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A CLASSIC GUIDE

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Classic Guide to Mobile Advertising



Why Hispanic advertisers need to consider mobile

By Michael Foschetti

Mobile marketing is emerging as a powerful marketing tool for all marketers, but those trying to reach the Hispanic segment should really take note.

While online penetration and general technology adoption among the Hispanic segment lags the general market, the Hispanic segment significantly over-indexes in mobile phone and data usage.

A 2007 Mobile Marketing Association study found that 75 percent of Hispanic consumers own a mobile phone and use it regularly. They are also much more receptive to mobile marketing messages, particularly coupons, status alerts about accounts, and sweepstakes or contests.

The rate of text message usage is also growing dramatically, increasing by 39 percent over the last 12 months, according to a recent

comScore M:Metrics study.

Hispanics are also ahead of the curve in active, engaged usage of mobile content, partially due to the fact that in many cases mobile phones are serving as a replacement for a home computer or Internet connection.

The same MMA study found that this group is more likely to use wireless email, instant messaging and Bluetooth functionality to download games and to view mobile video.

In fact, the Hispanic-focused MTV Tr3s mobile channel posted a 38 percent average monthly growth in video streams from February 2007 to February 2008.

Social networking sites such as MocoSpace boast a predominantly young Hispanic membership. Hispanic users are also using mobile search more than non-Hispanic users.

Brands across all industries – from lifestyle and consumer brands to financial institutions and automotive providers – have already begun to reach this audience through their handsets, with more surely to come.

HipCricket's new Hispanic mobile marketing network of more than 50 radio and TV outlets will give marketers the ability to deliver highly targeted and interactive mobile content directly to opted-in, engaged users both locally and nationally.

Companies such as Procter & Gamble Co., IKEA, Coca-Cola Co., Univision and McDonald's Corp. have all recognized the potential that mobile marketing has to engage this audience and create a loyal customer base.

P&G's CoverGirl was a premier advertiser in the first entertainment special on Univisionmovil.com, a mobile portal that features breaking news, music, horoscopes, entertainment and youth-oriented content.

Univision Movil allows fans to access clips from their favorite Univision shows, bringing the most-watched Spanish-language broadcast TV network to mobile phones.

According to comScore M:Metrics, 18.8 percent of English-speaking Hispanic subscribers are more inclined to access news and information via a mobile browser, compared to 9.6 percent of all subscribers.

Last year, McDonald's promoted its Filet O' Fish sandwich through a cross-channel promotion focusing on SMS short codes and the Hispanic market.

Every component of the McDonald's campaign, from point of purchase, banner ads and packaging, featured the mobile aspect, instructing customers to send a message to a short code to gain access to free content such as games, wallpapers and ringtones.

Mobile is clearly an essential component of the Hispanic marketing mix. Brands that recognize this market as the sophisticated, fast-growing mobile user segment that it is will surely earn significant brand loyalty. ■

Michael Foschetti is managing director at mobile marketing agency Mobisix, Charlotte, NC. Reach him at mfoschetti@mobisix.com.

