



DEMYSTIFYING THE U.S. HISPANIC MARKET

Understanding Hispanic consumers very similar to understanding general market in couple ways:

- 1) Strong basic values/attitudes → generally across market →
- 2) Filled with diversity/surprises

However, roles are different

- 1) Different language
- 2) Various degrees of assimilation, or understanding of US culture
- 3) In Texas, New Yorkers and Californians, Cuban or other, POS very strong sense of nationalism
- 4) Never had feminist movement - traditional gender roles integral to culture
- 5) Not educated here if at all - wasn't available

LEO BURNETT

Want to make it easy even though there are many issues - can't do that - need to understand the culture

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