

DO YOU SPEAK

**L****A****T****I****N****O**?

# 5 SIMPLE REASONS



◆ THE FASTEST GROWING MARKET IN THE U.S.



WITH HIGH PURCHASING POWER

◆ AVID ONLINE CONSUMERS



MAJOR & MOST ACTIVE USERS OF MOBILE

◆ THE MOST FREQUENT VIDEO VIEWERS



DO YOU SPEAK  
**LATINO?**



CONNECT WITH US WHERE WE ARE...



OUR PLACES,  
OUR HABITS,  
AND OUR  
**EMOTIONS**

DO YOU SPEAK  
**LATINO?**

# THE FACTS

1 IN 5 OF THE U.S. POPULATION...



1.5 TRILLION DOLLARS...



FROM NICHE TO **MAINSTREAM**



MULTICULTURAL **MARKETING**



DO YOU SPEAK  
**LATINO?**

# THE FASTEST GROWING MARKET IN THE U.S.



THE U.S. HISPANIC POPULATION  
(50.5 MILLION) IN 2010 WAS ONLY  
SECOND IN SIZE AGAINST MEXICO  
(112 MILLION)

Source: International Data Base  
<http://www.census.gov/ipc/www/idbsum.html>

HISPANIC PEOPLE WILL MAKE UP **30%**  
OF THE POPULATION BY 2050.  
THIS MEANS IT WILL GROW **163%**

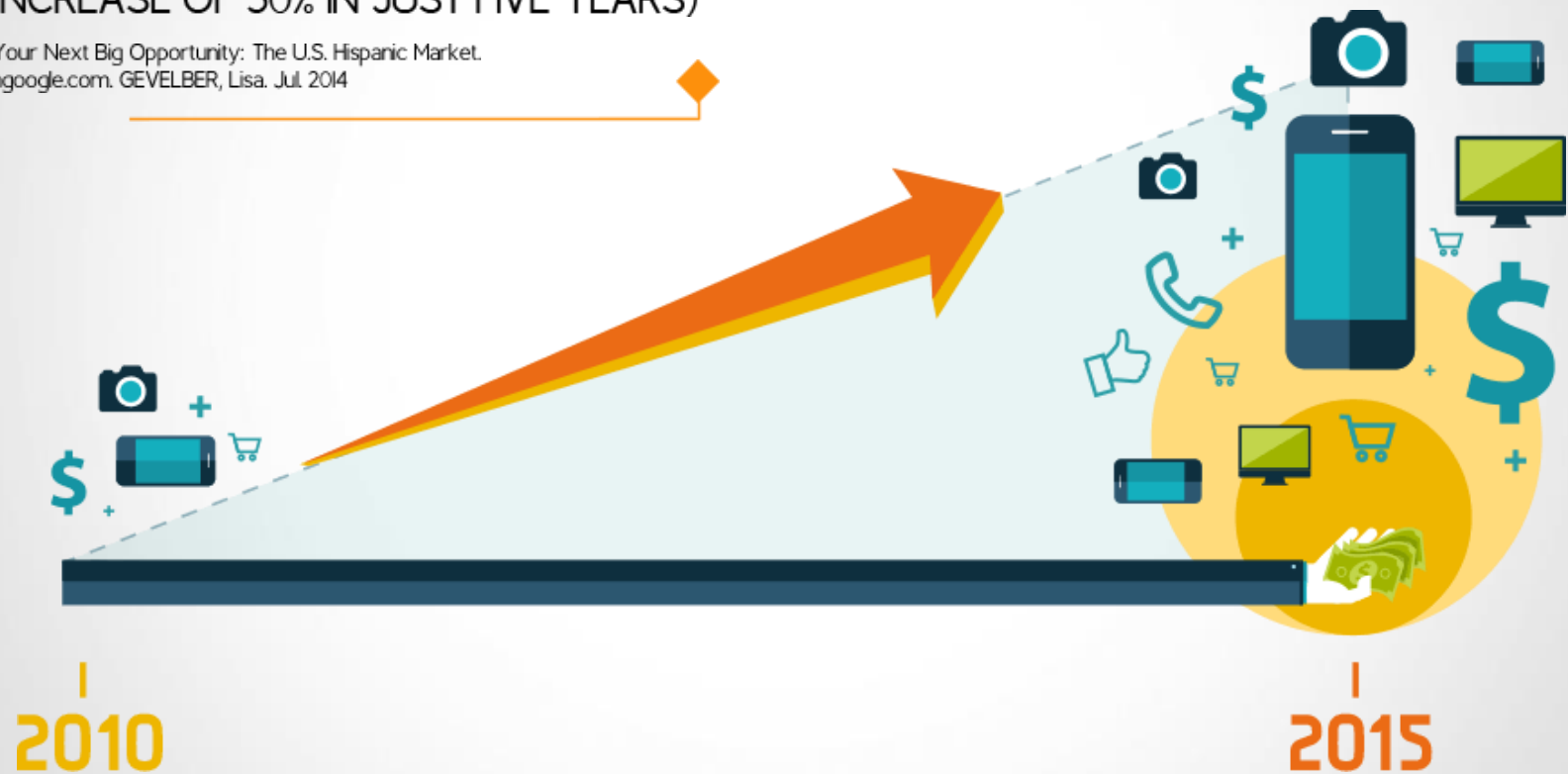
Source: Your Next Big Opportunity: The U.S. Hispanic Market.  
Thinkwithgoogle.com. GEVELBER, Lisa. Jul. 2014

DO YOU SPEAK  
**LATINO?**

# WITH HIGH PURCHASING POWER

**ONE TRILLION** IN BUYING POWER IN 2010,  
RISING TO **\$1.5 TRILLION IN 2015**  
(AN INCREASE OF 50% IN JUST FIVE YEARS)

Source: Your Next Big Opportunity: The U.S. Hispanic Market.  
Thinkwithgoogle.com. GEVELBER, Lisa. Jul. 2014



