

## FocusON Marketing

### Crest, Oral-B, And Hispanic Dental Association Team Up

The Hispanic Dental Association (HDA) has renewed its commitment with Crest and Oral-B to together improve the oral health of U.S. Hispanics.

The exclusive partnership, which was announced at the association's 25th Annual Conference last week, also honored the winners of HDA's Orgullo Program - an annual dental collegiate competition that brings dental students head to head in areas of oral health education and outreach in their communities.

"Our collaborative work with the Hispanic Dental Association has helped shed light on many of the challenges faced by U.S. Hispanics when it comes to their oral health," says Iván Lugo, DMD, MBA and P&G spokesperson. The goal, he added, is to focus on prevention as the way to help close the oral health gap that prevails among Latinos.

Additionally, the conference marked the official unveiling of a new HDA/Crest stamp that will be used exclusively by



Crest and Oral-B over the next two years in materials developed in conjunction with the HDA to promote good oral health habits.

"Our collaboration with Crest and Oral-B has helped debunk top misperceptions

about Hispanic oral care and educate the community through the distribution of oral health materials in Spanish to dental offices, professional schools and associations," says David Peña, Jr., CEO of the HDA.

## HIGHLIGHTS

### 2 Alma Revamps Executive Board

Alma shifts leadership to reflect growth.

### 4 4 Ways to Engage the Fastest-Growing Group of Millennials

In the push to court the key Hispanic millennial customer, marketers should shift their focus to a few key factors.

### 7 FocusON Television

New partnerships for Vme and ¡HOLA!TV

# [hispanic] market works

## FocusON Agencies

### Alma Revamps Executive Board

Multicultural advertising agency Alma revamped its executive board and restructured its management team.

"We are obviously a different agency than the one we were in 1994 when we started with 12 people and a big dream," says Luis Miguel Messianu, Alma's founder. "In the last five years alone we've doubled in size, and although the fact that there are 150 of us is certainly a matter of pride, it's also a reason to renew our commitment and gear up to conquer even more ground."

Among the updates were the appointment of two co-presidents - Isaac Mizrahi and Alvar Suñol. Mizrahi is now COO and Suñol is Chief Creative Officer. Together the pair is expected to, "lead the agency's focus on balancing art and business, marketing and creativity."

Messianu has moved into the role of Creative Chairman and CEO, and will focus on developing the agency's strategic relationships and promoting its deeply-rooted non-conformist culture.

Also promoted to new roles were Angela

Battistini, now senior vice president, business services, and Michelle Headley, who became senior vice president, operations.

Messianu says the promotions are "a recognition of their dedication, commitment and invaluable contributions to the agency - they've each been with us since the doors opened in 1994 and are an integral part of the agency's success - but more importantly, it's a benchmark for the continued growth of great leaders working on their respective teams."

In addition to the over 40 hires in the last six months, Alma has also recently picked up the U.S. Hispanic accounts for Sprint, Bud Light and American Cancer Society, as well as total-market client South Florida Commuter Services.

The agency's creative work resulted in a Lion and four shortlists from the Cannes Festival this year. Alma was the most awarded U.S. Hispanic agency at Wave Festival, El Sol, FIAP and U.S.H. Ideas.

With the recent leadership changes, Messianu agrees that the company is better equipped to face the future while at the same time "make room for the future leaders that will take Alma to new heights, while continuing enhancing our pillars of curiosity, collaboration and accountability."

Thompson.  
Saatchi.  
Greenberg.  
Deutsch.  
Ogilvy.  
Mather.  
McCann.  
Burnett.  
Young.  
Rubicam.  
Expósito.

*Honored to be the only last name with an accent on this list.*

d expósito & Partners. Winner of the Agency of the Year Award from the Advertising Educational Foundation.

d expósito & Partners.

[www.newamericanagency.com](http://www.newamericanagency.com)

**If you are currently investing  
in the emerging Hispanic markets;  
It's Time to add one more to your buy:**

# **SOUTHWEST FLORIDA**

Dollar per Dollar we will efficiently deliver over **200,000 HISPANICS** residing in  
**SARASOTA, BRADENTON, POLK COUNTY, PUNTA GORDA, PORT CHARLOTTE,  
SEBRING, ARCADIA, AVON PARK, WAUCHULA and VENICE BEACH.**

**An incredible ROI**



**WZZS-FM**

[www.lanumero1.fm](http://www.lanumero1.fm)

[www.facebook.com/lanumero11069fm](https://www.facebook.com/lanumero11069fm)



**WZSP-FM**

[www.lazeta.fm](http://www.lazeta.fm)

[www.facebook.com/lazeta1053](https://www.facebook.com/lazeta1053)

For more information Contact: **Diana Gonzalez** | [dgonzalez@solmartmedia.com](mailto:dgonzalez@solmartmedia.com)

Represented Nationally by:





## FocusON Commentary

### 4 Ways to Engage the Fastest-Growing Group of Millennials

By *Hernan Tagliani*, Contributing writer, *Orlando Business Journal*

The Hispanic market is growing so fast in America that it is altering the economy and changing the way we do business. But there's another group that can make or break your business: Hispanic millennials.

