

# SABOR Y VALOR



Romancing the Latina Consumer in America

# LATINA FACTS

- ◆ 28 Million Latinas living in the U.S.
- ◆ 33% of all Females in the U.S. will be of Hispanic Heritage by the Year 2060
- ◆ 25% of all Females under the age of 18 are Hispanic, the majority being U.S. born
- ◆ \$1.7 Trillion Buying Power



# MEET THE MATRIARCHS

- ◆ Average Age: 31
- ◆ Percent Married: 42%
- ◆ Speaks English Well: 81%
- ◆ Average Household Income: \$65,064
- ◆ Average Household Size: 3.23



# CHARACTERISTICS

- ◆ Family First Priority
- ◆ Extremely Brand Loyal
- ◆ Ambi-cultural Ambassadors
- ◆ Mobile Communicators
- ◆ Digitally Connected
- ◆ Early Adopters
- ◆ Inter-generational Households
- ◆ An Eye for Quality with a Consciousness for Cost



# CEO'S OF THE HOUSEHOLD – SOCIALY CONNECTED

- ◆ 86% of Latinas say they are the primary decision makers and are in charge of household spending
- ◆ The “new Latina” is someone who “trusts the media, bloggers, social influencers and organizations that are reflecting her power, identity and influence.”

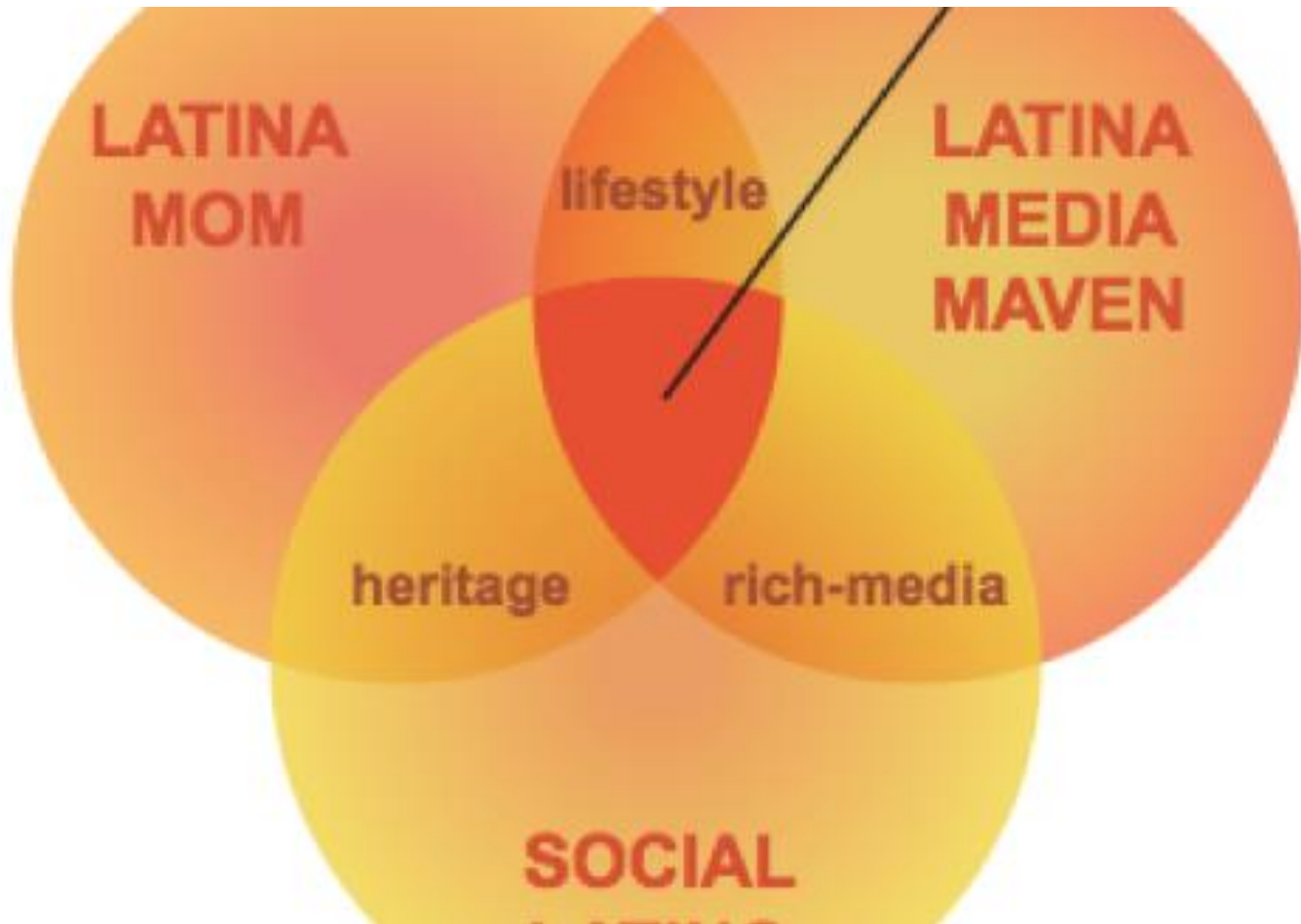


# MEALS AND SHOPPING

- ◆ Hispanics buy more organic, natural than overall U.S. population
- ◆ 39% of Hispanic shoppers said in the fall of 2016 they ate organic foods, despite the premium price, compared to 31% in 2012
- ◆ As Latinas advance their education and career options they are looking for time-saving meal options
- ◆ 51% of Hispanic women say children have significant impact on the Brands they choose
- ◆ Hispanic consumers are key drivers in the CPG and grocery retail categories



# THE VORTEX



# THE LATINA MOM

Meet Claudia, 31, strong minded, strong willed, loving wife and nurturing mother of two daughters

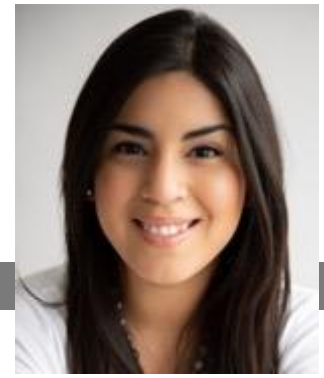


- ◆ The Latina Mom is between the ages of 24 and 45. In her life, family is paramount and she takes pride in her role as a mother. When given the choice between family, friends, or even "free time", she'll pick family
- ◆ In the kitchen, the Latina Mom is looking for easy-to-follow recipes that embody the vibrant colors and flavors of her Latino heritage. She seeks fresh food, and wants tips and techniques passed down from generation to generation.
- ◆ On the health front, she is looking for advice on both body and mind — everything from fitness to weight loss to fostering healthy relationships. She is also looking for ways to engage the rest of her family in a balanced lifestyle that includes exercise and sports.
- ◆ From a cultural perspective, the Latina Mom wants to create new traditions by blending her Latin heritage with American customs. She craves information about entertaining, home and decorating, crafts, gardening, beauty and style.
- ◆ The Latina Mom wants to ensure her family values the importance of worship and embraces their faith. She wants each family member to become a respected member of their community.
- ◆ She has high aspirations for her children. The goal is a happy family, more than wealth or individual success. She wants her child to be given as much opportunity as any other American child. She views brands that help her achieve this as loyal friends.



