



RECREATIONAL
BOATING & FISHING
FOUNDATION

HISPANIC OUTREACH WEBINAR

TippiT
& Moo
ADVERTISING

LOPEZ
NEGRETÉ

April 20, 2017

AGENDA

- Who We Are
- Why Hispanics Matter
- Hispanic Youth Outdoors
- How to Engage Hispanics



WHO WE ARE



Founded in 2011, Tippit & Moo is an omnicultural marketing and advertising agency located in Houston, Texas.

- We are an affiliate agency within the Lopez Negrete Communications family.
- Right sized and full-service, we are agile and resourceful with people and capabilities that cross racial, ethnic and linguistic boundaries.
- Our mantra, like our name, emphasizes our role as a marketplace catalyst, creating positive momentum, action and reaction in everything we do.

WHY HISPANICS MATTER

HISPANICS BY THE NUMBERS

Strong dynamics led by characteristics of size, growth, youth.



57 MM strong, 18% of population, largest minority; majority in key DMAs



Hispanics accounted for 48.3% of all population growth 2010 to 2015



Projected to reach 65 MM (20%) by 2020



Median age of 29.3 vs. 44.6 for Non-Hispanic Whites



24% of kids under the age of 18, 26% of kids under 5 yrs. old

Source: U.S. Census Bureau, 2016



AT LEADING EDGE OF U.S. DIVERSITY

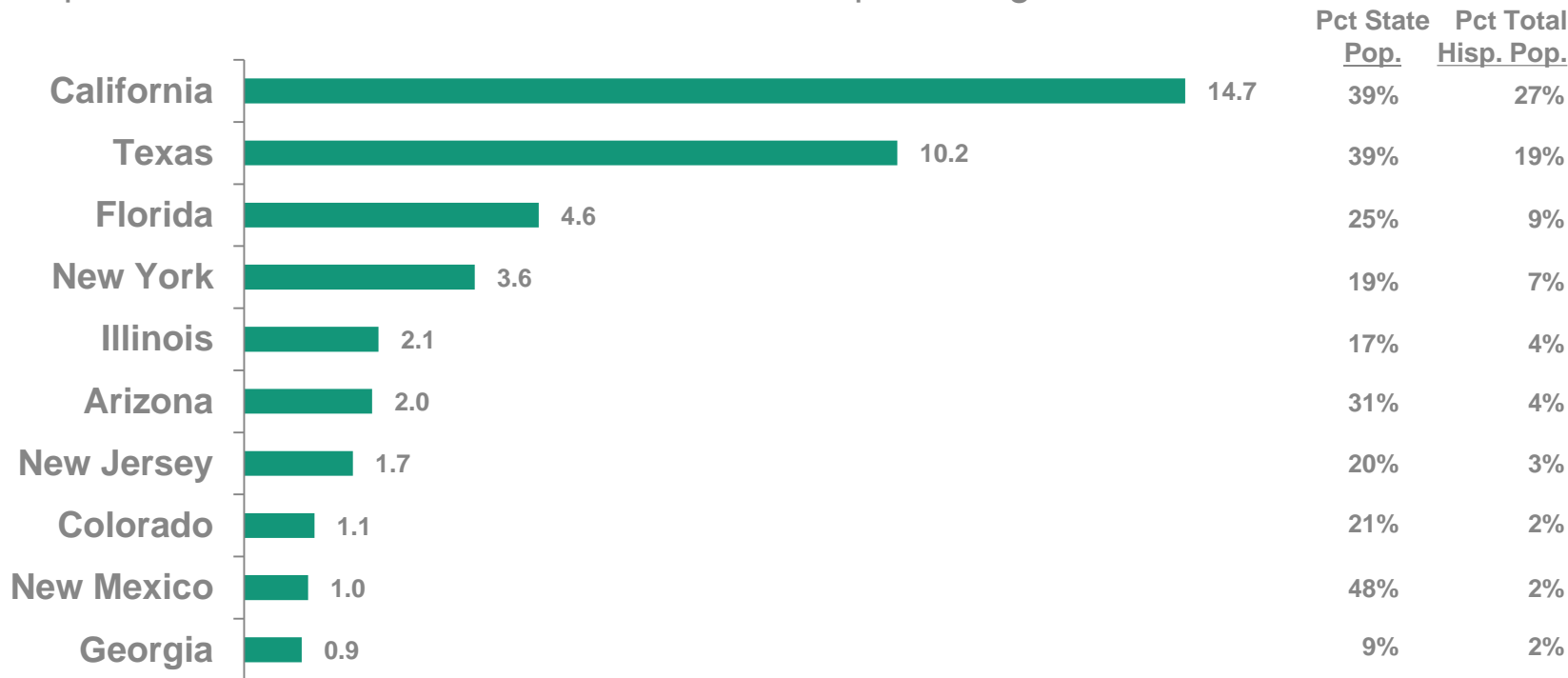
Projected population growth 2010 to 2050 shows major ethnic impact