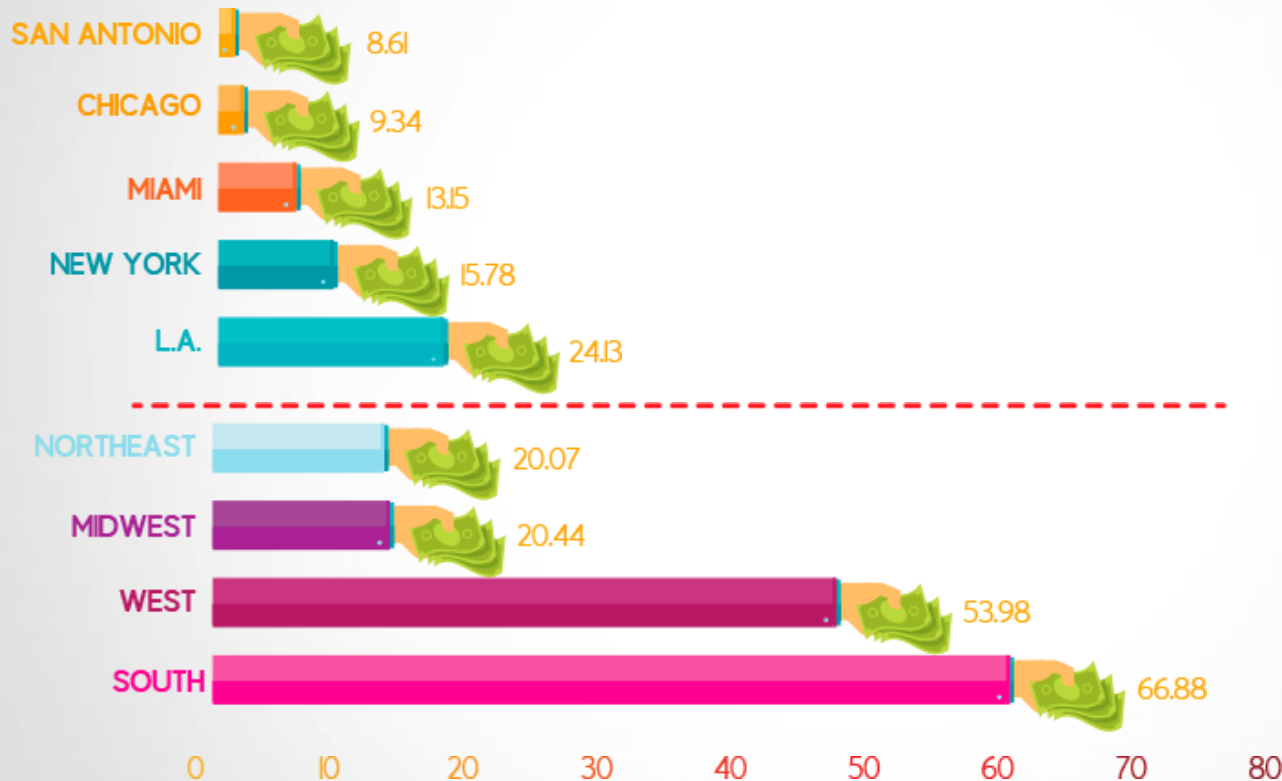
DO YOU SPEAK  
**LATINO?**

# DISCRETIONARY SPENDING IN 2013





BY REGION AND DESIGNATED MARKET AREA



## HISPANIC SPENDING (IN BILLIONS)



Discretionary purchases include household spending on items such as:

-  Education
-  Reading
-  Personal care
-  Apparel
-  Dining out
-  Donations
-  Household furniture
-  Entertainment
-  Tobacco
-  Alcohol

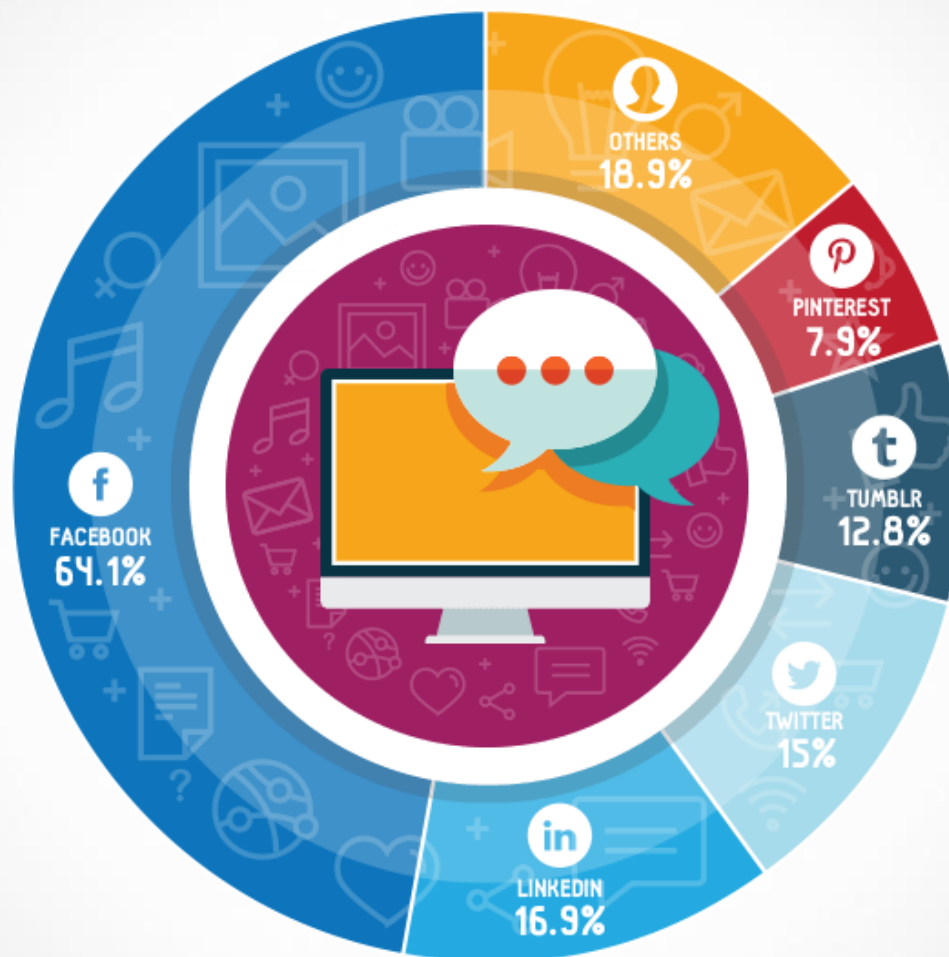
Source: Experian Marketing Services ([experian.com/simmons](http://experian.com/simmons)). Data based on Simmons National Hispanic Consumer Study, Winter 2013 for the dates of Jan 2012 through March 2013.