# THE LATINA MEDIA MAVEN

Meet Daniela, 28, proud of her Peruvian heritage and looking forward to sharing it with her children



- ◆ The Latina Media Maven is a bilingual, social woman between the ages of 18 and 34 who is into fitness and fashion and passionate about her friends, music and hip electronic gadgets. She is incredibly media friendly and loves to watch video online.
- ◆ The Latina Media Maven is also a new mom or hopes to become one soon. The Internet is her first stop for information about everything — from motherhood to style trends to exercise programs, and she regularly seeks out advice and guidance from her peer group. Once equipped with knowledge, she also readily shares it.
- ◆ And as a trusted style, culture and media expert among her social group, people listen. Malcolm Gladwell popularized the social designation of a “maven” in his book *The Tipping Point* to describe people who are intense gatherers of information and impressions, and so are often the first to pick up on new or nascent trends.
- ◆ From a social perspective, our Latina Media Maven is someone who has a disproportionate influence on other members of her network. Her role is to propagate brand awareness and interactive TV viewing preferences, thus being an ardent advocate of a brand's experience.

# SOCIAL LATINOS

Meet Lance, Founder, Being Latino



- ◆ Social Latinos are Latino males between the ages of 26 and 35, 75% of whom are U.S.-born. Only 17% prefer to speak Spanish over English. They are the heaviest Internet users among Latino consumers and frequently watch videos and listen to music online.
- ◆ The Social Latino is often part of a successful, dual-income couple and has a keen focus on family and home. He engages in social activities with his family and makes purchasing decisions collectively with them.
- ◆ Because Latino households often span multiple generations, he accepts the influence of his elders and this reminds him to embrace multiple cultural traditions, including those of his country of origin, his local community and those of the broader U.S. culture.

# THE NEW LATINA: IDENTITY, IDEAS & INFLUENCE

FROM CONSUMER TO PRODUCER OF HER OWN IDEAS, HER OWN MINDSET, HER OWN RELATIONSHIP WITH BRANDS, THE NEW LATINA TRUSTS THE MEDIA, BLOGGERS, VINERS & YOUTUBERS, AND ORGANIZATIONS THAT ARE REFLECTING HER POWER, IDENTITY AND INFLUENCE



# OUR WORK AND CLIENTS

- ◆ MARKET INTELLIGENCE
- ◆ INTEGRATED MARKETING
- ◆ LATINARRIFIC PICTURES – FILM•TELEVISION•ADVERTISING



*Kellogg's*



L'ORÉAL

**ANA G. MÉNDEZ** SISTEMA UNIVERSITARIO  
UNIVERSITY SYSTEM  
Bilingüe / Dual Language | **TURABO UMET UME AGM**



# Play Video

- [https://www.dropbox.com/sh/vtbru3hd58t0k8s/ABdAYRBQDte6hhgegrszsEna?dl=0&preview=AGM\\_Tienes+Mucho+Valor\\_South\\_Florida.mp4](https://www.dropbox.com/sh/vtbru3hd58t0k8s/ABdAYRBQDte6hhgegrszsEna?dl=0&preview=AGM_Tienes+Mucho+Valor_South_Florida.mp4)

# Speaker Bio

- **Mary K. Mathis** is a serial entrepreneur and a dual national (American and Australian) who truly knows what it is like to be bi-cultural. She is the Founder and CEO of Latinarrific Company Inc. With over 25 years of international managerial, marketing, operations and sales experience, she has demonstrated expertise in multicultural marketing, emerging technologies and integrated strategic communications. Previously CEO of an international management, marketing and public relations firm with offices in the U.S., Australia, Malaysia and Indonesia, the firm also acted as a venture capital and investment company assisting with international trade facilitation and cultural and technological exchange. Mary has a special passion for projects that empower women.



**THANK YOU  
Y  
GRACIAS!**



October 2018

The myth that serves as brilliant metaphor for our own human behavior.







=



?!



It's not enough to know he loves video games, hates cheese, and prefers Moco De Gorila hair gel. I want to know more. I want to know the important stuff.

**babble.**  
COURTESY OF Disney

## This disgusting product is actually Kim Kardashian's secret to perfect hair

*Beth Sawicki, April 12, 2016 1:29 pm*



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## Our Brands

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### Profesional



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### Retail





Walgreens  
Boots  
Alliance



farmacias  
**benavides.**

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**Genomma Lab.®**  
**Internacional**





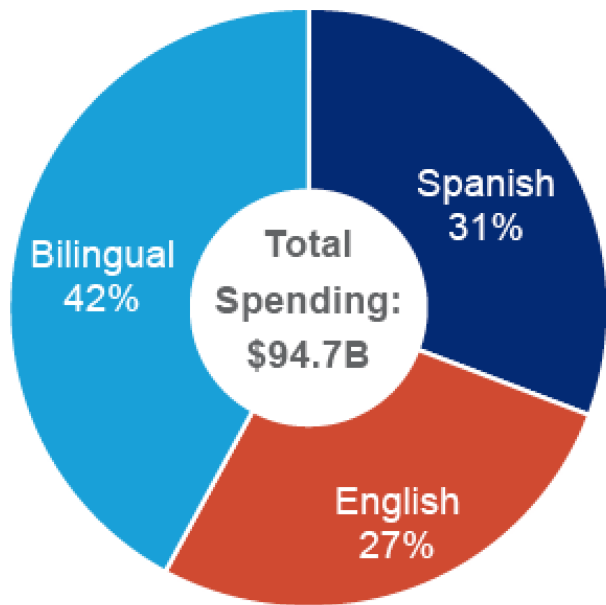
Everything has to  
do with geography.