Note: Excludes American Indian, Alaska Native, Hawaiian & Other Pacific Islander
Sources: U.S. Census Bureau, Population Projections, and Nielsen Media

HISPANIC STATES ARE WELL ESTABLISHED

The top five states account for 68% of RBFF'S Hispanic target



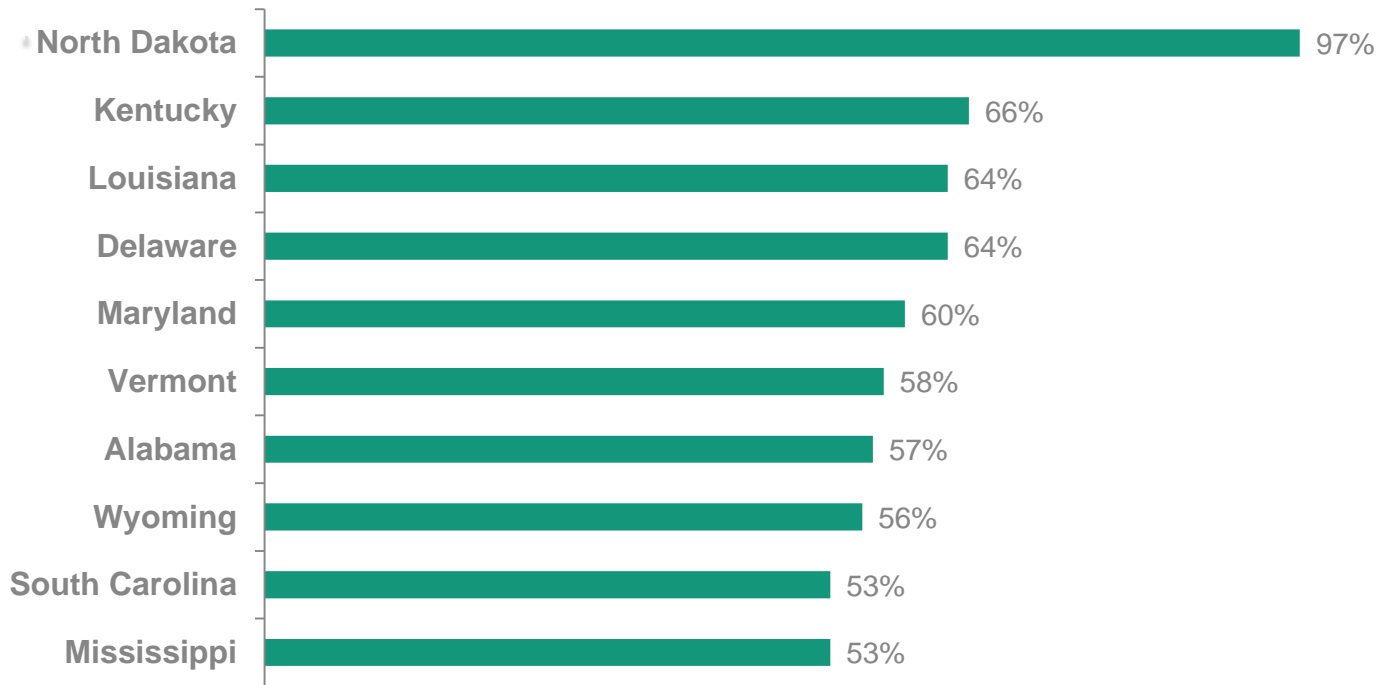
Source: U.S. Census, 2015. Numbers in MMs.



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HISPANIC GROWTH IN UNEXPECTED AREAS

The fastest Hispanic growth is occurring in unexpected, emerging States



Source: US Census, Hispanic Growth by State 2000 – 2010.

AFFECTING TOP METROS ACROSS US

Urban areas densely clustered with strong immigrant and youth segments.

