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Multicultural Market Researcher



Discovering the Hispanic Persona

What \$2 Trillion and Multicultural
Research have in Common

Hola  **Insights**



About me...

- ✓ Multicultural research with Latino and non-Latino consumers
- ✓ PhD, Education and Human Resources
- ✓ Instructor of Spanish Languages & Cultures, Multiculturalism
- ✓ 2009

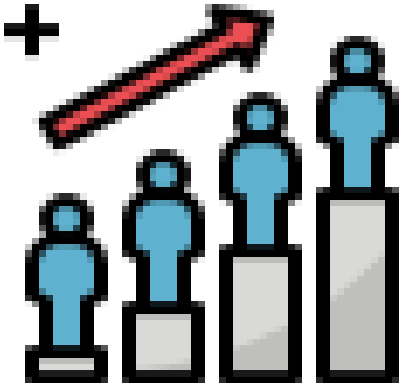
3 Reasons to Market to Hispanic Consumers

- ✓ Loyalty
- ✓ Largest and fastest growing segment
- ✓ Competition and brand awareness



Economic Impact of Hispanics When Numbers Talk

2010-2020



23%

Purchasing
Power

\$2 T

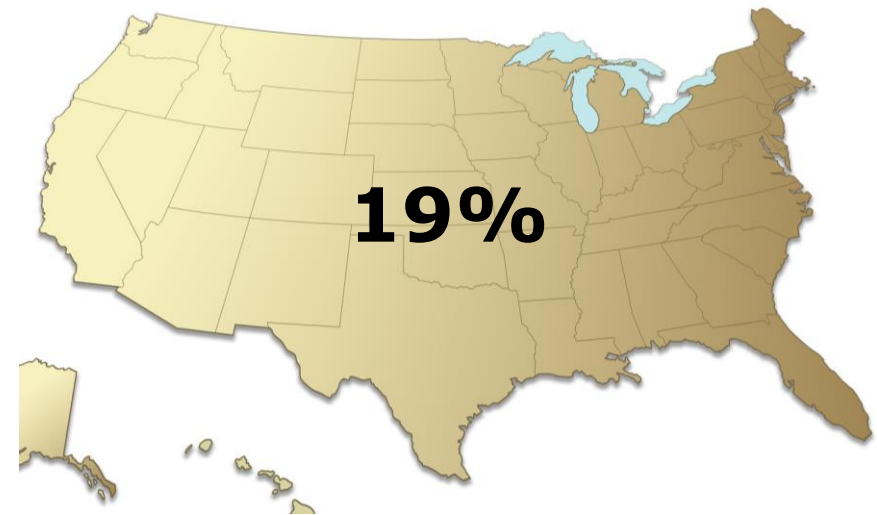
“GDP”



Impact of Hispanics Representation



62 Million People



Impact of Hispanics Representation



1 of every 5



Hispanic Origin





61.5%



9.2%



5.2%



~5%

Reason for Growth...

2010-2020



Babies Born in the U.S.



The Future of Hispanic Consumers...

manzana gato
estoy ¿Qué tal?
Si
casa SPANISH mesa
no
tapas ser
¡Hola! paella
bien feliz perro

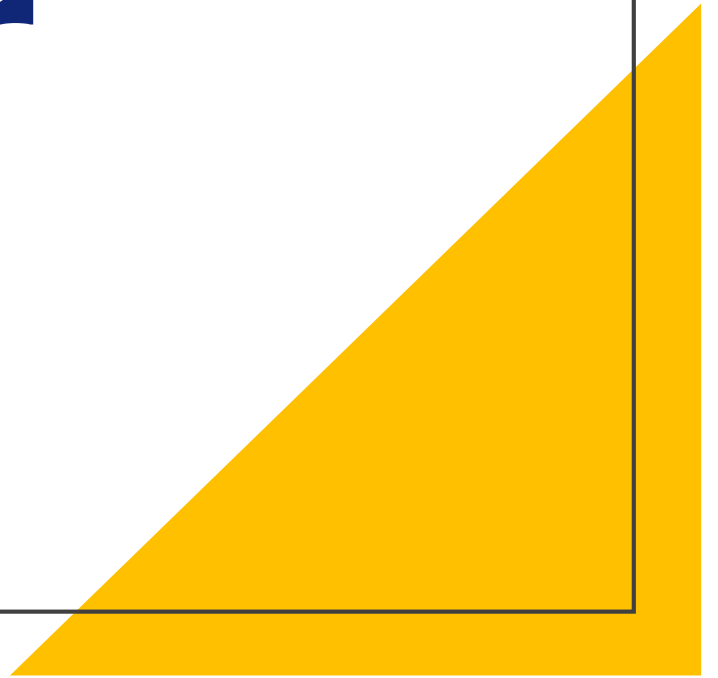
- 20 countries
- Dialects...
- 4th most spoken language in the world



Keep in Mind...

