

MARKETING TO A BILINGUAL TARGET MARKET THROUGH ENGLISH-
LANGUAGE MEDIA

by

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ABSTRACT

This thesis focused on the methods that advertisers in the United States use to reach a young, bilingual Hispanic audience. I examined the Hispanic demographic within the United States itself as it transitions from generations of immigrants to acculturated citizens of the US and the resultant shift in advertising practices to reach this new population. Using several advertisements targeted at young Hispanics I developed a framework of consistent cultural and linguistic elements that advertisers manipulate in order to target the younger bilingual demographic. Based upon the findings of this research there are two important features advertisers must focus on in advertising to a bicultural, bilingual audience: recognition and representation of their culture.

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INTRODUCTION

In the United States over 12% of the population aged 5 years and older report that they speak Spanish at home (Census Bureau, 2011). This demographic of bilingual Americans is continually experiencing growth with the number of Spanish speakers rising by 232% from 1980 to 2010 (Census Bureau, 2011). Marketers attempting to reach this audience of bilingual consumers are faced with the task of determining which language to select in reaching the consumer and leading them to form a connection with the brand. This decision, however, is very complex and must take into account cultural and linguistic considerations, which can vary on a case-by-case basis. This thesis is focusing specifically on the choice of language in advertisements targeted at bilingual consumers in the general market and its effect on brand perception and loyalty for those consumers.

Existing research in the area of bilingual-targeted advertising is rather limited and primarily covers using one language or the other, not a combination of languages (Bishop and Peterson, 2011). The bilingual market, consisting primarily of Hispanics, is one of the fastest growing populations in the U.S. today and therefore merits its own study. Research into the effects of advertising to a minority subculture in their ethnic language and the application of accommodation theory for marketers attempting to connect with the Hispanic population has found that advertising in Spanish can be more effective for consumers, but indicates that advertising solely in Spanish can have negative effects as well (Koslow, Shamdasani and Touchstone, 1994). Accommodation theory is a key concept in the field of bilingual advertising as it predicts that “the greater amount of effort in accommodation [meaning choice of language] that a bilingual speaker of one

group was perceived to have put into this message, the more favorably he would be perceived by listeners from another ethnic group, and also the more effort they in turn would put into accommodating back to” the speaker, or in this case the brand sending the message (Giles et al., 1973, p.177). Brands making the linguistic and cultural effort to connect with Hispanic customers in Spanish benefit more because of their perceived cultural sensitivity to bilinguals. However there has been less research in the way of the effect of the choice of language and its effects on brand loyalty and perception, most of the research instead focusing on capturing attention and message retention.

This research will explore which choice for language – English, Spanish, or a bilingual approach – will best reach bilingual consumers and lead to positive brand perception and loyalty. The context of the advertisements will also be an important area of study especially concerning the language(s) that will surround it, whether in print or on television.

This thesis will focus specifically on the younger demographic of Hispanic consumers ages 18-34 because they are “acquiring many consumer and household goods, and, therefore, represent important targets of advertising,” (Bishop and Peterson, 2011, p.648). This demographic reports mixing Spanish and English regularly in conversation with family and friends and identifies as being bicultural with both Hispanic and US culture permeating their lives (Pew Hispanic Center, 2009). Many companies recognize the Hispanic market and its growing importance, especially establishing a presence in the market and the minds of consumers, however mainly niche outlets have been utilized with few ventures into general market advertising. The Hispanic market, largely comprised of individuals who speak both Spanish and English, is currently underserved

in mass-market advertising and represents a large and currently untapped opportunity for advertisers.

The recent 2014 FIFA World Cup, which took place in the months of June and July of 2014, and the advertisement campaigns that were employed by marketers, will be examined in this paper as a case study of bilingual and Spanish-language commercials aired outside Spanish-language channels. Advertisements from Hyundai, ESPN, and Dish among other companies will be examined to develop a framework for understanding how advertisers attempt to reach Hispanics effectively through general market (English-language) media.

LITERATURE REVIEW

The Current Hispanic/Bilingual Market in the United States

For this thesis, the definition of Hispanic will be taken from the U.S. Census Bureau published in 2010: “Hispanic or Latino’ refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.”

According to U.S. Census Data from 2011, almost 40 million people in the United States speak Spanish at home. This market of bilingual and Hispanic consumers is one of the fastest growing in the U.S. with a growth rate of 2.1% (Pew, 2014). This market is becoming especially important to marketers because of its increased spending power, with a projected \$1.5 trillion projected to be spent in 2015 (Nielsen, 2014).

The average Hispanic person is about 28 years old, as stated by a Pew Research Center Study in 2014 and was most likely born in the United States, meaning they have been exposed to both Hispanic and U.S. culture for their whole life. This age range falls

right in the middle of advertisers' desired demographic for television, 18-34 years old, and is therefore an important audience for marketers. Berovici and Pomerantz (2012) state, "marketers pay a premium for young adults for a host of reasons: Their brand preferences are less established; they're disproportionately likely to be so-called influencers, whose early endorsement can launch a trend; and they're hard to reach through traditional channels." Hispanic populations are mostly located in major cities and in the South and West regions of the United States with California, Texas, and Arizona having half of the total U.S. Hispanic population residing within their borders (Census Bureau, 2010).

The Hispanic culture is in itself a diverse one in the United States, with members from over 20 nationalities of origin. Mexican is the largest subgroup with over 63% of the total Hispanic population in the United States followed by Puerto Rican with 9% (Census Bureau, 2010).

The bilingual Hispanic population grew 282% over a 30 year period to 37 million people in 2010. Of those, 74% reported they spoke English "very well" or "well," indicating that most bilinguals have enough comprehension of both languages to be reached effectively in either language through advertising (Census Bureau, 2010).

Young Hispanics (aged 18-29) are the most likely to use social media, with 84% responding that they use social media sites (Pew Hispanic Research Center, 2013). This reflects a larger trend among all Hispanics where 66% reported using social media sites compared to all U.S. internet users at 58%. This also represents an opportunity for advertisers to connect with a Hispanic audience that uses social media heavily.

A study by eMarketer in 2014 found that Hispanics use mobile technology heavily and yet this market is relatively untapped by marketers, who are more focused on television and radio advertisements. Desktop computers are not as prevalent among Hispanics and so mobile devices are often the only way they connect online. Smartphone prevalence is higher than average among Hispanics, especially those younger in age, and this is particularly important to marketers for reaching that demographic. In 2013 Univision reported a 300% growth in mobile video plays and over 300 million mobile page views per month, representing a huge opportunity for advertisers. Hispanics are more likely than non-Hispanics to watch television online through outlets like Netflix and YouTube, although traditional live television is still the most popular way to consume television programming.

Current Advertising Practices Concerning the Hispanic Demographic

Advertisers seeking a Hispanic audience mainly turn to Spanish-language outlets with television networks like Univision garnering a large market share of Spanish television at around 73% (Berovici and Pomerantz, 2012). The campaigns targeted at Hispanics are often kept separate from general market campaigns. Spanish is usually the only language present in U.S. advertisements targeted to a Hispanic audience.

Culture has been found to hold just as much importance as language in Hispanic-focused advertisements with ads featuring not only the Spanish language, but also key elements of Hispanic culture. There is a notable shift in Hispanic advertising, especially apparent on Spanish-language television networks; that is, embracing humor and emotion in an attempt to engage viewers and discourage them from changing the channel (Kiley, 2006).

Spanish-language television is becoming increasingly more important to advertisers as the audience grows and much of that audience is watching programming live, meaning they are seeing the commercials (Berovici and Pomerantz, 2012). In fact, Spanish-language networks targeted at a Hispanic audience have even beat out primetime programming on the “Big 4” English-language networks - ABC, NBC, CBS, and Fox (Consoli, 2014).

Hispanics also watch programming on English-language networks, with NBC’s *The Voice* being the most watched, however “the next most watched broadcast network shows by Hispanics include ABC dramas *Resurrection* and *Grey’s Anatomy*, NBC drama *The Blacklist*, ABC sitcom *Modern Family*, the newsmagazines *60 Minutes* (CBS) and *20/20* (ABC), and Fox’s *American Idol*. And none of these draw more than 1 million Hispanic viewers per week,” (Consoli, 2014). Hispanics are watching English programming, but there is not a large concentration of the audience in any particular area that comes close to the Spanish networks (AdAge, 2014).

However many television networks, both producing content mainly in Spanish or in English (i.e., ABC and Univision), are developing new television channels that will be targeted at a young Hispanic audience, but will contain primarily English-language content (Ad Age, 2013). This represents a departure from single-language channels and a shift towards catering to the preferences of young Hispanic consumers of whom 53% said that they preferred some of their television programs to be in English and an additional 33% who preferred all of their television programs to be entirely in English (Ad Age, 2014). This is consistent with findings by Hernandez and Newman (1992) who found that

U.S.-born Hispanics view themselves as a part of two cultures and this is reflected in their media preferences.

Acculturation Levels and Language Choice

Hernandez and Newman (1992) found that acculturation levels, or the level of learned culture that is different from one in which a person was raised (in this case Hispanic culture and American culture respectively), have a significant effect on the preferences for media in one language or another. This relationship is expected because higher acculturation levels usually indicate a proficiency of language, which is fundamental in the process through which acculturation occurs (Kim, 1979). Individuals with higher acculturation levels tend to prefer English language media compared to those with lower acculturation levels who tend to prefer Spanish (Hernandez and Newman, 1992). Immigrants to the United States have low acculturation levels, but second generation and beyond Hispanics become more and more acculturated and use English to higher degrees, so solely Spanish-language media becomes intended more for older and immigrant Hispanic populations (Hernandez and Newman, 1992). Therefore younger Hispanic populations are more likely to speak English and consume English-language media because it has become a part of their culture. Hispanics with higher levels of acculturation also respond more to advertisements in English, especially when Hispanic culture and values are represented, even if no Spanish is used (Hernandez and Newman, 1992).

Ability to achieve literal comprehension of an advertising message is also an important consideration to be made by advertisers when deciding between using Spanish or English (or both) to communicate to their audience (Koslow et al., 1994). However,

for the purposes of this thesis, it is assumed that bilingual Hispanics are equally proficient in both languages and therefore literal comprehension of messages in either language is not an issue that needs to be considered. The decision to use Spanish is based more on cultural and symbolic considerations that will resonate more with the audience that speaks both English and Spanish (Hernandez and Newman, 1992).

Attitude Towards Language Choice

A recent Nielsen (2014) study found that advertisements in Spanish were more effective as bilingual consumers who watched the ads responded more to the Spanish ads than identical ones in English. Emotional engagement was key for consumers who connected to the advertisements in Spanish much more than the ones in English. Similarly, a study described by Hernandez and Newman (1992) found that Hispanics pay more attention to advertisements in Spanish than in English, however they also found that it is more effective to advertise to bilingual Hispanics in their dominant language, whether it is Spanish or English.

Advertisers who do use the Spanish language to communicate to a Hispanic audience may be viewed more favorably according to research from Koslow, Shamdasani, and Touchstone (1994) in part due to accommodation theory, or “the perception that advertisers are sensitive to Hispanic culture” and this perception has a “significant and positive influence on affect towards the advertisement.” The mere presence of the Spanish language matters more to consumers as it indicates recognition of the importance of Hispanic culture. They also found that mixed language (bilingual) advertisements elicit a positive response from consumers. According to accommodation theory, it is important to signal to the targeted minority subculture that the advertiser is

culturally aware and sensitive of their culture and traditions, and that they are trying to remove cultural barriers by reducing linguistic differences (Koslow et al., 1994).

However, Koslow et al. also found that there is an advantage to *not* utilizing only one language in messages targeted for bilinguals, because the use of both languages that they speak in advertising messages “recognizes the multiple identities of Hispanics as both Spanish and English speakers and as both Hispanic and American individuals,” (p.583). Using only Spanish in advertisements targeted at Hispanics fails to address that English is still a large part of their lives.

As mentioned earlier, many Hispanics in the United States were born in the U.S., meaning they are acculturated to U.S. culture, and therefore accustomed to the English language. According to Hernandez and Newman (1992), “a large number of studies have noted significant differences between low in acculturation and high in acculturation Hispanics in the media language used or preferred, with the former favoring Spanish and the latter English,” (p.36). For a large portion of the Hispanic population, who were raised in the U.S., English-language media is preferred, yet much of Hispanic-targeted advertising is present solely on Spanish-language media.

Hispanic mothers reported speaking to their children mostly in Spanish, although 37% said they spoke to their child in both English and Spanish equally, indicating that Spanish is and will continue to be very important to the Hispanic lifestyle (eMarketer, 2014). In fact, 95% of Hispanics said that “being able to speak Spanish would be somewhat or very important for future generations of US Hispanics,” (Pew Research Center, 2012).

In a survey conducted by eMarketer in 2014, it was found that 40% of U.S. Hispanics consume Spanish- and English-language media equally and 36% consume media only in English or mostly in English compared to 25% mostly in Spanish or only in Spanish. The majority of Hispanics are consuming media in English most of the time, and yet most marketers trying to reach the Hispanic market choose to utilize mainly Spanish-language media outlets.

Consumer Response to Language Alteration in Advertisements

Bishop and Peterson (2011) state, “advertisers often employ foreign words in marketing communications in attempts to influence the audience’s perception of the advertised product,” (p.648). Adding foreign words or switching to another language in advertising is referred to as “code switching” and is one method advertisers use to reach subcultures within markets, in this case switching from English to Spanish or vice versa. It not only serves to influence perceptions of a product or brand, but also to recognize the multiple identities of bilinguals associated with language use (Bishop and Peterson, 2011).

In a report from the Pew Hispanic Center (2009), 70 percent of Hispanic youth reported that they would mix both Spanish and English together in conversations with family and friends. This group of bilinguals is particularly important because of its significant projected population increase, which will become very important to advertisers.

Bishop and Peterson (2011) found that code-switched advertisements were more effective in an all-English medium and that English words in Spanish advertisements within an all-Spanish medium were perceived more negatively. This suggests that

advertisers trying to reach a Hispanic audience should use different strategies in the different language-specific media that they choose. Bishop and Peterson also found that Spanish alone was always more effective than English alone in affecting Hispanic consumers to view products positively. They found that this was not solely due to an increase in comprehension but also due to the emotional connection that is evoked when the Spanish language is used. When advertising to Hispanic consumers using Spanish will form more positive brand perceptions than using English.

Cultural Considerations in Language Choice

While the merits of choosing one language over another or in combination are still debatable, one thing is commonly agreed upon that is of the utmost importance: culture (Hernandez and Newman, 1992). While language is an important component of culture, it is not the only cultural appeal available to marketers trying to reach a Hispanic audience. Hernandez and Newman found in their study of advertising language that while messages in Spanish did have strong emotional effects on their audiences, a message in English with strong cultural symbols that reflect Hispanic values could have just as significant of an emotional effect on a Hispanic audience.

In Koslow, Shamdasani, and Touchstone's study they found that the mere presence of the Spanish language made the message more emotionally engaging not just because it might have been the audience's native language, but for the symbolic cultural connotations that come with the use of Spanish. Advertisements in both Spanish and English are also emotionally powerful as they recognize the duality of the consumers they seek to reach, both as Hispanics who speak Spanish and Americans who speak English (Koslow et al., 1994).

A 2014 DATOS report found that 46% of Spanish-dominant households feel that an advertisement indicates that a business respects their heritage and 44% said that they remember and pay more attention to Spanish-language advertisements (Brown, 2014). This supports a study by Nielsen (2014) that found Spanish-language advertisements were more emotionally engaging than their English-language counterparts.

Potential Drawbacks of Hispanic-Targeted Advertising in the General Market

Research in this area has found a potential for consumer animosity towards advertisements and brands that target a Hispanic audience utilizing the Spanish language (Little and Singh, 2014). This is especially true in situations where the Spanish language appears to have dominance over the English language and many non-Hispanics view this as a representation of Hispanic culture encroaching on U.S. culture. However Little and Singh's study concluded that potential majority culture animosity towards advertising aimed at minority subcultures should just be a consideration for advertisers and not a deterrent.

METHODOLOGY

To further examine the current efforts undertaken by marketers in reaching a bilingual Hispanic audience this thesis will develop several cases featuring recent advertising campaigns by prominent U.S. brands. The data for these cases were collected from videos, social media platforms, agency websites, brand websites, and several articles from different publications. The objective of these case studies is to examine commonalities and themes present across advertising efforts designated for a bilingual audience of Hispanic origin.

All of the advertisements chosen for study contained both English and Spanish, whether in dialogue, text, or both, however they also demonstrated distinctive characteristics of Hispanic culture. Based off of research and examining consistent characteristics among Hispanic-targeted advertisements a framework emerged of consistent elements that advertisers used to appeal to a Hispanic audience. The elements examined in this thesis are: 1. the role of familism in the story of the ad, 2. the humor used in the ad, 3. what language(s) are used and how, and 4. the representation of two cultures reflecting that of the younger Hispanic audience.

“Boom” Hyundai

Overview

“Boom” is a 60-second spot released by Hyundai and Innocean in anticipation of the 2014 FIFA World Cup that depicts a Spanish couple at a hospital about to have a baby. The hospital waiting room is full of expectant mothers and a nurse in an overcrowded nursery wonders aloud “What happened 9 months ago?” The video then flashes back to Spain winning the World Cup 9 months previous and the couple in question celebrating in their house. Various joyful reactions are shown as fans celebrate Spain’s win. At the end of the spot a Hyundai is shown outside the couple’s house and the text “#BecauseFutbol” appears.

Familism

This spot emphasizes the passion of couples and their gravitation towards celebrating together. There is also a strong feeling of community present in the commercial as everyone goes out and celebrates together. This reflects an important

aspect of Hispanic culture, the importance of community and the tendency to have more interaction than in American culture.

Humor

The spot opens with a humorous pretense: a room full of pregnant women, a funny sight in itself. It then cuts to a disheveled doctor in disbelief at the situation and two nurses wondering what took place nine months ago that caused all of these women to become pregnant at the same time. The joke is revealed as the spot jumps back to nine months earlier and shows Spain winning the World Cup and the Spanish fans reacting passionately. This humor can resonate with all audiences, but especially with a Hispanic one who is aware of the emotions and joy of success at the World Cup and can find some truths in the situation that apply to themselves.

Language Use

Despite being played to a mass-market audience (it aired on ESPN during the 2014 FIFA World Cup in addition to other Spanish-language channels), this commercial was entirely in Spanish with English subtitles throughout. However in this situation it was not out of context as many Americans associate soccer with the Spanish language as evidenced by the popularity of the Spanish phrase “gooooooooooooooooool,” within even the English-speaking US.

Also important to the choice of language was the setting for the commercial, Spain, which people expect to be associated with the Spanish language and therefore the use of a language other than English was justified for non-Spanish speakers. However, there was not much dialogue in the spot, with only two lines of subtitles appearing throughout the spot, preventing potential fatigue for viewers having to read the subtitles

(and not expecting to have to do so within the context of viewing on an English-language outlet).

Multi-Cultural Representation

In this spot there is less of an emphasis on the uniqueness of Hispanic millennial culture, rather it depicts what can unite differences between traditional Hispanic culture (or Spanish, which has very similar roots) and the newer culture of younger Hispanics. With the focus on the cultural power that events like the World Cup can wield, this spot touched on the various culture's cohesiveness between each other.

Link: <https://www.youtube.com/watch?v=L7v5pf0aN2Q>

“Cancha” McDonalds

Overview

“Cancha” is a 60-second spot released by McDonalds and Alma in early 2013 to promote the McDonalds brand. It depicts a group of men playing soccer on a dirt field at night with the town's lights glowing in the background. The men are playing and shouting, one about to take a penalty shot when their light source goes off, leaving them in darkness with their game unfinished. The players shout out “Marquito!” and ask for another minute when the light turns back on. The game resumes, the penalty shot is missed and the other team celebrates, meanwhile the light source is revealed to be the iconic McDonalds Arches which fade back off as the words “more moments to love” appear on screen. The spot ends with McDonalds' traditional “I'm lovin' it.”

Familism

In this spot familism in a traditional sense is not present, however a strong sense of community is conveyed. The friendship between the men is evident and seemingly

quite a strong bond. They also have developed a relationship with the man who runs McDonalds as they convince him to keep the lights on for a little longer, something that they have clearly done before in the past. Even though they are playing soccer, it does not seem to be necessarily a competitive match but rather one in which they can spend time with each other. Many athletes, professional or not, consider their teammates to be like family, and in this spot that appears to be the case.

Humor

Humor is not the central key to this commercial; rather it served to bring a satisfying conclusion to the story. The fact that the men were using the light from the McDonalds sign is humorous, especially after they had asked Marquito (the employee at the McDonalds) for one more minute to play much like children often ask for just one more minute of an activity they are enjoying.

Language Use

Both English and Spanish are spoken in fairly equal amounts. The men can be heard talking in English saying “here, I’m open” and seconds later calling for the ball saying “arriba!” When trying to convince Marquito to turn the light back on, one man uses Spanish to ask “Marquito, uno minuto?” As the light comes back on they all thank Marquito in English.

