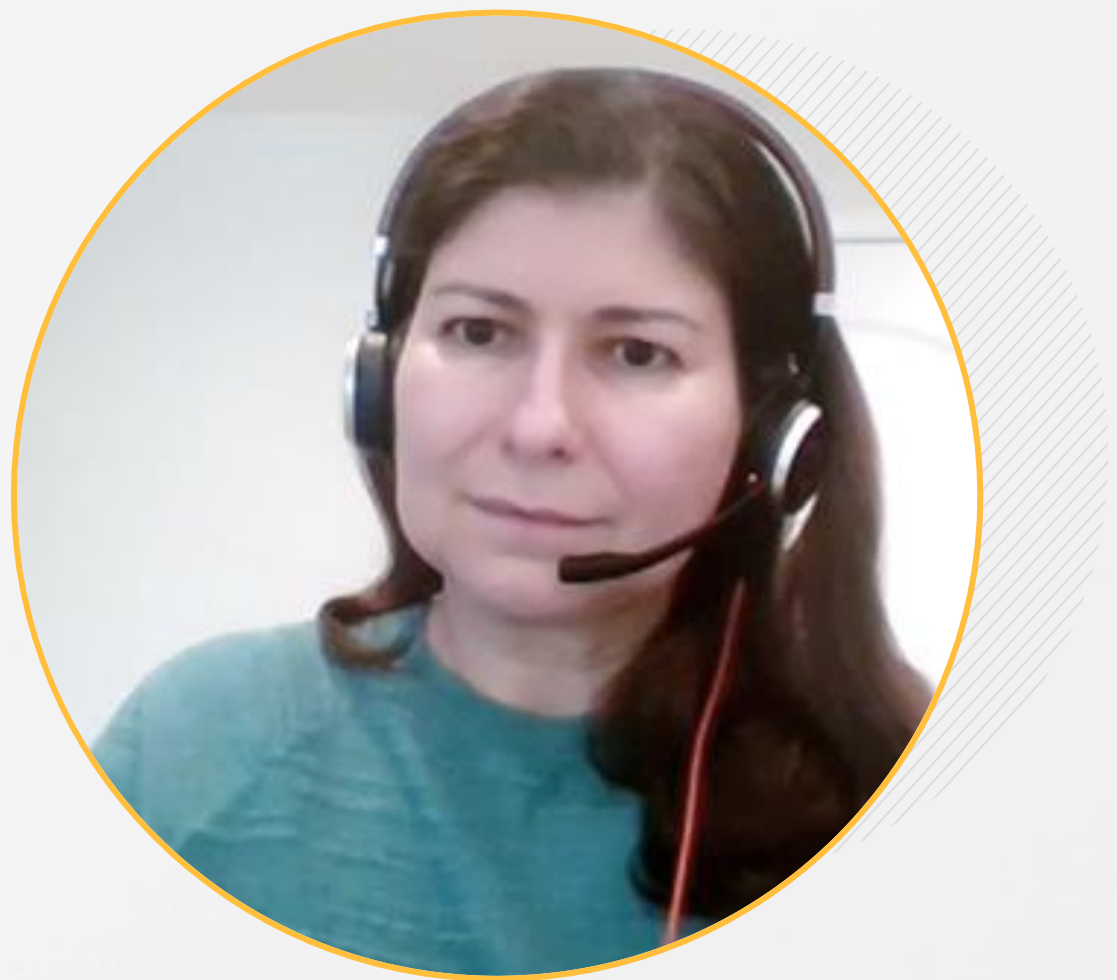


centro
WEBINAR

REACHING HISPANIC BILINGUALS

The Impact of Language



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VP, Media

Acento Advertising



**Reaching Bilinguals is an
AND, not an OR.**

**This ambicultural group
can further campaign
engagement as they seek
brand experiences that
recognize their unique
identity.**