DO YOU SPEAK  
**LATINO?**



# WE'RE AVID ONLINE CONSUMERS

SOCIAL NETWORKING  
% REACH



Source: comScore (comscore.com), May 2013. Percent reach here is the percent of all Hispanic internet users (29.2 million).

DO YOU SPEAK  
**LATINO?**



# WE'RE AVID ONLINE CONSUMERS



HISPANIC ADULTS ARE  
**25% MORE LIKELY TO  
FOLLOW A BRAND ONLINE.**



**18% MORE LIKELY TO  
FOLLOW A CELEBRITY**  
THAN THE GENERAL ONLINE POPULATION.

Source: Nielsen. Hispanics in U.S. Highly Active on Mobile and Social (2012)  
<http://www.nielsen.com/us/en/insights/news/2012/hispanics-in-u-s-highly-active-on-mobile-and-social.html>

DO YOU SPEAK  
**LATINO?**



# HOW HISPANICS CONSUME MEDIA ONLINE



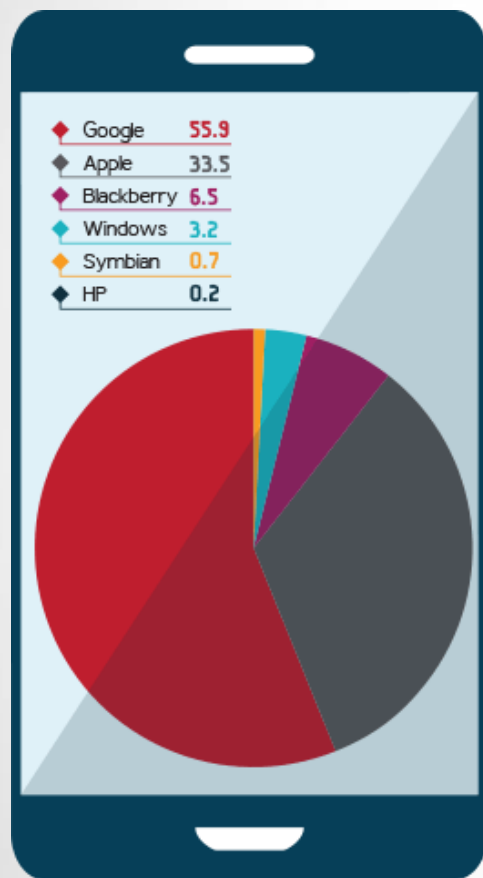
Source: Experian Marketing Services ([experian.com/simmons](http://experian.com/simmons)).  
Data based on Fall 2012 Simmons New Media Study. Base: 1+ hour online in the last 7 days, other than email.

DO YOU SPEAK  
**LATINO?**

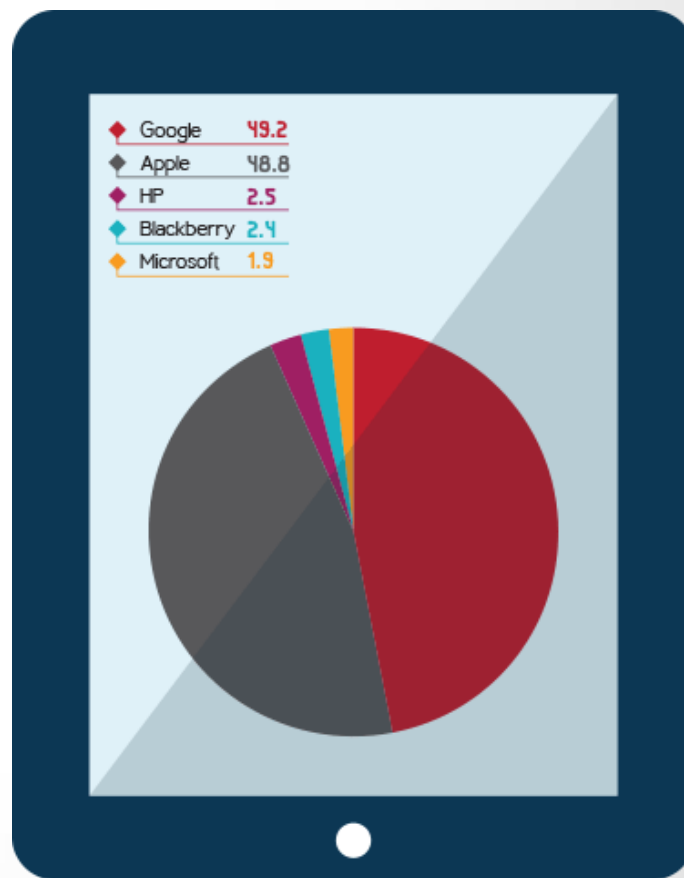
# MAJOR MOBILE USERS

## SMARTPHONE AND TABLET OWNERSHIP

% OF SHARE AMONG HISPANICS  
SMARTPHONES



% OF SHARE AMONG HISPANICS  
TABLETS



Source: ComScore (comscore.com). Share based on three-month averages ended April 2013.