Rank	Metro Area	Hispanic Population	% Hispanic Among Total Pop.	Among Hispanics, % Foreign Born	Among <18, % Hispanic
1	<u>Los Angeles</u>	5,979,000	45.1%	40.3%	54.5%
2	<u>New York</u>	4,780,000	23.9%	42.1%	32.2%
3	<u>Miami</u>	2,554,000	43.3%	60.7%	44.0%
4	<u>Houston</u>	2,335,000	36.4%	39.5%	45.4%
5	<u>Riverside, CA</u>	2,197,000	49.4%	30.3%	33.4%
6	<u>Chicago</u>	2,070,000	21.8%	36.1%	30.8%
7	<u>Dallas-Fort Worth</u>	1,943,000	28.4%	37.8%	37.7%
8	<u>Phoenix</u>	1,347,000	30.1%	28.6%	42.6%
9	<u>San Antonio</u>	1,259,000	55.7%	16.0%	65.1%
10	<u>San Diego</u>	1,084,000	33.3%	33.6%	45.6%

Source: PEW Research Center, Hispanic Trends 2015



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CHANGING THE FACE OF FUTURE ANGLERS

One of every four kids under six is Hispanic... and growing!



+ 5.3 M



There are now 5.3 Million more Hispanic kids

Population Change
2000-2014
Ages 0-17



- 4.3 M



There are 4.3 Million fewer white kids today than in 2000

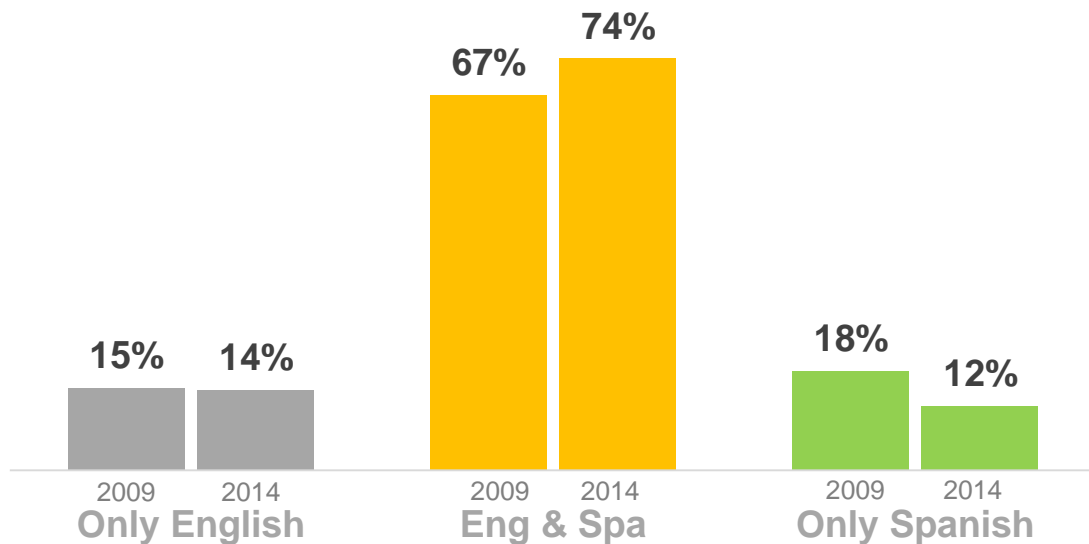
Source: U.S. Census Bureau, 2015.



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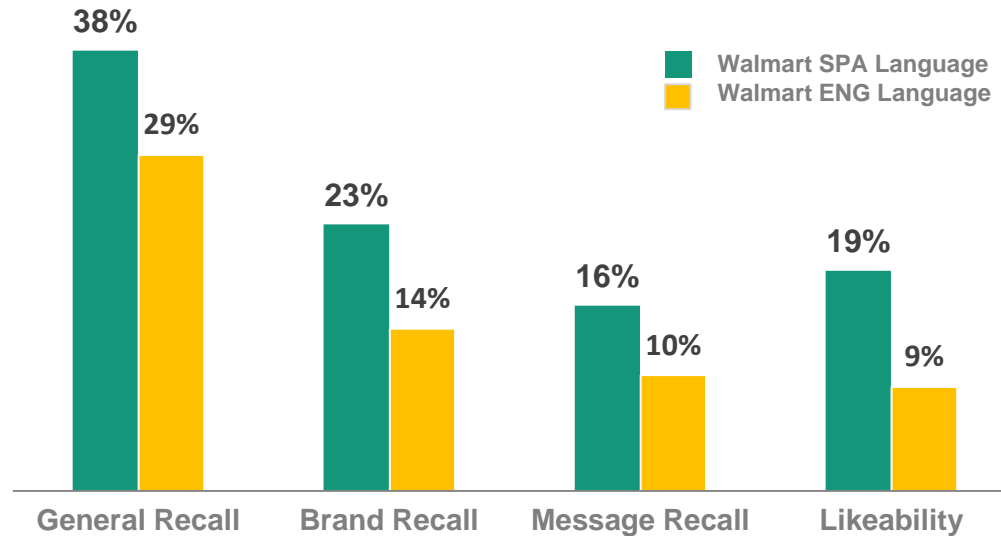
MAINTAINING SPANISH LANGUAGE, CULTURE

As strong proxy for culture, Hispanic millennials are choosing to speak BOTH English and Spanish, even as they acculturate..