Judy Martz

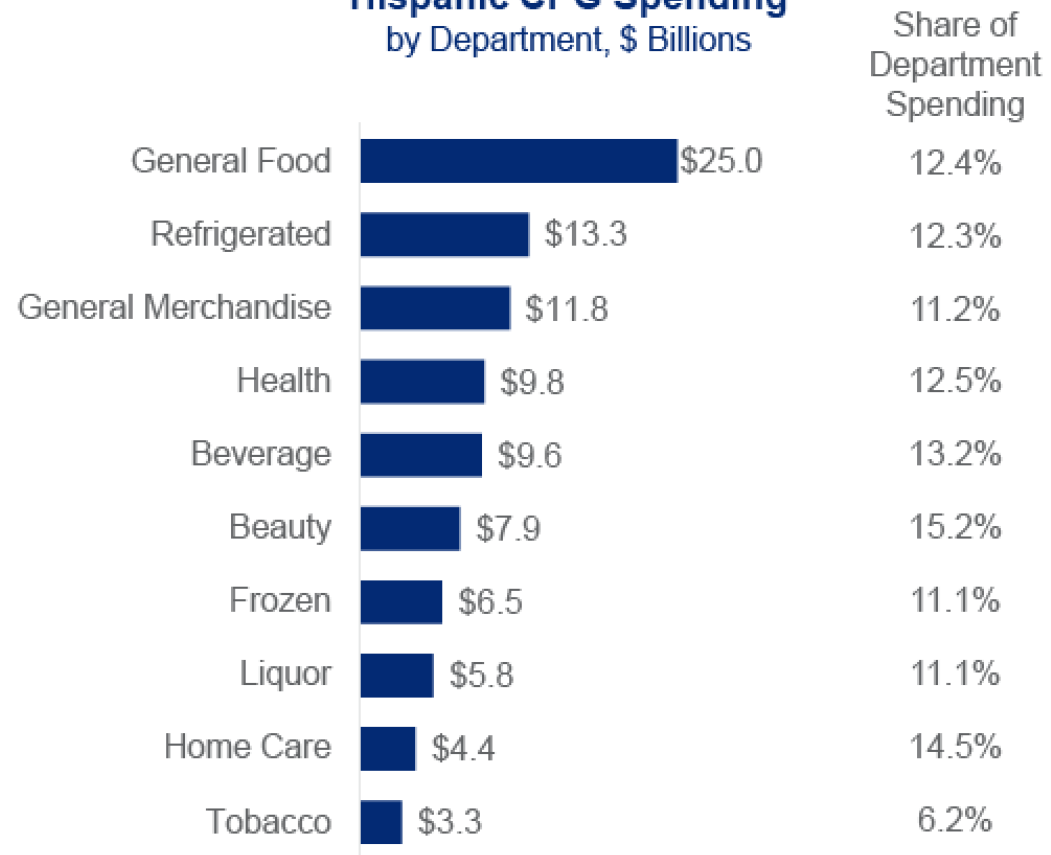
 quoteFancy

# Hispanics Spend More Than \$94 Billion on CPG Products

**Hispanic CPG Spending**  
All Outlets; by Language Spoken



**Hispanic CPG Spending**  
by Department, \$ Billions



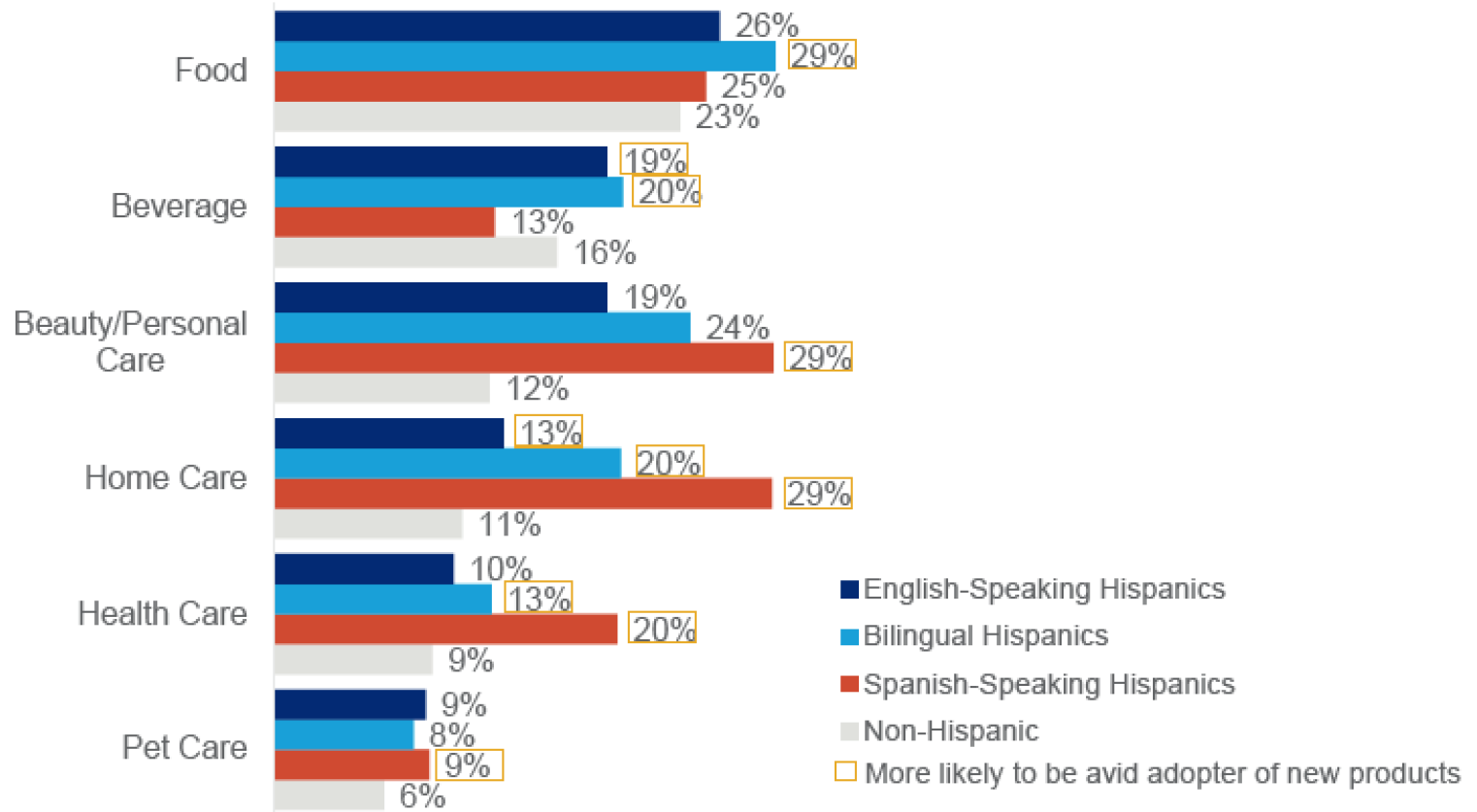
Source: IRI CSIA/Hispanic Specialty Panel, NBD Aligned; 52 weeks ended 4.22.2018)



