

A group of diverse young adults, including a man with a beard and a woman with long brown hair, are smiling and looking at a smartphone together. The background is blurred, showing other people in a social setting. A red diagonal graphic element is in the top right corner.

THE MARKETER'S GUIDE TO HISPANIC MILLENNIALS

VIAINT
A Time Inc. COMPANY

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INTRODUCTION

Millennials are one of the most inherently multicultural consumers in the U.S. In fact, of the 75 million Millennials in the U.S. today, more than 42% are multicultural. And while Hispanic Millennials may be one of the biggest buzzwords in the advertising industry today, behind all the buzz is a wealth of opportunity for brands.

The U.S. Hispanic population is comprised of 59 million people, with purchasing power north of \$1.5 trillion a year¹ – which, if it were a country, would be the 15th biggest GDP in the world. And when it comes to the generational breakdown of Hispanic Americans, more than 40% are Millennial. Hispanic Millennials are no longer a small sub-segment of the U.S. economy, they are a driving force.

However, until recently, multicultural marketing has been secondary to brands' core marketing strategies. Between lack of budget, language barriers, and difficulty understanding diverse cultural values, brands have been

reluctant to embrace multicultural marketing as ethnic ad campaigns are viewed as more risky and difficult to execute than traditional campaigns.

As America continues to become more multicultural, marketing strategies will naturally have to follow suit. 80% of U.S. population growth between 2015 and 2020 will come from minorities, with Hispanics accounting for just over half of this growth at 50.6%.²

Despite the challenges of multicultural marketing, many companies have hit the mark. Some of America's biggest brands including Ford, State Farm, and McDonald's have all marketed very strategically to Hispanic Millennial consumers, successfully navigating language, culture, and family identity to effectively reach this group. This should be ample motivation for marketers to shift gears and take a closer look at how current marketing efforts are speaking to the Hispanic Millennial audience.

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with Hispanics accounting for just over half of this growth at 50.6%.

METHODOLOGY

This research provides a multi-disciplinary look at Hispanic Millennials, driven by data from the Viant® Advertising Cloud. As one of the leading people-based advertising technology companies, Viant® has access to a rich database of more than 1.2 billion registered users through the Viant Identity Management Platform (IMP), as well as a strong roster of deterministically matched data partners. This puts Viant in the unique position to offer real, accurate insights into Hispanic Millennial consumer behavior and lifestyle habits.

Viant analyzed the shopping and lifestyle habits of Hispanic Millennial consumers and non-Hispanic Millennial consumers, comparing Hispanic Millennial purchase habits to attributes such as CPG purchases, auto ownership, retail spending, television viewing behavior, and more. This analysis focused on a population of roughly two million Hispanic Millennial consumers and 13 million non-Hispanic Millennial consumers during Q4 2016.

The primary sources for these findings are internal data mining of the Viant Advertising Cloud Identity Management Platform (IMP) and its people-based connection to rich, deterministic data sets including credit card shopping data from hundreds of millions of retail transactions, TV viewing data from our network of 12 million households, leveraging automated content recognition (ACR) technology, grocery purchase data from Nielsen Catalina Solutions and their 90 million households, and many other consumer data points from partners including Experian and Neustar.

Viant also leveraged print publication data from its parent company, Time Inc., and data from People en Español's "The Millennial Latina" report. Where applicable, we included examples of how brands have either successfully or unsuccessfully ran campaigns targeted at Hispanic Millennials.



A Unique Bicultural Consumer Group

Hispanic Millennials are a complex consumer segment, with a unique blend of culture and language. While Hispanic Millennials tend to be bilingual and predominantly born in the United States, a significant 37% of Hispanic Millennials were born outside of the U.S.³ This is still much lower than the 65% of Hispanic Baby Boomers who were born outside of the U.S.

Given the mix of native-born and foreign-born individuals in this generation, advertisers must take a multifaceted approach to reaching this diverse audience and tapping into their bicultural identity. AT&T famously achieved this a couple of years ago with its #BetweenTwoWorlds campaign.

The campaign featured a series of documentary-style ads based on real-life stories of how modern technology has impacted the lives of young Hispanic Millennial customers. While one version of the commercial was done entirely in Spanish and ran on Hispanic media, another ad spot took a different approach – employing “Spanglish.”

