

Leveraging technology to grow  
in today's diverse marketplace

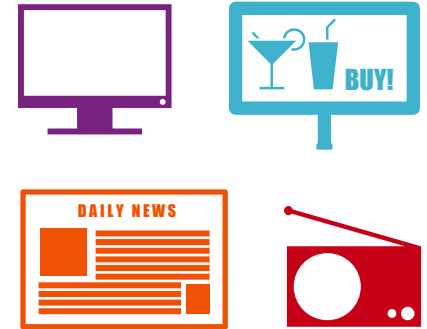
HISPANICS



# Media options in the age of total market

In the past, targeted media was the norm/“good enough” to reach out to ethnic consumers. That’s no longer the case...

- More sophisticated & diverse ethnic consumers
- Blurrier line between targeted and non-targeted media



Today, technology offers marketers unique opportunities to connect with ethnic segments (and whites) more effectively and efficiently...

*Surgical targeting – the right people, with the most relevant message, minimizing the risk of alienating others.*

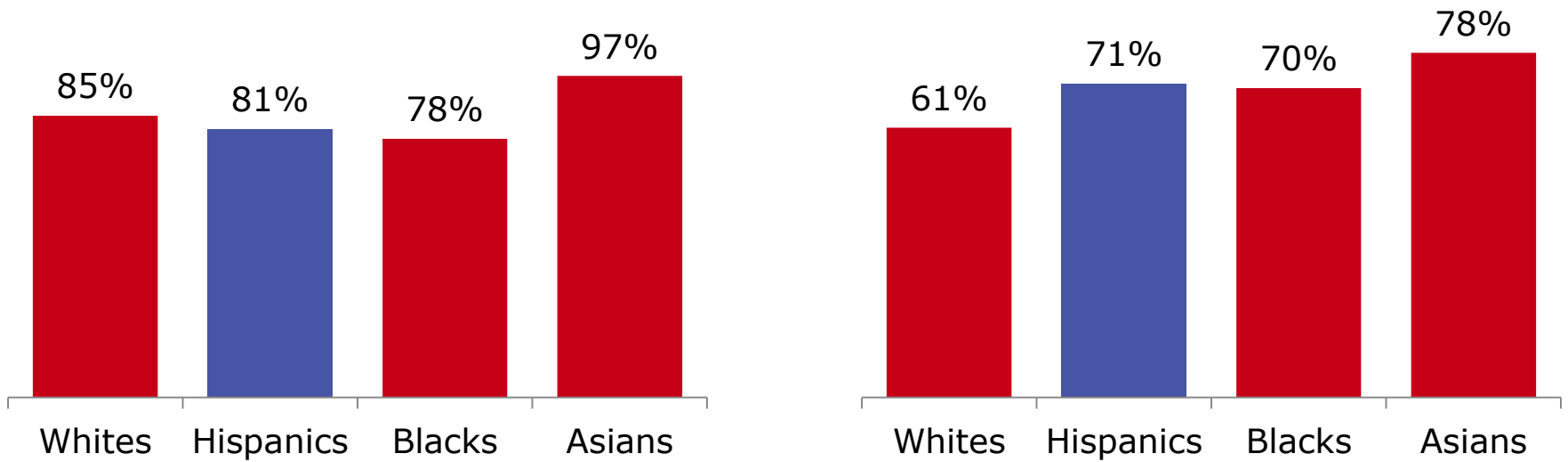
# But... how connected are Hispanics?



