
SM2 INNOVATION
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The Multicultural Digital Consumer in 2014: At the Confluence of Technological and Cultural Acceleration
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MMA
MOBILE MARKETING ASSOCIATION

Goals For Next 25 Minutes

Multicultural consumers have moved from digital laggards to pioneers

With that in mind:

1. **Foundation for Growth:** Bring everyone up to speed on the multicultural landscape
2. **The Merging Digital-Multicultural Consumer:** How multicultural consumers are driving digital growth—and are poised to become an explosive force online
3. **Her:** Activation strategies for the mobile Latina

WE ARE HISPANIC MOBILE EXPERTS

ADSMOVIL IS A ONE STOP SHOP FOR YOUR MOBILE HISPANIC NEEDS

+ 100% DEDICATED TO REACHING THE **HISPANIC** MOBILE USER

+ STRONG **REACH** OF THE HISPANIC MOBILE AUDIENCE (22 MILLION MONTHLY UNIQUE VISITORS - COMSCORE)

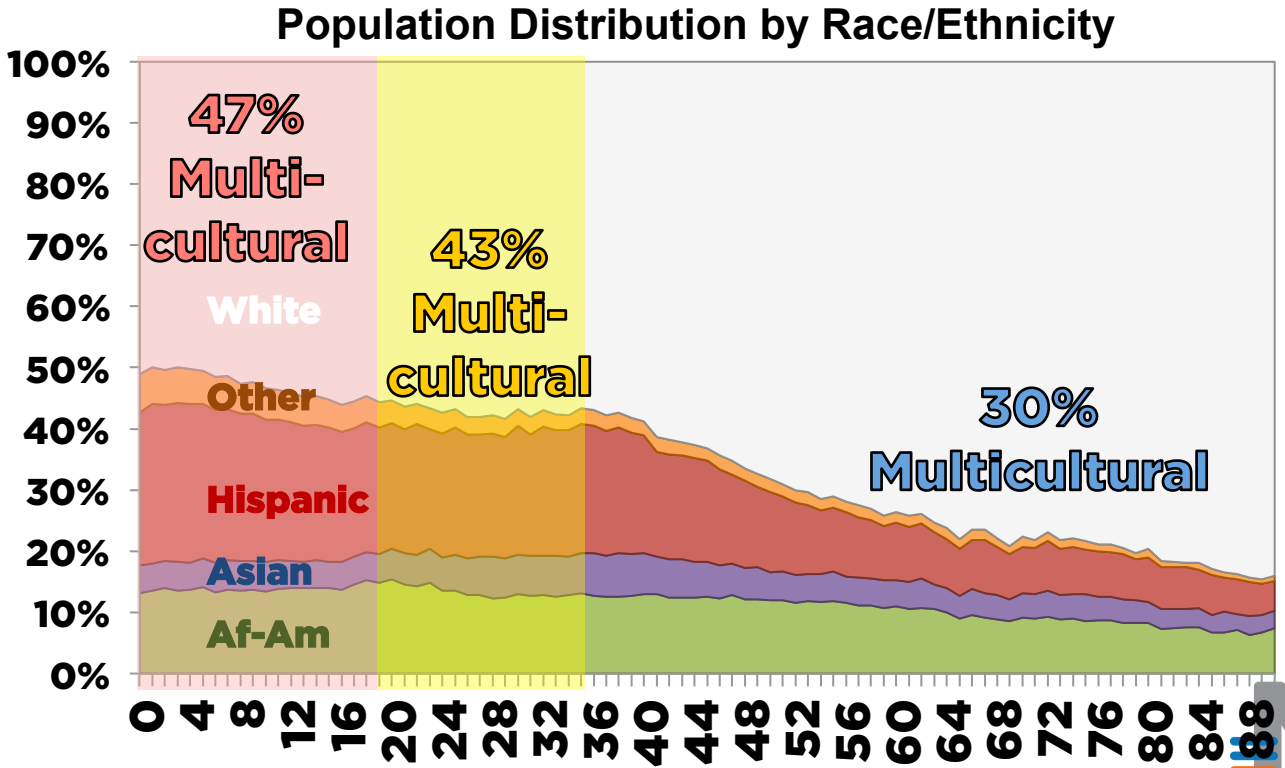
+ EXTENSIVE UNDERSTANDING OF HISPANICS AND THEIR MOBILE BEHAVIOR, OFFERING CLIENTS **DEEP INSIGHT** ON HOW TO BETTER TARGET THEM

