

Are You Talking To Me?

Hispanic Marketing
in
Today's World



The Las Vegas Market

smarter advertising



Hispanic Population

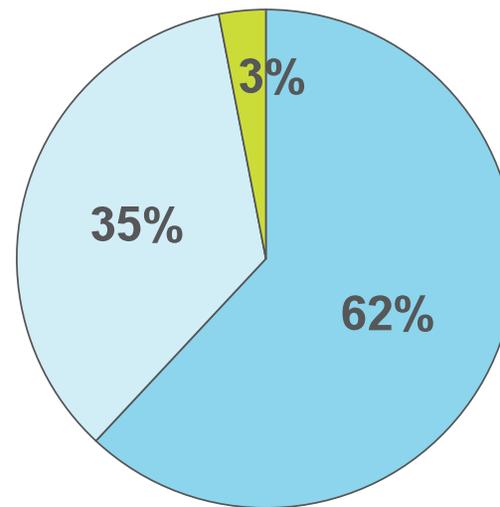


By 2015, the Hispanic population in Clark County is expected to reach 1 Million. Can you afford to miss those consumers?

There are different subsets within the Hispanic population that vary based on their country of origin, dialect and length in the US.

Many of the Hispanic households speak both Spanish and English and watch TV in both languages.

Dominant Language Hispanic Adults 18+



■ Primary Spanish ■ Primary English ■ Equal Spanish/English

Scarborough Research, Las Vegas Oct08-Sep09, DMA survey area, Adults 18+. Spanish/Hispanic Origin/Descent. Target definition: Language Person Speaks Most Frequently At Home.

Las Vegas Demographics

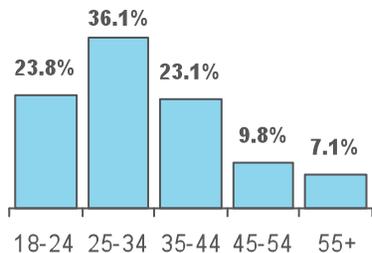


“Hispanics outspend non-Hispanics in apparel, food and personal services. Their shopping patterns reflect younger, larger families who are incredibly brand loyal.”

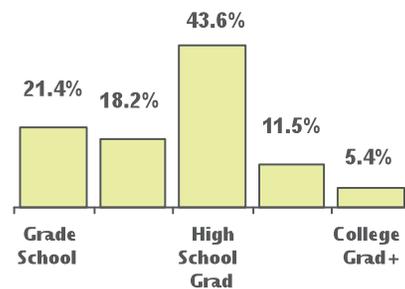
Dominant Language: Primary Spanish

Dominant Language: Primary English

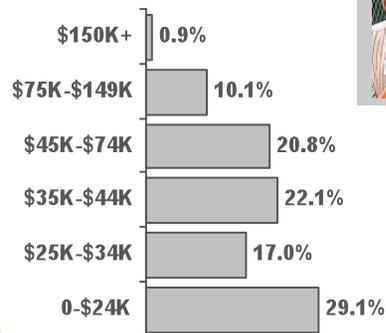
Age



Education

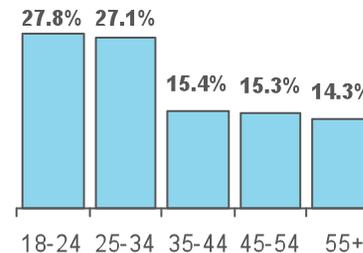


Income

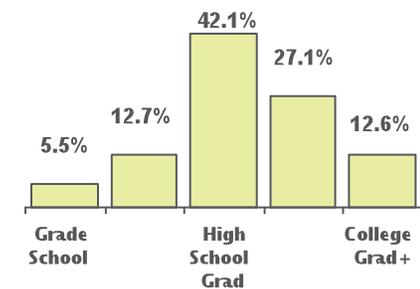


- 64% have between 1-3 children in the household.
- 66% have a household size between 4-6 members.
- 41% own their own home, while 47% rent.

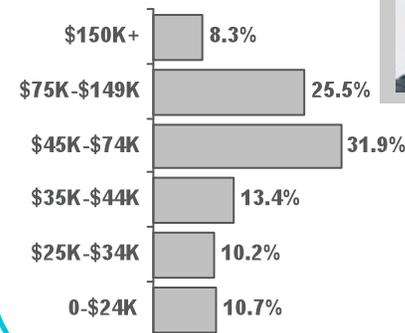
Age



Education



Income



- 50% have between 1-3 children in the household.
- 53% have a household size between 4-6 members.
- 61% own their own home, while 34% rent.

Using the Right Message



So now that you know you want to better reach 22% of the Las Vegas population, you need to think about sending the *right* message with your commercial.

