


DISCOVERING
OPPORTUNITY
IN CULTURE

**HISPANIC
TARGETING
CASE
STUDIES**

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01

AUTO

FORD | KIA

“VALIENTES DE HOY”: CELEBRATING THE HEROES OF TODAY A FORD CASE STUDY

BACKGROUND

A long-standing advertiser to U.S. Hispanics, Ford knew the importance of connecting with Hispanic auto intenders for the launch of the 2018 F-150 pickup truck. Ford wanted to amplify and leverage the creative messaging of their F-150 “Bravest” campaign and tailor it to the Hispanic market.

OBJECTIVE

The campaign’s main objective was to drive impact and favorable opinion for the F-150 model.

STRATEGY FOR SUCCESS

Ford challenged UCI to develop a custom campaign that brought their 2018 Ford F-150 “heart-hitting” creative to life by finding everyday heroes in Hispanic communities. In turn, UCI created “*Los Valientes de Hoy*” or “*Heroes of Today*,” an inspirational branded content series, produced exclusively for Ford, that identified brave individuals who have overcome personal challenges while contributing to their communities. UCI leveraged its local media assets to find stories of inspiring individuals that exemplified “*Los Valientes de Hoy*” and ultimately selected Lloyd Vernis, a business owner and military veteran, as our “Valiente.”

“*Los Valientes de Hoy*” was produced by UCI and hosted by Alan Tacher from *Despierta América*, the #1 morning show for U.S. Hispanics. The series consisted of 5 social videos that were distributed across Univision and Ford social media handles and promoted using the #Valientesdehoy campaign. To further promote the campaign, Lloyd was profiled across Univision’s most popular news programs including *Despierta América*, *Primer Impacto* and *Edicion Digital*.

RESULTS

1.78M+
views.

6.6M+
social impressions in the first
nine weeks of the campaign.

Exposure to the “*Los Valientes de Hoy*” series created a positive lift in brand opinion, purchase consideration, and dealership visit intent.

Source: 1) Facebook and Instagram Insights and Shareable 2) Media Predict Hispanic survey with forced exposure to creative conducted in Jan. 2018

“HÉROES DE LA COPA”: CONNECTING WITH HISPANICS’ PASSION FOR SOCCER

A KIA CASE STUDY

BACKGROUND

Kia has been engaging Hispanic consumers for over 15 years through Spanish-language advertising. In 2017, Kia was targeting a bilingual and bicultural demo: mobile super-consumers and influencers who are self-assured and genuine, expressing their blended culture through language, sports, music, and food.

OBJECTIVE

Kia’s goal was to increase brand awareness and improve perception among Hispanics. Kia sought to complement their UCI sponsorship of linear soccer coverage and create an ongoing conversation with Hispanics given their passion for soccer.

STRATEGY FOR SUCCESS

UCI understood that Kia was asking to reach its targets in premium and scalable environments in a way that went beyond the stats and scores, to more personally connect with fans. With that in mind, Héroes de la Copa (“Heroes of the Cup”) was born, surrounding the CONCACAF 2017 Gold Cup, the preeminent tournament of the year among Hispanics.

Univision Deportes produced a documentary series showcasing nine MLS soccer players that also played for their national teams during the Cup. Featuring players such as Clint Dempsey, Erick ‘Cubo’ Torres, and Darwin Cerén, the videos provided an exclusive behind-the-scenes look at the lives and journeys of players, and emphasized pride, honor, and national identity.

The robust original content spanned Facebook, Instagram, and a custom branded “Héroes” section on the Univision Deportes website, on top of Kia owning the exclusive content across their own platforms. Additionally, a complementary linear campaign in Gold Cup shoulder programming provided scale to the partnership.

RESULTS

1.2M
total video views,
over-delivering by 181%.

7.5M
impressions delivered,
exceeding benchmarks by 75%.

3.59%
average engagement per post,
exceeding industry standards
by 259%.

Source: Nielsen, NPM, Live; Facebook Insights.

02

CONSUMER PACKAGED GOODS

COCA-COLA | CHARMIN | M&M'S

LEANING ON INFLUENCERS TO REACH FOODIE HISPANIC MILLENNIALS

A COCA-COLA CASE STUDY

BACKGROUND

Over half of Coke consumption is with food, but this was not the case among foodie millennials -- so the brand knew they had an opportunity with the segment. Still, Coke found that meals represent more than just nourishment for them: It connects millennials physically with their friends and their family, but it also connects them socially by sharing on social platforms. Furthermore, meals actually bring Hispanics closer to their culture and their heritage. In fact, 73% of Hispanic millennials say their culture influences their food and beverage purchases.

OBJECTIVE

Drive brand consideration among Hispanic millennials through a bespoke campaign in line with Coke's global meal positioning strategy.

STRATEGY FOR SUCCESS

Coke turned to UCI to create *Saboreando*, a 360-degree communication platform based on Hispanic insights with a social-first branded content series at its core. Hispanic foodie influencers were chosen to help build authenticity while highlighting the most flavorful meal-time moments shared with friends and family. On-air talent from UCI's hit daytime shows joined influencers from the Univision Creator Network and embarked on a cross-country food adventure. Diverse Hispanic dishes were paired with a Coke to make these moments even more special. The videos, which were shared on influencers and talent social media handles, were amplified across UCI platforms and showcased on-air on *Despierta América*—Univision's leading morning show. Since millennials are always asking for what's next, when it came time for *Saboreando 2.0*, the campaign featured new talent exploring the trendiest and hottest food trucks in L.A. to highlight delicious Latin food paired with Coke, all while featuring the stories behind the chefs. This authentic and delicious storytelling paid off in a big way as Coke reported their consumption metrics were up significantly.

