

FocusON Politics

## Latino Views On The 2016 GOP Field: Who Can Actually Win The Latino Vote?

By Matt Barreto

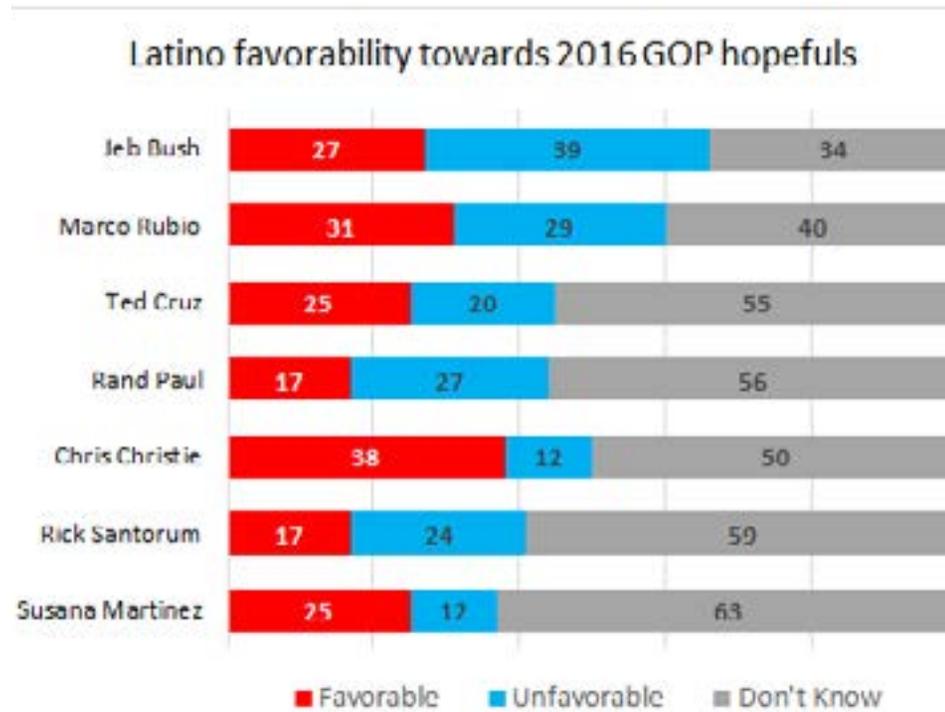
As the field of possible GOP contenders for the White House start to take shape, it is important to assess what Latino voters think about the potential presidential candidates, if they even know who they are, and how they can possibly position themselves to court the Latino vote. There is no question that Republicans will lose the White House again in 2016 if they repeat the mistakes of Mitt "I would veto the Dream Act" Romney and lose three-quarters of the Latino vote. GOP Chairman Reince Priebus has said future Republican candidates "must embrace and champion comprehensive immigration reform," while former White House spokesman Ari Fleischer told the Washington Post: "It was such a clear two-by-four to the head in the 2012 election," referring to Mitt Romney's low share of the Hispanic vote and poor positioning on immigration, concluding that "Republicans could never win again if that's the status."

Have Republican presidential hopefuls

changed and embraced a kinder, gentler approach to immigration reform and Latino outreach? Latino Decisions has been asking voters how much they know, and what they think about the possible candidates in 2016. Here we review the findings of recent polling on Latino attitudes towards the

Republican field:

Let's start with an older look, from back in July 2013 before too much jostling had started. Latino Decisions asked favorability ratings on seven GOP contenders and the biggest take away was back then, Latino voters had very low levels of information



Latino Decisions/America's Voice July 2013 National Poll

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about the GOP hopefuls. Among those who did give an informed answer, Chris Christie led the pack with a 38% favorable rating versus a 12% unfavorable rating. Christie likely benefited from being in the news in 2013 during his gubernatorial re-election contest in which he ran virtually unopposed. Still a whopping 50% of Latino registered voters nationwide said they had never heard of, or had no opinion of Chris Christie. Likewise, New Mexico Governor Susana Martinez score a net positive approval with 25% favorable against 12% unfavorable, however she was the least known of all the names we tested with 63% giving no answer when prompted about Governor Martinez. Looking at Latino views towards the GOP field back in July 2013, none appeared to be runaway favorites to back inroads with the Latino vote in 2016. Jeb Bush 27% favorable, Rand Paul just 17% favorable. Even Marco Rubio stood at just 31% favorable.

More recently, we have re-tested favorability as well as specific questions on presidential vote intentions around many of the leading names on the GOP side. Here we assess how four possible candidates compared in July 2013 to November 2014. In the table below we present like data for Jeb Bush, Marco Rubio, Ted Cruz and Rand Paul. In every instance, the candidates are more known in 2014 than in 2013, as evidenced by the percent of Latino respondents saying "don't know" or "never heard of" going down considerably in 2014. However, new news is not necessarily good news in this instance. While three of the four saw modest increases in their

favorability ratings, all four saw noticeable increases in their unfavorability ratings. In fact, only Jeb Bush was a wash, adding 7% favorable and 7% unfavorable to his totals, still resulting in an overall net unfavorability of -12 points (34 fav to 46 unfav). The other three GOP names all experienced net decreases in their favorability as they became better known. Most notable was Ted Cruz, going from 20% unfavorable in 2013 to 39% unfavorable in 2014, almost doubling his unfavorables among Latino

**Change in favorability towards GOP candidates, 2013 to 2014**  
-- Among Latino voters nationwide --

Candidate	July, 2013				Nov, 2014				Change 13 to 14			
	Fav	Unfav	DK	Net	Fav	Unfav	DK	Net	Fav	Unfav	DK	Net
Jeb Bush	27	39	34	-12	34	46	20	-12	7	7	-14	0
Marco Rubio	31	29	40	2	31	36	33	-5	0	7	-7	-7
Ted Cruz	25	20	55	5	31	39	30	-8	6	19	-25	-13
Rand Paul	17	27	56	-10	21	35	44	-14	4	8	-12	-4

voters. Marco Rubio and Rand Paul also saw net shifts in the negative direction over the 2013 to 2014 polling. So whatever jostling these candidates were doing to raise their national profile, did not seem to have a positive effect on Latino voters.

