

EL OBSERVADOR

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de Portland

¡Celebración!

¡Venga y sea testigo de nuestra historia!

Los jóvenes de la comunidad Villa de Clara Vista (Grupo Juvenil Cultura Hispana) han traído a la pantalla chica un proyecto que refleja experiencias y momentos de lucha, felicidad y tristeza de la vida de un inmigrante hispano en los Estados Unidos.

Viernes, 26 de Junio
7:00-9:00
El Salón Comunal
6856 NE
Killingsworth

*Habrá antojitos mexicanos y mucha
musica*

Programa de baile y poesias

¡No te lo pierdas!

HISPANIC MARKETING

The Neighborhood Is Changing

We are growing in numbers, our incomes are improving, we are buying houses and assimilating into the USA way of life, in true fact we are no longer migrants in a sense, we may still do agricultural work and settling down in areas close to our source of income, but we want to achieve the American dream and be a part of and contributors to our communities.

We want to do business with those that solicit and ask for our patronage. You have to earn our trust and provide us with goods and services that we desperately need and want.

Hispanic Marketing isn't for everyone, but for those manufacturers who feel that their product could do well in this market, consider the factors of a Spanish language marketing program, the issue of Spanish language dependency and other very important factors will play a role in determining the total dollar amount allocated to this marketing effort, interestingly a Spanish-language program is cost effective and the results can be impressive, one food manufacturer found out that the Hispanic consumer do not use

coupons as their English-language counterparts, however when a coupon was printed in the Spanish-language and offered at the store level, the redemption rate was between 15 and 20%. Ultimately, success in the Hispanic marketplace will be the result of talent, experience, hard work and the application of marketing principles, remarkably similar to the requirements for success in any business, know your product, and the consumer.

Your Product - usage patterns among the target consumers? Current levels of awareness, consumer market surveys, what is positive/negative attributes? Ultimately you must decide whether your product makes sense for the Hispanic consumer. The consumer - research the market to determine what sales messages will be effective in selling your product to the Hispanic consumer, what influences purchase decisions; price, quality, convenience, etcetera. Simply translating your English message into Spanish probably won't work.

Translate The Positioning - not the words, One of the most common mistakes is to create a great English language campaign and have it translated to Span-

ish, (or any other language of the targeted consumer). This can miss many of the cultural nuances necessary for success. We stress establishing a positioning and then working with Spanish-language talent to translate that positioning into the most effective creative product.

Hispanics are buying goods and services from those that solicit through their media and support their communities.

All you have to do is look at the demographics of the Hispanic population in the U.S. The Hispanic immigration experience is twofold, first to the U.S., in general, and second from rural to urban areas within the U.S. In the Southwest, Hispanics are the largest minority group.

The overwhelming majority of American-born Hispanics are bilingual, with a medium income of over \$26,000.00, looking at these main points, language, income, family size, culture and different level of assimilation, it does make sense to solicit the Hispanic business through their independent Hispanic language media.

Hispanic Marketing/Richard Luccetti (503) 255-4707

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<http://www.portlandobserver.net>

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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