RESULTS

UCI social accounts and linear segments led in reach while talent and influencers drove engagement, the perfect mix to deliver impact.

Saboreando 1.0 and 2.0 combined delivered almost:

6.7M
video views.

23.6M
impressions.

492K
social actions (likes & shares).

Per Coke's report, they widened their gap vs the competition and have grown their millennial drinker base.

Source: U.S. Census Bureau 2017-2027 National Projections. Univision's Leading the Change conference presentation by Tavia Pitts, Coca-Cola Senior Brand Manager

ON A ROLL WITH HISPANICS

A CHARMIN CASE STUDY

BACKGROUND

Hispanics overindex in weekly purchases of bath tissue. This represents a great opportunity for branded products to win with Hispanics, in a category with strong competition from private label.

OBJECTIVE

To raise awareness and grow sales with U.S. Hispanics in a category that is marked by growth in private label consumption.

STRATEGY FOR SUCCESS

Building on the brand's adorable total market ads that are family-focused and highlighting appealing product attributes, Charmin's strategy was driven by a long-term and sustained investment in Spanish-language media. In fact, Charmin has allocated a significant portion of its TV investment to Spanish-language networks, averaging 40% of total TV spend from 2012 to 2017.

RESULTS

NEARLY +2%

in a category where retail Hispanic \$ sales decreased -0.3% in 2017 and consumers are switching to private label (+8.0% growth) e-commerce retail Hispanic \$ Sales grew +1.9%, while main competitors decreased at an average of -3.3% over the same year.

23%

of Hispanic market dollar share garnered by Charmin, while other branded competitors are losing — being taken over by private label.

Charmin Spanish-language ads outperformed English-language creatives in ad recall, brand recall and message recall:

NEARLY 3X

higher likability in Spanish among Hispanics in 2017 — the closest indicator of intent to purchase.

Sources: Nielsen Target Track xAOC, Bath Tissue Category CY 2017. Nielsen TV Brand Effects based on survey responses from December 10, 2016 to December 9, 2017 among Hispanic Women 18-49. Nielsen AdIntelCharmin EL and SL TV Investment CY 2012-2017. Acosta and Univision proprietary "Why Behind the Buy" study Fall/Winter 2016.

IN PERFECT HARMONY: A CANDY ICON AND UNIVISION'S MUSIC PLATFORMS AN M&M'S CASE STUDY

BACKGROUND

M&M's is the market leader in the chocolate category, and 2017 marked its 75th anniversary. They wanted to take this unique moment in their history to reach out to their fans, and heavy up their promotional activity. In particular, they wanted to engage the younger generation, and those who are shaping tomorrow's culture today, which is why Hispanics were a big part of their strategy.

OBJECTIVE

Drive sales of M&M's core brands among Hispanic Millennials. Leveraging music as a passion point, M&M's desired an ownable promotional platform that would offer fans unique and exclusive music experiences.

STRATEGY FOR SUCCESS

UCI created "My Musica VIP", an ownable, year-long promotional platform giving fans VIP experiences at Univision's biggest music franchises of the year: *La Reina de la Cancion*, *Premios Juventud*, and *Mira Quien Baila*. The platform included several sweepstakes asking fans to upload a photo of themselves with their favorite M&M's for a chance to fly to these shows for the experience of a lifetime. This year-long campaign was tied together by two key elements: the use of influencers (Johann Vera, Karen Rodriguez) and six M&M-branded chairs. The influencers were integrated throughout the campaign to create custom content and continue to drive promotional messaging. The M&M's chairs, which traveled around the country, were memorable visuals in every show, allowing for additional brand presence and association with the content.

RESULTS

NEARLY 2X

higher likability of M&M's ads for Hispanics 18-34 vs. English-language campaign creative.

10.3%

growth in Hispanic sales for 2017 outpacing Non-Hispanic growth of 8.9%.

Engagement rates for the activation were 5x expectations.

1M

video views.

7.7M

impressions.

385K

fan actions.

Source: 1) Nielsen TV Brand Effect (IAG). Standard Ads Limited to Primetime Non-Sports Programming; Base: Hispanic Adults 18-34 1/1/17 - 12/31/17. 2) Nielsen Target Track POS Total US xAOC Sales Latest 52 Wks - W/E 12/30/17 vs YA. CANDY Category (Including all Chocolate Sub-Segments)

03

FINANCE

CHASE

THE CHASE FOR HISPANIC CONSUMERS

A CHASE CASE STUDY

BACKGROUND

Myth: Hispanics are “underbanked.” Reality: Hispanics are a high growth opportunity for financial services institutions. In fact, Hispanic usage of financial services over the last five years outpaced non-Hispanics, growing at double-digit rates. It’s clear in today’s market that Hispanics are a core growth segment for financial services providers and are the fastest growing GDP segment of the U.S. economy. With financial priorities becoming more in focus for Hispanics due to higher affluence and home and business ownership, Chase understood the importance of reaching out.

