

## WHY ADVERTISE?

### TOP 15 REASONS

#### REASON 4: Advertise to Remain With Shoppers Through the Buying Process

May people postpone buying decisions. They often go from store to store comparing prices, quality, and service. Advertising must reach them steadily through the entire decision-making process. Your name must be fresh in their minds when they ultimately decide to buy.

#### REASON 3: Advertise Because it Pays Off Over a Long Period

Advertising gives you long-term advantage over competitors who cut back or cancel advertising. A five year survey of more than 3,000 companies found—Advertisers who maintain or expand advertising over a five year period see their sales increase an average of 100%. Companies, which cut advertising, averaged sales decreases of 45%.

Next month, countdown continues...

## “The Customers Always Write”

“For the last three years our marketing campaign in Tampa has been developed using Univision-TeleFutura as our main marketing media. We have found it to be the most cost effective publicity in the Hispanic Market. I highly recommend the Univision Network to anyone interested in expanding their business and promoting their products and/or services.”

Ricardo Mualin, COE — Centro Médico Las Américas, Tampa

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## Winning The Hispanic Shopping Trip

So much talk about capturing the rapidly rising Hispanic market has been missing a key element: How differently the Hispanic woman shops from the general market consumer, and how retailers can use such insights to grow food and non-food trips of all kinds.



Retailers have far to go in meeting the current needs and expectations of the Hispanic shopper. She's far less satisfied with her shopping experiences than the general market consumer; in fact, three times as many Hispanics said they wished they had gone to another store.

Trip planning is a key

component of Hispanic shopping behavior. Hispanic women are significantly more aware (by a 48% to 36% margin) of “specials” before going to the store than general market shoppers.

Even the way she gets to the store is different from the general market. Nearly 1 in 4 Hispanic shoppers walk or take public transport (22%), compared to just 1 in 33 of general market consumers.

Routine trips dominate the Hispanic shopping pattern. She knows her needs beforehand, hence a full 56% of her trips are routine vs. 26% in the general market.

Opportunities abound to become a routine destination for her. Make the convenience

and service functions of your store even more Hispanic shopper-friendly to win more routine trips.

Her major stock-up is a big basket producer. In tune with her days-ahead meals planning, the Hispanic major stock-up shopper selects a store based on her confidence that she'll be able to complete multiple errands that fulfill different household needs. In-store, her routines also differ. More than half (59%) of Hispanics surveyed used cash, one-quarter (28%) used a debit card, 11% paid with a credit card. Only two percent paid by check.



Source: Unilever Research 2008

## Bienvenido, Español: Adding Spanish To Company Websites

By 2020, one in five U.S. residents will be Hispanic or Latino. But despite the growing number of American homes with Spanish speakers, most U.S. companies' customer service and marketing websites remain English-only, Pete Blackshaw, Nielsen Online Executive Vice President, notes in his latest Ad Age column.

That lack of Spanish-language online content has left many Hispanics out of online consumer discussions, Blackshaw argues. “If you survey the landscape of brand websites, mini-sites and

Facebook brand pages, you'll be struck by the surprising absence or marginalization (intentional or not) of Spanish-



language content,” Blackshaw writes. “I wonder why, even for brands where Hispanics and Latinos dominate the buyer or emerging buyer set, Spanish-language content is so sparse or even nonexistent.” Advertising and enabling feedback in Spanish — and

eventually, other languages — are two immediate ways companies can bring Spanish-speaking consumers into their online fold, according to Blackshaw.

That advice is pragmatic, but the real goal, according to Blackshaw, is much bigger. “What's most important is that we dignify all consumers with whom we have a loyalty or advocacy-driving opportunity,” he writes. “We're not even close, but the potential is huge — nay, gigante.”

Source: Consumer, Media, and Entertainment, Sept 2008



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## In the Community



Univision Tampa was awarded the Idolo Award for "Best Spanish TV station". Other awards the station team received were, "Best Account Executive", "Best Cameraman" "Best Promotions Coordinator" and "Best Male News Anchor".

# QUE PASA In November

Latin Grammy  
Thursday, November 13, 2008  
8:00pm—11pm

A magical, musical evening celebrating the rich heritage and diversity of Latin music's many forms, performed by some of the industry's biggest stars. Showcasing the multitude of rhythms and styles that make up the full spectrum of Latin music, some of today's most highly respected recording artists gave an intimate



performance of their own and other legend's most famous and popular hits. A truly unforgettable night of the music and stars that live in the heart and soul of every Latin music lover.

Navidad de Colores  
December 2008

*Navidad de Colores* (The Colors of Christmas) is an art contest which inspires children up to the age of 12 to materialize their sweetest



imaginations of Christmas onto paper. Drawn or painted, these pictures depict Christmas and/or Three Wise Men motifs and are judged weekly by station personnel. Each week, for a period of five weeks, one winner is chosen in each of the following three

Please contact your local Account Executive for more information on sponsorship opportunities for any of these events or on-air specials.

age categories -- 4-6, 7-9, 10-12 -- and will be highlighted in a sponsorable segment on Saturdays during "Sábado Gigante" (8-11pm). These weekly winners will each receive prizes. The contest ends with an awards reception at the Museum of Science and Industry in January 2009. Community members will judge all of the winners' entries and choose three grand prize winners, one from each age category. The grand prize winners will each receive cash prizes, trophies, and a certificate of achievement.

Parrandas Univision Tampa  
December 2008

Your chance to say Feliz Navidad and thank the community for their support to your business year round! There is nothing better than receiving a typical *parranda* during the holidays. Univision & Telefutura Tampa will surprise two families with a *parranda*, including live music, food, drinks, and gifts from our sponsors. A station promo will air for three weeks inviting viewers to participate in order to win one of the two *parrandas* that will be awarded. A winner will be selected each week during Noticias Univision Tampa. Joining the *parranda* will be on-air personalities and Las Unichicas de Tampa. Clients/sponsors will have the opportunity to give away gifts personally, establish brand awareness, recognition and loyalty among the Tampa Hispanic community.



## NEWS *In the News*

Noticias Univision Tampa 10 year  
Anniversary Specials  
*All month in November*  
6pm and 11pm

Noticias Univision Tampa has been on the air for ten years. During the month of November we celebrate these last ten years with historic segments and stories remembering the past decade. We will take you back to the very beginning and continue throughout the years with a look at how the news team has grown and become the most watched Spanish TV newscast in the Tampa Bay area.

