

NEWS

MARKET FORCES INTERGRATED MESSAGES THE TRIALS OF WINNING AD DOLLARS CREATE OPPORTUNITIES

By: Junu Bryan Kim Published: January 24, 1994

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Not only is the Procter & Gamble Co. brand one of the main sponsors of the 4-month-old Telemundo program, the show and Folgers' sponsorship are supported by retail shelf-talkers bearing the Folgers Hispanic ad theme, "Despiertan lo mejor en ti" ("Wake up the best in you"). Grocers also may get to host tapings of a daily show segment in which people tell viewers, "Buenos dias!"

Folgers' involvement in "Primera Hora" is part of an integrated marketing campaign-business as usual in the Hispanic market but rare on such a large-scale.

Hispanic ad agencies have plenty of experience in integrating a message across multiple marketing platforms, such as advertising, sampling and event promotion. But bringing these platforms to a national scale is a big challenge, since the Hispanic market lacks the depth and effectiveness of the general market's communications infrastructure.

"Think of all the [marketing] vehicles we take for granted in the general market and go down the list with an Hispanic agency. Ask them: who does couponing? Who does PR? .|.|. And PR's not as well developed in the Hispanic market because there aren't as many publicity outlets, like print vehicles," says Roger Sennott, general manager at Market Development, a research company specializing in the Hispanic market. "All those [marketing] tactics don't exist yet" in the Hispanic market nationally.

There's always been an element of integration in Hispanic marketing, observers say. Hispanic efforts traditionally have been more pressed than general-market efforts for a return on marketer investment. To generate this return, and to get the most out of their clients' sparse budgets, Hispanic agencies combined different communications into single programs.

That's one reason why the market traditionally has featured close tie-ins to events such as community festivals or concerts.

"Anytime you take money away from a core marketing plan and put it into a segment market, those dollars have to work harder and get a greater return on investment, or they go back," says Jesse Wilson, exec VP, San Jose & Associates, Chicago. "Necessity is the mother of invention."

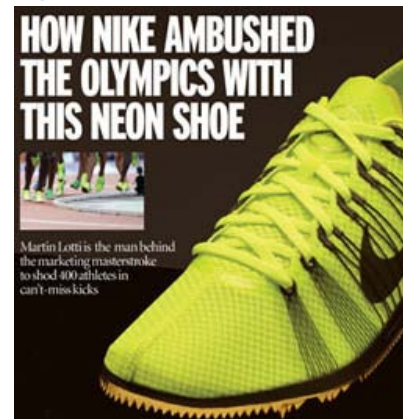
But as marketers consider assembling larger-scale programs, they and their agencies have had to invent because of another necessity: the absence of a communications infrastructure.

"Many times we find ourselves setting up to do something for a client and having to invent it as we go along, because all the pieces aren't there," says Carl Kravetz, president of Cruz/Kravetz:Ideas, Los Angeles.

Mr. Kravetz remembers wanting to do an Hispanic mail drop in localized sections of Los Angeles in the mid '80s. At the time, the best vehicle to make the drop to all these areas was the Los Angeles Times circulation staff, but their home delivery routes wouldn't help him find Spanish-speaking

George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.

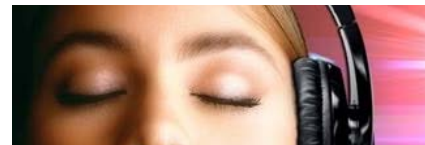
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MOST COMMENTED MOST EMAILED 

Market forces integrated m

The trials of winning ad dollars create opportunities

By Junu Bryan Kim

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Shelf-talkers in carnercerias urge consumers to "Wake up the best in you" with Folgers—and bring the coffee brand's sponsorship of "Primera Hora" to the store level.

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cause of another necessity: the absence of a communications infrastructure.