OBJECTIVE

With a focus in top markets where there is high checking and savings account production against Hispanics, Chase wanted to target Hispanics in-culture and in-language at scale. As Chase’s Hispanic efforts are measured by new account activations at retail locations, a linear schedule with a mass reach Spanish-language partner was critical to obtain acquisitions and success.

STRATEGY FOR SUCCESS

UCI proved to Chase that it reaches a large, financially-conscious, Hispanic audience that is not only responsive to financial services advertising, but are actively interested in learning how financial services/products can help them achieve their life goals. With a consistent broadcast presence across linear properties and a 5% year-over-year increase in Spanish-language TV spending, including primetime placements and news sponsorships, Univision’s activations were key drivers to retail and Chase’s new Hispanic account acquisitions. Even more, Chase continues to invest in end-to-end services and solutions for Hispanic consumers, including products specifically designed for the Hispanic segment.

RESULTS

13% YOY GROWTH

in Hispanic consumer acquisition.

LARGEST SHARE

of the Hispanic market among all financial service providers over the past 5 years.

Source: 1) Univision-Harris Poll Custom Study “Banking on Hispanics for Growth” October 2018 2) <https://www.mediapost.com/publications/article/293752/a-new-hispanic-approach-for-financial-services.html> 3) Simmons -NCS/NHCS -Spring 2017, A18+, 12-month Study. Nielsen AdIntel -Sum of Network, Cable and Spot TV

04

HEALTH AND WELLNESS

ZYRTEC

BRANDED CONTENT BREAKS THROUGH A MATURE CATEGORY A ZYRTEC CASE STUDY

BACKGROUND

For years, Zyrtec has recognized the tremendous growth opportunity Hispanics can offer in the OTC allergy category. However, 2017 marked a shift in creative focus, tonality, and the opportunity to separate themselves from the competition by promoting new brand claims.

OBJECTIVE

Zyrtec's new campaign theme, "Muddle No More," focused on not letting allergy symptoms prevent enjoyment of everyday life. Zyrtec looked to partners to create humorous content showcasing ridiculous lengths to overcompensate for allergy symptoms and how it's much easier to treat your symptoms with Zyrtec.

STRATEGY FOR SUCCESS

UCI collaborated with Zyrtec to co-create comedic branded content in the "Muddle No More" theme to empower Hispanic allergy sufferers to deal with allergies head on. Through in-show integrations, custom vignettes, and digital videos, Zyrtec's strategy was a shift from spots and dots in previous years to increased, innovative activations across multiple platforms.

The campaign launched on *Despierta América*, as on-air lifestyle expert Carmen Ordoñez tied Spring allergies with Spring cleaning, offering tips for cleaning and how Zyrtec can get them through the season. In a custom vignette, *Despierta América* co-host Francisca Lachapel found herself in an awkward situation because of her symptoms and shows how Zyrtec's "consistently powerful relief" saves the day. On music reality show, *La Reina de la Canción*, Francisca comedically guided contestants from being over dramatic muddlers and into queens of every social situation with the fast, effective, long-lasting relief of Zyrtec. All linear messaging was complemented through digital and social activations across Univision social properties, further engaging Zyrtec's target in environments where there is high engagement.

RESULTS

76%

rated the content either "excellent" or "very good".

84%

reported that they are likely to view similar content again in the future.

4.1%

growth in Zyrtec Hispanic sales, outpacing the allergy category and all oral allergy medication competitors, and continues to grow faster than non-Hispanics.

4M

social impressions and nearly 12K social engagements.

Source: Nielsen TV Brand Effect 01/01/17 – 06/30/17 Broadcast Primetime Non-Sports Programming Among Adults 18-49. Nielsen Target Track 52-weeks ending 09/14/13 to 52-weeks ending 09/09/17; Allergy Remedy and Nasal Products

05

INSURANCE

UNITED HEALTHCARE

GAINING SHARE AMONG INSURED HISPANICS A UNITED HEALTHCARE CASE STUDY

BACKGROUND

For over 5 years, United Healthcare has been consistently looking to grow with the rising rates of insured Hispanics. The percentage of insured Hispanics has reached a record high of 84% with more than half (52%) having private insurance.

OBJECTIVE

Recognizing that the majority of Hispanics consider having health insurance to be critically important (nearly 8 in 10), United Healthcare aimed to increase their market share with Hispanic consumers. In 2017, United Healthcare upped their spend in Spanish-language TV to 18% of their total TV budget -- a marked increase from 1% allocation just five years ago.

STRATEGY FOR SUCCESS

United Healthcare partnered with Univision to reach Hispanic consumers who are not only actively seeking out healthcare information, but are more likely to rely on TV programs and TV advertisements as a source of that information than non-Hispanics. United Healthcare sponsored custom integrations in UCI's top reality programs - *Mira Quien Baila* and *Pequeños Gigantes*.

Within *Mira Quien Baila*, the #1 Spanish-language reality dance competition, United Healthcare sponsored the rehearsal area, aligning their message with the Hispanic values of hard work and determination, and leveraging Hispanic cultural passion points of music and dance. The sponsorship was extended with United Healthcare-branded recaps in *Despierta América*, the #1 morning show for U.S. Hispanics.