internet



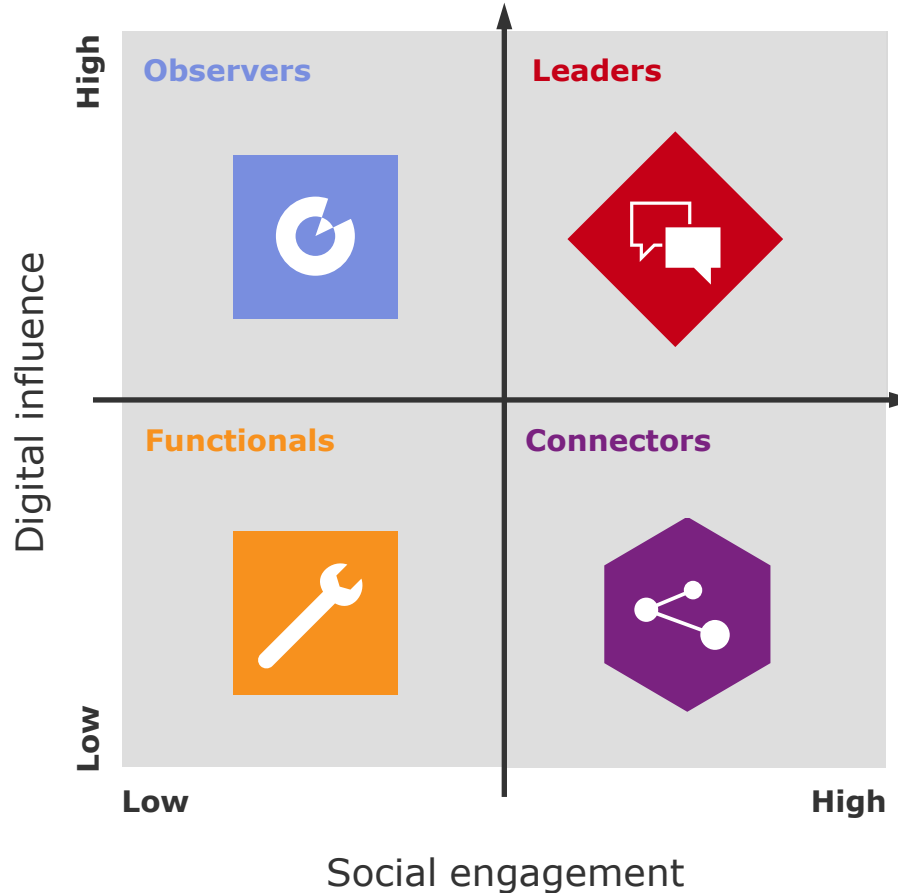
smartphones



# But... how connected are Hispanics?

The internet is a huge source of information for this group, but they show little interest in engaging with or being influenced by social media.

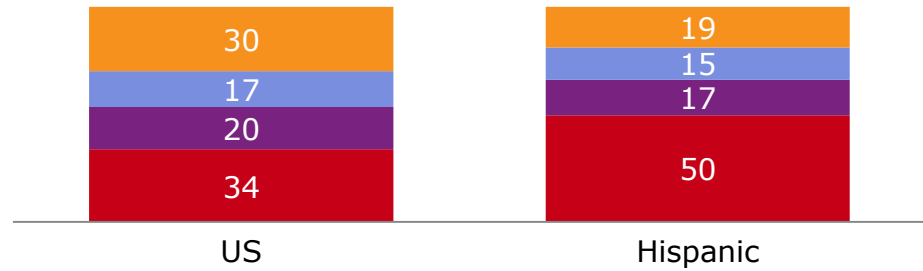
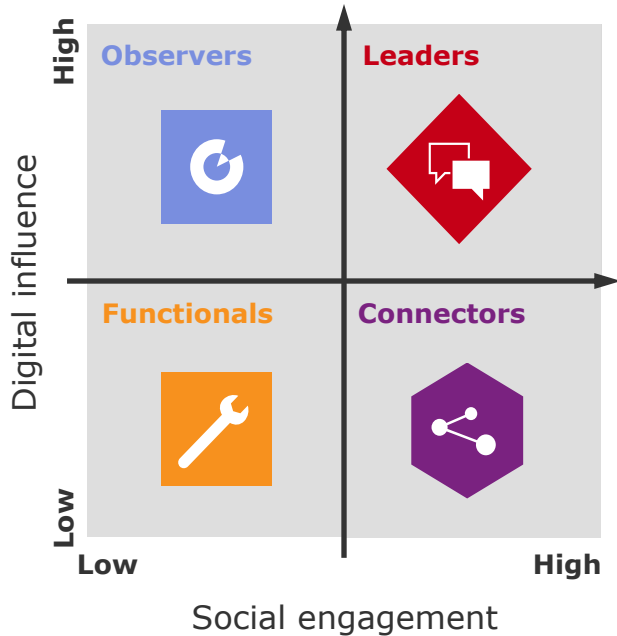
Little interest in digital technology. Influenced more by the world outside the internet. Less likely to engage in social activities. Skew older.