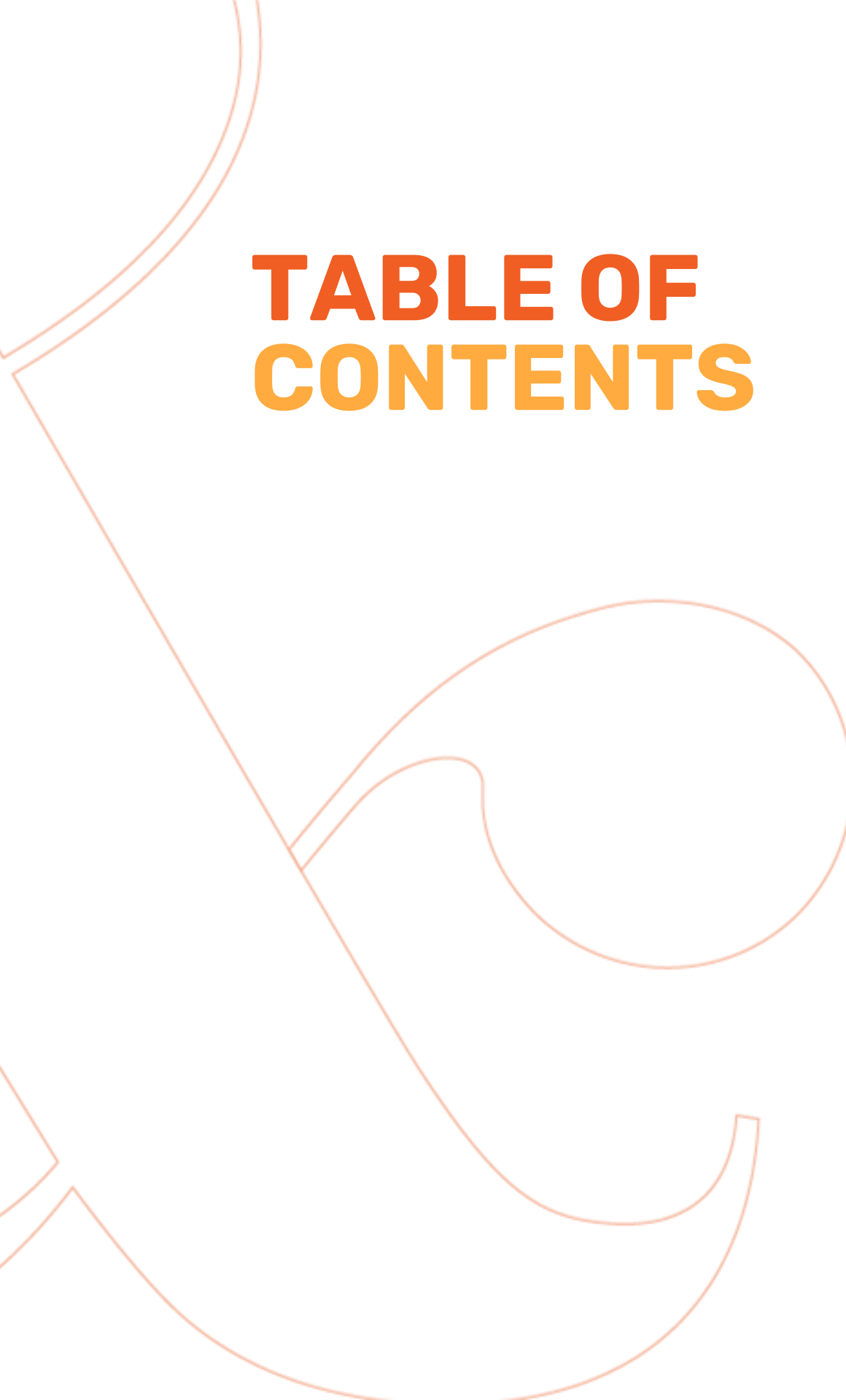


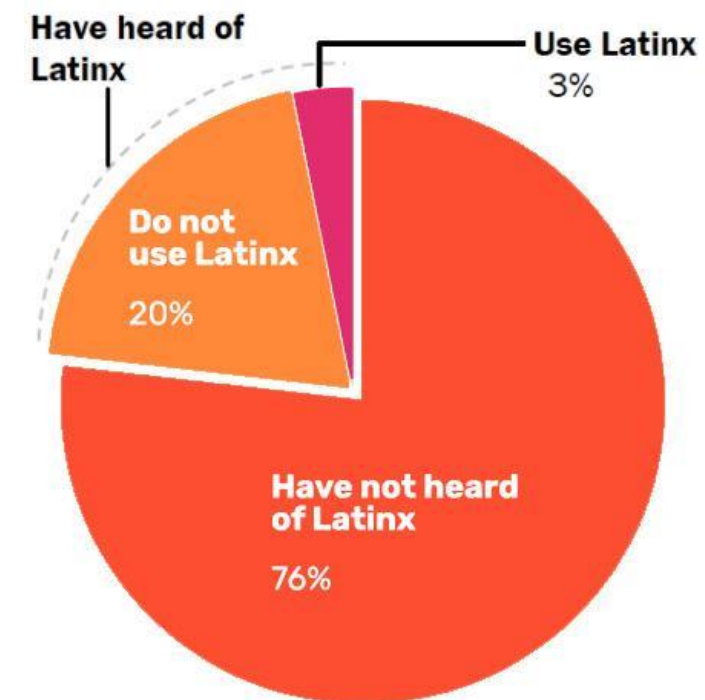
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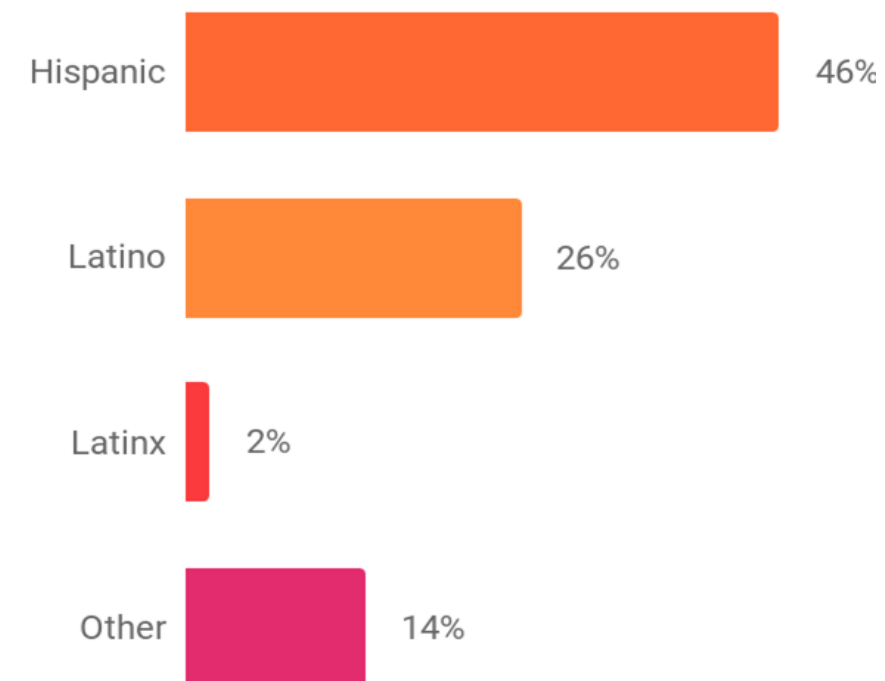
Hispanic, Latino, Latinx?

Latinx is not a blanket term and is used interchangeably.
We need be purposeful in where we can use it and with whom.

