

Some Digital Thoughts to Byte On

In this month's issue of *Adelantando*, we are going to make a very bold statement (sarcasm): Digital is here to stay. In all seriousness, we at The San Jose Group fully embrace the digital space and continue to strive to make it a part, if not the centerpiece, of many of our integrated marketing programs. Along with digital, we are also putting a lot of thought into the mobile marketing space, and obviously where digital and mobile converge. Here are a couple of important statistics that have inspired our strategy:

- **U.S. Born More Connected:** 76% of the U.S. born Hispanic population is online, compared to 71% of the overall non-Hispanic white population
- **Hispanics Use Mobile To Connect:** Hispanics spend an average of 1.1 hours per week connecting to the Internet through their mobile devices, compared to .4 hours by the non-Hispanic

Overwhelmingly, we have found digital and mobile efforts to be a very cost effective way to accomplish many marketing objectives, with the additional benefit of providing superior measurability – particularly when combined with PR. To get the creative juices flowing and spark the digital dialogue, here are a couple of programs that we have successfully implemented as well as the results that followed.

A Mobile Connection With Identity – In working with a telecommunications client of ours, U.S. Cellular, we had a huge challenge before us: break through the Hispanic Heritage Month clutter with limited budget. The idea: take advantage of the Hispanic consumer's higher propensity to download mobile applications and offer up content that would connect with their cultural identity. By offering compelling content (Latin American flags as wallpaper and Latin-themed ring tones) through the right medium (right on the cell phone), we were able to leverage solely PR efforts to generate 600,000 impressions, resulting in more than 6,000 downloads.

Use Mobile To Drive Digital – And Have Some Fun – A travel and tourism client of ours, The Illinois Bureau of Tourism, tasked us with an exciting challenge: drive traffic to the newly revamped website using only non-conventional means (i.e. no traditional media). Once again, we tapped into the power of PR and provided media outlets with an interesting way to engage their audience: a mobile based trivia game. Tying it all together, once somebody responded to the trivia contest, by texting in their answers, they were given information to visit the website to learn more about the topic. Once again, by partnering with the media and offering engaging content, we saw great results: an 80 percent increase in web traffic.

These are two recent successes we have had in the digital and mobile space. We would love to hear about your successes and to hear your thoughts on how these emerging spaces can continue to be a catalyst in any campaign.

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

Hispanic DMA Spotlight: San Antonio

- 1.2 million Hispanics reside in the San Antonio DMA representing 54% of the total population
- 61% of Hispanics in San Antonio own their home
- Median household income is \$36K

Source: Claritas 2008

San Jose Consulting is the premiere marketing insights and strategy consulting firm that specializes in the Hispanic and multicultural segments of the U.S. and Latin America.

As a division of The San Jose Group (SJG), we draw from the resources of the largest group of marketing agencies specializing in the Hispanic markets of the Americas.

For the last 20 years, we have helped dozens of brands convert their biggest Hispanic and multicultural segment challenges into workable, measurable and sustainable solutions.

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