# Hispanics Show A Strong Interest in New Products Across Departments

## Approach to New Products

% of Consumers Who Consider Themselves Avid New Product Adopters

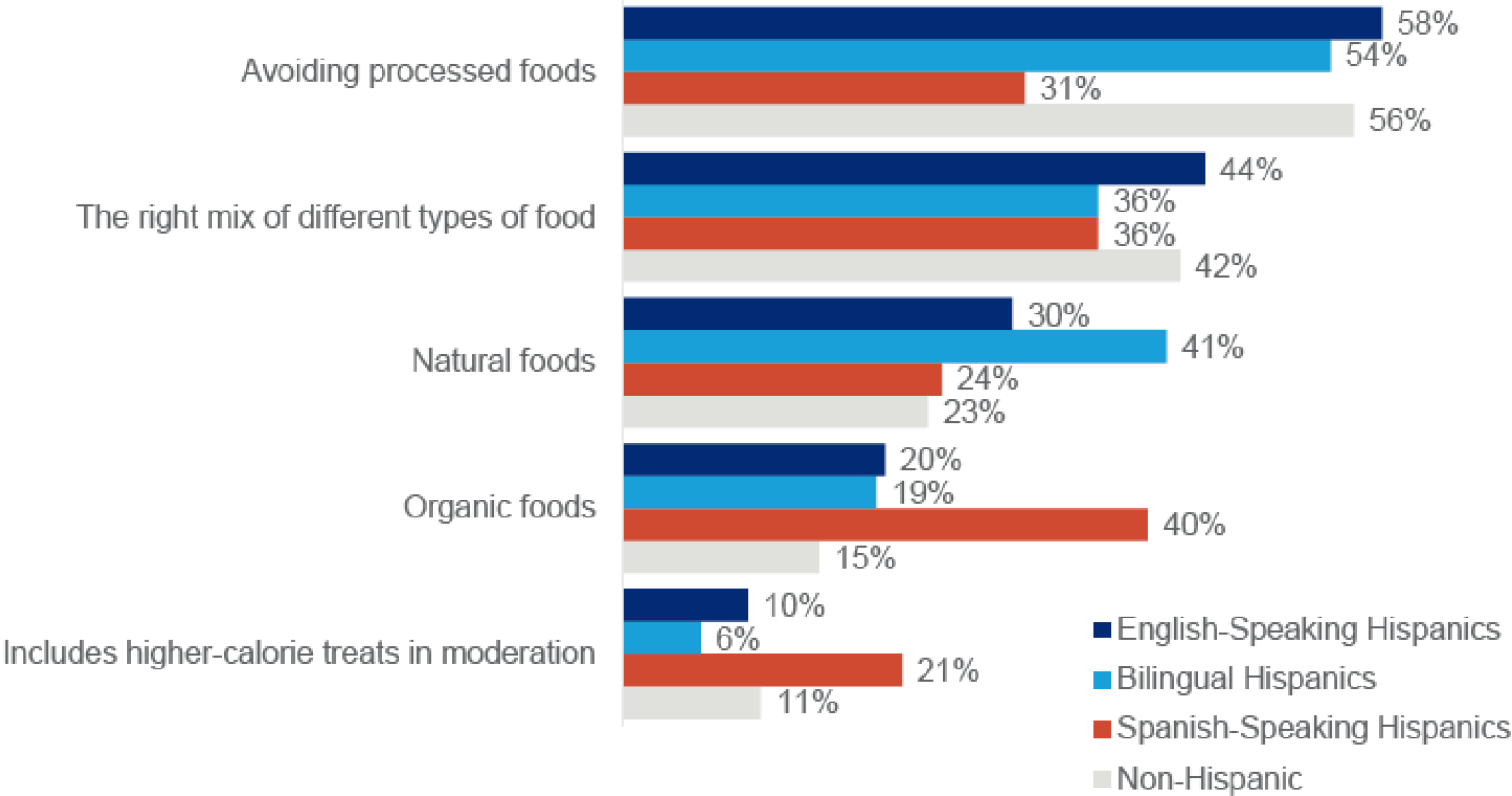


Note: avid new product adopters selected "early adopter" for 4 or more of the following: food, beverage, health care, beauty/personal care, home care, pet care. Source: IRI 2018 New Products Survey.

