How to Promote Budweiser in U.S. Hispanic Communities?

Loyola University Chicago
Advertising and Public Relations Capstone

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How to Promote Budweiser in U.S. Hispanic Communities?
# Outline

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**Introductory Description**

This research paper will focus on identifying cultural characteristics and segments of Hispanics over 21 who are beer consumers. Additionally the information gathered is used to demonstrate how to promote Budweiser to males ages 21 to 34 in the Hispanic community by creating marketing materials. The research will show average income, consumer power, purchase habits, and medias used by Hispanics with an emphasis in millennials.

**Focus Question**

How to promote Budweiser in U.S. Hispanic communities?

Description:

In order to have a focused research I will be concentrating on one brand of beer rather than multiple brands. Then I will observe the previous campaign used to target Hispanics, the current campaign, and create future campaign. However the research on the target audience can be applied to any brand of beer.

**Research Objective**

To research current segments within Hispanic communities in the U.S. that purchase beer, their consumer power and preferences, and how to target these segments to create a campaign that will influence Hispanic beer consumers to choose Budweiser over other competing brands.
Definitions

1. Latin America- Countries in the western hemisphere where Spanish or Portuguese is the national language i.e. Mexico, Central and South America including many Caribbean islands.

2. Latino: To be born in a country that is classified under Latin America or be of descent. Feminine, Latina; plural Latinos or Latinas.

3. Hispanic: Relating to Spain or to Spanish-speaking countries, people or their culture.


5. Immigrants- a person who comes to live permanently in a foreign country.

6. Regional Mexican Music: The Regional format is made up of different types of music from Mexico. Regional is a mix of musical styles including: Banda, Ranchera, Mariachi and Norteña.

7. Tropical Music: Indicates a “Latin beat” music format from the Caribbean. The Tropical format includes the following styles: Salsa, Merengue, Cumbia and Reggaeton.

8. Spanglish: A hybrid language combining words and idioms from both Spanish and English.

9. Futbol: Is the Spanish word for Soccer and is pronounced similarly to American Football.

10. Millennial: Adults ages 21 to 34.

11. Multicultural: relating to or constituting several ethnic or cultural groups within a society.
II. Current Context and Issues

Current State of the Industry

Major Events/ Activities

InBev bought Anheuser-Busch for $52 billion in 2008 after purchasing a leading Brazilian beer company, which makes AB InBev the most powerful company and the industry’s largest takeover by far. AB InBev’s beers now beat competitors SABMiller and Heineken in revenue and beer volume worldwide. AB InBev plans to shift gears and target a global market for Budweiser consumers rather than focus on improving U.S. sales. The company plans to continue gaining revenue in foreign nations by selling Budweiser as a premium beer. For example in Brazil, Budweiser is planning to sell the beer at 15 percent higher price than local Brazilian brews (Fletcher).

Anheuser-Busch’s volume fell 2.9% in 2011 for U.S. markets and sales of its beer hit the lowest point in a decade due to the inclined sales of American craft beers and import beers. According to Beer Marketers Insights, Bud Light is the firm leader, followed by Coors Light leaving Budweiser down to third top beer in the U.S. The drop from Budweiser has been shrinking primarily because the mass market continues to move consumption towards “light” beers.

Fourth and fifth place beers brands in the market are Miller Light and Natural Light; four of the top five beer brands are “light.” Budweiser’s advantage at the moment is that it is the leading beer in the “full” calorie segment (Beverage Underground).

AB/InBev has not made any marketing campaigns towards Latinos in the U.S. during the first 5 months of 2012 because their Latin American targets are the countries of Argentina and Brazil. Since Brazil’s economy is booming and will be hosting the World Cup in 2014, Budweiser has changed its Latino target to South America. Budweiser has secured sponsorship rights for the
next three World Cups as part of its strategy to sell in emerging global markets. In the first nine months of 2011, global sales for Budweiser grew 2.5% (Beverage Underground).

**Audience Data**

According to the 2010 U.S. Census Bureau, the Latino population was estimated at 50.5 million and continues to grow. The Latino population grew 56 percent in 10 years and is regarded as the fastest growing segment of the U.S. population. Latinos comprise 16.3 percent of the population, which is greater than the African American population of 12.6 according to the US Census Bureau. One in every six individuals in the U.S. is Latino and the purchasing power is estimated at 1 trillion. When identifying Latinos and targeting audiences their Nations and cultures must be considered because Latinos are multicultural. Therefore the majority of the Latino population is Mexican with 65.5 percent of the U.S. Hispanic society followed by other Latin American nationalities with less than 10 percent each of Latino representation in the U.S.

The percentage of drinking-age adults who are Hispanic is expected to grow from 16 percent in 2010 to 23 percent in 2030. Additionally beer is the alcoholic beverage of choice for Hispanics,
who spend 50 percent of every alcohol dollar on brews, compared to 38 percent for non-Hispanics (Schultz). Non-Hispanic consumers tend to purchase a variety of alcoholic beverages besides beer for example wines, hard liquor, or wine coolers.

Financial Data

According to Nielsen Research’s Beverage and Alcohol department, 87% of consumers state that the current economic recession has had little effect in beer purchases. In September 2008, the Beer Institute showed a 5% increase for beer sales. The sales increase supports Nielsen’s claim that beer is a “recession-resistant consumer good.” The majority of the beer comes from California, which accounts for 22.3 million barrels of beer sold, followed by Texas, Florida, New York and Illinois. These five states in the same order are the states with the largest Hispanic populations in the U.S.

