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Multicultural Market Researcher

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## Discovering the Hispanic Persona

What \$2 Trillion and Multicultural  
Research have in Common

**Hola**  **Insights**

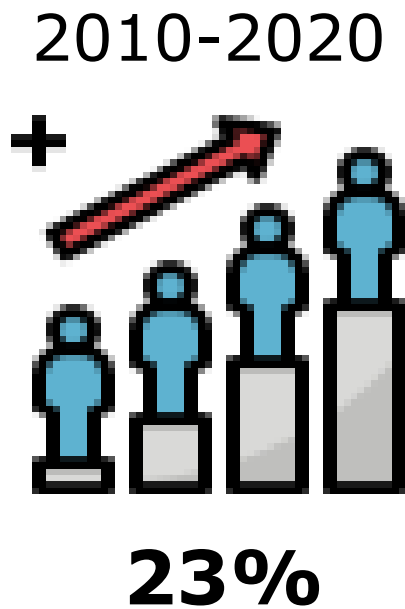


# 3 Reasons to Market to Hispanic Consumers

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



# Economic Impact of Hispanics When Numbers Talk



Purchasing  
Power

\$2 T

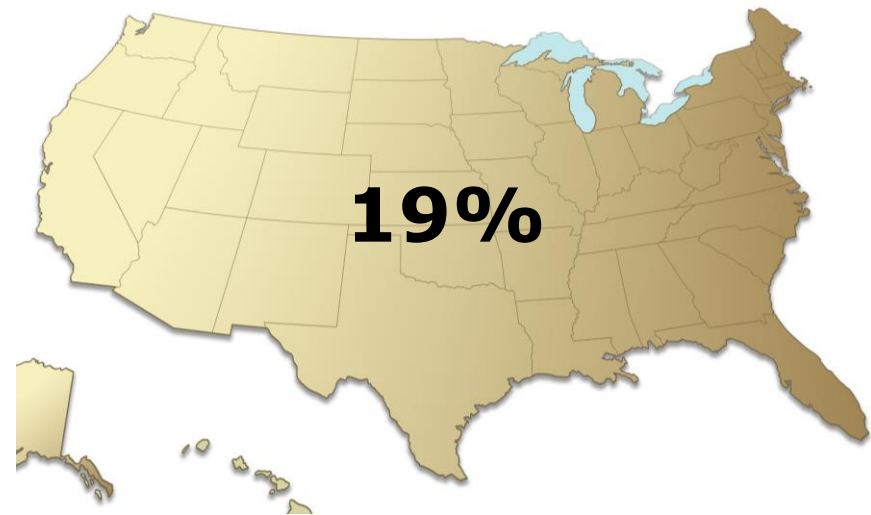
“GDP”



