

Diversity in Hispanic Audiences

The US Hispanic population is now too large and diverse to be targeted as a single entity. Marketers must now structure their campaigns to reach Hispanic audiences on numerous intangibles including:



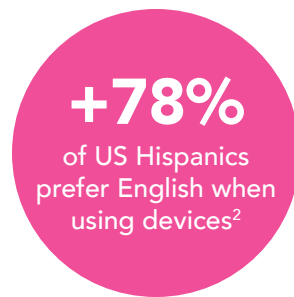
Primary Language • With US-Born Hispanics now outnumbering immigrants, the majority of Latino households are English first.² This is especially true with younger audiences, as +44% of Hispanic millennials primarily speak English.³



Mobile Variance • Though Hispanics over-index on mobile, audience specific habits can vary greatly. Older audiences are more likely to multitask on mobile while watching TV³, while millennials prefer social usage on their smartphones.



Parental Differences • Media habits shift with Hispanic audiences who have children. Hispanic parents are far more likely to use community oriented social outlets like Facebook, and over-index in making purchases through mobile.³



²Source: eMarketer, 2018
³Source: GenForward, 2017

Social and Streaming Leading with Hispanic Audiences

Despite the growth in US Hispanics, traditional media has not grown with them. Social and streaming services have filled this gap with Latino audiences due to their larger Hispanic-Oriented content libraries and mobile accessibility.

This is most notable on platforms like Youtube, Twitter and WhatsApp where Hispanics over-index heavily compared to total audiences.²



Engage Hispanic Audiences with Varick



Uncover Insights • Take a deeper dive into your audiences and pinpoint how they engage with your campaigns. Access to Varick's audience data will help you to discover and engage with new, receptive Hispanic audiences at scale.



Optimized Messaging • Utilize your new audience insights to target Hispanic consumers with customized messaging across platforms. Arrange delivery of creative based on language preferences, ad engagement, and more.



Measure Real Impact • Varick's propriety technology platform, Alveo, provides deep learnings beyond traditional advertising metrics. Develop understandings on Hispanic audiences to enhance your business decisions beyond the campaign.

Full Funnel Offering

Reach Hispanic audiences through fully programmatic delivery on top channels, including:



Online Video and OTT



Online Radio/Streaming



Social Media Outlets



Digital Out of Home

See How Varick is Driving Impact with Hispanic Audiences on the Next Page

VARICK | Driving Purchase Intent with Hispanics

Campaign Overview

A CPG client activated with Varick to increase brand preference and purchase intent for their hot sauce product.

- **Target Audience:** Hispanic millennials, age 25-34 with slight male skew
- **Current Challenges:** Highly competitive food category

Varick Strategy

Identified new audiences in targeted demo based on food and lifestyle preferences to expand campaign reach beyond client's current audience.



Utilized a number of tactics to deliver to these audiences, including:



Youtube TrueView used to ensure delivery to the campaign audience through relevant content/keyword targeting.



Geo-Targeting to reach relevant consumers within proximity of Chipotle locations in the designated target markets.



Location Re-targeting implemented to re-engage consumers who had visited Chipotle locations within the last 90 days

Results and Insights

+7.2%

offline sales lift in match marketing test

+116%

uplift in Brand Purchase Intent with exposed audiences

+46%

VCR over Youtube's Trueview Benchmark

Reach out to the Varick team for your next Hispanic focused campaign

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