Spanish language TV ad spending surged 19.1 percent in fourth quarter of 2011 and the segment increased by 8.3 percent. The top ten company advertisers spent $1,403.6 million
during 2011 for Hispanic media advertisements, which is an increase of 29.2 percent (Daddi). AB InBev spent $56 million or 10 percent of its media, on Hispanic marketing while it ran spots on TV and radio as well as soccer sponsorships and partnerships with artists followed by a large segment of the alcoholic-beverage Hispanic consumers. Hispanics are more likely than non-Hispanics to purchase imported brands at a rate of 25 percent to 13 percent (Godinez).

**Media/ Communication Budgets**

The Budweiser brand accounted for $107.8 million in media spending and about $1.5 billion on all of its brands in the U.S. during 2009 according to Kantar Media. The following year, 2010, A-B spent $56 million in Hispanic media or roughly 10% of its total measured media (Schultz). AB InBev made a 3-year contract with a Mexican legendary singer, Vicente Fernandez, to promote Budweiser to Hispanics, which was supposed to end in 2012. Budweiser gave away 20 scholarships each worth $2,500 awarded to the National Hispanic Scholarship Fund (NHSF) during each concert throughout the singers’ 20-city tour. Additionally there were TV, radio, online, and print advertisements to enhance the loyalty of Hispanic beer consumers. AB InBev spent about $3.1 billion in 2011 to meet growth demands in China and Brazil markets (Fletcher) and I would estimate a similar quantity for the present year, 2012.

**Consumer Spending**

Latinos are considered super consumers and big spenders because their purchasing power has been increasing yearly. In 2003 Latinos spent $580 billion a year and in 2010 Latinos spent $900 billion a year (Streisand). The Census Bureau of 2010 has identified Latinos to have a spending power of 1 trillion in the U.S. Additionally the 2012 statistical abstract from the Census Bureau informs that the average Latino male made $22,256 in 2009. The abstract also identifies that the average Hispanic under 25 spends $267 in alcoholic beverages a year. Latino
family income for 15 to 24 years of age is $29,893 and ages 25 to 34 average family income is $50,312. In Latino culture many males become parents early in their lives, usually when they are between the ages of 18 to 30. The median household income for Hispanics is $38,039 in 2009 (U.S. Census Bureau).

Career Options

Budweiser needs to focus on the Latino U.S. market and hire a strategist that can help them attract Latinos to Budweiser otherwise the beer brand will continue to drop sales in the U.S. and become an export beer company. Americans are shifting to the consumption of “light” beers, because they are more health conscious while Latinos are not. Latinos purchase goods based on income, word of mouth, and quality. According to Paco Ideation, a Latino marketing agency, the number one beer of choice for Hispanics is Bud Light followed by Corona Extra (Godinez). Therefore Budweiser can take advantage that the Hispanic community is at a 50/50 chance of buying “light” and if Latinos will consist of 23 percent of the legal drinking age it is crucial for Budweiser to target them rather than discontinue Latino promotions in the U.S.

Issues

1. The previous campaign for Budweiser was in 2010 and 2011 when the company signed in Vicente Fernandez, a widely known Mexican musician whose music has transcended through generations of Hispanics in and out of Mexico. Budweiser was using the artists’ song “El Rey” which means “The King.” The tagline from Budweiser is “King of beers” therefore the song ties perfectly well with the beer promotions (Anheuser Busch). However, in June of 2011 Vicente Fernandez encountered boycott problems in Phoenix, Arizona because republican owners of Budweiser had ties with anti-immigrant legislation (Garcia). For the year of 2012 Vicente Fernandez did not fulfill the 3-year agreement and on February 8, 2012 the singer announced
that he would retire at the end of the year. Since the singer will be retiring his concerts are more than likely going to be sold out, which could have increased visibility of Budweiser promotions in Hispanic audiences in the U.S.

2. Thus far Budweiser has neither announced continued work with NHSF nor created a new strategy targeting Hispanic consumers in the U.S., therefore they are already lagging behind competitors.

3. If Budweiser decides to focus in exporting beers to Latin America rather than target a new generation of Latino drinkers they can continue to drop sales and most likely remove themselves from the top five preferred beers in the U.S.

Current Trends

1. Latinos are an increasing population in the U.S. and targeting this audience is crucial to all industries.

2. Beer sales in the U.S. have been declining since the recession because people spend more money on goods with a higher importance. This makes people choose local brews like craft beers over imports because of the less expensive price.

3. The “Light” beers are now dominating the brewery industry with 4 out of 5 of the top U.S. brands, which explains why Anheuser Busch is focusing on Bud Light to target Hispanics, but not all Hispanics drink “Light” beers.
III. Best Practices

Budweiser- Vicente Fernandez

This strategy was fairly well thought out and worked with primarily first or second generation Hispanics with an emphasis on Mexicans. According to the U.S. 2012 Census, Mexicans represent 65.5 percent of the Latino community, which qualifies why Budweiser chose a Mexican spokesperson for the brand. The tagline from the beer and the song complement each other and make an impact because it reminds Hispanic millennials of growing up hearing the song, “El Rey” on the radio. Budweiser used a singer widely known through generations, so they avoided leaving out older Hispanics.

