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## Did You Know?

### Spanish Language

- One out of five people in the U.S. speak a language other than English at home. For 2/3 of them, that language is **Spanish**.
- In total, that adds up to some **33 millions Spanish speakers**.
- The percentage of people in the U.S. able to speak a language other than English is growing, while the segment that can speak **only English is shrinking**.
- More than 3/4 of the youngest Hispanics (ages 5-17) -of which the vast majority was born here—**speak Spanish at home**.
- They don't have to; they do it because it's important to them. And that means it should be important to you too. Because if you really want to connect with them, Spanish is the way to do it.

Source: www.hispanicusa.net

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## Hispanics Incorporate Culture & Dollars in the Holiday Season

From Turkey Tacos on Thanksgiving to Día de los Reyes on January 6<sup>th</sup>, the Hispanic consumer incorporates their culture and their dollars into the Tampa Bay area throughout the holidays.

To best reach this market during the holidays, there are important things to include when targeting the Hispanic market:

1. Make sure you are speaking the "right language" to this group. In the U.S., it is a sign of respect to produce marketing materials in Spanish, regardless of the fact that your target audience may speak English as well as Spanish.
2. Remember that the birth of Christ and the visit of the Three Kings play a much more prominent role among Hispanics. Focus on the importance of gift giving if you want your message to be consistent with the rich

tradition of Hispanics. Santa and Christmas trees still play a role, but the awareness among Hispanics of family traditions helps maintain their identity and heritage.



### What can you do to increase your share of the Hispanic Market?

Blaire Borthayne, a Hispanic community marketing expert, suggests decorations geared towards the children may prove strong sellers to this family oriented group. States Dr. Robert Selbert of Latin Works Marketing, "Hispanic households are larger and younger. Out of 37 Million U.S. Hispanics, a third are under age 18."

Mom and Dad are getting into the act too. 42% of all Hispanic Households own a large screen TV, and this number is likely to increase according to Bruce Barr, VP of Omnibus Services. "TV-related products, such as large screen TVs, Plasma and HD TVs ... show future purchase intent among Hispanics that outstrip the population as a whole." Other electronic purchases expected to increase among Hispanics include digital cameras, DVD players, cell phones and home computers.

Remembering to honor the heritage and traditions of your Hispanic customer by addressing them in the appropriate language will help you grow your holiday sales in the Hispanic market.

Sources: sellingchristmas.com, Transperfect translations, HispanicAd.com, Hispanic Marketing and Communications Association.



## Where Do Hispanics Shop?

The study was conducted among 500 Hispanic Americans aged 18 and older nationwide via telephone. Respondents were given the choice of completing the survey in English or Spanish.

Asked which factors are most important when deciding where to shop, Hispanic Americans cited the same priorities that other Americans have when choosing retailers—convenience, low prices, and a wide range of merchandise.

However, a critical second-tier of priorities that is unique to the Hispanic market is cited by about half of Hispanics as being "very important", including store employees speaking Spanish, products relevant to Hispanic consumers and Spanish language signage. Following is a breakdown of factors considered very important in choosing a shopping destination:

- 77% - Low prices
- 72% - Convenient location
- 71% - Wide range of merchandise
- 54% - Employees who speak Spanish
- 52% - Products relevant to Hispanic consumers

- 47% - Wide range of payment options
- 47% - Spanish signage
- 43% - Product packaging and labels in Spanish
- 34% - Owner is a member of the local community

Based on priorities of Hispanic shoppers it is no surprise that national discount chains such as Wal-Mart and Target are frequented even more often than local stores that specialize in serving Latino and Hispanic customers.

Source: Ahorre.com. Where Hispanics Shop – Hispanic Marketing Services

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# QUE PASA

*In November*



**7th Annual Latin GRAMMY'S**  
Thursday, November 2nd, from 8-11p

The Latin Grammys will have a celebration all its own when Univision broadcasts the Latin Grammys/Los Grammys Latinos for the second consecutive year. The celebratory showcase will honor the best in the Latino music community. This will be the first year the Grammys will be held in New York.



**Premios TV y Novelas**  
Sunday, November 26th, from 8-11p

The popularity of telenovelas is the bread and butter of Spanish-language TV. This award show is complete with celebrity hosts and performances as well as all of today's biggest Latin television stars all competing for the coveted awards.

Please contact your local Account Executive for more information on sponsorship opportunities.



**Feliz Año 2007 (Happy New Year 2007)**  
Sunday, December 31st, from 10p-1:30a

The hottest New Year's celebration in the Spanish-speaking world takes place right here on Univision. Hosted by Don Francisco and Raul de Molina in Times Square, is the liveliest, celebrity-filled party in the New Year as it happens in different time zones. With record-breaking ratings every year, Feliz Año is one celebration worth staying up for.



**On TeleFutura**  
**Escándalo de Año Nuevo (A Scandalous New Year)**  
Sunday, December 31st, from 12-7p

TeleFutura's hit daytime show gets all dressed up on New Year's Eve for a special 7-hour live broadcast filled with fun and nonstop entertainment. *Escándalo de Año Nuevo* will feature live feeds from Miami, Times Square, Los Angeles, San Antonio and Mexico City.

## Lilly Gonzalez Wins Prestigious Award



Gilberto Sanchez & Lilly Gonzalez

On Friday, October 27<sup>th</sup>, Lilly Gonzalez received the 2006 Hispanic Woman of the Year Award in Media from Tampa Hispanic Heritage, Inc. at its nineteenth annual celebration luncheon.

Lilly is the General Manager for the Univision and TeleFutura affiliates in Tampa. In November, she will celebrate 20 years in Spanish-language media.

# NEWS

*In the News*

## "Tú Eres La Noticia"

(You are the News)

"Tu Eres la Noticia" is the newest segment created by Noticias Univision Tampa for Tampa Bay Hispanics. Our viewers will have a chance to submit their funniest home videos or other memorable moments in their lives. The best ones will be selected to be aired during the month of November. Send videos to:

"Tú Eres la Noticia"  
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