Consider your audience – what is important to them, their belief system, culture and customs, state of mind, accent and frame of reference. Cox Media can help you score big with your customers when you think about the following:

- **Spanish Translations**

- Your English-language commercial cannot be translated word-for-word to Spanish – it will need adjustments to acknowledge cultural nuances so you relate to these consumers, not simply translate.

- While the majority of Hispanics in Las Vegas (70%) are from Mexico, there are Puerto Rican, Cubans and other Latino's here as well. You will need to use a neutral dialect 'universal Spanish' in your messaging to speak to all of these consumers.

- **Other Considerations**

- Some Hispanics have become acculturated to mainstream American values and preferences while others have not. Keep the message and look-and-feel of your commercial fresh and contemporary to reach these bilingual, bicultural consumers.

- Consider your customer hotline, signage and packaging, etc. To truly appeal to Hispanics, make sure that you don't treat them like second-class citizens. Be sure that you have a diverse workforce that can meet their needs once they enter your store.



Targeting the English-speaking Latino



English is the primary language for 35% of the Latinos in Las Vegas and an additional 3% are bilingual. This means you can use an English-language commercial on popular networks, like SiTV, to reach them.

M18-49



Recommended Sports & Specials:

- World Cup (Soccer)
- PGA Tour (Golf)
- Extreme Sports
- Monday Night Football
- Tournament Poker
- WWE (Wrestling/Boxing)
- NASCAR (Racing)
- Supercross/Motocross (Racing)
- NBA (Basketball)
- BET Awards
- MTV Video Music Awards

W18-49



Recommended Sports & Specials:

- World Cup (Soccer)
- WWE (Wrestling/Boxing)
- Mexican Soccer National Team
- NASCAR (racing)
- BET Awards
- Red Carpet Coverage
- MTV Movie Awards
- MTV Video Music Awards
- Kids Choice Awards
- Vivo
- The Chicas Project
- Pageants

A18-34



Recommended Sports & Specials:

- World Cup (Soccer)
- PGA Tour (Golf)
- WWE (Wrestling/Boxing)
- NASCAR (Racing)
- Supercross/Motocross (Racing)
- NBA (Basketball)
- BET Awards
- Red Carpet Coverage
- MTV Movie Awards
- MTV Video Music Awards
- Pepsi Musica
- Video Mix Shows

Source: Scarborough, Las Vegas, NV-Mosaic, Oc08-Se09, Spanish/Hispanic Origin/Descent: Yes, Dominant Language: Primary English and Dominant Language: Primary Equal.

Targeting the Spanish-speaking Hispanic



Spanish is the primary language for 62% of the Hispanics in Las Vegas and an additional 3% are bilingual. Use your specially-created [Spanish-language commercial](#) to target these consumers on the networks they watch:



Program Favorites:

M18-49

Galavisión:

- Mexican Soccer League
- Primero Noticias (News from Mexico)
- Lucha Libre
- Noticias por Adela

ESPN Deportes:

- Mexican Soccer League
- Futbol Picante
- NASCAR
- Sportscenter

CNN en Español:

- CNN Mexico
- Deportes CNN

Fox Sports:

- Mexican Soccer League
- Diario Fox Sports
- Jorge Ramos en Vivo

W18-49, Kids

Galavisión:

- Primero Noticias (News from Mexico)
- El Chapulin Colorado
- El Chavo
- Chespirito

CNN en Español:

- CNN Mexico
- Ojo Critico
- Al Dia
- En Familia
- Al Sabor Del Chef
- Un Minuto Delicioso

Mun2:

- Video Mix Shows
- Vivo
- The Chicas Project

A18-34

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Mun2:

- Pepsi Musica
- 2RSLVJ

Cox Media Delivers...



M-F 7a-10a



= \$150 Cost Per Spot
0.4 Daypart Avg. Rating
1 Frequency (Spot)
\$375 Cost Per Point

M-F 4p-7p



= \$500 Cost Per Spot
1.6 Daypart Avg. Rating
1 Frequency (Spot)
\$312 Cost Per Point



= \$25 Cost Per Spot
0.3 Daypart Avg. Rating
1 Frequency (Spot)
\$83 Cost Per Point



= \$25 Cost Per Spot
0.2 Daypart Avg. Rating
1 Frequency (Spot)
\$125 Cost Per Point

Spend \$150 on Galavisión and receive:

6 Spots
1.8 Gross Rating Points
\$83 Cost Per Point

Spend \$500 on Galavisión and receive:

20 Spots
4.0 Gross Rating Points
\$125 Cost Per Point

Conclusion



Targeting today's Hispanic consumer does not have a cookie-cutter one-size-fits-all solution. They are a diverse group that uses media in both English and Spanish.

It is imperative that you create your commercial message in a way that will resonate with their cultural heritage and result in better loyalty to your business.

You can target both English-speaking and Spanish-speaking Hispanics on Cox Media networks using a combination of popular programming including telenovelas, sports, comedies, news and variety shows.



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