# Healthy Eating Considerations Vary Markedly Across Hispanic Sectors

## Top Considerations in Healthy Eating

% of Consumers

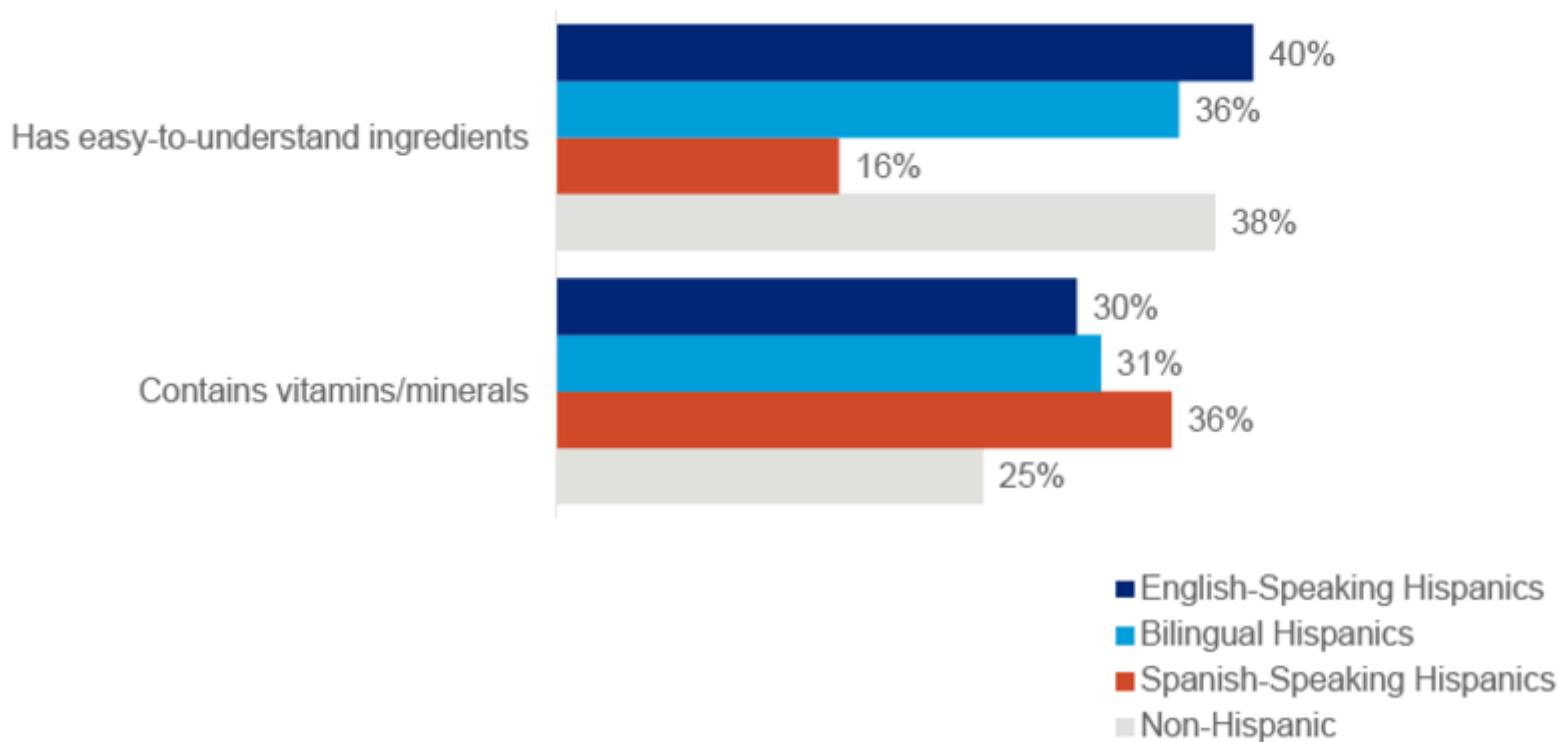


Source: IRI 2018 New Products Survey.

# English-Speaking Hispanics Seek Easy-to-Understand Ingredients and Extra Nutrients

Spanish Speakers Are Focused on Added Nutrients, Natural/Organic and Free-From Claims

**Key Considerations in New Food & Beverage Product**  
% of Consumers



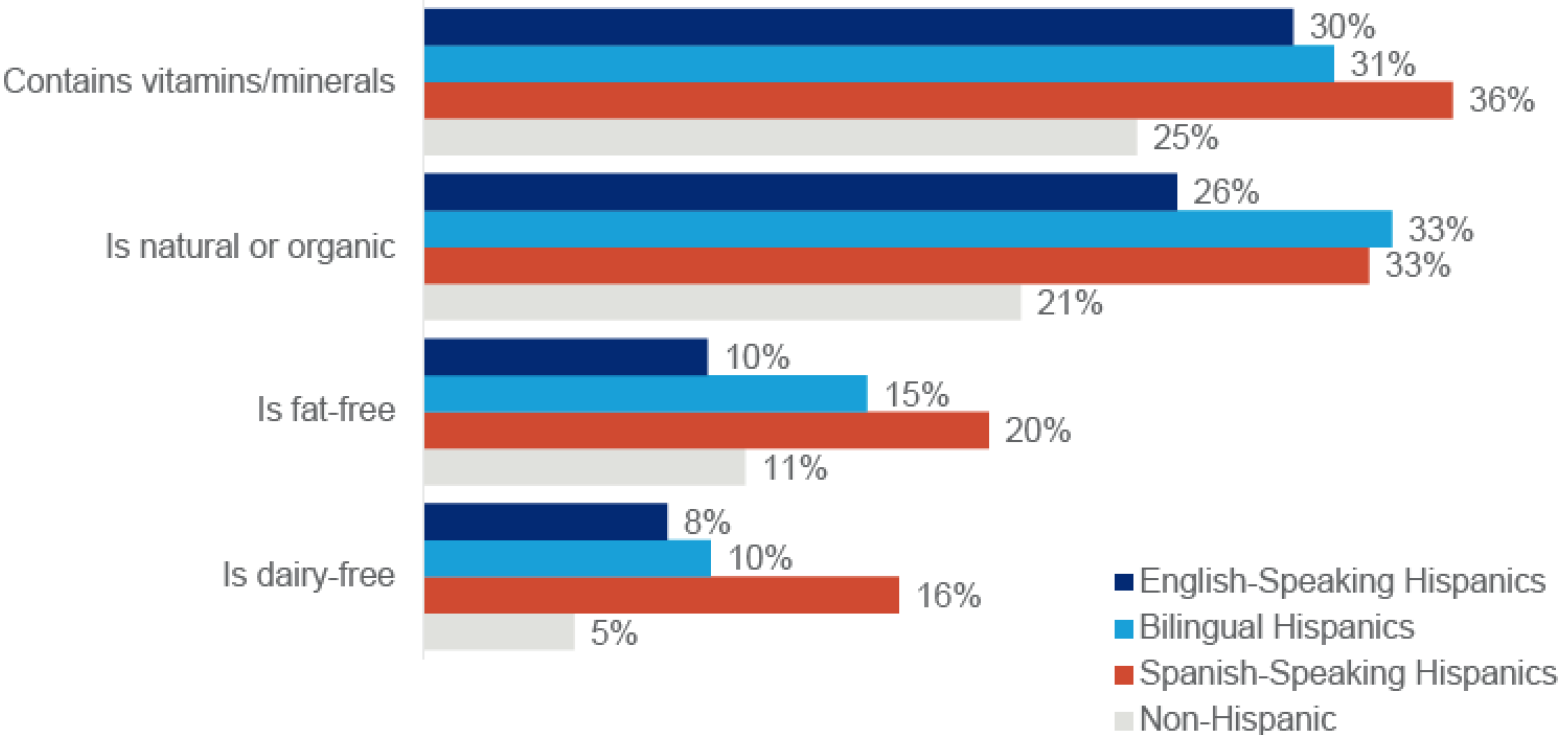
Source: IRI 2018 New Products Survey.