Throughout the search for Hispanic America's most gifted little entertainer, *Pequeños Gigantes*, United Healthcare aired custom integrations that spoke directly to their target consumer, "Dr. Mom," by incorporating an entire family into the feature.

RESULTS

13.4%

penetration among insured Hispanics in 2017, an increase from 10.2% in 2012.

+76%

increase in number of Hispanics with United Healthcare over five years, vs. +36% growth among non-Hispanics.

HIGHER GROWTH

among Hispanics, outpacing top competitors including BlueCross BlueShield, Aetna, Cigna, Humana, and Aflac.

AD EFFECTIVENESS

Spanish-language TV creative outperformed English-language among Hispanics in Ad, Brand, and Message Memorability, as well as Ad Likability.

Source: 1. U.S. Census Current Population Survey ASEC March 2016 2. Univision/Nielsen Hispanic Healthcare Journey Study 2016 3. ssNielsen AdIntel 2012-2017 YTD 11/30/17, Network TV, Cable TV, and Spot TV 4. Scarborough USA+ 2012 - 2017 Release 1: Base: A18+ with Any Health Insurance 5. Nielsen TV Brand Effect (IAG). Standard Ads Limited to Broadcast Primetime Non-Sports Programming data 1/1/17 - 12/31/17 Hispanics A18+

06

MOVIES

JUMANJI | THE STAR

TRANSPORTING HISPANIC AUDIENCES TO THE BOX OFFICE WITH THE OPENING OF “JUMANJI”

A SONY (COLUMBIA PICTURES) CASE STUDY

BACKGROUND

Sony has a history of faring well at the box office with Hispanic moviegoers. As an active marketer in the Hispanic space, they understand that Hispanics are 32% more likely than non-Hispanics to go to the movie theaters on opening weekend and 37% more likely to attend in bigger groups of four or more people. Sony wanted to keep this positive momentum going by collaborating with Univision, for the fifth time, for the opening of “*Jumanji*.”

OBJECTIVE

Sony’s goal was to build awareness and excitement for the film, to drive Hispanics to the theaters for the opening of *Jumanji* and ultimately impact overall box office revenue.

STRATEGY FOR SUCCESS

Sony worked with UCI to create a robust campaign across all properties to transport Hispanic audiences into the world of *Jumanji*. The campaign kicked off in September with *Despierta América* host, Francisca LaChapel re-introducing audiences to the beloved film franchise by previewing an exclusive movie trailer. UCI properties were then taken over by weekly segments across our sports and entertainment properties, immersing fans into the world of *Jumanji* by introducing them to the cast and intricacies of the game. The campaign also featured a vignette series in which key daytime show hosts were sucked into a “*Jumanji*-fied” world of Univision. Lastly, in partnership with Oahu Tourism Bureau, *Jumanji* took over all of Univision’s linear, radio, and social platforms, asking fans to join in on the excitement for a chance to win a trip to Hawaii. UCI leveraged Univision Creator Network influencer, Eric Ochoa, to call on fans to join in the sweepstake using #MiJumanjiTeam while in Hawaii with the cast of the movie.

RESULTS

3RD MOST SUCCESSFUL

movie in Sony’s history with Hispanics forming a key component of that success.

24%

of the box office composition made up by Hispanics in the first two weeks in theaters vs. a 22% average for all movies in 2017.

\$88.2M

of *Jumanji*’s domestic box office revenue contributed by Hispanics, as of February 14, 2018.

Source: NRG Moviegoing Report 2017; Base: MG12-74. PostTrak, a Product of Rentrak Corporation and Screen Engine LLC. Box Office Mojo.

"MI TRADICIÓN" – THE PERFECT HOLIDAY PARTNERSHIP A SONY PICTURES CASE STUDY

BACKGROUND

Sony Pictures is one of the "Big Six" major film studios and recognizes the importance of marketing to Hispanics, especially since Hispanic box office growth is outpacing the total box office growth. For the release of their movie, *The Star*, they chose to target Hispanics during the 2017 holiday season and encourage moviegoers to attend a holiday movie before Thanksgiving. In efforts to engage with this consumer, Sony decided to partner with Univision for a fourth time, with the release of *The Star* in the 2017 holiday season

OBJECTIVE

Sony's objective was to drive Hispanics to the theaters for the release of *The Star* and impact the movie's overall box office revenue.

STRATEGY FOR SUCCESS

UCI created a three-phase 360-degree campaign across linear, social, and radio to promote and create buzz around the release of *The Star*. The campaign focused on using comedy, adventure, and spirituality to provide audiences with a deeper look into the movie's story, characters, and music. Phase one focused on teasing the story of *The Star*, with segments on daytime and primetime shows. Phase two centered on the cast and characters, with UCI talent imagining themselves as different characters in the movie, and influencers creating content. The last phase highlighted the movie's music which was featured in *Despierta América*, as well as our hit reality competition *Mira Quién Baila*, and in a custom channel on the *Uforia* music app. All phases of the campaign drove to the "Mi Tradición Latina" sweepstakes, which concluded with a lucky winner receiving the grand prize of the ultimate holiday party, with gifts, catering, and décor – all presented by *The Star*.

RESULTS

38%
of the film's box office composition was Hispanic, beating the average Hispanic attendance in 2017 by 73%.