Most adults have not heard of the term Latinx



Most prefer to be called Hispanic



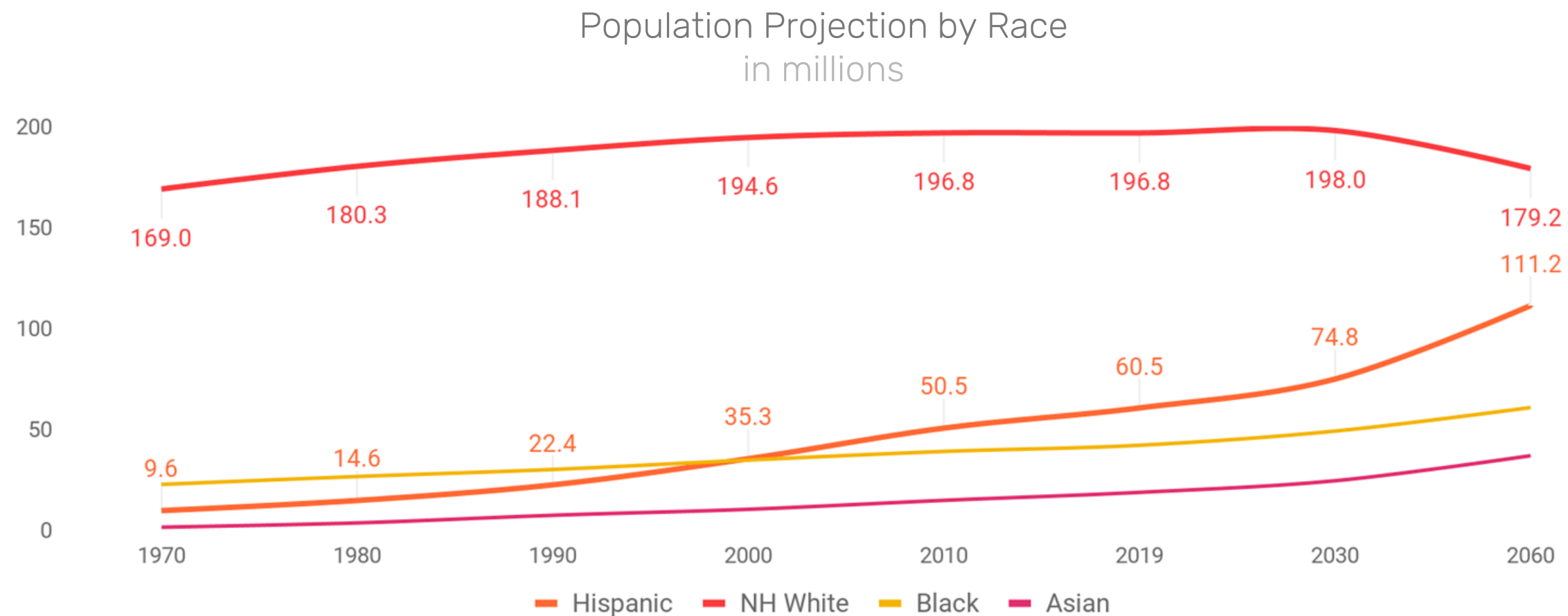


Demographics



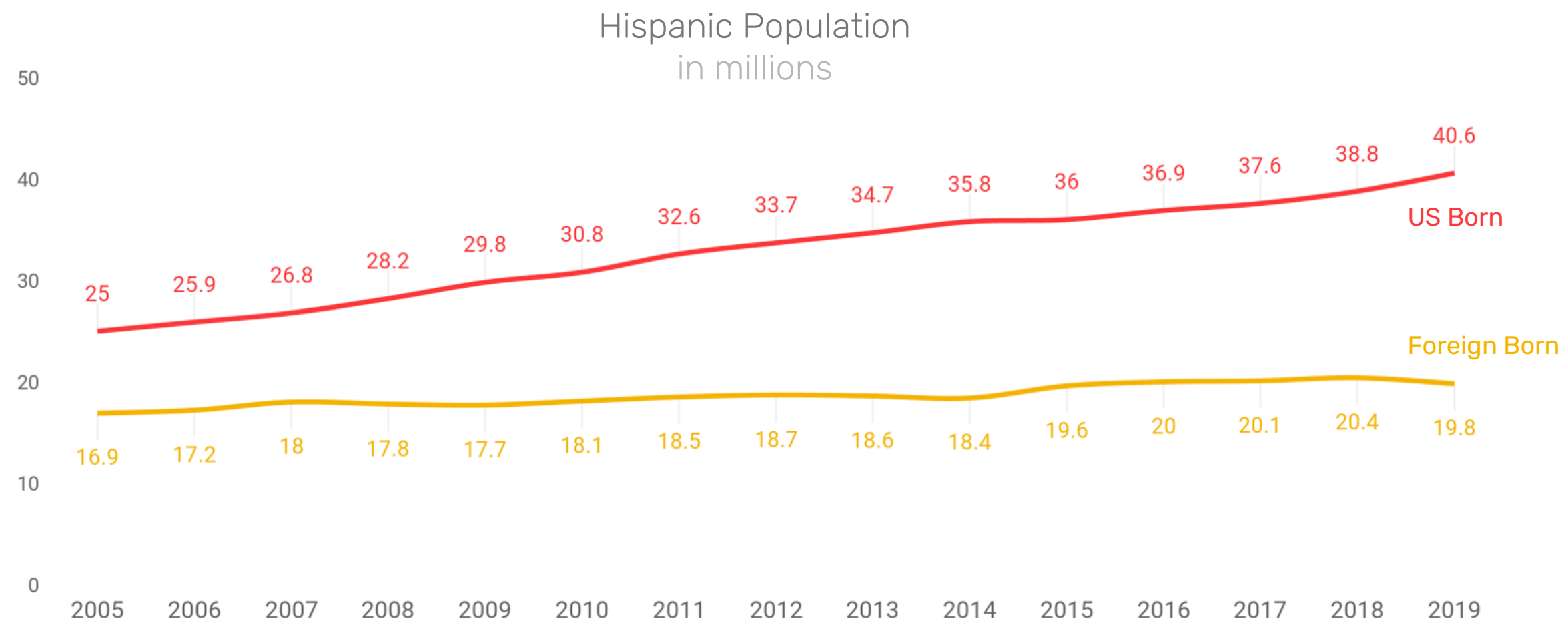
Hispanic will fuel US growth

Population to reach 111 million by 2060



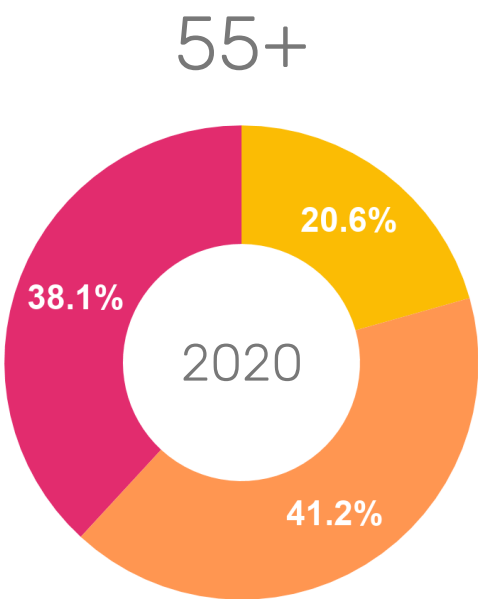
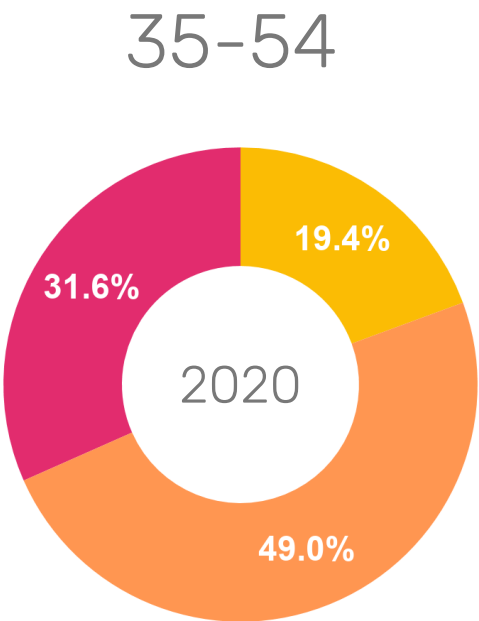
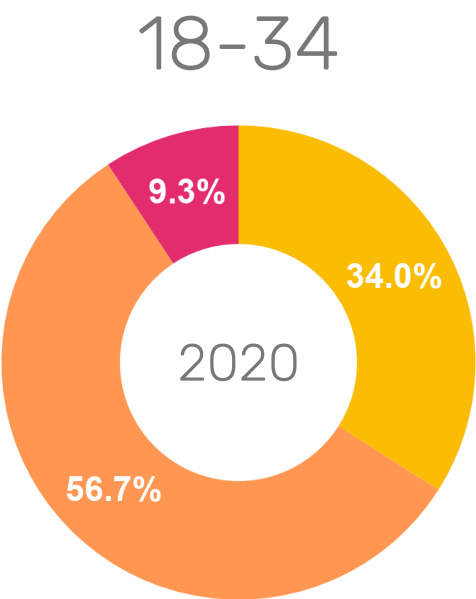
Growth driven by births

But, immigration is expected to remain consistent



Changes in language preference

Across every age group Hispanics are Bilingual



● Only English ● Bilingual ● Mostly Spanish

Source: Simmons: Spring 2020 NHCS Adult Study 12-month



The Heart of Bilinguals



Pride and grit

Bilinguals share many traits with all Hispanics

- Family is everything
- Pride of community
- Achieve through hard work and perseverance
- Optimistic
- Spanish is emotional and evocative



What makes Bilinguals unique?

Spanish Preferred

- Identity formation is rooted in culture and is effortless
- Spanish is functional

- Feel they do not have a voice

VS

Bilinguals

- Working on cementing identity, tension to balance
- Keeping culture takes work
- Responsibility to pass on
- Spanish is emotional

- Advocates for older and younger generations



Creative Considerations



Connecting with Bilinguals

What we found



Context is everything. Language, emotion, and cultural nuances need to mirror and reflect bilinguals' lives authentically.



Mixing Spanish and English works best with video and radio where context is clear and storytelling is possible.



Bilingual Latinos respond to natural dialogue that incorporates English and Spanish.



Bilinguals use code switching to convey a thought, connect with each other, and express an emotion.



Spanish often evokes associations of memory, family, and the heart.

Why Bilingual advertising? Inclusion and representation.

Top Reasons why Bilingual responded why they are Very likely or Likely to click on Bilingual Ads

How likely are you to click on Bilingual Ads? Reasons why - Open ended

Very likely
33%

Bilingual ads are rare and really **grab my attention**. They speak to me and my "Spanglish" household

It makes me feel **included**

Being able to switch from Spanish to English has become easily able to done. It's **something new** that hasn't been seeing

Likely
33%

I'm likely to click on bilingual ads because it's something that **draws my attention** and is something familiar to me

Because it appeals to two sides of my **identity/culture**

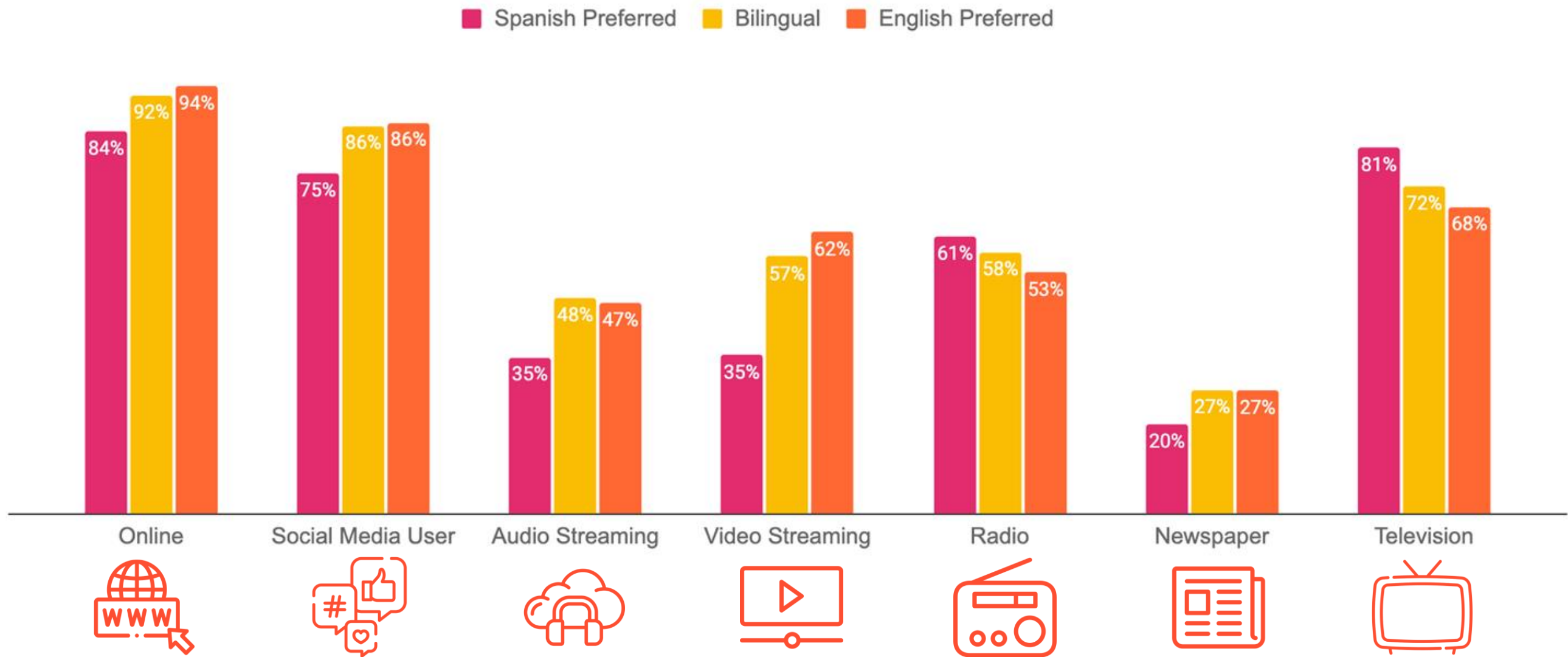
Because they are pretty **rare** to find



Where Will You Find Bilinguals?