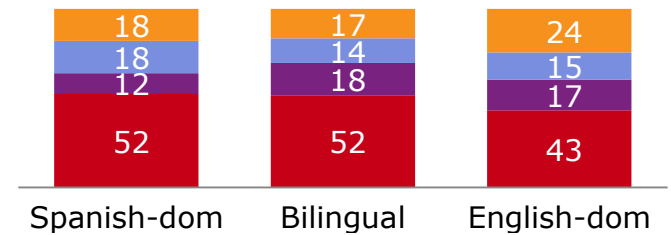
Younger. Early adopters. Mobile centric. Heavily influenced & influential on social media. Enjoy engaging with brands.

Social is where they spend most of their time online, but they are consumers rather than influencers. Skew toward lower income levels.

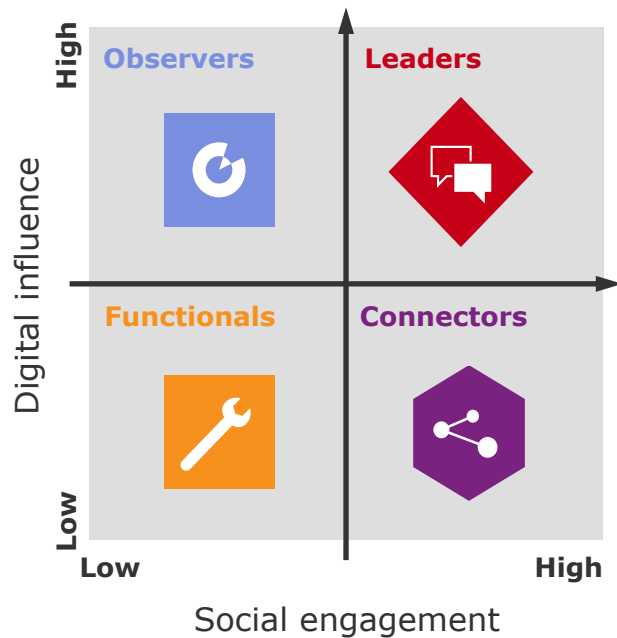
# Half of Hispanics are **Leaders**, compared to just one-third of the total US