Bud Light - Pitbull

Anheuser's Bud Light and Budweiser brands are hoping to receive a boost from increased spending on Spanish-language advertising and a sponsorship of Cuban-American rapper Pitbull and his upcoming tour (Lipschutz). Using Pitbull is an excellent choice because it reaches the target audience more effectively by focusing on 21 to 34 year old consumers that are bilingual and multicultural. When focusing on younger consumers industries must be culturally relevant since not all Latino's are Mexican, and young adults can easily become annoyed of that misconception (Barrera). Sponsoring Pitbull in his tour is crucial because he continues to record and release hit singles with a variety of popular singers today such as, Shakira and Jennifer Lopez. Additionally Hispanic millennials tend to be second or third generation and grew up with the English language, therefore some might not be fluent in Spanish but continue to like the Latino cultural connection.
Heineken- Latin Grammy’s

The official sponsor of the Latin Grammy’s, a widely seen annual event in Hispanic communities because of the performing artists and awards (Heineken). Latinos are very music oriented, so sponsoring this musical event will expose Heineken to Latino beer consumers through out the entire 3-5 hour event and through television viewers. Additionally, Heineken is reimagining its current marketing campaign for Tecate, a more budget-friendly imported Mexican brand hoping to attract second and third generation Mexican-Americans. Heineken is also sponsoring live concerts, exhibits, and film screenings featuring Latino artists in New York, the fourth state with highest Hispanic population. (Lipschutz).

Miller Lite- Chivas

MillerCoors plans to target the Hispanic demographic by applying bilingual labels on Coors Light and Miller Lite brands. Miller Lite is sponsoring a well-known Mexican soccer league Guadalajara or better known as Chivas (Lipschutz). Partnering with Chivas will target all males and females interested in soccer and those who are fans of this specific team, which has a large audience because it’s one of Mexico's most followed clubs in the first Division. Fans will have exclusive access to live-streamed Chivas games via their smart phones, a Latino Facebook page with news and prizes, and Skype sessions with Chivas goalkeeper Luis Michel (PR Newswire). Since soccer is the predominant sport in Latin America it is beneficial for the beer company to use this segment of Latinos to gain visibility within the community.
IV. Industry Challenges and Opportunities

Challenges

When targeting Latinos in America and segmenting them you have to be aware of their income, language, culture and lifestyle. For example, 21-34 year olds for the most part do not have an established brand loyalty and try beers friends recommend. Additionally, this age group is likely to live on a budget because of college, graduate education costs, or have recently become independent and are adjusting personal spending. Another challenge is making a strategy to target this audience because they are multicultural. Latinos are comprised of a variety of ethnicities; therefore not all cultural connections are relevant. Mexican Americans have Mexican immigrant parents and are more likely exposed to Mexican imports like Corona Extra and Modelo, but Mexican Americans also speak English and are exposed to advertisements for a variety of other brews making it a competition to gain the preference of these consumers.

A challenge Budweiser faces now is creating strategy to target Hispanic beer consumers and take this opportunity to use tactics that will improve sales in the U.S. Budweiser is lagging behind and competitors like MillerCoors are taking the lead in targeting Hispanics by spending $45 million or 11.4 percent of its total media budget on Latinos advertising. Mexican import brands like Corona Extra spent $51.9 million on media and Modelo spent $10 million, which places them among largest imports (Godinez). Budweiser must create a strategy before the summer of 2012 because the season generates an increase in outdoor activities and events that increase alcohol consumption. Budweiser does not want Latinos 21 and over to look over their brand because it will only decrease sales percentages.
Opportunities

An opportunity occurs here because immigrants and young adults want to fit in with the American culture. Therefore, in many instances Hispanics ages 21-34 try beers other than Mexican imports to experience beers Americans drink. Since Budweiser has a long history of being an American beer there is an advantage to persuade Latinos to drink Budweiser by associating them with “feeling American”. This brings an opportunity to target male Hispanics ages 21-34 because they are more likely to consume beer. The chart below shows the difference of alcohol consumption in gender. The age range of individuals between 35-45 has for the most part established preferences in alcoholic beverages. Consumers over 46 have an established loyalty to their beer brands and do not tend to experiment unless it is highly recommended by a close friend or family member. I suggest using the information provided in this research as an opportunity to target males 21 to 34 in U.S. Hispanic communities.

Table 1 Baseline values for primary outcome variables, for whole sample and separately by gender.

