Marketing to a Multicultural Nation
The Diversification of America

US Population Projections by Race/Ethnicity

Sources:

Multicultural consumers account for over 1/3 of the total US population.
Hispanics represent 17% of Americans\(^1\)

African Americans represent 13% of Americans\(^1\)

45% of Millennials are Multicultural\(^1\)

Sources:
\(^1\)US Census Bureau. 2010 Census; "Nielsen Latinas Are a Driving Force Behind Hispanic Purchasing Power in the US.”
Leading Mobile Usage and smartphone penetration

83% US Hispanics
85% African Americans
87% Asian Americans
77% Non-Hispanic Whites

Smartphones are the #1 device used by Multicultural car shoppers

Hispanics averaged 4.2 devices owned*
African American averaged 3.5 devices owned

Which of the following devices do you own and personally use? (Please select all that apply)

Source: “Automobile Milestones” by Ipsos Media CT, Mar–Apr 2015 (study of US adults commissioned by Facebook).
*Note: Statistically significant at 95% confidence compared to other respondents.
69%* of Hispanic car shoppers find Facebook useful in providing information about the vehicle

- 46%* do most of their car research on a smartphone and 41%* recall seeing information or ads about vehicles on Facebook
- 19%* rely heavily on personal recommendations of vehicles

Source: “Automobile Milestones” by Ipsos Media CT, Mar–Apr 2015 (study of US adults commissioned by Facebook).
*Note: Statistically significant at 95% confidence compared to other respondents.
51%* of African American car shoppers consider Facebook the platform to keep them up to date on the latest auto trends

- 44%* said Facebook contributed to the vehicle purchase and made the shopping process easier
- 27%* like to stay up-to-date on new vehicles even when they are not planning a car purchase

Source: “Automobile Milestones” by Ipsos Media CT, Mar–Apr 2015 (study of US adults commissioned by Facebook).
*Note: Statistically significant at 95% confidence compared to other respondents
The US Hispanic Audience
The Facebook US Hispanic Affinity Audience is Mobile

1.5x more likely to log-in to Facebook via mobile phones vs. all other US Audiences

4% PC only
36% PC and mobile
60% Mobile Only

Source: Mobile MAU data from Facebook Certified figure is from Facebook Internal Data from reported and inferred US user data from June 30, 2015. Device usage data from Facebook Internal Data from reported and inferred US user data from August, 2015.
And they are **transacting** on mobile on Facebook

Source: Facebook Internal Data from reported and inferred US user data based conversion pixels and SDK, from January 2014 – May 2015
Hyper-Consumers of Video

6 Hrs+ Weekly

30% more time

1.4x watch video multiple times/day on mobile


2 - Multicultural Video” by Qualtrics, US only (Facebook-commissioned online study of 1,600 people ages 18-65, including respondents who self-identified as US Hispanic, African American or Asian American) and fielded Oct 2015.
US Hispanic Affinity Facebook reach

One of the largest Hispanic Affinity audiences across both TV & Digital

- 31M Monthly Hispanic Affinity users on Facebook
- 30M On mobile
- 25M Daily active users
- 81% Of the USH Affinity group

Facebook figure is from Facebook Internal Data from reported and inferred US user data from March 2016
How does that stack up against others in mobile?
US Hispanic audience/users in millions

Source: [*]Nielsen Net Mobile, March 2016 [*]
US Hispanic Affinity audience in Language/Acculturation

- 31M US Hispanic Affinity on Facebook
- 13M Spanish Dominant
- 11M Bilingual
- 7M English Dominant

Source: Facebook Internal Data.
US Hispanic Affinity audience on Instagram

12M

Monthly active users on Instagram

Sources: Instagram Internal data based on audience eligible to see ads on Instagram. March 2016, US only
Cultural relevance is very important
Culture defines their American experience

What defines culture for US Hispanics?

- Family oriented: 54%
- Food loving: 39%
- Religious: 35%
- Social: 35%

Source: Facebook Multicultural Insights Study August, 2014  N=1,603 Total; N=626 US Hispanics, QC4. Which words or phrases below do you most associate with your culture/heritage? significant differences at the 95% confidence level over Non-Hispanic White
The African American Audience
The African American Affinity Audience is also Mobile

1.4x more likely to log-in to Facebook via mobile phones vs. all other US Audiences

Source: Mobile MAU date from Facebook Certified figure is from Facebook Internal Data from reported and inferred US user data from June 30, 2015. Device usage data from Facebook Internal Data from reported and inferred US user data from August, 2015
African American Affinity audience on Facebook

- **Monthly potential reach**: 20+ M
  - Monthly active African American affinity users
- **On mobile**: 19 M
- **Daily active users**: 16 M
- **Daily potential reach**: 80%
  - Of the African American Affinity group

Source: Placeholder text.
How does that stack up against others in mobile?

African American audience/users in millions

27% of total mobile time spent on FB and IG*

Source: [^]Nielsen Net Mobile, March 2016[^]
8.3 M
Monthly active users on Instagram

Sources: Instagram Internal data based on audience eligible to see ads on Instagram. March 2016, US only
What defines culture for African Americans?

There is no space more personal than the mobile phone and Multicultural expectations are high.

