

WHY ADVERTISE?

AND THE TOP 2 REASONS ARE...

REASON 1: Advertising Builds Preference

Consumers believe that buying a familiar brand usually guarantees approval while buying unfamiliar brands is risky. Brand preference is directly impacted by the advertising investment. Advertising is a proven means of raising a brand's reputation and preference level.

REASON 2: Advertising Reduces Cost of Sales

In a world with less knowledgeable salespersons, advertising reduces direct selling costs. Knowledgeable customers often know exactly what they want to buy reducing the time needed to sell them. It costs about one-fifth as much to retain and sell an existing customer as it does to sell a new one. Advertising is a tool for selling existing customers more and reducing costs of sales.

Univision and TeleFutura Tampa wish all of our valued clients and friends a wonderful holiday season and a prosperous New Year! Thank you for your continued business and we hope to strengthen our ties in 2009!



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Beat the Recession With a Marketing Budget

In a recession, marketing tends to be the first victim of budget cuts when, in reality, it is the most important tool a business has during this



difficult time. With the current economic downturn experts

are predicting a recession. This leaves many businesses wondering where they can cut costs. Studies and experience prove marketing should be last on the list. So, in order to survive a recession, as a business owner you need to take 3 steps.

Step 1: Understand the value in marketing and do it consistently

Since marketing is an essential function to any business it is also a lifeline to surviving a recession. Through marketing, a business can reach new customers and gain sales from previous customers.

Therefore, marketing is an investment not just an expense.

Step 2: Have the guts to be more aggressive during hard times

Being aggressive does not mean throwing money at every marketing outlet available. It is important to take a strategic approach and spend more but spend wisely. It does take guts to spend more when the outlook is gloomy but it has been proven to pay off.

Step 3: Organize budget and resources strategically

Research
Research is the number one way to ensure marketing dollars are spent wisely.



Closely Measure Results to Determine What Works
Measurable results are also a key component during hard times.

Diversify Marketing Spend
It is also important to take a strategic approach when you diversify your marketing budget.

Source: Entravision Sales and Research Intranet Nov 2008

Los Padres: Younger Hispanic Parents

A savvy marketer will not only examine the Hispanic market, but will also take a closer look at Hispanic-American parents. The demographic often paints a picture of ambiguity for retailers, although, with a little understanding of Hispanic parents and their spending habits, deals, discounts, and products can be marketed accordingly.

The National Retail Federation predicts that 2008 holiday sales will be 2.2% higher in 2008 than in 2007. If the NRF's prediction is correct, holiday sales this year will top out at \$407.4 billion, with a strong portion of this spending

coming from 44.3 million Hispanics. Last November, Nielsen Online Research found that convenience (81%), not price (46%), drives holiday shopping.

Further, with the holiday season rapidly approaching, a savvy marketer will not only examine the Hispanic market, but will also take a closer look at Hispanic-American parents.

According to the study, television is the most influential marketing medium across the board for both Hispanic and non-Hispanic parents with children of all ages. When it comes time to

make a purchase, the Internet is the most influential tool for both Hispanic and Non-Hispanic parents of children five years old or younger.

By effectively implementing multi-channel marketing, savvy marketers targeting the vast community of Hispanic parents can begin to make the most of their holiday marketing dollars.



Source: Hispanic Trending, Oct 2008



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When the Tough Gets Going

Everyone knows times are tough but what is required is less talk and more action. Entravision, owner of WVEA in Tampa, will begin airing promotional spots across the country to remind viewers that it is an exceptional time to get a great deal on a car and that despite what you hear, you can still get that loan! Just stop by your nearest dealer and see for yourself. Other industries are expected to follow suit.

QUE PASA In December

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 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.



Holiday Safety Tips December 2008

Your customized holiday safety tips will air on Univision and TeleFutura for three weeks though December 31st. The 30-second tip will include twenty seconds of important safety information, followed by a 10-second audio mention and graphics for your business!

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

Holiday Greeting December 2008

2008 has been a challenging year for everyone. Now is the time to give thanks to loyal customers and to spread a message of good cheer among our community. With "Saludos Navideños", you and your staff may record a special message to our viewers which will be broadcast over the holiday season.



Tampa Bay Downs Family Fiesta Days January, February, and March 2009



Track side fun for the entire family hosted by Univision and TeleFutura Tampa. The equestrian-themed afternoon features Latin entertainment, local personalities, and free activities for children including pony rides, clowns, face painting, and more. Average attendance is 1000+ per event and admission is free

Premios Furia Musical January 2009

Celebrating its 14th anniversary, "Premios Furia Musical", the preeminent awards ceremony recognizing the very best artists in Regional Mexican and Tropical music, two of Latin music's most popular genres. The gala telecast will feature spectacular performances by top recording stars. Book your schedule early during Premios Furia Musical.



NEWS *In the News*

Reporteritos en Acción (Little Reporters in Action)

Thursday, December 25, 2008 6pm & 11pm
Noticias Univision Tampa airs their annual Christmas special, *Reporteritos en Acción (Little Reporters in Action)*, on December 25th. During this news special, children will take over the studio to help produce, report, and host the news for this very unique Christmas Day special.

