



# The U.S. Hispanic Market

**The FSU Center for Hispanic  
Marketing Communication**

# Today's Agenda

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## ▶ **Why study Hispanic Marketing Communication?**

- ▶ The U.S. Hispanic Market in numbers
- ▶ Culture & Marketing

## ▶ **Overview of The FSU Center for Hispanic Marketing Communication**

- ▶ The Director, Dr. Felipe Korzenny
- ▶ Vision and Mission
- ▶ Courses & Programs Offered
  - ▶ Other Opportunities

## ▶ **Recap – Q&A**

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# **Why Study Hispanic Marketing Communication?**

**Is this for you?**

# What's in it for you?

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- ▶ Gain a competitive advantage.
- ▶ Increase your possibilities for advancing in your career.
- ▶ Learn from experts in this emerging industry.
- ▶ Network with influential leaders.

# Is this for you?

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- ▶ Are you interested in marketing, advertising, business, public relations, and other related fields?
- ▶ Do you want to improve your understanding of US Hispanics and other minority markets?

You are not required to speak Spanish\* and you do not have to be Hispanic.

\*The Minor requires basic understanding of Spanish language

# **Understanding the U.S. Hispanic Market**

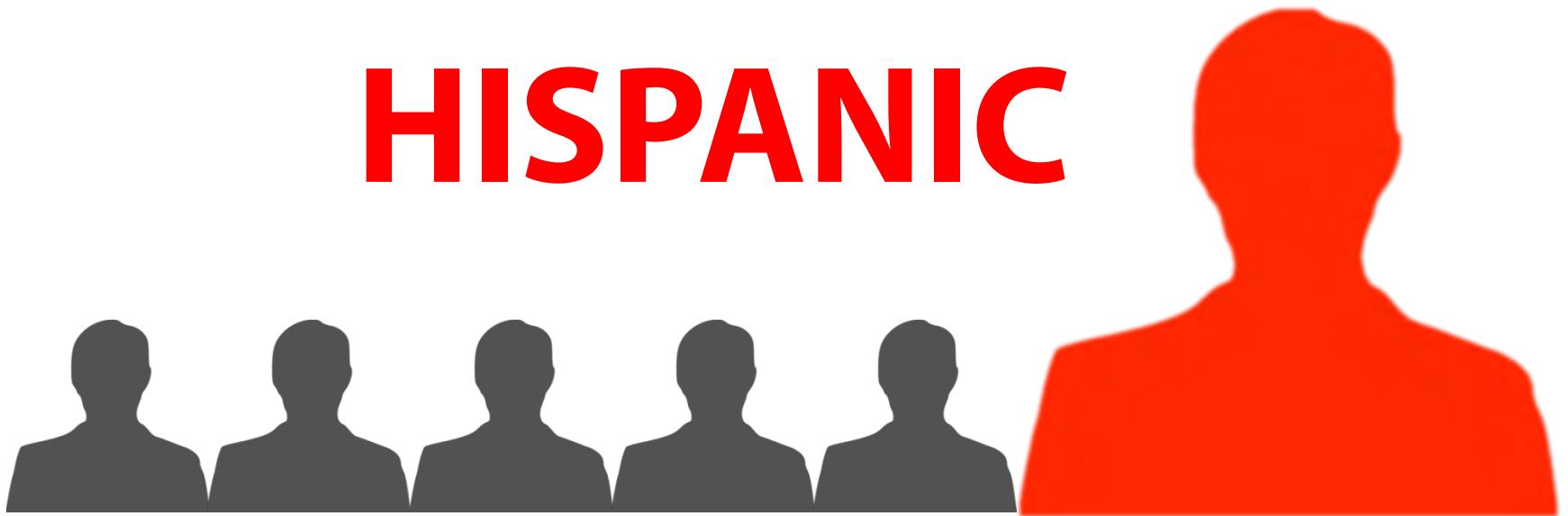
**Importance of the  
U.S. Hispanic Market**

# The US Hispanic Market: SIZE

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One in every six people  
in the US is

**HISPANIC**



# The US Hispanic Market: SIZE

- ▶ There are **more Hispanics in the U.S.** than **Colombians in Colombia.**





# The US Hispanic Market: SIZE

- ▶ One in every FOUR children in the U.S. is Hispanic.



17 million Hispanic kids make up 23% of the 17-and-under U.S. population  
That's a 39% increase in ten years.

**32.2** MILLION

U.S. Hispanics online represent 16% of all internet users in the U.S.  
And 9% more get connected each year.

By 2015 there will be 42 million.



# The US Hispanic Market: BUYING POWER

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- ▶ Buying power: the total personal income of residents that is available, after taxes, for spending on virtually everything that they buy.
- ▶ It does not include dollars that are borrowed or that were saved in previous years.