The #BetweenTwoWorlds campaign recognized an important facet of Hispanic Millennial identity – a fluid approach to language among different age groups and generations, and effortlessly fused together their bilingual and bicultural identities.

Advertisers must take a multifaceted approach to reaching this diverse audience and tapping into their bicultural identity.



The Importance of Family

Hispanic Americans are more likely than any other group in the United States to be living in a multigenerational home. We found Hispanic Millennials are 35% more likely to have children under 18 living in their household, versus non-Hispanic Millennials. Additionally, two out of five Hispanic Millennials live with their parents.⁴

The influence of family is especially strong when it comes to purchase decisions. In our previous report, "Hispanic Americans Foreshadow the Future of Media," we found that Hispanics are 74% more likely to be persuaded on product purchases by their children compared to non-Hispanics, 28% more likely to be influenced by other family members, and 22% more likely to be influenced by spouses.

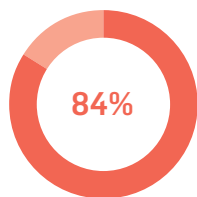
This influence is also very present for purchases of beauty products. 54% of Hispanic Millennial women say their families influence their purchase of skincare, 46% for fragrance, 43% for cosmetics, and 44% for haircare, according to *People en Español's* "The Millennial Latina" report.

There are several layers of data for marketers to analyze from Hispanic audiences. Deterministic data from Hispanic audiences typically has a strong secondary layer, a form of "data resonance," that shows how an individual who may not seem like a direct target for a product or service, is actually a strong influencer of broader purchasing decisions within their family and across generations.

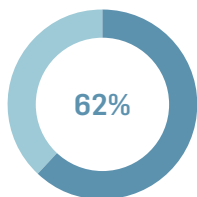
As marketers increasingly rely on deterministic data to target Hispanics' core interests, they must also account for these secondary layers of influence and work to mindfully market not just to the individual, but also to them as influencers of purchasing decisions for the entire household. For instance, data may suggest that you market to a second generation Hispanic in English, however when accounting for data resonance and the individuals' impact on broader family members who may not be English-first speakers, it may make sense to also layer in some advertising in Spanish to demonstrate that a brand is invested more broadly in their culture.

Companies who focus on the importance of family and account for the impact one generation will have on the next when it comes to purchase decisions, will find new and impactful ways to connect with this layered audience.

HOUSEHOLDS WITH CHILDREN UNDER THE AGE OF 18



Hispanic Millennials



Non-Hispanic Millennials

Source: Viant IMP

Hispanic Americans are more likely than any other group in the United States to be living in a multigenerational home.



Household Income

Over the years, the Hispanic population has significantly increased their buying power, with a steady growth in household income. However, Hispanic Millennials still fall slightly behind non-Hispanic Millennials in all income categories, and are 27% less likely to have an income greater than \$125k.

With less money to spend, one way brands can cater to Hispanic Millennials is by offering coupons and discounts. One study⁵ found that 92% of Hispanics use coupons, and 81% decide where to shop based on whether they can use a smartphone or store card coupons. If you take into account that Hispanic Millennials are heavy users of both mobile and social, marketers have a great opportunity to engage this group with deals delivered to the device closest to them.

In order to sign up for deals, consumers usually have to input their email, their email, or mobile number, which can unlock deterministic insights and vastly improve marketers' understanding of consumer interests.

According to eMarketer, the most valuable characteristic to U.S. Millennials when making a digital purchase is the retailer having the best deal. On top of this, 40% of Millennials report that finding coupons and comparing prices is the primary way they use their mobile devices while grocery shopping, providing valuable insights on their individual interests.

As a vehicle for multichannel promotions, digital coupons can be a driver of sales for both online and brick and mortar purchases. Additionally, more accurate conversion measurement can be done deterministically with both location data (visited a store) and in-store measurement (purchased the product).

92% of Hispanics use coupons, and 81% decide where to shop based on whether they can use a smartphone or store card coupons.

