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HISPANIC MARKETING IN THE HEARTLAND

By Laura Sonderup

With the nation's Hispanic population growing four times faster than the total U.S. population in the last decade, even businesses in the nation's heartland can no longer afford to ignore this new consumer segment.

But knowing how to get started is often intimidating, and that's why I wrote *Hispanic Marketing in the Heartland: A Hands-on Guide*. This book is for the marketer in the U.S. heartland who has a hunch that it is time to start marketing to this growing demographic because the worst thing you can do is just wait. Latino consumers are rapidly replacing the aging, mainstream customer base.

Order your copy today!

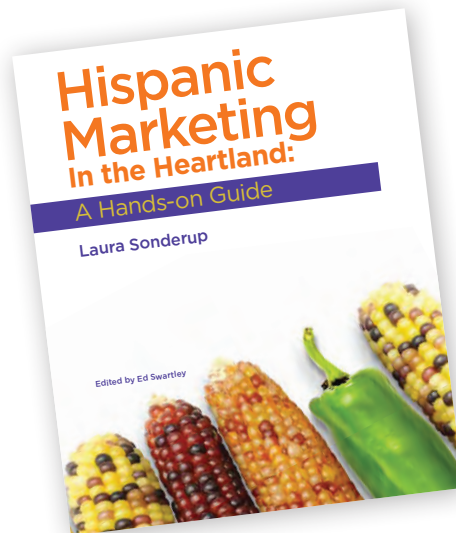


http://www.amazon.com/Hispanic-Marketing-Heartland-Laura-Sonderup/dp/098273381X/ref=sr_1_5?ie=UTF8&qid=1320789515&sr=8-5

DID YOU KNOW?

- 1M Guatemalans live in the U.S.
- 900K Colombians live in the U.S.
- 625K Hondurans live in the U.S.
- 600K+ Ecuadorians live in the U.S.

Source: Pew Hispanic Center





¡FELIZ AÑO NUEVO!



By Jennifer Lucero-Alvarez

As 2011 winds down, the New Year's Eve holiday presents an opportunity for reflection over the past year and hope for the next. Many of us ring in the New Year with dinner, champagne and a drop of a ball at the stroke of midnight; however, you're likely to include a few other traditions if you're Latino!

Las doce uvas de la suerte or "The Twelve Grapes of Luck" is a very common tradition for many Hispanics in the United States and across the globe. The tradition started in Spain and has been carried over to countries including Bolivia, Mexico and even the Philippines. As the clock counts down to the stroke of midnight, one grape is eaten with each of the last twelve seconds. It is believed that each grape equals a month of prosperity within the New Year.

Many people from South America — especially women — don yellow underwear for good luck and good fortune. This tradition also started in Spain long ago when wearing bright colors was forbidden. Wearing the bright undergarment became a secret way to wish for good fortune. In Mexico, there is a strong sense of community as many families gather around the *zócalos* or the town squares to dance and set off fireworks into the sky! This tradition can actually be seen here in Denver in some of the Hispanic neighborhoods where families come outside to meet with neighbors at the stroke of midnight.

Whatever traditions you celebrate to welcome 2012, your friends at Hispanidad wish you ¡Feliz Año Nuevo! and all the best for a prosperous New Year!

10 REASONS COMPANIES FAIL TO REACH LATINOS

By Charles Garcia

Fox News Latino

In my experience working with Fortune 500 companies, I have found 10 reasons why management teams fail to capture a significant share of Hispanic consumers.

1. There is no company-wide alignment on making the Hispanic market a strategic initiative.
2. Companies fail to allocate a minimum level of resources including budgets, people and time.
3. Companies fail to treat Hispanics as a true emerging market.
4. Not establishing clear return on investment metrics to track opportunity and progress.
5. Not selecting the right product or marketing mix.
6. Not investing in the human talent and research tools it takes to understand this unique consumer.
7. Lack of innovation.
8. Having a short-term view with unrealistic expectations about outcomes.
9. The absence of a Hispanic link in the value chain.
10. When companies only see the Hispanic business model through a marketing lens.

Read more at: <http://latino.foxnews.com/latino/lifestyle/2011/11/07/10-reasons-companies-fail-to-reach-latinos/#ixzz1d9XdwflN>



ARE YOU A 3G HOUSEHOLD?



By Rafael Rodriguez

I'm not referring to the third generation of mobile technology but rather the dynamic of three generations living within the same household. You know, where *abuelita* (or mother-in-law, in my case) is living at home along with the kids, or any other variation where two or more adult generations are living in the

same home. In a more technical sense, these types of households are commonly referred to as "multigenerational households."

Overall, multigenerational households are on the rise in the U.S. as a result of the economic stress that many families are experiencing. However, multigenerational households have always been a fixture in the Latino community — not just for economic reasons, but for cultural reasons, as well. It's not uncommon to find a household like mine, where *la abuela* has been living with me and my wife and children for over 10 years. This is the only family arrangement that my children have known and I hope that it heightens their sense of understanding that a "family" extends beyond nuclear and that it's also a collective responsibility to maintain.

Many marketers are locked in to a traditional Anglo view of what a nuclear family looks like and they may be missing a great opportunity to relevantly convey their value proposition to a larger audience. From a consumer perspective, multigenerational households focus on a collective benefit versus an individual one. Some companies are ahead of the curve and have already begun to cater to this dynamic. For example, according to a recent article in Bloomberg News, homebuilder KB Homes has seen an increase in its double master suites (two large bedrooms with attached bathrooms) in order to accommodate parents living with their adult children. This sort of innovation is a seamless adjustment to their building strategy but can help differentiate themselves from other homebuilders.

