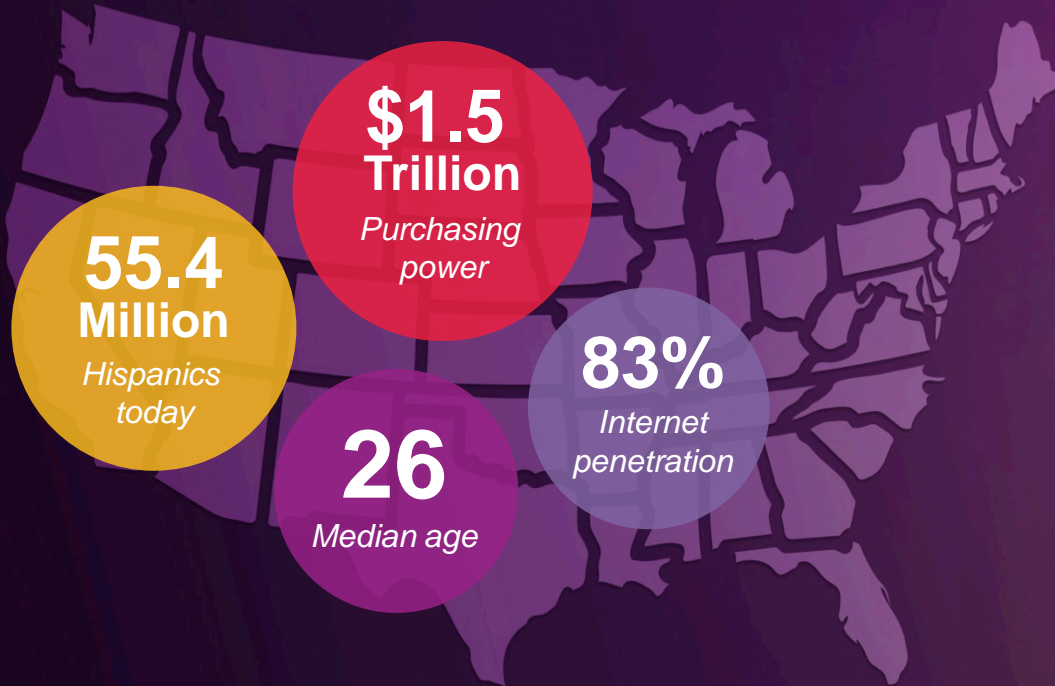

WFA 2017 Presentation



2016

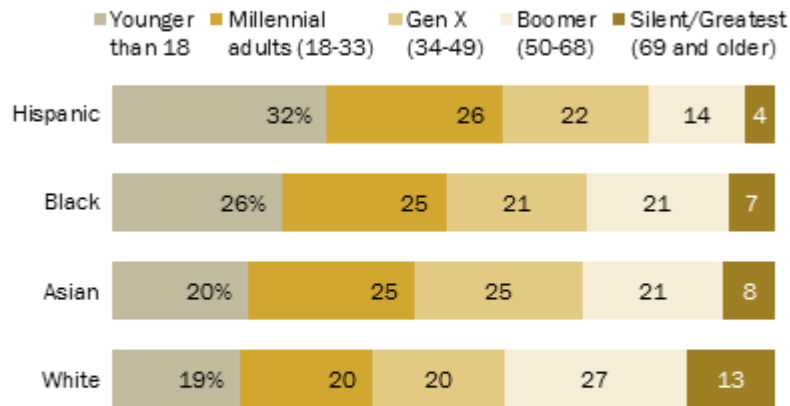
A Significant Demographic



**Growing
Younger
Influential**

Mileños US Hispanic Millennials

Nearly six-in-ten Hispanics are Millennials or younger



Note: Whites, blacks and Asians include only those who are single race and not Hispanic. Hispanics are of any race. Figures may not add to 100% due to rounding.

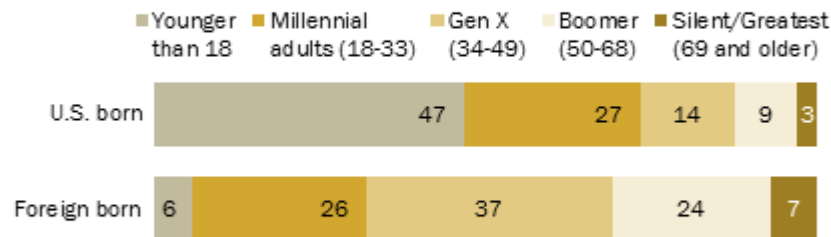
Source: Pew Research Center analysis of 2014 American Community Survey (IPUMS).