CONNECTING EMOTIONALLY, EFFECTIVELY

Walmart's ad performance provides evidence of language effectiveness among bilingual Hispanic Millennials.



Source: Walmart proprietary study, 2014.

HISPANICS IN CULTURAL EVOLUTION

Constantly redefining and reinforcing what it means to be Latino..



REDEFINING WHAT IT MEANS TO BE HISPANIC

Culturally Savvy

- Refusing to be labeled or put in a box
- Creating a new American identity around a Hispanic core
- Strong believer in the American Dream



MAKING A DIFFERENCE

On their own terms

- Sees heritage as an advantage to navigate cultures
- Loud, intense and social by default
- Optimistic, forward-looking socially aware



TAKING TECH/SOCIAL SHARING SERIOUSLY

“Tech Sherpa” for family

- Confident social creator and cultural trendsetter
- Feel an obligation to family/ community to succeed
- Embraces new, buzz-worthy in food, fashion, music, tech



IMPACT BEING FELT AT ECONOMIC LEVEL

Hispanic consumer spending continues gaining momentum, outpacing the mainstream.

GROCERY
\$61 B



HA: +12%
GM: +6%

CONSUMABLES
\$17 B



HA: +7%
GM: -1%

ENTERTAINMENT
\$17 B



HA: +2%
GM: -4

HEALTH/ WELLNESS
\$5 B



HA: +17%
GM: +2%

HARDLINES
\$11 B



HA: +12%
GM: -1%

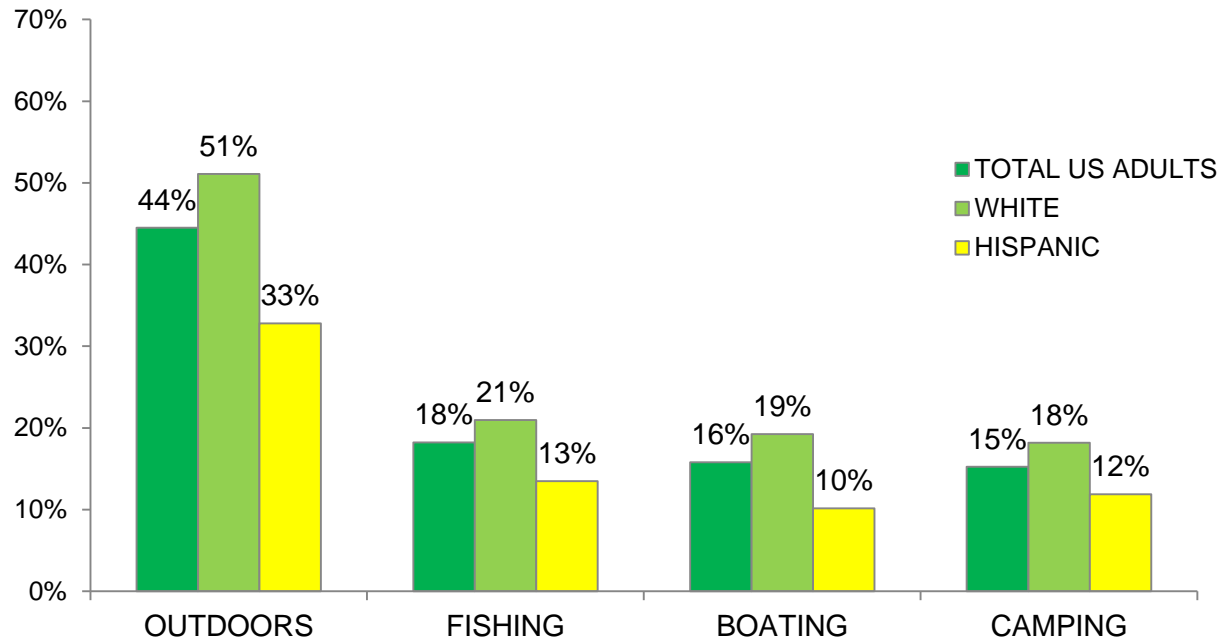
Source: Consumer Expenditure Survey, Bureau of Labor & Statistics, 2009-2014

OUTDOORS

WHITE, HISPANIC KIDS 12-17

ABOUT HALF OF ALL ADULTS ARE OUTDOORS

- Versus non-Hispanic Whites, Hispanic adults (18+) under-index in outdoors activities.

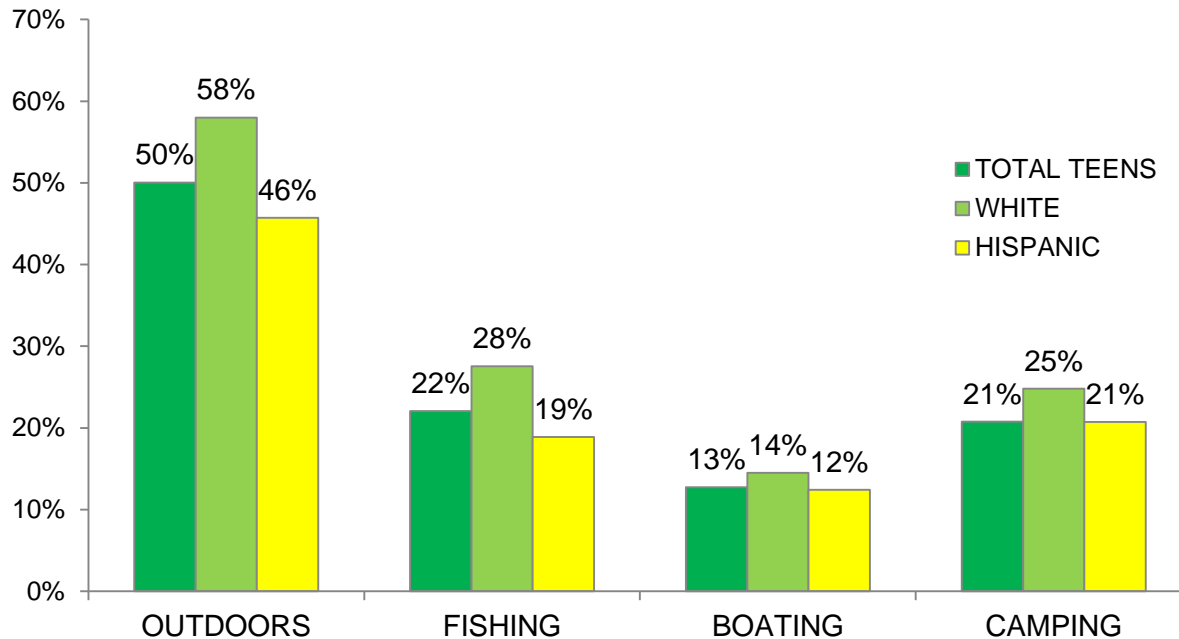


Source: Simmons NCHS Fall 2016 Adult Full-year Study. Outdoor activities in last 12 months.



TEENS REPORT HIGHER OUTDOOR ACTIVITY

While Hispanic teens still under-index, activity increases greatly, particularly with camping.



Source: Simmons NCHS Fall 2016 Teen Study Full-year Study. Outdoor activities in last 12 months.