Source: PostTrak, a Product of Rentrak Corporation and Screen Engine LLC; NRG Moviegoing Report 2017; Base: MG12-74. Box Office Mojo

07

PERSONAL CARE

L'OREAL | NEUTROGENA

LANGUAGE + CULTURE = BEAUTY SUCCESS

A L'OREAL CASE STUDY

BACKGROUND

L'Oreal understands the market potential and projected growth of the Latina beauty consumer (+45% from 2017 to 2022 vs. +34% for non-Hispanics), and was willing to put the dollars behind it to grow share of and increase sales from the Latina consumer base. Why? Because 96% of Latinas say they won't leave the house without at least one beauty product applied.

To reap the most rewards, beauty brands must recognize one size does not fit all. Reaching the Latina beauty consumer in-culture and in-language, where brands show that their products are relatable to and made for the Latina woman, is the key to market growth, sales dominance, and leadership.

OBJECTIVE

Knowing all of this, L'Oreal sought to create a campaign that spoke directly to the Latina consumer, wherever she was viewing content.

STRATEGY FOR SUCCESS

L'Oreal's key strategy was to leverage Latina talent within Total Repair 5 brand creative to highlight the product features and benefits in-language and in-culture. L'Oreal, smartly, took a total market approach by using JLo throughout the campaign – both in English and in Spanish. But the importance of language and culture comes through in the results.

RESULTS

Far and away, the Spanish language creative outperformed the English language creative among Hispanic women per Nielsen's Brand Effect:

31%

brand recall vs. 13% for English-language creative.

27%

likeability vs. 5% for English-language creative.

4X GROWTH

vs. the category among Hispanics, while the Total Repair 5 product line saw double digit growth.

Source: 1) Nielsen TV Brand Effect, based on survey responses from February 23, 2017 - July 21, 2017 2) Nielsen Target Track xAOC. CYTD Wks - 28 W/E 07/15/17 3) Vital Findings/Univision. The Changing Face of Beauty. Custom Study, November 2015 4) Global Insight- 2015 Hispanic Market Monitor

AWAKENING A BEAUTIFUL PARTNERSHIP A NEUTROGENA CASE STUDY

BACKGROUND

Neutrogena has maintained its position as the top facial skin care brand in the U.S. by focusing their marketing efforts on a diverse and multicultural audience. As one of the few beauty brands with a Spanish-language website, Neutrogena reaches Hispanic consumers through a mix of multiplatform marketing campaigns, social media, and traditional advertising. With 13% of total beauty spend in the U.S. coming from Latinas, and more and more competitors targeting them directly, it's more important than ever for Neutrogena to maintain their leadership position and grow Hispanic market share.

OBJECTIVE

Neutrogena placed a big bet on their Hydro Boost Collection and needed to drive awareness and consideration in a disruptive way among U.S. Hispanics.

STRATEGY FOR SUCCESS

By leveraging Univision's consumer insights to select the most appropriate SKUs to target Neutrogena's Hispanic audience, the brand worked with Univision to create custom branded content to feature these key Neutrogena products in channels that would resonate best with the Latina beauty consumer. Specifically, the campaign tapped into distribution across Univision and its *Despierta América* morning show franchise, including the #DespiertaBella ("Wake Up Beautiful") beauty content umbrella. Four videos per product were created, reinforcing the daily use of Neutrogena through a series of beauty tips and recommendations. In addition, Univision created three Neutrogena-branded segments airing live on *Despierta América*. All content had a social distribution strategy across Univision and *Despierta América's* Facebook and Twitter accounts. The custom videos and branded segments organically integrated Neutrogena's Hydro Boost, Healthy Skin Liquid Makeup, and Double Cleansing Method products seamlessly into beauty content for the Hispanic Millennial woman.

RESULTS

1.1M

video views across Facebook and Twitter during a 2 month period.

7M+

impressions across Facebook and Twitter, exceeding benchmarks on Facebook by 91% and Twitter by 13%.

Source: 1) <http://hispanicexecutive.com/2016/neutrogena/> 2) <http://www.nielsen.com/us/en/insights/news/2015/hispanic-consumers-are-the-foundation-for-beauty-category-sales.html> 3) <http://www.sandiegouniontribune.com/hoy-san-diego/sdhoy-hispanic-women-changing-us-cosmetics-market-2016jun06-story.html> 4) Facebook Insights and Twitter Analytics

08

RESTAURANTS

UBER EATS

DELIVERING AWARENESS AND CONSIDERATION AN UBER EATS CASE STUDY

BACKGROUND

Uber Eats was looking to introduce its brand and services to Houston Hispanic consumers.

OBJECTIVE

Raise awareness for Uber Eats among Houston's Hispanic population to drive brand consideration and app downloads.

STRATEGY FOR SUCCESS

Leveraging the power of UCI's Local Media properties to connect with their audience through the cultural passion points of food, music, and sports, Uber Eats teamed up with UCI Local Media to create an integrated marketing campaign that lived across UCI's Local TV, radio, digital, and social media properties and included live sports and music event activations. The campaign centered around three social-first videos starring UCI's top Local radio personalities. Each video connected with Hispanics' passion for food and entertaining family and friends by showcasing Uber Eats as the solution to everyday problems, such as unexpected dinner guests or a cooking mishap.

