

# 5 Principles to Building Best-in-Class Hispanic Advertising

**1** **SPANISH** is still highly relevant and needed for effective U.S. Hispanic brand communication.

**ROI** of spend on Spanish-language TV increased **40% from 2017 to 2020.**  
Over half of the U.S. Hispanic population speak Spanish at home.



Source: Univision Secrets of Spanish Language Advertising 2.0; American Community Survey

**2** **LANGUAGE** is only part of the delivery system for brand communication. It cannot carry all of the heavy lifting to connect and change behavior.

**LANGUAGE COMMUNICATES BUT CULTURE CONNECTS**

Cultural relevance (CIIM™) and the persuasiveness it generates account for **66% of sales lift.**

Source: CIIM™, Q1 2022 Study Universe: 2 categories, 7 Brands, 5 MC segments, 34 cases

**3** **Data points are not insights.** They help assess the opportunity and strategy but cannot create the **PORTAL** of human truths needed for creative development.

An **Insight** is a unique human truth that creates a **PORTAL** for our brand to **INTERSECT with our consumer** and change behavior, based on a tension that our brand can solve uniquely.



**4** Even highly customized **U.S. HISPANIC CREATIVE** can deliver a cohesive brand expression through the use of brand assets, key visuals, tone, music, etc.

**ADAPTATION:** U.S. Hispanic barriers, drivers and insights closely align w/ non-U.S. Hispanic.

**TRANSCREATION:** Some overlap w/ non-U.S. Hispanic with some unique U.S. Hispanic barriers, drivers and insights.

**ORIGINAL:** U.S. Hispanic consumer in a different place in the journey.



**5** Upstream planning is essential to tailor brand communication needs for the U.S. Hispanic market.



**CAMPAIGNS** should consider the audience before starting the assignment.

Informs the brand's overall Assignment Brief

Informs the brand's Creative Brief

Informs what is needed for effective U.S. Hispanic Creative Expression



**U.S. Hispanic Learnings:** Brand, Category, Competition, Business Performance

Assignment Brief

**Cultural Insight Integration**

**Creative Brief**

Creative Ideation

Qual/Quant

TVC