# Spanish-Speaking Hispanics Look for Nutrients, Organics/Natural Ingredients and Free-From Solutions

Spanish Speakers Are Focused on Added Nutrients, Natural/Organic and Free-From Claims

## Key Considerations in New Food & Beverage Product

% of Consumers

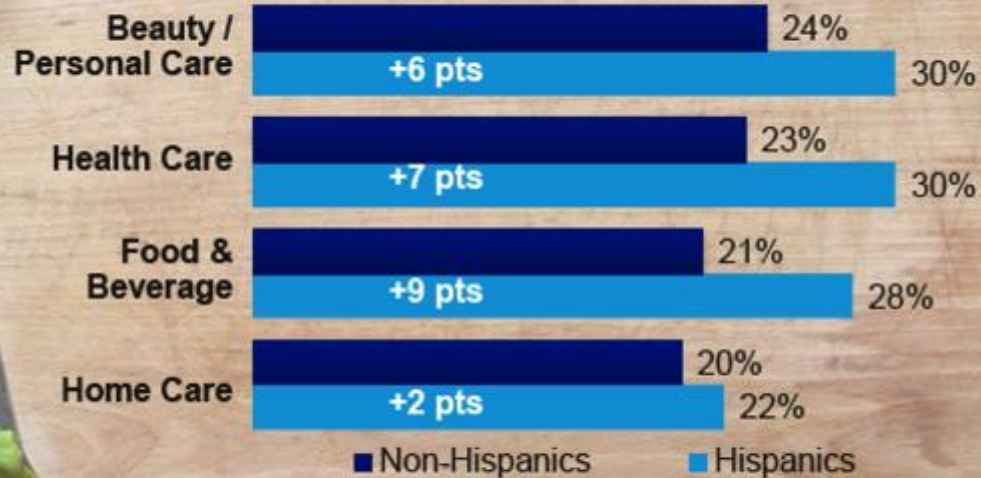


Source: IRI 2018 New Products Survey.

# Natural Ingredients Are A Major Consideration Across Non-Food Aisles, Also

## Impact of Natural Ingredients When Considering New Products

by Sector and Age | Top 2 Box



Source: IRI 2018 New Products Survey.

# 40% of Pacesetter Brands That Hit the Mark with Hispanics

Tout “More Natural,” “Organic,” “Herbal,” or “Holistic” Attributes



Source: IRI 2017 New Product Pacesetters report.

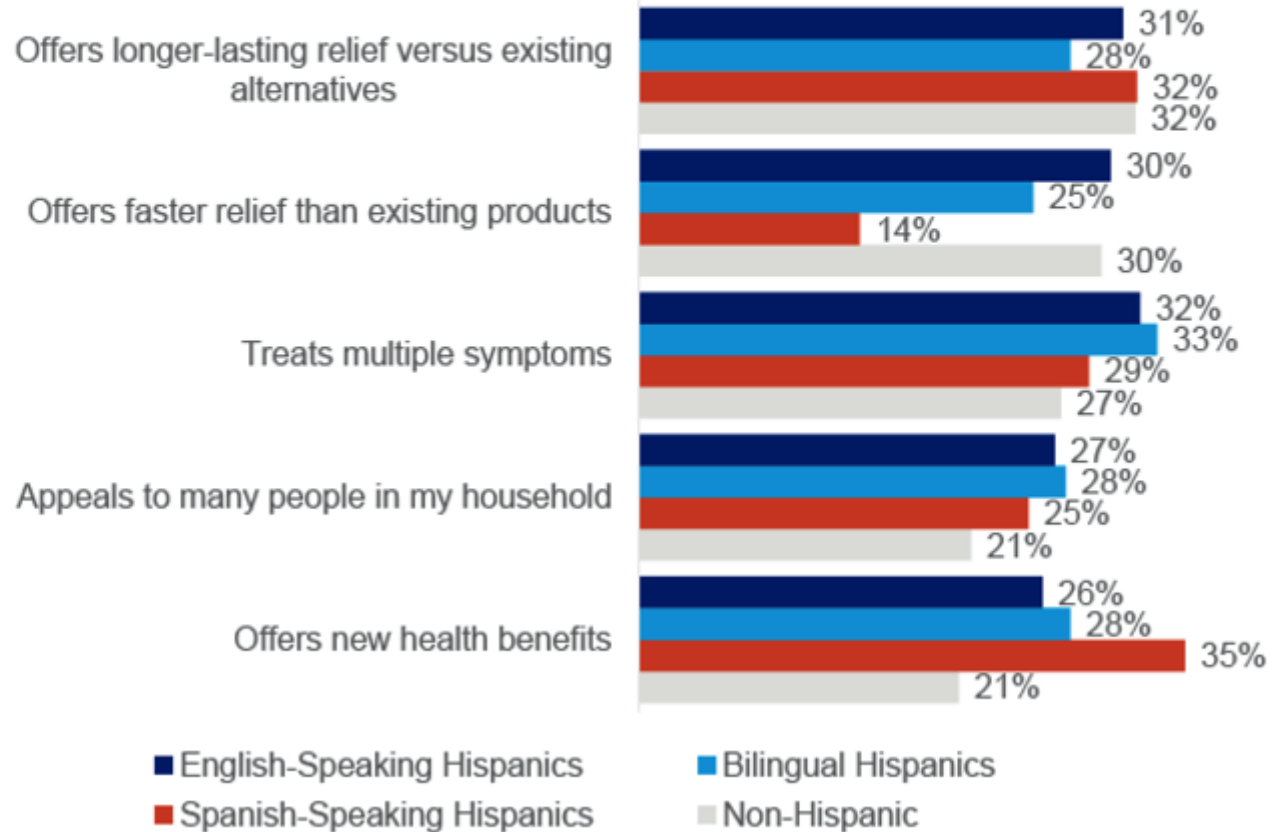
# Hispanics Seek New Health Benefits and Faster Results

## Key Considerations for New Products

% of Consumers



### Health



Source: IRI 2018 New Products Survey.