# The US Hispanic Market: BUYING POWER

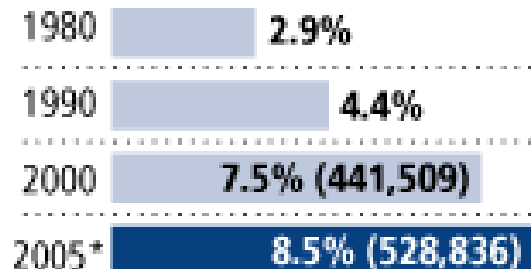
- ▶ U.S. Hispanic buying power will grow faster than all other minority groups.
- ▶ Hispanics' buying power is much more geographically concentrated than that of non-Hispanics.

## GROWING PRESENCE

Hispanics, though Washington's fastest growing population, are still underserved by retailers who ignore their spending power. Total U.S. Hispanic spending is estimated to reach \$1 trillion by early 2010.

### STATE HISPANIC POPULATION

Percentage of Washington residents



\*Estimated

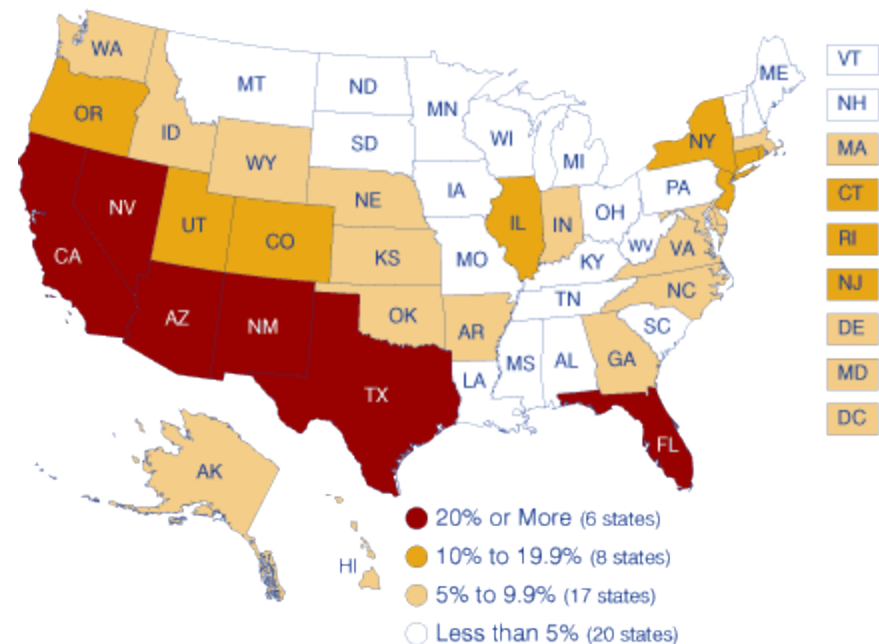
Source: U.S. Census Bureau

SEATTLE POST-INTELLIGENCER

# The US Hispanic Market: BUYING POWER

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- ▶ California alone accounts for 26% of Hispanic buying power.
- ▶ In 2009, the ten states with the largest Hispanic market shares
  - ▶ New Mexico (30.9%)
  - ▶ Texas (20.4%)
  - ▶ California (18.4%)
  - ▶ Arizona (16.2%)
  - ▶ Florida (15.8%)



# The US Hispanic Market: BUYING POWER

- ▶ The US Hispanic buying power represents 10% of the total buying power of the US.
- ▶ However, this 10% = one trillion dollars and is bigger than the entire economies of all but 14 countries in the world!



■ Hispanic  
■ Non-Hispanic



Smaller than the  
GDP of Canada

Bigger than the GDP of Indonesia





# The US Hispanic Market: BUYING POWER

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- ▶ **Hispanic spending power increased 6.4% (between 2005-2008)**
  - ▶ Versus 2.9% for the general population.

**HISPANICS'**  
wallets will continue to get fatter



# The US Hispanic Market: “HISPANIC”

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- ▶ Hispanic or Latino?
- ▶ Hispanic/Latino is not a race.
- ▶ “Hispanics” come from 18 countries (& Puerto Rico).
  - ▶ Share religion and language.
  - ▶ But are different.
  - ▶ Resent disrespect of individuality.





# Why do we use the term Hispanic?

- ▶ The 1972 U.S. Census classified Americans into five groups.
- ▶ It introduced the term Hispanic.
  - ▶ How to account for these Spanish speakers?

The label is like an empty glass  
It contains but does  
not define.