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Mr. Kravetz remembers wanting to do an Hispanic mail drop in localized sections of Los Angeles in the mid '80s. At the time, the best vehicle to make the drop to all these areas was the *Los Angeles Times* circulation staff, but their home delivery routes wouldn't help him find Spanish-speaking households. So he told the circulation staff that he wanted his piece delivered to homes that didn't get the *Times*.

Since then, he notes, the *Times* has come up with its *Nuestra Tiempo* supplement to cover that market.

"Every week I get more informa-

Se habla español

Language usage and ethnic self-identification of Hispanics

| | Language usage of adults, by occasion | | |
|---------|---------------------------------------|---------|----------|
| | At home | At work | Socially |
| Spanish | 83% | 55% | 70% |
| English | 14 | 41 | 26 |
| Both | 3 | 4 | 4 |

| | Language spoken at home, by age group | |
|----------|---------------------------------------|-----------------------|
| | English only | At least some Spanish |
| Age 5-17 | 21% | 79% |
| Age 18+ | 8 | 92 |

| Ethnic self-identification | |
|---------------------------------|-----|
| Hispanic first, American second | 77% |
| Equally Hispanic and American | 19 |
| American first, Hispanic second | 4 |

Source: Strategy Research Corp., Bureau of the Census Advertising Age graph: Jerry Parks

Ad revenue boom

(Continued from Page S-1) for example, has been assigned projects for Ace Hardware Corp., Rayovac Corp., Swift-Eckrich Corp. and World Book International.

"A lot of companies in the U.S. that do not have international capabilities see us as a bridge between the U.S. and Mexico. Also, Mexican companies are interested in coming to the U.S.," says Hector Orci, president of La Agencia de Orci, Los Angeles.

Many U.S. advertisers also are asking their U.S. Hispanic agencies to place pan-American buys covering the booming Latin American market. One-stop shopping has been made easier with new media vehicles in Latin America and the U.S., including cable networks MTV Latino and Canal de Noticias NBC.

"This is new money coming out of international budgets," Mr. Rossi says.

Because advertisers are

asking for more pan-American buys, D'Arcy Masius Benton & Bowles earlier this month established its DMB&B Americas network, which crosses nine nations.

Creative will most likely come out of the U.S.—given U.S. Hispanic shops cross-cultural expertise, these agencies say.

"When we produce advertising in the U.S. Hispanic market, we consider every subgroup—Cuban, Central Americans, South Americans, Mexicans, Puerto Ricans. Creative has to be pan-cultural," says Lionel

Sosa, chairman of DMB&B's Americas network.

Despite the upbeat forecast, the Hispanic market still has some clouds on the horizon. Telemundo has been trying since June to lessen its \$300 million debt-load and emerge from Chapter 11 bankruptcy reorganization, expected to happen early this year.

In addition, Hispanic print and outdoor media are vulnerable to further cuts in advertising by the tobacco industry, a big revenue category.

Also, the growing anti-immigration backlash could scare off some marketers.

"When an advertiser does outdoor ads in Spanish, it's not uncommon to get complaints" from Anglos, Mr. Kravetz says.

Still, these considerations haven't stopped a media boom, especially in cable and newspapers.

MTV and NBC have brought their Latin American cable services to the U.S., while other networks, including Prime Ticket, are planning Spanish-language channel launches for later this year. In the newspaper arena, mainstream papers such as the *Chicago Tribune* and *Fort Worth Star-Telegram* recently added or will soon add products for Hispanic readers (see story on Page S-10).

These fears also haven't dampened advertiser interest in this year's World Cup soccer tournament, the Hispanic sports fan's Super Bowl, to be played in the U.S. for the first time. Univision has sold out its entire \$20 million, 52-game inventory to sponsors including American Honda Motor Co., Anheuser-Busch's Budweiser beer, AT&T, Coca-Cola Co., General Motors Corp.'s Chevrolet divi-

sion, MasterCard, McDonald's Corp. and Pennzoil Co.

"World Cup is going to be a huge event," Mr. Kravetz says of this summer's international sports—and now, marketing—extravaganza. "Everyone will come in to some extent." □

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency