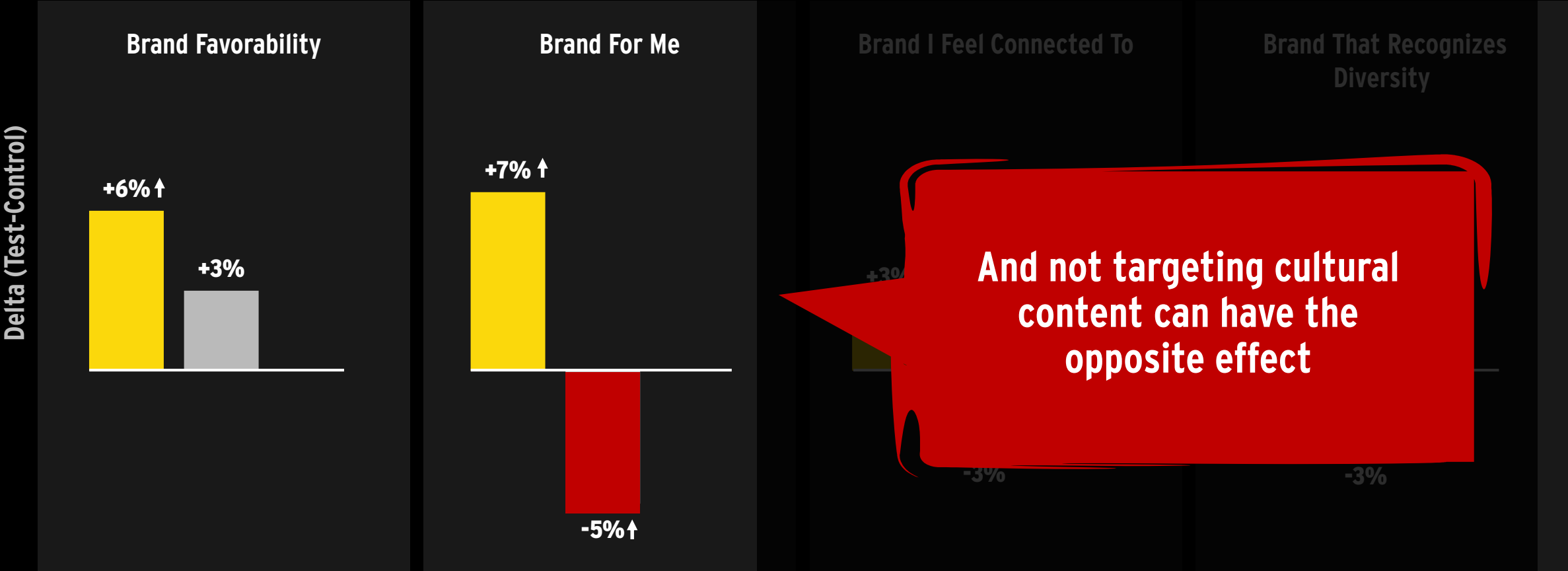
IT CREATES IMPORTANT PERSONAL CONNECTIONS FOR BRANDS

■ Cultural Targeting ■ No Targeting



IT CREATES IMPORTANT PERSONAL CONNECTIONS FOR BRANDS

■ Cultural Targeting ■ No Targeting



EVEN MAKING PEOPLE WANT TO RECOMMEND THE BRAND MORE

- Cultural Targeting
- No Targeting

Delta (Test-Control)