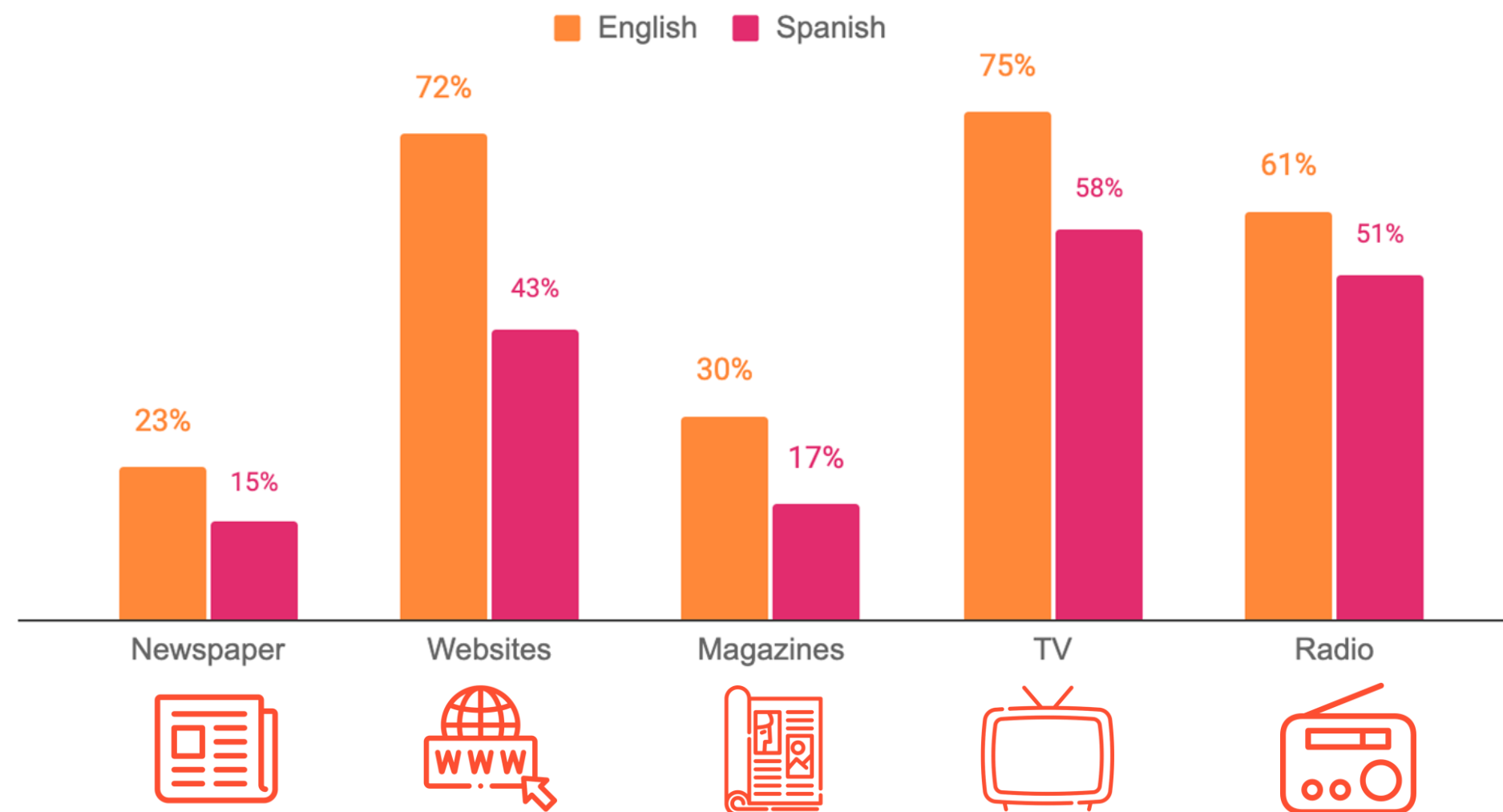
Hispanic media consumption



Source: Simmons Summer 2019; Hispanics – Media Usage

Media usage by language

English & Spanish media reaches Bilinguals





Bilingual Media Learnings

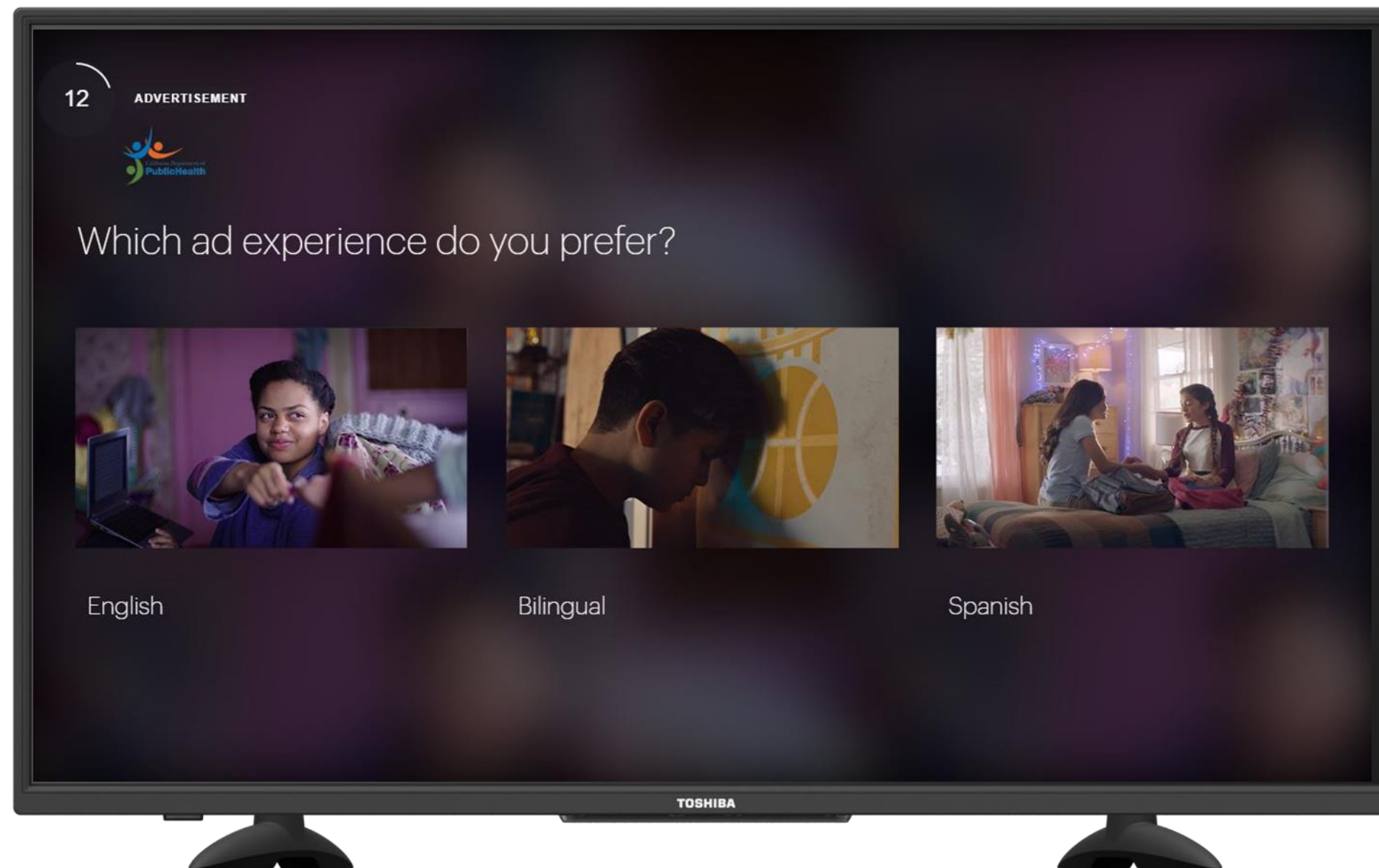


A man and a woman are sitting on a grey sofa in a living room. The man, with a beard and wearing a brown sweater, is leaning back and smiling. The woman, with long dark hair and wearing a green sweater, is sitting in front of him, holding a silver laptop and smiling. The word "VIDEO" is written in white capital letters across the center of the image. On the left side, there are white decorative line art elements consisting of overlapping circles and a large stylized letter 'R'. In the background, there is a large green plant and a window with curtains.

