Youth & Minority Digital Marketing
Coke Teen Campaign

Jason Derulo’s Tumblr Theme
Targeting Hispanics

Man to Man
-McDonald’s / 2012
African American media consumption

African Americans spend a significant portion of their time online, second only to watching television.

- Newspapers = 5.7%
- Radio = 21%
- Internet = 32.5%
- TV = 35.2%

- 27M African American internet users
- Spend an average of 261 minutes online each day
- 69% of African Americans are active online buyers
- 51% of African Americans are mobile internet users

5 digital truths about African Americans

1. African Americans are ahead of the digital curve, utilizing video, mobile, and other platforms to interact online.

2. African Americans are vocal – digital is their microphone.

3. African Americans are avid searchers.

4. African Americans are more thorough in their pre-purchase research.

5. African Americans are more receptive to digital marketing.

1. Hispanics are High Speed
   - Hispanics devour digital media over high speed connections. Be culturally relevant across all digital mediums.

2. Hispanics are Social Media Shoppers
   - Video drives online and offline purchases. Leverage YouTube, the largest online video inventory, to reach this demographic.

3. Hispanics Maximize Mobile Media
   - Hispanics over-index on smartphone adoption. Join the conversation when they are on the go and searching locally.

4. Online is Hispanics’ GPS to the Store
   - Online advertising drives both in store and online transactions. Think digital first when you define your marketing strategy.
Action Taken as a Result of Online Ads

As a result of seeing online advertisements while researching products...

54% of Hispanics Shoppers of CPG made a purchase in-store

...25% looked for promotions online

...22% made purchase online

...21% visited a specific brand’s website

...20% looked for more info online about a product

Source: Google US Hispanics 2010, October 2010, OTX
Base: Recall seeing/hearing any ads while shopping/looking for info on CPG-related product; Hispanic n = 680, Rep n = 150
C7. And, which of the following actions, if any, have you taken as a result of seeing or hearing any advertisements while gathering information for <product>?
for african americans, online video prompts action

- 53% “video sharing sites helped me learn more”
- 37% “introduced me to a product/information I didn’t know about”
- 32% “clicked on an ad I saw while watching a video”
- 15% “video sharing sites prompted me to visit a retailer”
- 12% “video sharing sites prompted me to make an in-store purchase”

O5. How have each of the following online sources helped you as you researched and gathered information in the past? A box indicates significant difference from comparative group(s) at 95% confidence