

Digital Marketing and the Overlooked Hispanic 50+ Demographic

Mine Ucok Hughes, Ph.D.
Associate Professor of Marketing
Woodbury University
7500 Glenoaks Boulevard,
Burbank, CA 91510
Email: mine.hughes@woodbury.edu
Tel: + 1 818 252 5153

Tony Stovall, Ph.D.
Assistant Professor of Marketing
Woodbury University
7500 Glenoaks Boulevard,
Burbank, CA 91510
Email: tony.stovall@woodbury.edu
Tel: + 1 818 252 5186

Rafael Cardona
Adjunct Instructor
Glendale Community College
1500 N Verdugo Road,
Glendale, CA 91208
Email: rafaelcardona@att.net
Tel: + 1 323 440 1912

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The nation's Hispanic population has grown from 6.3 million in 1960 to over 55 million in 2016, and is expected to reach 119 million by 2060, based on projections from the U.S. Census Bureau (2014). In three states, California, New Mexico, and Texas, Hispanics already comprise the majority of the population. Despite their growing numbers and concomitant increase in buying power, marketers increasingly fall short in their efforts to effectively target this segment.

The Economist (2013) reports that when US Latino advertising was born during the 1980s, a largely immigrant audience could safely be addressed in Spanish. For the entire decade Univision was the biggest Spanish language TV broadcaster and advertisers had no other choice but to use Univision as the main, and in many instances, the only platform to reach Hispanics. Today, the world of Hispanic advertising and media has changed to include multiple media companies and platforms, often requiring copy writers and producers to not only translate messages but to also transcreate entire concepts.

Given these recent and significant increases in media budget allocations to target US Hispanics, marketers focus their efforts courting Millennial Latinos who play a vital role in America's 21st century multicultural society. However, there is another very important demographic who is being overlooked by marketers: older Hispanics (Gil, 2015). In our research, we focus on a specific sub-segment of the Hispanic market: the 50+ generation. For our initial analysis, we combine data from prominent industry reports such as Nielsen's 2015 Latino 50+ and Advertising Age's 2015 Hispanic Fact Pack. We plan to compliment this data with interviews with a number of marketing agency executives from Los Angeles, where 46% of the

population is Hispanic (Brown and Lopez, 2013). By using current and historical analysis of marketing campaigns targeting this group we propose digital marketing strategy opportunities and future managerial implications. Because more than 50% of the Hispanic 50+ market is foreign born, their purchasing patterns are still heavily rooted in their country of origin (Nielsen 2015). Although the younger Hispanic cohort generally garners the most attention from both the media and marketers, it is the largely ignored older Hispanic demographic that forms the cultural bedrock of their families and communities at large. Strong culturally-influenced consumption patterns, coupled with a unique family life cycle that differs widely from that of the mainstream, creates distinctly different digital consumption behaviors and habits (Vann 2015).

The Hispanic 50+ cohort, on average, is younger when they have children and consequently become grandparents earlier than their non-Hispanic White counterparts, heralding a longer, and increasingly more active, healthier, and wealthier “empty-nest period.” The percentage of Hispanics 50+ who lives in multigenerational households is 40% compared to 23% of the total U. S. population (Nielsen 2015). These multigenerational Hispanic households tend to be comprised of either two adult generations or a grandparent and one other generation. Besides being multigenerational, these households are bi-lingual and decidedly more bi-cultural than non-Hispanic households that can translate into generation-spanning brand associations. The percentage of 50+ Hispanic households with an income greater than \$75,000/year is increasing at a rate faster than the household income of younger Hispanics. In addition to working and living longer, their extended earning capabilities make this cohort an attractive segment for marketers (Nielsen 2015).

With our ever-changing technological landscape, the medium and message to reach consumers take on greater importance. The media consumption habits of Hispanics 50+

embracing both digital media and traditional TV identify a strategic avenue for marketers to reach them. Aside from aforementioned familial differences, the Hispanic 50+ cohort differs from their non-Hispanic White counterparts in their technology adoption rate, adopting new technologies at a much higher rate (Vann, 2015). Mobile marketing will prove to be the most effective way to reach this demographic as Hispanics 50+ are more open to receiving new product and services advertising through their mobile devices, and report that bargain-related mobile-phone advertising is useful at a rate 108% higher than non-Hispanic Whites (Nielsen 2015).

Contrary to popular opinion, the Hispanic consumer market is not a homogenous monolith, whereby merely translating an ad or website into Spanish should be considered sufficient from a diversity perspective or in terms of content. The Hispanic market is starved for content and the brands that satiate this hunger through digital marketing will benefit in the form of deep-rooted and increasingly quantifiable relationships.

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