UCI and Uber Eats also co-hosted a Hispanic Heritage event at the Houston Uforia music lounge. Attendees were invited to "download, dance, and eat" and were greeted by the UCI local radio personalities featured in the campaign's social media videos.

Uber Eats was also on-site at Copa Univision, the fastest growing amateur soccer tournament in Houston, where they greeted fans as they arrived in the morning, and offered them a free first-time delivery for downloading the Uber Eats app.

RESULTS

172K

total video views, a 332%
over-delivery

638K

impressions, a 28%
over-delivery

Source: Facebook Analytics

09

RETAIL

AMAZON | BJ'S | WALGREENS | WALMART

INCREASING BRAND AWARENESS ON A HOUSEHOLD NAME AN AMAZON CASE STUDY

BACKGROUND

Amazon has been making strides in marketing to U.S. Hispanics and understands the importance of communicating with the audience in Spanish. In March 2017, Amazon rolled out a Spanish version of its website, opening its "doors" to millions of Hispanic shoppers.

OBJECTIVE

Next steps in Amazon's Hispanic outreach was to raise awareness on Amazon Prime and Prime Now among U.S. Hispanics during the holiday season to help increase subscription intent.

STRATEGY FOR SUCCESS

Since this was Amazon's first campaign targeting Hispanics, they turned to UCI for help in reaching this coveted demographic. The campaign leveraged UCI's full suite of Media Predict custom research capabilities, including testing the effectiveness of multiple ads, airing across primetime, of driving purchase intent. UCI also conducted a pre-and-post survey to measure the impact of the ads on brand metrics. In parallel to the ads running on primetime, Amazon-branded segments ran on the popular daytime show *Despierta América*, featuring UCI talent. The first segment highlighted the benefits of using Amazon's Prime service due to its wide assortment of products across categories. The other segment was focused on promoting Prime Now for the holidays, especially for those last-minute shopping trips around holiday parties. The success of the campaign in lifting brand metrics proved that advertising on Univision can increase top-of-mind brand awareness and ultimately drive subscription intent, despite Amazon already being a household name.

RESULTS

+3 POINT LIFT

in top of mind brand awareness despite a strong base line.

+2.3 POINT LIFT

in brand favorability.

+5.3 POINT LIFT

lift in subscription intent among total Hispanics, which was even higher among Spanish-dominant/Bilingual Hispanics at +6.5 points.

Source: Univision - Amazon Custom Research 2017, in Partnership with Media Predict

INFLUENCING HOLIDAY SHOPPERS TO VISIT A BJ'S CASE STUDY

BACKGROUND

With a long history of advertising to U.S. Hispanics through local radio, BJ's Wholesale Club was looking to connect with Hispanic shoppers in a new way for the 2017 holiday season.

BJ's and 3 of its key vendor partners, P&G, Unilever, and Pharmavite, wanted to create a stronger relationship with Hispanics by leveraging the power of UCI's local social media properties and influencers.

OBJECTIVE

Generate awareness of the value that BJ's offers as well as the quality of their vendors' products among Hispanic shoppers in Miami and New York, to drive in-store traffic, sales and new membership sign-ups.

STRATEGY FOR SUCCESS

BJ's partnered with UCI to create a Hispanic-targeted social and branded content campaign in Miami and New York.

The campaign leveraged a UCI radio on-air personality and two influencers from the Univision Creator Network (UCN), the largest Hispanic influencer network in the U.S. and winner of Digiday's 2017 Best Influencer Marketing award.

The campaign, which kicked off on Black Friday and continued into the new year, centered around a video series, which consisted of 16 short-form videos produced by UCI. The series was divided into 3 parts, each tailored to the individual brand messaging for BJ's 3 vendor partners. UCI digital and radio properties were used to amplify the messaging of the campaign and to reach BJ's Wholesale Club key consumer segments.

RESULTS

+97%

uplift of in-store visits to BJ's Miami and New York stores

29%

of users converted in 0-3 days, exceeding category benchmark

618K

total video views

Source: 1. Bridge Custom Measurement Q4 2017
2. Facebook Analytics

A BEAUTIFUL EXECUTION & PARTNERSHIP: GROWING WITH THE HISPANIC SEGMENT A WALGREENS CASE STUDY

BACKGROUND

Through robust data mining, Walgreens identified a huge opportunity to grow their business by going after the Hispanic consumer, who over-indexes in their key strategic categories, including beauty. They made significant adjustments in their assortment to reflect purchase preferences as well as the shopping experience.

OBJECTIVE

Walgreens wanted to elevate their beauty brand and improve brand equity, by establishing credibility and familiarity with personalities their consumers already knew and trusted.

STRATEGY FOR SUCCESS

Walgreens worked with the Univision Creator Network to enlist the award-winning influencer Rosy McMichael to elevate their beauty brand, by demonstrating high quality at a good value. Rosy created a custom branded video comparing Walgreens' beauty products to high-end products, showing her audience that they can get the same or even higher quality makeup from Walgreens at a fraction of the cost.

RESULTS

+7 POINT LIFT

in unaided awareness, and brand opinion grew by 5 points.

+17 POINT LIFT

in beauty category purchases post campaign.

2.9M

impressions across YouTube and Facebook.