Political Affiliation



As the Hispanic population has spread geographically, Hispanic Millennials' political influence has grown significantly. In the most recent election, Hispanic Millennials accounted for almost half of all eligible Hispanic voters.⁶

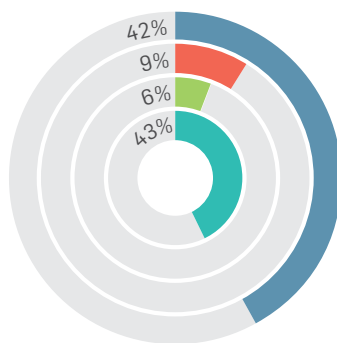
In the 2016 Presidential Election, both Millennial and Hispanic voters increased their participation compared to the previous election. Hispanics have traditionally supported the Democratic party, with this proving true in the 2016 Election.

66% of Hispanic voters turned out for Hillary Clinton while 28% supported Donald Trump, according to Pew Research.

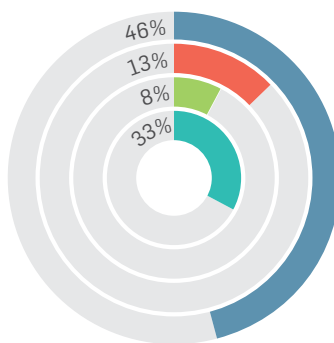
We found Hispanic Millennials are twice as likely to have not registered with a political party compared to non-Hispanic Millennials. However, when they are registered, they tend to lean left as Hispanic Millennials are 29% more likely to be registered Democrats.

POLITICAL AFFILIATION

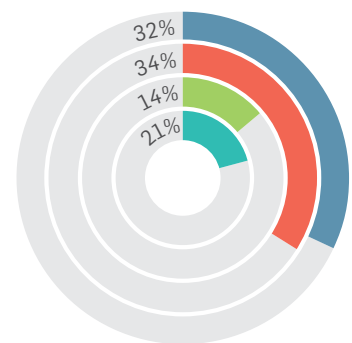
/ ■ Democrat ■ Republican ■ Independent ■ Non-Registered



Hispanic Millennials



Hispanic Baby Boomers



Non-Hispanic Millennials

Source: Viant IMP

Hispanic Millennials are twice as likely to have not registered with a political party compared to non-Hispanic Millennials.

#GetSocial

Hispanic Millennials are a digital-savvy group, increasingly embracing mobile and social media platforms. We first uncovered this in our 2016 report, "[Hispanic American Auto Buyers](#)." In this research, we found that 36% of Hispanic shoppers found in-app mobile ads persuasive in the buying process versus 16% of non-Hispanic shoppers.

Hispanic Millennials have a big presence on social media, showing the highest affinity for Twitter and Instagram, versus non-Hispanic Millennials.⁷ On top of this, they log on several times during the day to these networks: 6x on Facebook, 3x on Instagram, 2x on Twitter, and 1x on Pinterest.

Hispanic consumers are also more open to interacting with brands on social media. We found nearly 50% of Hispanic shoppers reported they had either discussed a brand online with others or used a brand's hashtag in social messaging compared to 17% of non-Hispanic shoppers.

When it comes to mobile usage, Hispanics own smartphones at mostly the same rate as the general population, however they spend 25% more time on their smartphones, or nearly 10.5 hours per week compared to 8.4 hours for the rest of the population.⁸ Additionally, the average Hispanic consumer spends 16% more on data usage.⁹

Given Hispanic Millennials' affinity for social media and mobile usage, brands who want to connect with this audience should look to these platforms to promote their message.

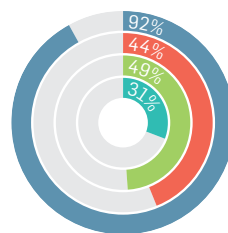
One recent example of this was Mitú's #WeAreAMERICA campaign, which heavily utilized social and mobile in reaching Hispanic Millennials. Leading up to the 2016 Election, digital network Mitú partnered with Hispanic civil rights organization National Council of La Raza to mobilize young Latino voters. Leveraging Mitú's network of 6,000+ Hispanic curators and 100 million global subscribers, the initiative kicked off with the launch of Latinos Vote, a mobile voter registration app. The multiplatform campaign used the app to remind and educate young Latinos on the registration process and voting requirements, while the #WeAreAMERICA social hashtag was used to promote election content, videos featuring Hispanic celebrities, and a live digital voter registration drive.

They spend nearly 10.5 hours per week using the internet on their smartphone, compared to 8.4 hours for the rest of the population.

