

Angels" and "Reyes Y Ray" (Starsky & Hutch) remakes in Spanish that some networks tried to reproduce and run on Spanish-TV proved to be unsuccessful.

Radio has become the optional source of information and news not only about our homeland but our communities, with commercials that we can actually understand and follow in our language. Radio also offers the variety in programming needed to finely target the different segments of the Hispanic communities.

Like the Central American who listen to Cumbias, the Caribbean's who prefer Salsa, the South American's like Spanish-Rock and the Mexican Community who love their Rancheras and traditional sounds of Mexico.

As an agency it is important for us to educate our clients on the most effective way to reach the Hispanic consumer. We are responsible for creating advertising that is compelling, that builds awareness and consumer loyalty and at the end of the day we need to deliver these through the various, relevant forms of media vehicles.

That's why we have a list of ten things to avoid when marketing to Hispanics. Below is a top line of the top ten things not to do by Liz Castell-Heard, President of Castells & Asociado:

#### 10. Approaching the Market as if It Were a Monolithic Segment

*"One-Size Fits All" Approach No Longer Works, Unless It's just the Start.* Hispanic marketing has evolved from the '70's "orphan" to the "childish" '80's regional efforts; the post-pubescent 90's of homogenization; and now to bicultural segmentation, as "Hispanic" grows up as an adult rich with complexities. It's beyond country of origin—one generic "broadcast" Spanish can be effective. It's knowing what makes us tick; foreign-born (58%) or US born; Spanish-dominants (58%) or reaching bilinguals/English-dominants with culturally-relevant English ads (like African-American). It's targeting various age targets and influencers. Companies like McDonald's who do this well, have very strong Hispanic positions.

#### 9. Not Understanding Your "Hispanic" Category

*Category Dynamics Don't Automatically Apply. Know & Embrace The Differences.* Your "Hispanic" category is not at the same point of its lifecycle development; and Latinos are often behind on the learning curve. Cultural and lifestyle differences affect perceptions, needs, motivations and advertising. Demographic barriers may not exist; but perceptual barriers need to be addressed, like in cable or banking.

#### 8. Not Having a Long-Term Hispanic Market Plan

*Have a Consistent & Integrated Hispanic Strategic Branding and Retail Plan.* You need to have bilingual training, people, operations; multi-media advertising, promotions and PR. Some believe you don't need a Hispanic branding campaign due to the myth of Hispanic brand loyalty. Hispanics will respond and brand-switch. You can't assume your established General Market or Latin American efforts will bleed over. Classic

examples are Colgate-Palmolive left behind by P&G, or Toyota topping Chevrolet.

Continual short-term messages lead to poor brand perception, discounting and brand erosion. You need a branding campaign with "legs" and a multi-media mix, beyond TV to radio, OOH, DR, on-line, print, etc.

#### 7. Consistently Opting for General Market "Transactions"

*Stay True To The Brand, Seek Synergies With Hispanic Consumer Relevance.* Look for synergies and commonalities between General and Hispanic consumer segments, but don't force-fit. Transcreating GM strategies or creative may work when the concept transcends ethnicities or for short-term promotions, but consistently employing this approach becomes ineffective. Just think about all the GM money you spend to identify that key consumer nugget, or that breakthrough ad. Know the cultural nuances that affect your direction and define ad relevance.

#### 6. Oversimplifying and Underestimating the Potential of the HCM

*Quantify the Hispanic Business Potential With Sound Research and Analysis.* Put the stats to work and figure out the actual potential, by market, by account. Once you assess the huge potential, "package" it internally. Call it a profitable "division" or establish a multi-discipline Hispanic committee to facilitate its viability.

#### 5. Inadequate Allocation of Company Resources to "Hispanic"

*Proper Allocation of Hispanic Marketing Budgets and Resources Is Key.* Inadequate pre-planning, sub-standard concepts, limited "test efforts," poor tactical executions and lack of performance metrics devalue Hispanic potential. Don't say, "This is all we have for Hispanic this year." Hispanic should be an integral part of the budget pre-planning process. Assess Hispanic share vs. the GM; and weigh the trade-offs of where you spend. The \$2.4 Billion spent in Spanish is still less than 4% of all ad dollars—But it's changing quickly as companies spend more; traditional categories like packaged goods, newer categories like telecom, health, travel, entertainment, or high-tech.

#### 4. Thinking Hispanics Are Effectively Reached Via English Media

*Spanish Ads are Critical; English-language Spillover Is Not Necessarily Effective.* Don't say, "Half of Hispanics see our spots, they're the ones with the money." Spanish media continues to grow; 70% of Hispanic TV viewing goes to Spanish, up from 45% in 1995. Spanish broadcast gets the majority of share even among bilinguals. To know what to spend, apply a systematic budget formula that accounts for Nielsen spill, Roslow comprehension, population and CPP's. Nationally, 10% of total dollars should go to Spanish, 4% to English-Hispanic; in L.A., 30% to Spanish, 11–18% to English-Hispanic. Hispanic median income is \$49K (85 index vs. GM), so it's highly likely Hispanics can afford your product.

#### 3. Recruiting a Native Spanish Speaker To Critique Your Agency's Creative

*Just Like the General Market, Let the Hispanic Consumers Be The Judge.* Please don't say, "Juanita Garcia says the words are not right." Regis & Kelly are not asking you to write their monologue, so don't rely on your housekeeper to critique the work done by a creative with a Masters and 15 years experience. Do the same type of copy research as the GM, qualitative or quantitative, it all exists. Assure your Hispanic ads deliver the strategic and communication goals.

#### 2. Hispanic Programs Must Pay Out in Incremental Volume

*Have a Measurable, Realistic and Agreed-Upon Hispanic ROI and Report Card.* There is a base cost for customer retention and maintaining brand share, and the Hispanic program should not payout solely on incremental sales. The report card should be based on cumulative measures; Hispanic sales tracking, field surveys and pre/post quantitative tracking studies. Don't relegate Hispanic research to the back shelf. Employ the proper research size and methodology to ensure the Hispanic sub-segments are well defined and represented.

#### 1. Not Allowing Your Hispanic Agency To Challenge Status Quo

*Demand High Performance From Your Hispanic Agency.* Demand the same level of excellence as your General Market agencies. Be inclusive with your agency and set clear goals and expectations. Think of your agency as a marketing partner, as the more knowledge shared, the better the work. Allow Hispanic programs to evolve, flourish and increase. Hire a true Hispanic agency, not a Hispanic "division," or one—like Castells & Asociados.

Sincerely,  
Raquel Tomasino,  
EVP, Director of Media Services

The Honorable Michael Powell, Chairman  
Federal Communications Commission, 445  
12th Street, Southwest, Washington, D.C.  
20554

Dear Chairman Powell: My name is Linda Lane González, president of The VIVA Partnership, Inc., a Miami-based advertising agency specializing in the U.S. Hispanic market. My professional experience over the past 15 years has been almost exclusively in the U.S. Hispanic market, having worked with some of the greatest pioneers of our field, Lionel Sosa, Carlos Montemayor, Paul Castillo and others over the years on a variety of accounts including Chrysler, Builder's Square, Cuervo, CBS, Verizon Wireless, Uniroyal, Meow Mix, and Entenmann's.

I have been asked to comment on whether or not I believe the U.S. Hispanic media market is actually a separate market. My answer is an emphatic yes. To which could be added an emphatic of course! Hispanics are different in many ways: be it culture, language, or the numerous customs and traditions. Research shows that in-language programming is more impactful to the Hispanic target when it connects on a deeper level, in language and culturally relevant.