Finally, we have asked a direct question about vote intention in 2016. In our October 2014 pre-election survey of Latinos we asked how likely, or unlikely voters would be to consider voting for five different candidates. We assessed Bush, Rubio, Cruz, Paul and Christie. In this instance, we gave voters some basic information about

each possible GOP candidate, taken from direct quotes or their official websites, in terms of their publicly stated position on immigration reform {full question wording can be found here}. Further, we don't present any of the GOP possible candidates against a Democratic candidate. That is, we were most interested in gauging how Latino voters feel about the GOP candidates themselves, and had we pitted them against the likes of Hillary Clinton, we may have seen movement away from each GOP candidate that was more of pro-Clinton pull. Thus, we can interpret these findings as the absolute support that Latino voters give to five GOP presidential hopefuls, as opposed to their pure partisan vote intensity.

Overall, Latino voters rejected the five GOP contenders by roughly a 2-1 margin. Among the least favorable were Ted Cruz and Rand Paul. Combining the very and somewhat likely results, we found 24% of Latino voters said they were likely to consider voting for Cruz and Paul in 2016 compared to over 70% who said they would not consider voting for each. Marco Rubio had the highest support at 35% likely to consider, but this left 59% unlikely and 6% undecided. Chris Christie, who had net favorables of +26 in 2013 (38 fav; 12 unfav) received only 33% support from Latinos, against 59% unlikely to support, and similarly Jeb Bush received 32% support versus 62% opposition.

Thus, as the 2016 GOP hopefuls currently stand, none seem to be a runaway favorite to redefine the GOP image vis-a-vis Latinos, as called upon by GOP leadership following the 2012 election. In the March 2013 report commissioned by the RNC, they wrote:

Among the steps Republicans take in the Hispanic community and beyond, we must embrace and champion comprehensive immigration reform. If we do not, our Party's appeal will continue to shrink to its core constituencies only. We also believe that comprehensive immigration reform is consistent with Republican economic policies that promote job growth and opportunity for all." In Section 2 of their report titled "Hispanics" the GOP wrote: "If Hispanic Americans hear that the GOP doesn't want them in the United States, they

won't pay attention to our next sentence. It doesn't matter what we say about education, jobs or the economy; if Hispanics think that we do not want them here, they will close their ears to our policies. In essence, Hispanic voters tell us our Party's position on immigration has become a litmus test, measuring whether we are meeting them with a welcome mat or a closed door.

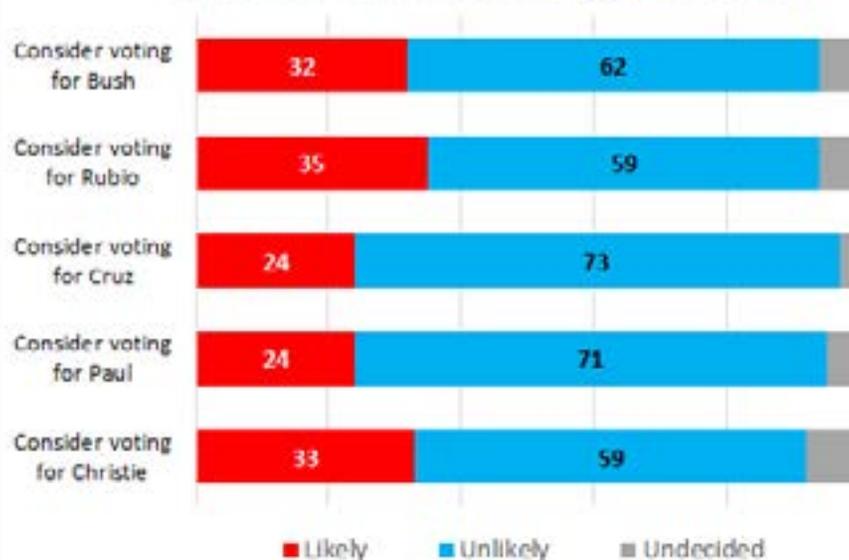
We still have the better part of one year before the Iowa Caucuses and things can change, but it is very hard

to imagine the potential GOP candidates moving towards a more moderate or pro-immigration reform position as they attempt to woo Republican primary voters. What exactly do they need to do? A Latino Decisions/ Presente.org survey found that an overwhelming 89% of Latino voters supported the executive action for undocumented parents -- including 76% of Latino Republicans; and likewise 80% of Latino voters said they are opposed to efforts to block or defund the executive action. In direct contrast to Latino public opinion, recent efforts by the Republican majority in the House of Representatives points to a path consistent with the Mitt Romney approach. In December 2014 Republicans in the House voted to block Obama's 2014 executive

action for undocumented parents. In January 2015 Republicans in the House voted to cancel all funding for Obama's executive action for undocumented parents. Others such as Ted Cruz have threatened to consider a government shutdown in an effort to block Obama's executive action for undocumented parents. There are now 26 states where Republican Attorneys General or Governors have signed on to a lawsuit attempting to stop the executive action for undocumented parents, and most recently Republican Speaker of the House John Boehner has announced his party plans to sue Obama in an effort to stop the President's plan to protect undocumented parents from deportation. Despite their own warnings in a GOP published "honest review of the 2012 election cycle" the statements, votes and lawsuits promoted by Republicans run entirely counter to the advice they gave themselves.