Millennials are the key money-makers for most U.S. businesses. In fact, millennials are shaping the new America and forcing corporate leaders to re-evaluate their marketing strategies. They are expected to spend more than \$200 billion annually by 2017 and \$10 trillion in their lifetime, according to Erin Mulligan Nelson, CMO of SunPower Corp. Hispanics are the fastest-growing category within the millennial market. So if you want to capture this audience, you have to learn all you can about them.

Based on a Nielsen report, Hispanic millennials represent more than 21 percent of U.S. millennials, and that figure escalates every year. Today, 62 percent of them are U.S. born. They are bilingual, bicultural and proud of their heritage. They respect traditional Hispanic culture, yet also question it to adapt to their own realities.

In addition, U.S. millennials are less likely to live independent of their families and establish their own household today than they were in the depths of the Great Recession, according to a new analysis from the Pew Research Center. This has always been a traditional cultural practice with Hispanics — you don't leave your parents until you get married.

So, how can you effectively engage with Hispanic millennials? The key is to have a deep understanding of their culture and consumption behaviors if you want to earn their trust and capture a very loyal and rapidly growing consumer group.

Here are four important characteristics to keep in mind about Hispanic millennials:

- **Love for technology:** They are 2.5 times more likely to be an early adopter of technology compared to older generations. When it comes to the internet, they are always online. Their access to multiple web-enabled devices makes them a powerful user of the internet, according to research from Barkley.
- **Social media addicts:** Millennials feel that social media enriches their lives daily. They expect to engage with brands through social media. So to reach them in a more compelling and engaging way, you need to provide culturally relevant content (in English and Spanish) on the web. Then sustain a strong push through social

media to drive more traffic to your site.

- **Big influencers:** They are strongly influenced by their peers. They like to stand out and be noticed. So asking a friend or family for advice is key when it's time to make a purchase. On a business standpoint, having a strong online reputation is vital to influence and affirm a purchase decision. It is important for them to know what people think about your brand. This is an area where you should pay close attention as they rely on the input from different social circles to make their final decision.
- **Big supporters of a great cause:** They are more involved in charitable causes. They like to volunteer in leadership positions and sometimes pay a premium to support a charity (for example, if a portion of the purchase goes to a good cause). This could be a good marketing tool to assure brand engagement and keep your company top of mind.

Your growth and success will depend on how fast your company embraces millennials and minorities. There is a growing demand for corporate executives to be more culturally competent. Hispanics will represent 40 percent of employment growth by 2020 in the U.S. They will be a big portion of your consumers and your workforce. The question is: are you ready for this demand?

# FOX DEPORTES DELIVERS A STELLAR MLS RETURN



SEASON OPENERS

TOTAL VIEWERS

**+233%**

VS 2011

P18-49

**+291%**

VS 2011



[FOXHISPANICMEDIA.COM](http://FOXHISPANICMEDIA.COM)

Source: NTL Live+Same Day Program averages for 2015 (3/8/15); NHL Live+Same Day Program averages for 2011 (3/15/11-11/6/11). Subject to qualifications

## "Soy TED"

+ Sign in to [Your Account](#)



### FocusON Television

## TED Joins Vme TV to Produce "Soy TED"



TED (Technology, Entertainment, Design), a nonprofit organization that promotes "Ideas Worth Spreading," has partnered with Spanish-language network Vme TV to create a 13-episode series, "Soy TED." Debuting September 25 the series seeks to influence Hispanics to shape the future.

"Soy Ted" will feature guest speakers including former NASA astronaut and record holder for most spaceflights, Franklin Chang Diaz, and Carlos Páez, one of 16 survivors of Uruguayan Air Force Flight 571 who spent 72 days in the "Cordillera de los Andes." Journalist and motivational speaker Ismael Cala is also among the list of influencers who will incorporate their own ideas and experiences to build on TED Talks.

"When we looked at new ways to channel ideas from TED speakers to communities most likely to shape American society over the next decade, we kept coming back to the Hispanic public in the U.S.," says Deron Triff, TED's director of global distribution and licensing.

He points out that Latinos' power and potential to transform America are accelerating rapidly, and that by offering them new knowledge could deliver interesting ventures.

"Our hope is to eventually attach other media companies, corporations and organizations to TED's collaboration with Vme, opening doors to share, promote and find ideas worth spreading from the Spanish-speaking population in the U.S.," says Triff.

"Soy TED" will be hosted by Vme TV chairman Eduardo Hauser and will feature TED Talks and videos that promote out-of-the-box thinking around innovation, science, learning, food, success, and the human condition.

"At Vme TV, we believe that smart, thoughtful television content directed at a new generation of curious, upwardly mobile Latinos will influence important advancements in America," says Hauser. "We have a unique opportunity to share the wisdom of TED's speakers in Spanish."