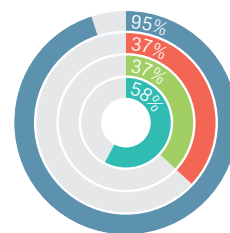


SOCIAL MEDIA PLATFORM USAGE

■ Facebook ■ Twitter ■ Instagram ■ Pinterest



Hispanic Millennials



Non-Hispanic Millennials

Source: People en Español, "The Millennial Latina"

THE RISE OF AMERICA'S MOST DIGITAL AUDIENCE: HISPANIC AMERICANS



Spend six hours more online compared to non-Hispanics



Are nearly 3x as likely to consider a brand after seeing a video ad than non-Hispanics



Nearly 50% reported discussing a brand online in social messaging versus 20% of non-Hispanics

Source: Hispanic American Auto Buyers, Viant 2016 Research Paper

Hispanic Millennials and Mickey Mouse: A Love Story

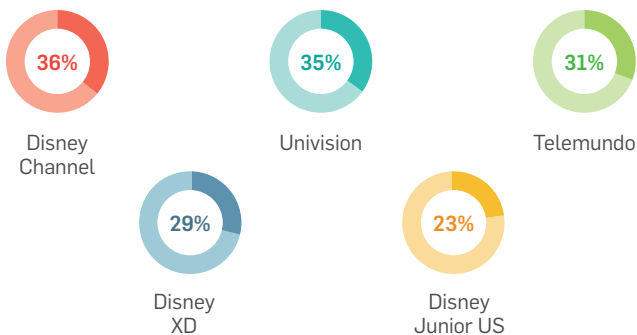
While it may not be surprising that Univision and Telemundo are two of the top networks among Hispanic Millennials, Disney is among their top networks as well. Hispanic Millennials are about 10% more likely than non-Hispanic Millennials to watch Disney's flagship network, the Disney Channel, as well as Disney XD and Disney Junior US.

The Disney Channel's prominence in networking showcases the importance of family for Hispanic Millennials. This group has straddled a unique divide between the Hispanic culture they were raised in and the country where they live. Oftentimes, multiple generations live under one roof, with the younger generation acting as a cultural bridge by translating and helping other members of the family with the American culture.

In addition to Disney, America's obsession with the Kardashian clan is especially strong for Hispanic Millennials. When it comes to TV shows, Hispanic Millennials are 11% more likely than non-Hispanic Millennials to watch "Keeping Up with the Kardashians." Overall, Hispanic Millennials have a diverse mix of top TV shows, as you can see in the chart, but one consistent theme was the focus on family and celebrity culture with shows like "Phineas and Ferb" and "TMZ Live." Additionally, they are also 21% more likely to subscribe to Sports Illustrated for Kids, which again affirms their commitment to family-related content.



POPULAR TV NETWORKS AMONG HISPANIC MILLENNIALS



Note: This chart reflects the percentage of Hispanic Millennials that watch each network.

Source: Viant IMP

TV SHOW PREFERENCE

Hispanic Millennials

- Keeping Up with the Kardashians
- Phineas and Ferb
- Teen Titans Go!
- TMZ Live

Non-Hispanic Millennials

- The Talk
- Fixer Upper
- College Football
- Big Brother

Note: These TV shows denote the highest affinity for Hispanic Millennial viewers. This means that within the Hispanic Millennial segment, a higher percentage of individuals watch these shows compared to all Millennials.

Source: Viant IMP

Multiple generations live under one roof, with the younger generation acting as a cultural bridge by translating and helping other members of the family with the American culture.

Hispanic Millennials Prefer Cold Brew to Home Brew



We looked at the top brands and shopping habits of Hispanic Millennials across a few different categories: CPG, department stores, and mobile carriers. Interestingly enough, despite lower household incomes, Hispanic Millennials spend at roughly the same rates as non-Hispanic Millennials.

They are more than twice as likely to be seen with a bottled Starbucks drink in hand rather than brewing their own cup of joe at home. When it comes to soda preferences, Hispanic Millennials are roughly 15% less likely to drink Coke and Pepsi, and a whopping 5.5x less likely to drink Mountain Dew compared to non-Hispanic Millennials. The only soda brand they are more likely to drink is Crush soda.

