

# PROOF OF PASSION

## CASE STUDIES



UNITED WE STAND  
TOGETHER WE GROW

# DON'T SIMPLY TAKE OUR WORD FOR IT. LET US PROVE IT.

A marketer's success comes from influencing consumer thinking and behavior.

Effective ad campaigns compel action by creating an aching need — a longing that must be gratified.

A reaction like that can really only be elicited through one emotion — **passion**.

In media it's content that drives passion and creates connections between audiences and advertisers.

At Univision, the passion for our content is undeniable. And what's more, it's contagious. That is to say, the passion our audience feels for us is the very same passion they develop for our advertisers.

And while other media companies will claim they're able to elicit this powerful response, none of them can actually do it quite like Univision Communications.

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01

# ADVOCACY

USTA | CARE.COM

# SETTING THE STORY STRAIGHT

## A USTA CASE STUDY

### BACKGROUND

In 2016, with the goal of driving player growth, the United States Tennis Association (USTA) chose to **target the large and relatively young U.S. Hispanic population.**

In order to win with Hispanics the USTA needed to **debunk a widely held notion that tennis is a sport with high barriers to entry** — a sport for the privileged few.

They knew Univision was the partner they needed to help set the story straight and offer a stress-free invitation to play a truly accessible game.

### OBJECTIVE

**Increase awareness and drive tennis participation** among U.S. Hispanics, in part by **increasing traffic to their Spanish-language website, [tenisparatodos.com](http://tenisparatodos.com)**

### STRATEGY FOR SUCCESS

Working directly with the client, Univision crafted a marketing platform and media plan focusing on two test markets with both a high-density of Hispanics and high-levels of general tennis participation -- Miami and Phoenix.

In order to change the conversation surrounding tennis the USTA Leveraged **professional Hispanic tennis player Gigi Fernandez and Olympic Gold medalist Mary Joe Fernandez** to deliver their message across Univision's **linear, digital, and social** media.

The campaign encouraged Hispanics to get out and play tennis with their families, and drove traffic to the USTA's Spanish-language website though a **sweepstakes to win a trip** to the U.S. Open Championships in New York.

Source: USTA Study in Collaboration with Media Predict, September 2016

### RESULTS

**+20**  
percentage point brand lift for tennis in test markets  
(vs. flat levels across total U.S.)

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**2x**  
higher website awareness in target markets than total U.S.  
([tenisparatodos.com](http://tenisparatodos.com))

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**renewal**  
due to the success of the campaign, the USTA is moving forward with a year-long partnership in expanded markets.

# WHEN YOU NEED A HELPING HAND A CARE.COM CASE STUDY

## BACKGROUND

Care.com launched in the U.S. in 2007 with one simple purpose: To help families make informed decisions in one of the most important and highly considered aspects of their family life—finding and managing quality care for their loved ones. On average, four out of five families find their caregiver on Care.com, and a new job is posted every 30 seconds in the U.S. However, their marketing efforts were all in English, and they realized they had a great opportunity to grow their business more in the United States if they **focused their marketing efforts on one of the fastest growing demographics:** Spanish-dominant Latina moms and caregivers.

## OBJECTIVE

Care.com wanted to **increase awareness and drive participation on Care.com** among the 7.2 million Hispanics moms in the United States, as well as the millions of potential Hispanic caregivers by increasing traffic to their Spanish-language website, [Care.com/espanol](https://www.care.com/espanol).

## STRATEGY FOR SUCCESS

Working together, Care.com and Univision designed a strategy that would **highlight the value of caregivers to families while showcasing Care.com's resources to help Hispanic moms** find the right caregivers for their families. To communicate this message, the campaign included a month-long advertising test across **Univision's television networks, digital and social platforms**. The campaign also featured an integration in our morning show, *Despierta America*, with recognizable Univision talent. A fan-favorite Latina mom, she talked about the great features of the Care.com site, both for moms looking for help as well as Latinas looking for work in the caregiving industry.

## RESULTS

**+10**  
unaided awareness of Care.com increased by 10 points among Hispanic moms after the Univision test program

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**+13**  
aided brand awareness increased by 13 points among Hispanic moms and +10 points among Hispanic care workers

---

Because of the campaign's success, Univision and Care.com are working on a more robust marketing program to Latina care providers and users in 2017.

02

# AUTOMOTIVE

HONDA | LEXUS | NISSAN | TOYOTA COROLLA

# SPONSORSHIP OF CHAMPIONS

## A HONDA CASE STUDY

### BACKGROUND

A long-time Univision advertiser, Honda has been marketing to Hispanics for years. Their focus, sponsorship of Hispanic passion points, like **Regional Mexican music and soccer**. Honda is currently the number two auto brand with Hispanics, which is a strong testament to the efficacy of their strategy.

### OBJECTIVE

Stand out **during the launch of their redesigned 2017 Ridgeline**.

### STRATEGY FOR SUCCESS

Work with Univision Deportes to create a multi-platform sponsorship of **Campeón de Campeones** an annual tournament in which the two best Liga MX soccer teams go head to head to determine an ultimate champion for the year.

Their sponsorship **included IP rights to the tournament**, a leadership position within the network broadcast of the *Balón de Oro* LMX awards show and finals matches, robust social and digital amplification, and on-site activation with lead generation.

According to Gina Jorge, Honda's Manager of Multicultural Marketing, **"Debuting Ridgeline to fans of Campeón de Campeones was a fantastic opportunity to show how Ridgeline can bring friends and family together."**

### RESULTS

**+13%**  
Honda's YOY Hispanic volume gain outpaces the brand's Total Market gain (+4%)<sup>1</sup>

**17%**  
of Honda new vehicle sales are to Hispanics, yet Hispanics account for 46% of Total brand growth<sup>1</sup>

---

Social posts performed above reference points<sup>2</sup>

**+61%**  
engagement on Facebook

**+116%**  
impressions on Facebook

**+106%**  
engagement on Twitter

**+32%**  
impressions on Twitter

Source: 1) IHS Automotive Driven by Polk New Vehicle Registrations (Personal including Lease): Enhanced Ethnic Data; U.S.; CY16 vs CY15; (Note: All figures based on CY16 performance unless otherwise noted; All Rankings based on Hispanic New Vehicle Registrations)  
2) Shareablee, Facebook and Twitter. (Reference points are based on the average performance of branded sports campaigns during a 12 week period in 2016.)