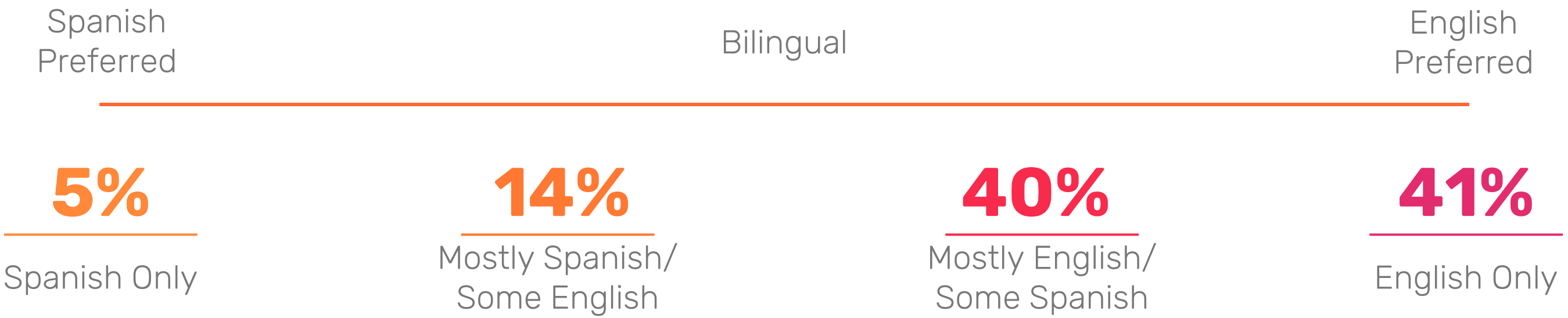
VIDEO

When given the choice what is Bilinguals preferred ad experience?

hulu



Caveat - Hulu's Bilingual audience leans English



Hulu's Bilingual audiences selected English...

hulu

Ad Selector Insights

% to total user creative selection

57%

English

23%

Bilingual

20%

Spanish

...but engagement was driven by the Bilingual and Spanish ads

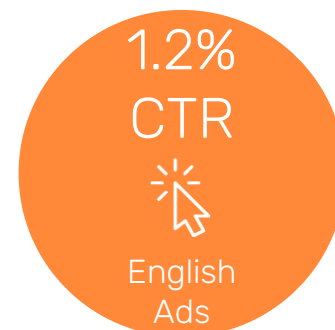
hulu

Ad Selector Insights

% to total user creative selection

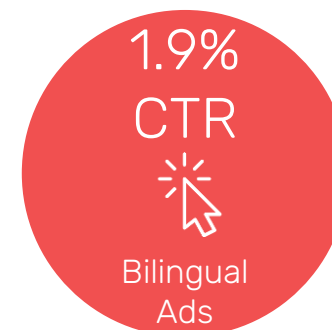
57%

English



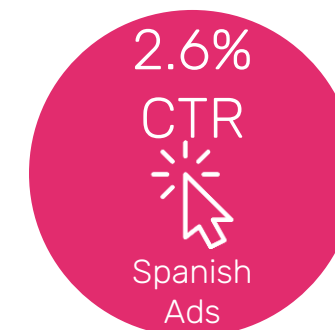
23%

Bilingual



20%

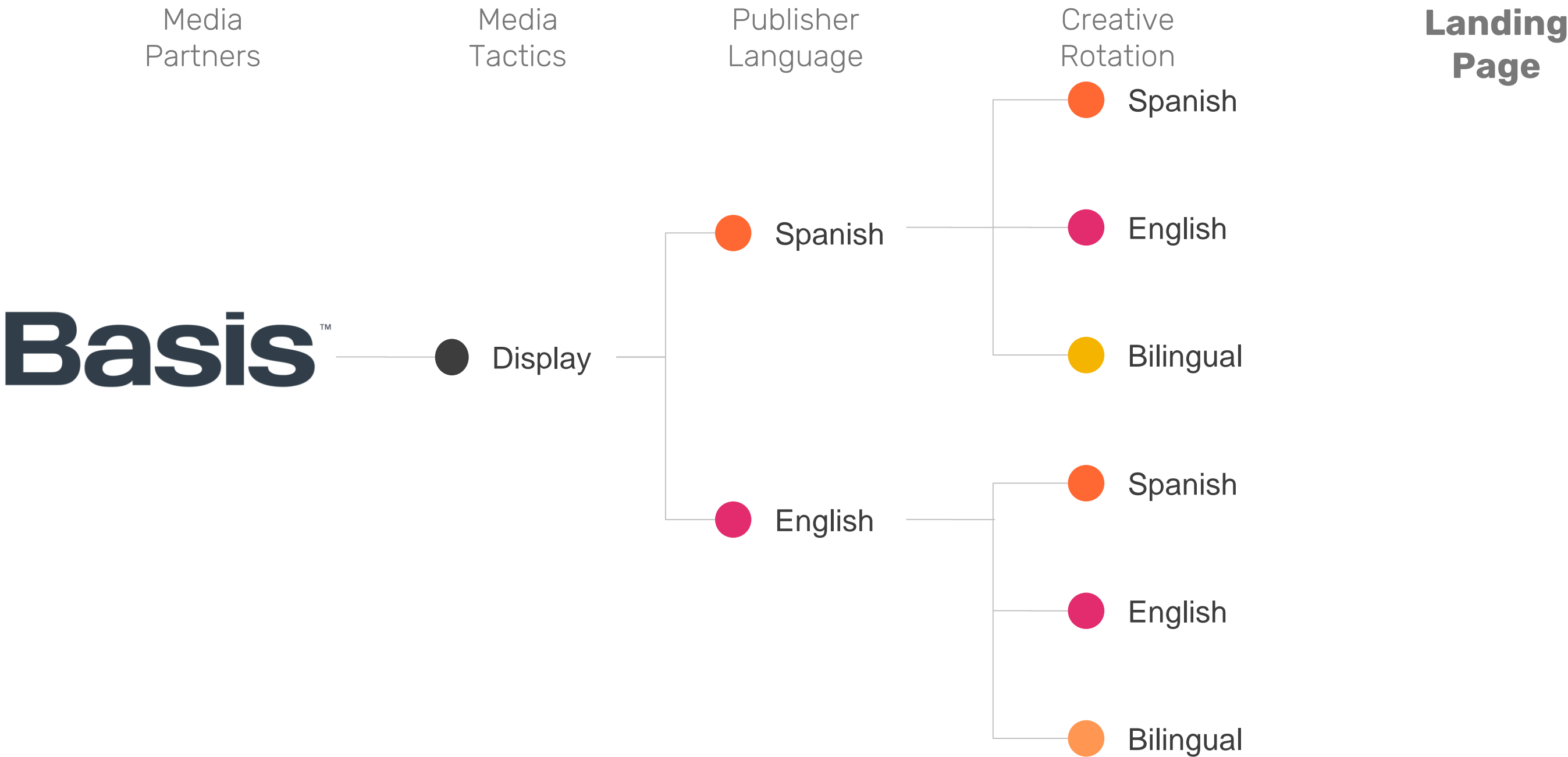
Spanish



A woman with dark curly hair, wearing a pink t-shirt, is seated at a wooden desk, looking down at a laptop. The desk is cluttered with a small potted cactus, a glass bowl of fruit (bananas, oranges, and lemons), and a black adjustable desk lamp. In the background, there is a window with a plant on the sill and a white sofa. The word "DISPLAY" is overlaid in white, bold, sans-serif font in the center of the image. On the left side, there are faint, white, abstract line drawings of a circle and a triangle.