- ✓ Same culture and same language
- ✓ But some differences to communicate effectively across cultures

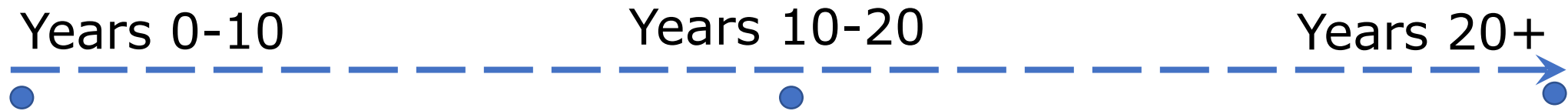
Disclaimer



This is intended to be an overview of the Hispanic persona and not represent a specific solution to your brand's needs, each situation is unique.

My hope is that this would serve as a guide to make culturally sensitive decisions when working with Hispanic consumers.

Acculturation Timeline



Employment status
Kids in school
Media consumption

The 3 Types of Hispanic Persona

A large yellow triangle is positioned in the bottom right corner of the slide, pointing towards the top right.

Unacculturated Recent Immigrant



Juana Gonzales

Colombia

Austin, TX

3 years ago

Traditions & Rituals

Connection with host culture

Linguistically

As a consumer



Bicultural

Luis Ramirez

Mexico

Laramie, WY

14 years ago

Traditions & Rituals

Connection with host culture

Linguistically

As a consumer

Accultured



Martin Vargas

Chile

Green Bay, WI

28 years ago

Traditions & Rituals

Connection with host culture

Linguistically

As a consumer



Set of Values

Individualistic

Collectivistic



Case Studies

- ✓ Language and satisfaction level
- ✓ Canned veggies
- ✓ Cereal
- ✓ Toys
- ✓ Lack of vibrant colors

“Culture is more than a language
Talk to us in our culture
and the language thing will come.”

By Juan Faura
The Whole Enchilada



So Why Market to Hispanic Consumers...?





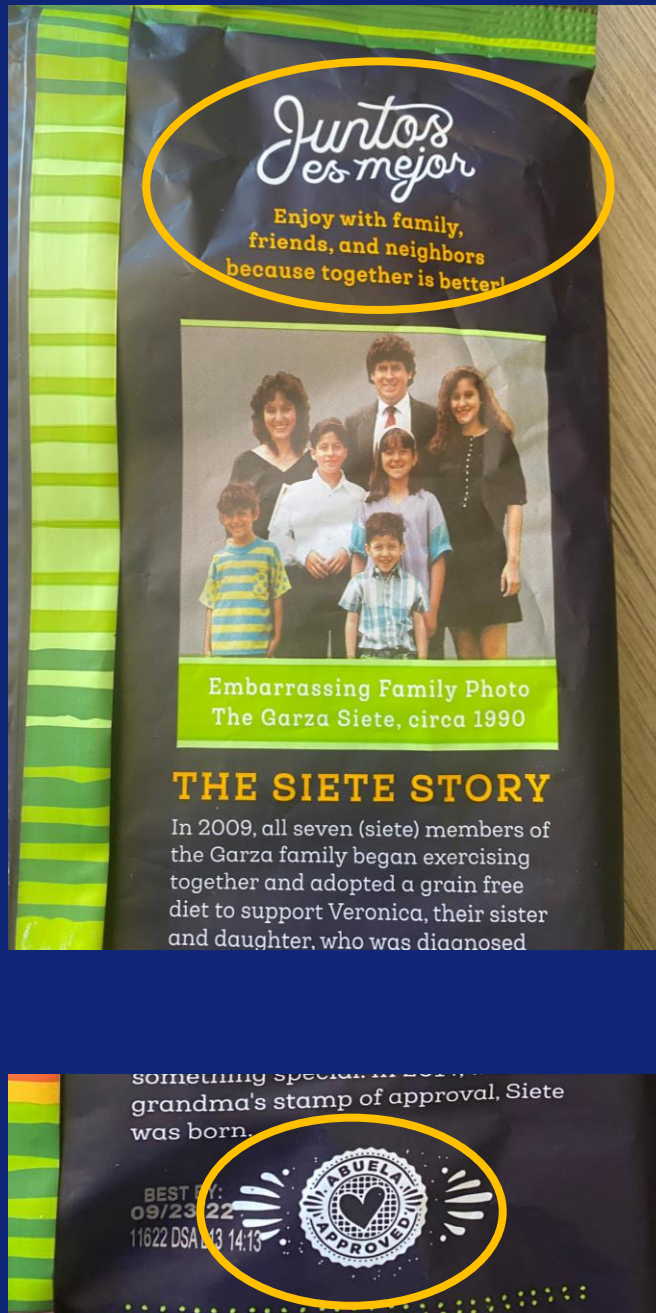
Photo by Kaique Rocha

Loyalty

Largest and fastest growing segment

Competition and brand awareness





Brands and Multiculturalism



Cargill[®]

! Gracias!

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Hola Insights

Opening the door to the Hispanic market for your brand



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