Brand I Would Recommend

+5%*

-3%

Brand With A Unique Story

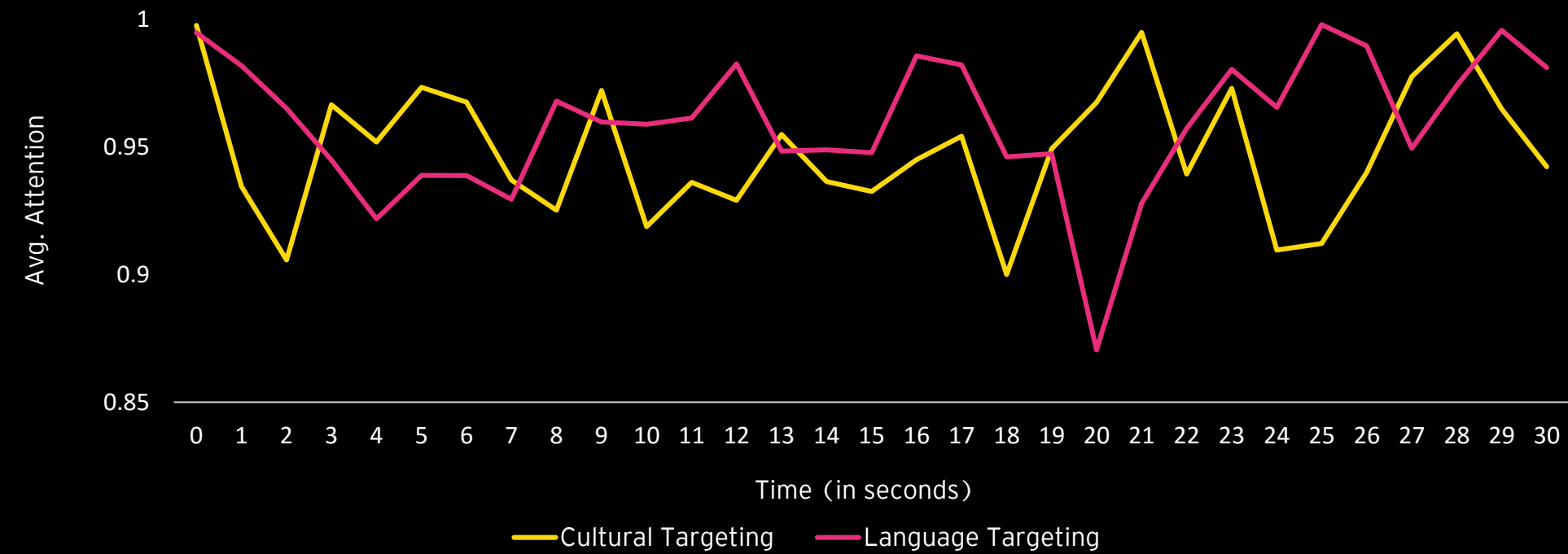
+4%*

-3%

CULTURAL TARGETING ALSO