# DOUBLING DOWN ON GROWTH A LEXUS CASE STUDY

## BACKGROUND

Recognizing that **Hispanic sales growth is outpacing the total market** for the luxury category, Lexus has doubled down on Hispanic consumers. As of 2014, they **increased their Spanish-Language TV** spend and more than tripled the number of markets they were active in. **By 2016, 24% of all new IS sales were to Hispanics**; similar to high volume and sister brand Toyota Corolla with 27% of sales to Hispanics. But, the **rest of the luxury auto market also caught on to the viability of the U.S. Hispanic consumer** (Luxury brands investing in Spanish-language media increased +338% in 2016 vs. just 3 years before that).

## OBJECTIVE

Lexus knew they had to fight hard to **maintain their share in an increasingly competitive market place**. This meant reaching Hispanics wherever they are—including on digital and social.

## STRATEGY FOR SUCCESS

To engage with Hispanic customers in one of the biggest sports moments of the year: **Copa América Centenario with Univision**.

Lexus put innovation first, **providing fans a comprehensive, high-level statistical analysis of the tournament**—the Lexus Power Rankings—only available through Univision.com.

Continuing to target Hispanics' digital savviness and passion for soccer, Lexus **leveraged UCI social influencers** to build branded content pieces around the Mexican National Team. Lexus layered their digital strategy with consistent linear messaging; not only did they **increase their Spanish-language investment in their active markets**, they have continued to **expand their TV advertising into new markets**, while consistently **advertising an array of models**, including sedans, SUVs and hybrids.

## RESULTS

Lexus' innovation and consistency has paid off; as of Q3 2016, Lexus continues to be #1 luxury brand among U.S. Hispanics. Plus, they've seen tremendous growth from Hispanic new vehicle sales.

**+72%**  
Hispanic volume growth  
(vs. +24% Total Market Growth)  
CY16 vs. CY13

**25%**  
of Lexus' total growth  
represented by Hispanics  
CY16 vs. CY13

**11.5%**  
Total Sales to Hispanics  
(up from 8.4% in CY13)

**4.2 Million**  
Social impressions

Source: (1) AdIntel Analysis, 2013, 2014, 2015, 1-2Q 2016 U.S. Totals include Network and Cable spending for Tier 1 & 2 in U.S. No individual dealers. KANTAR, Strategy Analysis 2013, 2014, 2015, 1Q 2016. Totals Include Spot TV spending for Tier 1 & 2. Local Markets Include Radio Spending: Miller Kaplan X-Ray, 2013, 2014, 2015, 1-2Q 2016. Note \* means Radio Only. (2) IHS driven by Polk. New vehicle registrations (including sales and leases). Enhanced Ethnic Data. 1-3q CY16 vs. 1-3q CY14. U.S.

# GOING ROGUE

## A NISSAN CASE STUDY

### BACKGROUND

Nissan has been a **long-standing supporter of the Hispanic market**, and the results are clear: 22% of their new vehicle sales are to Hispanics. But they also know they are not alone in the highly-competitive market.

### OBJECTIVE

Currently #2 only behind compact cars, compact CUVs have been growing in popularity among Hispanics, outpacing total market growth; in fact, Hispanics represent 12% of compact CUV sales, yet deliver 19% of total growth. With that in mind, **Nissan came to Univision with the launch of the Rogue in their quest to make it stand out among the competition and become the vehicle of choice for Hispanics.**

### STRATEGY FOR SUCCESS

As seen in College Football's Heisman House, Nissan likes to sponsor sports properties in a big way, connecting their brand to the sport's most legendary players. **By sponsoring Mexican National Team (MNT) soccer, Nissan doubled down on their brand connection to legendary players**, which was a natural fit for Hispanics and their love of the game. And so, the "Legends Lounge" was born.

In true 360° fashion, the partnership had multiple elements across platforms: Nissan presented a "Player of the Game" award after each MNT match, qualifying them for the bigger **"Nissan Legend of the Year" honor given at Univision's Premios Deportes** annual sports award gala. Segments hosted by iconic MNT stars ran across multiple studio shows on a branded "Legends Lounge" set. Facebook posts along with on-air mentions drove fans to a custom-built digital hub filled with MNT player content surrounded by ads featuring the Nissan Rogue. But in order to give Nissan access to all the legendary players for the campaign, **Univision worked together with Soccer United Marketing to deliver the intellectual property rights** to Hispanic America's favorite team, MNT.

### RESULTS

**+22K**  
actions, likes, comments and shares generated from social posts (88% above Facebook benchmarks)<sup>1</sup>

**5.8M**  
total social impressions (70% above Facebook benchmarks)<sup>1</sup>

**2M**  
additional impressions generated by the custom build digital hub

**41%**  
2016 Rogue model sales growth among Hispanics (32% more than total market)<sup>2</sup>

Source: 1) Shareable, Facebook, and Twitter.  
2) IHS Automotive Driven by Polk New Vehicle Registrations (Personal including Lease): Enhanced Ethnic Data; U.S.; CY16 vs CY15; (Note: All figures based on CY16 performance unless otherwise noted; All Rankings based on Hispanic New Vehicle Registrations)

# AN AUTOMOTIVE BRAND INNOVATES REALITY SHOW VIEWING A TOYOTA COROLLA CASE STUDY

## BACKGROUND

Toyota has been **active in the Hispanic market for decades, and as a result has ranked as the top-selling brand among Hispanic consumers for the past 12 years**, according to Polk data. Music is a major pillar for Toyota, and building on a long-standing partnership with Univision and the widespread success of *La Banda*, the network's music reality show, Toyota saw an opportunity to tap into the franchise's younger audience and user base.

## OBJECTIVE

Create a program that would **drive brand awareness and engagement among millennials and teens with music content** that reaches them where they are, via linear TV, mobile and digital video.