## YipTV Partners With ¡HOLA! TV



Over The Top (OTT) platform YipTV has added celebrity network ¡HOLA! TV to its channel lineup in an effort to target Hispanics and multi-lingual audiences across the U.S.

YipTV is a broadband television service that brings live channel broadcasts from around the world to foreign-born viewers in the U.S. Company executives point out that HOLA TV's viewership was a key driver of the partnership.

"When we chose to serve the 40 million multi-linguals living in the U.S. as our target market and were looking for sources of content that would readily appeal to them, ¡HOLA! TV was quickly a 'no brainer' for us," says YipTV CEO Michael Tribolet.

¡HOLA! TV is the video extension of ¡HOLA! Magazine, a weekly Spanish-language magazine specializing in celebrity news which publishes 31 editions and boasts 20 million readers from more than 120 countries worldwide.

The network delivers 500 hours of original content including shows such as Mundo ¡HOLA!, ¡HOLA! Diario, ¡HOLA! Fashion, and ¡HOLA! Cinema plus series "El Tiempo entre Costuras," "El Secreto del Puente Viejo," and "Galerías Velvet." Most of the program's content is produced out of ¡HOLA! TV's studios in Miami.

"New platforms such as OTT open additional avenues for content-delivery and we felt YipTV was a perfect next-generation outlet to broaden our reach to new audiences," says Ignacio Sanz de Acedo, CEO of ¡HOLA! TV.

YipTV uses internet-based delivery technology to provide access to 17 free international channels. Currently, YipTV carries sports, news and entertainment networks from Latin America and Europe.

To strengthen its marketing efforts, YipTV has signed legendary soccer star Pelé to an exclusive brand ambassador agreement.

# Baila

SI PUEDES...

Monday - Thursday  
7pm/6c



Ena Pulido



Aylin Mújica



Kalimba



**azteca**  
aztecaamerica.com

Arriba/Abajo

## comScore Hires Aaron Fetters

Global media measurement and analytics company, [comScore](#), has hired [Aaron Fetters](#) as Senior Vice President of Marketing Solutions. In this new role, Fetters will lead the company's work with its consumer packaged goods (CPG) and automotive clients.

ComScore helps media buyers and sellers understand and make decisions based on how consumers use different media, such as TV, video, mobile, and desktop, among others. Through its products and partnerships, comScore helps its more than 2,500 clients understand their audiences, know if their advertising is working, and access data where they want and need it.

"Aaron's deep-seated knowledge of and work with our industry at large makes him an invaluable asset to both our company and the brands we serve," says Manish Bhatia, comScore's chief revenue officer. "He'll now be bringing his extensive experience in digital advertising and market research to comScore clients."

A 20-year veteran of the CPG industry, Fetters previously served as director of the Insights and Analytics Solutions Center at the Kellogg Company. While there, he was tasked with building leading-edge approaches in areas such as market mix modeling, advanced digital marketing analytics, and programmatic advertising.

Fetters began his career at P&G, where he helped develop industry-leading capabilities in the areas of digital marketing and digital marketing research.



**HispanicMarketWorks.Org**  
2120 W. Flagler St. Suite 301, Miami, FL 33135  
Tel: 305.785.2784 - Fax: 305.728.7001  
[www.hispanicmarketworks.org](http://www.hispanicmarketworks.org)

Publisher: Arturo Villar  
[avillar@hispanicmarketworks.org](mailto:avillar@hispanicmarketworks.org)

Social Media Director: Betty Fuentes  
[bfuentes@hispanicmarketworks.org](mailto:bfuentes@hispanicmarketworks.org)

Web Master: Pete Pekofsky  
[ppekovsky@hispanicmarketworks.org](mailto:ppekovsky@hispanicmarketworks.org)

PDF Creator: Liz Vidal  
[lvidal@hispanicmarketworks.org](mailto:lvidal@hispanicmarketworks.org)

Office Manager: Beatriz Cruz  
[bcruz@hispanicmarketworks.org](mailto:bcruz@hispanicmarketworks.org)

Staff Writer: Nicole Arguelles

Hispanic Market Works is published every Monday by Solmark Media Group, Inc. HMW has no connection to any other existing newsletter, media group, agency, advertiser, researcher or network. The editors are solely responsible to their readers and to themselves.

#### COPYRIGHT NOTICE:

It is a violation of federal copyright law to reproduce or distribute all or part of this publication or its contents by any means. Hispanic Market Works does not license or authorize reproduction by subscribers or anyone else without specific written permission. However, multiple copy or site license subscriptions are available at substantial savings. Please contact Arturo Villar at 305.785.2784 for more information.

Copyright 2014. Hispanic Market Works. All rights reserved.

Launched March 24, 1997, HMW has been chronicling breaking news in the Hispanic marketing and media industries every week. For our editorial pledge please visit [www.hispanicmarketworks.org](http://www.hispanicmarketworks.org)