



Calculating the Effectiveness of Integrated Hispanic Marketing Campaigns



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Introduction

- Our research explores which type of Hispanic-targeted advertisements, digital or televised, is more effective on Hispanic consumers.
- Three (3) marketing campaigns that specifically target Hispanic consumers through televised and digital marketing were examined. We conducted a series of literature reviews to see how Hispanic consumers respond to the Hispanic marketing campaigns for companies such as McDonalds, Mattress Firm, and Walmart.
- Our team explores Hispanic consumers' responses to Hispanic advertisements that utilize different mode of media versus just one as it emphasizes the importance of using cultural cues and bilingual elements.

Background

- With a growing population in the U.S., the Hispanic population is multifaceted and diverse, making virtually reaching them a complex and beneficial journey.
- Despite the population's vast purchasing power, the market remains underpopulated by campaigns in the United States.
- Hispanics are avid users and consumers of a wide range of media. Most (90%) enjoy video and audio entertainment on a regular basis, while 75% read written media regularly (Mintel 2021).
- When marketing towards the demographic, one should keep in mind that Hispanics tend to prefer smartphones as their preferred device to browse, and specifically highlight the convenience and efficiency of the shipping process of the brand (Mintel 2021).

Methods

- Case studies were conducted on three (3) different Hispanic marketing campaigns in order to assess the effectiveness of said campaigns on the target audience.
- Data was collected on the audience using previous studies conducted and publicly available information on McDonalds, Mattress Firm, and Walmart.
- Interview with account planners, account directors, and creative teams were performed. The data collected was interpreted by the team of creative strategy and media.
- An analysis of the number of audience members reached between televised and digital marketing campaigns was conducted to determine the audience's responses.

Preliminary Findings

- To create an effective marketing campaign that tailors to the Hispanic consumer market, companies should include and prioritize a social media aspect in their campaigns.
- The preliminary findings align with our initial hypothesis that suggests that Hispanics tend to prefer smartphones as their preferred device to browse; thus, companies that highlight the convenience and efficiency of the shopping experience process of the brand tend to perform more profitably.
- As well as increasing engagement, social media reaches the gap between accessibility and economically feasible advertisements.
- Although this approach seems to provide increased engagement, from the three campaigns sampled, further research is still needed to represent additional information towards creating an effective and resilient campaign that Hispanic consumers respond to.



References

- Maldonado, David. "Together Somos Más: Join Us as We Celebrate Hispanic Culture with a Mural, Houston, Texas: Together Somos Más! He Says, 'May It Remind Those in Our...: By Walmart.'" *Facebook*, <https://www.facebook.com/watch/?v=192192276381710>.
- "Mattress Firm - Case Study 2022." *YouTube*, YouTube, 25 July 2022, <https://www.youtube.com/watch?v=sDQtE2Xx4vk>.
- "McDonald's and J Balvin 'Dorado.'" *YouTube*, YouTube, 10 Dec. 2020.

Discussion

- Through the continuation of the study, it is the intention of the research to draw conclusions of the relationship between integrated marketing campaigns and the Hispanic consumer market.
- In addition, this research intends to add to the literature of the comprehension of Hispanic consumers in order to utilize effective campaign strategies to market to the demographic.
- This research hopes to raise awareness of the impact advertisements can have on specific communities like the Hispanic community through the product market.
- Along with research mentor Sindy Chapa, this research hopes to contribute to the 4th edition Hispanic Marketing Communications textbook she is currently working on producing