## STRATEGY FOR SUCCESS

Univision and Toyota crafted a strategy that would **capitalize on organic content integrations and highlight the Corolla as the star across all platforms**. The robust multi-platform experience featured digital, on-air and social elements following the contestants on their hopeful journey to the finale. **Season One's victors, global platinum stars CNCO**, partnered with Toyota to create content for contestants and fans alike, with the Corolla playing a starring role in a music video directed by creative director and designer to the stars, Carlos Perez. Tactical elements spanned **social and second-screen engagement allowing for real-time voting and behind-the-scenes exclusive content**, as well as a **sweepstakes to win tickets to the season finale** — all furnished by Toyota.

Sources: Nielsen TV Brand Effect (IAG). Standard Ads Limited to Primetime Non-Sports Programming Data based on Hispanic 18-49; 09.11.16 to 12.11.16. Conecta: GfK Hispanic Lower Funnel Auto Tracker Q4 2016 © GfK; Volume Growth: IHS Automotive Driven by Polk New Vehicle Registrations (Personal including Lease): Enhanced Ethnic Data; U.S.; CY15 vs CY16. Digital: DFA (Double-Click for Advertisers) 3rd Party Campaign report.

## RESULTS

A Nielsen TV Brand Effect analysis showed that the Toyota ads on *La Banda* out-delivered Auto category ads on Spanish-language TV.<sup>1</sup>

79%  
higher brand memorability

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200%  
higher on message memorability

---

127%  
higher on likeability

---

1 of 3  
La Banda viewers who intended to purchase a new car downloaded the Conecta app - 84% rated the experience as "excellent"

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#1  
The Toyota Corolla remains the best-selling new vehicle with Hispanics; Hispanics contributed 81% of its total YOY volume growth.<sup>3</sup>

03

# CONSUMER PACKAGED GOODS

BELVITA | COCA-COLA | POST CEREAL

# THE INCREMENTAL VALUE OF MARKETING IN-CULTURE AND IN-LANGUAGE A BELVITA CASE STUDY

## BACKGROUND

In 2014 Mondelez International created an insights-driven general market campaign to promote **CPG brand belVita** breakfast biscuits. As a result, brand revenue grew by nearly 200% above that of 2012 and belVita learned that **Hispanics were their key consumer, overindexing as buyers by 20%**.

## OBJECTIVE

With 2014 results as good as belVita's, many brand managers would choose to stay-the-course. Why change a strategy that's working? Instead **belVita chose to double down on Hispanics**. They decided to bet on the theory that if Hispanics were indexing at 120 without a concerted marketing effort, the sales growth would be even greater with a targeted, culturally relevant campaign. Spoiler-alert: the bet paid off, and BIG.

## STRATEGY FOR SUCCESS

**Tapping the right external partners** was belVita's first step. In this case, Droga5, LiquidThread, and Univision Communications collaborated across all aspects of the campaign. belVita understood they needed to **consult the Hispanic marketing experts** because doing an in-house Spanish translation of the original ad was simply not a strategy for success.

**Leveraging the right insights** was another crucial piece of the puzzle. In order to identify the changes needed to make an ad equally effective as the original, but more targeted to U.S. Hispanics, Mondelez mined both proprietary and partner data to discover what messages and tone of voice would resonate. The final execution was an in-culture and in-language creative adaptation of the original ad that had so successfully established the brand personality.

**Using the right tactics and media mix** was the last hurdle in the project. Using an **integrated 360° approach**, the plan included Univision broadcast to drive mass national awareness and Univision radio for targeted reach of markets with high category consumption. To drive a deeper connection, belVita employed **Univision celebrity talent**. Radio DJs and TV show host Alan Tacher were featured in the creative and on Twitter.

## RESULTS

In the first half of 2015 while the campaign was live:

**+38%**  
Hispanic sales growth

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**+30%**  
household penetration

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**+80%**  
reach among the target  
Hispanic audience

---

**300M**  
campaign impressions

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**14,000**  
new Twitter followers

# A GLOBAL ICON LAUNCHES NEW BRANDED, MULTIPLATFORM CONTENT A COCA-COLA CASE STUDY

## BACKGROUND

In 2016, Coca-Cola made a bold shift: For the first time, they launched a **global campaign for all of their trademark products under the tagline, “Taste the Feeling.”** With **storytelling at the campaign’s core**, the brand sought to highlight how Coca-Cola makes everyday moments more special.

## OBJECTIVE

Building on the “Taste the Feeling” campaign, Coca-Cola turned to Univision to **help drive Hispanic millennials to choose Coke.**

## STRATEGY FOR SUCCESS

Combining Coke’s brand strategy and Univision’s consumer insights, we partnered together to **build a campaign that aligned Coke with mealttime.** For Hispanic millennials, food is a fundamental cultural cue – what they eat, where, and with whom, defines their identity, and Univision helped Coke win with Hispanic millennials by tapping into that insight – all with the kind of authenticity only Univision can deliver.

The execution of this strategy took viewers and users on a **culinary tour across three iconic American cities, New York, LA and Miami**, to experience a taste of local flavor alongside an ice cold bottle of Coke. Anchored in Univision’s vibrant morning show, *Despierta America*, **six custom, branded segments utilized popular millennial talent to lend scale to the campaign.** Plus, in a first-of-its-kind commercial innovation, Univision eliminated an entire commercial pod to showcase Coke’s long-form Hispanic Heritage Month branded content.

On social, we successfully drove engagement with another **six unique and platform-specific video executions** – all optimized in real time, featuring captions to ensure maximum engagement on key platforms like Facebook.