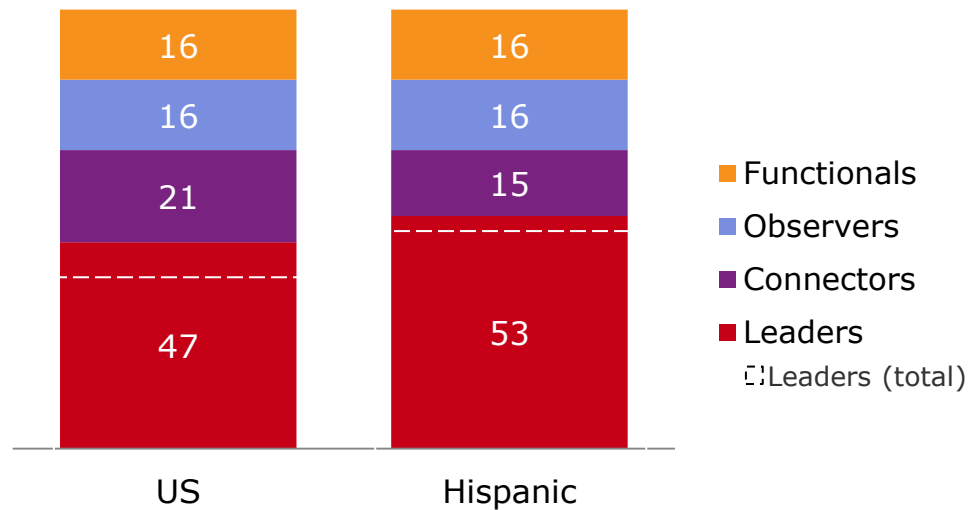
Hispanics by language



Hispanic millennials are also more likely to be Leaders than the broader millennial pop, indicating that there is a **cultural component** at work, along with age



Millennial consumers (16-34 year olds)

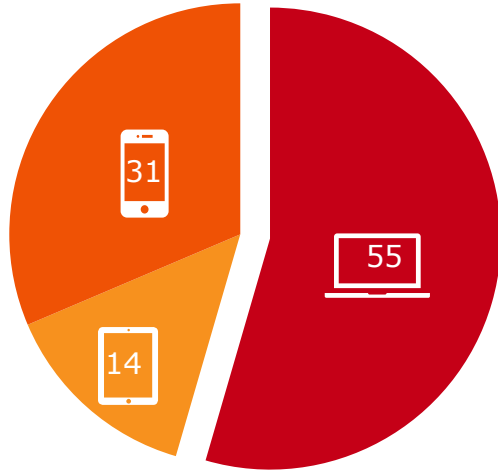


# Most are connected via their mobile devices

Device share

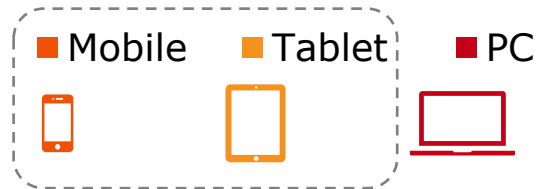
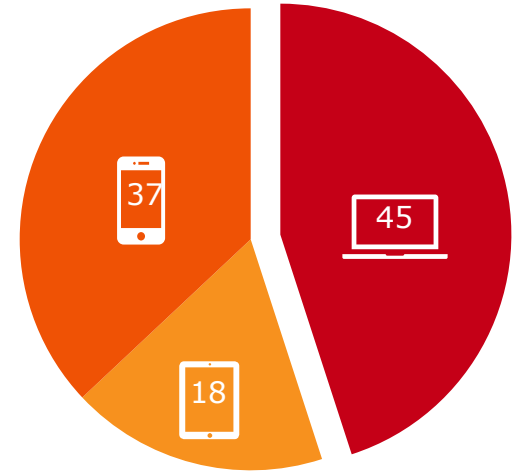
**US**

%



**Hispanic**

%



Hispanic  
US

66%  
54%

Go online using a range of devices (T3B Agree)