One wouldn’t have to understand Spanish or English to follow the commercial or understand what is going on. This makes it more suited for an audience that may or may not speak Spanish, while also piquing the attention of those who do speak Spanish because in the context of other ads in English it will stand out to listeners attuned to the language.

Multi-cultural Representation

Among the men playing soccer, many are from different ethnic and therefore cultural backgrounds. However, this spot demonstrates their compatibility especially through a uniting activity like soccer, a strong piece of many cultures especially Hispanic ones.

Link: <https://www.youtube.com/watch?v=zXs30KHrDsI>

“First Customer” McDonalds

Overview

“First Customer” is a 60-second spot released by McDonalds and Alma in early 2014 depicting a young man, Gabriel, in his first day job at McDonalds. The video follows him as he is trained by his new manager and nervously completes basic tasks like restocking the straws where he rips the bag and spills them all over the counter. His manager brings him to the drive thru window where he takes the order of Gabriel’s “first customer,” a couple who ask if Gabriel is there. They are revealed to be his parents and Gabriel, embarrassed, takes their orders while they take pictures of him in his uniform. As they drive away the manager tells Gabriel “it’s ok” that his parents took video of his first day. The spot ends with the McDonalds slogan “me encanta.”

Familism

There is a strong theme of familism in this commercial as it depicts (overly) supportive parents encouraging their son as he takes the big life step of working at his first job. Rather than mock him for the behavior of his parents, the manager empathizes with Gabriel demonstrating an understanding of the importance of family. Gabriel,

though embarrassed, is visibly happy to hear his parents and take their order, after having been nervous all morning he is glad for their reassurance.

Humor

The climax of the storyline in this commercial is based around the humorous reveal of Gabriel's parents. It is a situation that many Hispanics would find relatable, the over-eager parents bursting with pride who tend to embarrass their kids.

Language Use

Both English and Spanish are used in this advertisement, but English is the more prevalent language. When Gabriel is talking to his manager they speak in English and they also use English to take orders. However, Gabriel's parents use a mixture of Spanish and English, greeting their son as "hijo" but arguing with each other in English. When they talk to Gabriel especially they use more "Spanglish" (a proximate mix of English and Spanish in the conversation) ordering a Big Mac and "papitas."

Multi-cultural Representation

Gabriel seems to feel a part of two cultures; this shows especially when he introduces himself with the English pronunciation of "Gabriel" rather than the Spanish pronunciation. He is a sort of representative of the young Hispanic millennial generation who are between their parents' culture of deep traditions and the American culture that embraces change.

Link: <https://www.youtube.com/watch?v=GFOYwz-1TeE>

“Is it 7 yet?” McDonalds

Overview

“Is it 7 yet?” is a 45-second spot released by McDonalds and Alma in early 2015 depicting a young boy repeatedly asking his mother if it is 7:00 yet. He goes through his day of play, too preoccupied to enjoy his toys or any activity, constantly asking his mother in both Spanish and English “Is it 7 yet?” or “¿Ya son las siete?” Finally, as the young boy watches the clock, it is seven o’clock and the boy cheerful celebrates and runs downstairs to meet his mother. She greets him with a McDonalds happy meal and together they video chat with his father (her husband), sharing their McDonalds virtually. The spot ends with the McDonalds logo and their Spanish slogan “me encanta.”

Familism

Centering on the relationship between a son and his parents, the important role of familism in Hispanic culture is demonstrated in this ad. The importance of maintaining the family is conveyed in this spot that illustrates a child missing his father and anticipating the time that he can see him again. Even though the boy’s father is not at home, they still dedicate time to spend with him and it is regarded as an important event because the boy is anticipating it all day.

Humor

Humor is not a vital part of this commercial, however the situation of the boy waiting all day for some event to happen and constantly asking if it was time yet is a very relatable situation. Perhaps it might not be considered humorous per se, but it is nostalgic.

Language Use

The boy uses English and Spanish interchangeably, and while the mother uses both languages as well, she favors Spanish. Asking “ya son las siete?” and “Mom, is it 7 yet?” it is pretty clear what the boy is saying, even if you do not understand Spanish. Only when the father is on the video chat does Spanish fully overshadow English as he speaks solely in Spanish. Both parents, even while speaking English, used mainly Spanish terms of endearment like “corazón,” and “mi amor,” a common habit in Hispanic culture.

