Hispanic Marketing: Different or the same?

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How Different: Hispanic Beliefs, Values, and Attitudes

- What my friends, family buy is good for me
- Stay with a brand you know rather than switching
- Live for today because tomorrow is uncertain
- Prefer fresh foods

- Collectivism, the group is more important than the individual
- Loyalty, fear of the unknown, risk avoidance
- My life is in God’s hand; fatalism, little control over environment
- Respect for nature
How Different: Misconceptions of Hispanic Markets

- Poor
- Do not use the Internet
- Only Spanish
- All Immigrants
- It’s a race
- Hispanics will assimilate
How Different: Low Income or Poor?

- Lower income shoppers outspend affluent types
- $84B in incremental packaged good business

Source: IRI Study 2007
How Different: Increasingly Mobile

- Prosperous Hispanic households ($100K+) grew 137% between 1990-2000 (U.S. Census)
“A tendency toward acculturation or biculturalism is now the strongest emotional objective most frequently endorsed by Hispanics”…Korsenny
Different or the same: What a good marketer should ask

- What is my target?
- What will be the right motivational appeal to emotionally reach Hispanics?
- Is there one positioning that can work with Hispanics and non-Hispanics?
- What are the elements of cultural identification that I need to have in my ad/campaign?
How Different: Inspiring New Products

- Tampico
- Miller with Lime
- Sprint PCS
- Colgate-Palmolive
Lessons Learned

- Rigorous marketing principles
- Culture is not language
- Interest, life-stage and level of acculturation
DePaul University
Multicultural Marketing Program

Business

Academia

Society

Linking new worlds.