

HispanicMarketWeekly

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Branding For Life A Special Report on Hispanic Advertising Agencies

From sun up to sundown, advertisers want their products and brands to be top of mind with Hispanic consumers, placing ads and messages in every available moment of their lives. With television and radio no longer the be-all, end-all of Latino-focused advertising efforts, Hispanic agencies are working overtime to develop the right mix of media and creative.

Today, reaching the Latino consumer requires a more targeted, segmented approach, one which includes communicating culturally relevant messages in English and Spanish as well as in bilingual formats... and even in Spanglish. To stay ahead of the curve, advertisers – and their agencies – are also fully making the dive into digital and interactive initiatives.

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He points out that the key is interacting with the consumer in a seamless way, not forcing a message or a relationship. “It’s placing a product or service creatively into a consumer’s mind where it can bind with that person’s lifestyle,” says San José. “You prove to the consumer how the product is more effective or engaging for him.”

That’s precisely the route State Farm Insurance took in its latest Hispanic marketing campaign. In addition to television spots, the initiative includes an expanded online presence, guerilla marketing as well as “adver-tainment,” via the sponsorship of the regional Mexican band that appears in the “Anthem” spot(HMW Archives 3/24/08. At The Crossroads). “We’re not just doing 15- and 30-second television or radio, we want to touch consumers,” says Mark Gibson, associate vice president of advertising at State Farm.

He reasons that with consumers “inundated” by advertising messages from the time they wake up and turn on the television

Highlights:

- 16 César Ruíz.**
César Ruíz has joined ESPN Deportes as director of advertising sales. Most recently, he was general sales manager at Televisa Publishing.
- 16 Jackie Hernández.**
Jackie Hernández, publisher of People en Español, will join Telemundo as COO. She will oversee domestic revenue and marketing.
- 18 Lone Star Is 'La Estrella en Casa'.**
The McClatchy-owned newspaper is being merged into weekend sibling La Estrella en Casa.
- 19 IKEA's New Mensajes.**
A new Spanish-language television campaign showcases IKEA's Complete Kitchen Living line.
- 20 Dialing The Message.**
HipCricket's Hispanic mobile marketing network includes radio properties from Bustos Media, Davidson Media Group and Lotus Communications.
- 21 New York.**
The New York metropolitan area's Hispanic diversity continues to grow. The number of Mexicans, Colombians and Ecuadorians is growing.



set to watch the news to the radio spots and billboards during their commute to an elevator ride at the office, it's important to find alternate touch points

"Consumers are exposed to between 3,000 and 4,000 messages per day," says Gibson. "In order to make State Farm as relevant as possible, we want to take advantage in the aperture that consumers are at so they can experience us in ways they haven't before."


Many Hispanic advertising agencies today define themselves through their niche offerings – from creative strategy to direct marketing to youth-focused efforts or digital initiatives.

At many Latino shops, executives have taken a lead role in presenting clients with new marketing options to reach Hispanic consumers, moving beyond the traditional "integrated" platform.

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She cautions that many Hispanic shops – lacking the financial resources and manpower of large conglomerates – cannot make an outright investment in new divisions or media disciplines. While



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EL DIARIO **Mensajero Hoy** La Opinión **CONTIGO** La Prensa **La Voz** **La Vibra** **RUMBO** VISTA

some non-Latino agencies boast a thousand or more employees, Pantanini notes that "large Hispanic agencies" have at most 160 staffers.

"The question for many of us is how to handle current business while at the same time preparing for the future with limited funding available," says Pantanini. "We have to be creative in how we go about it."

Challenges At The Ready

Softening advertising spending, budget conscious advertisers and concerns over the economic direction of the U.S. as a whole are just a few of the challenges facing Hispanic advertising agencies today.

Yet, according to data from TNS Media Intelligence, year-to-year advertising spending for Spanish-language



television increased 1.3 percent in 2007, to \$4.39 billion. Ad dollars at Hispanic magazines grew 10.4 percent in 2007, to \$227.5 million, while Hispanic newspapers saw ad dollars fall 2.5 percent from 2006, to \$355.3 million.

The four U.S. Hispanic national networks and 43 local stations measured by TNS fared far better than English-language broadcast television - where network ad spending fell 2 percent from 2006, to \$22.4 billion, as spot television slid 10.2 percent, to \$15.6 billion.

Although advertiser interest in the Hispanic market has soared over the last few years - and momentum rises as new population figures or purchasing power data become available - Latino agencies are having a tough time turning initial client contacts into true customer relationship management programs, notes Joe Zubizarreta, COO of Miami-based Zubi Advertising.

In early 2007, Zubi launched launched iZubi, a division specializing in integrated marketing with work that targets direct response - including mail, television and print - experiential marketing and event marketing (HMW Archives 1/15/07. Zubi Zeroes In On Integrated Media).

"As we get into the below the line space - digital, direct and experiential - much of the customer relationship management is done by the clients themselves or through their general market agencies," says Zubizarreta. "We're getting leads... But we're not there yet in terms of follow up from the client and of starting one-on-one negotiations with the clients."

A Changing Landscape SR

On the media front, the Latino landscape is becoming highly integrated, note

agency executives. The emphasis for advertisers now is on multimedia programs that drive consumers from a television spot to the internet or from an experiential initiative to a direct mail piece, notes Zubizarreta. "We're starting to really make contact with consumers in many different ways."

With the Hispanic market a larger profit center for many clients, advertisers are paying more attention to Latino consumers and becoming savvy about how to connect with them. Advertisers today are looking for additional "creative components" to engage the consumer.

"Traditional media is still extremely effective when used right," says San José from The San Jose Group. "But with budgets as limited as they are and consumers bombarded by ads, you have to make it more fun."

He cautions clients against making a product's messaging funky, clever or



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