Perhaps most interesting will be to follow and chart the public statements and policy platform of Jeb Bush. Some have suggested that Bush - who skipped the recent Iowa event hosted by Rep. Steve King - could provide an opportunity for the GOP to reinvent themselves with Latino voters. The data Latino Decisions has collected so far suggest Bush has not yet made any inroads with Latino voters. In Florida, he had been successful with winning the Latino vote, however the Florida Latino electorate is quite distinct from the national Latino electorate. Therefore, the next few months will be crucial for Bush and the entire 2016 field as the potential candidates give speeches, interviews and make policy statements. As the Republican National Committee report states clearly: "our Party's position on immigration has become a litmus test." They're right.

Latino voters: likelihood to support in 2016?



Latino Decisions / America's Voice October 2014 National Poll

## FocusON Entertainment



NBC Universo debuted on Super Bowl Sunday as the most-watched Hispanic cable channel in total day and primetime, fueled mainly by its Spanish-language coverage and broadcast of the Super Bowl.

Avocados from Mexico's Super Bowl ad is the first produce spot to air during the Super Bowl and kicks off the brand's latest campaign by GSD&M.



Anheuser-Busch aired a Spanish-language version of its Super Bowl spot "Brewed the Hard Way", during the NBC Universo broadcast of the Super Bowl. Watch the spot [here](#).



## Sling TV Adds Univision Entertainment, News & Sports Content to Programming Portfolio

- Deal grants Sling TV innovative OTT programming and multi-stream rights for live and Video-On-Demand content
- Terms cover channels in the Univision Communications Inc. portfolio including Univision Network, UniMás, UDN & El Rey Network

ENGLEWOOD, Colo. and NEW YORK, Feb. 2, 2015 – Today, Sling TV and Univision Communications Inc., announced an agreement that includes over-the-top (OTT) multi-stream rights for live and Video-On-Demand content for entertainment, news and sports content from Univision's portfolio.

The terms of the agreement include the flagship Univision Network, UniMás, UDN (Univision Deportes Network), Galavisión, El Rey Network, Bandamax, De Película, De Película Clásico, Telehit, tINovelas, FOROtv as well as Univision and UniMás broadcast stations nationwide.

"We are delighted to add Univision's wide-ranging programming to our growing Sling TV lineup," said Roger Lynch, Sling TV CEO. "Hispanics are the demographic most engaged with mobile devices, making Univision a natural match for Sling TV. At CES I committed to expanding our programming portfolio. Additional details about the availability of Univision's award-winning content on Sling TV will be announced in the coming weeks."

"At UCI our number one goal is creating access for our audience – an audience that is young, digitally-savvy and passionate about our content," said Tonia O'Connor, president, content distribution and corporate business development. "Sling TV's next generation TV service aligns with our strategy to deliver the best experiences to our diverse audience, while also partnering with a distributor that has for decades been hyper focused on the Hispanic consumer."

Sling TV announced its imminent launch at the 2015 International CES.

The agreement follows news of groundbreaking agreements with The Walt Disney Company, announced in March, A+E Networks, announced in August and with Scripps Networks Interactive, announced in September.

### About Sling TV

*Sling TV L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), provides over-the-top television services including domestic and international live and Video-On-Demand programming. It is available on televisions, tablets, computers and smartphones. The Sling TV programming portfolio includes Disney/ESPN, Turner, Scripps, Univision and Maker Studios. Sling TV's international OTT service (DishWorld) currently provides close to 200 channels in 16 languages across multiple devices to U.S. households. Sling TV is a next generation service that meets the entertainment needs of today's contemporary viewers. Visit [www.sling.com](http://www.sling.com).*

Follow @Sling on Twitter: <http://www.twitter.com/Sling> #TakeBackTV

### About Univision Communications Inc.

*Univision Communications Inc. (UCI) is the leading media*

company serving Hispanic America. The Company, a leading content creator in the U.S., includes Univision Network, one of the top five networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country reaching approximately 94% of U.S. Hispanic television households; UniMás, a leading Spanish-language broadcast television network reaching approximately 88% of U.S. Hispanic television households; Univision Cable Networks, including Galavisión, the country's leading Spanish-language cable network, as well as Univision tlnovelas, a 24-hour cable network dedicated to novelas, Univision Deportes Network, a 24-hour cable network dedicated to sports, ForoTV, a 24-hour Spanish-language cable network dedicated to news, and an additional suite of cable offerings - De Película, De Película Clásico, Bandamax, Ritmoson and Telehit; Univision Television Group, which owns and/or operates 61 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Hispanic radio group which owns and/or operates 67 radio stations in 16 of the top 25 U.S. Hispanic markets and Puerto Rico; an Interactive network of online and mobile apps and products including UVideos, the first bilingual digital network serving Hispanic America, Uforia, the leading Hispanic digital music service, Univision.com, the No. 1 most-visited Spanish-language website among U.S. online Hispanics, and Univision Partner Group, a specialized advertising and publisher network. UCI's assets also include a minority stake in El Rey Network, a 24-hour English-language network founded by maverick filmmaker Robert Rodriguez, and a joint venture with Disney/ABC Television Network for Fusion, a news, pop culture and satire TV and digital network. Headquartered in New York City, UCI has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit [www.Univision.net](http://www.Univision.net).

## For Oscars Diversity, the Whole Industry Needs To Do Better

By Alex Nogales

Fox News Latino (February 2, 2015)



That this year's Academy Awards will be "the whitest Oscars since 1998" is not surprising when we consider the lack of diverse

membership (94 percent white and 77 percent male) in the Academy of Motion Picture Arts and Sciences (AMPAS), the organization that votes on Oscar nominees and winners.

