

Touchpoints and Touchdowns

When DirecTV wanted to drive subscriptions for a new Hispanic programming package, the satellite TV service didn't simply translate an English-language promotion into Spanish. Instead, it teamed up with Euro RSCG 4D Impact and developed a fresh campaign that touched the target market's cultural and generational heartstrings.

Impact is a strategic, ROI-oriented provider of consumer marketing services. The firm focuses on highly targeted audiences with the right messages, in the right ways, and delivers desired results.

Impact's "Fútbol Más Football" campaign for the new DirecTV más package resonated with DirecTV's intended audience—foreign-born people who were proud of their Hispanic heritage and who were aggressively adopting general U.S. market values and characteristics. It spoke to their passion for the traditional sports of their native country, such as soccer (fútbol), and their growing interest in American sports, such as football. DirecTV programmer partner, ESPN Deportes, co-sponsored the promotion.



Pressing the Flesh

Knowing that the quickest way to generate brand loyalty is to go into communities and press the flesh, Impact took "Fútbol Más Football" on a U.S. tour.

For nine weeks during the 2007 NFL football season, bilingual ambassadors drove a branded, 34-ft. trailer outfitted with multiple flat-screen TVs into seven major Hispanic markets nationwide. More than 70,000 direct mail pieces heralded the trailer's arrival, and consumers were invited inside to experience the programming. On-the-spot subscribers received a gift and the chance to win a trip to Disney World for a tie-in event sponsored by ESPN.

Currently, Impact is helping DirecTV with a new subscription drive for DirecTV más. Their recently launched "Gira Dominó" campaign aims to make dominoes the next poker in the Hispanic community. A "Gira Dominó" trailer, complete with game tables and chairs, is touring key markets on the East Coast. Once again, ESPN Deportes is co-sponsoring the promotion.

Huge Opportunities

DirecTV, Pepsi, Tylenol, Kraft, Chevron. These are just a few of the brands that are turning to Impact for help tapping into the subtle differences of marketing to Hispanics. They recognize the value of these audiences and know that the opportunities are huge.

"Hispanics represent the largest minority and the fastest-growing demographic in the United States," notes Alberto Perez, Impact's Hispanic marketing director and group concept director. "They are responsible for 64% of the net natural growth in this country."

Implied Endorsements

"Survey after survey has shown that Hispanics are incredibly brand loyal," Perez adds. "The quickest way to generate that loyalty is to go into the communities and let people experience your brand, products or services. The second quickest way is through implied endorsements by authority figures."

Impact's life-stage marketing programs nab consumers when they're entering a product category. The programs are delivered through key influencers such as doctors and educators.

How do you connect with Hispanic audiences who are new to a product category?

Getting Assimilated

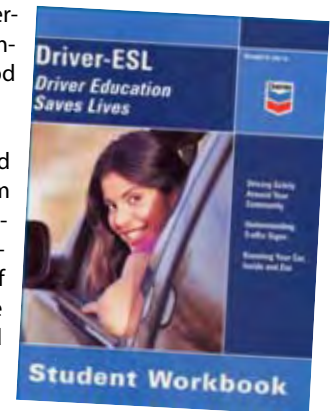
"People come into the United States to better themselves," Perez says. "Immigrants who take English as a second language (ESL) classes have made a conscious decision that they want to be more acculturated into U.S. society. They want to be more successful in life and in business."

"ESL classes are an ideal forum for building an association between American life and lifestyles," adds Amy Linde, Impact's vice president of business development. "Impact has developed a proprietary network of ESL teachers who are thirsty for curricula. We work with third-party editorial boards to create the curriculum and all of the support materials that are needed to fill a class period on a subject. The curriculum is related to a sponsoring brand, but it's focused on delivering important lessons that help people assimilate into this country."

Enhancing Perceptions

Recognizing that mealtime at home with family is important in the Hispanic culture, for example, Impact developed a Kraft-branded lesson plan that focused on proper nutrition. In addition to course materials, each student received a box of Kraft food samples. Post-class surveys revealed that the curriculum enhanced perceptions of Kraft among Hispanic consumers, the fastest-growing segment of the food buying audience.

Similarly, Impact created a Chevron-branded "Driver Education Saves Lives" curriculum that focused on driver safety. Students received lessons in driving safely, understanding traffic signs and basic knowledge of cars. Post-class surveys revealed that the program enhanced Chevron's image, and influenced gas preferences among Hispanic consumers.



Clearly, for brands that want to be positioned for growth, the Hispanic market is a great way to go.

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Targeted brand experiences.