*“A great collaboration and success. The quality of the creative, combined with an insights-driven, platform-tailored approach, resulted in a program that made a positive impact and reached our fans in an interesting, compelling way.”*

– Katie Miller, VP Consumer Connections, The Coca-Cola Company

## RESULTS

3.2M  
video views to branded  
social content

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8.6M  
impressions

---

167,000  
fan actions

# PORTFOLIO COMPANY FINDS GROWTH OPPORTUNITY THROUGH NEW BRANDS A NESTLÉ CASE STUDY

## BACKGROUND

In 2016 Nestle USA's Beverage Division President, Alicia Enciso hit the conference circuit to tell the story of the **company's journey with Hispanic consumers**. For years Nestle had invested in the market with a tactical approach – getting in and out in short spurts, mainly with “legacy” brands that Hispanics grew up with in their countries of origin. But Nestle knew there was a major opportunity for distinctly American brands, if the approach was strategic and total market. **They created a Hispanic Center of Excellence, and got senior management commitment by showcasing the size of prize by population: \$800 million in incremental sales across ten brands.**

One of those ten brands included the **category-leading coffee creamer Coffee-Mate**, which was beginning to experience slowing sales growth

## OBJECTIVE

**Double the sales growth of Coffee-Mate among Hispanics**, a largely untapped market with a penchant for the product, in order to help grow their overall sales

## STRATEGY FOR SUCCESS

Nestle realized that an outsized **1/3 of the sales volume during the holiday timeframe came from Hispanics** – likely due to the abundance of social gatherings and parties for U.S. Hispanic consumers in that time period.

The hilarious **2015 Holiday Flavors Digital Campaign, starring “Joel Hubbard, the bi-cultural Gingerbread Man and Holiday Flavors Expert,”** targeted Hispanics and Millennials using a **total market approach with a digital-first plan**. First, insights into Hispanics and Millennials were utilized to create a humorous story line and character. **Joel the gingerbread man was a Latino character brought to life in English and Spanish ad creative – on TV, social media, in PR and via influencer partnerships.**

## RESULTS

The campaign resonated greatly with Hispanics and Millennials in all key metrics, leading to significant growth for this well-established brand:

9%

growth in Market share for Hispanics and General Market consumers

3.5%

dollar volume growth

+1.3B

impressions garnered by the campaign and

10M

video views

The creative received the industry's top award (ACE Metrix Award) for video impact

The TV creative exceeded brand norms for breakthrough, persuasion, and brand linkage

Parent company Nestle has unleashed sustainable growth among the 10 brands included in their strategy, already achieving \$150M toward their \$800M goal

# A CEREAL BRAND TAPS TELENOVELAS TO AMPLIFY ITS CAMPAIGN

## A POST CEREAL CASE STUDY

### BACKGROUND

For several years, Post Honey Bunches of Oats has been the #1 Cereal among U.S. Hispanics, but a **shift in ownership and brand management led to a need for a shift in strategy to ebb the narrowing of their category leadership.**

### OBJECTIVE

Having activated large scale integrated campaigns with Univision that drove both volume and dollar growth in their category previously, Post was looking to re-ignite the Hispanic consumer in 2016 with insight-driven marketing programs that would break through the clutter in a crowded category.

### STRATEGY FOR SUCCESS

**Grow awareness by aligning the brand's tagline with a thematic marketing execution** and connecting the product to content consumers crave, the same way they crave their favorite cereal.

Working with Univision and media agency, Mediavest, Honey Bunches of Oats was able to deliver the ultimate in daily content cravings: **primetime telenovelas.**

They connected their brand to a big finale of one telenovela, and a premiere of another, through branded vignettes touting their "Esto. Es. Todo." (*This. Is. Everything.*) tagline.

Knowing that **Hispanics are more likely to be interested in a brand that they know celebrities use and enjoy**, Honey Bunches of Oats tapped into the loveable Francisca LaChapel, former morning show host and Nuestra Belleza Latina winner, to create playful branded content that lived across linear and social platforms.

### RESULTS

Honey Bunches of Oats saw tremendous engagement with the campaign, particularly in social activity around the branded videos:

nearly 400K  
average reach per branded post

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7,000  
fan actions across platforms

---

31,000  
video views

---

Plus, branded videos on Facebook performed above Univision social benchmarks nearly twofold

04

# HEALTH AND WELLNESS

NOVO NORDISK | SENSODYNE | TYLENOL COLD | ZYRTEC

# MULTI-COMPANY COLLABORATION IMPROVES HISPANIC HEALTH A NOVO NORDISK CASE STUDY

## OBJECTIVE

In 2015, Novo Nordisk wanted to create **awareness for their diabetes management treatment program among Hispanics.**

## STRATEGY FOR SUCCESS

The Univision solution for Novo Nordisk was to **build a community outreach program.** Novo Nordisk leveraged Univision's strong equity and brand trust by co-branding the program with the Univision Prescription Savings Card in order to reach high-risk and diabetic Hispanic individuals and families.

Together, Novo Nordisk and Univision developed partnerships with six community health providers, including Montefiore Medical Center in New York City.

**A promotional campaign** that included Univision local TV, radio, digital and social **built awareness of the program and of an upcoming community health event.**

**At the event,** Hispanic attendees received face-to-face counseling as well as diabetes screenings. Once screened, **diabetic patients were enrolled in the Novo Nordisk patient engagement program and given a treatment plan to match their needs.**

Over the next six months, participants were monitored, given additional health education, and finally, brought back in for testing.

## RESULTS

**56%**  
of event attendees were tested  
for diabetes

---

**92%**  
enrolled in the Novo Nordisk  
patient engagement program

---

**-1.7%**  
tremendous reduction in  
HbA1c for those with  
uncontrolled diabetes

Source: Univision & Novo Nordisk Event & Follow Up Care Results

# WHEN A MODEST BUDGET YIELDS BIG RESULTS A SENSODYNE CASE STUDY

## BACKGROUND

Oral hygiene is the second largest dollar-volume OTC category for Hispanics. Colgate and Crest have been the historical leaders within the category, and for nearly a decade, these brands have been investing heavily in a battle for increased share of the Hispanic marketplace.

## OBJECTIVE

In 2015, Sensodyne was interested in testing the Hispanic market and approached Univision to create a pilot designed to discover if a modest investment would drive sales growth.

## STRATEGY FOR SUCCESS

To determine if media activity would result in a lift in sales, Univision and Sensodyne executed a three-month Spanish-language media pilot with a matched panel controlled store test across an exposed and non-exposed market.

## RESULTS

Sensodyne saw a lift in sales that directly correlated to the Hispanic media spend, and a loss after the pilot was over.

+10%

YOY sales growth for the same time period (substantially higher than non-Hispanic lift)

Source: IRI Matched Panel Study. IRI Ethnic Data Workbench.