+ **PRECISE TARGETING**- MANY LAYERS OF TARGETING REACHING NICHE HISPANIC AUDIENCES




Foundation
for Growth

The Proportion of Multicultural Consumers Increases Each Year

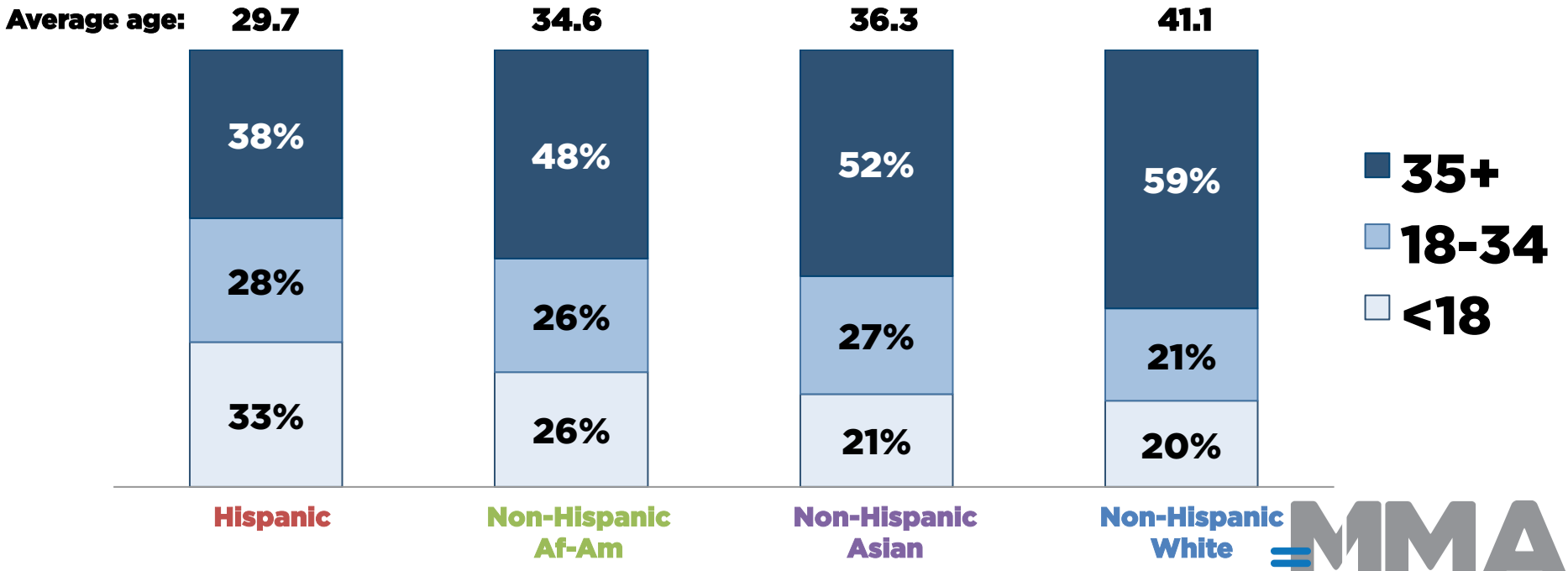


Source: American Community Survey (ACS), 2012

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Multicultural Consumers Are Younger

