

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
contact: rranganathan@srinstitute.com

CREO International
520 Marquette Avenue
Suite 700
Minneapolis, MN
55402-4444

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



CLUE

Cultural & Linguistic Understanding of Ethnicity

Realities of Retail

In the last decade Hispanics have at once become much more numerous and less homogenous. These changes have spurred retailers into action to create effective ways to market to this segment of the U.S. population.

• *The Hispanic population has a current buying power of more than \$380 billion.*

• *By 2020, that number is projected to surpass \$520 billion.*

Many retail companies have already recognized the importance of targeting the Hispanic consumer market. Companies would be loco, to overlook this great opportunity.

• *Sears has been a leader in Hispanic Marketing by advertising 52 weeks a year in Spanish-language media.*

• *They also have a Spanish-language magazine called Nuestra Gente that is full of advertisements and editorials covering topics of Hispanic cultural importance as well as in store advertising in Spanish..*

• *Fingerhut Companies Inc. has recently launched an ad campaign and catalog distribution strategy aimed at Hispanics. Their first geographical focus is Chicago.*

• *Target Corporation is aggressively and successfully attracting Hispanic consumers through altering its advertising and merchandising.*

• *They have used Latino celebrities in their ads, created a Spanish-language version of their Target Family Magazine, and run print ads in popular Hispanic publications.*

• *Target also carries more smaller-size clothes and brands that are more popular among Hispanics at store with a high volume of Hispanic customers.*

• *At more than 200 Target stores movies and music are available in Spanish. Bilingual in store advertisements and product specialization is a key new focus.*

• *Other companies paying close attention to the Hispanic consumer include JCPenney, General Mills, Heineken, Best Buy, Ford, and General Motors.*

There are many ways retailers can reach the rapidly growing U.S. Hispanic market. However, truly establishing a presence in the Hispanic marketplace takes time and effort.

Sources: U.S. News & World Report, "Hispanics don't exist," 5/11/98 v124 n18 p26(6). Star Tribune, "Marketing to Hispanics heats up," Ann Merrill, 5/11/00. HispanicBusiness.com, "A special report on key trends that have driven the past 20 years and will shape the next 20," 4/3/00.

Retail Marketing

? **Did you know** Hispanics in L.A., New York, Chicago, and Miami prefer to be marketed to in Spanish, but in other large markets such as San Francisco and San Antonio most prefer English?