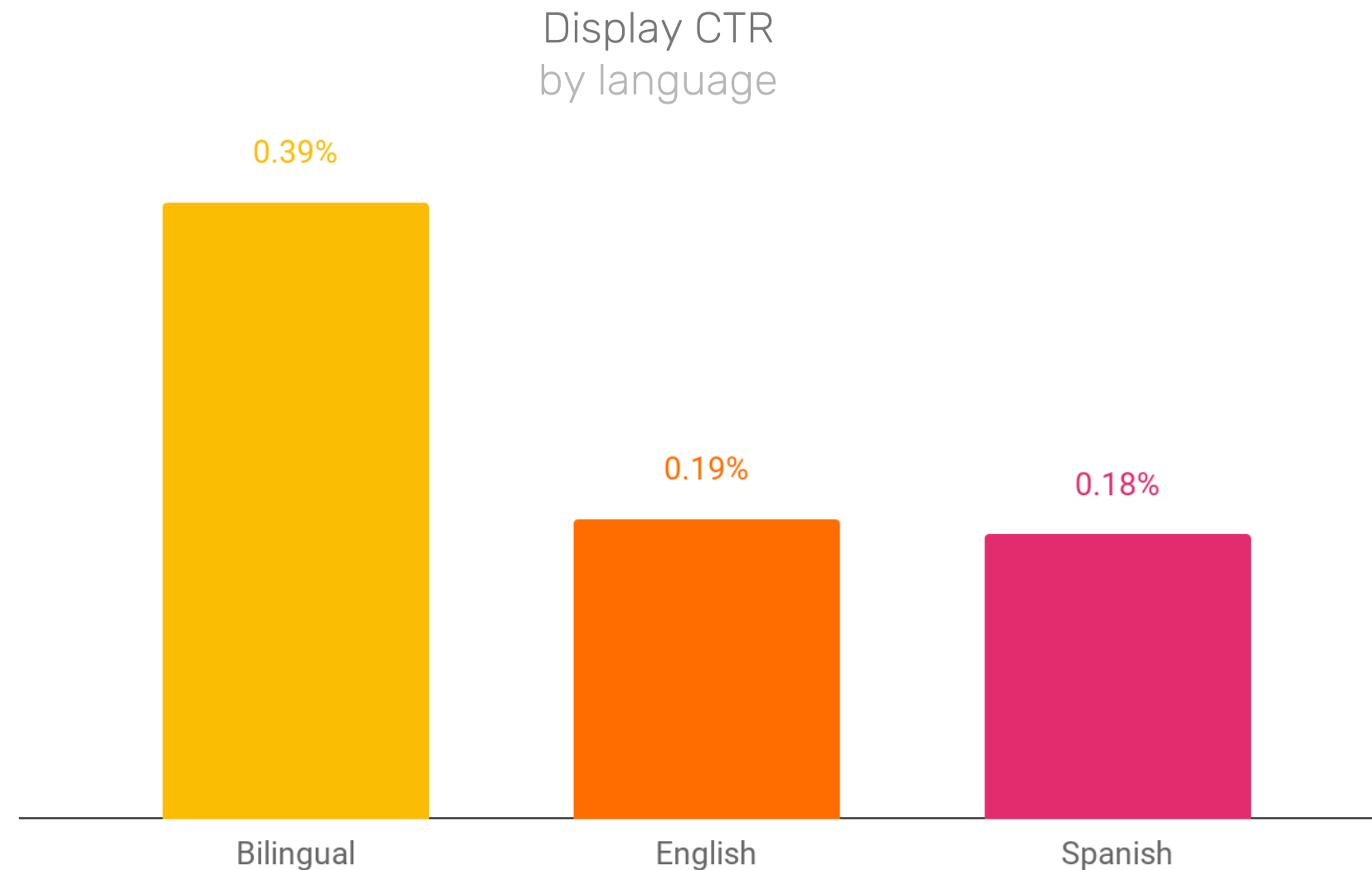
DISPLAY

Display set-up to reach Bilinguals

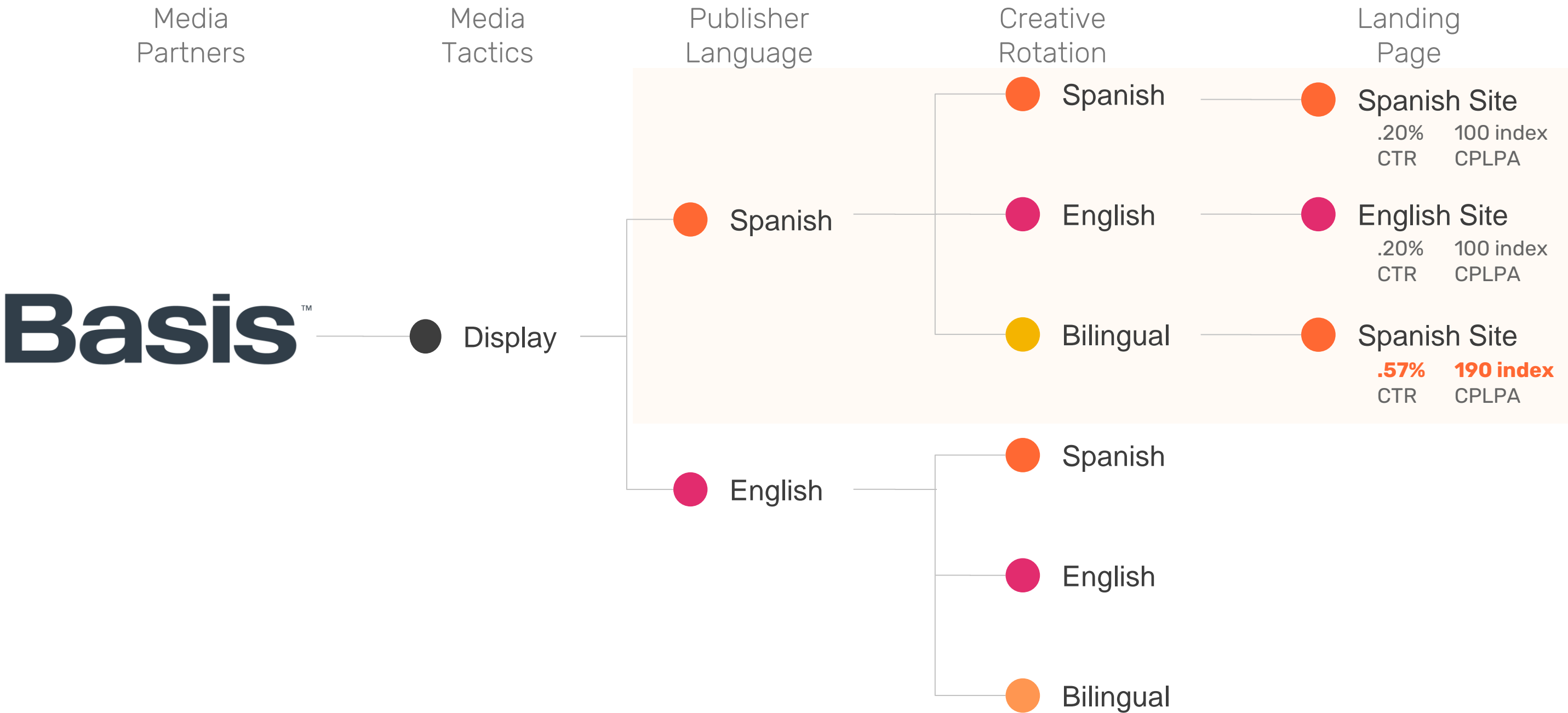


Bilingual display ads drove more action

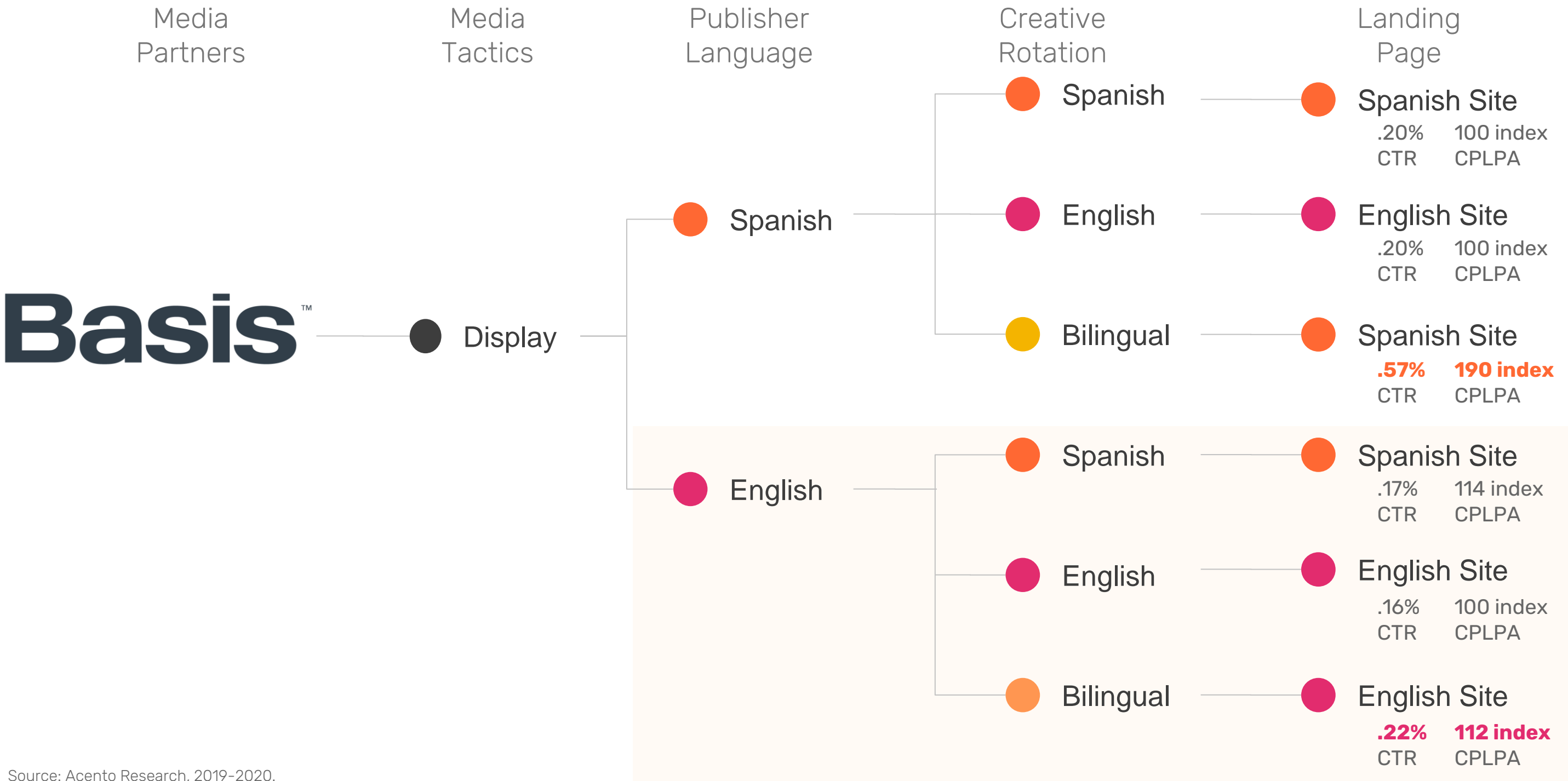