But this fact did not make the lack of diversity in this year's slate of Oscar nominees any less disappointing. In my mind, there was no better film performance than David Oyelowo's portrayal of Martin Luther King, Jr. in "Selma." I was sure he would receive a nomination for best lead actor and didn't.

If agents and managers don't tap into places where Latino talent is found, like theaters, then what chances do Latino directors, writers and actors have to advance their careers in film or television?

To its credit, under the leadership of its first black president, Cheryl Boone Isaacs, the organization has taken steps to diversify its membership. However, making the Oscars and AMPAS reflect the diversity of our nation will not happen overnight and cannot be limited simply to AMPAS - it will

require a long-term commitment from all sectors of the entertainment industry.

The reality is that the Oscars' lack of diversity reflects the entire entertainment industry's failure to diversify its workforce both in front and back of camera, especially when it comes to Hollywood's glaring exclusion of Latinos. The Latino community is now 17 percent of the U.S. population and yet only 4.9 percent of characters in films from the last six years were Latino, even though Latinos purchased 25 percent of movie tickets.

How is this possible, I ask myself. The entertainment industry is located in the home of the nation's largest Latino population - the Greater Los Angeles area, where 5.8 million American Latinos reside, making up 49 percent of the region's population; and where innumerable Latino theater companies also call the area home and regularly schedule performances by talented and formidable Latino writers, directors and actors. The Latino talent and expertise is here, I see it, but it is clear that the Hollywood pipeline is still excluding our artists, and that is unacceptable.

What has to happen is for the entire entertainment industry - film studios, television networks, production companies, talent agencies, and even the Academy - to make Latino inclusion an immediate business imperative. The industry needs to take committed efforts to remove the barriers that impede access to opportunities at all levels and all areas in front and behind the camera.

Casting directors, program developers, talent agents, costume designers, marketing managers, advertising leads, business procurement teams, human resources executives - everybody has to change their business model and exclusionary behavior. Talent agencies, particularly,

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must do a better job of representing and developing Latino talent. If agents and managers don't tap into places where Latino talent is found, like theaters, then what chances do Latino directors, writers and actors have to advance their careers in film or television?

Will Hollywood catch up to reality? Will it do what it takes to integrate its workforce or will it keep paying us lip service and excluding our community while it continues to take our money?

In my mind, the entertainment industry is at a critical juncture. It needs to get the inclusion of people of color right soon, or shed its self-anointed progressive reputation and be labeled what it is: a discriminatory, bigoted industry.

*Alex Nogales is president and CEO of the National Hispanic Media Coalition, a media advocacy and civil rights organization for the advancement of Latinos. He can be reached at [anogales@nhmc.org](mailto:anogales@nhmc.org).*



## FocusON Sports

### Son Jorge to Join Father Jaime Jarrin In Dodger Radio Booth In 2015

Jorge Jarrin will be switching roles with Pepe Yniguez, who has shared the radio booth with Jaime Jarrin since 1999. The Dodgers will double the number of games it will offer on SportsNet LA-Spanish this season, broadcasting 150 games on TV, with Yniguez handling the play-by-play and former Dodgers greats Fernando Valenzuela and Manny

Mota sharing the job as analyst.

Valenzuela is expected to do 120 games and Mota the rest. Last year, Jorge Jarrin and Mota were the lead broadcasters on SportsNet LA-Spanish.

On Monday, both Jarrins were honored by the Southern California Sports Broadcasters, with Jaime winning for best foreign-language radio play-by-play broadcaster and his son taking home the same prize for TV play-by-play.

Jaime Jarrin, 79, was inducted into the baseball Hall of Fame in 1998.



Jaime Jarrin is introduced on the field during a pregame ceremony honoring his broadcasting career in 2013. (Jill Weisleder / Los Angeles Dodgers)

# MARCH GLADNESS

COME FOR THE SUMMIT, STAY FOR MIAMI



Calle Ocho, The Miami Open and Wynwood Art Walk... these are just a few of the amazing events taking place in Miami this March. And of course, you can't miss up the New Mainstream Business Summit. The New Mainstream is multicultural and digital and inhabited by Millennials who are the drivers of the Total Market. These are the main themes of our conference this year – replete with top-notch speakers, hard hitting case studies and valuable workshops and panels. Arrive the weekend of March 14th and take advantage of everything else the vibrant city of Miami has to offer.

- Network with leading multicultural marketers and your peers.
- Gain insight and knowledge as you discuss strategies and tactics with these successful and experienced authors, executives and thought-leaders.
- Explore new ideas and sources of innovation, information and resources that will help you build your business and grow your market share.
- Discover the secrets of successful multicultural marketing strategies and avoid costly mistakes.
- Indulge in the chic ambiance of The Mandarin Oriental Hotel – one of Miami's hottest venues – at an unbeatable price! Your registration includes all meals and entertainment. Fine dining and spectacular views of Miami.

March 17-19, 2015

MORE INFORMATION

## ESPN Launches Bilingual Digital Sports Hub

ESPN announced the launch of its new bilingual online page, One Nación. The site integrates ESPN and ESPN Deportes content relevant to U.S. Hispanic sports fans, along with original content.



ESPN has unveiled One Nación, a new bilingual website targeting U.S. Hispanic sports fans with English and Spanish-language content. The new hub will target a bilingual and bicultural audience with stories collected from ESPN and ESPN Deportes, along with original video content presented in a mix of both languages. The goal is to give bilingual Hispanics easy access to ESPN content, regardless of language.