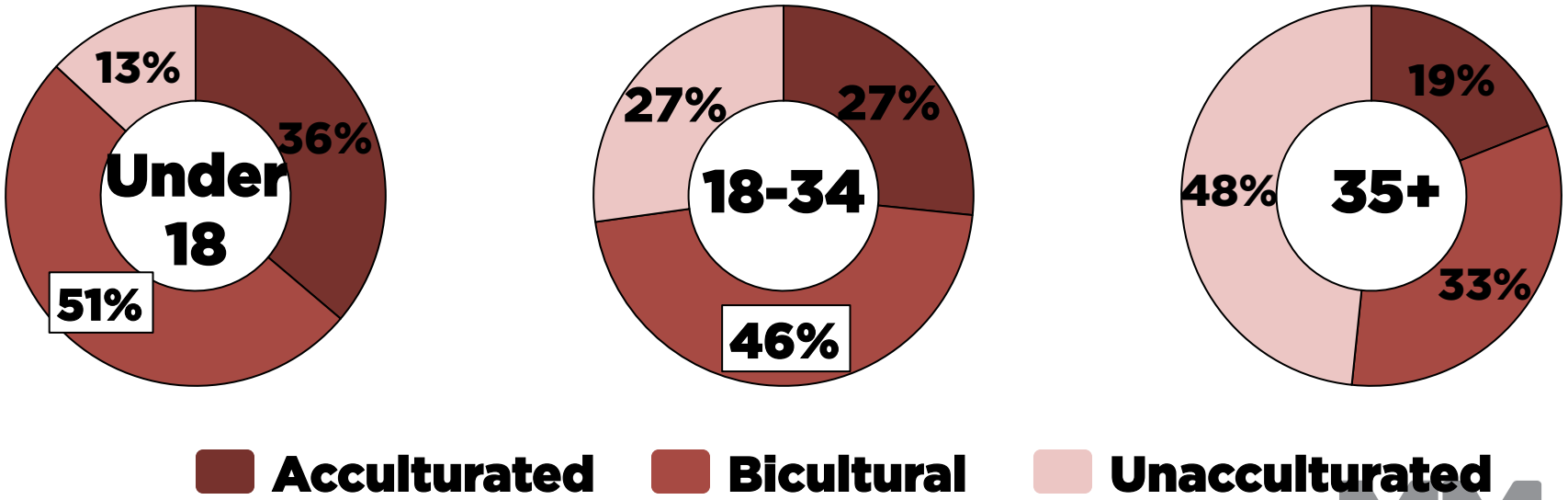
Share of Population by Age (2012)



Source: American Community Survey (ACS), 2012

Bicultural Hispanics Dominate Under Age 35

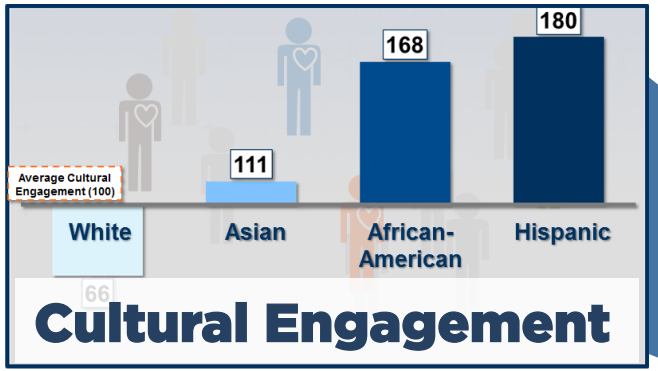
Hispanic Age Segments by Acculturation

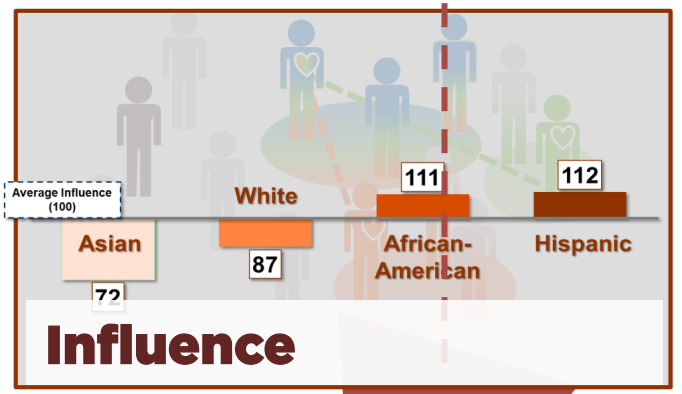


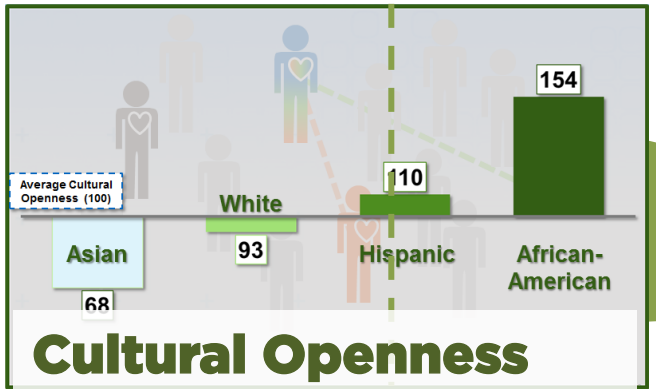
Source: American Community Survey (ACS), 2012