Multicultural Representation

The young boy, who has had a lot of American as well as Hispanic influences, demonstrates the millennial Hispanic generation who exist fluidly between two cultures. This cultural shift is most evident in their language, switching effortlessly between Spanish and English, as they often address their parents in Spanish but use English when alone or amongst friends, as was the case for this boy.

Also represented in this commercial is an important shift for Hispanics, from lower-class immigrants, to middle- and upper-class workers. The father in this video is clearly traveling for business (evidenced by his collared shirt and tie, not to mention appearing fatigued as if he had a long day of work), and that is most likely a signal of a white-collar job something that is becoming common among Hispanics as they have adjusted to American business culture.

Link: <https://www.youtube.com/watch?v=b5QuhZh2wfA>

“Between Two Worlds” AT&T

Overview

“Between Two Worlds” is a 4 minute long spot released by AT&T and Vice in June of 2014 as a part of their “Mobile Movement” campaign, with this video being shown primarily online with 30-second commercials from the same material on television. The video depicts several young Hispanics who express their thoughts on being a part of two different cultures at the same time. They first discuss languages and how interchangeably they use both English and Spanish and the emotions tied to each. Discussing their relationships with their families, many of the individuals mentioned the frequency of their communications with parents and especially their mothers. Being connected to family, even when physically apart, was also mentioned as very important to these individuals who were often far away from their homes. They reflect on the impact their families have had on their lives and the traditions that they have passed on, especially food. Many of the individuals identify themselves as part of two nationalities, but with a more emotional tie to that of their parents’. The video ends with text promoting the campaign “The Mobile Movement,” directing viewers to a Tumblr site.

Familism

There is a strong theme in this ad revolving around family. The young bilinguals discuss the importance of their parents in their lives and the meaningful connections they maintain with them. It is clear that the young adults in this ad respect their parents greatly and the ad uses this premise to promote the idea of using AT&T to maintain this connection. They discuss the importance of their cultures and how that was instilled by their parents and grandparents.

Humor

While humor is not overtly emphasized in this ad, it is used by the participants in stories and in their responses. They laugh and smile as they recount humorous situations that they have experienced, often dealing with their parents.

Language Use

Throughout this ad the young bilinguals speak in “Spanglish,” mixing the two languages together fluidly. The ad is seemingly less scripted to allow for a natural feel towards the language, an important creative choice as many bilinguals can tell when it is a forced effort. However, the balance of English and Spanish is more favored towards Spanish with the participants mainly using English in one or two word phrases like one girl saying “Mis amigos back home dicen que yo hablo en reggaeton.” The participants discuss how they use both languages in their everyday lives, sometimes using one or the other based off of the emotion they are feeling or who they are talking to.

The video’s dialogue is mainly in Spanish, however, there is English subtitling present throughout the spot. This makes the spot more accessible to Hispanics who may not be fluent in Spanish or who might have trouble understanding the accents of the bilinguals that come from a variety of Spanish-speaking countries.

Multicultural Representation

The topic and issue of this ad deals with the two “worlds” or culture that the bilinguals in the spot live in and the experience of being between them. They discuss their “identity crisis” as young people living in the U.S. with a strong foreign cultural background either because they moved to the U.S. from a Hispanic country or because their parents or grandparents are from a Hispanic country. Maintaining this connection to

their inherited culture and family is important to them and they discuss how their cellphone has become the primary medium for keeping that connection.

They also discuss how “Spanglish” is important to their culture and it serves as a symbol throughout of the mix of these two cultures in the lives of these bilinguals. Language is one of the most fundamental ways humans express themselves to others and the bilinguals in the ads talk about feeling most expressive of themselves when they were speaking in Spanish.

The topic of their culture is brought up and they each talk about what they love about their individual culture, usually about the food from their native country. They each talk about what they identify with the most in regards to culture with some saying their native culture (or that of their parents) and others talking about feeling more a part of the world rather than any one culture. Throughout the ad, this theme of culture and the spectrum between these two cultures that these bilinguals exist on is present and central to the discussion.