DO YOU SPEAK  
**LATINO?**

# PURCHASES VIA DEVICE BY CATEGORY

PLANS TO PURCHASE ON A PC, TABLET OR CELLPHONE



PERCENT WHO PLAN TO PURCHASE USING A:



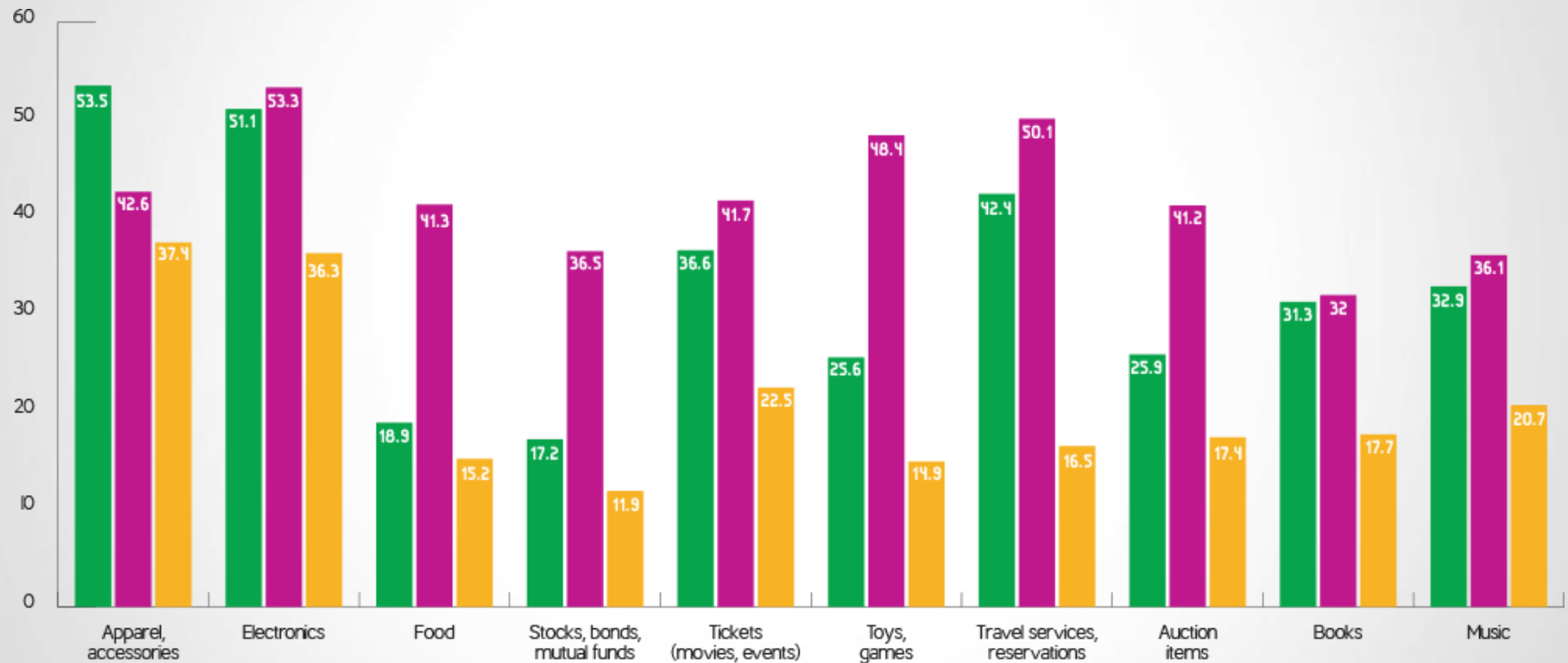
PC



TABLET



SMARTPHONE



Source: Experian Marketing Services (experian.com/simmons).  
Data based on Fall 2012 Simmons New Media Study. Base: 1+  
hour online in the last 7 days, and ownership of device.

DO YOU SPEAK  
**L**ATINO?

# MOST FREQUENT VIDEO VIEWERS



U.S. HISPANICS ARE AHEAD OF THE CURVE WHEN IT COMES TO DIGITAL. THEY LEAD IN ADOPTION OF NEW DEVICES. THEY ARE POWER USERS OF MOBILE AND OVER-INDEX VIDEO CONSUMPTION

Source: Your Next Big Opportunity: The U.S. Hispanic Market.  
Thinkwithgoogle.com. GEVELBER, Lisa. Jul. 2014

DO YOU SPEAK  
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# MOST FREQUENT VIDEO VIEWERS

THE AVERAGE HISPANIC:



-IS **68% MORE LIKELY** THAN NON-HISPANIC WHITE VIEWERS TO WATCH **VIDEO ON THE INTERNET,**

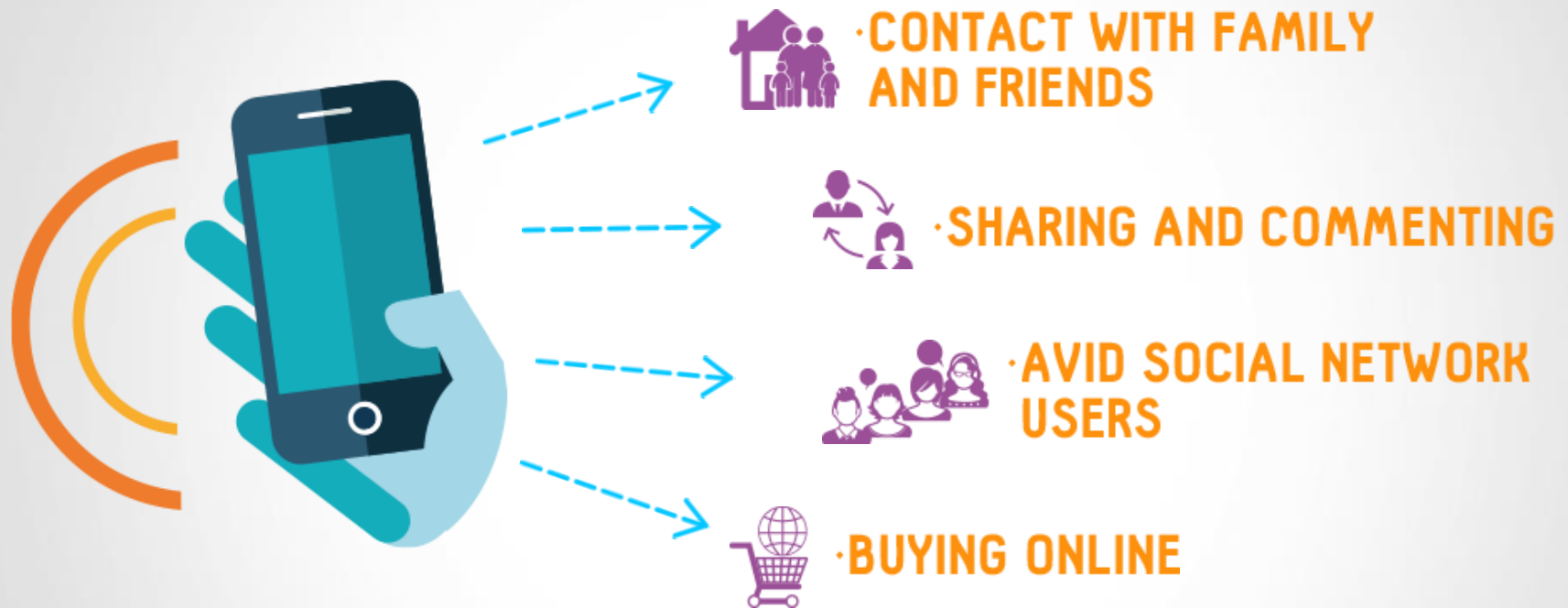
AND **20% MORE LIKELY** TO WATCH VIDEO ON A **MOBILE PHONE.**



Source : Nielsen. Hispanics in U.S. Highly Active on Mobile and Social (2012)  
<http://www.nielsen.com/us/en/insights/news/2012/hispanics-in-u-s-highly-active-on-mobile-and-social.html>

DO YOU SPEAK  
**LATINO?**

# WE LOVE MOBILE



WE ARE **17% MORE LIKELY** THAN NON-HISPANICS TO ACCESS THE WEB MORE THROUGH THEIR PHONE THAN THROUGH A COMPUTER.

Source: Your Next Big Opportunity: The U.S. Hispanic Market. Thinkwithgoogle.com. GEVELBER, Lisa. Jul. 2014

DO YOU SPEAK  
**LATINO?**

# WE LOVE MOBILE



**“HAVING THE BEST IN TECHNOLOGY  
FIRST IS IMPORTANT SOCIAL CURRENCY  
FOR THIS AUDIENCE.”**

**-MARLA SKIKO-**  
SENIOR VICE PRESIDENT AND DIRECTOR  
OF DIGITAL INNOVATION AT SMG MULTICULTURAL.

Source: Your Next Big Opportunity: The U.S. Hispanic Market. Thinkwithgoogle.com. GEVELBER, Lisa. Jul. 2014

DO YOU SPEAK  
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# CONSUMER SPOTLIGHT



# 49%

OF LATINO RESPONDENTS SAID THEY PLANNED  
TO REPLACE OR UPGRADE SMARTPHONES  
WITHIN THE NEXT SIX MONTHS



Source: Nielsen, Feb. 2014

DO YOU SPEAK  
**LATINO?**

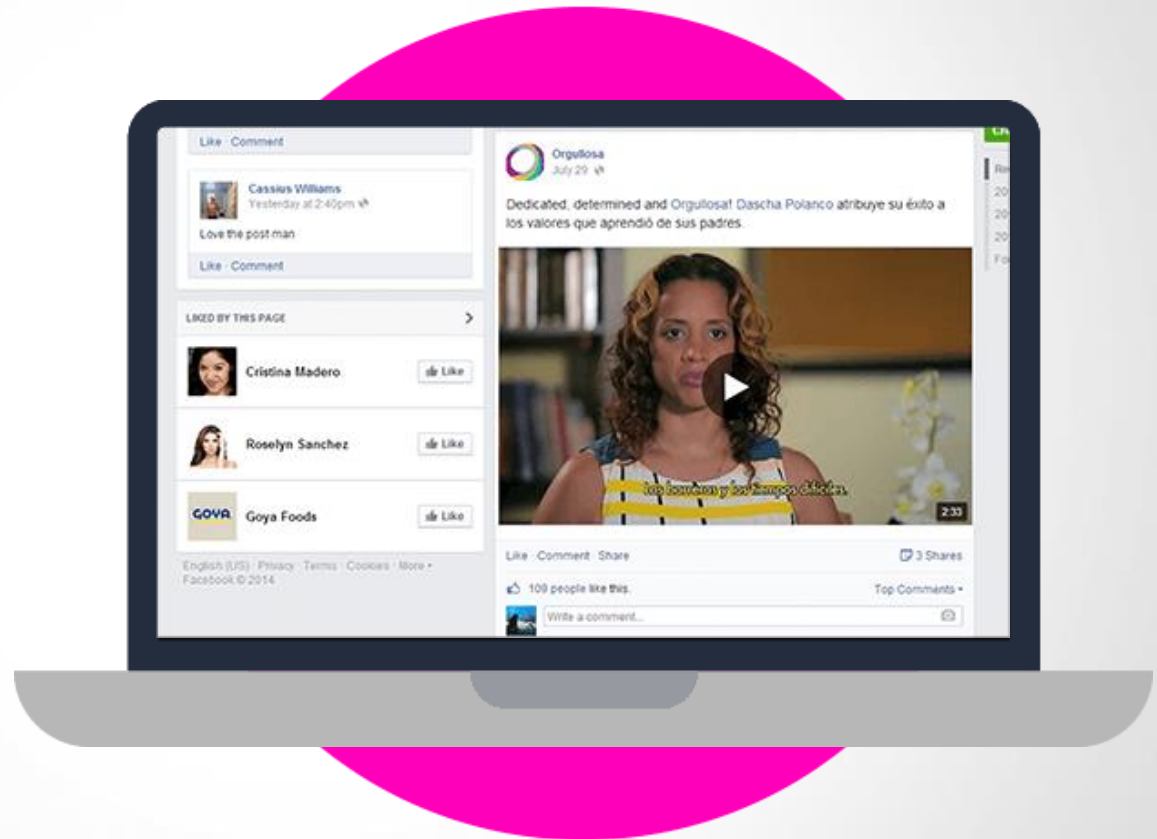
# SUCCESS STORIES

P&G ORGULLOSA PROGRAM



## LATINA PROBLEM #1123

ASKING ABUELA FOR COOKING TIPS...  
"ÉCHALE UN POCO DE SAL, UN CHIN DE OREGANO..."