# A WELL-ESTABLISHED BRAND USES EMOTION TO CONNECT TO HISPANIC WOMEN

## A TYLENOL COLD CASE STUDY

### BACKGROUND

U.S. Hispanics currently spend \$6 billion on OTC products, which is 12% of the total OTC market. But with Hispanics making up 18% of the total U.S. population, there is a tremendous opportunity for a strong, established OTC brand to **close the gap and generate incremental sales**. Tylenol recognized this opportunity for their Tylenol Cold product, but given that the Tylenol brand has very high brand awareness and is in a mature market with high generic usage, it faces fierce competition.

### OBJECTIVE

Tylenol Cold's goal was to **generate incremental sales** over its competition without succumbing to the aggressive pricing strategies of those competitors. They looked to Hispanic consumers to help them **grow affinity and preference**.

### STRATEGY FOR SUCCESS

Tylenol Cold knew they had to start with a destination for Hispanics. They invested in a **Spanish-language website** that maintained a consistent look and feel with the English-language version. This provided Hispanic consumers with the option to get product information in their preferred language.

To build on their Spanish-language strategy and signal premium value to its Hispanic customers, Tylenol Cold created a Spanish-language ad to air on Univision that **resonated with Hispanics by connecting with the viewer via highly emotional content**. Taking advice from branding expert Millward Brown, which shows that some of the "most enjoyed" Hispanic ads utilize family/children scenarios, the Tylenol Cold ad highlighted much more than treating colds; instead, it focused on the role of the family and celebrated a mother's love, pulling on Hispanics' heartstrings.

Source: Univision/Nielsen Hispanic Healthcare Journey Study 2016. Nielsen Brand Effect.

### RESULTS

The **Spanish-language ad resonated greatly with Hispanics** vs. English-language ads in key metrics:

93%  
higher brand memorability

---

138%  
higher message memorability

---

189%  
higher likeability

In addition:

71%  
brand awareness among Hispanics: Highest in its competitive set

---

41%  
purchase rate

---

71%  
likelihood to recommend Tylenol Cold to family and friends

# USING LANGUAGE & CULTURE TO DRIVE AWARENESS A ZYRTEC CASE STUDY

## BACKGROUND

Over the next decade, the health category is projected to grow 67% among Hispanics vs. 47% for non-Hispanics. Second to family, Hispanics rate **healthcare as their top priority**, but many feel overwhelmed by taking care of their health and are actively seeking healthcare information at levels far above non-Hispanics. Yet, only 14% of healthcare brands have a Spanish-language website in the U.S. today. The brand team at Zyrtec realized **the need to understand Hispanic consumers and build relationships** in order to engage their customers and grow sales within their highly competitive and mature market.

## OBJECTIVE

To create owned assets and campaign elements that would resonate with Hispanics, grow brand awareness, drive purchase rate, and increase the likelihood to recommend the product.

## STRATEGY FOR SUCCESS

First, Zyrtec created a **Spanish-language website** that maintained a consistent look and feel with their English-language site. This not only captures the attention of Hispanic consumers and builds likeability, it also lowers the consumer's concerns about her comprehension of the information and leads to a more favorable opinion of the brand.

Then, the brand created an **original Spanish-language TV spot**, featuring a Hispanic family and highlighting the role of the Mother as "Chief Medical Officer." The creative utilized a **playful situation, humor, and clear communication of the key product benefits** – culminating with a viewer call-to-action.

In addition, Univision partnered with Zyrtec to create **custom content** integrating Zyrtec into the reality competition show *Nuestra Belleza Latina* ("Our Latin Beauty"), providing on-air tips for looking and feeling one's best, even while suffering from allergies. The Zyrtec product was organically integrated into the vignettes to drive alignment and awareness for the brand.

## RESULTS

A Nielsen study showed that the Spanish-language ad and custom branded content outdelivered the English-language version in key metrics.

69%  
higher brand memorability

---

144%  
higher message memorability

---

243%  
higher ad likeability

---

214%  
higher integrated placement memorability

---

340%  
higher brand opinion

---

Zyrtec now reflects one of the highest brand awareness levels within its competitive set (68% among Hispanics) and grew its purchase rate and likelihood to recommend among Hispanics vs. its competition.

05

# INSURANCE

STATE FARM

# BUILDING TRUST AMONG HISPANICS DRIVES SUCCESS A STATE FARM CASE STUDY

## BACKGROUND

State Farm has been marketing to Hispanics for over 20 years. Yet, eight years ago, they had lost their #1 market share among Hispanics and realized they needed to evolve their strategy. Research showed that State Farm was considered an aspirational brand among Hispanics: high-end and highly reputable, but not for them. The perception was that State Farm did not understand Hispanics' lives, hopes, fears, and dreams. Clearly, simply speaking the language in their ad campaigns was no longer enough. They **needed to build a real relationship** and showcase **cultural affinity** in order to truly resonate with the Hispanic market.

## OBJECTIVE

**Regain #1 market share** among Hispanics, while retaining the core value of being the brand that is there when things go wrong, *and* when things go right.

## STRATEGY FOR SUCCESS

State Farm's strategy began with hitting the reset button: They initiated **a new conversation** with Hispanics, utilizing their DNA of being "Good Neighbors" as a way to start **building trust**, showing Hispanics that the brand understood the determination and optimism it takes to achieve the American Dream. Forging that trust included tapping into Hispanic passion points like music and celebrities to create integrated content on shows like Univision's *Nuestra Belleza Latina* ("Our Latin Beauty") and State Farm's own Regional Mexican themed reality show, as well as expanding their capabilities with Spanish-speaking agents and team members in order to deepen Hispanic consumer relationships.

State Farm also utilized **insight-driven creative**, for example, tapping humorously into the passion Hispanics feel for soccer and how excitement over team victories could lead to inadvertent property damage. All creative was syndicated in the media and technology Hispanics favor most, including social and online videos.

## RESULTS

### **Trust equals success.**

A pervasive, multi-channel media campaign and on-the-ground, Spanish-speaking Agent force went a long way in helping to shift perceptions.