In looking at department store shopping behavior, we found that Hispanic Millennials are 26% more likely to shop at JCPenney and Nordstrom and 21% more likely to shop at Macy's. They spend the most money at JCPenney, outspending non-Hispanic Millennials by roughly 10%. Given that Hispanics are a much more social, multigenerational cultural group, retailers can experiment with more targeted offers and facilitate social shopping experiences.

In addition to traditional brick and mortar stores, we examined spending behavior at the nation's biggest online retailer, Amazon. One out of five Hispanic Millennials shop on Amazon, and they spend the most there compared to any other department store. However, non-Hispanic Millennials are a significant 39% more likely to shop at Amazon, and spend 12% more there.

HISPANIC SPENDING BREAKDOWN

Where Hispanics Spend More

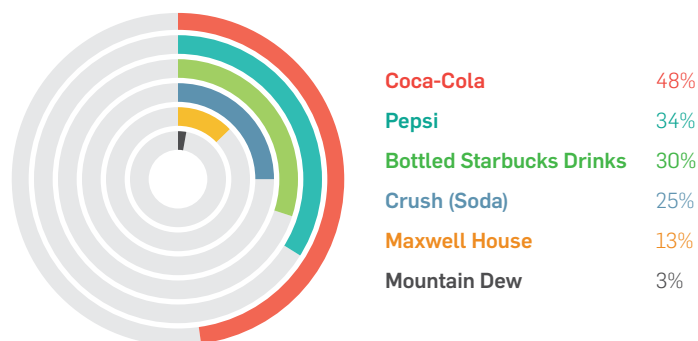
1. Groceries
2. Phone Services
3. Apparel
4. Used Vehicles

Where Hispanics Spend Less

1. Tobacco
2. Healthcare
3. Entertainment
4. New Vehicles

Source: U.S. Yankelovich Monitor: Consumer Key Hispanics

HISPANIC MILLENNIAL DRINK PREFERENCES



Source: Viant IMP

HISPANIC MILLENNIAL AVERAGE QUARTERLY SPEND AT TOP RETAILERS



Source: Viant IMP

Beauty Purchasing Influences & Mobile Carrier Spend



Previously, we saw celebrity culture resonates with the Hispanic Millennial audience on TV. This is also the case for beauty purchasing. One out of two Hispanic Millennial women looks at photos of celebrities for fashion and beauty ideas versus 23% of non-Hispanic Millennial women.¹⁰ In addition to this, 58% of Hispanic Millennial women follow beauty brands on social media compared to just 14% of the general population.¹¹

We looked at Hispanic Millennials' beauty purchasing, examining their spend at two of the top beauty stores: Sephora and ULTA Beauty. Hispanic Millennials are just 5% more likely to shop at Sephora, but non-Hispanic Millennials spend 8% more.

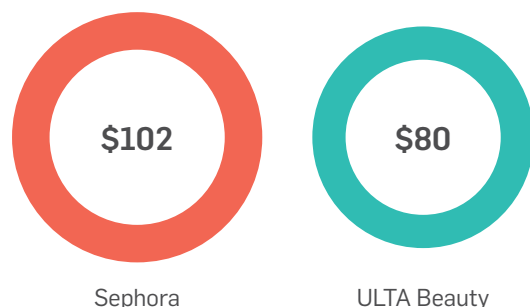
While non-Hispanic Millennials slightly outspend Hispanic Millennials in CPG and department store purchases, Hispanic Millennials actually outspend non-Hispanic Millennials at mobile carriers.

AT&T and Verizon are the top two wireless providers for all Millennials. However, Hispanic Millennials have a higher buyer penetration rate at all of the other mobile providers we studied. In particular, they have a 97% higher buyer penetration rate at T-Mobile and 83% higher at Cricket Wireless.

Mobile carriers are in a great position to market to Hispanic Millennials. Last year, Verizon launched its "Bienvenido a lo Mejor" campaign, aimed at connecting Hispanic Millennials with influencers in the Latino culture. Verizon partnered with "Jane the Virgin" actress Gina Rodriguez, asking consumers to post a video, photo, or message on social media about why they want to connect with four of the campaign's influencers using the hashtag #LoMejorDeMi.