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Hispanics, African-Americans are Cultural Leaders







Prime Cultural Influencers

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Source: Latinum Research, Cultural Influence & Crossover, September 2013


The Merging
Digital-Multicultural
Consumer

"Digital Natives" are Wired from the Beginning, Including Younger Millennials

58% of children age 2-5 know how to play a basic computer game



38% of kids age 0-8 have used tablets or smartphones

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Source: Mashable, May 2012 and The Future Journalism Project, January 2011

Digital Natives Are Increasingly Multicultural

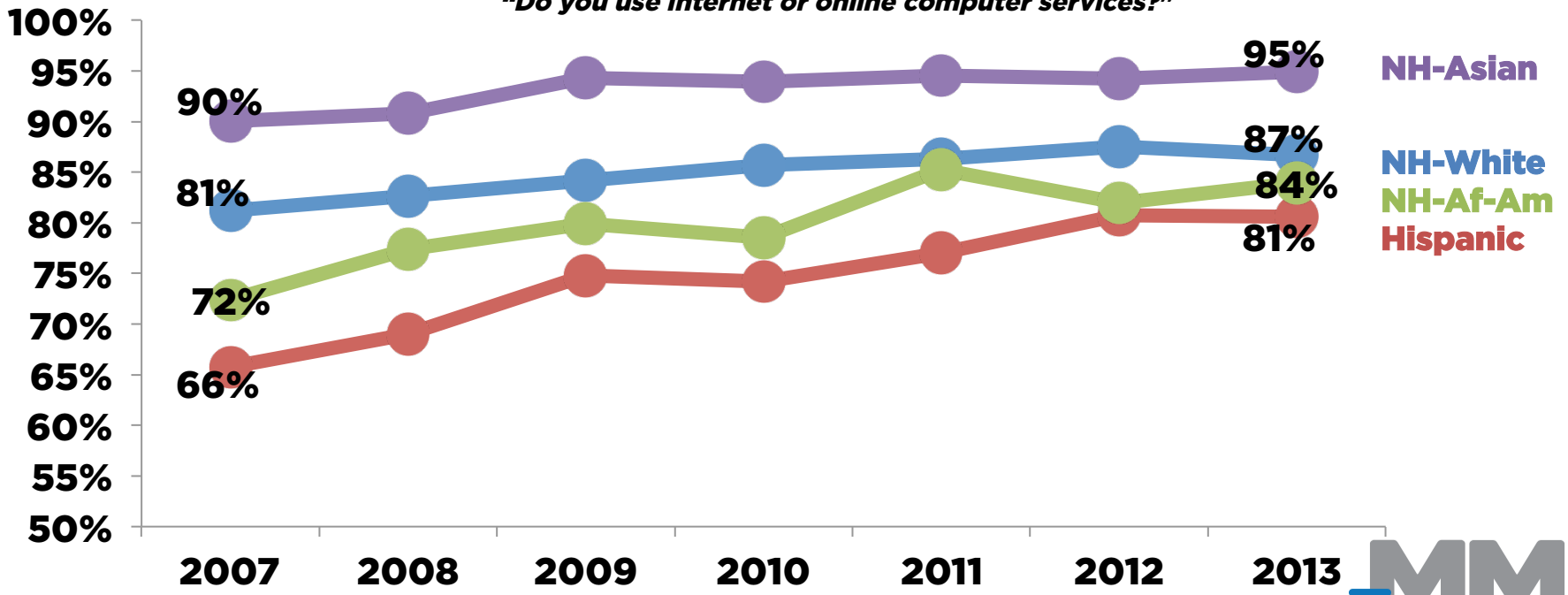


Source: Latinum Mobile Ethnography, Los Angeles, March 2014

Youth and Improved Economics Narrow the Online Gap

Online Penetration Rate

"Do you use internet or online computer services?"