Consistent performance with Spanish and English Ads



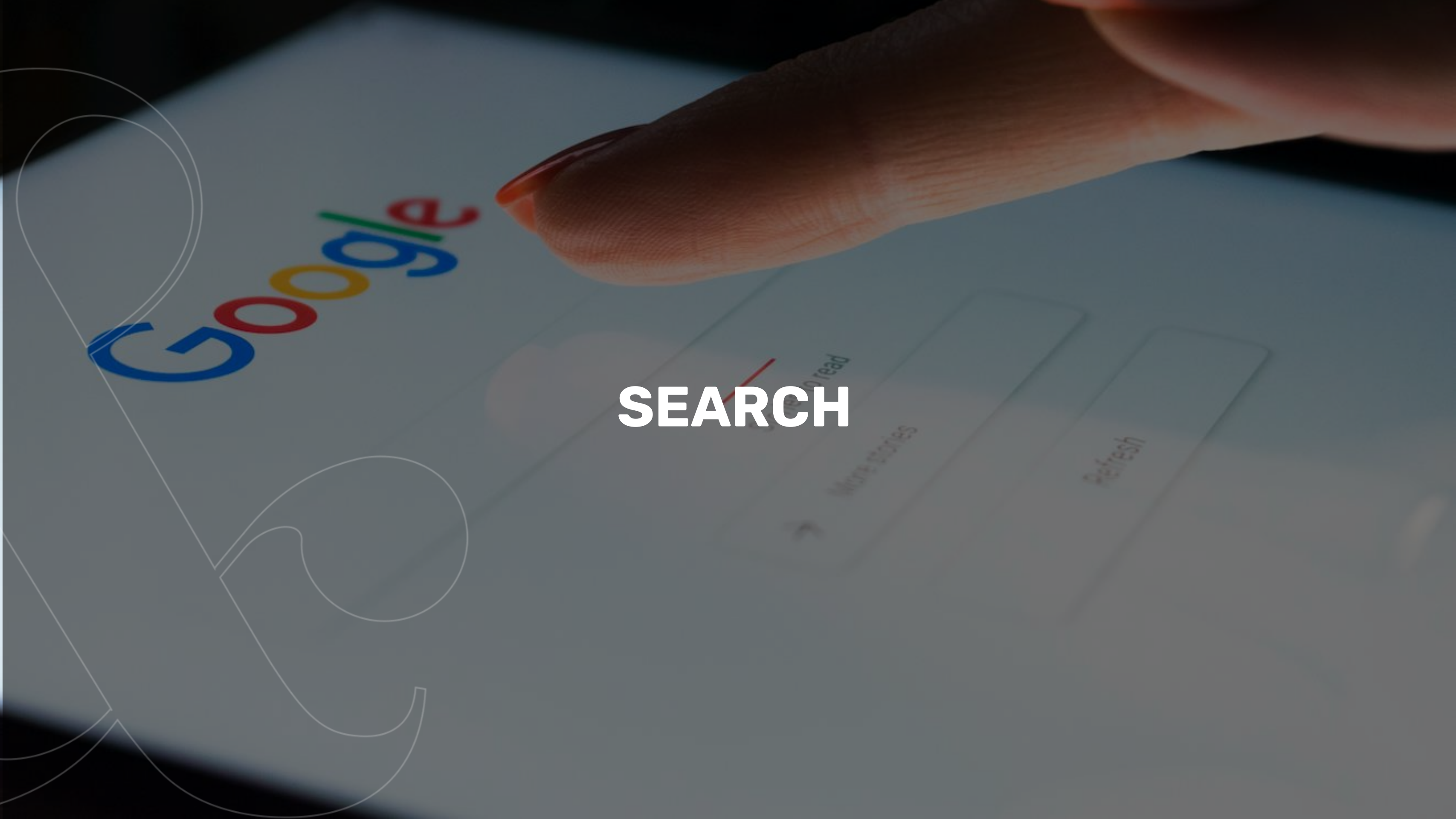
And we were more cost efficient



And we were more cost efficient



Source: Acento Research, 2019-2020.