“One Nación aims to provide a voice that’s inclusive and reflective of the entire U.S. Hispanic experience; their achievements and challenges,” ESPN senior director of multicultural content Hugo Balta said in a statement. “It further highlights the work produced across networks, platforms and sites, while better serving the Hispanic audience that navigates across both cultures.”

The new site, which takes its name from a one-hour ESPN studio show that aired in 2013, will also present original content presented in a mix of both languages. ESPN Digital media’s Antonietta Collins and ESPN Deportes’ Alfredo Lomeli will serve as hosts, presenting bi-weekly video segments that highlight the latest hot button topics. In addition, “No Hablo español,” a video series produced from Los Angeles that focuses on the perspectives of second- and third-generation Latinos, will feature guests from the sports and entertainment

industry.

As part of its debut, One Nación will feature a special report about Puerto Rico’s 1995 baseball “Dream Team” which boasted a roster that included Roberto Alomar, Bernie Williams and Carmelo Martinez. The island nation will once again host this year’s Caribbean Series, which begins today.

### FocusON Millennials

## Brands Trying to Be Relevant and Interactive

By [Monica Navarro](#), Account Executive, @[monicafromtexas](#)

Advertisers know that millennials are a tough group to win over; and in an effort to target millennials, brands are starting to speak their language. By borrowing words like “bae” (meaning babe) and “on fleek” (or on point) and infusing them into their messaging, brands like Taco Bell and Denny’s are attempting to be more relevant and interactive. Instead of marketing to millennials, these brands are speaking with them, in a two-way dialogue, in a language the target is familiar with.

It’s no wonder generations before the millennials dislike when brands stoop down to the level of a teenager and use words that are “unprofessional” – they are simply not the target. Meanwhile, millennials are giving positive feedback by responding to these brands as they would with any of their friends.

It’s about humanizing your brand. It’s about building relationships. Rather than focusing on promoting a product, the focus lies in generating content that is culturally relevant and engaging. If the conversation is there, they’re doing it right.

### FocusON Internet

## FCC Rules Would Ban Blocking, Slowing Down or Speeding Up Websites for Payment

By [Brian Fung](#) at [The Washington Post](#)

The chairman of the Federal Communications Commission on Wednesday proposed the “strongest open Internet protections” the Web has ever seen.

FCC Chairman Tom Wheeler said by placing broadband Internet providers such as Comcast and Verizon Wireless under a stricter regulatory regime, consumers would be ensured an open Internet. Under the new regime, broadband providers would be explicitly banned from blocking content or creating fast lanes for Web services that can pay for preferential treatment into American homes.

The proposal is the latest in a year-long struggle by Wheeler, a former lobbyist for the cable and wireless industry, to create so-called net neutrality rules, amid great public interest in the creation of strong rules and fierce opposition by deep-pocketed telecom and cable companies.

In a [Wired](#) op-ed, Wheeler said Wednesday that he wants to regulate Internet providers with the most aggressive tool at his disposal: Title II of the Communications Act. In addition to covering fixed broadband providers such as Comcast and Time Warner Cable, the draft rules would cover wireless providers such as T-Mobile and Sprint. The rules would also make speeding

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up or slowing down Web traffic — a tactic known as prioritization — illegal. And it would ban the blocking of Web traffic outright.

The proposed rules are much more aggressive than many had initially predicted. Just a few months ago, Wheeler appeared ready to side with cable providers. But after much prodding, including protests in his driveway and a public plea from President Obama, Wheeler said Wednesday that the industry needs strong oversight.

It all adds up to the most significant intervention ever undertaken by federal regulators to make sure the Web remains a level playing field.

“My proposal assures the rights of Internet users to go where they want, when they want,” Wheeler wrote, “and the rights of innovators to introduce new products without asking any-one’s permission.”

The FCC is expected to vote on Wheeler’s proposed rules on Feb. 26.

The draft rules seek to impose a modified version of Title II, which was originally written to regulate telephone companies. It will waive a number of provisions, including parts of the law that empower the FCC to set retail prices — something Internet providers fear above all.

However, contrary to many people’s expectations, the draft rules will also keep other parts of Title II that allow

the FCC to: enforce consumer privacy rules; extract funds from Internet providers to help subsidize services for rural Americans, educators and the poor; and make sure services such as Google Fiber can build new broadband pipes more easily, according to people familiar with the plan.

Internet providers won’t be asked to contribute to the subsidy fund, known as Universal Service, right away. The draft rules merely open the door to that obligation down the road should the FCC determine that step is necessary. (The Universal Service Fund helps schools and libraries buy Internet service and reduces the cost of telephone service for low-income Americans. It also subsidizes connectivity for rural areas. If the FCC later decides to ask Internet providers to pay into the fund, the money would go toward these programs.)

In addition, senior FCC officials confirmed, Wheeler’s draft proposal applies strong rules to the Internet backbone — the part of the Web responsible for carrying Internet traffic to the doorstep of Comcast, Verizon and others before those companies ferry that content to you. The proposal stops short of laying down specific regulations there; it merely says companies should not favor some Web traffic over others in that part of the network. But under the draft rules, the FCC could investigate deals similar to the one Netflix signed with Comcast, Verizon and others to ensure its content is delivered quickly to customers. That’s a huge deal for Netflix.

## FocusON Education

### Website Audit & Social Channel Evaluation

*In this two-part series, we explore three critical assessments brands can perform to determine where opportunity lies for growth with a Hispanic audience. Part 1, covering Competitive Analysis, can be found here. Read on for Part 2, covering brand-owned Website Audit and Social Channel Evaluations.*

*By Captura Group*

As we’ve said many times, reaching online Hispanics goes beyond simply translating your English site to Spanish. If you’ve followed along in this series and read Part 1, you’ve already taken a look at what your competition is doing (or failing to do) to reach online U.S. Hispanics. Now we ask that you point the magnifying glass inward and take a critical look at your brand’s web presence through a website audit and a social media channel evaluation to uncover opportunities to reach this rapidly expanding audience.



