

MEDIA BUYING

A white paper for marketing professionals

True story: during the 1980s, a media consultant to a major political campaign was asked about his Spanish-speaking advertising strategy. His response? “In the ads we’re running now, the husband says to the wife, ‘things are going so well right now, let’s go out for a steak,’ and in the Hispanic version, he says, ‘let’s go out for a taco.’”

Maybe there was a time when that was all the thought you needed to put into advertising in the Hispanic market, but if there was, that time has surely come and gone. The Hispanic market is the biggest growth story in American business today. If you want to be a player in that market, you’re going to need the help of people who know the game.

Your trusty and reliable media buyer—the one who knows almost without your telling her which events you want to get involved in, the one who “persuaded” that station to drop their Cost Per Point rather than risk losing your business to the competition, the one that always gives you a quality return on your media dollars—even she is flying blind if her experience of Hispanic language and culture is no deeper than the bottom of a margarita glass. Can you really understand the psychographics of a newspaper written in a language you don’t read? Can you evaluate whether a radio DJ is conveying the appropriate image for your product if you don’t get the jokes? Do your people know enough to not send out a street team distributing Club America memorabilia to a crowd of teenage boys from Guadalajara? Heck, do your people even know who Club America *is*?

It’s not enough to spend big. It’s far more important to spend smart. Consider this example: Latinos in America are enthusiastic supporters of community events that enable them to mingle freely with other Spanish speakers in a family-friendly environment, eat the regional cuisine from back home and hear the music they grew up with. They respect companies that show respect for them by showing up with appropriate games and prizes to add to the fun of the afternoon. There are so many of these events to choose from. How will you know which ones are the right stages to put a spotlight on your products?

You need the experience of someone who’s been there, who’s worked these festivals before, who’s put together promotions specifically for the Hispanic market. Someone who not only knows the language but also the idioms, the slang, and the cultural connotations of the words they’re speaking. You need, in short, an experienced guide who not only knows media buying but also *Hispanic* media buying—someone who can get you a good bang for the buck.

May we immodestly suggest ourselves?