TAYLOR PRIMERO ¿QuePASA?
New York | Los Angeles | Chicago

News, Issues and Trends in the Hispanic Market.
From the perspective of Taylor PRimero.

May 4, 2009

Hispanic Women Lead the Mom Market
Becoming One of the Most Appealing Targets for Marketers

Hispanic spending is projected to reach $1.2 trillion by 2012, according to the US Census. One cause of this rapid growth of families (50% growth over the past 7 years) comes from births, which means Hispanic moms are becoming the decision and purchasing makers not only for themselves but also for their entire families.

Hispanic women lead the *Mom Market* in many ways; it goes beyond birth rates, it involves larger families as well (they have an average of 2.8 children versus 1.8 for non Hispanics) and managing a functioning family budget considerable smaller than their counterparts making them not only super moms but an appealing target for marketers.

How Are Latino Moms Today?

What are her thoughts about motherhood, the challenges she faces, how to reach her, and what motivates her as a consumer?

Most Hispanic moms describe their style of parenting as more cautious, more often rooted in religion and with a conservative approach, compared to non-Hispanic moms. They consider their children and families the central focus of their lives. Shopping is a family affair; and bringing quality to their families is of most importance to them.

Hispanics as a whole, moms included, are more brand-loyal; they prefer to buy a well-know brand, even it is more expensive. They consider it to be risky to buy a brand they are not familiar with and prefer to choose brands they recognize and trust, according to a study conducted by Yankelovich.

Hispanic women in general are often asking friends and family for advice on certain products and brands, adopting those that are more recommended for people they know and trust.

Communicating Effectively with Hispanics Mothers

Being successful in marketing this segment of Hispanics goes beyond speaking to them in Spanish, it needs to include themes and imagery that are culturally relevant to the audience and that are somewhat different from what advertising and communication agencies may be using to engage Caucasian mothers.

Education and information campaigns with the use of experts, especially doctor's advices, are well perceived and highly valued, often influencing their purchase decisions. Hispanic celebrity

mom endorsements have a positive impact on Hispanic moms and offer a great vehicle to enhance and make the brand more memorable.

Hispanic mothers in general are motivated by helpful tools and information they need to raise healthy and happy children in the U.S. while maintaining their rich culture and heritage. They enjoy activities that bring families together and appreciate the recognition of their hard work and dedication as mothers.

Talk to her!

Like all audiences, reaching out and engaging her in a precise moment is pivotal. Connecting the dots with a 360 degree approach is a must.

According to the Simmons Fall 2008 Survey, Hispanic moms like to stay informed and often gets her information from TV news and the internet, (87% of Hispanic moms watch local TV news). She surfs the web (44% of this group use the Internet at home.) Above all, Hispanic mothers rely on her extended family and peers for advice and information on products and services.

Join the "Familia"

Some companies like Unilever, Karft and P&G are already connecting and engaging this segment and are continuously developing formulas and forums to serve and engage Hispanic moms. Their efforts include integrated experiential marketing platforms with consistent messaging, dedicated media properties, and traditional and online media that generate consumer engagement and harvest brand loyalty.

As part of this group, I am a Hispanic mom myself, I believe all moms are facing similar challenges and are also motivated by the same things other moms are. But Hispanic moms put a priority on families like no other segment. We like to be professional, practical and fashionable but at the end of the road it is all about ***El Bienestar Familiar*** –The Family's Well-Being –**.**

- edited by Maria Trivisonno