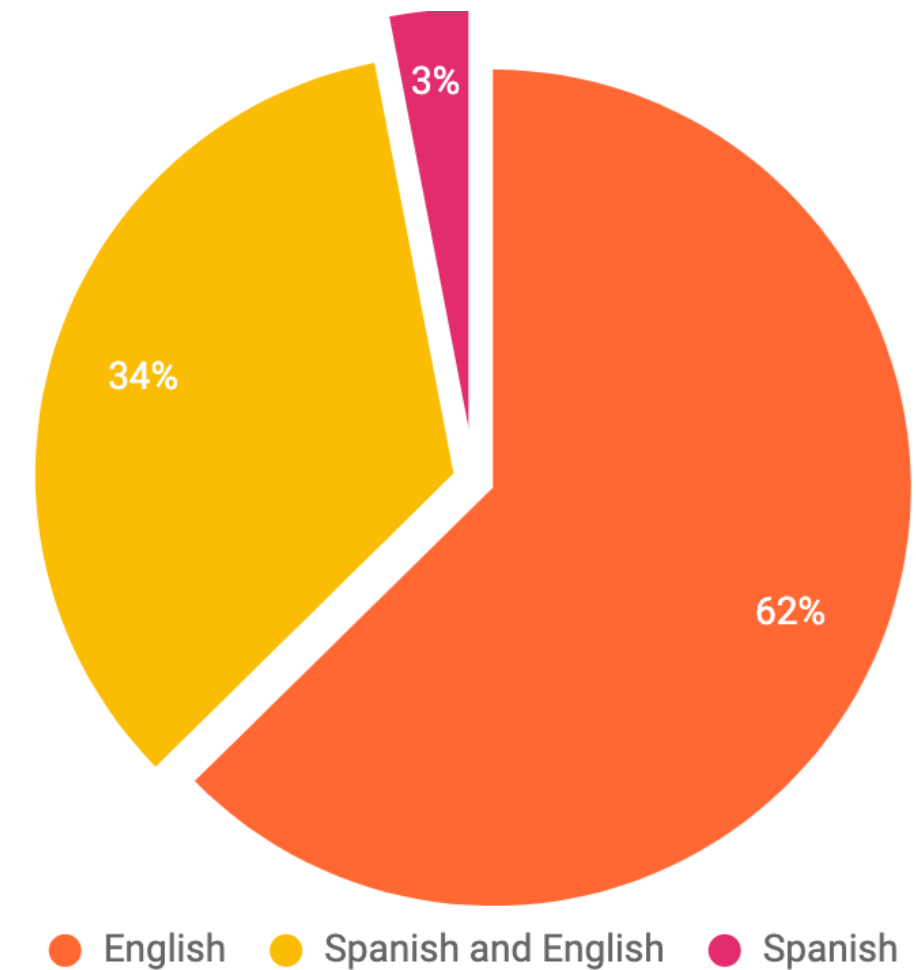


SEARCH

62% of Bilinguals are searching in English

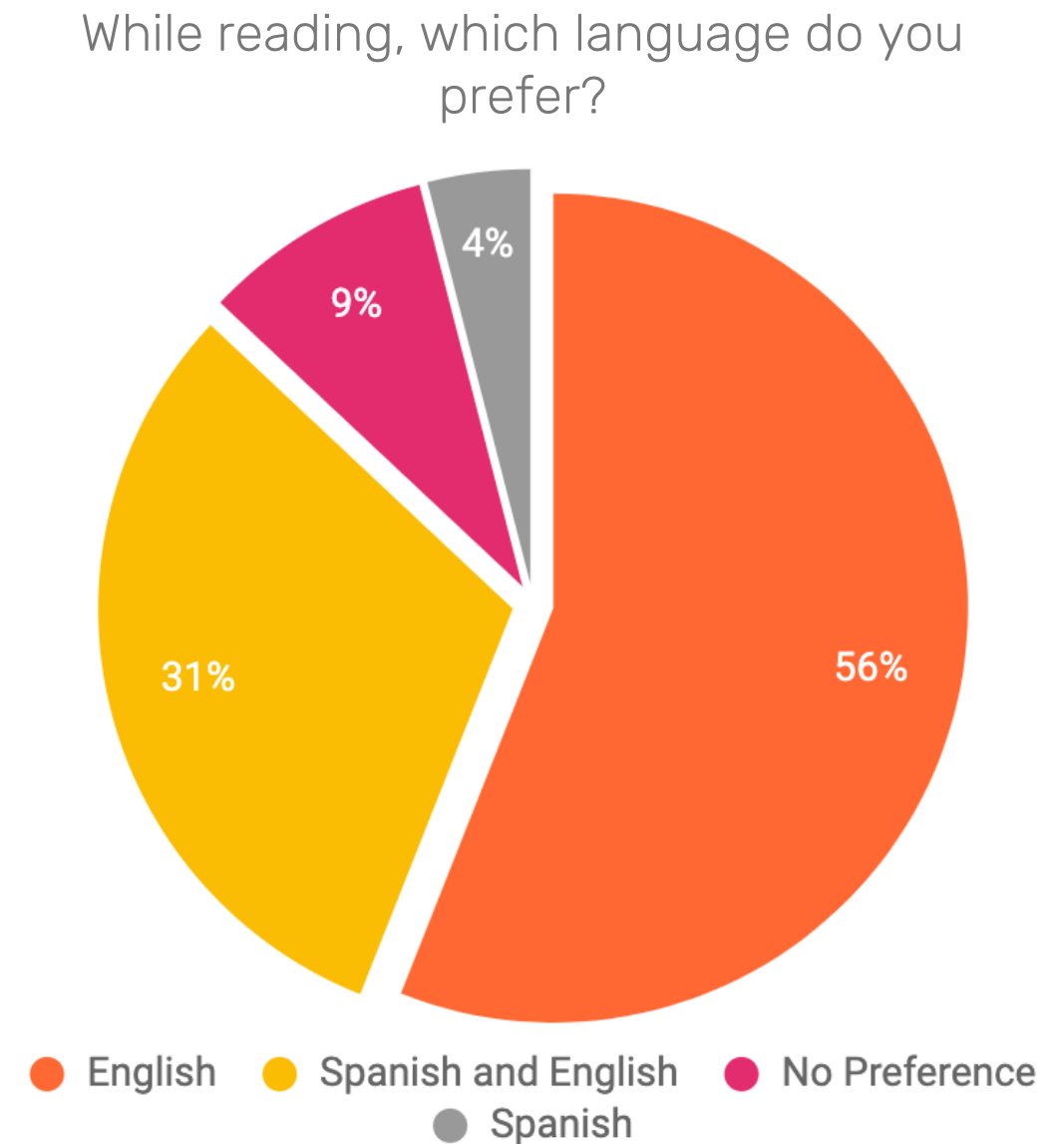
- One-third of Bilinguals don't have a search language preference

When looking for information online, in what language do you usually search?



56% prefer to read in English

- 40% have no preference, pointing to their need to access content in both languages

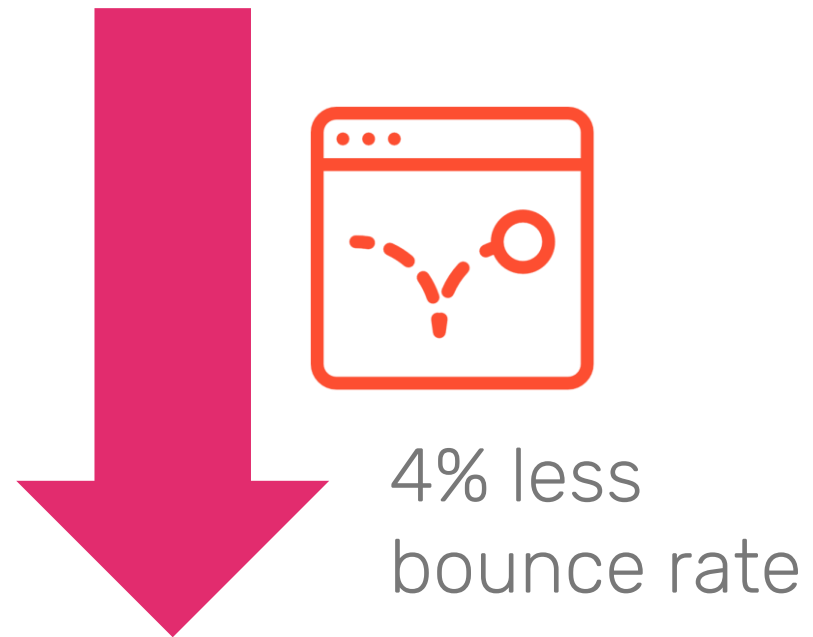


SITE DATA

A person with long brown hair in a ponytail, wearing a blue and white checkered shirt, stands with their back to the camera, looking at a large whiteboard. The whiteboard is covered in hand-drawn diagrams, flowcharts, and numerous colorful sticky notes (yellow, orange, pink, green). The diagrams include various symbols like dollar signs, arrows, and geometric shapes, suggesting a complex project or data analysis. The background is slightly blurred, showing an office environment with shelves and other people in the distance.

Bilinguals are more engaged with the Spanish site

Bilinguals engagement on Spanish site



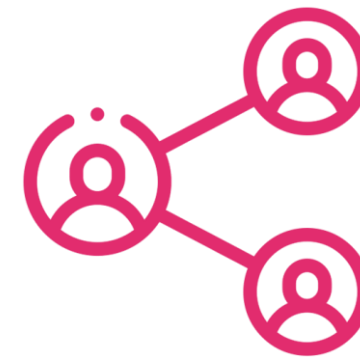
But take more actions on the English site



Activate

Spanish Site 20%

English Site 80%



Share

Spanish Site 45%

English Site 55%



Key Takeaways



Key Takeaways

- Bilingual audiences will be the **fastest growing group** in the US
- While English messaging is important for awareness, **Bilingual and Spanish messaging is key in connecting deeper** with the audience in an authentic way.
- **Bilinguals want choice**, they are comfortable navigating and looking for information in English but a significant portion will do it in both languages.
- English sites drive **activation** however, Spanish site delivers on **engagement** (higher session duration and shares).
- Bilingual messaging drives **cost efficiencies** on website landing pages for both English and Spanish sites.

Gracias

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QUESTIONS?
THANK YOU!