

# Hispanic consumers targeted at 3-day marketing confab

Hispanics in the United States spend more than \$160 billion a year on consumer goods and services and are increasingly being targeted with specific advertising messages from marketers of everything from soft drinks to shampoo.

The business of trying to reach these consumers—as a bloc and in their various subgroups—has blossomed into a major enterprise in itself.

Over the past decade, many marketing research firms, media networks and advertising agencies have developed that specialize in the Hispanic consumer market. Most of the country's biggest consumer-products companies—Coca-Cola Co., Anheuser-Busch, Kraft General Foods and Procter & Gamble—make use of extensive advertising, promotion and public-relations efforts to sell their products to Hispanics.

The loyalty of ethnic consumers can help companies increase market share against their competitors in a slow economy. "Companies that have tapped out in the general market with their products can affect their market share by targeting Hispanics," said George San Jose, president of San Jose Associates, a Chicago ad agency.

Representatives from Hispanic magazines and broadcasters, advertising

agencies and research firms will be sharing information with others wanting an understanding of this group at Se Habla Español, a three-day conference beginning here today.

The trade show is the third annual event produced by the magazine Hispanic Business of Santa Barbara, Calif. About 2,500 people are expected to attend the expo at the Hyatt Regency Chicago.

As the practice of Hispanic marketing becomes more sophisticated, controversies on the best methods and the most culturally correct approaches have developed.

For example, Lionel Sosa, chairman of the San Antonio ad agency Sosa & Associates, is scheduled to debate the merits of national Hispanic campaigns vs. more specifically targeted regional efforts.

The fragmented nature of this Hispanic population—with variations in cultural origins, language and stage of assimilation into American life—is another subject that will be discussed by a leading Hispanic advertising practitioner.

The cost for the three-day program is \$885.

A trade exposition, also at the Hyatt, will feature both corporate exhibits from companies including Ford Motor Co. and AT&T as well as marketing services suppliers.

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