



 printer friendly format  email page

Issue Date: CMO Essentials Vol. 1 October 2008, Posted On: 10/6/2008

Five Lessons About Hispanic Online From The Gorilla

Rudy Tabasa, the director of sales, multicultural at online advertising firm **Gorilla Nation**, is frustrated when it comes to advertiser activity on websites targeting Hispanics.



"It's been challenging," he laments. "We have had some success in growing sales, but that's come on the African-American side. Brands seem more confident with that buy than with Hispanic sites. There's just not as great of an interest level or focus - and I'm trying to get a clear understanding of why that is."

Tabasa notes that the biggest challenge at present is getting brands active in the non-Latino marketplace to place more dollars in digital initiatives targeting Hispanics. To help in his fight to grab more of those dollars, Tabasa has amassed a wealth of data that show Hispanics as the largest single online group in the U.S.

Among the biggest points Tabasa tells potential clients:

- **Hispanic teens represent some of the highest concentrations of internet users.**

Therefore, targeting an audience that has become trendsetters and represents many "first adopters" would greatly benefit a brand. "The majority of Hispanics research products online before they buy them," Tabasa says. "They're very active online, so it's odd to me that more CMOs don't look at this as a serious venue to reach them."

- **Websites offer three great things for an advertiser: Engagement, Efficiency and Cost-Effectiveness.**

"You can't get any brand interaction from a print campaign, and you can only get limited brand interaction from television advertising," Tabasa says. "All you are doing is branding."

By offering a Latino internet user an opportunity to research a brand while keeping the brand's messaging top-of-mind, brand engagement can reach a greater plateau with the consumer, he adds.

Another plus an advertiser can gain from including online dollars in their Hispanic budget is the website-specific buy.

"If you want to reach mothers, there is the 'homepage takeover,'" Tabasa says. This involves an advertiser picking up all of the advertising slots, giving them exclusivity on the website's point of entry.

Tabasa is high on the **homepage takeover**, and says creative campaigns for Coca-Cola, feature films and several Procter & Gamble brands on the non-Latino side serve as "a big giant billboard" every time an internet user goes to a website's homepage. "It's simple - I'm going to see it, recognize it and retain it. And the content is there."

So what's been stopping an advertiser from a total banner takeover of a website's homepage?

Budget constraints.

That's where Tabasa's argument about **cost effectiveness** comes into play.

"It's different for online Hispanics, because there are not as many websites targeting them as there are targeting the general market," he says.

Unique brand integration that promotes a sponsor and the website is also being seen as an effective way to drive consumer awareness of two products at the same time. In case of one Gorilla Nation client, Spanish-language online video community **Canal Internet**, advertising for Heineken was weaved into Canal Internet's main banner - a move that maximized campaign visibility and brand awareness.

Tabasa says three categories with strong growth potential in the Hispanic online space are **insurance companies, soft drink manufacturers** and **distilled spirits** makers. Hennessy is working with Gorilla Nation on various online initiatives.

Lastly, Tabasa says brands on a tight marketing budget can create compelling visual at a cost that's a fraction of what one may pay for a television spot. "We can create banner ads in-house or receive creative on the agency side. This is low-cost compared to other forms of media."

• According to eMarketer, there are 23 million Hispanic internet users - accounting for 11.9 percent of everyone online. That number is project to increase to 27.8 million Hispanics by 2011 - accounting for 13.1 percent of all internet users.

Subscribe to
CMO Essentials



Jump starting Hispanic marketing for

CMO • Essential Fast Facts

28 million The number of U.S. Hispanics projected to be of school age by 2050 - a 166 percent increase from 2006. By comparison, the number of non-Latinos between the ages of five and 17 will grow by just 4 percent, to 45 million, over the same period.

Source: Source: U.S. Census Bureau; Pew Hispanic Center

Talk back to us! Do you have something to say about what you've read? How can we be more useful to you? Let us [know!](#)