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THE HISPANIC MARKET IS GROWING AND CHANGING SO FAST, WE BELIEVE IT MUST NOT BE TREATED AS AN ADD-ON. WE INTEGRATE HISPANIC EXPERTISE AT THE STRATEGIC LEVEL OF ALL MAINSTREAM MARKETING EFFORTS. BY THINKING INTEGRATION, NOT SEGMENTATION, WE ARE HELPING CLIENTS BUILD STRONGER BRAND CONNECTIONS AND LOYALTY NOW AND FOR THE FUTURE. TO LEARN MORE CONTACT SONIA.SROKA@PORTERNOVELLI.COM



Porter Novelli's Diversity Imperative

It's about shaping solutions with varied ideas

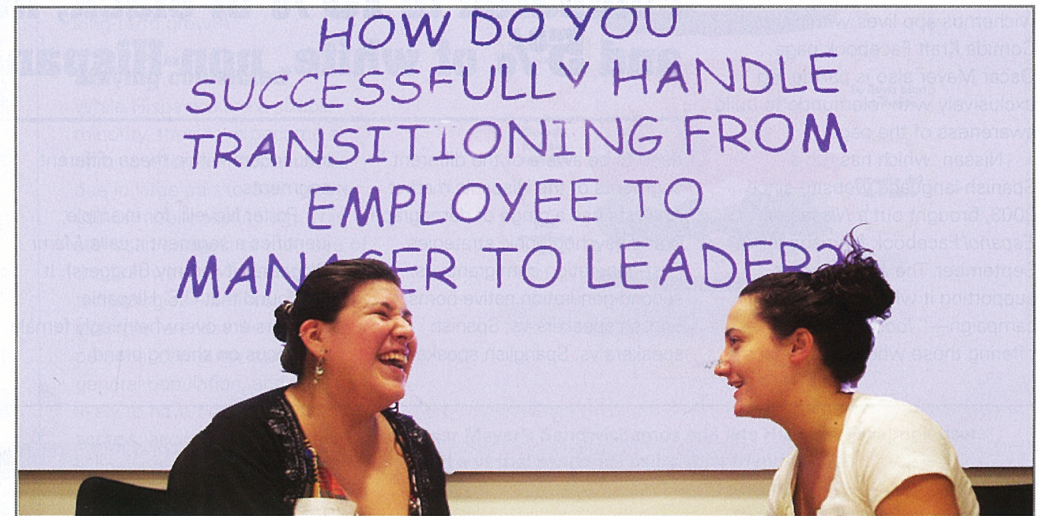
By Janet Stilson

Because mainstream marketing demands relevancy and originality, PRagency Porter Novelli has been amplifying its diversity and inclusion efforts with a clear understanding that it's not only about diversity of race, ethnicity or gender, but also diversity of ideas and experience.

While many companies consider diversity a responsibility of HR, Porter Novelli's efforts are driven by executives involved in the company's business strategy and bottom line. With Anthony Viceroy, the company's global president and CFO, as a key champion, the company has implemented more organized initiatives to strengthen its internal workforce and interest people from a variety of backgrounds in entering the PR field.

This is not just a feel-good effort. It's about building the business and doing the job more effectively. "For us to truly make an impact and influence the audiences most important to our clients, it's critical for our staff to be representative of the marketplace at large," says Viceroy. "We have to have the right people in place to accomplish that—whether through their ethnicity or background or experience."

According to Sonia Sroka, SVP, director of Hispanic marketing and national chairperson of Porter Novelli's National Diversity Council, "Diversity can't be about filling quotas; it must be about making sure all staff members feel like their work and ideas really count. To that end, Porter Novelli created the



Jennifer Vasquez (right), assistant account executive at Porter Novelli and graduate of the TORCH program, gets one-on-one time at a speed mentoring event with agency VP Erin Osher.

National Diversity Council comprising a dozen of the firm's leaders. The council is supported by seven local chapters in the agency's U.S. offices, with about 50 mid-management and junior staff members who are considered "ambassadors" or "change agents," Sroka says. "They're responsible for taking our overarching strategy and localizing it. That gives them the opportunity to exercise leadership skills that they can bring back to their accounts, to their work."

