



Marketing to Hispanics

- ◆ Gain deep and authentic insights about your Hispanic customer. Varying degrees of acculturation, language usage and assimilation creates a complex markets that requires research and understanding.
- ◆ Be sensitive to cultural nuances. Hispanics a very diverse group coming from more than 20 different countries.
- ◆ Be bilingual in your communications, particularly with in-store signage and merchandizing.
- ◆ Transcreation not translation. Effective communications is more than just translating an English message into Spanish. It requires a communication process that must be built from the ground up.
- ◆ To create strategies that result in profitable Hispanic market growth you need to turn to Hispanic market experts. This is one instance where expert knowledge counts.
- ◆ Never patronize the market. Always respect the culture.
- ◆ Embrace their heritage and identity.
- ◆ Remember that to the Hispanics respect for family is a core belief and fundamental practice.
- ◆ Invest early on. Brand loyalty is a big issue with Hispanic consumers. If they're familiar with your brand and trust you, they will buy the product and pay the price even though they are discriminating price shoppers.
- ◆ Be consistent in your Hispanic marketing efforts.