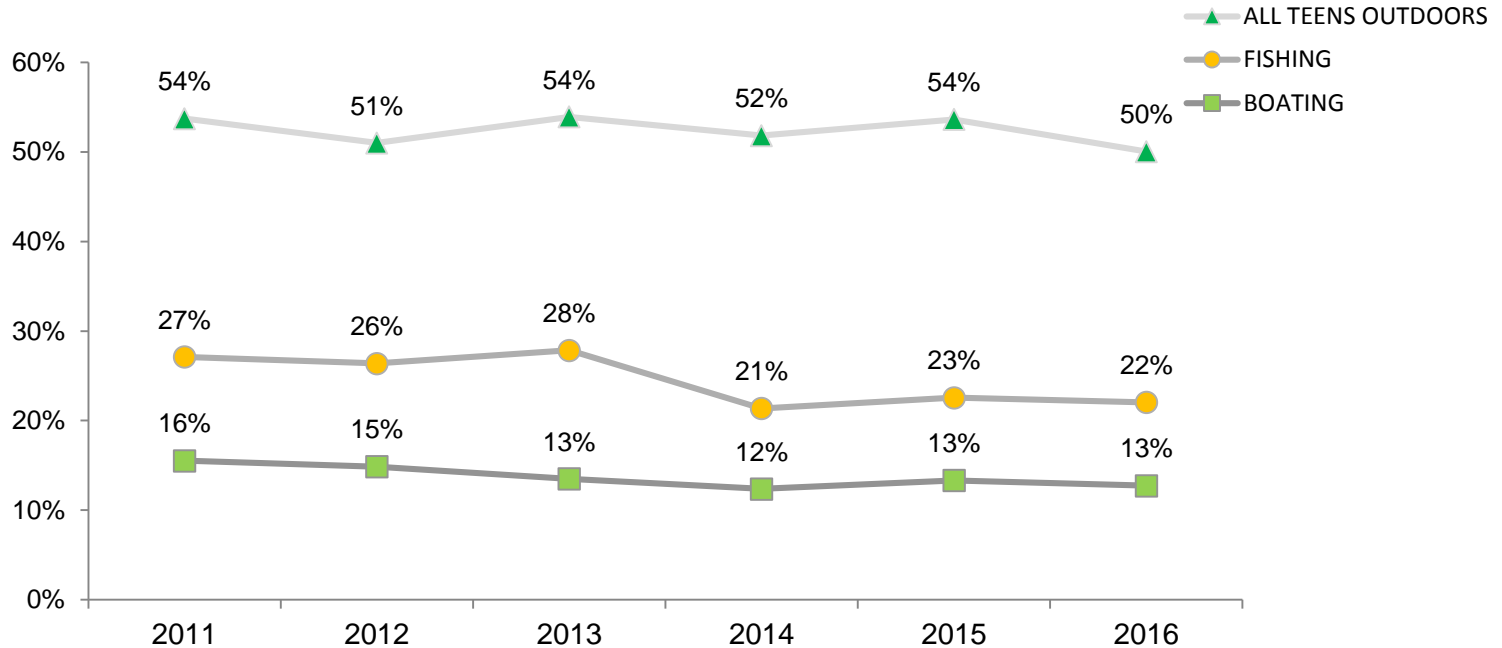


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FOR ALL TEENS OUTDOORS ACTIVITY DOWN

Looking at all teens, Hispanic and non-Hispanic, overall outdoor activity is waning.

- Fishing and boating also appear to be trending downward.

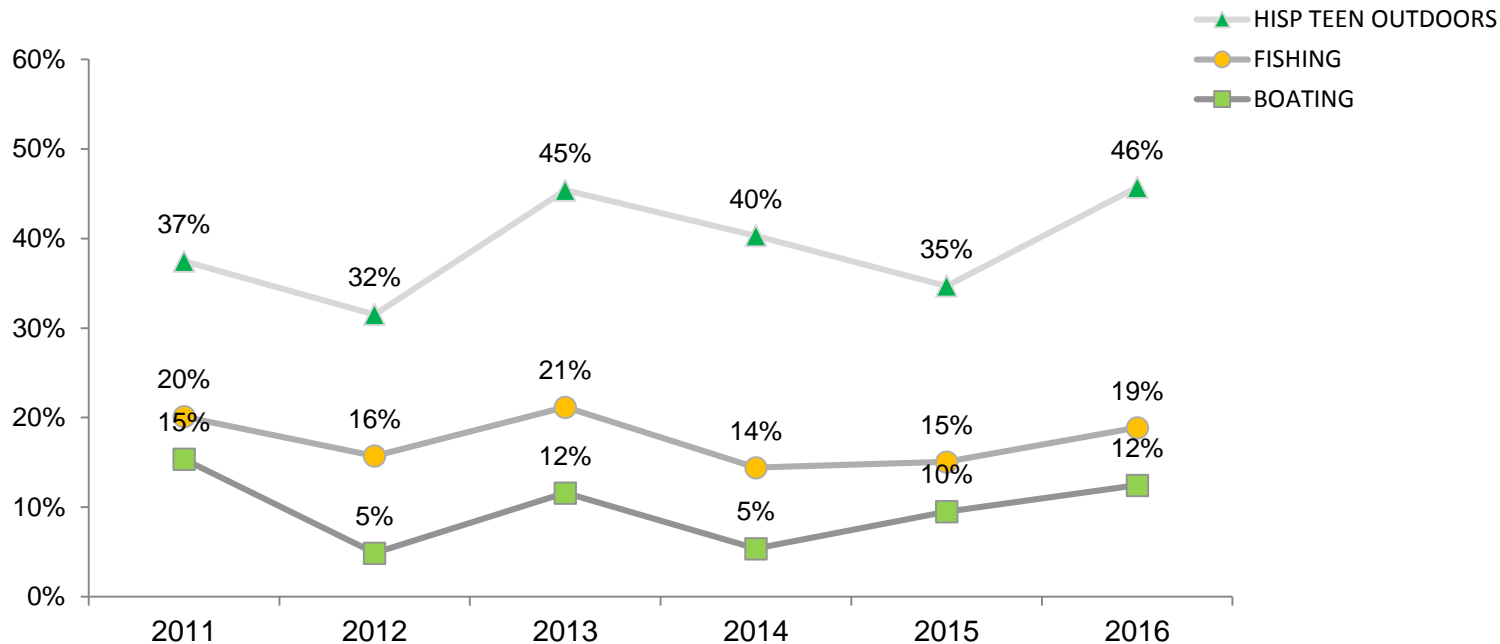


Source: Simmons NCHS Fall 2011-16 Teen Studies – age 12-17.