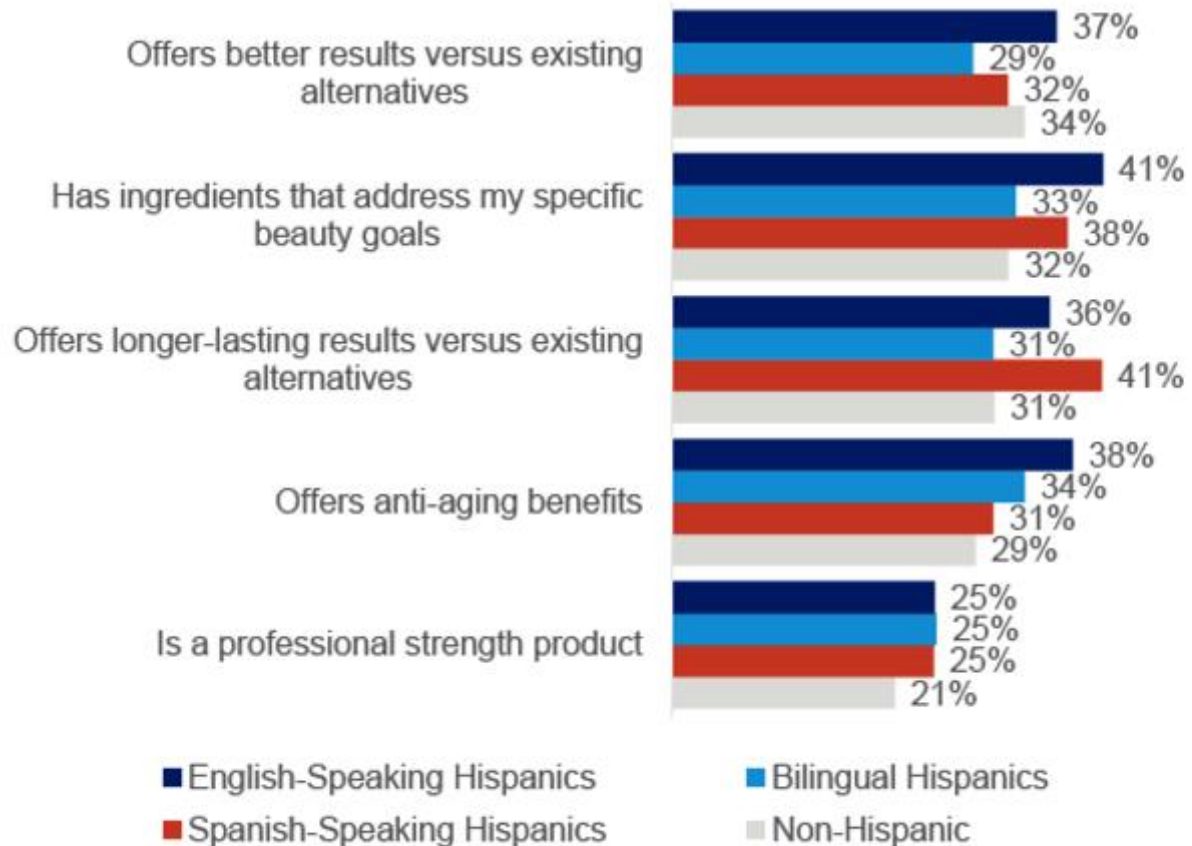
# And Targeted Beauty Products That Work Better and Longer

## Key Considerations for New Products

% of Consumers



### Beauty



Source: IRI 2018 New Products Survey.





“People hear the words natural, organic or clean label and typically think of yuppies browsing health food store aisles. And to some extent that is accurate, except these so-called yuppies are consumers in a rainbow array of shades, ethnicities, ages and even economic backgrounds,” says David Sprinkle, research director for Packaged Facts.



In *Organic and Clean Label Food Consumer in the U.S.*, Packaged Facts' 2017 National Consumer Survey reveals that more than half of Hispanics mainly buy natural/organic when grocery shopping. While just more than 60 percent are buying more natural/organic foods than ever.



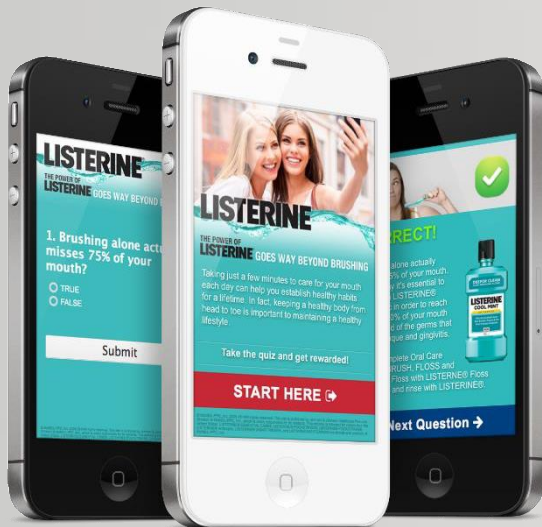
Packaged  
Facts

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## **Hispanic Marketing Opportunity Overview**

# Lynx Marketing Retail/Digital Agency for General Market and Hispanic



Technology



Promotion



Retail & Event  
Activation

## Hispanic Market Facts:



**1** in **4** babies born in US are Hispanic

**50%** of babies born in Ca. are Hispanic

**58.6 million** Hispanics live in the USA

What minority?

**By 2022** Hispanics will outnumber non-Hispanic whites in Texas

Source: US Census Bureau



## **Keys to Reaching the Hispanic Market:**

### **1) Don't Recreate the Wheel**

Leverage your general market strategy and assets, but make them culturally relevant to the Hispanic market

### **2) Utilize technology and provide opt-in for future communications in preferred channel and language**

Text vs. email, English vs. Spanish

### **3) Fish Where the Fish Are**

Hispanics love interpersonal interaction. Leverage Hispanic cultural events, soccer leagues, in-store events

# FIFA Program Example: Fully Integrated Retail/Digital Solution



## Elements provided:

- Theme and graphical design
- Text-to-win Sweepstakes
- Sweepstakes rules and administration
- Secure backend database
- Mobile videos of daily winners
- Production and delivery of in-store signage
- Street teams and in-store activation in 100 HEB stores
- Mail-in rebate program and fulfillment of FIFA Official World Cup Brazuka soccer balls
- Coordination of legal approvals with FIFA, The Coca-Cola Company, Johnson & Johnson and HEB

# Mercado Savings

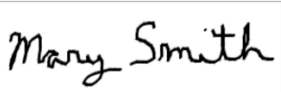
MercadoSavings – 400 Grocery Stores

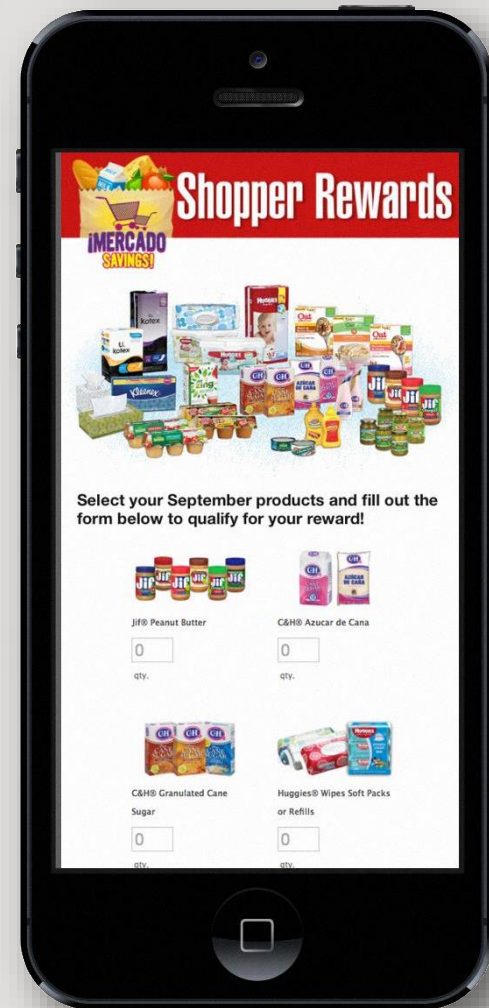
Integrated mobile receipt program tied to product purchases makes submitting a photo simple and easy.