## WEBSITE AUDIT KEY QUESTIONS

By analyzing website data, brands can not only identify visitor demographics and behavior, they can also assess the performance of existing campaigns against campaign goals. This enables brands to better target the most engaged consumers, and identify the best content and method to engage with Hispanics online.

Important questions to consider when performing a website audit include:

**Demographics:** Analyze incoming traffic characteristics to identify current Hispanic visitors.

- Use Quantcast to view ethnicity metrics – do you over or under index for Hispanic visitors?
- What is the traffic volume and quality from Hispanic Designated Market Areas (DMAs)?

**Site Usage:** Evaluate visitor behavior once a user enters your site to find popular pages, points of engagement, and pages that need optimization.

- How do visitors from your campaigns engage with your site? This applies to any type of campaign, including social media, paid search, banner ads, etc.
- How does Hispanic engagement compare with general market?
- Are campaign visitors continuing onwards to consume more content, or leaving immediately from the landing page?

**Most Viewed Pages:** Look at popular pages on your site to gain insights into what types of content

can be expanded for additional traffic and growth among the Hispanic audience.

- What are the top landing pages from organic search traffic?
- Do you need to better optimize key content so it can be found by Hispanics searching online?
- Do landing pages drive your audience deeper into the site to consume more content, or are visitors leaving because they do not find what they need?

**Spanish Language Offering:** If you currently have a Spanish-language site, a few additional questions during your audit may help you identify opportunities for optimization.

- Is the Spanish site updated regularly? Does it mirror the English site?
- Is it mobile optimized?
- Are consumers more engaged with your Spanish website content vs. your English website content?

## SOCIAL CHANNEL EVALUATION KEY QUESTIONS

With robust metrics being offered by many social channels including Facebook, Twitter, and LinkedIn, there are several opportunities to reveal Hispanic audience interest in your brand's social content. Engagement and reach metrics for social posts can determine what content type and style resonates best with a Hispanic audience vs. a general market audience. Demographics data – for example your Followers' country and language preferences in Facebook Insights – can also inform opportunities for

growth.

Relating social channel data to website data can also grant a full and comprehensive picture of a social campaign, to determine how engaging and meaningful the content was to the brand consumer. For example, did a Promoted Tweet result in not only a number of re-tweets and replies, but a higher than average time on site as well?

Other important questions to consider when performing a social channel evaluation include:

- What percentage of followers have their language settings set to Spanish?
- Do the City settings show areas with historically high Hispanic DMAs, even if language settings are predominantly English?
- What content, type of post (i.e. photo or question) or theme received the greatest engagement from Hispanics? Was this greater than for general market posts?
- What posts drove most traffic to your website, and had the greatest website engagement?

A dynamic creative strategy, robust media plan, and compelling content suite can only hit their marks if the target is in the right place. Analytics is an essential tool to hone that target and identify where opportunities lie in the Hispanic market. By performing a Competitive Analysis, Website Audit, and Social Channel Evaluation, you're taking the first step to in-form a strategy for reaching U.S. Hispanics, one of the most powerful and sought-after segments in digital today.

## FocusON Advertising

### Dell Shares Best Practices in Native Advertising



**Stephanie Losee**  
Managing Editor, Dell

Dell has run several native advertising campaigns on publisher sites, including The New York Times and Forbes, and has found that engagement with the content differs from site to site. Stephanie Losee, managing editor at Dell, spoke with eMarketer's Rimma Kats about native advertising and what role video plays in the overall marketing mix.

About two-thirds of marketers expect to boost spending on native advertising in 2015, and total spending is expected to reach \$4.3 billion, a 34% increase from last year, according to a survey from ANA. However, about seven in 10 respondents to the survey said their companies plan to spend 5% or less of their marketing budgets on native.

**eMarketer:** How would you define native advertising? Would you differentiate it from sponsored content or content marketing?

**Stephanie Losee:** I define native advertising as a

particular kind of sponsored or branded content that is published in line with the publisher's editorial feed.

Native does not scale. Once you scale it, it's not native anymore—it's paid media.

**eMarketer:** You have advertised in The New York Times and Forbes. What goes into your decision to advertise in any given outlet?

**Losee:** Each of these publishers has its own approach to native, and I'm glad that they differentiate themselves.

There are two points of differentiation. One is organic, such as The New York Times audience. As a brand, the first decision you're making is about the particular kind of content that you want to get out there, as well as which audience you are trying to reach.

Over these past few months, The New York Times has created a content studio that creates content that has a very particular look and feel. Our Global Technology Adoption Index ran in The New York Times, since one of their strengths has turned out to be animating data.

Forbes, on the other hand, is a sustained, always-on native play. If I wanted an always-on presence, then I would think about Forbes first because what you're buying is the site license. You have this page, and on any day you could publish something new on there. What's delightful about Forbes is that they made that big, scary move early on to let brands have a shot at their audiences, and that lets our content compete head-to-head with Forbes' editorial content.

**eMarketer:** What's your take on the role of video in

the native advertising mix?

**Losee:** There is so much fun stuff happening in video, but we haven't done much work in native video.

I want to see what we can do with video. We do storytelling in our ads, but we haven't done it quite as much yet in our editorial content marketing. I love the things that we have done with video in our conventional ads, and I would really like to take it for a spin when it comes to content marketing.

**eMarketer:** What are some native video advertising best practices?

**Losee:** Don't be promotional. Audiences are perfectly happy for you to mention yourself or tell a story that involves the brand, whether it's funny, enlightening, silly or deep. It's interesting how audiences are willing to be delighted by organic brand mentions in video.