HISPANIC TEENS OUTDOORS TRENDING UP

Looking specifically at Hispanic teens, outdoor activity is lower but has increased.

- Fishing and boating activity are flat to slightly down.



Source: Simmons NCHS Fall 2011-16 Teen Studies – age 12-17.



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TEEN BEHAVIOR SHOULD BE LEVERAGED

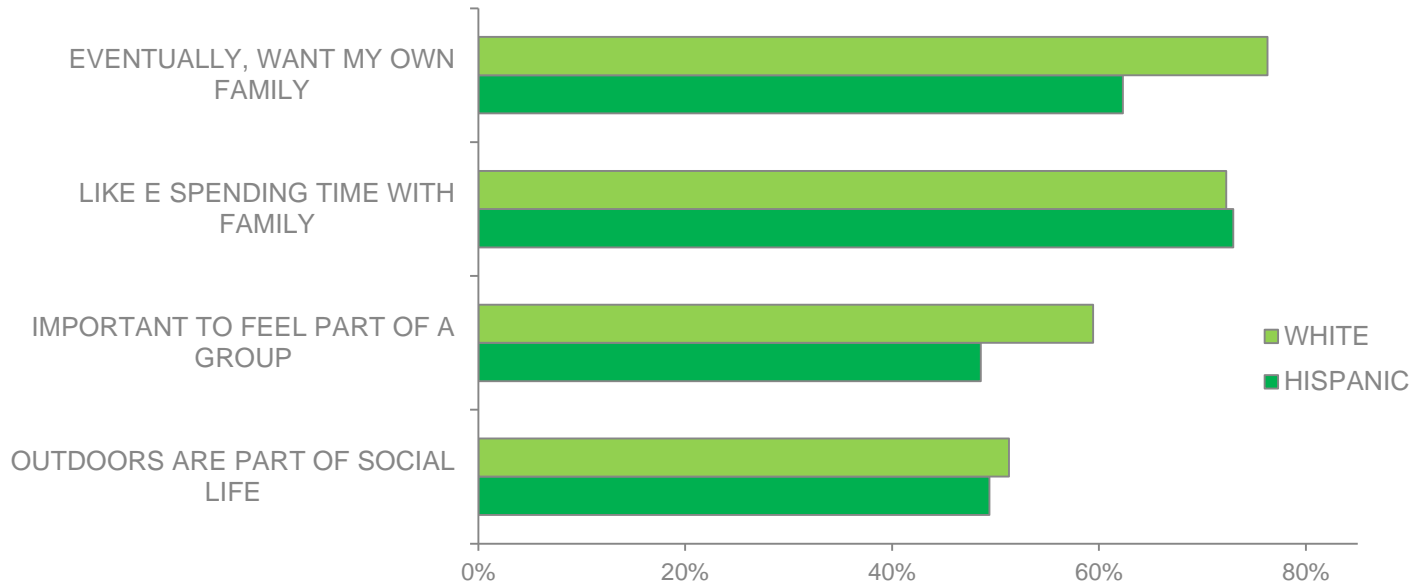
Efforts focused on families with teens as catalysts, could help grow outdoors activity overall.