### **#1**

State Farm regained top market share, taking the lead from their competitor.

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State Farm has seen a consistent 5-year positive growth trend of Hispanic policies, outpacing the total State Farm enterprise.

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# MOVIES

JUNGLE BOOK

# HISPANIC AUDIENCES LEAD NEW MOVIE TO RECORD-BREAKING OPENING

## A DISNEY "THE JUNGLE BOOK" CASE STUDY

### BACKGROUND

Disney has been faring well at the Box Office with their string of live action remakes based on their animated classics, especially with Hispanic moviegoers. An active marketer in the Hispanic space, **Disney knows that Hispanics are more likely to attend in groups** (55% go with 3+ people vs. 42% of Non-Hispanics) and **on opening weekend** (45% vs. 33%).<sup>1</sup> They wanted to keep their positive momentum going with 2016's *The Jungle Book*.

### OBJECTIVE

Ensure a blockbuster opening weekend by **enlisting the exponential impact of avid Hispanic moviegoers, especially families.**

### STRATEGY FOR SUCCESS

Univision worked with Disney to design a program that would serve as a sum greater than its individual parts – leveraging the entire portfolio of media brands and assets to build mass excitement for the classic reboot. *The Jungle Book* was **integrated into Hispanic America's favorite programming** with actors sharing exclusive footage of the film, inserting the movie's breathtaking visuals and immersive settings across Hispanic passion points like sports, in Liga MX soccer matches, and telenovelas. Univision talent and influencers shared their favorite movie characters and themes to endear the audience to the film, and spread the buzz on social through **a custom Spanish-language hashtag, #ViveLaSelva**. At the grassroots level, exclusive movie screenings attended by Univision influencers, local TV and radio, and digital presence on Univision.com, all promoted viewing of the visual spectacle in 3D.

*"Studio marketers have learned that Hispanic moviegoers tend to buy tickets in particularly large groups; if you hook one family member, you can get an exponential result. To achieve that goal, Disney teamed with Univision for a five-week stunt that brought "Jungle Book" characters and clips to telenovelas, talk shows and sports coverage. Disney even built a tool to allow Univision personalities to appear in scenes."*

— New York Times, April 2016

### RESULTS

The *Jungle Book* not only dominated the weekend box office, it beat even highest projections. Half of the audience who attended were families.

\$104M

box office debut

25%

Hispanic box office contribution<sup>2</sup>

2<sup>nd</sup> highest

April opening ever

Source: (1) NRG Moviegoing Report 2015; Base: P12-74 (2) Nielsen Entertainment Hispanic Box Office Estimation; Opening weekend based on Box Office Mojo total opening weekend share of total opening week.

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# PERSONAL CARE

NEUTROGENA | SECRET

# ENGAGING BRANDED CONTENT EXCEEDS BENCHMARKS FOR VIEWERSHIP

## A NEUTROGENA CASE STUDY

### BACKGROUND

Neutrogena is the **top facial care brand among Hispanics**, as well as the top facial care brand in the United States. It offers a range of skin care solutions that address beauty needs that are important to Hispanic women, a cohort that is hyper beauty-focused. Neutrogena continues to create, innovate, and rethink what's possible in skincare.

### OBJECTIVE

In 2016, Neutrogena chose to partner with Univision to help consumers "See What's Possible." Their objective was to inspire Latinas (like their target "Ana") to reinvent their summer beauty routines with Neutrogena. The key KPI was video views.

### STRATEGY FOR SUCCESS

Knowing their target loves the 24/7 availability of information that the internet offers her, the strategy was to **create branded content focusing on hero products and highlighting key product features**. Neutrogena and Univision worked together to combine the credibility of the Neutrogena brand with Univision's *Despierta America* morning show, all to help Latinas across the country put their best faces forward.

The campaign launched with an integration on *Despierta America* that taught women about the hero products and key features through on-air integrations. A series of custom videos allowed women to learn about their skin types and which products are right for them.

By producing extremely high-quality digital-first content, viewers were more inclined to watch and complete each branded content video. Scale and engagement were optimized.

### RESULTS

1.1MM  
video views

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36%  
completion rate

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7MM+  
impressions across Facebook  
(exceeded benchmarks by 91%)  
and Twitter (exceeded benchmarks by 13%)

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209K  
average reach on Facebook,  
per post (exceed benchmarks by 94%)

Source: The NPD Group's CREST for year ending September 2015, Facebook analytics.

# CONSISTENT INVESTMENT RESULTS IN CONSISTENT GROWTH A SECRET CASE STUDY

## BACKGROUND

Secret has been playing to win with Hispanics for years, making it the #1 brand bought by Hispanic women and the category leader with 17% of the Hispanic market share. However, they **still saw room for growth**.

## OBJECTIVE

Secret didn't want to rest on their laurels as category leader with Hispanic consumers. Their objective was to **continue to grow sales among appearance-minded Hispanic women**.

## STRATEGY FOR SUCCESS

Increasing their Spanish-language TV spend over the past few years was the beginning of their strategy for success: From 2012 to 2015, Secret increased its Spanish-language TV investment nearly 4x, representing 16-18% of their total media investment. To make **a more strategic investment** in the marketplace, they also customized their global ad creative to target Hispanics by **creating an insight-driven Spanish-language version** for placement on Spanish-language TV.

The creative tapped into data from Millward Brown that showed that some of the "most enjoyed" Spanish-language ads **show scenarios with children and use genuine humor**. This creative features a hard-working female photographer as she works with misbehaving children all day, trying to capture good photos of her subjects. The creative humorously reminds viewers of the difficulties they also face throughout their own day, and plays off the product's name, Outlast, by stating that by using it, a woman can outlast any challenge.