<table>
<thead>
<tr>
<th></th>
<th>Whole sample n = 677</th>
<th>Male n = 426</th>
<th>Female n = 247</th>
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<tr>
<td>Drinks per week</td>
<td>13.36 (9.73)</td>
<td>14.75 (10.30)</td>
<td>10.93 (8.11)</td>
<td>5.01*</td>
</tr>
<tr>
<td>Drinks per heaviest week</td>
<td>18.61 (13.04)</td>
<td>21.09 (13.99)</td>
<td>14.29 (9.79)</td>
<td>6.75*</td>
</tr>
<tr>
<td>Drinks per drinking day</td>
<td>4.65 (2.54)</td>
<td>5.13 (2.64)</td>
<td>3.80 (2.09)</td>
<td>6.81*</td>
</tr>
<tr>
<td>Heavy drinking episodes</td>
<td>5.05 (4.53)</td>
<td>5.29 (4.43)</td>
<td>4.63 (4.68)</td>
<td>1.85</td>
</tr>
<tr>
<td>Typical BAC</td>
<td>0.082 (0.057)</td>
<td>0.077 (0.052)</td>
<td>0.090 (0.065)</td>
<td>-2.76*</td>
</tr>
<tr>
<td>Peak BAC</td>
<td>0.158 (0.090)</td>
<td>0.159 (0.089)</td>
<td>0.156 (0.090)</td>
<td>0.45</td>
</tr>
<tr>
<td>RAPI total score</td>
<td>4.96 (5.26)</td>
<td>4.99 (5.32)</td>
<td>4.90 (5.17)</td>
<td>0.22</td>
</tr>
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All values represent behavior in the month before the sanction. BAC: blood alcohol concentration. RAPI: Rutgers Alcohol Problems Inventory. SD: standard deviation. *P < 0.01.
Another opportunity is using sex appeal to attract the attention of the Latino male community, because other major competitors are focusing on music and soccer. Based on a survey I administered Sofia Vergara would be an ideal spokesperson for Budweiser because she has been marketing herself in a wide range of markets. Sofia plays the role of a Colombian wife on ABC's top-rated sitcom "Modern Family." She's in ads for Diet Pepsi, Cover Girl cosmetics, and Hispanic ads for State Farm. Additionally Sofia has a clothing line at Kmart. Some Latinas celebrate Sofia's success story of being a single mother who worked for years before crossing over to Hollywood while others dislike her exaggerated accent in the sitcom. Claudia Milian, a professor of U.S. Latino and Latin American literature at Duke University, thinks people may be confusing Vergara with her sitcom character and apply stereotypes to her personal character. Milian sees parallels between Vergara and Desi Arnaz, who played the role of Cuban-born band leader Ricky Ricardo in the sitcom "I Love Lucy." Both TV actors use their comedic talent, sex appeal and Latiness in their favor. Alex Nogales, of the National Hispanic Media Coalition in Los Angeles, understands why some Latinas may not like Vergara, "Some Latinas do not think of her highly because of the role that she plays, but that is a role," Nogales said. "She is not like that. She is a very smart businesswoman." (Diaz).
V. Interview References


2. Victoria De Bella (Email) Marketing Coordinator at anonymous company.* Previously, Bachelor of Business Administration and Bachelor of Arts in Marketing and English Literature at Loyola University Chicago and Treasurer at Latin American Student Organization.

3. Alex Levine (Email) Marketing Coordinator and Social Media at Mike's Hard Lemonade. Previously, Social Media Strategist at PACO Ideation.

4. Alejandra Rueda (In Person)- CEO, Social Media Specialist & Innovative Marketing Consultant at Alex Rueda Marketing & Communications.

* Participant asked for her employer information to remain anonymous.
VI. Interview Summary

The objective of all the interviews was to receive additional information to answer the research question and to receive information that supports or counters the claims made through the research paper. Listed below are the questions I asked all of the interviewee participants, although not all participants answered all of the questions because their knowledge on some of the questions was limited.

Research Questions

1. What are the differences in marketing when targeting Latino consumers?
2. How strong is brand loyalty in the Latino community?
3. Do you believe targeting Hispanics is an intelligent move? Why?
4. How powerful is the purchasing power of Latinos?
5. What age groups are most easily susceptible to change beer brands?
6. What brand of beer is the majority of Hispanics consuming currently, and why do you believe they purchase that brand?
VII. Interviews

Eduardo Arabu

In the interview with Mr. Arabu he mentioned that when targeting Hispanic consumers the population should be divided into smaller segments such as cultural backgrounds or affordability of products. One of the continuous claims that Mr. Arabu makes is that Latinos purchase products based on prices, and would prefer to save money than make unnecessary spending. He also agrees that sex appeal is a good route to take when promoting alcoholic beverages, and agrees that Sofia Vergara is a considerable choice to use as a spokesperson for Budweiser. Mr. Arabu believes that Hispanics consume beer based on cost, image, and for socializing purposes. When choosing beer brands a Latino/a will choose a product that A. they can afford, B. that gives an image they want to perceive, and C. that their friends or relatives will drink so that they can socialize while consuming.

Mr. Arabu states that the industry needs to become educated on how to strategically target Latinos, because they are a growing population with a very strong purchasing power. Additionally, he confirms that the younger the beer consumer is the easier he or she will switch beer brands. Another factor to consider is that Latinos will have an increase in education that leads into an increase of income, which will allow young adults to have a wider range of choices in all markets and may choose more expensive products.
Victoria De Bella

Ms. De Bella states that when targeting any consumer group, you first have to find out what the meaning behind the group is, in this case the word “Hispanic is difficult to define because the culture has many influences therefore it is easier to start with a smaller niche inside the overarching Hispanic target market i.e. Hispanic consumers of a Mexican ethnic background from age 18-24. Also, Ms. De Bella reminds that some additional nuances around the word Hispanic can cause confusion with the fact that Brazilians are Latinos, but are not Hispanic, since they were colonized by the Portuguese.