"The Nation's Latino Population Is Defined by Its Youth"

PEW RESEARCH CENTER

Nearly three-quarters of U.S.-born Hispanics are Millennials or younger

% among Hispanics



Source: Pew Research Center analysis of 2014 American Community Survey (IPUMS).

"The Nation's Latino Population Is Defined by Its Youth"

PEW RESEARCH CENTER

Hispanic Market Across Generations



GEN 1.0

- Born outside the U.S.
- Came to the U.S. at the age of 10+
- Spanish-language dominant



GEN 1.5

- Born outside the U.S.
- Came to the U.S. at the age of 10 or younger
- Bilingual / Bicultural



GEN 2.0

- U.S. born
- One parent is born outside the U.S.
- Bilingual / Bicultural



GEN 3.0

- U.S. born
- One parent is 2nd Gen
- English Preferred

Source: U.S. Census

Total Hispanic Reach & Engagement



TV

- 56 TV Stations
- 26 Local Markets
- 7+ Affiliate Partners (Sp/En)
- Largest Univision Affiliate
- Award winning Newscasts



Radio

- 49 O & O Radio Stations
- 300 Network Audio Stations
- Top Radio Talent
- Nationally Syndicated Shows
- 105 U.S. Markets
- EVC Solutions Rep Firm



Digital

- #1 comScore Ranked Hispanic Ad Platform
 - Hispanic Reach
 - Bicultural
- Mobile Applications
- Social Media Solutions



Events

- Over 250K attendees annually
- Live music events
- Iconic festivals
- Big name talent & artists
- Local and regional venues

Is My Food & Beverage Right?




“Hispanics are increasing visits to restaurants...Hispanic consumer visits rose 1 percent in the year ended March 2016, while the balance of the U.S. population’s visits were flat. ”

There’s a huge opportunity - one that few restaurant operators have yet to capitalize on - to attract this quickly growing population, says global market research firm The NPD Group.

[Link to Full Article Here](#)

**U.S. Hispanics account
for \$1 out of every \$5
spent in the quick
service restaurant
sector**





With Hispanics accounting for 20% of quick-service sales, operators have beefed up their engagement efforts.

“Given most Hispanics are bilingual, and they are consuming content in both English and Spanish, it’s important that the message resonates in both environments.”

*Keith Guilbault
Jack in the Box CMO*



Applebee's business grew in 2015 as a result of it's Hispanic targeted efforts:

Hispanic visits grew by **+7%** and sales increased by **+9%**

Targeting Hispanics in language
And in a meaningful way:
“It's just good business”

Julia Stewart
CEO and Chairman of
DineEquity



The San Antonio-based Whataburger appeals to Hispanic consumers using a variety of tactics, from menu items with that offer the “extra kick for which Latin flavor is known,” said Marcela Correa, Hispanic marketing manager for Whataburger.

As a result of its ongoing commitment to serving Hispanic customers through menu innovations, public relations and marketing outreach and messaging to bicultural customers, Whataburger was recently honored with a 2016 Univision Trailblazer award.





Hispanic Sit-Down Restaurant Attitudes

22%

Visit Sit-Down
restaurants with
children under 12

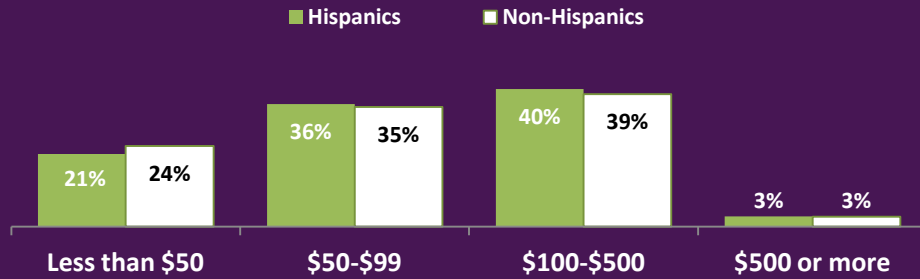
57%

Try to eat healthier
foods these days

21%

“I often drink
alcoholic beverages
at restaurants”

Hispanics are just as likely as non-Hispanics to spend \$100+ at Sit-Down Restaurants



Source: Fall 2015 SimmonsLOCAL, Sacramento. Adults 18+ (Amount Spent in Sit-Down Restaurants last 30 days, among those who spent at Sit-Down Restaurants).