FAMILY, SOCIAL TIME = OUTDOORS DRIVERS

Family time remains a strong motivator for getting teens outdoors

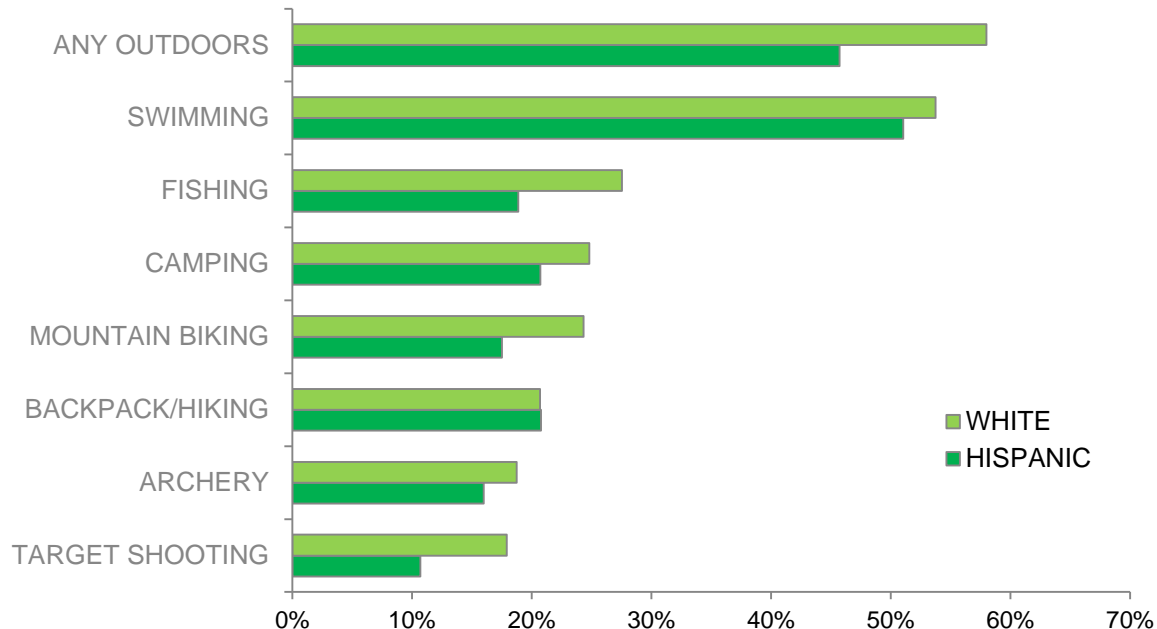
- These themes are common across race/ethnicity..



Source: Simmons NCHS Fall 2016 Teen Study Full-year Study.

PROMOTE OUTDOORS AS DIVERSE ACTIVITY

Because teens seek new, exciting, variety of experiences, getting kids outdoors must demonstrate array of activities possible.



Source: Simmons NCHS Fall 2016 Teen Study Full-year Study. Outdoor activities in last 12 months.



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HOW TO REACH HISPANICS

INSIGHTS

ENGAGEMENT REQUIRES A PROCESS

Getting Hispanics aware and involved is easier than you might think

Determine the Opportunity

- Establish community size and type
 - Understand segment differences
 - Choose areas of focus
- American Fact Finder: Variety of Census reports
 - ACS Community Facts – City, County, Metro areas, States
 - Pew Hispanic Center – Hispanic and mainstream trends

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Understand the Consumer

- Understand mindsets
- Determine attitudes, behaviors, preferences
- Learn their influencers

- Talk to people in the target community
- Start with your own organization
- Conduct informal on-site/event interviews
- Follow social media behaviors, blogging activity

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Ready the Organization

- Get the right people on board, train them
- Optimize events and offerings
- Set the stage



ENGAGEMENT REQUIRES A PROCESS

Getting Hispanics aware and involved is easier than you might think



CONSIDER KEY BARRIERS TO OVERCOME



Lack of exposure and experience



Outdoor activities in general are waning



Full family participation is often difficult



Fishing/boating perceived as a passive, waiting game



Money is an issue, whether real or perceived



State licenses, regulations are often confusing



CULTURAL ELEMENTS MUST PLAY A ROLE

Show cultural sensitivity, understanding of segment needs, mindset

- Local market research, situation analysis, staff training, consumer feedback.

Emphasize key features and benefits

- Often, major points of concern are different, as much emotional as functional

Go TO community, don't wait for them to come to you

- Participate in community events, activities: demonstrate, educate, celebrate

Make Hispanics feel as “welcome and comfortable” as mainstream

- Recognition, acceptance, feeling valued and invited are vital

Overall, make Hispanics feel that this is for them

- Place emphasis on inclusion, invite prospects to events and workshops, follow up



BE PREPARED WHEN THEY DO COME

On-location

- Create family-friendly environment, young, action-oriented
- Offer sensory experiential activities – seeing, feeling, playing
- Consider Hispanic staff for relevance, credibility

Materials

- Provide in-language materials
- Make basic, necessary information bilingual (products, events, license info)
- Use culturally-relevant imagery

Brand Ambassadors

- Mobilize existing Hispanic enthusiasts
- Utilize social media – Facebook, Twitter
- Invite, Invite, Invite!



TOP 10 BEST PRACTICES

HISPANIC 10 TOP TEN

1. Be prepared to invest over time – test and learn vs. in and out
2. Involve extended family – have something for kids thru grandmas
3. Match family needs – begin by learning their knowledge, experience
4. Focus on “togetherness”, creating family experiences drives motivation
5. Leverage bilingual staff to connect, help rapport – start with volunteers
6. Develop bilingual/in-language communication tools, materials, videos
7. Host educational sessions - inform, boost confidence – begin w basics
8. Consider Hispanic events, activities – Explore Hispanic Culture
9. Collect contact info – phone, e-mail, language preference – follow up
10. Get into community - reach out, be welcoming - invite



GRACIAS!



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