Efforts targeting minority students at both the high school and college levels are a key component of the initiative. "Minorities are less likely to go into marketing, public relations and advertising careers, because often they aren't even aware that they exist," says Sroka.

"No one has exposed them to it." Via partnerships with a range of student organizations and universities, Porter Novelli has had an impact on about 300 students nationwide.

For example, Porter Novelli has become very active with the New York organization TORCH (Together Our Resources Can Help), which focuses on under-served high school students. While TORCH had for many years offered students exposure to advertising and marketing coursework, Porter Novelli introduced a comprehensive public relations track to the curriculum. Every school year, Porter Novelli's team prepares a PR program of study for about 15 to 20 TORCH students. They attend a class at the agency for several

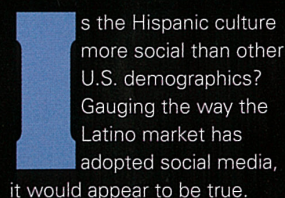
weeks and engage in other activities, like shadowing staff members in order to learn about different disciplines within public relations.

Similarly, the agency has helped create a PR educational track for multicultural Medgar Evers College in Brooklyn. That track is part of a larger initiative that Porter Novelli's parent, Omnicom, has made to create opportunities for students at Medgar Evers.

All the effort is starting to pay off. There have been awards and honors, certainly. But more importantly, the students Porter Novelli has nurtured are entering the workforce and helping to build out a diverse communications industry. "That's the real benefit of all of these programs," says Sroka proudly. ■

Latinos are more engaged with social media than any other group. Marketers take note.

more with
Facebook (BIG
Research). They are



more with Facebook (BIG Research). They are more likely to use a mobile phone for text messaging (Scarborough Research), and are aggressive adopters of smartphones (BIG Research).

the U.S. Latino market.

What's more, by 2014, U.S. Hispanic consumer purchasing power is expected to exceed \$1.3 trillion, forecasts the Selig Center for Economic Growth at the University of Georgia.

The Latino market is growing faster than other segments. The 2010 Census found that there are 50.5 million Hispanics in the U.S.—one in every six U.S. residents—a 43 percent increase from the 2000 Census. Moreover, the Hispanic population accounted for most of the nation's growth—56 percent—from 2000 to 2010. Among children ages 17 and younger, there were 17.1 million Hispanics, or 23.1 percent of this age group.

"The 2010 Census data

**LinkedIn
had
3.1 million
Latino
visitors
in June
2011,
more than
double the
1.4 million
Latinos who
visited in
June 2010.**
(comScore)

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confirmed what Hispanic marketers have always known: Hispanics are the fastest-growing demographic in the United States," says Sonia Sroka, SVP and director of Hispanic marketing of Porter Novelli. "Hispanics constitute a critical component to every brand's long-term growth."

Staying connected

While Hispanics are a sizable minority, they have become a dominant force in social media due in large part to their greater use of mobile technology. This stands in contrast to their use of the first wave of Internet technologies—Latinos, for example, are less likely to own a personal computer than the general population, and less likely to have home broadband access, according to the Pew Hispanic Center's 2010 study on Latinos and digital technology.

So what accounts for this greater use of mobile and social? Industry professionals suggest this may be because being social is a key part of Latino culture and that that cultural phenomenon is now playing out in the online world.

"Hispanics are definitely communicators," Sroka says. "Staying connected with friends and family is at the heart of the Hispanic culture, and we use the web to keep those relationships alive."

Marketers must keep in mind that U.S. Hispanics on the mobile web use social media for a lot more than deciding what to buy. Like other groups, they use social media tools to search for jobs, establish community contacts and build their social networks.

"Based on my experience,



Oscar Mayer's Sandwichemos app lets Hispanic Facebook users build a virtual sandwich using their friends.

Hispanics and other multicultural consumer groups place a higher value on social connectivity via personal technologies than general market consumers," says James Briggs, CEO of Briabe Mobile, Inc., a mobile marketing agency that targets Hispanic, African-American and Asian-American consumer groups. "Before mobile and social media, advertisers struggled to reach Hispanics digitally. The mobile channel is changing all of this, but given the personal nature of the mobile platform, blasting consumers simply will not work. The new challenge is to go beyond the discussions of Hispanics over-indexing on mobile to truly understand how Hispanic consumers care to be engaged on the platform to make buying decisions."