6.66%

engagement rate on YouTube, coupled with 3.07% engagement Facebook far outpaced industry benchmarks.

Source: Campaign Effectiveness Study conducted by Media Predict, 1/20-1/25/17 and 4/12-4/19/17, Sample: 1,178 Hispanic Women/SLTV Watchers/A18-49; Univision Internal Metrics, U.S. Social Impressions, 2.27.17 - 3.30.17

LEANING INTO INSIGHTS AND MUSIC TO DRIVE IMPACT WITH SHOPPERS

A WALMART CASE STUDY

BACKGROUND

As the #1 mass retailer for U.S. Hispanics, and one of the biggest advertisers in Hispanic media, Walmart is no stranger to successfully engaging the audience. Nonetheless, they are always innovating their messaging strategy to find new ways to deepen their relationship with customers they know will continue to drive growth to their business.

OBJECTIVE

To highlight their Fresh Grocery department and get shoppers to think of Walmart as their fresh food retailer of choice.

STRATEGY FOR SUCCESS

In 2017, Walmart launched a grilling- and cooking- focused campaign in both English and Spanish. While the brand blanketed the market with their fresh messaging, they knew they had to create a Spanish-language campaign that would resonate with Hispanics. Departing from their English-language campaign, Walmart created custom spots featuring three key tactics designed to tap into cultural nuances. First, they altered their tagline to have a singular focus on the food, shifting from “Wow the Crowd” in English, to “*Enciende la Cocina*” or “Light Up the Kitchen” – zeroing in on the insight that, for Hispanics, food is not about impressing, or performing, but about the experience of eating and enjoying with friends and family. Secondly, the music chosen for the campaign reflected key tenets of Hispanic nationalistic pride, calling out specific countries from where the food featured in the spot originates. And third, the music featured was from big-name Latin artists Marc Anthony and Gente La Zona.

RESULTS

NEARLY 2X
difference in ad recall
vs. English-language ads
(78% vs. 40%).

4X
difference in message
recall vs. English-language ads
(56% vs. 12%).

3X
difference in ad likability
vs. English-language ads
(60% vs. 18%).

Source: Nielson Brand Effects

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TELECOM

AT&T | METROPCS | T-MOBILE | VERIZON

GIVING HISPANICS UNLIMITED ACCESS TO POPULAR CONTENT AN AT&T CASE STUDY

BACKGROUND

A committed Hispanic segment advertiser, AT&T has been looking to deepen their relationship with the market through creative executions that would build affinity with the brand in innovative ways. The brand has evolved from a mobile provider to an entertainment company, and they wanted consumers to feel empowered to take entertainment into their own hands, consuming it on their own terms.

OBJECTIVE

To go beyond linear spots to reach Hispanic consumers in a way that showcases the brand's deep understanding of Hispanics' interests and lifestyle, and leverages never-executed tactics to raise awareness and build affinity.

STRATEGY FOR SUCCESS

Together, AT&T (with agencies Dieste & Hearts and Science) and Univision (with Story House Entertainment) crafted a holistic cross-platform campaign that provided fans with exclusive and unfettered access to the anti-hero of the ripped-from-the-headlines drama, *El Chapo*. The campaign gave users the opportunity to experience the content on their own terms, through an AT&T-branded live streaming after-show across Facebook and Univision digital platforms that went deeper into the mind and actions of the world's former most wanted criminal – powered by Univision's award-winning investigative news division. The high-quality production tapped into fan-favorite talent from the Univision family as hosts of weekly roundtable discussions, and provided real-time interaction with consumers – none of which would have been available to them without AT&T. The content-first approach afforded the brand the opportunity to garner engagement across linear, digital and social channels – achieving both scale and impact.

RESULTS

6M

total video views to the AT&T branded aftershow – far outdelivering estimates.

25M+

digital impressions across all *El Chapo* content.

1.06%

average social engagement rate, 6% higher than UCI norms.

NEARLY 600K

fan engagements with the AT&T branded content.

Source: Facebook, Instagram, and Twitter Analytics

HARNESSING THE POWER OF MUSIC AS A STRATEGIC BRAND INITIATIVE

A METROPCS CASE STUDY

BACKGROUND

As a disruptive challenger in the telco space, metroPCS provides nationwide talk, text and data plans on a prepaid basis to cost-conscious, mobile-first consumers. They began advertising in Spanish-language media in 2014 and embracing the Hispanic audience's penchant for all things mobile and their straightforward, value-minded approach. In the crowded and complex wireless space, metroPCS seeks to illustrate their positioning: "No Compromises. No Surprises. No Limitations." to help consumers get the most out of life without sacrificing great wireless service.

OBJECTIVE

To reach local communities while positioning the brand as the reliable and smart wireless choice for savvy and street smart consumers, driving Hispanic brand affinity as a result. The brand sought to go beyond "spots-and-dots", and craft a content-first campaign that would deliver exclusive experiences to consumers through a singular passion point.