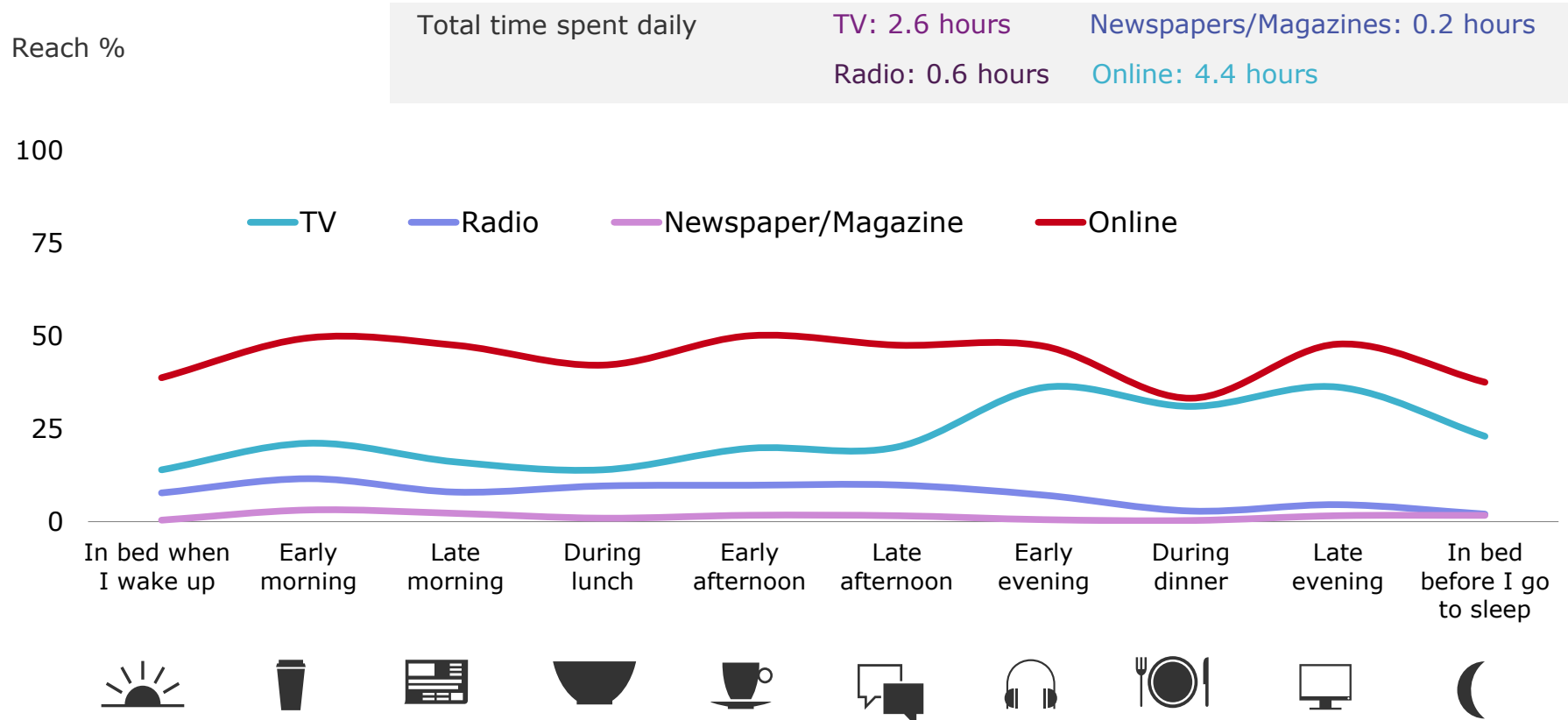
Avg. # daily hours on tablet/mobile

Hispanic  
US

3.6  
2.8

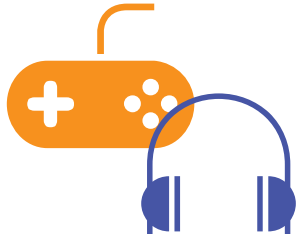
# Virtually allowing marketers to engage them 24/7

How traditional and online media are used throughout the day





# What they do online



## Media & entertainment

127	Play games via mobile device
160	Play games on console / website
163	Watch live video online
144	Stream music or radio online
164	Organize or create photos & videos

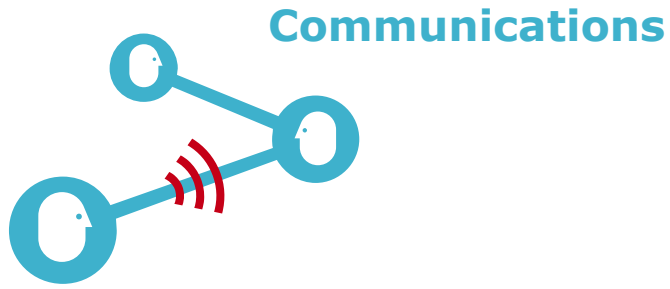


## Shopping

137	Research products before purchase
160	Search online after seen product on TV
174	Mobile search in-store
146	Purchase products online
117	Online banking