Source: 1) Adviews SL TV Spend CY 2012-2015 including Network, Cable and Spot. National TV data is based on Live viewing. Spot TV data is always based on Live Plus viewing 2) Nielsen Target Track. xAOC Channels - CY 2012 - 2015 3) Nielsen TV Brand Effect, based on survey responses January 1, 2015 - December 31, 2015

## RESULTS

Secret's incremental investment resulted in **sales growth, multiple years in a row**, and their Spanish-language creative resonated with the target consumer:

21%

growth in Hispanic dollar sales from 2012 to 2016

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Secret ads performed better on Spanish-language TV than on English-language TV among Hispanic women 18-49:

+12 points  
in general recall

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+8 points  
in brand recall

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+11 points  
in likeability

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# RESTAURANTS

APPLEBEE'S | PAPA JOHN'S

# INSIGHTS-BASED SPANISH-LANGUAGE ADS DRIVE GROWTH AN APPLEBEE'S CASE STUDY

## BACKGROUND

Applebee's has long been considered a top U.S. casual dining destination but was **under-indexing with Hispanics**.

Knowing that Hispanics make up one out of every five customers in their trading area and produce a larger check size per person than non-Hispanics, **there was a business case to pursue this consumer**.

## OBJECTIVE

Creating a marketing campaign to **drive more Hispanic diners in-store** was Applebee's goal.

## STRATEGY FOR SUCCESS

**Their plan was insight-driven**, and the research suggested that social occasions, along with fun and unique dining experiences, were a big trial driver for Hispanics.

Using these insights to inform the creative brief, Applebee's **Spanish-language ad**, which ran on **Univision**, focused on quality time with friends and family.

## RESULTS

+7%  
increase year-over-year in  
Hispanic visits

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+9%  
increase in Hispanic dollar sales

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1 out of 4 visits  
in 2015 were Hispanic consumers

Source: The NPD Group's CREST for year ending September 2015

# EMBRACING A GROWTH CONSUMER A PAPA JOHN'S CASE STUDY

## BACKGROUND

Over the past decade, the restaurant business has evolved along with the changing demographics in the U.S. In fact, **Hispanic QSR visits and dollar volume now outpace that of non-Hispanics.** Successful marketing strategies also need to evolve to capitalize on the growth consumer.

## OBJECTIVE

In 2014, Papa John's knew it was time to **engage U.S. Hispanics in order to drive growth.**

## STRATEGY FOR SUCCESS

Papa John's began their marketing strategy by **identifying the place where their brand and Hispanic values intersect.** What they found is that both Hispanics and Papa John's prioritize quality ingredients and family above all else. These insights lead to the creation of their **Spanish-language ad, which ran on Univision.**

*"I don't see how you can look at the numbers and not invest in this demographic."*

— Papa John's Founder, John Schnatter

## RESULTS

**+43%**  
increase in dollar sales vs.  
4% non-Hispanic

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**+18%**  
increase in Hispanic traffic

Source: The NPD Group's CREST for year ending September 2014

09

# RETAIL

AARON'S | TARGET | WALMART

# USING A CONTEST TO GENERATE NEW CUSTOMER LEADS AN AARON'S CASE STUDY

## BACKGROUND

Aaron's Inc., a lease-to-own furniture and appliance retailer, has historically partnered with Univision through media placement and turnkey integration opportunities.

## OBJECTIVE

In 2015, Aaron's was looking to **increase revenue and generate new customer leads by growing brand awareness among U.S. Hispanics.**

## STRATEGY FOR SUCCESS

To **generate leads**, Aaron's knew that they needed access to personal information that could be used for a follow up with potential customers.

To accomplish this, Aaron's turned to Univision to create a contest. The *Despierta America* Room Giveaway awarded one lucky viewer with a fully designed room from Aaron's. A combination of on-air promos, custom digital media and *Despierta America* in-show integrations worked to drive contest entries and collect consumer data.

Univision's **Twitter and Facebook social handles were key drivers of participation.** Following a post, Univision was able to track immediate, **real-time audience response and an influx of entries.**

Ultimately, **one family was selected and gifted over \$24,000 of merchandise.** Their story was told LIVE within a *Despierta America* segment.

## RESULTS

Aaron's *Despierta America* Room Giveaway set a new record for contest entries and delivered new, real-time viewer response insights.

**+85.7%**  
increase in digital entry page engagement due to social promotion

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**+40%**  
increase in contest entries due to social promotion

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**4.2M**  
social impressions

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**60K**  
social post click through

# A RETAIL BRAND ESTABLISHES ITSELF AS A STYLE ACCOMPLICE TO HISPANIC WOMEN

## A TARGET CASE STUDY

### BACKGROUND

Part of Target's mission is a commitment to "Design for All," to help establish the retailer as the style lover's destination for the hottest in fashion and beauty on a budget. One of Target's key consumers for this campaign is Hispanic millennial women, particularly **given their tendency to shop more for apparel, clothing, and beauty products** than their non-Hispanic counterparts.

### OBJECTIVE

Target sought to position TargetStyle as the Hispanic millennial woman's style accomplice, ensuring that Target is the retail destination that easily helps her curate the products that express her evolving personal style — at an incredible price. **The campaign needed to drive directly to [Target.com](#) to encourage purchase.**

### STRATEGY FOR SUCCESS

To reach this coveted, digitally-savvy muse, Target and Univision designed a strategy that would align **linear, digital, and social executions to drive home their message and encourage bottom-funnel behaviors.** Building on key insights that Hispanic women **greatly value beauty and fashion influencers for their decision-making,** the program coordinated Univision **on-air talent with a Hispanic social media influencer to produce snackable videos** offering seasonal style tips featuring the latest products from Target. These quick and easy videos offered the chance to **"click-to-buy" Target products** and were distributed on digital, social, and on-air through *Despierta America* and our talent and influencers' large social reach.

### RESULTS

15K+  
video views

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3K  
social shares

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33%  
engagement rate (clicks on video for product information)

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11%  
CTR (Clicks to product page at [Target.com](#))

Source: Univision Internal Metrics Report, Powered by Clicktivated, 4.29.1

# A RETAIL BRAND ALIGNS WITH A ONCE-IN-A-CENTURY EVENT A WALMART CASE STUDY

## BACKGROUND

In 2012, Tony Rogers, senior vice president and chief marketing officer of Walmart U.S., announced plans to double Walmart’s multicultural ad spending as part of a **sweeping initiative** to move the company from a silo-like approach to ensuring the entire organization takes responsibility for **multicultural marketing**. Predicting that “one hundred percent of the growth [in sales] is going to come from multicultural customers,” he led the push for Walmart to devote more resources to multicultural marketing. Since then, Univision has been a strategic media partner to the brand, crafting bespoke marketing programs that continue to leave their mark among Hispanic customers.