Source: Simmons NHCS Study, Fall 2007-2013

...And Multicultural Consumers are Mobile Bellwethers

2013 Penetration of Digital Devices	Computer	Smartphone	Tablet
Hispanic	78%	60%	22%
-Relative to NH-White	-10%	+3%	-3%
NH-Af-Am	82%	62%	25%
-Relative to NH-White	-6%	+5%	0%
NH-White	88%	57%	25%

Source: Simmons NHCS Study, Fall 2013.
Non-Hispanic Asian data points: computer 98%, smartphone 78%, tablet 38%

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Hispanics are More Different From Their Parents

Smartphone Penetration Growth by Age (2012-2013)	18-34	35-49	50+	Difference 18-34 minus 50+
Hispanic	10%	8%	3%	+7%
Non-Hispanic White	7%	7%	9%	-2%
Non-Hispanic Af-Am	5%	10%	2%	+3%
Non-Hispanic Asian	20%	13%	19%	+2%

Source: Simmons NHCS Study, Fall 2013

Mobile Activity Fills Social and Entertainment Needs

Hispanic Millennial Types of Mobile App Used

Social Media — E — 64%

Games — E — 36%

Messaging — E, F — 34%

Entertainment — E — 25%

Weather — F — 22%

Hispanic Millennials' Favorite Mobile Apps

Facebook — E

Whatsapp — E, F

Candy Crush — E

Instagram — E

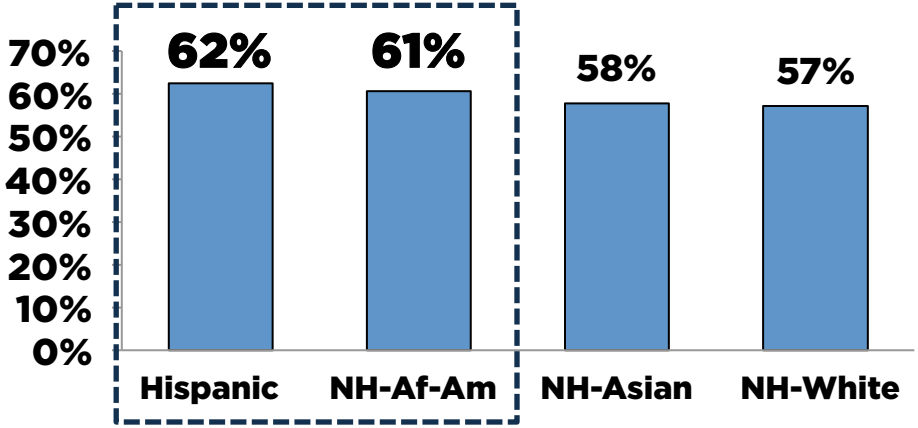
Amazon — F

*Data focuses on U.S. Hispanic millennials
Source: VozLatinum Community Survey, December 2013 and Nielsen Mobile Insights Q3 2013

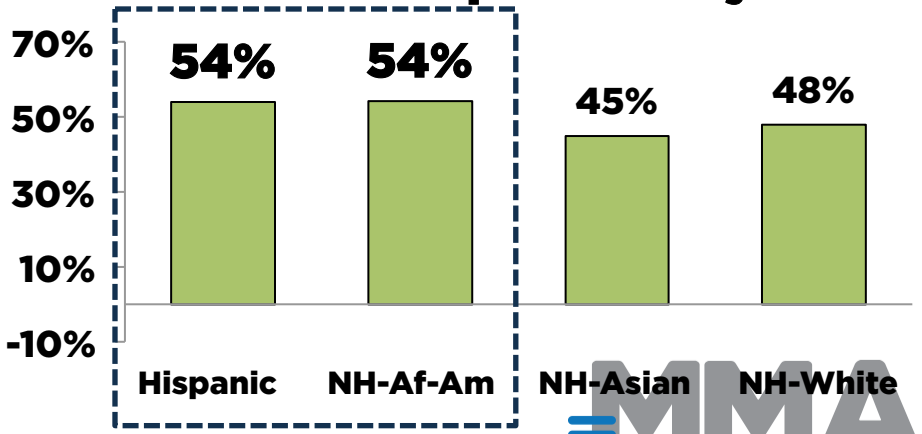
E Emotional F Functional

Why Are These Platforms so Powerful?
They Function as Extensions of Millennials Themselves

Social media is the best way for me to share my voice



I am constantly adding new information and posts to my feeds



*Data focuses on U.S. millennials
Source: Latinum Research, Cultural Influence & Crossover, September 2013

Facebook Likes and Twitter Follows Are Truly Bicultural

Facebook Likes



Twitter Follows



"Not including people you know personally, such as friends and family, who are the top three people that you follow on Twitter?"