STRATEGY FOR SUCCESS

Driven by insights, Univision and metroPCS worked together to craft a multi-pronged strategy and campaign anchored in the most popular genre in Latin music – Regional Mexican. The program centered around cross-media campaigns with two major Regional Mexican themed shows in Univision — *La Reina de la Canción* (The Queen of the Song) and *La Doble Vida de Estela Carillo* (Estela Carillo's Double Life). In both franchises, metroPCS took center-stage in the storytelling and what ultimately transpired on the show. In addition, metroPCS took advantage of Univision Creator Network by partnering with mega-influencer Rosy McMichael, and creating behind the scenes content and branded challenges that were pushed out to her 3.5 million+ fans. Lastly, to further drive home their message at the grassroots, metroPCS was present through local TV and radio, as well as onsite in 11 communities through auditions, viewing parties and concerts.

RESULTS

38%
intent to enroll in the service.

4X HIGHER
ad likability for ads in *La Reina de la Cancion* vs. metroPCS's English-language ad norms.

11.6M
social impressions.

2M
video views across UCI and influencer social accounts.

Source: Nielsen Brand Effect, Internal Univision Social Metrics

UNLIMITED INFLUENCE WITH HISPANIC CONSUMERS

A T-MOBILE CASE STUDY

BACKGROUND

There's an ongoing battle among mobile carriers for the loyalty of the 33M U.S. Hispanic smartphone users. As Hispanic mobile usage of 658 min/month continues to rise higher than the average 510 min/month for all consumers, T-Mobile knew that promoting their unlimited data plan to this key audience can help T-Mobile win the wireless carrier battle.

OBJECTIVE

To promote T-Mobile's unlimited data and grow share within the Hispanic market, T-Mobile strove to amplify their "Unlimited" campaign, which was focused on Hispanic's passion for music and social media.

STRATEGY FOR SUCCESS

T-Mobile and Univision selected the *Premio Lo Nuestro* ("PLN") music awards show to attract and engage younger viewers with a passion for music by integrating the "Unlimited" message across all channels featuring PLN content.

Univision provided T-Mobile the opportunity to align their message in virtually unlimited ways by featuring social media influencers, nominated megastar talent, and custom social elements. Integrations began prior to the show with influencers and talent posting custom branded content, including the custom hashtag #PLNlimitado, to their nearly 60MM fans. The messaging continued onto the branded "Magenta Carpet" with influencers posting exclusive content live. T-Mobile's integration extended throughout the broadcast with brand presence on stage and a social media war room backstage, providing real-time content delivery. Snapchat was a key content driver throughout— via brand integration in the PLN live Snapchat story, ads featuring social media influencers, and branded geo-filters. The culmination of the Unlimited messaging was T-Mobile's ownership of an entire commercial pod featuring an extended performance from nominated Reggaeton star J Balvin.

RESULTS

2ND

most tweeted hashtag on Twitter for the night: #PLNlimitado.

41MIN

total T-Mobile broadcast brand exposure helping to drive viewers online for exclusive content.

4M+

video views.

83K

social actions.

70

posts across social influencer, T-Mobile, and Univision social handles.

Source: 1) <https://www.portada-online.com/2017/10/02/how-a-t-mobile-sprint-merger-could-affect-battle-for-hispanic-mobile-market/>
 2) comScore, Media Metrix (Multi-Platform U.S. Hispanic Audience), December 2017
 3) <http://www.nielsen.com/us/en/insights/news/2015/us-hispanics-are-super-mobile-super-consumers.html>

TURNING VIRTUAL INTO REALITY

A VERIZON CASE STUDY

BACKGROUND

One of Verizon's main goals is to create more value for its customers by offering access to exclusive content experiences. Purposefully positioning itself as the brand that delivers its customers the promise of the ever-changing digital world, Verizon has placed its focus on virtual reality (VR) video

OBJECTIVE

Targeting a cross-cultural audience, Verizon was seeking a unique and innovative campaign that would reach Hispanic soccer fans with a VR experience they couldn't get anywhere else.

STRATEGY FOR SUCCESS

With further expanded team rights in 2017, Univision turned to Mexican League Soccer (Liga MX) to help deliver on Verizon's lofty goals. Liga MX is the most-watched soccer league in America, but since all matches take place in Mexico, U.S.-based fans face a physical barrier to ever fully experiencing the league's action.

Working together, Verizon and Univision Deportes found a way to bridge that divide like never before, with a content platform that surrounded fans with immersive content, creating a virtual experience that brought fans closer to their favorite Liga MX teams, players, and stadiums.

Due to the initial success of this year-long Liga MX sponsorship, Univision Deportes and Verizon decided to expand their innovative virtual reality partnership into the 2017 CONCACAF Gold Cup as well, bringing national team fans unique access to enhanced storytelling and behind-the-scenes coverage.

Produced and edited by Univision Deportes, Verizon's VR content included in-game highlights plus additive content like fan tailgates and locker room footage, leveraging Univision's rights relationships with both LigaMX and the Gold Cup. The content lived across various Univision Deportes platforms, including linear, digital, and social, as well as extending to Verizon's owned channels.

RESULTS

For Gold Cup:

4.6M

impressions delivered, exceeding benchmarks by 62%.

467K

average reach per post, exceeding benchmarks by 49%.

For Liga MX Full Year Campaign:

17.2M

impressions delivered, exceeding benchmarks by 40%.

3.4M

video views in total, exceeding benchmarks by 42%.

26.7K

total fan actions, exceeding benchmarks by 88%.

1M

total minutes of watch time.

Source: Facebook Insights

WWW.UNIVISION.NET