Additionally, Ms. De Bella says that a very strong brand loyalty can be seen in the Hispanic community when linked to brands that associate with the ideals of patriotism and regional representation. She states that beer is a perfect example of a product that is emotionally charged in regards to patriotic ties and nostalgia. Ms. De Bella says, “Older age groups may not be as susceptible to marketing efforts of new products if they feel they are upholding tradition and are satisfied with the experience associated with their current preferred brands” and goes on to say that a younger demographic of college students and graduates may be more susceptible to change beer brands. However she emphasizes that client support it is ultimately dependant on the marketing campaign and the types of buzz words built around the brand.
Alex Levine

Ms. Levine states that successful Hispanic Marketing Campaigns are the ones that don’t treat all Hispanics the same, just like it is true with the general market. “The marketers/advertisers who have implemented that successfully are the ones who are winning the Hispanic consumers today.” Simply translating an advertisement is not enough to earn the favor of a Hispanic consumer. Ms. Levine states, “Hispanics have a brand loyalty that is off the charts” and recalls a recent article she read, which indicates that something earth-shattering would have to occur before in order to tear Hispanics, male and female, away from a brand that has earned their loyalty. By gaining a Hispanic consumer a company can have a loyal consumer for years to come.

Ms. Levine believes that it is vital for companies to target the Hispanic community because “the brands who market to Latino’s today are the only ones with a guaranteed chance to be around tomorrow.” Because the American population is changing and becomes increasingly Latino, brands need to adapt accordingly or risk the consequences later on. For many reasons Latinos are the ideal consumer to go after in terms of loyalty, early adoption rates, buying power, breadth of influence, and in some categories willingness to pay more for quality products.
Alejandra Rueda

When speaking to Ms. Rueda she agreed that brand loyalty was definitely present in the Latino community and gave an example of how Coca-Cola in Mexico is very predominant over Pepsi. She states, “You can go anywhere in Mexico and easily find Coca-Cola being sold in local businesses and restaurants while Pepsi is much harder to find in general.” Additionally, Ms. Rueda believes that Budweiser made a bad move when choosing Vicente Fernandez because he does not relate to the Hispanic beer drinking demographic. Ms. Rueda also suggests that Budweiser change their Latino marketing campaign to something more like Bud Light’s new campaign with Pitbull.

When I asked Ms. Rueda for examples to segment the Latino population to better target audiences for beer consumers she identified eating habits. This response ties in perfectly with the current beer industry because it is shifting to “light.” Americans are becoming health conscious and are choosing beverages with less calories and trying to avoid the “beer belly.” Therefore, when segmenting Latinos we have to do so based on their habits because if you focus on race other than Hispanic nationalities might have a different interpretation. An example Ms. Rueda gives is the term “plata” which to Puerto Ricans means money but to Mexicans means silver and has a negative connotation connecting that word to silver bullets, which inhibits fear due to Mexico’s current narco culture. Another important point Ms. Rueda brings out is that Hispanics use similar words that are interpreted differently based on ethnicity. Therefore, when creating a campaign in Spanish the words must be culturally relevant to all Hispanics.
VIII. Professional Associations

Paco Ideation- Is a Latino Marketing agency that provides brandculturuation, advertising, public relations, digital, and experiential marketing.

Pulpo Media- Is an agency focused in providing media, auditing, placement verification, segmentation, data and audience management for Hispanics.

Lapiz Inc. – Is a premier Hispanic marketing communications agency in the U.S. that taps into unique cultural insights to build creative messages that connect with the Hispanic consumer.

Edelman- Focused in public relations and has offices all over the world including Latin America. It is the first firm to apply public relations into building consumer brands.

San Jose Marketing- Is a full service SEO and SEM web design shop, display advertising and reputation management.

Cardenas Marketing Network- Multicultural marketing experts focused on events. They worked with Budweiser during the Vicente Fernandez tour in the U.S.

The Axis Agency- A culture movement marketing agency specialized in communication campaigns.

Latino Branding Power- A web page dedicated to exploring the ideas, strategies, and insights that deliver cultural value within Hispanic marketing communications and branding.
IX. Annotated Bibliography


This is a press release from Anheuser Busch to promote Budweiser’s Hispanic campaign. This describes how the brand is trying to connect with Latinos in the U.S.


This is an interview clip from a radio show that interviewed Latino marketing consultant and founder of Latino Branding Power website. In the interview the consultant specifies ways in which to segment and target Latinos.


The article presents a profile of the beer industry in the U.S. including information related to market overview, value, segmentation, forecasts, and the leading companies in the industry with their demographics. This shows me the position of Budweiser and its competitors.


This article gives me the Beer Marketers Insights results for AB/InBev sales and top 5 beers in the Industry competing for sales. The article also explains the current market for Budweiser.


This is a press release of Kantar Media where they report all the top advertising spending for 2011.


This news article reviews the life and career of Sofia Vergara, her current success in the Americana and Latino markets and stereotypes that she faces today.


The article discusses that the global growth of Budweiser sales in Brazil and the new Latin American target consumers.

This article states that the singer had conflicts with the Latino community in Phoenix, Arizona for accepting a 3 year contract with Budweiser when it was owned by Hensley & Co. because the owner was Cindy Hensley McCain the wife of U.S. Senator John McCain who supported the passage of the SB 1070 Immigration law.


This is an article my a media company that focuses on Latino marketing and the Executive Director releases this report that states the current alcohol consumption of Hispanics.


According to Hispanic Group, Latinos living in the U.S. are "superconsumers," with approximately 56% of the growth of the United States population in the last decade. This article states that markets need to learn about these clients to create loyalty relationship.