## OBJECTIVE

In the summer of 2016, Walmart hoped to **raise awareness** of their selection of fresh and quality food and **encourage use** among Hispanics.

## STRATEGY FOR SUCCESS

Univision partnered with Walmart to tap into **Hispanics’ extreme love of soccer** by creating a food-focused, multi-platform, **branded content program** around the historic Copa América Centenario soccer tournament. The “Game around the Game” experience **integrated the Walmart brand seamlessly** into all media aspects of the tournament. On-air, the strategy was supported by custom integrations on *Despierta América* featuring Hispanic foodie talent, which all drove to a custom, celebrations-focused digital hub. Socially, Walmart tied their food messaging to the soccer tournament with a clever “Battle of the Freshest Recipes” hub and social video extension to capitalize on two of Hispanics biggest points of nationalistic pride: Soccer and Food.

## RESULTS

nearly 3MM  
viewers

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7M+  
video views

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100K+  
engagements

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5K+  
votes for the freshest recipe

# 10 SPIRITS

KORBEL

# A CHAMPAGNE BRAND GROWS AWARENESS BY ALIGNING WITH A LATIN MUSIC EVENT A KORBEL CASE STUDY

## BACKGROUND

Korbel acknowledged the brand had very limited awareness among Hispanics and recognized a **tremendous growth opportunity** in this market – particularly with insights into Hispanics’ penchant for celebrating more holidays each year than non-Hispanic consumers. With a historical focus on **entertainment events**, they looked to both on-site and off-site promotions in **key celebratory time periods** where Champagne consideration may be higher.

## OBJECTIVE

To **raise awareness and drive sales** among Hispanic consumers by aligning with key franchises that would make a **sizeable, multi-channel impact** leading up to Valentine’s Day.

## STRATEGY FOR SUCCESS

With their seasonal objective in mind, the strategy was clear: Univision turned to Korbel with a sponsorship of the **biggest, most glamorous event** in Latin music, Premio Lo Nuestro (PLN) 2016. The timing in February was perfectly aligned with Korbel’s desired timeframe, and leveraged a **marks and logos sponsorship, amplified by a multimedia campaign** to reach their target audience. From branded bottle wraps via a marks and logos sponsorship for direct retail impact, to co-branded broadcast vignettes and red carpet activation, Korbel aligned closely with the celebrities, glitz and glamour of the night.

## RESULTS

According to Korbel, “The product flew off the shelves,” and Korbel renewed the program for 2017.

# 11 TELECOM

AT&T | VERIZON

# CULTURE, PASSION AND SOCCER UNITE TO DRIVE TELCO PREFERENCE AN **AT&T** CASE STUDY

## BACKGROUND

Long-standing Spanish-language advertiser AT&T **understands and values the insights surrounding the “bicultural” experience of U.S. Hispanic consumers.** In 2016, they sought to leverage cultural insights through an always-on connection to culture, content and friends & family – all through Hispanics’ favorite sport, *fútbol*.

## OBJECTIVE

Go beyond spots and dots to drive consumer connection to, and brand consideration for, AT&T during the 2016 soccer event of the year, Copa América Centenario.

## STRATEGY FOR SUCCESS

Univision designed a **three-pronged program driven around AT&T’s ability to connect superfans to the game** and unite them around their soccer pride like no one else. The program **tapped into linear, social and digital assets** through the “Are You Ready for the Game?” engagement platform. The campaign incorporated native digital content that brought to life the nuances of individual countries’ fans in playful and comical ways, and utilized powerful media tactics like **branded pre-game fan interviews**, in-game **mobile-to-TV voting** for the best on-field “connections,” and high impact brand spots all to **drive mass reach and frequency** throughout the tournament.

## RESULTS

+9

point lift in brand opinion  
post-campaign

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+6

point lift in unaided brand  
awareness post-campaign

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+13

point increase in consideration  
among those exposed to AT&T  
ads during the tournament

# LAUNCHING A NEW SERVICE THROUGH EXCLUSIVE TENTPOLE CONTENT

## A VERIZON CASE STUDY

### BACKGROUND

Recognizing the value of the Hispanic consumer in the very competitive telecom category, Verizon knew they had to make a splash to launch a new capability in 2016. Verizon has been a sponsor of Univision's famed Latin GRAMMY® Awards for several years and saw an opportunity to create real impact with the Latin GRAMMY® franchise during the product launch period and leading up to the ever-important holiday season.

### OBJECTIVE

Create awareness of **Verizon's new consumer offering**, Verizon Pre-Paid Service.

### STRATEGY FOR SUCCESS

To introduce the new pre-paid service, Univision and Verizon pulled out the velvet rope for consumers, strategically introducing **the product through an elevated experience of the Latin GRAMMY®**. By **offering exclusive access to artists and stars on the social platforms of their choice**, Verizon welcomed passionate Hispanics to a "Pre-Party", where fans got a behind-the-scenes look at the things they love most in real-time.

The disruptive execution consisted of a Pre-Party Suite where GRAMMY-nominated artists, other music celebrities, and Verizon influencers were invited to unwind with food, cocktails, VR experiences, magicians and more. The **suite served as a social media hub, letting fans connect with their favorite stars** in real-time via a Verizon branded Facebook Live set, manned by Univision talent who interviewed artists and developed custom **social-only content using Verizon's #BienvenidoALoMejor hashtag** to drive the conversation.

To further enhance the strategy and extend Verizon's footprint at GRAMMY events in Las Vegas, the program also incorporated innovative elements like a **first-ever stop motion video area on the Red Carpet** to deepen fans' connections with the brand through social access to the hottest stars in Hispanic America.

### RESULTS

144

Total co-branded social posts tagged with @Verizon and/ or #BienvenidoALoMejor, over-delivering guaranteed social post count by 51%

394%

increase of total fan actions across social media platforms vs. 2015

431%

higher impressions performance on Facebook vs. 2015