*U.S. Hispanic millennials

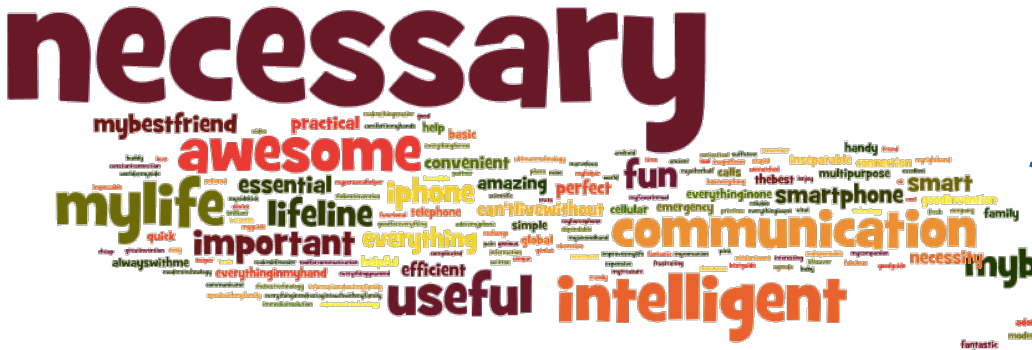
Source: Veo Users and VozLatinum Community Survey, 2014

Activation Strategies for the Mobile Latina



Reinforcing Functional, Emotional Layers of Smartphones

"What is the first word or phrase that comes to mind when you think of your smartphone?" (millennial Hispanic moms)



Without *necessary*



Source: VozLatinum Community Survey, April 2014

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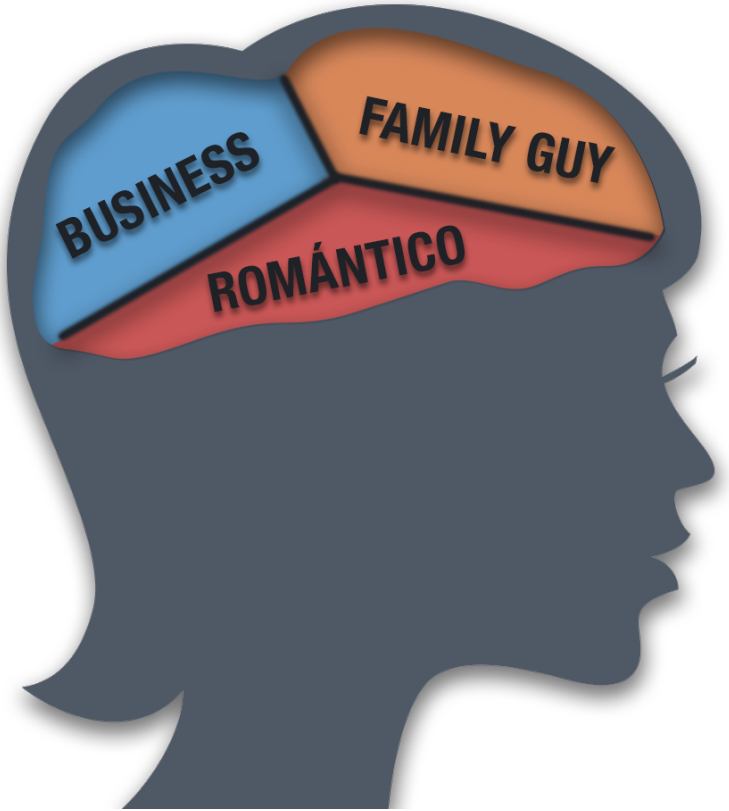


HER





Three Parts of Mom's "Digital Mind"



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Part One:

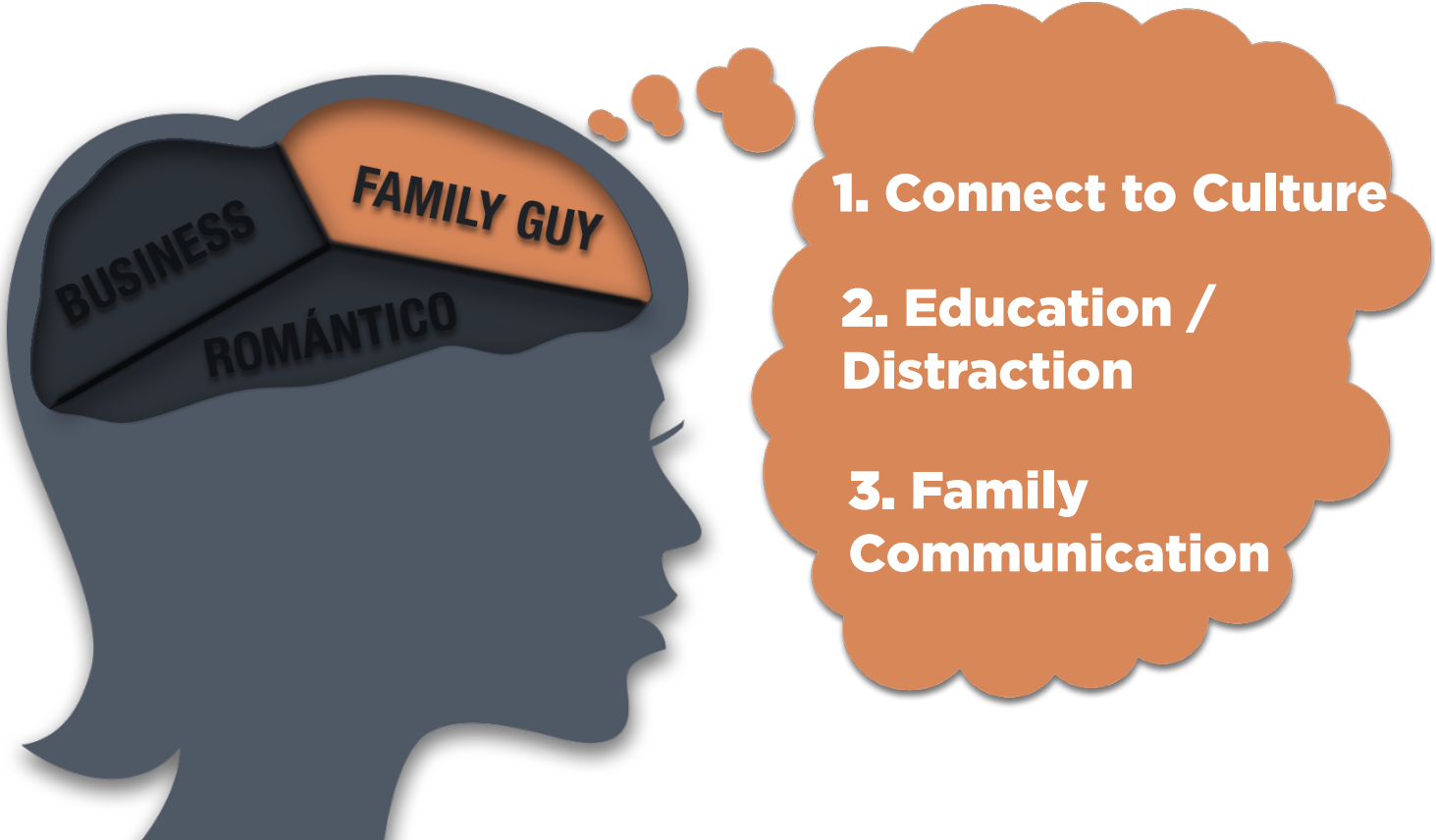
All Business



1. Provide access to value
2. Save time
3. Be an emancipator
4. Be safe, not complicated
5. Get around the gate

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Part Two:
Family Guy



1. Connect to Culture
2. Education / Distraction
3. Family Communication

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Part Three:
Romántico



1. Offer a mental break
2. Secure your spot in app real estate
3. Target the self-promoters

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TACTICS: ADVERTISINGTO HISPANICS



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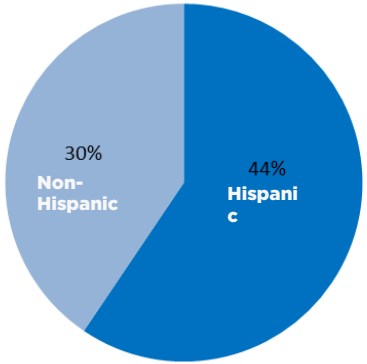
How to identify Hispanics on mobile

- Device language settings
- Spanish content
- 1st and 3rd party data
- Location
- Re-targeting



Video is KEY

Watch video on mobile Q1 2013



Receptive Audience

Recal Seeing an Ad		Tapped on an Ad	
34%	37%	7%	15%
Caucasian	Hispanics	Caucasian	Hispanics

Highly engage on social outlets

Language + Cultural Relevant

Source: Centris Marketing Science, June

Thank You!

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