



HispanicAd.comTM

HISPANIC MARKET THOUGHT LEADERS

2022 HONOREES

The leading marketing and decision-making
advertising industry professionals
in the U.S. Hispanic marketplace

SIX STELLAR LEADERS ARE RECOGNIZED

HispanicAd.com salutes these individuals for their hard work, innovative leadership and ability to grow their brands' ROI by targeting Latino consumers.

CONTENTS

HISPANIC MARKET THOUGHT LEADERS - 2022 EDITION

Goodbye, General Market

Gilbert Dávila offers a preview of the ANA Multicultural & Diversity Conference while providing key takeaways from the 2022 Masters of Marketing affair in Orlando.

The HISPANICAD Interview

Growing the Class of Top Hispanic Marketers

As CEO and Chief Strategy Officer of her own agency, Infusion, veteran Hispanic advertising industry leader **Liz Castells-Heard** enjoys work with “best-in-class” marketers such as Charter Communications, Toyota and McDonald’s. Attracting other clients and getting them to these clients’ level of commitment to Hispanic marketing remains a key desire, and challenge.

Hispanic Market Thought Leaders

2022 HONOREES

Leaders from these exemplary brands have shined in their roles in the U.S. Hispanic and multicultural marketplace across the last 12 months.

Pernod Ricard
Rocket Central
CarMax
Próximo Spirits
Verizon
General Mills

DISTRIBUTED EXCLUSIVELY BY HISPANICAD.COM

GROWING THE CLASS OF TOP HISPANIC MARKETERS

As CEO and Chief Strategy Officer of her own agency, Infusion, veteran Hispanic advertising industry leader Liz Castells-Heard enjoys work with “best-in-class” marketers such as Charter Communications, Toyota and McDonald’s. Attracting other clients and getting them to these clients’ level of commitment to Hispanic marketing remains a key desire, and challenge.

ADAM R JACOBSON: *As 2022 comes to a close, what’s the overall outlook for 2023 with respect to U.S. Hispanic marketing and advertising activity? Are we seeing growth? Or is the creative but short on Asian, LGBTQ+ and ... Hispanic?*

LIZ CASTELLS-HEARD: At Infusion, we are seeing “scope of work” revenue growth from current clients due to a wider breadth of marketing services; optimizing bilingual customer journeys; digital, social and influencer initiatives; and English-language cultural efforts — but tepid media dollars. We’re also getting more new business calls from “virgin” brands entering the multicultural and Hispanic space across CPGs, beverage, healthcare, and fashion.

Overall, Hispanic media and activity increases skew toward search, social, digital media, programmatic audio and out-of-home. There’s also connected TV and AVOD with more Hispanic Streaming tiers, more local efforts, and political dollars.

What’s ahead? In 2023 the continued weak inflationary environment will temper growth despite the explosion in streaming and digital retail/e-commerce, along with stabilizing categories like automotive (with inventory). This could have two polarized effects: One is the Fortune 500 company pulls back and cuts Hispanic marketing budgets, keeping general market budgets flat and opting for the one-size-fits all approach. I will choose the second smarter approach: when things get tough, companies are more open to look for new, more effective and efficient ways to grow their business, which will lead to shifts into Hispanic marketing — especially since Hispanics are most brands’ 18-49-year old target sweet spot and account for the majority of population growth.





MULTICULTURAL BUSINESS IMPACT

Infusing brilliant cultural insights, analytics
and ROI-Powered Ideas® for client growth.

INFUSION
by castells

No BS. Just Results.

infusionbycastells.com

Hispanics drove 59% of the total population growth, and it is projected to rise to 67% in 2030. Hispanics will comprise more than a quarter of all millennials and Gen Zers, significantly raising education attainment and income levels. This will lead to more kids, more longevity and more revenue-generating years for Hispanic marketers.

Lastly, the African American focus has outweighed Hispanics in the multicultural story, and it may be time to bring up the fact that “Hispanic lives matter.” That being said, I steer away from that loaded subject; we also do African American and Asian marketing for our clients.

ADAM R JACOBSON: *What are your clients’ plans for 2023, and how does their current efforts compare to what they were in 2021 or in 2020?*

LIZ CASTELLS-HEARD: As you know, our core clients years ago recognized the importance of the multicultural business imperative and effective ethnic marketing. The Fortune 500 company is a different story. Our clients are on the leading edge, and more acute segmentation is re-emerging among our clients. You know how much I love segmentation – if you cut the data in every which way, you can optimize the results for sub-targets.

One of the things our clients get is that Spanish is not a Hispanic market strategy. We develop English-language culturally relevant content and Hispanic-led “transcultural/cross-cultural” campaigns. Although most Hispanics watch some Spanish, English-language viewing tops Spanish-language. But online behavior is dual-language, and bilinguals make up two-thirds of Hispanics, grounded in culture but code-switching daily.



Dual-language understanding is vital, especially in the digital journey. Spanish and English content makes it easier and more shareable.