DO YOU SPEAK  
**LATINO?**

# LATINA

Presented by



orgullosa™



## Orgullosa es...

Para las mujeres con la falda bien puesta™ como tú. Aquí puedes compartir tu historia, leer consejos prácticos, obtener ofertas exclusivas y más.



### EXCLUSIVAMENTE PARA TI



#### Juntas somos más fuertes

Por cada **nuevo LIKE** durante el mes de octubre, Orgullosa donará \$1 a la Liga Contra el Cáncer\*.

\*A partir del 1 de octubre de 2014 hasta el 31 de octubre 2014 hasta \$15,000.

LIKE AHORA

### TEMAS POPULARES



#### Soy Mayra, esta es mi historia latina

Mi vida es un ejemplo vivo de cómo ser latina me luce todo el año.

CONOCE MÁS

### ¿Qué opinas?

Vivo y respiro mi herencia...

- 1. Hablando español lo más que puedo
- 2. Leyéndole a mis chiquitos cuentos sobre nuestras raíces
- 3. Cocinándole a mi familia nuestros platillos favoritos

RESPONDER



Comparte una foto

DE LO QUE ESTÁS HABLANDO

FIESTAS ENTRE NOSOTRAS

# NESTLÉ

EL MEJOR NIDO



## NESTLÉ'S EL MEJOR NIDO ("The Best Nest") OFFERS A NEW TWIST ON HOLIDAY ENTERTAINING

GLENDALE, Calif., Nov 30, 2012 Nestlé USA, under its El Mejor Nido ("The Best Nest") platform, celebrates the food of the holidays with a program that adds a unique twist to Latin inspired holiday favorites and moments.

El Mejor Nido invites consumers to slow down this holiday season to enjoy food and family gatherings and savor these special moments together. This program is designed as a resource for Latino families to honor and create traditions their way. During the holidays, Nestlé leverages its heritage position at the family table with traditional favorites like tamales and flan recreated in new ways, as well as providing inspired solutions and tips for holiday entertaining. The program will feature a blogger event on December 6 bringing to life

a Tamalada (tamale making party) and a new twist on the traditional cookie exchange -- an Empanada Exchange! Consumers can participate in the event via a live Twitter chat, sharing recipes and tips and getting their cooking questions answered from Nestlé Latin kitchen experts. Additionally, from November 2012 to January 2013, consumers at select participating retailers will receive A New Twist on Holiday Entertaining, a free bilingual book designed to make consumers' holiday planning and hosting easier with solutions, recipes and tips. The book provides delicious and creative new variations on tamales, empanadas, flan and hot chocolate to enhance the rituals of the season and keep tradition alive with a fresh and modern twist. The recipes and other holiday menu ideas are available on Facebook, the El Mejor Nido website,

and Pinterest <http://pinterest.com/elmejornido>. "We've created a terrific program that includes a holiday entertaining book that features new recipes, appetizing photography and great ideas on celebrating the moments of the season" said Scott Remy, Chief Communications Officer. El Mejor Nido leverages Nestlé's nutrition, health and wellness expertise to help Hispanic consumers nurture

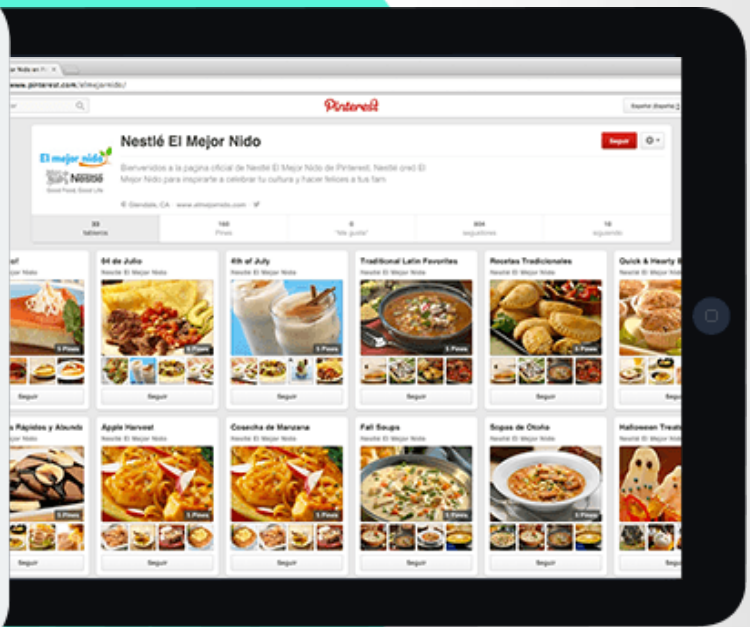
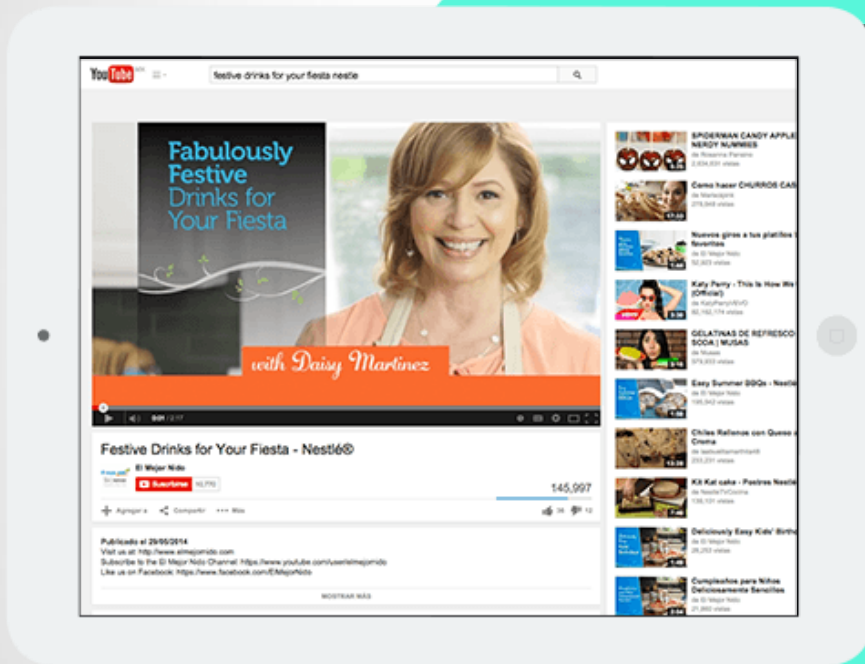
a fulfilling family life and stay connected to their culture. Through the holiday program, Nestlé is providing recipes, meal solutions, ideas for gifts from the kitchen and special holiday menus to enhance the moments around the table