Defining a "family" can be controversial; however, a smart marketer won't overlook the multigenerational household dynamic when planning for outreach within the Latino community!

LOS ROCKIES SET TO TWEET

The Colorado Rockies commitment to their Spanish-speaking fan base continues with the announcement that they will start tweeting *en español*.

@losRockies is their Twitter handle and through the account, the team hopes to bring a new avenue by which Spanish-speaking fans can communicate with the organization. They plan to share official information about the team and players. Also through this account, you will be able to keep up with what the Rockies are doing locally, in the Hispanic community, and have the opportunity to participate in some great contests.

Tweet on, Rockies!



HISPANICS + RESTAURANT DINING = FAMILY AFFAIR

A recent study, conducted by The NPD Group, shows that over 40% of restaurant visits in the U.S. by Hispanics include kids.

According to the research, Latinos made 5.8 billion restaurant visits in the first six months of 2011 and when making those visits, Hispanics seldom go in parties of two. They are either alone or in a group that often includes children. In fact, 45% of Hispanic restaurant visits are a group of three or more, compared to 32% for non-Hispanics.

Furthermore, this research reports that language is an important factor in how U.S. Hispanic families use restaurants — Spanish-dominant Hispanics are the most likely to include children in their restaurant visits.

So perhaps restaurant operators would do well to focus their marketing messages around the family and children, with some Spanish thrown in, for good measure.



A SILENT EPIDEMIC

By Laura Sonderup

Hispanidad recently had the honor, and privilege, of working with INOBTR and the Denver Children's Advocacy Center to create a child sexual abuse prevention/awareness campaign. The Denver campaign is one of six national public awareness initiatives (funded by the U.S. Department of Justice and the Office of Juvenile Justice and Delinquency Prevention) launching in 2011 and 2012, designed to address child and youth safety issues.

In light of the recent abuse allegations involving Penn State and its Athletic Department, I am reminded of what a difficult and painful subject child sexual abuse can be — for both the community and for the victim and his or her family.

Did you know that . . .

- Nearly 1 million children are victims of abuse or neglect each year in the United States?
- One in four girls and one in six boys in the U.S. are sexually abused by the age of 18?¹

And perhaps the most disturbing fact of all: 90% of all abuse is committed by someone the victim knows,² such as a caregiver, educator, coach, adolescent friend or family member. Frequently, kids' worst enemies are the adults they have been taught to trust.

When you really start to dig into this "silent epidemic," the numbers become even more troubling:

- Approximately 70% of child sex offenders have between one and nine victims; at least 20% have 10 to 40 victims. An average serial child molester may have as many as 400 victims in his or her lifetime.³
- Nearly 70% of all reported sexual assaults (including assaults on adults) occur to children 17 and under.³
- There are an estimated 39 million survivors of childhood sexual abuse in America today.⁴
- It is difficult to know the true extent of child sexual abuse because most victims never report the abuse.
- Only one in 10 children in the U.S. actually let someone know that the sexual abuse has occurred.⁵
- Of those who do disclose, almost 80% initially deny abuse or are tentative in disclosing, and approximately 75% disclose accidentally. The evidence of a child's victimization is often invisible to the community.⁵

Although we cannot solve the problem of child sexual abuse with one campaign, we can create public awareness of the issue. We teach our children how to keep themselves safe from strangers, we use seat belts and car seats to buckle them safely into vehicles and we hold their hand when crossing a busy street . . . yet we frequently "overlook" a child being abused.

So, what can YOU do?

First and foremost, a child's safety is an adult's responsibility! Learn the facts about child sexual abuse. Pay attention to your children's behavior . . . not just their words. Reduce the opportunity for abuse to occur. Talk to your children. And if you suspect abuse, act on it immediately.

Ideally, we should strive to inspire a child to be brave and ask for help. We need to make people aware that abuse occurs and that they must help these children to have a voice — it's *okay* to tell.

¹ <http://www.nsopw.gov/core/children.aspx>

² [Lake County \(IL\) Children's Advocacy Center](http://www.lakecountyil.org/childrensadvocacycenter/)

³ http://www.parentsformeganslaw.org/public/statistics_offenders.html

⁴ http://www.darkness2light.org/knowabout/statistics_2.asp

⁵ <http://www.stopcsa.org/aboutCSA.html>

FOLLOW THE MONEY, IT LEADS TO THE LATINO MARKET

By Pablo Schneider
Fox News Latino

The U.S. Hispanic market will soon be the 11th largest economy in the world, putting the Hispanic market in the same category as Brazil, Russia, India, and China (the BRIC countries). In fact, U.S. Hispanics actually have more per capita purchasing power than the BRIC countries as well as the Group of 20 (G-20) member nations South Africa, Mexico, Argentina, Korea, Indonesia, Saudi Arabia, Turkey, and Australia.

How did the G-20 countries earn their seats at the table? By growing their economies and creating wealth. U.S. Hispanics have done the same thing.

Read more at: <http://latino.foxnews.com/latino/politics/2011/10/28/follow-money-it-leads-to-latino-market/print#ixzz1c03ulm6s>