



Highlights:

- Hispanics often tune in to TV and radio during the day, but prefer print for gathering information.
- Spanish-language media tend to be cheaper and more cost-effective for reaching Hispanics.
- Community papers, billboards and direct mail are cost-effective ways to reach these potential riders.
- **Trustworthiness** and **community** are key Hispanic values; partner with community groups or local radio stations to host events, and have a Spanish website!

News:

Majic Consulting Group has been selected to conduct a region-wide fare study for San Luis Obispo, CA.

The firm was also selected to conduct an organization and performance review for Waukesha County, WI.

Tapping the Hispanic Market: Choosing Your Media

Part II of a Two-Part Series

In the last issue, Part I examined Hispanic demographics and marketing approaches to reach this important ridership source. Part II, in this issue, looks at cost-effective media choices.

Media selection is not one-size-fits-all. Each transit entity's target market, as discussed in Part I, is unique. Likewise, each entity has specific messages to convey, which require different media. Important factors include purpose, tone, content, and the specific reach of media in your location.

Television

Before you shy away from TV as costly, consider Spanish-language TV ads. Univision is now the #5 U.S. network, and nearly half of prime-time Hispanic viewers watch shows in Spanish. However, airing ads on dayparts such as daytime (10a-4:30p) can be more economical, and also offer high Hispanic reach.

Most Hispanics find ads in Spanish more memorable and persuasive. As Part I discussed, most effective ads are upbeat and show

community, but some now use edgy humor.

Radio

Radio offers an excellent alternative. Hispanics often listen to the radio all day, and the whole family may listen to one station 26-30 hours/week.

Nationwide, according to Arbitron, morning listening is strongest, peaking from 7-8 a.m., followed by lunch and the afternoon commute. Key formats include:

- *Mexican Regional* (#1, fastest growth);
- *Spanish Contemporary* (#2, youth growth);
- *Spanish Adult Hits* (new, big with adults 35-44).

These stations want *your* ad space – L.A.'s 97.9 *La Raza* and *Latino 96.3* used MTA's green line for a "Rail Station Domination" campaign. Swap for air time, and co-host events.



Newspaper

Newspaper ads may be less expensive and easier to revise. They often get clipped for later reference. Hispanic community papers are a particularly cost-effective choice for transit agencies since they are low cost and targeted to individual communities.

Though TV and radio entertain, Hispanics prefer reading at leisure to gain information. While over half of Hispanic households read a Spanish-language community paper at least weekly, only 20% regularly read a general paper.

Spanish-language papers offer 50% more readers per copy than those in English. Circulation is growing while general paper readership is declining. Also, Hispanic readers usually continue reading community papers as they acclimate. Readership increases with age, education, income and residency length.

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Majic Consulting is your Hispanic marketing partner for the public transportation industry.

We will work with you to develop and implement a strategic marketing plan targeting your local Hispanic riders.

Services include:

- Market planning,
- Translation services,
- Advertising campaigns,
- Media selection,
- Collateral development,
- Outdoor,
- Event marketing
- Promotions,
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- Video,
- Internet.

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Hispanic Market (continued)

Top sections are main and local news, entertainment, sports, and the classifieds. Hispanic seniors, who read the most, respond to text-heavy ads and coupons.

Don't forget press releases; papers want stories! Pace Bus in Chicago regularly sends Spanish releases. In addition to bilingual ride guides, it is adding on-board announcements in Spanish, so riders who may feel uncomfortable asking English-speaking drivers for help can easily get around.

Magazines

Magazine advertising generally can't be targeted enough to be cost-efficient for local transit providers; however, regional Hispanic magazines exist.

Mediamark Research found that Hispanics read magazines and magazine ads for information, but like them best for "experiences of community and emotional connection."

Direct Marketing

Direct marketing may be ideal since it's effective,

offers specific targeting, invites detail, and is underused. Most Hispanic recipients speak only Spanish at home, yet most of their direct mail is in English.

Hispanics, especially recent immigrants, welcome direct mail to become more informed. Hispanic direct mail response is 3.5 times that of the general public – over 70% of Hispanics read it and nearly a third say they've responded to an ad in the past month.

Outdoor

Billboards can be placed strategically, and create Hispanic response. One viewing, Mediamark found, generates more interest than viewing one TV ad.

Don't forget your transit vehicle: an ad on wheels!

Event Marketing

Event marketing to Hispanics is under tapped. Go beyond *Cinco de Mayo*. Working with community groups and spokespeople builds **trust**, a key quality to Hispanics.

Choose events that fit your

branding image, and that many potential riders will attend. Hold a drawing – Hispanics react well to large, sharable prizes, especially if glamorous. Have activities to attract and occupy kids while parents get information. Make sure your on-hand employees speak Spanish in a culturally sensitive manner – don't hard sell!

Internet

Hispanic internet use is low but increasing – by an expected third this decade. Hispanic users are younger, often have kids or are U.S. natives, and spend more time on line than general users.

Whatever other media you choose, **have a Spanish-language website** – it shows Hispanics that they are valued riders. It's low cost, is easily revised and allows for extensive information. It's *the* medium of the future.



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