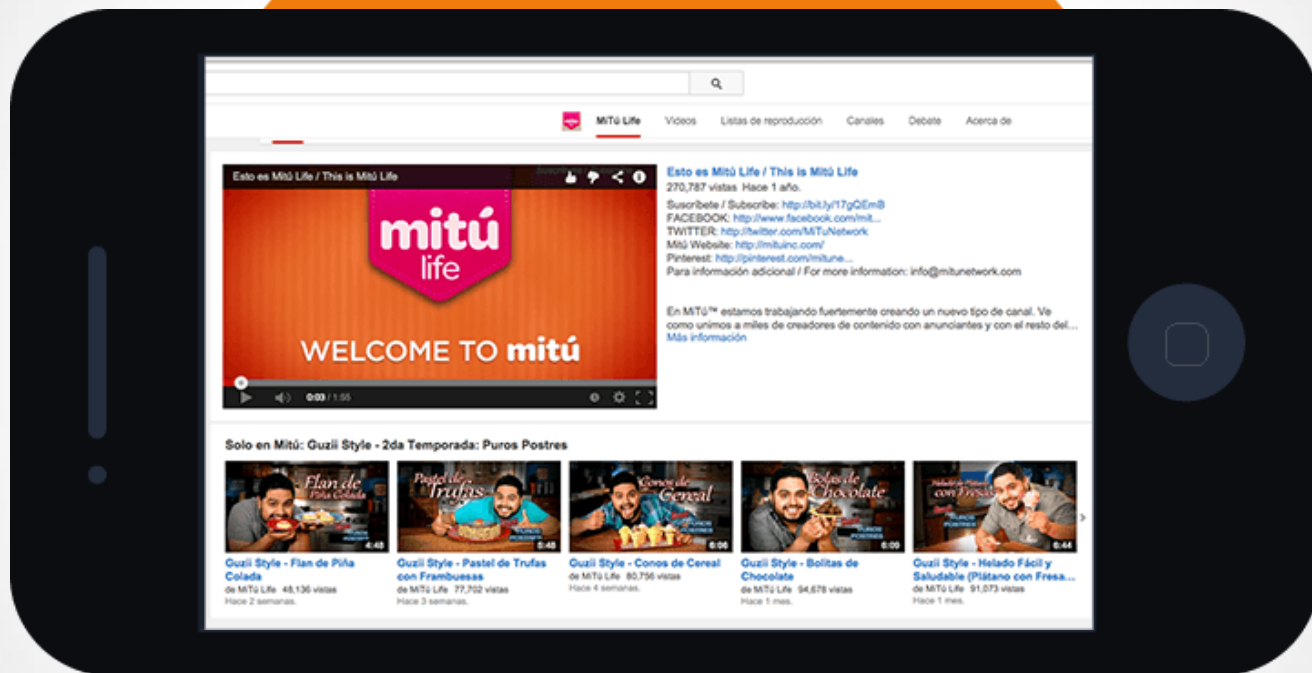
DO YOU SPEAK  
**LATINO?**

# NESTLÉ

EL MEJOR NIDO



DO YOU SPEAK  
**LATINO?**





The logo consists of a pink, shield-shaped tag with a white dashed border, resembling a piece of fabric or a label. Inside the tag, the word "mitú" is written in a bold, white, lowercase sans-serif font, and the word "life" is written below it in a smaller, white, lowercase sans-serif font.