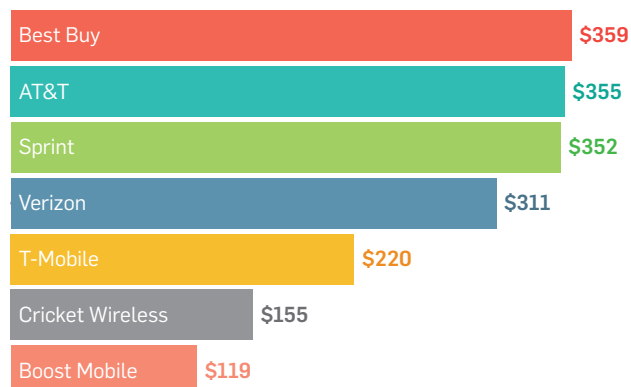
Given their media habits, effectively integrating TV and mobile initiatives can make a significant impact on advertising to Hispanic Millennials.

HISPANIC MILLENNIAL AVERAGE QUARTERLY SPEND AT TOP BEAUTY STORES



Source: Viant IMP

HISPANIC MILLENNIAL AVERAGE QUARTERLY SPEND AT MOBILE PROVIDERS



Source: Viant IMP

Hispanic Millennials' Top Vehicle Brands

While Millennials were once a source of panic for the auto industry as they weren't even getting driver's licenses, let alone purchasing vehicles, they are now the second highest vehicle purchasers following Baby Boomers. We found the most popular vehicle type for Hispanic Millennials and non-Hispanic Millennials are non-luxury cars and crossovers, however Hispanic Millennial drivers are 11% more likely to own a truck. They are also 12% more likely to drive foreign vehicles.

In terms of brand, Chevrolet and Ford are the top two brands for both Hispanic Millennials and non-Hispanic Millennials. However, Hispanic Millennials over-index for Nissan. Nissan has continued to shift its marketing efforts to the Hispanic audience, with campaigns like 2016's "Hispanics Who Dominate" for Hispanic Heritage Month, which featured prominent Hispanic advocates and educators. Strategies like this, which focus on developing campaigns and messages specifically tailored to a targeted audience can help automakers find success in hyper-competitive markets.

Although Hispanic Millennials still index higher for used vehicle purchases compared to their non-Hispanic counterparts, brand desirability still matters for auto manufacturers. Many young buyers may first experience an auto brand through a used vehicle purchase, which will be the basis for brand opinion. It is important for auto brands to effectively build brand favorability with young drivers as they will eventually make up a larger portion of new vehicle buyers, and many of their brand preferences will be solidified already.

Today, Hispanic American consumers as a whole account for \$27.9 billion in registered new vehicle transactions, representing 11% of the total market, and annually, the Hispanic population in the U.S. grows by about one million people.

As we shared in our 2016 report, "[Hispanic American Auto Buyers](#)," 36% of Hispanic American auto shoppers surveyed found that in-app mobile ads were persuasive to them, and Hispanic Americans over-index slightly when it comes to mobile usage, but nearly doubles for those actively shopping for vehicles.

Not only are Hispanic consumers avid mobile users, but as we saw earlier, they have a big presence on social media. According to a new study from Twitter, Hispanic buyers are 1.25x more likely to use a mobile device to search for cars compared to the general population. 49% of U.S. Hispanic auto buyers are on Twitter, which should be a calling for auto marketers looking to reach new audiences in fun and creative ways.

In order to effectively influence the buying decisions of Hispanic Millennials, auto marketers should prioritize mobile and ensure they are providing enough information to guide a first time buyer on their path to purchase.

TOP FIVE AUTO BRANDS AMONG HISPANIC MILLENNIALS

1. Chevrolet
2. Ford
3. Toyota
4. Honda
5. Nissan

Source: Viant IMP

Note: These auto brands denote the highest affinity for Hispanic Millennial drivers. This means that within each segment, a higher percentage of individuals own these vehicles compared non-Hispanic Millennials.



KEY TAKEAWAYS

1 Take a Multifaceted Approach to Language

Hispanic Millennials are a complex consumer segment, with a unique blend of culture and language. While Hispanic Millennials tend to be bilingual and are predominantly native-born, a significant 37% of Hispanic Millennials were born outside of the U.S.