# The US Hispanic Market: In a nutshell



**16.3%**



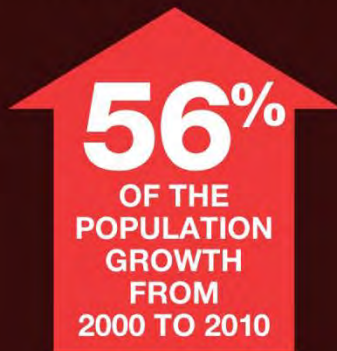
**OF THE POPULATION**



**1 IN EVERY 6 INDIVIDUALS**



**1 IN EVERY 4 CHILDREN**



**\$1**  
TRILLION

IN  
BUYING  
POWER

<b>65.5%</b>	<b>MEXICAN</b>
<b>9.1%</b>	<b>PUERTO RICAN</b>
<b>3.6%</b>	<b>SALVADORAN</b>
<b>3.5%</b>	<b>CUBAN</b>
<b>2.8%</b>	<b>DOMINICAN</b>
<b>2.2%</b>	<b>GUATEMALAN</b>
<b>1.9%</b>	<b>COLOMBIAN</b>
<b>...AND MORE</b>	



**LATINO<sup>®</sup>**  
BRANDINGPOWER

**SOURCES:** U.S. CENSUS BUREAU, PEW HISPANIC CENTER, SELIG CENTER FOR ECONOMIC GROWTH | **VISIT:** [WWW.LATINOBRANDINGPOWER.COM](http://WWW.LATINOBRANDINGPOWER.COM)

# How do we communicate with the U.S. Hispanic Market?

## Discovering Cultural Insights

# The Nature of Culture

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## ▶ **Culture:**

- ▶ Culture encompasses the ways of life including the arts, beliefs, and institutions of a population and they are passed from generation to generation.

### ▶ **Objective Culture**

### ▶ **Subjective Culture:**

- Beliefs, Values, Attitude, Interpretation, and Perception.



# How does culture work?

## Examples



# Time

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## ▶ **Present oriented vs. future oriented**

- ▶ Wanting to enjoy life.
- ▶ Celebrating now (because life is suffering).

## ▶ **Monochronism vs. polychronism**

- ▶ Late to parties, late to meetings.
- ▶ Why don't non-Hispanic whites drink orange juice?



# Relationships

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## ▶ **People oriented vs. task oriented**

- ▶ “Let me just say hi to her for a second...”
- ▶ Kissing on cheek.
- ▶ Children as an extension of yourself.

## ▶ **Individuality vs. collectivity**

- ▶ Family is very important.
- ▶ My decisions affect my group.



# Destiny

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## ▶ **Internal control vs. external control**

- ▶ Mijo, the telenovela's on...
- ▶ Ojalá
- ▶ Plan for retirement? What for?
- ▶ Credit card? What for?

**What does this all mean?**





# Your Brand & Validation

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- ▶ There's a need to show they have something to offer the country.
- ▶ A key to make themselves more 'legit' are BRANDS.



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***“Walmart, like P&G, now plan to “blow up” its multicultural budget, take it “out of a siilo and push it out into the business units.”***

*– Tony Rogers, the senior VP-brand marketing.” - Ad Age, 2011*





# Corporate Response

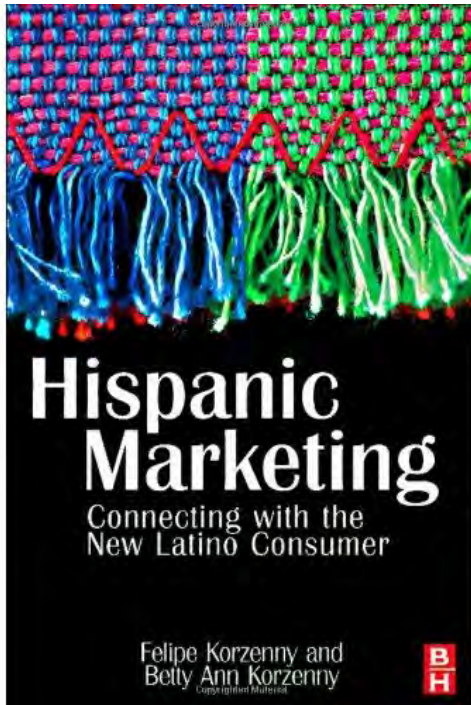
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- ▶ Advertisers are spending and investing more in Hispanics
  - ▶ Telenovelas (latino soap operas) beat the ratings of ABC + CBS + NBC.
  - ▶ Companies and broadcasters are 'Latinizing'
    - ▶ (Fox, Walmart, NBC, and Google)

# A Cultural Perspective Makes a Difference!

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- ▶ The unique cultural background of Hispanic consumers, which differentiates them from non-Hispanics, must be taken into account in order to gain their confidence and connection as consumers for the marketer's brand.



