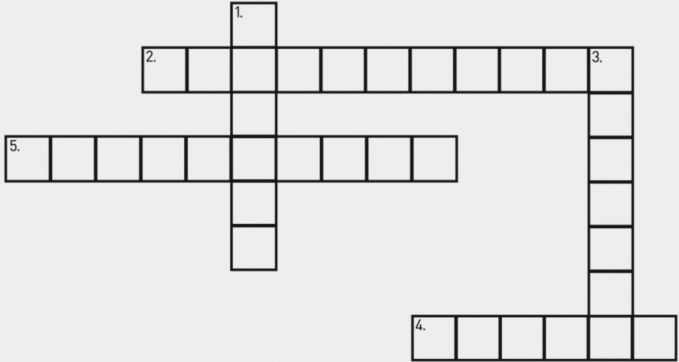


THE SOURCE BOOK OF MULTICULTURAL EXPERTS 2009/10

The Hispanic Market

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We got the answers

- 1. we know
- 2. the hispanic
- 3. culture
- 4. better
- 5. than anyone



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The Hispanic Market: Know the market. Love the market.

Eduardo Torres
President/Co-Founder

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As of 2007, the Hispanic population makes up 15.5% of the total population in the U.S. This fact has caused an important shift, not just in marketing practices but has also changed the landscape of the U.S. as a whole. Today's reality is that U.S. Hispanics have limitless potential as a growing market in not only population growth, but also purchasing power. We know where they are, where they work and what they do. However, do we really know what they think and how they respond in a crisis?

It is time for marketers to focus on the community's actual necessities and go beyond statistics in order to detect the real opportunities at hand. In general, ethnic minorities react differently when faced with various situations. For instance, the Hispanic community has dealt with the economic crisis in its own way, which signals that they must be approached differently.

Today's reality is that U.S. Hispanics have limitless potential as a growing market in not only population growth, but also in purchasing power.

It is a must for companies interested in this growing market to get to know the population as well as they know themselves. Companies need to become familiarized with their consumption patterns, since their expected purchasing power will reach \$1.2 trillion by 2010. Their annual growth in disposable income is more than double that of the total U.S., which is at a rate of 2.8% versus the Hispanic growth rate of 8.6 percent. We are dealing with a resilient market with a great capacity to adapt itself to any given situation. In addition, we know that the majority of the Hispanic population is young. Approximately 17% of the Hispanic population is under the age of 18 and are bicultural. This one segment of the Hispanic population is important due to its expected growth and affinity with technology. Studies have shown that approximately 76 percent of U.S. born Hispanics go online and consume more gadgets than their counterparts. Here presents an opportunity to reach them cost effectively through marketing methods such as viral marketing, which provides a creative channel for better service. We must understand this market is expand-

ing and it needs to be taken care of, after all it is a *mercado leal* (loyal market).

Not only is the landscape of the market changing, but marketers themselves also have to adapt to the circumstances of the current market situation. Currently marketers are changing their work model by planning carefully where they produce and execute their campaigns to reduce costs. Given the economic climate these are the models that will prevail and benefit the client.

We are facing a period of change and adaptation that draws one word to mind—uncertainty. How long will this crisis last?

What we know for sure is that we have to increase our creativity and abilities to keep on going, by developing innovative solutions. We have the opportunity to learn from this crisis and face it with enthusiasm.

Understanding the Hispanic consumer is crucial in order for us to cater to it properly.

It is time for marketers to focus on the community's actual necessities and go beyond statistics in order to detect the real opportunities at hand.

Eduardo Torres
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Hispanic Market Experts and Business Leaders

The following companies have expertise in marketing to Hispanic consumers, or are headed by a Hispanic business executive.

Advertising Agency

Advantage Communications, Inc.
Alma DDB
Améredia, Inc.
Anita Santiago Advertising, Inc.
ASB Communications
Casanova Pendrill
Creative Civilization - An Aguilar/Girard Agency
CultureVue
Footsteps, LLC
Grupo Gallegos
Lápiz Hispanic Marketing
Muse Communications, Inc.
PM Publicidad
Prime Access, Inc.
República, LLC
Reynardus & Moya Advertising
RK Hispánica Direct
Vertice Communication Corp. (VRTCCOM)

Conferences & Seminars

Aguilar Productions

Consultant

Daniel Gonzalez & Associates

Custom Publishing

SMSi-Urban Call Marketing, Inc.

Digital Agency

Acento Group

Direct Mail/Marketing

Ethnic Technologies, LLC
Group O, Inc.

Field Marketing

SMSi-Urban Call Marketing, Inc.

Large Corporation

ING

List Manager/Broker

Specialists Marketing Services - 21st Multicultural

Market Research Firm

Amber Multicultural Marketing
C R Market Surveys, Inc.
Creative Consumer Research
Cultural Vision Research
Experian Simmons
Focus Latino
G3 Translate (Gazelle Globalization Group)
Garcia Research Associates, Inc.
GfK Custom Research North America
Horowitz Associates, Inc.
House of Marketing Research
ICR/ International Communications Research
In-Culture Connection, LLC
Interviewing Service of America (ISA)
Ipsos Public Affairs
LatinoEyes®, a division of C&R Research
Miami Market Research
MRSI (Marketing Research Services, Inc.)
New American Dimensions
Phoenix Multicultural

Marketing/Communications

The Amaru Group (TAG)
DDR Global, LLC
IMAGES USA
Isaac Lasky Consulting
Latin2Latin Marketing + Communications, LLC
Octagon
VanguardComm
Vertice Communication Corp. (VRTCCOM)

Young & Rubicam Brands

Marketing/Promotions

Lunch Truck Advertising
Marketing Werks, Inc.
The Mundial Group, Inc.
SMSi-Urban Call Marketing, Inc.

Media-Cable

Fox Sports En Español

Media-Print

El Diario La Prensa, an impreMedia Company

El Eco de Virginia

El Mensajero, an impreMedia Company

ImpreMedia LLC

La Opinión, an impreMedia Company

La Prensa, an impreMedia Company

La Raza, an impreMedia Company

People en Español

Reader's Digest

Rumbo, an impreMedia Company

Vista, an impreMedia Company

Media-Representative

REVShare

Media-Website

DiversityInc

ImpreMedia Digital

Product Sampling

SMSi-Urban Call Marketing, Inc.

Professional/Not-for-Profit Organization

American Advertising Federation (AAF)

Public Relations Firm

ASB Communications

Hispanic Communications Network

Multicultural Marketing Resources, Inc.

Taylor PRimero

Translation/ Interpretation Services

G3 Translate (Gazelle Globalization Group)

in French only, inc./in Spanish too! Translations

Translation Plus, Inc.