This site specifies that Heineken is the official sponsor of the Latin Grammy's.


The Journal says that the increased use of Spanish-language media leads to increased levels of group consciousness among Latinos of varying national origin. Therefore they can be grouped together when looking for a common response from the community.


This article describes the culture of Latinos in the U.S. and how they have become bicultural because they adopt some American customs while maintaining some Latino customs. This article also describes how Latinos use “new medias”.


This article informs the future marketing plans for the top three competing beer companies and how they are targeting the Hispanic Consumers.

This press release informs about Miller Lite sponsorship and tactics to draw Hispanic soccer fans into drinking Miller Lite.


This article states that the Hispanic community continues to be available to beer companies because they do not favor any specific brand.


According to the article in WSJ they state that Beer Marketer's Insights reports that it is the first time in almost 20 years that Anheuser-Busch didn't control the top two brands, which used to be Bud Light and Budweiser.


The article discusses the growing strength of the Latino community and the importance related to T.V. commercials. The article gives an example of how a commercial needs to be modified when switching to cater Latinos.


The data released from the census provides income information and audience data for Hispanic and Latino’s residing in the U.S.
VIII. Portfolio Material-Marketing Campaign
**IMC Message Strategy**

After researching the target audience I propose to make Sofia Vergara the new spokesperson for Budweiser. Making her spokesperson would help target male Hispanic millennials ages 21 to 34.

**Why?**

Throughout the research it is consistently proven that Budweiser needs to create a marketing plan that targets Hispanics in the U.S., and that the tactics used must be sensitive to culture language and segment. Therefore Sofia Vergara is proven to satisfy all of those requirements. In my creative material I decided to make four different Budweiser advertisements displaying potential spokespersons. I chose two male and two female representatives, so that I could survey males and females to identify which spokesperson was preferred. The candidates I chose were Latinos or have descent. I surveyed 23 Hispanic males and 23 Hispanic females between the ages 21 to 34. I analyzed the results and declared Sofia Vergara the winner for Budweiser’s new Hispanic marketing campaign. The advertisements were a product of my creative ideas, and the advanced Photoshop experience of graphic designer Marvin Morales.

**Spokesperson Candidates**

- **Mario Lopez** - An American television host, model, and actor who has appeared in television show series. He was born to Mexican parents in San Diego, California.

- **Alex Rodriguez** - A professional baseball player for the New York Yankees. He is popularly known as A-Rod and was born to parents of the Dominican Republic.

- **Zoe Saldana** - An American actress of Dominican and Puerto Rican descent who had breakthrough roles in Avatar, Pirates of the Caribbean and Star Trek.

- **Sofia Vergara** - A Colombian actress, comedian, television hostess, and model that has exposed herself to both American and Latino audiences.
# Target Audience Survey

<table>
<thead>
<tr>
<th>CANDIDATE</th>
<th># OF VOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARIO LOPEZ</td>
<td>11</td>
</tr>
<tr>
<td><strong>SOFIA VERGARA</strong></td>
<td><strong>21</strong></td>
</tr>
<tr>
<td>A- ROD</td>
<td>4</td>
</tr>
<tr>
<td>ZOE SALDANA</td>
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<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Men surveyed</td>
<td>23</td>
</tr>
<tr>
<td>Women Surveyed</td>
<td>23</td>
</tr>
<tr>
<td>Total surveyed</td>
<td><strong>46</strong></td>
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## Target Audience Survey

<table>
<thead>
<tr>
<th>#</th>
<th>Sex</th>
<th>Age</th>
<th>Mario Lopez</th>
<th>Sofia Vergara</th>
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<th>Zoe Saldana</th>
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**CATEGORY TOTAL**

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</table>

**CATEGORY TOTAL**

<table>
<thead>
<tr>
<th></th>
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<th>3</th>
<th>4</th>
</tr>
</thead>
</table>
MARIO LOPEZ

Budweiser
How to promote Budweiser in U.S. Hispanic communities?

By Lucy Figueroa

State of the Industry

- InBev bought Anheuser-Busch for $52 billion in 2008
- Budweiser is targeting a global market
- U.S. sales of AB/InBev beer hit the lowest point in a decade - 2.9%

Top beer brands by the end of 2011

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Brewery</th>
<th>Revenue</th>
<th>% Change from 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bud Light</td>
<td>Anheuser-Busch Inb</td>
<td>$5,307,469,800</td>
<td>1.12%</td>
</tr>
<tr>
<td>2</td>
<td>Budweiser</td>
<td>Anheuser-Busch Inb</td>
<td>$2,072,386,800</td>
<td>1.11%</td>
</tr>
<tr>
<td>3</td>
<td>Coors Light</td>
<td>Miller Lite</td>
<td>$1,186,498,800</td>
<td>0.47%</td>
</tr>
<tr>
<td>4</td>
<td>Miller Lite</td>
<td>Miller Lite</td>
<td>$1,090,488,800</td>
<td>0.28%</td>
</tr>
<tr>
<td>5</td>
<td>Corona</td>
<td>Crown Imports</td>
<td>$996,988,800</td>
<td>0.34%</td>
</tr>
<tr>
<td>6</td>
<td>Corona Light</td>
<td>Anheuser-Busch Inb</td>
<td>$896,988,800</td>
<td>0.34%</td>
</tr>
<tr>
<td>7</td>
<td>Busch</td>
<td>Anheuser-Busch Inb</td>
<td>$893,988,800</td>
<td>0.34%</td>
</tr>
<tr>
<td>8</td>
<td>Natural Light</td>
<td>Anheuser-Busch Inb</td>
<td>$747,452,800</td>
<td>1.97%</td>
</tr>
<tr>
<td>9</td>
<td>Michelob Ultra</td>
<td>Anheuser-Busch Inb</td>
<td>$518,975,100</td>
<td>10.32%</td>
</tr>
</tbody>
</table>