CAPTURES AND MAINTAINS PEOPLE'S ATTENTION

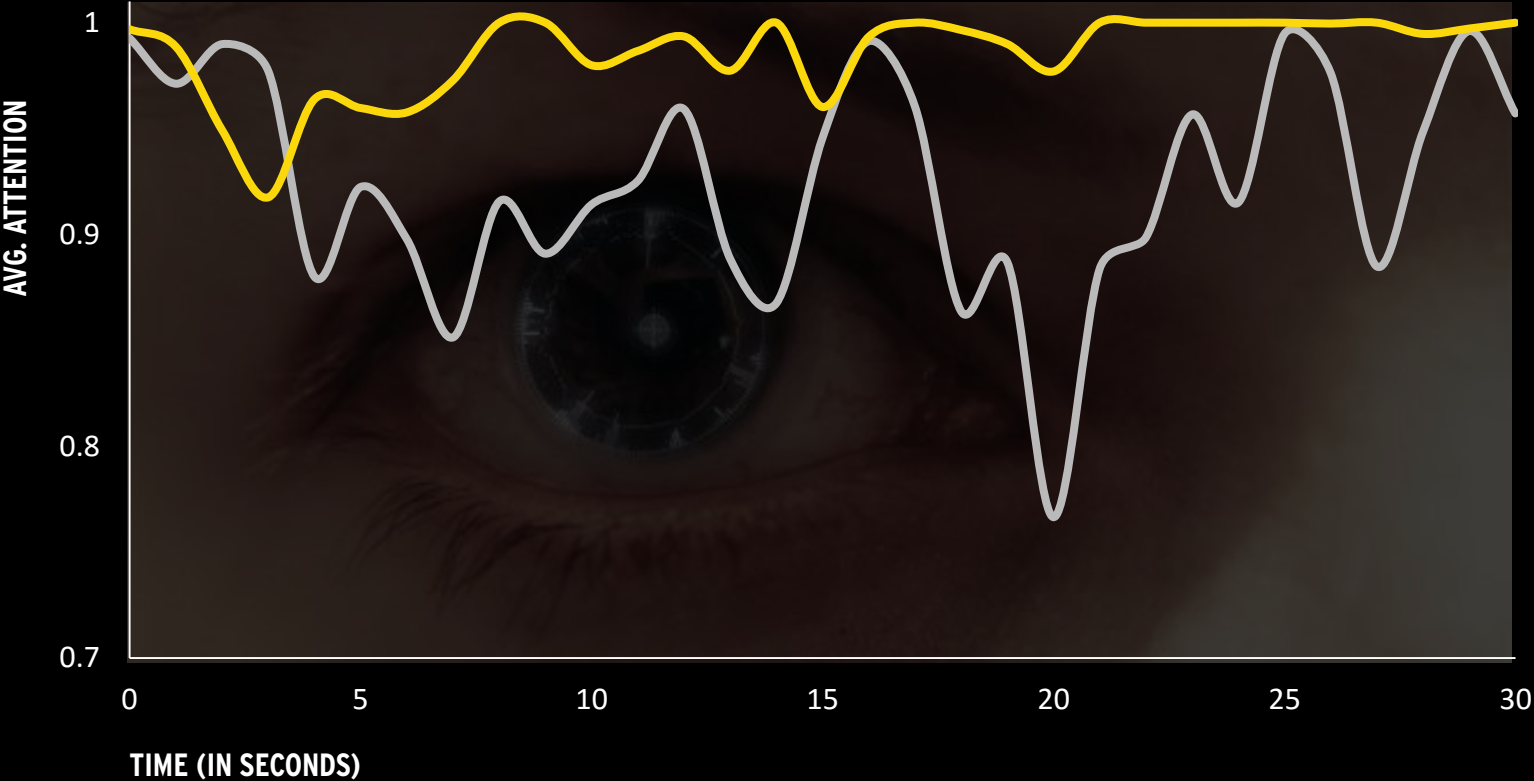


Attention to Contextually Targeted Ad Over Time (Mobile)