Growing brand presence

While the majority of marketers are still not using social media to reach U.S. Hispanics, some brands have recently inaugurated high-profile efforts to reach this segment.

Working with Lopez Negrete Communications, Verizon Telecom recently launched Facebook and Twitter elements to its Hispanic online campaign for its FIOS[®] high-speed Internet. The campaign itself has required Verizon to look differently at how it is approaching Hispanics, focusing more on emotional and price/quality messaging. "We uncovered some interesting insights that then led to an approach that admittedly made Verizon a little uncomfortable... that threw acculturation out the window," says Marisol Cruz, the agency's executive director of

strategic planning.

Oscar Mayer just published a Hispanic-focused custom Facebook app, developed by 360i in partnership with Firstborn, that lets fans build a sandwich using themselves and their friends as ingredients. Once the sandwich is finished, it gets shared on the walls of their friends and families. The Sandwichemos app lives within the Comida Kraft Facebook page. Oscar Mayer also is partnering exclusively with Telemundo to build awareness of the page.

Nissan, which has run a Spanish-language website since 2003, brought out a *Nissan en Español* Facebook fan page in September. The automaker is supporting it with a promotional campaign—"Todos <3 Nissan"—offering those who become fans

of the page a chance to win prizes such as gas cards.

Segmenting the market

Within the social market, brands

Dual-identities vs. Acculturateds. Young trendsetters vs. family influencers.

For many marketers, social media may promise easier access to



18% of Hispanics online use Twitter, compared to 13% of black, non-Hispanics, and 5% of white, non-Hispanics. (Pew Research Center)

need to be aware of the different segments of the Hispanic market. Analysts use a range of demographic and psychographic strategies. First-generation immigrants vs. second-generation native-borns. English speakers vs. Spanish speakers vs. Spanglish speakers.

influencers within these different segments.

Porter Novelli, for example, identifies a segment it calls *Mami Blogueras* (Mommy Bloggers). It has found that U.S. Hispanic bloggers are overwhelmingly female and focus on sharing brand

information, reviewing products and offering advice. Because they frequently communicate in several languages, they often have a solid following of readers who strongly relate to them and actively share their content. As a result, their influence often reaches beyond their

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blogs as their readers share content with their extended communities.

Separate nationalities

As importantly, marketers need to

origin. Still, other sub-groups—including Salvadorans, Dominicans, Guatemalans and Colombians—grew faster. Moreover, Mexicans are not the primary Hispanic

of people from many different countries," Sroka explains. "The Hispanic market comprises individuals from a range of geographies. We create marketing

to ensure we are relevant to the target."

Miami-based agency La Comunidad acknowledges both the shared and the distinctive characteristics of the Hispanic market segment. With a name that means "the community," the agency often focuses on building a dialogue with Hispanic consumers, says Antoinette Zel, president and CEO. "We don't strive to shape the dialogue within the Hispanic community. We just want to inspire it with refreshing ways to think about brands," Zel says.

"Why does it matter?" Zel continues. "Simply put, because it's about marketing to the new majority. Marketers are leaving dollars on the table every day because they don't trust their instincts and expertise when it comes to Hispanic consumers. Truth is, there's no secret formula and there's no different standard of quality. Opportunity abounds." ■

1.5 million Hispanics visited Tumblr in July 2011, accounting for 11% of the social media site's traffic. That's nearly double the 787,000 Hispanics who visited just two months earlier in May. (comScore)

be aware that the Hispanic community is made up of a range of diverse groups with significant cultural differences. Hispanics of Mexican origin are still the dominant segment, followed by those of Puerto Rican and Cuban

segment in some major markets. In Miami, Cubans are the largest group; in Washington, D.C., it is Salvadorans; and New York has more Puerto Ricans and Dominicans.

"'Hispanic' is an overarching term that denotes a diverse group

programs specific to country of origin and regional geography when our research mandates that such hyper-targeted programming is warranted. When that's the case, we take into consideration cultural nuances and colloquial differences