Opt-in database for future communications.

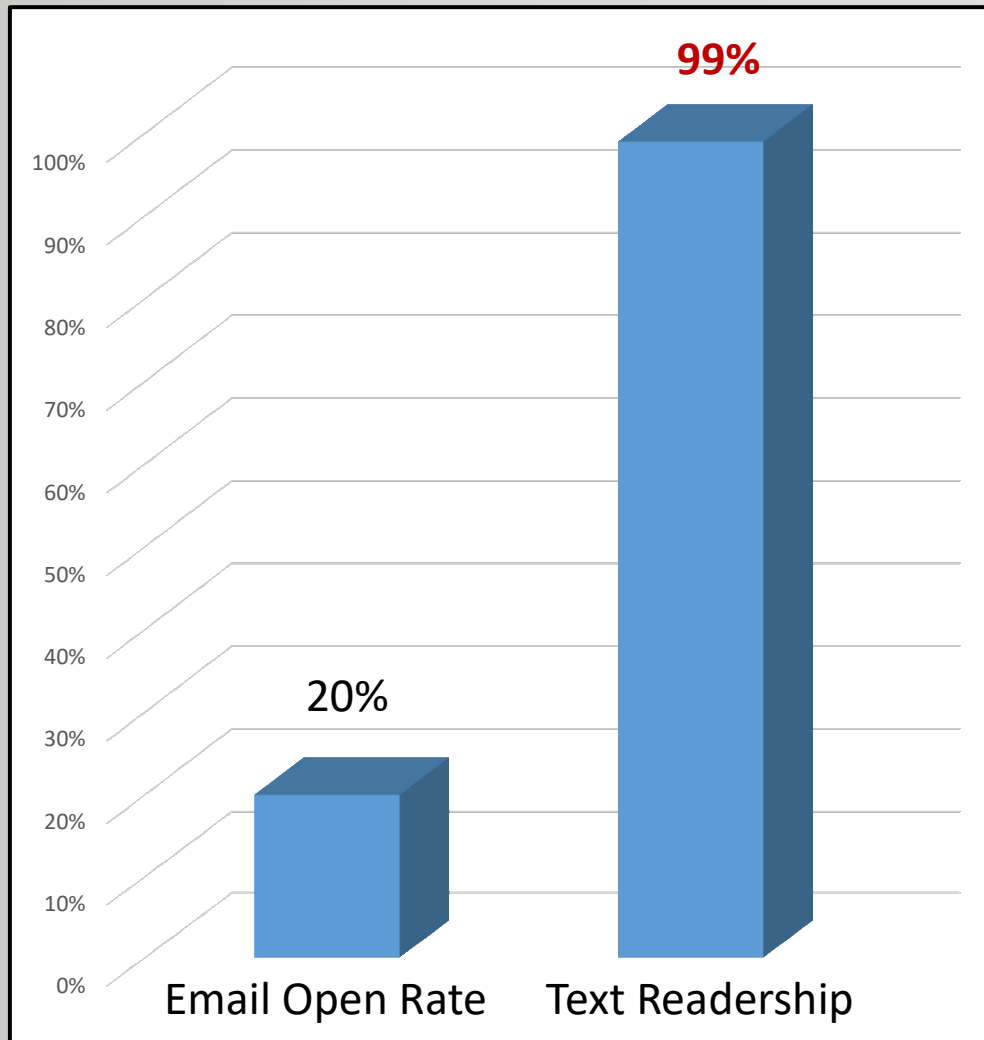
Quiz: *What percentage chose text and what percentage chose email?*

Upload your receipt:

Signature:  




# Importance of Text Messaging



When given a choice of Communication Preference, **80%** are now choosing text

**99%** of text messages are read\*, **90%** within the first 3 minutes\*\*



\*Source: Mobile Marketer August 1, 2014. \*\*Source: ImpigeMobileStrategy.com, 2011



## ESPN Deportes Text Alert Program Support

PMP provides integrated support services to set up, deliver, analyze, build and manage a proprietary opt-in database program to create a powerful new communication channel for ESPN Deportes.

### Technology

Integrated texting and mobile data capture

### Legal Services

Text messaging and for all supporting media

### Messaging

Text message expertise with rich media links

### Database

Segmented by consumer profile information

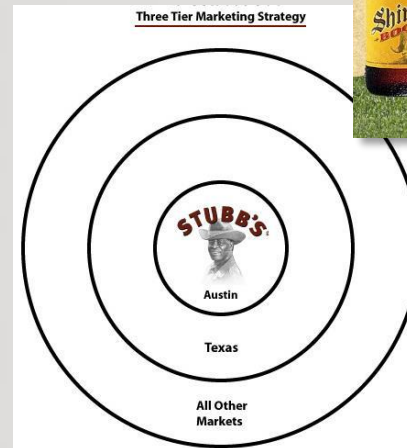


# Stubb's BBQ Sauce

Strategies that drove double digit sales growth compounded annually, putting the company on a path that ultimately yielded the buy out for over \$100 Million by McCormick in 2015.



1. I Love Stubb's Club
2. Under-the-Cap Sweepstakes
3. Cross Promotional Programs with Retailer tie-ins
  - Examples: Shiner, Dr. Pepper
4. Event Marketing
  - Stubb's Tailgater
5. Regional Marketing Strategy and Advertising Testing



# Gracias Amigos!



 Lynx Marketing

# Speaker Bio

- **Steve Garcia** is an overall business professional with 38 years marketing, sales and management expertise starting at Coca Cola and then Kraft Foods, working as a marketing manager and brand manager on various businesses with P&L responsibilities. Steve started his own marketing firm, Lynx Marketing, 25 years ago doing national and regional campaigns for clients in the Fortune 100 world in Hispanic Marketing and General Marketing (i.e. Frito-Lay, Kellogg's, Johnson & Johnson, Samsung, General Motors, U.S. Census Bureau). He has a unique and varied background, having worked with many clients in different categories developing and executing Hispanic marketing campaigns.