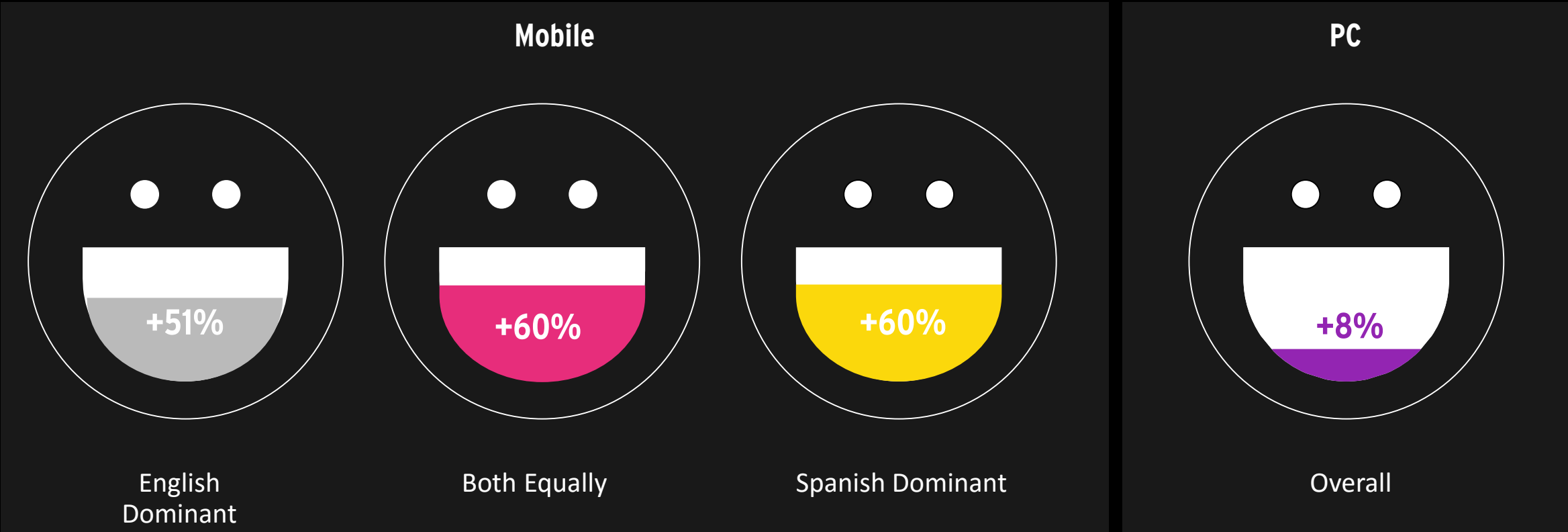
EVEN MORE EVIDENT WITH **SPANISH-DOMINANT HISPANICS**

Attention to Cultural Targeted Ad Over Time (Mobile) — English Dominant — Spanish Dominant



CULTURAL TARGETING DRIVES EMOTION ACROSS THE BOARD BUT STRONGER ON MOBILE

% Lift in Emotion between Cultural Targeting and No Targeting



CULTURAL TARGETING

WHAT MARKETERS NEED TO KNOW



EXPERIENCE IS PERSONAL

Cultural targeting is personal - increasing KPIs, ad perceptions, and brand perceptions

DRIVES ATTENTION & EMOTION ACROSS THE BOARD

Cultural targeting works across language and device, driving emotion for all Hispanic sub segments-English Dominant, Bilingual and Spanish-Dominant

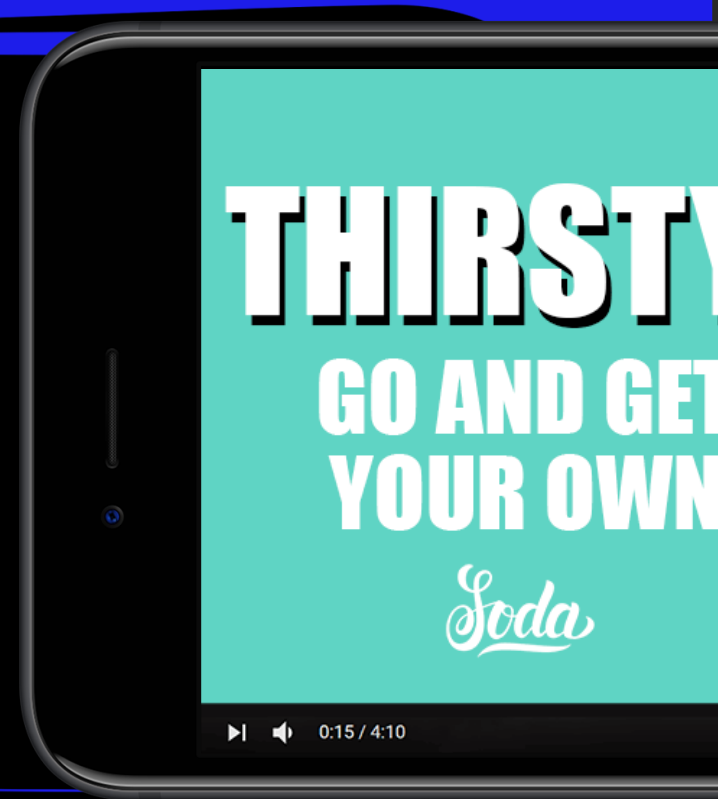
DRY CAT FOOD REINVENTED












y Drinks



WHAT'S THE DIFFERENCE?
SMARTPHONE vs **PC**
TARGETING



LANGUAGE AND TOPIC TARGETING PERFORM BEST ON SMARTPHONE WHILE CULTURAL TARGETING IS EQUALLY EFFECTIVE ACROSS DEVICES

	Ad Recall	Brand Favorability	Purchase Intent
Topic Targeting			
Language Targeting			
Cultural Targeting			

**EACH STEP
LEADS TO A
STRONGER
RELATIONSHIP
WITH THE
CONSUMER**

STEP

1

TOPIC TARGETING

Reaches an audience that is primed for your message.

STEP

2

LANGUAGE TARGETING

Is important to build a deeper connection with all Hispanic consumers, and can be used in combination with both topic and cultural targeting.

STEP

3

CULTURAL TARGETING

Forges a relationship between the consumer and the brand, to not just raise brand KPIs but also engage in a deeper conversation with consumers.

THANK YOU

For further questions, contact:

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