

# EL OBSERVADOR

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## de Portland

### Hispanic Marketing Striking A Balance

Marketing to Hispanics in a diverse and divided society could be scary as walking a tight rope, every time you take a step the chances of falling are there.

Some supermarkets and a few retailers have added a Spanish mix to some of their locations that have larger Hispanic populations, some do it as an experiment called Micro-merchandising in which they set a few Hispanic products on a shelf and hope that some of us will discover the efforts, usually after two or three months they call the experiment a failure for lack of Hispanic participation and they go back to their normal way of doing business.

"Missed opportunities" what went wrong? They forgot to Market to the community in a very direct way, such as the old fashioned way of advertising in the store windows in Spanish on big white signs with green letters reminiscent of signs hanging in the windows of local bodegas or tienditas.

A well planned and executed marketing plan for any kind of supermarket is essential, to develop a strong and loyal Hispanic customer base, should begin with a small test area and with a few selected hispanic items that are important to each Hispanic household items that they must have for their daily needs, "If anything the trick is to do this without alienating the rest of the customer base.

Hispanics will shop and appreciate the effort if, (a) they feel that they are being catered to, (b) store employees are helpful and attempt to

assist even when there may be a language barrier and (c) if they are treated with respect.

There is a tendency for local Hispanic residents in any given neighborhood to shop in the smaller stores and tienditas sprinkled throughout the marketing area of the largest supermarkets, adding the Hispanic products and merchandising is a way to bring in some of that business.

Keeping in mind that buying fresh products was a way of life in their old Countries, Hispanics like to purchase fresh fruits and vegetables, so the produce department could become the main attraction and the reason why they will favor one store over another.

Some storekeepers will go for the obvious and assume that as long as they have all kinds of chili peppers and cilantro we will patronize their stores; wrong, every store now carries the obvious.

We like fresh leafy greens and roots, chayote squash and plantains mangos and papayas fresh lemons and green limes, many varieties of cactus, fresh oranges this will give you an idea that in many ways Hispanics are no different than your mainstream customers, we want the same things Quality, Service, and Price in that order.

To gain our business you must walk the tight rope and strike the balance in catering to all the customers needs and wants with the same diligence as in the past.

For direct information and consulting services please call Hispanic Marketing (503) 255-4707



Putumayo Artist Ricardo Lemvo

Putumayo Presents  
**An Afro-Latino Nights Tour**  
Featuring Putumayo Artists  
**Ricardo Lemvo & Makina Loca**  
with Special Guest Star **Afro-Latino Legend Sam Mangwana**

Ricardo Lemvo & Makina Loca's Mambo Yo Yo is Putumayo Artists' highly anticipated release from their first artist signing. Ricardo Lemvo's fascinating journey from the Congo to Hollywood features an international cast of musicians and music legends. Ricardo's

Putumayo Presents  
**An Afro-Latino Trilogy**



Various Artists



Putumayo Artist Sam Mangwana

band, Makina Loca, includes Latin, African, American and European players, and combines stately Cuban son with high-octane salsa and soukous -- a fusion of African and Latin rhythms. Look for Ricardo's featured role as a Latin nightclub singer in the upcoming (July 31st) Sony Pictures film "Dance With Me" starring Vanessa Williams, Kris Kristofferson and Cheyenne. Los Angeles Times: "Lemvo and his band Makina Loca manage a blend of Cuban and Central African traditions that is seamless and organic - and infectious."

## Hispanic Marketing

Te ganaste un Premio?, Una Beca? Ahora, ya que nosotros los Hispanos estamos estableciendo nuestros hogares en el Estado de Oregon, Muchos negociantes quieren vendernos algo, la mayoría de ellos son gente honesta como nosotros y en realidad lo unico que quieren obtener es un aumento en sus ventas ya que nosotros representamos una clientela

nueva, con familias jovenes, y que siempre trabajamos y por lo tanto tenemos dinero para poder comprar. Tambien hay gente sin escrúpulos, "Cuidado" negociantes o Pseudo-comerciantes que su unica meta es la de estafar a todos, pero en este caso se quieren aprovechar de que como somos inmigrantes, no conocemos el estilo o las leyes, ellos tratan de

aprovechar nuestra ignorancia y siempre trataran de embaucarnos en tratadas deshonestas o vendernos chucherias sin valor, por un precio altisimo. Ultimamente recibí por correo una proposición para obtener una Beca gratis para que mi hijo pudiera ir al Colegio que el quisiera con todos los gastos pagados, nada

menos que por 4 años. La carta tenia sellos oficiales y se veia como si viniera de una organizacion muy importante, hubo mucha alegria y entusiasmo en mi hogar. Tambien hay estafadores que hablan Espanol. Si ha sido estafado quejese con las autoridades. Richard Luccetti/Hispanic Marketing (503) 255-4707

### Imagine que somos la familia que vive en el vecindario



¡Los vecindarios de Portland y de toda la nación tienen muchas cosas en común! Como saltar a la cuerda, el fútbol, las conversaciones en el porche, las comidas en el jardín y la familia. American Family Insurance. Seguros con coberturas familiares, en los que se ha podido confiar desde 1927. Hoy, encontrará a nuestros amables agentes en 15 estados, en miles de vecindarios y cerca de usted en el corazón de su comunidad. ¡Llame hoy al (503)986-5800 mismo y descubra por qué nadie cuida de Portland como la familia!

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