Important Terms

- **Latin America**: Countries in the western hemisphere that have a Spanish or Portuguese national language. It includes Mexico, Central America, South America, and some Caribbean Islands.
- **Hispanic**: Spanish-speaking. The language historically expanded through Latin American countries due to Spain's colonization.
- **Latino/a**: To be born or raised in a country that is classified under Latin America or to be of decent (including 2nd or 3rd generation Americans).

Audience Data

- African American population: 12.6
- Latinos/Hispanics: 16.3

Hispanic drinking-age adults: 16% in 2010, 23% in 2020

Hispanics spend 50% of every alcohol dollar on beer, compared to 38% for non-Hispanics
Interviews

Common Suggestions:

“Hispanics are a multicultural and bilingual population”

“Segregating into groups not one entire category based on Latino or Hispanic”

“Declaring advertisements is NOT enough”

“Latinos are a growing population and crucial for ALL industries”

Survey

Which of the following do you believe is the best spokesperson for Budweiser?

Results

Table 1: Baseline values for primary outcome variables, for entire sample and separately by gender.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Whole Sample</th>
<th>Male</th>
<th>Female</th>
<th>Male %</th>
<th>Female %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n = 477</td>
<td>n = 226</td>
<td>n = 251</td>
<td>47.8%</td>
<td>36.5%</td>
</tr>
<tr>
<td></td>
<td>Mean (SD)</td>
<td>Mean (SD)</td>
<td>Mean (SD)</td>
<td>Mean (SD)</td>
<td>Mean (SD)</td>
</tr>
<tr>
<td>Drinker weeks</td>
<td>15.30 (27.76)</td>
<td>14.75 (26.36)</td>
<td>15.95 (31.31)</td>
<td>19.31 (39.13)</td>
<td>9.07%</td>
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<tr>
<td>Drinker ever drank</td>
<td>0.84 (0.18)</td>
<td>0.88 (0.21)</td>
<td>0.80 (0.16)</td>
<td>0.91 (0.27)</td>
<td>1.15*</td>
</tr>
<tr>
<td>Drinker ever drank</td>
<td>0.82 (0.15)</td>
<td>0.86 (0.20)</td>
<td>0.78 (0.14)</td>
<td>0.90 (0.26)</td>
<td>1.09*</td>
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<tr>
<td>Drinker ever drank</td>
<td>0.80 (0.14)</td>
<td>0.84 (0.18)</td>
<td>0.76 (0.13)</td>
<td>0.89 (0.25)</td>
<td>1.01*</td>
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<tr>
<td>Heavy drinking episodes</td>
<td>6.90 (5.84)</td>
<td>6.90 (5.84)</td>
<td>6.90 (5.84)</td>
<td>6.90 (5.84)</td>
<td>0.22</td>
</tr>
<tr>
<td>Peak BAC</td>
<td>0.108 (0.090)</td>
<td>0.108 (0.090)</td>
<td>0.108 (0.090)</td>
<td>0.108 (0.090)</td>
<td>0.108</td>
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<tr>
<td>RAPI total score</td>
<td>6.90 (5.84)</td>
<td>6.90 (5.84)</td>
<td>6.90 (5.84)</td>
<td>6.90 (5.84)</td>
<td>0.22</td>
</tr>
</tbody>
</table>

*All values except for BAC in the whole sample. BAC Blood alcohol concentration, RAPI, Rosenberg Alcohol Problems Inventory; SD, standard deviation; N = 477.
Presentation Outline

HOW TO PROMOTE BUDWEISER IN U.S. HISPANIC COMMUNITIES?

State of the industry

InBev bought out Anheuser-Busch for $52 billion in 2008

Prior to that InBev had merged Belgian company Interbrew and Brazilian company AmBev

Today it is Anheuser –Busch In-Bev, the largest brewer in the world.

The current Budweiser strategy is to target the global market so they have begun promotions in China and Brazil among other countries.

Brazil will have the World Cup in 2014 and the Olympics in 2016. Budweiser is a sponsor for the World Cup.

The current U.S. sales of AB InBev have fallen to their lowest point in a decade.

The top selling beer brands are primarily owned by AB InBev - 6 out of 10.

As you can see in the chart Budweiser’s revenue dropped 1.91% since 2010

Terminology

Latin America: Countries in the western hemisphere that have a Spanish or Portuguese national language i.e. Mexico, Central America, South America, and some Caribbean Islands.

Hispanic: Spanish-speakers. The language historically expanded through Latin American countries due to Spain's colonization.

Countries colonized by Portugal are not Hispanic -> Brazil

Indigenous people who do not speak Spanish in Latin America are not Hispanic

Latino/a: To be born in a country that is classified under Latin America or to be of descent (including 2nd or 3rd generation Americans).