15th Annual Horowitz Cultural Insights Forum

# IDENTITY MATTERS

## BE RELEVANT IN A MULTIPLATFORM WORLD

March 25, 2015 | Edison Ballroom, New York City

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## HISPANIC, MULTICULTURAL & MULTIPLATFORM RESEARCH



### Identity Matters

Ethnographic and survey data on the media habits of Hispanic & multicultural audiences

Adriana Waterston, SVP, Insights & Strategy, Horowitz Research



### Ad Effectiveness in an Increasingly Multi-Platform World: The Latest Data from ESPN Ad Analytics

Chris Barton, Assoc. Dir., Advertiser Analytics, ESPN

## Conversion Lift: Helping Marketers Better Understand the Impact of Facebook Ads

Facebook [blog](#) (January 27, 2015)

Measurement is one of the biggest challenges facing advertisers today. Knowing how and where advertising dollars are performing is crucial information, but many current solutions don't offer a complete picture of how different marketing channels perform. As a marketer advertising across many different devices, platforms and channels, it's hard to know which channels are actually driving additional business.

To help advertisers determine exactly how Facebook ads impact their bottom line, we're expanding our conversion lift measurement capabilities. Building on existing Facebook measurement offerings, conversion lift allows advertisers to accurately determine the additional business driven by Facebook ads and make future marketing decisions based on this information.

### What is conversion lift?

Conversion lift accurately captures the impact that Facebook ads have in driving business for marketers. Here's how it works:

1. When creating a Facebook campaign, randomized test groups (people that see ads) and control groups (people that don't) are established
2. After the campaign ended, the advertiser securely shares conversion data with Facebook. Typically, this data comes from sources like the Facebook Custom Audiences pixel, conversion pixel or secure point-of-sale (POS) data.

3. Facebook determines additional lift generated from the campaign by comparing conversions in the test and control groups
4. The results of the study are made available in Ads Manager

### Why measure conversion lift?

Conversion lift is a better solution not just for advertisers on Facebook, but for digital marketers in general. It addresses several of the measurement challenges currently facing marketers:

- Over-reliance on clicks: While last-click attribution makes sense for search marketing, it's less useful for other digital or display environments. Counting clicks doesn't account for the value created by simply seeing an ad. By allowing advertisers to measure the impact of exposure to an ad — with consistency, across devices — lift measurement offers a more holistic view of an ad's performance.
- The rapid shift to mobile: The technology that supports current measurement systems (cookies to track exposure and tie to behavior, and clicks as a proxy for sales) is not sufficient in a world where people use multiple devices throughout the day and the majority of purchases still happen in a physical store.
- Ineffective testing methods: To date, there hasn't been a widely adopted standard to determine the direct impact of digital advertising. Conversion lift testing is based upon the principles of lift measurement, a scientific approach used in a number of industries — such as direct mail marketing — to determine causation.

### The impact of conversion lift

Open Colleges, Australia's leading online learning provider,

used a conversion lift study to measure the full impact of its Facebook campaigns. Results from the study revealed a 95% lift in conversion rate for website inquiries and a 12% lift in offline enrollments. The study also showed that the cost per acquisition was 23% lower than what Open Colleges' last click model had indicated.

"For the first time, we were able to see exactly the effect our investment in Facebook Ads had on enrollments — even if someone didn't click on an ad. We now know exactly which Facebook Ads are helping us enroll more students." — Kevin Lynch, Chief Marketing Officer, Open Colleges

A conversion lift study also helped children's furniture retailer Land of Nod better understand the role Facebook plays in driving customer acquisition. Advertising during the summer sale, back-to-school and fall launch seasons, a conversion lift study showed that Land of Nod had realized an acquisition lift of 12% through Facebook, proving the efficacy of its recent campaigns and establishing the benchmark for its 2015 Facebook program goals.

### Using conversion lift

Advertisers who work directly with Facebook teams will be able to set up conversion lift studies with their account representative and then see results, in near real-time, right in Ads Manager reporting. In time, we will look to expand our conversion lift offerings to cover more use-cases and more complex studies.

We already offer lift measurement solutions through both our own tools and third-party partnerships. Today's announcement is a step toward making lift measurement available to a wider portion of our clients around the world so they can accurately measure the impact their ads have for any business objective from brand awareness to sales.

FocusON Race

## The Face of America in 2050

By Alejandro Martinez, Market Intelligence Strategist at Dieste

The average American will look very different in the not so distant future. The growing number of interracial marriages, which is changing the dynamics of our society, will also change how future generations look. The sons and daughters, products of these interracial marriages will have a more open, cross-cultural view of the world, and a fitting appearance to go with it.

To put things in perspective: In 2010, 15% of new marriages were among people of different races. Likewise, more than nine million Americans have self-identified as being of more than one race. Among those leading this trend: 28% of Asians and 26% of Hispanics got married to someone of a different race/ethnicity. This multiracial trend may be a sign that we are one step closer to changing the conversation: to focus less on race, and more on culture and values.



Image Credit Pew Research Center

## National Geographic Determined What Americans Will Look Like in 2050, and it's Beautiful

It's no secret that interracial relationships are trending upward, and in a matter of years we'll have Tindered, OKCupid-ed and otherwise sexed ourselves into one giant amalgamated megarace.

But what will we look like? National Geographic built its 125th anniversary issue around this very question last October, calling on writer Lise Funderburg and Martin Schoeller, a re-nowned photographer and portrait artist, to capture the faces of our nation's multiracial fu-ture.

Wow. These are obviously not Photoshopped projections, but real people, meaning tomor-row's America lives among us now



Image Credit National Geographic

in every "Blackanese," "Filatino," "Chicanese" and "Kor-gentinian" you meet at the DMV, grocery store or wherever it is you hang out.