Done weekly, indexed to total US

# What they do online



101	Sending and receiving emails
151	Instant messaging or chatting
195	Video or voice call over the internet



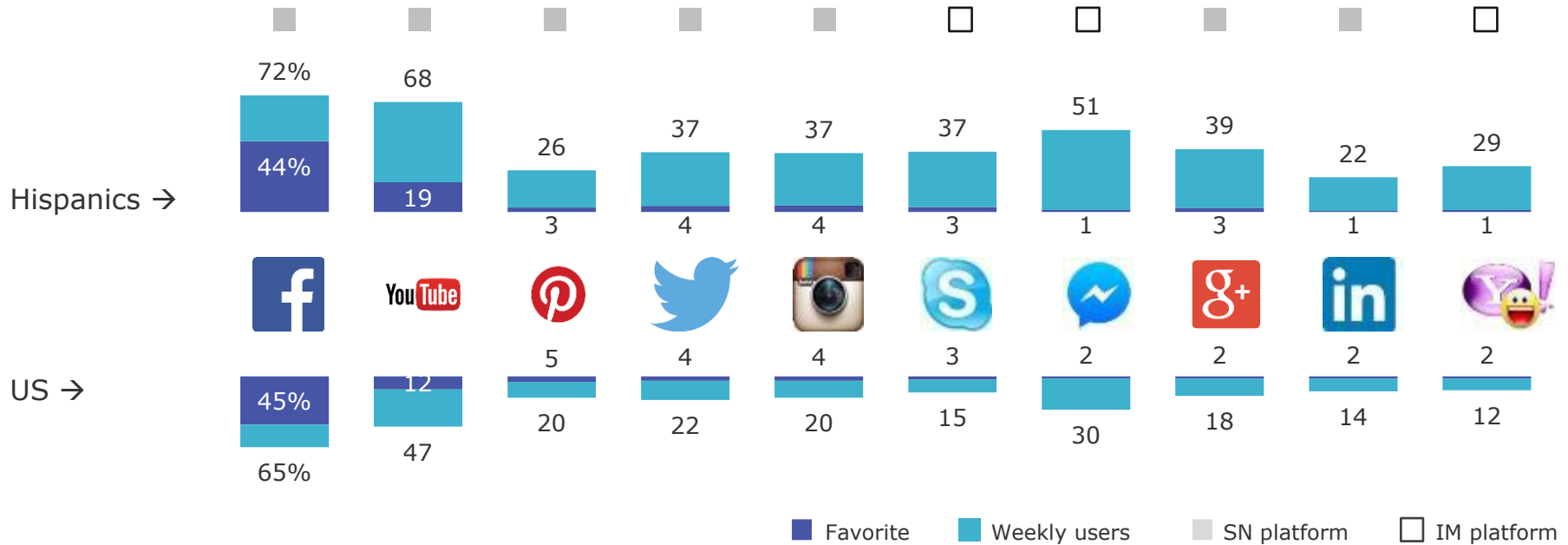
107	Access social networks	<b>Passive</b> ↓ <b>Active</b>
146	Visits blogs or forums	
152	Upload photos, videos or music online	
213	Write my own blog	