Latino Audience

The image shows the demographics of Latino’s in the U.S., which was accessed after the 2010 census.

50.5 million Latino’s live in the U.S. – counting only people that filled out the form, many fear filling out forms due to their legal status.

Latino’s are estimated to be 16.3 percent of the population 65.5 percent of that is Mexican.
And the growth of the Latino population grew 56% since the 2000 census 1 in every 6 individuals in US is Latino and 1 in every 4 children is Latino.

The buying power is estimated to be at 1 trillion.

Latinos have a higher population percent than African Americans by 3.7%

The 5 states with the highest Hispanic populations are

- California with 27.8%
- Texas with 18.7%
- Florida with 8.4%
- New York with 6.8%
- Illinois with 4.0%

These five states also have top market cities – LA, Miami, New York, Chicago, and Houston

In 2010 16% of Hispanics were of drinking age and it is estimated that by 2030, 23% will be of drinking age.

Hispanics tend to spend 50% of every alcohol dollar on beer

Non-Hispanics tend to spend 38% - have a wider alcohol selection: wine, wine coolers, hard liquor

Interviews

Common suggestions that I heard from most if not all of my interviews said:

“Hispanics are a multicultural and bilingual population” so we have to consider that Latin America consists of multiple countries with various cultures.

Additionally if they live in the U.S. and are between 21 and 34 they are most likely bilingual, 2nd or 3rd generation, and speak “Spanglish” interchange Spanish and English words when they talk to each other.

“Segment into groups not one entire category based on Latino or Hispanic” since they are multicultural you have to figure out other common threads in your target audience besides language. Ex: eating habits, are they health conscious? Will they choose Light beers over full calorie beers?

“Translating advertisements is not enough” Latinos have different values and customs than Americans, therefore simple translation will not be sufficient to convince a Latino to purchase a product. You have to tie in the ad with their language and habits so that the ad connects to the target audience.
“Latinos are a growing population and crucial for all industries” as you can tell with the Audience data provided Latinos are growing in the U.S.

Creative

For my creative portion of the research I created a survey and I tested it with my target audience.

I had a total of 46 participant that were equally divided by 23 Hispanic Males and 23 Hispanic Females all between 21 and 34 years old

All of the participants where asked to choose between four possible spokespersons two females and two males.

The fist was Zoe Saldana, she is an actor of Dominican and Puerto Rican Descent

The second Sofia Vergara she is a model, Actor, and comedian from Colombia

The third is Alex Rodriguez or A-Rod he is a Baseball player of Dominican descent

The fourth is Mario Lopez a TV host, actor and model of Mexican descent

Before I show the results of the survey, I would like to see a show of hands of who you believe is the ideal spokesperson.

Sofia Vergara was the winner with a total of 21 out of 46 votes.

Second place was Mario with 11 votes, third Zoe with 10, and last was A-Rod with 4 votes.

Based on my research and survey Sofia is all around the best candidate because according to the statistics men are more likely to consume beer than women, therefore targeting Hispanic males ages 21 to 34 for the new Budweiser campaign using Sofia as a sex appeal will be more beneficial than targeting women.

Additionally both men and women like Sofia, she was the second favorite among female voters.
Lucy J. Figueroa
3156 N. Olcott
Chicago, Ill 60707
Cell: (773) 203-2205
lucy.f90@gmail.com

Education

Loyola University Chicago School of Communications
August 2008- May 2012
Advertising and Public Relations Major
Latin American Studies Minor

Global Citizens Learning Community- [2009] Attended courses designated to expand my learning and interest in global issues. I helped create a volunteer project within the community that initiated my vision of becoming a global citizen.

Experience

Lakeside CDC: Housing Nonprofit (Chicago, Rogers Park) Aug 11- Present
Communications Intern- Responsible of updating and tracking social media sites while increasing the number of new contacts every month. Create and schedule newsletters through Constant Contact and record campaign results. Update website content, create memos, media lists and contact lists. Draft press releases for the organization and draft newspaper articles for El Chicago Hispano.

Instituto del Progresso Latino: Education Nonprofit (Chicago, Little Village) Apr 11-Nov 11
Mentor- Supervise and educate youth for weekend outreach in Little Village and Pilsen to promote community betterment. Additionally fill paperwork to track youth’s weekly improvement. Responsible of listening and advising youth on educational, professional, and personal topics that will help them plan their future.

Latinos Progresando: Immigrant Services Nonprofit (Chicago, Little Village) Feb 11-May 11
Marketing Intern- Managed and organized contact lists in Excel and Constant Contacts. Successfully produced and executed an event called,”Dia del Niño,” which exceeded attendance by double the expected amount. Promoted the newsletter through Hootsuite for Facebook and Twitter. Assisted the Executive Director in meetings and events for the community or associate board.

Cision: Media Database Company (Chicago, Downtown) May 10- Jan 11
Magazine Media Research Intern- Responsible of calling magazine companies in the U.S. and Canada to verify or update contact and editorial information in the company database.

Promoted to Editorial Calendar Researcher- Accountable of inserting 2011 editorial calendars into the database and helping in special projects regarding Latin America or Spanish language.

Skills

• Spanish proficiency
• Social media (Twitter, Facebook, LinkedIn, Wordpress, Pinterest)
• Joomla (website management)
• Constant Contact (newsletter marketing)
• Macintosh and Windows Computers