Their numbers will only grow. The U.S. Census Bureau let respondents check more than one race for the first time in 2000, and 6.8 million people did so. By 2010 that figure had increased to nearly 9 million, a spike of about 32%.

This is certainly encouraging, but there are obvious flaws with tracking racial population growth through a survey that lets people self-identify, especially since so many familial, cultural and even geographical factors influence your decision to claim one or multiple races. Complicating things further is the definition of race itself: It has no basis in biology, yet its constructions, functions and mythologies irrevocably shape the world as we know it.

So is an end approaching? Will increased racial mixing finally and permanently redefine how we imagine our racial identities? The latest figures suggest we're getting more comfortable with the idea, or perhaps that we simply give fewer shits than ever before. Either would be a step in the right direction.

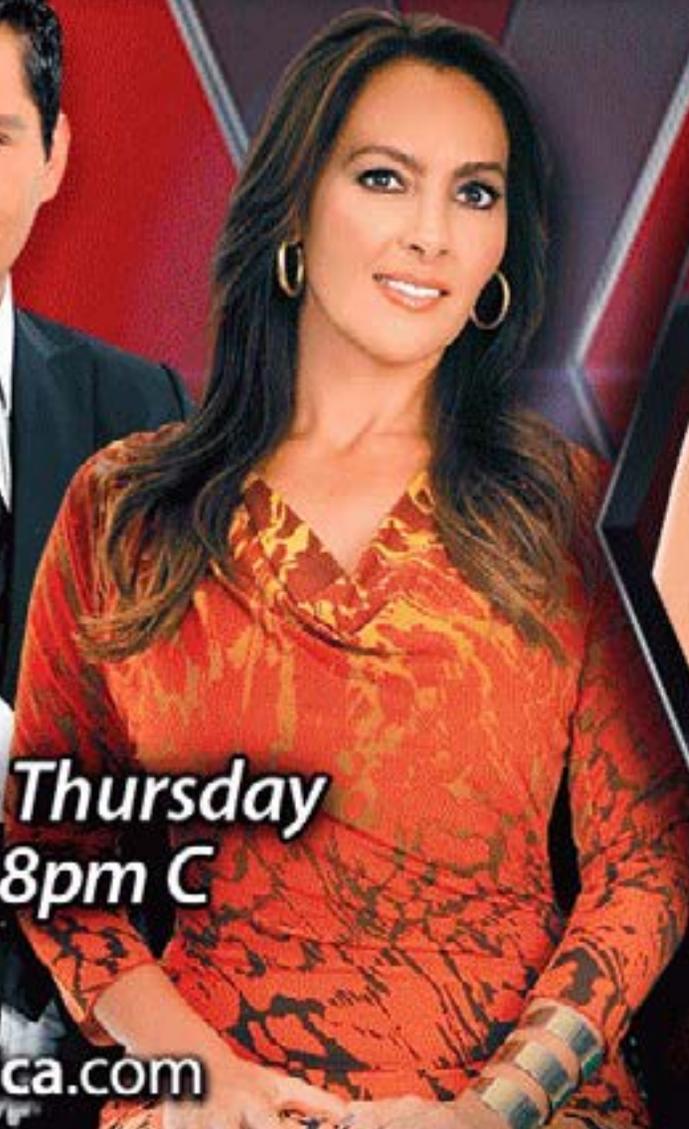
The Wall Street Journal reported a few years back that 15% of new marriages in 2010 were between individuals of different races. It's unclear whether they've included same-sex unions in the count, but as currently stated, this number is more than double what it was 25 years ago. The proportion of intermarriages also varied by race, with "9% of whites, 17% of blacks, 26% of Hispanics and 28% of Asians [marrying] outside their ethnic or racial group." Interracial unions now account for 8.4% of all marriages in the U.S.

In addition, more than 7% of the 3.5 million children born in 2009, the year before the 2010 census, were of two or more races.

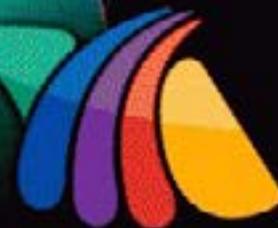
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Image Credit National Geographic

The future: As for how this looks moving forward, studies have repeatedly shown that young people, especially those under 30, are significantly more amenable to interracial relationships than older adults, while college grads are more likely to have positive attitudes toward them than those with only a high school diploma. What does this mean for Millennials? As a population composed largely of over-educated 20-somethings, our generation is primed and

expected to play a major role in populating this projected future America. That goes double if you live in a Western state, where people intermarry at higher rates; Hawaii is winning at the moment, with 4 of 10 new marriages identifying as interracial.

This doesn't mean it's all sunshine, rainbows and butterflies, however. Stark segregation still plagues many parts of the country. Poverty remains a barrier to social mobility and its consequent opportunities to interact with a diverse range of people. Sadly, the inequalities that shape American society as a whole are equally present in interracial relationship pat-terns. Time will tell if this holds for the long term.

But in the meantime, let us applaud these growing rates of intermixing for what they are: An encouraging symbol of a rapidly changing America. 2050 remains decades away, but if these images are any preview, it's definitely a year worth waiting for.

## from *Arturo*

On Tuesday February 25, we will launch [La Politica](#), a weekly review of the influence and activity of Latino politicians, current and future, established or potential.

This will be your opportunity to connect us and all your fellow members with the politicians and their actions that will affect the national debate among Hispanics from now until the 2016 elections.

On this specific topic, your voice will make a real difference. You are there. You see them first hand. Their actions affect you immediately and directly. You can tell what their potential value is. Share it with us. We'll be listening and your fellow members will too.

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