

# Hispanic CLUE

*informa:*

*Univision Communications, the largest Spanish-language television network in the U.S., will acquire USA Broadcasting further strengthening their position among Hispanic audience, including key markets such as New York Los Angeles and Miami.*



Log on CREO's new web site at **www.creo-works.com** to read past and current issues of our CLUE newsletter.

## CREO International

520 Marquette Avenue  
Suite 700  
Minneapolis, MN  
55402-4444

(612) 342-9800  
or  
(800) 632-1388



# CLUE

*Cultural & Linguistic Understanding of Ethnicity.*

## Hispanics and the Holidays

A blanket of snow, pine forests and cozy fires may well represent Christmas to most Americans, but it certainly does not represent a typical Latino *Navidad*. For Hispanics who grew up in mostly Catholic and warm climate countries, the joy of the season is expressed with different images and traditions.

From a consumer behavior standpoint, research conducted among mall shoppers in South Florida, points out that Hispanics also show different shopping patterns when compared to other groups.

•Hispanics "outshop" non-Hispanics in quantity of products bought and money spent.

•Hispanics spend more time in malls than non-Hispanics; they also tend to shop with companions.

•Hispanics report a more pleasant shopping experience and enjoy the mall atmosphere to a greater extent than non-Hispanics.

The Holidays represent a unique opportunity for marketers to speak to consumers. This is also the time when astute marketers advertise to Hispanics, showing this key consumer group that their business is important by acknowledging the holidays and customs that are important to them.

The religious holidays are very powerful and unite all the Hispanic communities. Promotional tie-ins to Hispanic holidays have proven to work well for many companies.

•Mervyn's California, a Target Corp. company uses music and Latino celebrities to connect with Hispanics. Last year, they featured Enrique Iglesias, a popular Latino artist in their Holiday ad campaign.

•Hallmark offers a special product line of greeting cards, including Holiday cards in Spanish, *Hallmark en Español*, as well as a dedicated 800 number for Spanish speaking customers.

•Powertel, a wireless communication company operating in the Southeastern U.S., has created newspaper ads in Spanish to promote their cellular phone kits to Hispanics as the perfect gift to stay in touch with family and friends in Mexico and Latin America.

### Additional Marketing Opportunities

Due to its universal appeal, Christmas is often the obvious choice of marketers, but the Hispanic community also celebrates many other holidays at this time of the year.

•The Mexican celebration of *Las Posadas* begins on December 16th and continues until Christmas. It recreates Mary and Joseph search for shelter.

•*La Noche Buena*, Christmas Eve, represents the high point of the season. Traditionally, families have a tree and a very elaborate nativity scene. The family gathers, late at night, for a huge meal.

•January 6th, the Epiphany, is *el Día de los Reyes* (the 3 Kings day). In Hispanic cultures, this holiday is for the children. It is customary to give children gifts on this day, instead of December 25th. Today, most Hispanic children receive gifts on both days. This holiday is usually not marked on US calendars, but celebrating the Epiphany is still an important tradition in the Latin culture.

The above holidays represent largely untapped opportunities for companies wishing to market to Hispanics. However tempting though, cultural relevance is no substitute for product relevance and companies should avoid promotions or campaigns that appear pandering or exploitative. **Cultural relevance** means presenting a product in a light of positive, real-world experiences. Above all, cultural relevance means understanding a group's values and customs.

Many marketers are becoming more sophisticated and applying different marketing strategies designed to enhanced their ethnic business. When everything tends to become a commodity, the one thing that can differentiate a company is their human service level and/or their personal or corporate relationship with the community.

Acknowledging important Hispanic holidays and customs is a way to build a bond, to show commitment and to recognize their diverse lifestyle; more importantly, holiday tie-ins represent a chance to sell your products or services.

Consumer Marketing



**Do you know** what "aguinaldos" are? They are goody bags given at Las Posadas. They contain tangerines, peanuts, crackers and candy among other treats.

## Las Estadísticas

### Mall Statistics: Percentage of people buying products



**68% of Hispanics Shoppers**



**63% of Non-Hispanics Shoppers**

### Upcoming Conferences

**7th Annual Marketing to  
U.S. Hispanics & Latin America**  
January 25-26, 2001  
Wyndham Miami Resort Hotel  
Miami Beach, Florida  
[www.srinstitute.com](http://www.srinstitute.com)  
e-mail: [info@srinstitute.com](mailto:info@srinstitute.com)

**Association of Hispanic  
Advertising Agencies  
2001 Semi-Annual Conference**  
March 29-31, 2001  
Scottsdale/Phoenix, Arizona  
The Scottsdale Plaza Resort  
[www.ahaa.org](http://www.ahaa.org)

### Hispanic Holidays

# December ~ Diciembre

**8th - Día de la Inmaculada Concepción**

**12th - Día de la Virgen de Guadalupe**

**16th - Las Posadas**

**24th - La Noche Buena (Christmas Eve)**

**25th - Navidad (Christmas Day)**

**Feliz Navidad!**

## CLUE Newsletter

*A publication of CREO International*

*If you would like to receive a copy of **CLUE** or have suggestions on future topics,  
please call us at 612-342-9800*