Entertainment ?



<https://www.youtube.com/watch?v=Byu6PC293BU>

YOLO

<https://www.youtube.com/watch?v=UeB2vUCUXHE>

DIXON

Who are my partners?

- Food Concessionaires?
- Carnival concessions?
- Media partners?
- Non Profits? (Service organizations)



How much resources do I need to address the segment?

- Internships? Look at high schools, community colleges
- Yes! When hiring look for bilingual employees?



Make money outside of Fair time?

- Weddings, Baptisms and Quinceañeras? Average expense \$5K-\$20K
- Partner with Spanish Media partner to have 5 de Mayo, Fiestas Patrias, Or Health, Education, or Bridal Fair?

Have rodeo arena find a reputable promoter who will be willing to jaripeos
At your venue (start small)



Putting It All Together

How to come up with marketing campaign that works?

Radio

TV

**Social
Media**

Digital

Is your message inclusive?

<https://www.youtube.com/watch?v=xyMw8FPhCSk>

Radio's Largest Listening Demo: Millennials

nielsen
.....

“The fastest-growing radio audience segment is Hispanics 12+. Currently, 40 million use radio each week (54% male, 46% female), with a higher reach number than the overall population: 97% compared with 93%.”

12 hours

27 minutes

Average listening
time weekly

Midday

Favorite daypart

**Regional
Mexican**

Favorite format

Bringing Big Ad Money to Minorities

Challenge Remains

INSIDERADIO THE MOST TRUSTED NEWS IN RADIO

Chief marketing officers, Pearson-McNeil says one strategy may be for minority media to play a different demographic card - age. “Millennials equals multicultural because 53% of the African-American community is under the age of 35 and 59% of Hispanics are under 35...you can’t think Millennials and not think multicultural.”

Hispanic media outlets captured \$8.7 billion in ad dollars last year. “This is actually down from 2014...that is out of about \$64 billion that was spent overall.”

Among the clients that boosted multicultural spending last year were AT&T, Loreal, Time Warner and Comcast. “The companies that take the time to advertise with us on our stations, or even on general market stations, its important to celebrate them because they get the message right.”

97% of the Latino Population tunes into radio each week

nielsen
.....

“More similarities between generations than you might think...Among all age groups, including Millennials, Gen X and Baby Boomers, the dominant format is regional Mexican.”

“The format definitely reigns supreme for all ages of Hispanics. Its more a factor of language than generation.”

Nielsen stats show that 85% of Hispanics say they listen to radio stations that “are relevant to my culture...that speaks to the lifestyle, the values of family and cultural heritage that cuts across generations.

WHY FACEBOOK ADVERTISING?

Nearly **20%** of all time spent online is spent on Facebook.

Did you know... **Only 2.6%** of a business's existing Facebook Fan base sees it's Page Posts.

Facebook Ads have a positive impact on mobile search traffic.

Why are businesses choosing to invest more of their media dollars in Facebook Ads?

- ✓ Powerful targeting capabilities
- ✓ Cost-effective results
- ✓ Effective at all stages of the funnel

Reach and Touch Your Audience



- ✓ Display
- ✓ Mobile
- ✓ Video
- ✓ Social
- ✓ Audio streaming
- ✓ Programmatic

BE WHERE YOUR AUDIENCE IS

With **Pulpo's media vehicles**, you can **reach** (i)Hispanics through our display, mobile, video, social, audio streaming and programmatic channels.



GET IN-DEPTH INSIGHTS & ANALYTICS SOLUTIONS

Access our knowledge through Luminar insights, MarketFirst, and Pulpo Planner, our Acculturation Model, to really **touch** (i)Hispanics in a meaningful way.



REPORTING AND PLANNING TOOLS

Campaign metrics, reporting, thought leadership, best practices, account management and more, including our proprietary Pulpo Planner Lite Tool.



Pulpo: Reach and Touch (i)Hispanic Audiences

Ranked #1 reach by  comSCORE.

Pulpo is the premier source of Hispanic inventory in the US, **ranked #1 by comScore** in both Hispanic Reach and Bicultural Audience Network.

- Media
- Insights and analytics
- Reporting and planning tools



entravision

Proudly serving the Latino
community since 1996.

Thank you!

Angie Balderas SVP

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