# Impact of Hispanics Representation



**62 Million People**



# Impact of Hispanics Representation



1 of every 5





**Hispanic Origin**





61.5%



9.2%



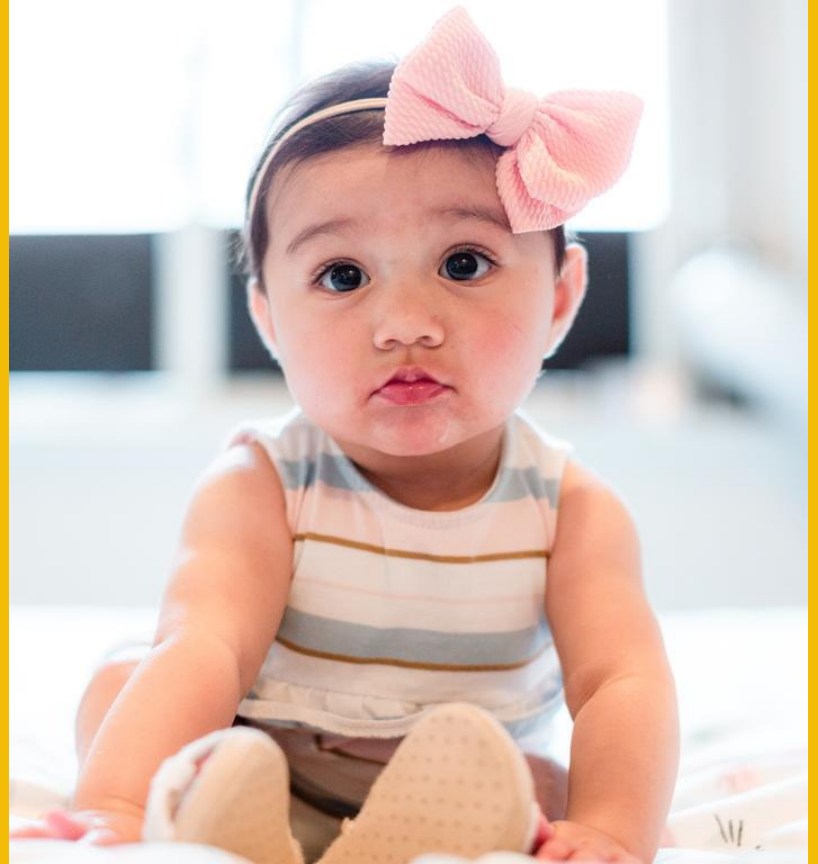
5.2%



~5%

# Reason for Growth...

2010-2020



**Babies Born in the U.S.**

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# **The Future of Hispanic Consumers...**



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

- 20 countries
- Dialects...
- 4<sup>th</sup> most spoken language in the world

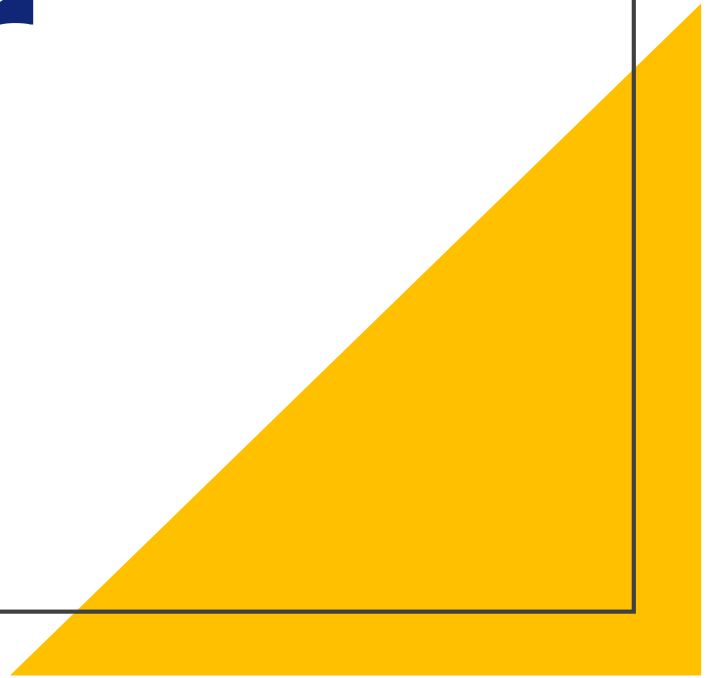




## **Keep in Mind...**

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

# Disclaimer

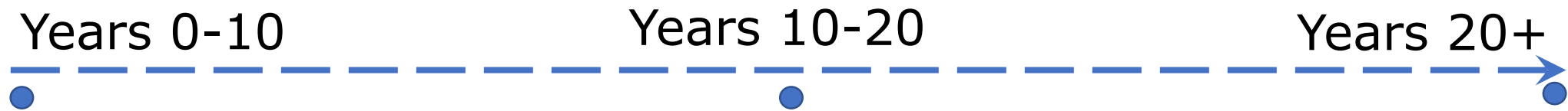


This is intended to be an overview of the Hispanic persona and not represent a specific solution to your brand's needs, each situation is unique.

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**



# Unacculturated Recent Immigrant



## **Juana Gonzales**

Colombia

Austin, TX

3 years ago

Traditions & Rituals

Connection with host culture

Linguistically

As a consumer

A man with short dark hair, wearing a blue and white striped zip-up hoodie, blue jeans, and a black backpack, is holding a large white rectangular sign above his head with both hands. The sign has the word "Hola!" written on it in a bold, black, sans-serif font. He is standing against a plain white background.

**Hola!**

# 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

**Hola** Insights







Opening the door to the Hispanic market for your brand

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