**mitú**  
life

BIENVENIDOS A **mitú**

# SUCCESS STORIES

P&G



HERSHEY  
THE HERSHEY COMPANY

HERSHEY'S HISPANIC MEDIA INVESTMENT



Nestlé



*The Coca-Cola Company*

DO YOU SPEAK  
**LATINO?**

me encanta<sup>®</sup>



# SPEAKING LATINO EFFECTIVELY

FAMILY & ROOTS

## ALL AMERICAN FAMILY



## HISPANIC FAMILY



DO YOU SPEAK  
**LATINO?**

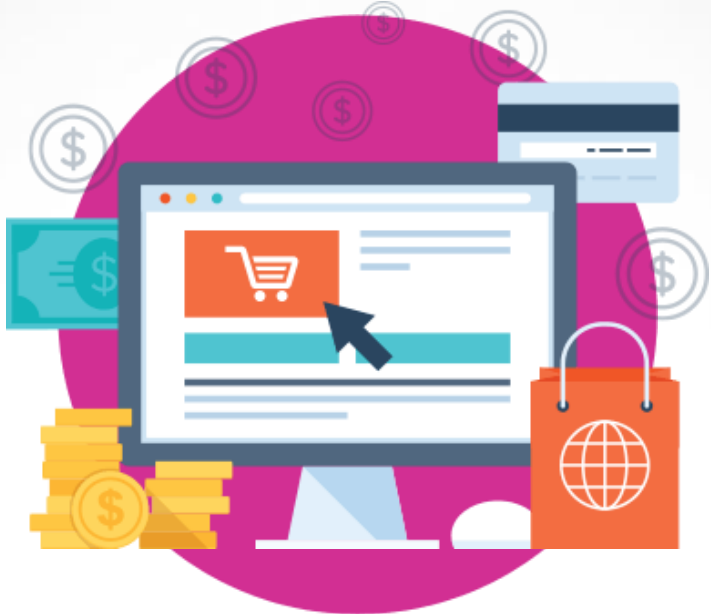
# SPEAKING LATINO EFFECTIVELY

VALUES & TRADITIONS



DO YOU SPEAK  
**LATINO?**

# SPEAKING LATINO EFFECTIVELY



**RATIONAL** MESSAGES  
LEAD TO **ANALYSIS**.

CONNECTING THROUGH  
OUR EMOTIONS




**EMOTIONAL** MESSAGES  
LEAD TO **ACTION**.



DO YOU SPEAK  
**LATINO?**

# VIDEO



◆ CONNECT WITH OUR EMOTIONS ... 



ONLINE VIDEO  
OF ONE MINUTE  
OR **≠LESS**

DO YOU SPEAK  
**LATINO?**



# THE 121 VIDEO FORMULA



IDEA



STORY

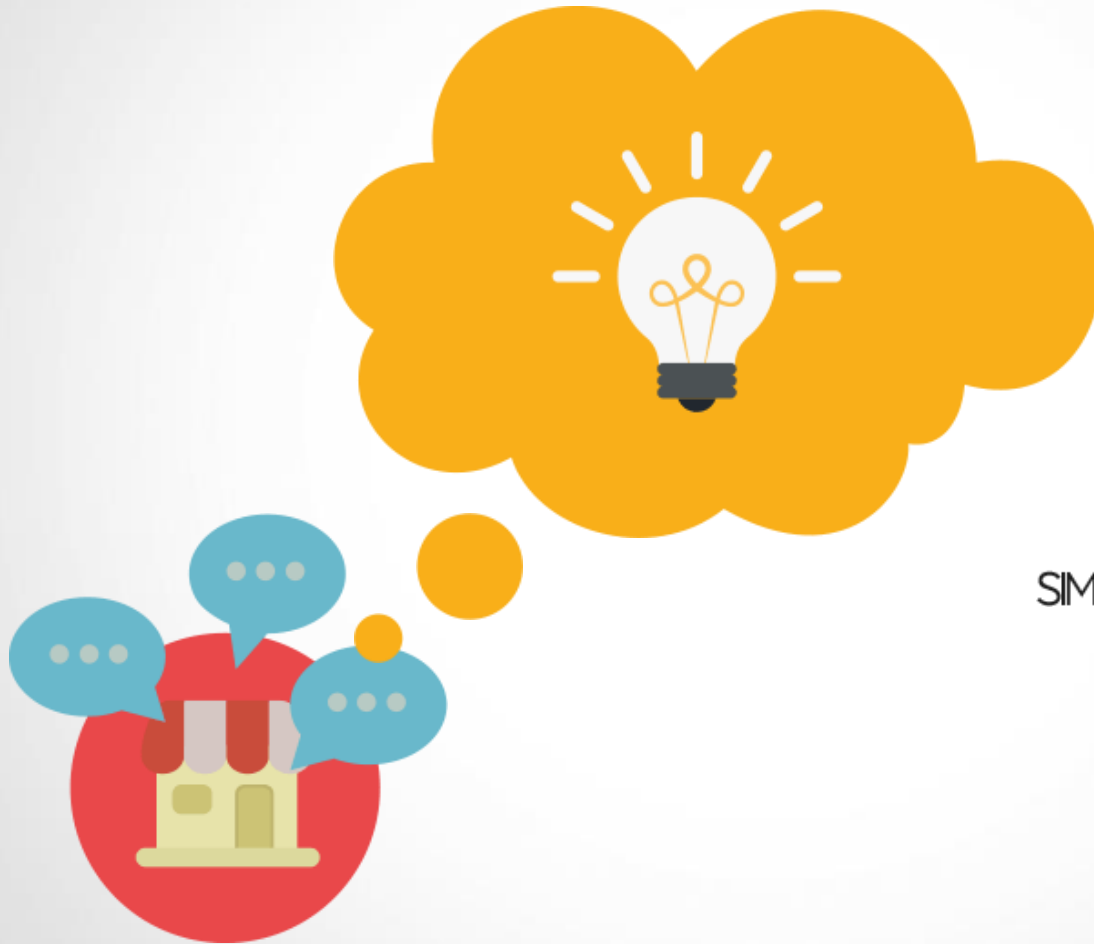


FACTS

DO YOU SPEAK  
**LATINO?**



# THE 121 VIDEO FORMULA



**IDEA**

SIMPLE AND TO THE POINT

DO YOU SPEAK  
**LATINO?**

# THE 121 VIDEO FORMULA



## STORY

UNEXPECTED AND EMOTIONAL

DO YOU SPEAK  
**LATINO?**

# THE 121 VIDEO FORMULA



## FACTS

CREDIBILITY--FACTS, FACTS AND FACTS

DO YOU SPEAK  
**LATINO?**

# THE 121 VIDEO FORMULA



IDEA



STORY



FACTS

DO YOU SPEAK  
**LATINO?**

DO YOU SPEAK  
**LATINO?**



**FRANCISCO SERRANO**  
PRESIDENT & CEO

FSERRANO@I2ICORP.COM  
(717) 489-0272 EXT. 13