— LIZ CASTELLS-HEARD

The bilingual customer journey is perhaps more important than ever, as clients are investing more in optimizing a seamless customer journey across all touchpoints in the Hispanic consumer’s language of their choice. This is critical for acquisition, upgrade and retention. Dual-language understanding is vital, especially in the digital journey. Spanish and English content makes it easier and more shareable.

More innovative targeting is also key for growing Hispanic ROI, and we are seeing it in geotargeting, livestreams (concerts and comedy shows, in particular), ads with QR codes, and even the metaverse.

ADAM R JACOBSON: *When we look at media choices and how Latinos are consuming video and audio content, we see social and digital media as drivers. With Instagram and TikTok driving social media advertising among younger audiences, how are your clients reacting?*

LIZ CASTELLS-HEARD: Digital and social dominate planning efforts for reaching Hispanics 18-49. Why? Because 75% of their media time goes to digital, social platforms and streaming TV with Connected TV, smartphone viewing, social, digital audio and radio exceeding linear TV reach. That said, live radio and television still play a role with their strong cultural and community connection.

Our clients actively deploy Hispanic digital and social marketing across platforms including TikTok, Facebook, YouTube and Instagram. That's not big news. However, beyond the key digital and social spaces, we're integrating more targeted efforts in Hispanic digital rabbit holes, blogs, vlogs and streaming environments that we find very effective. There may be less volume, but you'll get a higher response with the right targeting.

Mobile campaigns and mobile-optimized sites and experiences are a must-have: Hispanics across acculturation or age rely on mobile for everything. And digital households will increasingly dominate. At present 44% of Hispanic households are streaming-only. This will rise to 64% by 2025.

ADAM R JACOBSON: *Has the "DEI is not marketing" discussion been one you've had to share a lot?*

LIZ CASTELLS-HEARD: Yes — with potential new clients. While HR and community affairs-driven DEI is different than multicultural marketing, they are interconnected. A lack of diverse staff and perspective results in a narrower "group think" and limited inclusive or targeted multicultural efforts. Conversely, if companies are more focused on supporting minorities and minority businesses, this leads to a greater appreciation for their economic contributions, diversity woven into the fabric of the corporate culture, more diverse perspectives, and more inclusive and more tailored authentic ethnic marketing.

We clarify the difference. The multicultural marketing imperative is about business growth. I have my own 10 best practices, but it is a top-down business marketing practice with diverse segments in consideration from metrics, resources, strategy, products and customer journey to marketing communications. While each client varies, the most successful companies have both a lead multicultural business unit with the knowledge and bottom-line responsibility to lead all multicultural initiatives collaborating with cross-functional teams; and a skilled multicultural agency that fills the much-needed cultural knowledge gap as part of the broader agency team. The result is equitable multicultural investment and cultural fluency at all levels.

ADAM R JACOBSON: *What's the vibe regarding possible recessionary trends and how 2023 planning is pacing?*



LIZ CASTELLS-HEARD: Most clients I've spoken with are facing uncertainty in their businesses, with high inflation, continued supply chain disruptions and a constrained labor force, all exacerbated by unprecedented levels of government artificial fiscal stimulus. They are cautiously optimistic that inflation will settle down by 2024, firms and consumers will adjust, and growth will continue, albeit unevenly across industries and players. Thus, clients are cautiously opting for flat budgets. The smart ones are keeping or increasing multicultural spend while cutting back "general market" budgets or tactics.

Inflation is affecting Hispanics more. Did you know that Hispanics are 29% of new entrepreneurs and open businesses at a higher rate? Thus, it may also threaten their small businesses more despite their optimism. Nevertheless, Hispanics income is stronger than ever.

ADAM R JACOBSON: *What's the one positive takeaway you can share with respect to where the U.S. Hispanic market is today compared to 10 years ago, as there seems to be a lot of negativity and pessimism in conversations today?*

LIZ CASTELLS-HEARD: I will close with three positive changes that are all inter-related to how the Hispanic market has changed. It's the collision of the Census, culture, digital transformation and rising Hispanic wealth. It's much clearer today that being personalized, in-culture and dual-language — understanding and applying the critical insights that move Hispanics' hearts, minds and wallets — is how to drive stronger results.

For non-believers, the key takeaway and most jarring statistic is that there was an actual *decrease* in the absolute non-Hispanic Caucasian population for the first time ever. This will only continue.

Culture is more important than ever and defines Hispanics self-identity. Wider digital access has strengthened cultural ties and their influence on society. This, in turn, has shifted Hispanics' engagement expectations significantly, demanding more and better portrayals in ethnic and mainstream media beyond representation — and brand reciprocity. Today's trailblazers openly declare and own their cultural identity and language preferences.

This cultural lens affects category behavior, hierarchy of needs, purchase triggers, how and where they respond to brands — and access to unique media, people, language, codes and references further sets them apart. To succeed in our ethnically diverse America, companies need a broader, more knowledgeable and diverse marketing playbook with evolved strategies to meet consumers' unique needs. Knowledge-based strategies weigh all the diverse consumers' factors and identify the differences that matter to drive an ethnic segment's affinity, and to find universal preferences or ethnic insights with cross-cultural fluency.