50% Religious
47% Pride
41% Music-Loving

Source: Facebook Multicultural Insights Study August, 2014 N=1,603 Total; N=324 African Americans, QC4. Which words or phrases below do you most associate with your culture/heritage? significant differences at the 95% confidence level over Non-Hispanic White.
Asian American Affinity Facebook reach

One of the largest Asian American affinity audiences across both TV & Digital

- **7.2M** monthly Asian American Affinity users on Facebook
- **6.3M** on mobile
- **5M** daily active users
- **69%** of the Asian American Affinity group

Facebook figure is from Facebook Internal Data from reported and inferred US user data from March 2016
Best Practices for Facebook + Instagram
Unlock your US Multicultural Opportunity with

People first

Personalized messaging

Measurement

Deliver mobile friendly content

Capture attention with culturally relevant content that is “thumb stopping”

Measure results across devices
With Facebook, you can deliver people-based marketing at every stage of the consumer journey:

- **Awareness**
- **Demand generation**
- **Acquisition**
- **Transaction**

\[ \text{Loyalty} \]
Use robust targeting to reach the right people

- **Custom Audiences**
  - *First-party data*
    - CRM data
    - Loyalty program data
    - Website visitors
    - Mobile app visitors

- **Core Audiences**
  - *Facebook data*
    - Demographics
    - Location
    - Interests
    - Behaviors
US Hispanic Auto Targeting Solutions

6.4M
New Entry
Compact Car

1.3M
New Mid Size SUV

2.5M
New Entry Mid Size

Note: Facebook Internal User Data based on reported and inferred data. Accessed August 2014. – USH, Vehicle>Purchase Propensity>Brand>Likely to buy...Categories – USH cluster overlayed on top of datalogix/Polk Data
Parts & Service

- List of inactive customers
- Filter for all Hispanics
- Drive calls to Hispanic phone line

Call Now: +1 (310) 555-1234

Call
Cancel
New Vehicle Sales

- All Hispanics
- Living 5 miles from store
- Truck owners, excluding Honda

Sign up by providing your info below.

- First name
  - Eddy
- Last name
  - Viola
- Email
  - example@gmail.com
Certified Pre-Owned

- All Hispanics
- Living 5 miles from store
- Midsize owners, 6+ years old
Sales Events

- All Hispanics
- Living in specific DMAs
- 0-3 months from purchase
Tier 2 Creative Examples

Greater Houston Honda Dealers
De nuestra familia a la tuya, obtén una CR-V 2016 en la Gran Venta El Garaje de tus Sueños Honda!

Tri Honda Dealers
Tómate una selfie con cualquier Honda Civic y podrías ganar un nuevo! Take a selfie with any honda civic and you could win one brand new!

Delaware Valley Honda Dealers
Llegó la primavera y con ella grandes ofertas. Aprovecha una en la Odyssey 2016!

Resumen de la Honda CR-V 2016 - Sitio oficial
Ver opciones, precios y comparaciones de la Honda CR-V 2016 en el sitio oficial. Obtén información sobre paquetes estándares, modelos y opciones de precios.

TriHonda Dealers Selfie for a Civic Sweepstakes
Snap a selfie and tag it with #SelfieForACivic #Sweepstakes. You could be cruising in a brand new 2016 Honda Civic!

Resumen de la Honda Odyssey 2016 - Sitio web oficial de Honda
Ver imágenes y usos útiles de la minivan Honda Odyssey 2016. Las características...
Reaching Hispanic millennials

Tecate’s goal was to build brand awareness with US Hispanic men ages 21-34, reaching them with ad creative that featured the “Manfidence” concept. Manfidence is an attitude shared by men who are confident, comfortable in their own skin, dynamic and clever.
The Perfect Storm

1. **Targeting**: Bilingual and English Dominant Affinity Audiences

2. **Relevance**: Culturally Relevant, Insight Driven Creative

3. **Format**: Leveraging Mobile and Video

4. **Measurement**: Nielsen Brand Effect
Popping the Cap on Brand Awareness

Tecate drove incredible reach by targeting engaging, insight-driven video and photo ads to Facebook’s robust Hispanic Affinity Audience.

- 93% Reach of Hispanic Men 21-34
- 15% Increase in Ad Recall
- 5% Lift in Awareness
# Multicultural Holidays + Tent Poles

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
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<tr>
<td>New Year’s Day</td>
<td>Valentine’s Day</td>
<td>Spring Break</td>
<td>Tax Season</td>
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<td>Dia de Los Reyes</td>
<td>Super Bowl</td>
<td>NCAA March Madness</td>
<td>Latin Billboards</td>
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<td>Reyes Magos</td>
<td>Grammy Awards</td>
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<td>Mother’s Day</td>
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<td>Independence Day</td>
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<td>Cinco De Mayo</td>
<td>Copa America</td>
<td>Premios Juventud</td>
<td>2016 Olympics in Rio</td>
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<td>BET Awards</td>
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<td>Dragon Boat Festival</td>
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<th>Total US</th>
<th>Hispanic</th>
<th>African American</th>
<th>Asian American</th>
<th>Asian</th>
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Key Takeaways

Messages resonate when culture plays a role

Optimize for Mobile

Video, Video, Video

Culture

Digital Media Usage

Brand Reception
¡Gracias!