

Hispanic CLUE

informa:

*Check out this upcoming
Ethnic marketing event:*

Seventh Annual Ethnic Marketing Conference

September 25-27, 2000

University of Chicago

Gleacher Center, Chicago IL

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CREO International

520 Marquette Avenue

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Minneapolis, MN

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(800) 632-1388



CLUE

Cultural & Linguistic Understanding of Ethnicity.

Effective Outreach

Building a strong relationship in the Hispanic community and creating a good reputation can be an effective way of reaching this important market segment.

•Hispanics are very loyal to businesses that pay special attention to their needs. When a company penetrates this market, popularity usually spreads throughout the community.

•Organizations have to "earn a right" to do business in the Hispanic community. Word of bad business spreads fast and could be detrimental to a companies marketing effort.

Several corporations have shown their interest in the Hispanic community through financial support of educational funds.

•Budweiser, General Mills, and Sprint have drawn in Hispanic consumers by sponsoring programs such as the National Hispanic Scholarship Fund.

•Bell South Telecommunications Company has helped finance various programs in public school districts throughout the southern United States.

Companies can also establish a presence in the Hispanic community by sponsoring cultural activities such as concerts, dance festivals, and fiestas held for Hispanic holidays.

•Tropicana has taken an active role in the Latino community through involvement in events such as L.A.'s Mariachi Festival, Mexican Independence fiestas and The Miami's Women & Family Fair.

•Sears has shown their support for the Hispanic community by sponsoring events such as the Calle Ocho, which draws up to 2 million people to Miami every year. Other notable sponsorships include the Fiesta de Sol in Chicago, the 116th Street Festival in New York, and Puerto Rican Independence Day festivals.

•Coors Brewing Co. has been actively involved in musical events that are popular among Latinos. Every year they are the main sponsor for several Dominican concerts in New York, as well as Puerto Rican salsa concerts throughout the East Coast.

Given this information, it is clear that corporate America is using sponsorship as a marketing tool to reach Hispanics. However, marketers wishing to seize this opportunity should first consider if these events will fit into their overall marketing strategy.

Sources: Brandweek, "All in the Coors Family," 8/24/98 v39 n34 p18. Brandweek, "Tropicana Aims to Pump Sale Among Hispanics," 6/12-00. Academic Universe, "In Ethnic Marketing, Sears Stands Alone," 10/26/98 p108. CMP Media Inc., "Sprint Partnership Shows Sharper Focus on Ethnic Marketing," 11/1/99.



Did you know that entertainer Gloria Estafan, boxing champion Oscar De La Hoya, and baseball star Sammy Sosa are among the most popular Latino celebrities?