2 Hispanic Millennials Have Lower Household Incomes, but Great Purchasing Power

They are 27% less likely to have an income greater than \$125k, and fall slightly behind non-Hispanic Millennials in all other income categories. One way brands can cater to Hispanic Millennials is by offering coupons and discounts. 40% of Millennials report that finding coupons and comparing prices is the primary way they use their mobile devices while grocery shopping.

3 Family is Paramount to Creating a Cultural Connection

When it comes to family, Hispanic Millennials are 35% more likely than non-Hispanic Millennials to have children under 18 living in their household. Additionally, based on their TV viewing preferences and magazine subscriptions, we know they are more likely to consume family-related content than non-Hispanic Millennials. Companies who focus on the importance of family can find new ways to connect with this audience.

4 Don't Limit Yourself on TV

While Spanish-speaking networks are popular among this group, Hispanic Millennials consume content on family networks like Disney, and gravitate toward family and celebrity programming. By approaching mobile, social, and TV – all very different mediums and formats in their own right – through a bicultural lens, brands can build rich cultural insights and successfully reach these consumers.

5 Embrace Social Media

Nearly 50% of Hispanic shoppers reported they had either discussed a brand online with others or used a brand's hashtag in social messaging compared to 17% of non-Hispanic shoppers. Given Hispanic Millennials' affinity for social media, brands who want to connect with this audience must build up the linguistic and cultural knowledge to effectively communicate across social media networks.





CONCLUSION

The Need for a People-Based Approach

With the average U.S. household now owning more than ten internet-connected devices, TV content consumption rapidly changing, and customers seemingly having less and less discretionary time, marketers must refine their approaches and drive more accuracy and accountability in their advertising.

By knowing who their customer really is and adapting their marketing strategy to the younger, multicultural consumer groups, brands can achieve success. While desktop and cookie-based targeting has been the traditional digital strategy for marketers, this approach can no longer shoulder the burden of tracking users across the myriad number of devices in play today. The emergence of people-based advertising was a direct response to this cross-device

dilemma. Now, with people-based advertising, marketers can establish direct relationships with consumers, helping to close the loop on cross-device attribution.

As the powerful breadth of data in this study illustrates, a people-based advertising approach that delivers insights like actual ages, incomes, purchase habits, and media preferences can be used to create robust, multifaceted customer segments that include both offline and online behaviors. By creating this rich, unique customer persona, marketers can deliver the right message at the right time to the right consumer across all of their devices, ultimately creating a better brand experience.

About Viant

Viant Technology LLC is a premier people-based advertising technology company, enabling marketers to plan, execute, and measure their digital media investments through a cloud-based platform. Built on a foundation of people instead of cookies, the Viant Advertising Cloud provides marketers with access to over 1.2 billion registered users, one of the largest registered user databases in the world, infusing accuracy, reach, and accountability into cross device advertising. Founded in 1999, Viant owns and operates Adelphic and Myspace and is a member of the Xumo joint venture. In 2016, Viant became a subsidiary of Time Inc. (NYSE:TIME), one of the world's leading media companies with over 100 influential brands including People, Sports Illustrated, Fortune, and Time. For more information, please visit www.viantinc.com.

| Data Privacy Statement

Viant implements robust data protection and security protocols in order to secure and protect all data in our systems. This includes implementing industry-leading security around our servers, using the highest levels of encryption and leveraging an experienced team of highly trained professionals to monitor for any suspicious activity around our products and systems. Additionally, Viant is constantly reviewing industry trends with respect to privacy and implements new policies and procedures in order to adopt global industry best practices.

Endnotes

Introduction

¹ Nielsen, "From the Ballot Box to the Grocery Store"

² Geoscape, "American Marketscape DataStream"

A Unique Bicultural Consumer Group

³ Pew Research

The Importance of Family

⁴ The Latinum Network, "Latinum Learnings on Hispanic Millennials"

Household Income

⁵ Nielsen, Hispanics in the Media Landscape

Political Affiliation

⁶ U.S. Census Bureau

#GetSocial

⁷ *People en Español*, "The Millennial Latina"

⁸ eMarketer, "US Hispanics 2016"

⁹ PwC, "Always Connected: US-based Hispanic consumers dominate mobile, entertainment, and beyond"

Beauty Purchasing Influences & Mobile Carrier Spend

¹⁰ *People en Español*, "The Millennial Latina"

¹¹ *People en Español*, "The Millennial Latina"

