



# Hispanic

**M**ás leche, más logro. A change in messaging and slightly higher spending generated more volume and improved efficiency for MilkPEP's Hispanic program in 2007. According to the Marketing Mix Analysis (MMA), incremental volume generated by the Hispanic program more than doubled compared to 2006.

Because Hispanic activities continue to generate significant impact for a modest investment, MilkPEP is placing more emphasis on this rapidly growing audience. In 2007, Hispanic messaging moved away from weight loss/healthy weight to a broader nutrition-based message that reminds Latina moms that milk is important for their families to keep them healthy, strong and in shape.

## “Think About Your Drink” – Piensa lo que bebes

In 2007, MilkPEP showcased milk's benefits in a way that was meaningful for Hispanic moms and tied in with the general market program. Because Hispanic moms are so involved in their family's health, Think About Your Drink or Piensa lo que bebes was a natural fit for this audience.

Piensa lo que bebes launched in January alongside the general market effort with some additional Hispanic components. A translated version of the What America Drinks report was available for Spanish-speaking consumers along with results from a Yankelovich Multicultural marketing study that analyzed Hispanic consumer perceptions about food and beverage choices.

### New Television

Research shows that the Hispanic audience is more responsive to television versus other media. In 2007, MilkPEP continued to use the networks and programs best suited for mom including variety and entertainment shows, as well as, popular telenovela soap operas. In public service announcement-style spots, Dr. Aliza, the Hispanic “got milk?” spokesperson since 2005, urged her audience – especially mothers – to choose healthy beverages for themselves and their families, saying, “The decisions you make today may determine your family's future. That's why I recommend lowfat milk in place of sugary beverages.”

Other Hispanic television spots underscored the important nutritional value of milk, its role in helping build strong, toned muscles, and a mother's role in choosing it for her family.

### Print Celebrities

In 2007, the Hispanic campaign featured more celebrity print ads than ever before. Some of the mom-friendly faces who appeared in print included: María Celeste Arrarás, an Emmy Award-winning television personality and the first Telemundo star to cohost NBC's The Today Show, telenovela actress Barbara Mori and Grey's Anatomy actress Sara Ramirez. Ramirez was the first cross-over celebrity for the mom campaign, with both an English and Spanish-language ad.

### Processor Tools

As a means to help processors communicate the important aspects of Think About Your Drink to Spanish-speaking Hispanic women and families, MilkPEP developed a beverage booklet, Piensa Lo Que Bebes. Designed to be used at community events, at retail or other venues where processors distribute consumer materials, the brochure touts milk's liquid assets including calcium, vitamin D, protein, potassium and other nutrients, reminding Hispanic moms that not all drinks are created equal.

### Milk Mustache Mobile

MilkPEP conducted special media relations efforts geared toward Hispanic audiences in eight of the Milk Mustache Mobile markets including: New York, Los Angeles, Chicago, Miami, Phoenix, Houston, Dallas and San Antonio. Each Hispanic market tour stop included café con leche sampling, Spanish-language signage featuring Sofia Vergara and Siempre Mujer handouts.

### The Official Drink of Halloween Translates to Dia de los Muertos

MilkPEP was able to give the 2007 national Halloween promotion a Spanish accent to leverage the simultaneous Hispanic holiday “Dia de los Muertos” or Day of the Dead. The promotion overlay featured Spanish-language messaging that showcased milk as a healthy treat. Lili Estefan, host of popular Univision TV show starred in a special Halloween themed Spanish-language ad.

### Hispanic Milk Mom Summit

The first Hispanic celebrity moms to sport the famous Milk Mustache gathered in Miami for a Celebrity Mom Summit in November. The famous Milk Mustache wearing moms included TV personalities Lili Estefan, Myrka Dellanos and five time Grammy Award winning singer Olga Tañón. The summit was hosted by Dr. Aliza Lifshitz, who presented information on the importance of choosing milk over sugary beverages to help maintain a healthy weight. The Hispanic celebrities drew in a large crowd and lots of media. The summit was covered by three network shows and procured coverage in multiple newspapers as well as Univision.com and AOLlatino.com – two major websites for the Hispanic community.



**“Our commitment to the Hispanic program through increased spending and a change in messaging led to great success in 2007. According to the Marketing Mix Analysis, incremental volume generated by the Hispanic program more than doubled compared to the previous year and it was one of the most efficient programs of the entire milk campaign.”**

**– Bob McCullough, Hispanic Committee Chair, Manufacturing Vice President, HEB**