Done weekly, indexed to total US

49%

# of Hispanics say they can't live without social media

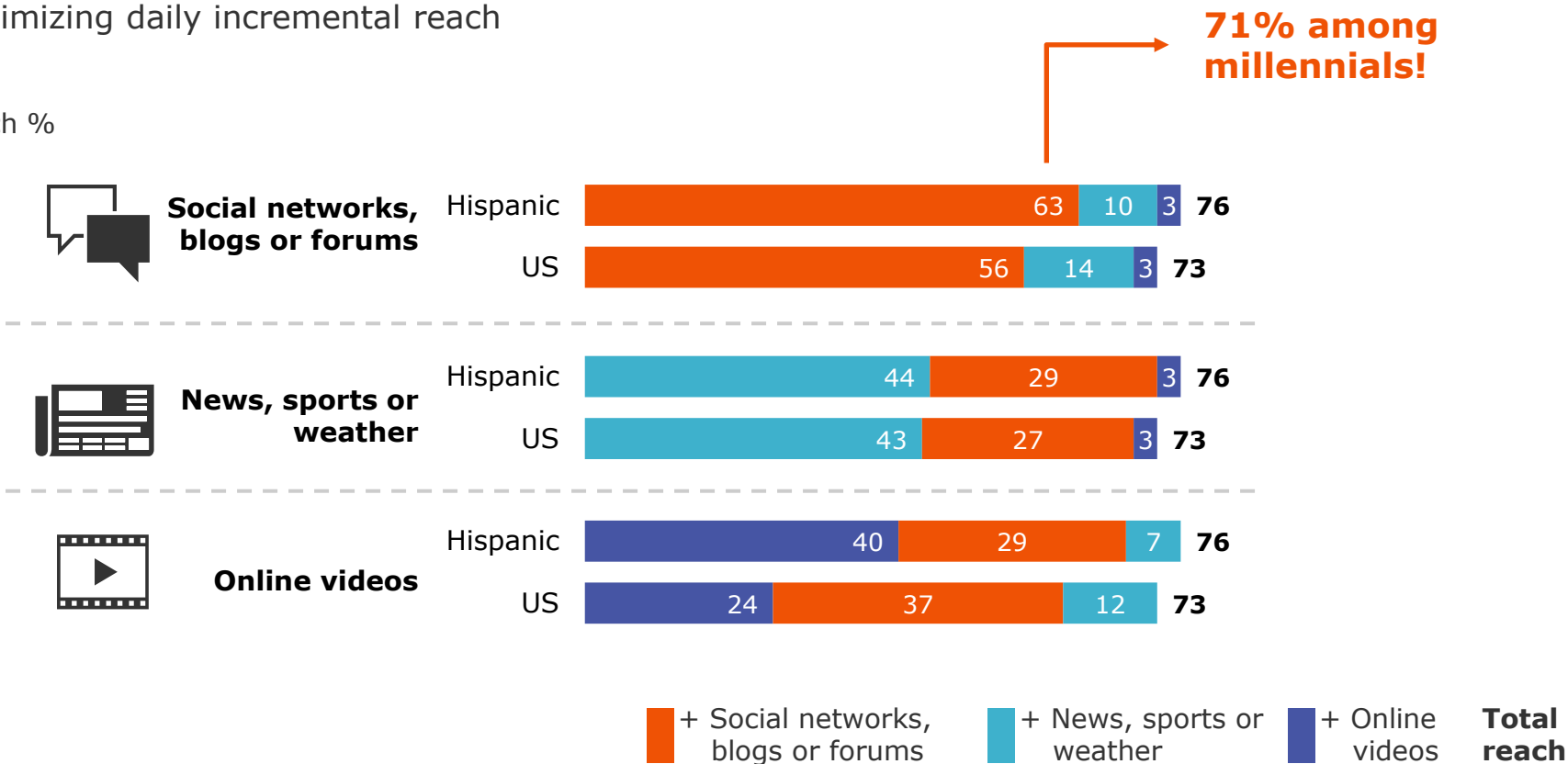
Avg. # of platforms used daily	Hispanic US	3.6
		1.7



# In fact, SM alone maximizes daily reach

Maximizing daily incremental reach

Reach %



Read as:

*If you only use one channel, you can reach 63% of Hispanic consumers using social networks, blogs or forums. If on top of that you use news, sports or weather sites, you can reach an additional 10% of Hispanic consumers. And so on.*

# And this will only continue to grow: early adopters!



Index vs gen pop

180

### Quantified self

Monitoring personal data such as your exercise, sleep or calorie consumption via an app or wearable device



