

Hispanic Targeted Ad Spend Increased by 63% since 2010
Study Shows Steep Increase in Corporate Efforts to Target Hispanics

Fairfax, VA, April 29, 2015 – The top 500 U.S. marketers are allocating about 8.4 percent of their overall ad spend to Hispanic dedicated efforts, this is up from 5.5 percent in 2010, according to a new report from **AHAA: The Voice of Hispanic Marketing**. Over the past five years, the top 500 advertisers boosted their spending in Hispanic targeted media by 63 percent or \$2.7 billion from \$4.3 billion in 2010 to \$7.1 billion. The top 500 advertisers boosted their average spending from \$9 million in Hispanic targeted media in 2010 to \$14 million now.

The growth is led by the Best-In-Class marketers who allocate more than 14.2 percent of their ad dollars to Hispanic dedicated efforts in Spanish/bilingual media. The number of these elite companies more than doubled from 29 to 68 companies spending a hefty \$3.5 billion this year. This group accounts for 63 percent of the total Spanish/bilingual media spending increase. These marketers each spend on average \$52 million in Hispanic advertising nearly 4 times the average of the U.S. top 500 advertisers.

The second tier of leading companies who assign 6.4-14.2 percent of their marketing budget to Hispanic dedicated efforts increased from 58 to 94 companies. This group accounts for 37 percent of the spending increase. Together the top two tiers of advertisers have almost doubled from 87-162 companies and they represent 100 percent of the growth of spending in Hispanic dedicated media.

Companies like Nissan, Toyota, Walmart, Target, Lowes, Verizon, AT&T, Ruby Tuesday and Wellpoint have strengthened their investment and share of overall ad spend to Hispanic dedicated media. “The lesson from the top U.S. marketers is clear -- follow the leader” said Carlos Santiago, AHAA Research Chair and President of Santiago Solutions Group. “With an eye on creating revenue and market share growth, leading marketers continue to strengthen Hispanic in-language efforts while also reaching Hispanics in English media with culturally nuanced messaging.”

Methodology – Data was collected from Nielsen Monitor Plus which tracked over 340K companies’ advertising expenditures in English and Spanish. This data was analyzed by Santiago Solutions Group for AHAA. SSG divided companies into 5 Tiers according to the percent allocation to Spanish/Bilingual media. Best-in-Class (more than 14.2%), Leaders (6.4%-14.2%), Followers (3.6%-6.3%), Laggards (1.0%-3.5%), On the Sidelines (Less than 1%).

SSG also segmented the Top 500 Overall Spending (English + Spanish) Companies for years 2010-2014, thus permitting the analysis of trends in the marketplace. Ad Spend Includes spending in Network TV, Spot TV, Cable TV, Radio, Magazines, Newspaper & FSI. It excludes B2B, Internet, Display, Outdoor & Cinema.

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About AHAA: Founded in 1996, AHAA: The Voice of Hispanic Marketing is the national trade organization of all marketing, communications and media firms with trusted Hispanic expertise.