Link: <https://www.youtube.com/watch?v=zOKZtrwKW1U>
<http://adage.com/article/cmo-strategy/t-vice-roll-spanglish-spots-court-young-latinos/294211/>

“A House Divided” McDonalds

Overview

“A House Divided” is a 60-second spot released by McDonalds and Alma shortly before the 2014 FIFA World cup. The spot begins with a young man named Luis preparing his garage for a game-watching party with his friends. His mother enters the garage and tells Luis that his friends have arrived, zipping his jacket up for him to cover

his “USA” t-shirt and shaking her heads as she exits the garage. Luis’s father opens the door wearing his Mexican National Team jersey and is faced with Luis’s three friends at the front door dressed in “USA” apparel and face paint. He yells for Luis to come to the door and Luis walks over to greet his friends who try and put a “USA” theme hat on his head, which he promptly hides sheepishly behind his back. His father looks at the four young friends standing on his doorstep and they gingerly enter the house passing Luis’s bemused father and his two friends, all dressed in support of the Mexican team. Luis and his father each sit down to watch the game and mirror each other in their reactions from the way they hide their face in their hands while watching the game to eating a French fry nearly identically. They both pull off the “peel and play” sticker on the back of their fries and celebrate as they have both received a winning sticker. Luis embraces his father in the living room with his USA shirt exposed and their friends celebrate in the background. An announcer describes the promotion for a chance to win a trip to the world cup as the scene ends and McDonald’s logo and slogan “I’m lovin’ it” appear on screen and McDonalds is touted as the official restaurant of the 2014 FIFA World Cup in Brazil.

Familism

A young man and his parents are at the center of this commercial and it hinges on their relationship. It demonstrates the tensions that can sometimes exist when parents and children are from two different cultures, especially when they are supporting different soccer teams. However, despite these tensions, the familial bonds between Luis and his parents are very strong. Luis respects his father and is almost ashamed that he has a different opinion than his father (on which team to support). His mother is aware of this and tries to help the situation by zipping up his jacket to hide Luis’ USA shirt knowingly.

Despite their cultural differences, Luis and his father are very similar indicating a strong bond between the two of them. They celebrate and commiserate in the same way and both are very passionate about soccer.

Humor

Humor is used in this ad to move the story forward and juxtapose Luis and his father. While it may not be completely relatable to the mass audience that this commercial reached, it certainly would resonate with many Hispanics who have also experienced the cultural tensions between their parents and the humorous implications.

Use of Language

Both English and Spanish are used in this spot, although there are really only two sentences throughout the entire video. His mother speaks in Spanish to Luis saying “ya llegaron tus amigos,” (your friends are already here) and Luis greets his friends saying “hey, what’s up guys!” An understanding of Spanish would not be needed to know what the characters were saying, however it serves as an important cultural representation of the role of the Spanish language in a Hispanic household.

Multicultural Representation

The generational cultures are well represented in this commercial. Luis’ culture is more affected by American influences, represented by his support of the USA soccer team, while his father’s (despite living in the U.S.) is still very much rooted in Hispanic culture. The tension created by these two cultures is also on display here, with Luis feeling discomfort in not following his parents’ culture. However it is still apparent that Luis has been influenced greatly by Hispanic culture especially in the importance it places on family, shown by his close bond with his father.

Link: <https://www.youtube.com/watch?v=WtYiMc6jvOQ>

IMPLICATIONS

Based upon the findings of this research there are two important features advertisers appear to focus on when advertising to a bicultural, bilingual audience: recognition and representation of their culture. This can be achieved through a framework of elements that, when utilized, facilitate cultural representation and recognition as discussed above consisting of Familism, Humor, Language Use (Spanish and English) and Multicultural Representation. Through the manipulation of these elements advertisers reach young Hispanic audiences and communicate their advertising messages to them. As seen in the advertisements analyzed, this framework appears to be applied within the context of English-language media to the bi-lennial generation who are acculturated to the US but still retain strong ties to the Hispanic cultures of their parents and grandparents.

CONCLUSION

The Hispanic population in the United States is experiencing tremendous growth and as it attains greater and greater amounts of purchasing power its importance to advertisers will grow as well. However, a large part of this population are young, acculturated bilinguals that are harder to reach through traditional Hispanic-targeted advertising and so advertisers appear to be planning new strategies to connect with them. Many of these young “bi-lennials” consume at least half or more of their media in English where advertisers are not reaching out to a Hispanic audience. Advertisers are beginning to recognize this and formulate advertising campaigns targeted at the Hispanic market that run through English-language media outlets.

In order to analyze these advertisements a framework was developed to examine the elements that advertisers manipulate to reach Hispanic audiences mainly through cultural cues. The use of Spanish and English in commercials, the representation of this bicultural generation, the use of humor, and the representation of familism were all examined under the context of several advertisements.

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