*“After all, all marketing is cultural”*

Dr. Felipe Korzeny

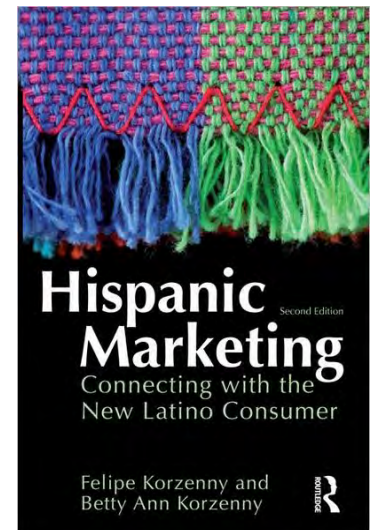


## **The Center for Hispanic Marketing Communication at Florida State University**

# The Center for Hispanic Marketing Communication

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- ▶ Founded by Dr. Felipe Korzenny in 2004.
- ▶ The Center is the first of its kind in the U.S. devoted to educating students as well as professionals in the field.
- ▶ Faculty and students working with the Center are conducting ground-breaking research and serving as an innovative resource for the industry.



# The Center for Hispanic Marketing Communication

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## ► **Vision**

- ***The FSU Center for Hispanic Marketing Communication*** is the most authoritative source of knowledge, production, education, and professional training in Hispanic Marketing Communication in the United States.



# The Center for Hispanic Marketing Communication

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## ► **Mission:**

- ***The FSU Center for Hispanic Marketing Communication*** is a national hub for innovative research, education, and training of marketing professionals. The center provides a connection between academia and industry.





# The Center for Hispanic Marketing Communication

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## ▶ **Courses Offered:**

### ▶ **Undergraduate:**

- ▶ ADV3410 - Hispanic Marketing Communication
- ▶ ADV4411 - Multicultural Marketing Communication (online only)
- ▶ ADV4603 - Account Planning (online only)

### ▶ **Graduate**

- ▶ ADV5415 - Hispanic Marketing Communication
- ▶ ADV5416 - Multicultural Marketing Communication
- ▶ ADV5605 - Account Planning

# The Center for Hispanic Marketing Communication

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## ▶ **Programs Offered**

### ▶ **Undergrads:**

- ▶ Hispanic Marketing Communication Undergraduate Minor

### ▶ **Grads:**

- ▶ FSU Integrated Marketing Communication Master's Degree with an Emphasis in Hispanic Marketing
- ▶ Multicultural Marketing Communication Graduate Certificate

# The Center for Hispanic Marketing Communication

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## ► Other Opportunities:

- Research and Networking Opportunities
- Professional Mentorship Program
- Industry Presentations
- Scholarships



PERRY ELLIS



FSU student Deborah Roberts with Joakim Wijkstrom, CEO, Perry Ellis (right) At The 2011 Association of Hispanic Advertising Agencies (AHAA) Conference.

# The Center for Hispanic Marketing Communication

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- ▶ Learn and network with top executives at conferences, annual meetings, and through our professional mentorship program.
- ▶ **Who, you ask?**
  - ▶ Adrien Lanusse, **Netflix**
    - ▶ Director of Consumer Insights – Marketing & Advertising
  - ▶ Mark Lopez, **Google**
    - ▶ Head of U.S Hispanic Audience
  - ▶ Aldo Quevedo, **Dieste Harmel and Partners**
    - ▶ President & Chief Creative Officer
  - ▶ Rudy Rodriguez, **General Mills**
    - ▶ Director of Multicultural Marketing

**2011 Advisory Board Meeting**

Professional Panel for Students

**Upcoming Meeting:** February 2012



**Questions?**  
**We have answers!**

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# Thank you for your time!

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For more information about The Center for Hispanic Marketing Communication and its programs, contact us at:

**HispanicFSU@gmail.com**

or visit our website:

[hmc.comm.fsu.edu](http://hmc.comm.fsu.edu)



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- CLOROX - Mother's Day

[http://www.youtube.com/watch?v=GzaOWu5IIN4&list=PLFED59I8343D8IA38&index=9&feature=plpp\\_video](http://www.youtube.com/watch?v=GzaOWu5IIN4&list=PLFED59I8343D8IA38&index=9&feature=plpp_video)

- MTV3 Hispanic Heritage

[http://www.youtube.com/watch?v=F84A97VsY\\_0&list=PLFED59I8343D8IA38&index=20&feature=plpp\\_video](http://www.youtube.com/watch?v=F84A97VsY_0&list=PLFED59I8343D8IA38&index=20&feature=plpp_video)

- Tecate Light - Papas Leccion

[http://www.youtube.com/watch?v=EDOEaTsUMBQ&list=PLFED59I8343D8IA38&index=37&feature=plpp\\_video](http://www.youtube.com/watch?v=EDOEaTsUMBQ&list=PLFED59I8343D8IA38&index=37&feature=plpp_video)

- Here's an example of how some ads can crossover in interesting ways  
Passat "Vamonos"

<http://www.youtube.com/watch?v=SsTqGa2gd0E>