Index vs gen pop

119

### Screen stacking

Using multiple devices at the same time, e.g. using your mobile while watching TV



Index vs gen pop

140

### Social discovery

Using an online service to meet new people either professionally or personally for the first time



Index vs gen pop

260

### P2P economy

Buying or selling in peer-to-peer marketplace such as Airbnb, or lending/borrowing from individuals

Done, indexed to total US

# Brands can play a big role in their digital/social world



Like engaging with brands in social media → 162  
 Brands improve my online experience → 152



**Consume**  
 Consume content and information

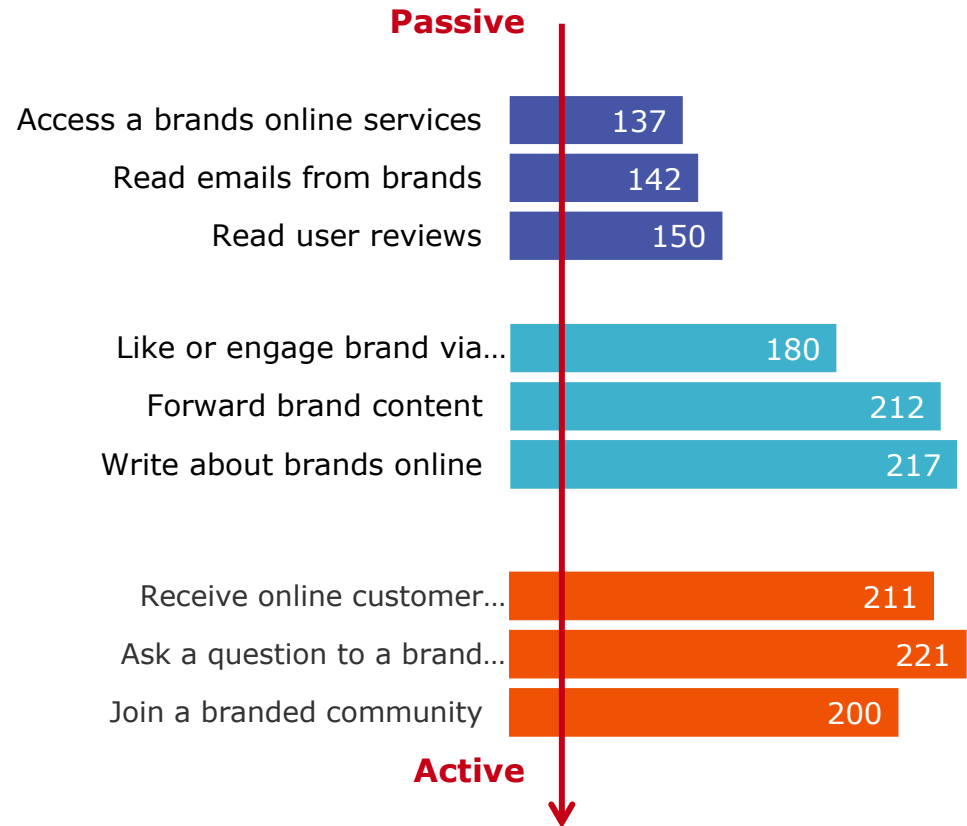


**Broadcast**  
 Upload or share content and comments



**Discuss**  
 Converse with own network via social or IM

2-way comms!



Indexed to total US





## When developing a digital or mobile Hispanic strategy...

Use mobile to engage Hispanics anytime, anywhere. Leverage its tools and features to connect with *moments* when your brand is most relevant to them.

Be culturally original and meaningful. Do not force your general market ad or traditional media campaign into a mobile screen.

Avoid stereotypes. Consider diversity within the segment. Targeted marketing is more than just casting or language. Keep it simple. Be consistent. Etc.

Become part of Hispanics' social world. They are more active though, so don't just throw content at them. Build 2-way relationships powered by emotions.

Identify and engage digital *Leaders* as brand advocates to help spread your message – word of mouth!

Thank you!

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